



## Circular 152:11:07

**To:** Club Presidents Club Secretaries

**Cc:**

**From:** Robert Cioffi – Manager, Commercial & Community Partnerships

**Date:** 9 November 2007

**Subject:** Beach Cricket – LSV & Cricket Victoria Club Initiative

**Action:** For Review (see attached letter)

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For the past few years, LSV and Cricket Victoria have been successfully working together on bringing beach cricket to selected lifesaving clubs over the Christmas & New Year holiday season. For the coming summer season, both parties are pleased to announce an expansion of the program. As detailed in the attached letter, LSV clubs will be afforded the opportunity to participate in the 2007/08 LSV/CV Beach Cricket Competition.

For those clubs who wish to participate, you will be provided free of charge a Beach Cricket pack containing rules, a set of stumps, plastic bats and tennis balls – everything you need to play the game. In previous years, beach cricket tournaments have drawn upwards of 250 players to singular events.

Cricket Victoria will be engaging in promotional activity in the interested communities to encourage maximum community participation. The long-term benefits of participating are numerous to include: 1) increased patronage on our beaches, leading to increased recruitment opportunities; 2) creation of a friendly, inclusive competition that encourage fun & fitness for all while enjoying the amenities of our beaches and clubs; 3) partnerships between local lifesaving clubs and cricket clubs, leading to increased recruitment opportunities and shared/dual membership options; 4) increased promotional and media opportunities; and 5) stronger links to the local community & local sponsorship opportunities.

The potential to develop a formalised state-wide beach cricket competition, including the development of a finals series, is well within reach. Interested clubs are asked to contact Rohan O'Neill/Cricket Victoria directly to register your interest.

We are interested in your feedback and look forward to bringing this concept to reality in the coming season.

**For additional detail on this Circular contact: Robert Cioffi – Manager, Commercial & Community Partnerships**

Email [robert.cioffi@lifesavingvictoria.com.au](mailto:robert.cioffi@lifesavingvictoria.com.au) or by phone (03) 9676 6971

Circulars are also available at [www.lifesavingvictoria.com.au](http://www.lifesavingvictoria.com.au)

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Friday, 9 November 2007

Dear Life Saving Club representatives,

Cricket Victoria (CV) has partnered with Life Saving Victoria (LSV) to expand the concept of the true Aussie sport, Beach Cricket and start a Formal Beach Cricket Competition.

For the 2007/08 summer season, CV will provide interested life saving clubs with a Beach Cricket Pack. The pack is for the club's benefit and is a gesture of our commitment to our partnership with LSV and the associated clubs.

The Beach Cricket pack contains:

- Beach Cricket Rules
- A guide on 'How to run a Beach cricket event'
- A set(s) of plastic stumps
- Plastic bats
- Tennis balls

In developing a formal beach cricket competition this season, both CV and LSV would like to introduce the concept of Life Saving Clubs across the state participating in a "state carnival" for beach cricket. We have seen in previous years that through a small amount of promoting at sea-side caravan parks in the summer months, beach cricket tournaments have drawn upwards of 250 players!

Cricket Victoria and Life Saving Victoria are interested in feedback from clubs who feel this could form part of their summer activities at the beach. Both organisations are working together to develop the concept and as such we are asking for interested clubs to contact Rohan O'Neill at Cricket Victoria on 9653 1151 or email [roneill@cricketvictoria.com.au](mailto:roneill@cricketvictoria.com.au) to discuss the opportunity. We would appreciate a response prior to December 7<sup>th</sup> 2007.

We look forward to an enjoyable summer on the beach!

Yours sincerely,



Rohan O'Neill  
Cricket Victoria  
Pathways and Lifestyle Manager

//SIGNED//

Robert Cioffi  
Life Saving Victoria  
Manager – Commercial & Community  
Partnerships

