

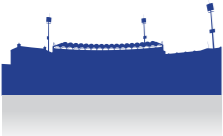





Our strategy

The GCB has identified key strategic priorities to ensure it meets its vision of creating a passion for cricket in Gauteng that is unrivalled.

	Our strategic priorities are to:	We will achieve this by:	The progress we have made:
	Develop quality winning teams by attracting, developing and retaining the best talent, ensuring we meet our transformation goals	<ul style="list-style-type: none"> Ensuring that the bizhub Highveld Lions occupies the top positions on the logs Producing players for the national team Setting up targets for our amateur cricket focus areas Creating a clear programme to source players in clubs and schools, and progress their careers after school 	<ul style="list-style-type: none"> Disappointing season due to player movement and injury, but strong foundations in place for 2017/18 Strong pipeline of players developed for national team Lions' Cubs team won the Cubs Week GCB won the national U17 week Lions' Academy team won the Franchise Academy week Women's team finished as runners up in the national tournament Our Hubs and RPC system is working well, evidenced by township players now playing in the provincial teams Appointment of Academy coach has boosted the Academy programme as can be seen by the success of our Academy teams
	Ensure that club and school cricket thrives (especially in disadvantaged areas)	<ul style="list-style-type: none"> Developing self-sustaining, well maintained cricket clubs in previously disadvantaged areas Fostering a great cricket culture with a strong cohort of black players By increasing the number of black cricket playing schools Ensuring excellent quality coaching at club and school level Looking to have black clubs in the Premier A and B leagues 	<ul style="list-style-type: none"> The GCB now has 12 premier league clubs that are complying with CSA targets on transformational representation Growing number of success stories of young black players being given scholarships to top cricketing schools and going on to succeed as cricketers Gauteng schools have won national tournaments including the National T20 Schools' Challenge, National T20 Community Cup Limited progress has been made to improve the cricketing facilities in the province, there is a need for a partnership approach with Government and municipalities to improve these facilities 53 people employed to coach young players in disadvantaged areas and to prepare pitches for under-resourced clubs One RPC located in Soweto and five Hubs across Gauteng serving disadvantaged communities, in 2017/18 we will add Sedebeng as a new Hub
	Maintain the Bidvest Wanderers' reputation as an iconic stadium	<ul style="list-style-type: none"> Ensuring an unparalleled stadium experience Continuing to upgrade and modernise the stadium 	<ul style="list-style-type: none"> Engaged with the Mayor of Johannesburg to encourage the active involvement of the city in maintenance A number of new projects completed including the final block of the lower Unity Stand and R2.5 million spent on repairs and maintenance and investments in new technology Installation of new lifts to improve access to key parts of the stadium as part of our modernisation programme We have engaged with service providers to ensure a better drop & go access system on match days A water and electricity management programmes is in place to ensure a greener stadium, and consumption is monitoring by a real time monitoring solution
	Grow our fan base	<ul style="list-style-type: none"> Creating an electric atmosphere at our events through offering excellent entertainment Creating fan rivalry with other franchises Promoting our already successful events such as the Pink Day 	<ul style="list-style-type: none"> Pink Day continues to be a huge success Embarked on a brand positioning project to ensure synergy our three distinct brands Support for the Lions has increased by 6%, making the Lions the most supported franchise team in South Africa
	Build a commercially successful and financially sustainable company	<ul style="list-style-type: none"> Building strong brands Maximising the corporate opportunity in Gauteng Growing the base of funding for amateur cricket initiatives Creating multiple revenue streams, thereby ensuring profitability 	<ul style="list-style-type: none"> Sub-committee set up to investigate properties that will be profitable to the GCB GCB profit after tax R105,005 Group profit after tax R153,688 Rental income grew from R1.28m in 2015/16 to R2.37m in 2016/17 R9.3m to the balance sheet during 2016/17 (capital investment) R2.6 million secured from National Lottery Fund for Youth, Women and Black Club Cricket, this was budget relieving and allowed GCB to invest in other elements within these areas Despite poor investing conditions and less cash on hand finance income increased from R2,525,327 to R2,833,984. Administrative expenses maintained or reduced Imperial Toyota sponsorship secured for bizhub Highveld Lions bizhub Highveld Lions profit after tax R48,684
	Ensure Board, governance and operational excellence, resulting in a performance-driven culture	<ul style="list-style-type: none"> Developing a clear strategy, and appropriate organisational structure to execute this strategy Electing appropriate Board representatives Having clear BB-BEE targets Developing a performance drive culture of excellence 	<ul style="list-style-type: none"> A new three year strategy was put in place in May 2016 New board committee structure and mandates in place Risk register in place and reviewed every six months Long-term Board composition agreed and achieved KPIs for leadership and management team set Transformation targets built into each operational / functional area