

COMMUNICATIONS
AND TRAINING
PLAN



Comms Matrix

Comms Type	Audience	Content	When
Fortnightly email update (Mon – Wed)	MA & DA staff	In-depth update of developments and training opportunities for the fortnight.	Fortnightly in lead up to, and throughout cricket season.
Monthly email update	All MA / DA and Club contacts	High-level update of developments and training opportunities for the month.	Monthly in lead up to, and throughout cricket season.
EDM	Coaches & Other Volunteers	Newsworthy updates to PlayHQ platform, alongside general community updates.	Fortnightly in lead up to season, weekly throughout season.
Website	All stakeholders	E-Scoring resources, upskill sessions and FAQs updated ahead of season.	July
Website	All stakeholders	Fortnightly email updates uploaded to PlayHQ landing page for those interested.	As they are completed through season.

Comms Matrix

Comms Type	Audience	Content	When
Social Assets	Stakeholders at DA level and below.	Social Assets used to direct stakeholders to PlayHQ landing page for fortnightly updates, resources, upskill sessions, and more.	Included as part of fortnightly updates
Social Media - Video	Stakeholders at DA level and below.	Video of BLACKCAPS / WHITE FERNS used to direct stakeholders to PlayHQ landing page for fortnightly updates, resources, upskill sessions, and more.	Before and throughout season
NZC Zendesk	Cricket Network feedback to NZC / PHQ	Issues, queries, etc.	Ongoing
PlayHQ Appcues	PlayHQ Users	Key information for PHQ Users, as defined by NZC.	As required.
Development Plan	All	Development roadmap for winter & beyond.	July

Training and Support Matrix

Training Type	Audience	Content	When
Club Starter sessions	Club Administrators	Registration set up, team and participant management, organisation details, transfers and permits, and programmes.	Live in-person and virtual sessions running from 17 July to 25 August, including national virtual events if you miss your local session or want more training
Game day sessions	Parents, coaches, managers and scorers	Covers what can be done through MyTeams and how to score through e-scoring	Live in-person and virtual sessions running from 28 August to 27 October, including national virtual events if you miss your local session or want more training
Support from Super Users	All PlayHQ users in an MA	Localised support and training from your friendly and knowledgeable Super User. Contact them for more details.	As required
NZC Phone and virtual support	All NZ PlayHQ users	Personalised support on match day for those that need it.	As required
PlayHQ YouTube and help guides	All PlayHQ users	Self-serve guides and bite-sized how to videos for quick solutions.	On demand