Your favourite part of cricket. Now your favourite way to train.

A coach-led club for batting, strength, fitness and belonging.

12 players

2 batting nets

60 minutes

Coach and club guide • 23 October 2026



A sport you can train for. A community you return to.

For players

Purposeful batting, scaled fitness and strength, a familiar group and footage to review.

A$269 / month guide

A$250 to the coach + A$19 WBL. Unlimited booked classes on a published timetable, subject to capacity.

Equivalent to about A$62/week. BFT Surrey Hills publishes a local A$65/week No Limits offer; access depends on each studio.

For coaches

A recurring group business rather than selling every lesson separately.

A$79 / month WBL guide

Coach software plus member subscriptions. Confirm package inclusions and recording allowances for your programme.

Why it is credible

Cardio Tennis demonstrates sport as group fitness. HYROX contributes repeatable challenges; CrossFit contributes coached community and progression.

> Develop specific elements through focused practice, feedback and progressive training. Measure contact, decisions, strength and fitness separately.

Six pairs.
Six purposeful stations.

The 60-minute clock

8 min warm-up
6 × (7 min work + 1 min transition)
4 min cooldown and debrief

Station rotation

1. Groove — controlled batting
2. Apply — decisions and targets
3. Build — scaled strength
4. Accelerate — controlled 20 m efforts
5. Engine — 400 m / scaled run-walk
6. Reset — mobility, recovery and pad-up

Purposeful repetition

Founder-reported previous machine sessions: 500 balls per net-hour with a dedicated replenisher.

2 nets × 500 × 42/60 ÷ 12 = **58 balls per player** before additional stoppages. Class guide: roughly 55–65 useful deliveries.

One batter per lane. Swap in short turns with the machine stopped. Pads off for general conditioning and lifting.

People and equipment

Lead coach + dedicated replenisher; add fitness supervision where needed. Two phones record the nets. Automatic feeders require regular safe replenishment.

Earn the next level.
Keep your own baseline.

Batting pathway

Foundation → Control → Adapt → Compete

40 valid deliveries across four tasks: contact, direction, leave/play and scenario.

Score contact 30%, decisions 30%, target 25%, routine 15%. Exclude instructed leaves from contact/target denominators.

Guide promotion: Control ≥60 twice; Adapt ≥70 twice and ≥70% decision score; Compete ≥80 twice plus live-bowling transfer on two occasions.

Record machine settings, protocol, assessor and evidence clips. Safety is a gate at every level.

Fitness is a separate track

Fresh 20 m sprint: three trials, median and best. Same-protocol 400 m time and perceived effort. Strength load, repetitions and quality.

Retest every 4–6 weeks. Compare players with their own baseline and comparable protocols.

Consistency matters

Celebrate attendance, improvement and contribution. Do not rank batting ability by fatigue tolerance or raw shot count.

> Use defined coaching criteria and comparable tasks. Check retention across sessions and apply the skill against live bowling.

Two nets.
One complete circuit setup.

Equipment / allowance	A$
Two machines, feeders and power	15,000
Balls and collection equipment	2,000
Weights and fitness kit	3,000
Phones, mounts and recording power	2,500
Safety and site setup	2,500
Freight, launch and contingency	5,000
Indicative total	**30,000**

A budget for the complete setup

Two bowling machines with automatic feeders, compatible balls, weights, mats, cones, recording phones and the practical kit to run the circuit.

Tailored to your facility

Existing machines or phones may reduce the investment. Confirm specification, GST, freight, warranty and commercial use in a supplier quote.

Plan the operating cash separately

Venue hire, ongoing staff costs, working capital, vehicle/trailer, major site works and personal protection are additional.

Discuss the equipment and programme at wblcricket.web.app/connect/.

Good coaching income.
Margin depends on the venue.

Illustrative established site

72 members × A$250 = **A$18,000/month** coach receipts including GST.

24 classes/week → 288 weekly places.
3 visits/member → 75% occupied.
4 visits/member → 100% occupied.

At 5 visits/member the timetable is oversold. Manage peak-time access, waitlists and cancellations.

After operating costs

About **A$8,102/month** available for owner labour and surplus.

Allow A$7,800 for lead-coach time: 1.5 paid hours/class at A$50. Residual: **A$302/month**.

Model assumptions

GST-registered; 104 classes/month; A$25 venue/class; A$45 replenisher/class; A$550 overhead/month; 2% payment fee; A$79 WBL including GST.

Venue changes the result

Approved free venue adds A$2,600/month: residual about **A$2,902**, before finance, tax and depreciation.

71 members is approximately break-even after the modelled coach labour at the paid venue.

> This is an owner-operated coaching business. Gross revenue is not profit. Use the website calculator for the actual coach's costs and timetable.

One club invoice.
A whole team in one hour.

Staffed offer — guide

A$330 / team-hour

Up to 12 adults: lead coach, replenisher, two machines, fitness kit, recording and reviewed team footage. Club supplies approved venue and power.

A$900 / three-team block

Three consecutive 60-minute circuits, 10-minute handovers. Up to 36 players; at least 3h20 plus setup/pack-down.

Six weekly blocks: **A$5,400**.
A$150/player over six weeks at 36 attending.

Prices include guide GST. No mandatory A$19 personal subscription for included team clips.

If the club delivers it

A$79/month + A$19/team-hour

Guide WBL software/format licence. Club provides equipment and all staffing. Three teams/week ≈ A$326/month to WBL.

Real precedents

Perth Cricket Academy sells external club coaching by the hour. Cricket HQ sells club net time. WBL bundles more delivery components.

Margin is modest

Staffed model contributes about A$45/single visit or A$103/three-team block after modelled labour, equipment reserve and costs. Additional venue/staff charges must be quoted.

Your expertise.
Your community.

Build your local programme

1. Tell us your location, coaching background and goals.
2. Confirm the facility, equipment and staffing.
3. Bring your players or partner with a club.
4. Run the circuit and record the net sessions.
5. Review clips, measure the trained element and set the next challenge.

Tools that support the coaching

Team invites, active-batter switching, recording, suggested shot clips, reels and private sharing.

Coaches manage bookings and grading using their own systems and scorecards. Each recording phone runs its own net session; confirm storage and retention requirements for your programme.

Start the conversation

wblcricket.web.app/connect/
bob@buildworld.ai

Explore the details

wblcricket.web.app/clubs/
wblcricket.web.app/coaches/
wblcricket.web.app/science/

Informed by existing models

BFT, Cardio Tennis, HYROX, CrossFit and external club coaching show different ways to combine coaching, community and regular training.

WBL is independent of these organisations. Financial figures are illustrative, not earnings guarantees. Confirm local availability, inclusions, terms and pricing directly.