

# AUSTRALIAN CRICKET STRATEGY 2017-2022





# CRICKET IN AUSTRALIA

  
**OVER 100,000  
VOLUNTEERS**

  
**15M**  
Over 15 million broadcast reach per season

Cricket's national digital channels combined (Cricket Network) have 20 million social fans/followers

**LIKE** 

**2,020,864**



**TOTAL  
ATTENDANCE  
IN 2016-17**



  
**28%  
GROWTH**

**ATTENDANCE**



**BBL HAS GROWN  
SIGNIFICANTLY OVER  
THE PAST 4 SEASONS**



**OVER  
1.4M**  
**PEOPLE  
PARTICIPATE  
IN CRICKET**  
9% growth  
in 16-17

**393,735**  **% 25**

Female participants

**241,105**  **% 28**

Multicultural participants

**185,015**

Indoor participants

**54,346**  **% 47**

Indigenous participants

**23,172**  **% 32**

Participants with a disability

**1,037,268  
CHILDREN**

**PLAY CRICKET THROUGH  
COMPETITIONS, CLUBS  
AND SCHOOLS**



**3,995  
CLUBS**

**23,667  
TEAMS**

## A NOTE FROM JAMES



Dear colleagues,

On behalf of Australian Cricket, I am delighted and excited to introduce our next five-year strategy.

Delighted, because this strategy represents more than 12 months of honest, ambitious and innovative debate by representatives from all levels of cricket.

At its heart, this strategy is driven by our love of the game, and our shared belief that cricket plays an important and valuable role in Australian society. Our communities are healthy when cricket is healthy.

Excited, because this strategy also provides clarity, a collective sense of what it will take to make cricket Australia's favourite sport and, most importantly, a sport for all Australians.

The challenges are many, and all of us face tough and determined competitors. What I find particularly pleasing is the additional work that has created How We Play, the behaviours that will underpin the manner in which we will tackle the task ahead.

That combination, of a clear strategy and a defined approach, will ensure our success.

I'm looking forward to working with you all to achieve our aspirations outlined in this strategy.

Yours sincerely,

**James Sutherland**

Chief Executive Officer, Cricket Australia

**OUR PURPOSE**  
**TO INSPIRE EVERYONE  
TO LOVE CRICKET**

**OUR VISION**  
**AUSTRALIA'S FAVOURITE  
SPORT – A SPORT FOR  
ALL AUSTRALIANS**



# UNRIVALLED HISTORY IN AUSTRALIAN SPORT



**NATIONAL WOMEN'S LEAGUE SINCE 1930**



**THE INVINCIBLES 1948**



**INDIGENOUS AUSTRALIAN TEAM 1868**

We are Australia's  
national sport, embedded in  
our country's identity.

Cricket is a fundamental part of Australian culture.  
It is part of our vernacular and our history.

In 1787 Lord's (Marylebone Cricket Club) established  
the laws of cricket to ensure uniformity and fairness  
for cricketers worldwide. We adopted these laws  
and still follow them today.

Cricket is now played by millions of Australians.  
International games and domestic leagues like  
the Big Bash are the leading sports entertainment  
across the summer, and our game inspires and  
connects people of all backgrounds and interest.



# HOW AUSTRALIAN CRICKET FUNCTIONS

Australian Cricket is led nationally by Cricket Australia, in  
partnership with the State and Territory Cricket Associations  
who lead and serve the many local Associations across  
the country.

On the field, **we compete** in domestic competitions that  
inspire fans and develop Australian players of the future.

Off the field, **we collaborate** in all areas where it is beneficial  
to leverage the scale of cricket nationally.

Working as a unified sport, **we co-design** national plans  
and enable localised delivery of those plans to cricket  
communities across each State and Territory.

We all act collectively  
in the best interests of the  
game we love and serve.



CRICKET NSW



WACA



NORTHERN TERRITORY  
CRICKET



CRICKET  
AUSTRALIA



CRICKET  
VICTORIA



QUEENSLAND  
CRICKET



SACA



CRICKET  
TASMANIA



# AUSTRALIAN CRICKET'S ACHIEVEMENTS OVER THE PAST FIVE YEARS

## WHO IS INTERESTED IN AUSTRALIAN CRICKET?



AUSTRALIANS



UNDER 30



80% 56%



Australia's most popular mobile  
sports game 4 million downloads

## ON-FIELD ACHIEVEMENTS



Won Men's Ashes  
in 2014 (5-0)



Won ICC Men's  
World Cup in 2015



Won ICC  
Women's World  
Cup in 2013



Won T20  
Women's World  
Cup 2014



Regained  
Women's Ashes  
in 2015

**WOMEN'S TEAM NO.1 IN ALL THREE FORMATS**

## CRICKET, FROM STRENGTH TO STRENGTH

- New revised junior formats for children to inspire a lifelong involvement in cricket.
- Grew attendance to the men's Big Bash League significantly and launched the women's Big Bash League.
- Through cricket, women can pursue a fully professional sporting career in our game.
- Implemented independent governance and a new financial model for Australia cricket.
- Unified Australian Cricket through the One Team transformation.

Cricket Network (all CA digital platforms combined)  
is the No.1 digital sports destination across summer,  
and No.1 cricket destination year-round in Australia.



# RESPONDING TO A RAPIDLY CHANGING WORLD OF SPORT AND ENTERTAINMENT

## OUR WORLD IS CHANGING

- Rapidly changing media landscape and shrinking attention spans.
- Better facilities and support needed for grassroots cricket communities and volunteers.
- New sporting powers emerging, led by China and other nations.
- Greater fusion of sports and entertainment, with live sport gaining more traction.
- Fans increasingly expecting personalised experiences.

## SPORT AND ENTERTAINMENT ARE CHANGING



TV audiences want to watch  
what they want, when they  
want... except for sport.  
They want to watch sport live!



Video games have become bigger  
than sports for participation

## ESPORTS

Esports are challenging sports for fans



People are more time-constrained



Gen Z (8 – early 20s) want to  
interact with the content – not  
just watch, share it or comment





# TO MEET THE DEMANDS OF THE FUTURE...

# DEVELOPING OUR STRATEGY TOGETHER



Our strategy needs to be grounded in  
**GIVING THE BEST POSSIBLE EXPERIENCE  
TO OUR FANS, PARTICIPANTS,  
VOLUNTEERS AND PLAYERS**



**WE WANT TO BE VISIONARY,  
FLEXIBLE AND COLLABORATIVE**  
while continuing to respect  
the tradition of cricket

**WE WANT TO BE A LEADER  
IN EMBRACING DIVERSITY**  
In particular, being the sport  
of choice for women and girls

We want to have a  
**DEEPLY ENGAGED WORKFORCE**

**WE WANT THE WORLD T20 TO BE  
THE BIGGEST CRICKET EVENT EVER**  
including a full house for  
the women's final

## COLLABORATION

A true collaborative effort by hundreds of people over  
the last 12 months to develop Australian Cricket's new  
five-year strategy.

Every person made a valuable  
contribution to how we are  
going to set ourselves up  
for a successful future.



**MORE THAN  
600 EMPLOYEES  
8,000 FANS**

current and past players,  
and coaches contributed to  
developing the five year strategy



**OVER  
8,000 FANS  
WERE SURVEYED**

and asked a series of  
questions about their vision  
for the future of cricket

**OVER  
200 PEOPLE  
CAME TOGETHER**

listened to experts, and  
each other at the Australian  
Cricket Conference 2016



**WE RAN  
26 WORKSHOPS WITH  
400 EMPLOYEES**

across Australian Cricket –  
Cricket Australia and the state  
and territory associations

**OVER  
50 EMPLOYEES  
IN 7 WORKING GROUPS**

further developed our  
aspirations and activities to  
complete the new strategy



# AUSTRALIAN CRICKET STRATEGY

## 2017-2022

### HOW WE PLAY

Be real, smash the boundaries,  
make every ball count,  
stronger together

#### OUR PURPOSE

To inspire everyone  
to love cricket



#### FANS

No.1 for fans

We will give fans  
what they want and  
grow the Big Bash



#### PARTICIPANTS AND VOLUNTEERS

No. 1 for participation

We will create the best  
participation experiences  
to grow junior cricket

#### OUR VISION

Australia's Favourite Sport  
– a Sport for all Australians



#### ELITE PLAYERS AND TEAMS

No. 1 in all formats

We will deliver the best  
High Performance  
system for players



We will be the leading sport for women and girls



We will promote cricket to inspire love for the game



We will use technology to deliver great experiences for fans, participants and volunteers



We will maximise long-term sustainable revenue to drive investment in the game

#### WE WILL SUPPORT OUR STRATEGY BY:



Transforming how we  
lead, serve and unite the  
cricket community



Attracting and  
developing great  
people



Using the World T20 in 2020 as  
a springboard for cricket before,  
during and after the event





# DRIVING TO THE NEXT LEVEL – STEP BY STEP

THEME

SETTING UP  
FOR SUCCESS

INCREASING OUR  
MOMENTUM

LIVE THE  
NEW STRATEGY

ENTERING NEW  
HORIZONS

SUCCESS HOME  
AND AWAY IN WORLD  
EVENTS AND THE ASHES  
INSPIRES MILLIONS TO  
LOVE THE GAME

IGNITING THE COUNTRY  
WITH CRICKET

MEN'S WORLD T20 IS  
THE BIGGEST CRICKET  
EVENT EVER AND IS  
A SPRINGBOARD FOR  
GRASSROOTS CRICKET  
AND THE BIG BASH

REACHING THE  
NEXT LEVEL

HOME ASHES REINFORCE  
EVERYONE'S LOVE FOR  
CRICKET AHEAD OF  
AN IMPENDING NEW  
STRATEGIC DIRECTION  
FOR CRICKET

AGENDA

ALIGN OUR  
ACTIVITIES TO THE  
NEW STRATEGY

FY19

FY20

FY21

FY22

FY18

ACTIVITIES

- Embed the new strategy and 'how we play' across Australian Cricket.
- Gender pay equity achieved for the first time in World Cricket.
- Deliver a successful expanded men's Big Bash League.
- Launch new and innovative grassroots apps.
- Key media rights and commercial deals are finalised.

- New funding agreements in place for States and Territories.
- Increased resourcing for grassroots cricket.
- Use data to provide personalised digital experiences for the cricket community.
- Women's World T20 in West Indies.

- Junior pathway is fully integrated.
- Away Ashes series.
- Junior cricketers in all competitions are playing revised formats.
- Women's World T20 in Australia.



- Men's World T20 in Australia.
- Both Big Bash competitions experience rapidly growing viewership and attendance.
- Overwhelming demand from kids to play cricket in light of the World T20.

- Home Ashes Series.
- Half of the GMD field force are women.
- All States and Territories have elite facilities.
- The Women's Big Bash League is the biggest and best women's league in Australia.





# AUSTRALIAN CRICKET WILL...



**BE NO.1 FOR  
FANS**



**BE NO.1 FOR  
PARTICIPATION**



**BE NO.1 IN ALL  
ELITE FORMATS**

## GIVE FANS WHAT THEY WANT AND GROW THE BIG BASH



- Schedule compelling cricket when fans want to watch it (from October to March), offering formats for all fans, including Test cricket, ODIs, T20Is and Big Bash.
- Grow the Big Bash with more games and globally recognised brands.
- Continue to develop the WBBL so that it remains the number one women's league in Australia.
- Develop stronger domestic competitions that prepare players for the challenges of international and Big Bash competitions.
- Provide fan-friendly content into overseas growth markets.
- Collaborate with the ICC to ensure that every men's and women's international game means more to fans, and increase the quality and sustainability of international cricket.

## CREATE THE BEST PARTICIPATION EXPERIENCES TO GROW JUNIOR CRICKET



- Cricket is in every school, is a trusted partner of the education sector, and inspires every child to have a lifelong love of cricket.
- Play fun formats in quality facilities that excite and delight children at all levels.
- Make every club a fun and safe place for children.
- Grassroots cricket welcomes people of all cultures and backgrounds, reflecting the diversity of the Australian population.
- Better support schools, clubs, associations and volunteers.
- Grow the number of Australians who feel connected with and passionately support the Big Bash clubs and Australian teams.

## DELIVER THE BEST HIGH-PERFORMANCE SYSTEM FOR PLAYERS



- Prepare adaptable, resilient and competitive male and female elite players and teams.
- Transform into the best high-performance model in Australian sport, with ground-breaking use of technology.
- Develop the leading talent pathway with a paradigm shift in alignment to the T20 format.
- Entice and retain talented athletes at every level.
- Our people will be the best in Australian sport – players, officials, coaches, curators and all involved in the game.
- Innovatively develop and maximise the use of elite training and playing facilities across Australian Cricket, and prioritise player safety and wellbeing.

## BE THE LEADING SPORT FOR WOMEN AND GIRLS



- Achieve gender equity across Australian Cricket.
- Develop and accelerate the opportunities for women in all areas and levels of our game.
- Sustainably grow women and girls' participation, and make sure they find cricket clubs welcoming and enjoyable places to be.
- Cricket becomes a viable professional career for talented female athletes, who will be supported by an expansive and structured female pathway.
- Grow women's elite cricket and remain number one in all formats.
- The WBBL becomes the undisputed leader of women's sporting leagues in the world.





# AUSTRALIAN CRICKET WILL...



**BE NO.1 FOR  
FANS**



**BE NO.1 FOR  
PARTICIPATION**



**BE NO.1 IN ALL  
ELITE FORMATS**

## PROMOTE CRICKET BETTER TO INSPIRE EVERYONE'S LOVE FOR THE GAME



- Cricket has a modern, positive and progressive voice in Australian sport and around the world.
- Storytelling makes cricket the highest profile and preferred sport for children, parents and grassroots communities.
- Our stories are relevant for women and girls, reflecting a gender-neutral sport.
- Cricket has the most inclusive and compelling stories, making our elite players the most recognised and respected Australian athletes.
- Australian Cricket has a clear identity that connects and inspires employees, who are empowered and harnessed as sport's best storytellers.

## USE TECHNOLOGY TO DELIVER GREAT EXPERIENCES FOR FANS, PARTICIPANTS AND VOLUNTEERS



- Seamless and engaging technology is available throughout the community, allowing cricket to be played anywhere, any time, by anyone.
- Tailor and deliver exciting digital experiences across all customer touchpoints.
- Develop the number one cricket digital network in the world.
- Deliver enhanced at-match experiences that are personalised to customers' needs, driving higher engagement and increased attendance.
- Transform match viewing to deliver highly engaging, customised experiences wherever our fans are.
- Cricket has the best digital sports games in Australia that attract new cricket fans and drive deeper engagement with existing fans.

## MAXIMISE LONG-TERM SUSTAINABLE REVENUE TO DRIVE INVESTMENT IN THE GAME



- Significantly grow media, digital and commercial revenue and develop more socially responsible partnerships.
- Increase revenue from international markets through innovative content, new partnerships and by reaching more of the global cricket family.
- Unlock the rapidly growing commercial markets for women's cricket.
- Create the strongest partnerships with government to maximise federal, state and local government investment in the cricket community.
- Expand our operations to strategically create new long-term revenue streams in sport and entertainment.





# HOW WE PLAY

What we aspire to achieve is one thing, but how we play to achieve it, is equally important.

Over 400 people across Australian Cricket collaboratively developed a shared set of behaviours for all of us to live by.

As part of Australian Cricket, we commit to being real, smashing the boundaries, making every ball count and being stronger together.

How We Play will inspire everyone to love cricket and become Australia's favourite sport – a sport for all Australians.





# OUR FUTURE

By Achieving our aspirations...



## WOMEN AND GIRLS

LOVE CRICKET AS MUCH  
AS MEN AND BOYS



## PARTICIPANTS

ARE EXCITED AND INSPIRED TO KEEP  
LEARNING AND PLAYING THE GAME



## ELITE PLAYERS

FEEL AT THE TOP OF THEIR GAME  
WITH THE BEST HIGH-PERFORMANCE  
SYSTEM IN WORLD CRICKET



## VOLUNTEERS

FEEL VALUED AND SUPPORTED  
BETTER THAN EVER BEFORE



## FANS

ARE THRILLED, ENJOYING  
MORE CRICKET THE WAY  
THEY WANT TO WATCH IT



## EMPLOYEES

LOVE WHAT THEY DO AND  
THEIR ROLE IN OUR SPORT





**INSPIRE EVERYONE  
TO LOVE CRICKET**

**AUSTRALIA'S  
FAVOURITE SPORT,  
AND A SPORT FOR  
ALL AUSTRALIANS**



