

NZC STRATEGIC PLAN



VISION: NEW ZEALAND'S FAVOURITE GAME - HE KĒMU ROROTU MŌ AOTEAROA

PURPOSE: A GAME FOR ALL NEW ZEALANDERS; A GAME FOR LIFE - HE KĒMU MŌ AOTEAROA; HE KĒMU MATAORA

STRATEGIC IMPERATIVES

Compelling FTP and domestic schedules

Successful BLACKCAPS and WHITE FERNS teams

Engaged fans and a growing New Zealand and global fan base

Implementation of the priorities from the One Cricket and Strengthen & Adapt projects

A cohesive, connected and effective Cricket Network

A fresh, long-term focus on engaging more women and girls in cricket

Investment linked to strategy

Acknowledge Tangata Whenua, and a commitment to incorporating Tikanga Maori, Te Reo Maori and a Te Ao Maori view in cricket

01 COMMUNITY

- Aligning roles and responsibilities across the network. A well trained, led and supported workforce
- Developing and delivering formats of the game that meet the needs of our diverse population
- Creating a stronger foothold within the school system
- Delivering quality cricket experiences and clear pathways
- Taking the game to under-represented and under-engaged groups
- Building strong local authority relationships and facilities

02 HIGH PERFORMANCE

- Quality environments and people who produce winning BLACKCAPS and WHITE FERNS
- A focus on learning
- An athlete-centered approach that emphasises the holistic development and well-being of athletes
- Identification of high potential players and a domestic system that provides these players with opportunities
- Nationwide and quality training facilities that provide year-round access to grass wickets

03 WOMEN & GIRLS

- Developing unique and evolving playing opportunities and enjoyable cricket environments
- Continuing to develop a professional system in women's cricket
- Capitalising on CWC22 tournament hosting to ensure legacy benefits are realised
- Continue to attract women and girls to engage with cricket and grow the female fan base and audience
- Continue to build on the 'Women in Cricket Governance' project and grow the depth and quality of female leadership throughout the cricket network

04 COMMERCIAL GROWTH

- Maximise opportunities from domestic and international broadcast agreements and realising the potential of digital assets
- Nurturing India relationships and taking a global approach to maximise financial returns
- Growing the revenue related to WHITE FERNS and women's domestic competitions
- Develop a venue strategy that provides certainty and encourages capital investment

VALUES:

RESPECT
WHAKAUTE

TENACITY
WHAKAPAU KAHA

OPTIMISM
NGĀKAU ROROTU

INCLUSIVITY
MĀKOHA

FUN
PĀREKAREKA