

Women and Cricket **Cricket and Women**



November 2016



A New Zealand
Cricket publication.



The purpose of this document is to stimulate conversation across the New Zealand cricket community about the need for change, and to help us shape our journey ahead.

Contents

Editorial

- pg 05 ICC's vision of success
- pg 05 Sport New Zealand's sport integrity framework
- pg 06 A game for all New Zealanders; a game for life

Governance and leadership

- pg 10 The way I see it
- pg 11 Leading change

The report

- pg 12 Women and Cricket today

Cricket delivery channels

- pg 18 Consistent & concerted
- pg 19 A strategic priority

Participation

- pg 22 A sense of possibility
- pg 23 Here I am

Supporter engagement

- pg 26 Street view
- pg 27 What others are doing

Commercial model

- pg 30 No magic, just hard work
- pg 31 Investing for future returns

Final words

- pg 34 Reversing the trend
- pg 35 Set goals, work hard
- pg 36 Fair play

New Zealand Cricket's Vision of Success:

A game for all New Zealanders; a game for life.



IMAGE: NZ STORY

ICC'S VISION OF SUCCESS

As a leading global sport, cricket will captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities.

SPORT NEW ZEALAND'S SPORT INTEGRITY FRAMEWORK

Every Kiwi has the right to participate in sport and recreation within a welcoming and inclusive environment, and to be treated with respect, empathy and positive regard irrespective of age, ability, ethnicity, gender, national origin, race, religion, sexual orientation, political beliefs or socio-economic status.

A game for all New Zealanders; a game for life.

STUART HEAL
CHAIRMAN, NEW ZEALAND CRICKET 2013-2016

In November 2015, New Zealand Cricket initiated a research project to help us better understand why women do and don't engage with cricket and what would help us improve those levels of engagement.

So began an exhaustive investigation: hundreds of one-on-one interviews, over one thousand survey responses, extensive desktop research. There were conversations with female players, past and present. With administrators. With fans. With women who follow sport, but not cricket. With women from different ethnic and cultural backgrounds. A look at trends in society and trends in sport. Talks with people in other sporting organisations, here and overseas.

The final report was presented to the Board in July 2016. At 428 pages, it is a substantial document: a comprehensive appraisal of the relationship and a frank assessment of our shortcomings. Confronting reality — however uncomfortable that may be — is an essential step in any change management process. What ultimately matters, however, is what happens next and the Women and Cricket report provides detailed advice for the journey ahead: seventeen recommendations in all, with a wealth of supporting material.

Your Board had no hesitation in unanimously accepting the report's findings and asked for work to begin immediately on implementation.

DAVID WHITE
CEO, NEW ZEALAND CRICKET

Transforming cricket's engagement with women is fundamental to achieving our vision of cricket being a game for all New Zealanders; a game for life. Greater engagement with women has the potential to increase player numbers, deepen the pool of volunteer coaches, officials and administrators, expand the fan base and open new sources of revenue.

Self-interest aside, however, this is simply the right thing to do. It is consistent with our recent commitment, along with other National Sports Organisations, to developing and implementing policies, programmes and practices that encourage greater diversity and inclusion across sport. It is consistent with Sport New Zealand's Sport Integrity Framework and with the ICC's Vision of Success.

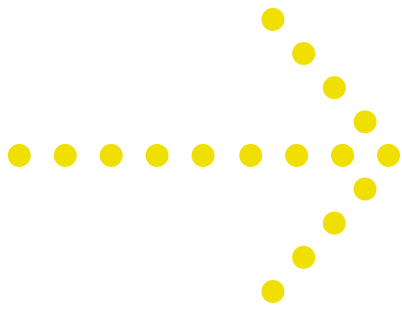
The Women and Cricket report comes to this conclusion: "The level of change required to genuinely alter women's engagement with cricket will not be comfortable, either personally or organisationally, for many of the cricket community. However the benefits of change, from the robustness of cricket organisations, to the success of cricket, and to the growth in cricket's customer and fan base now and into the future, are indisputable."

The purpose of this document is to stimulate conversation across the New Zealand cricket community about the need for change, and to help us shape our journey ahead.



“Transforming cricket’s engagement with women is fundamental to achieving our vision of cricket being a game for all New Zealanders; a game for life.”

DAVID WHITE
CEO, NEW ZEALAND CRICKET



**“With more women
in governance and
leadership roles,
we’re more likely
to take our sport
in the direction
it needs to go.”**

**HAIDEE TIFFEN
HEAD COACH, WHITE FERNS**



The way I see it



HAIDEE TIFFEN

WHITE FERNS 1999 – 2009
HEAD COACH, WHITE FERNS

People see things differently. I vividly remember the 2000 ICC Women's World Cup final against Australia. We'd batted first and scored 184; not enough we thought. Australia had reached 175, 10 to get, with two wickets in hand, two overs left. Kathryn Ramel bowled to Cathryn Fitzpatrick. Suddenly a bail was on the ground... what happened there? Of course we appealed; it went upstairs and Fitzpatrick was... out! Nine down! Next over, a caught behind... all out for 180. We'd won! But I do often wonder how Cathryn saw that strange dismissal.

For me, the fact people see things differently is the best argument for greater diversity on boards. It's why I'm pleased the No.1 recommendation of the Women and Cricket report is to "Significantly and quickly increase the proportion of females in cricket governance." If we're to achieve our vision of cricket being a game for all New Zealanders, then the boards of our organisations must better reflect society as a whole.

Yes, partly, that's about equality: every other person is female, so why shouldn't every other board member be as well? But the stronger argument, I believe, is that different people bring different perspectives: they see things differently, they see different things. In fact, scientists say that we each create our own reality: that we see what we want to see and unconsciously disregard the rest.

If we want different outcomes from our organisations, our organisations need a new perspective on the world. From my experience as a teacher, and a coach, I believe females see things differently to males and they respond differently as well. With more women in governance and leadership roles, we're more likely to take our sport in the direction it needs to go.

Perhaps the real challenge, though, is not so much agreeing what should happen, but making the transition. There's evidence in the Women and Cricket report that there are women keen to take on governance and leadership roles. What's needed, I suspect, is a more inclusive environment, one where those women feel welcomed and supported; where they experience a willingness to consider a different point of view.

You know, there was once a time when it was thought ridiculous that girls would go to university. And yet, today, far more women graduate than men. The way I see it, there's no reason for cricket to be any different. As a community, we create our own reality: if we continue to see cricket as a game primarily for boys and men, then that is what it will be. But if we can truly see cricket as a game for all New Zealanders, then that reality is equally possible. Let's make it so. And let's start by bringing to our sport's governance and management some new perspectives on our world.

Leading change

LIZ DAWSON BOARD MEMBER, NEW ZEALAND CRICKET

Recently, Gillon McLachlan, the CEO of Australia's AFL, had some tough words for his organisation about changing the culture and about making women feel truly welcome in their sport.

I was delighted he spoke out. We often hear, don't we, our sports stars being told they have to be good role models. But what about sport itself? Sport is so much part of our culture these days, I think it has — that is, I think we have — a big responsibility to stand up for what's right in society.

Despite the rather bleak picture the Women and Cricket report presents of our sport's recent history and current state, I am extremely positive for its future. Not only did New Zealand Cricket commission the report, it has accepted the findings and resolved to act. I have no doubt it will be a catalyst for change.

We have to start, the report recommends, by appointing more women to our boards and management teams. That's not as easy as it sounds, because the research shows that women have a tendency to underestimate their ability relative to men. Which means it's not enough just to open the door. We are going to have to identify and shoulder-tap women, assure them they do have the necessary skills and encourage them to apply for positions.

Having appointed them, we must also support these women. Women I know who serve on boards say that their male colleagues have to be willing to step up alongside them. Responsibility for the organisation's progress on diversity has to be shared.

All in all, I think these are exciting times. On both sides of the Tasman, I sense a profound shift in attitudes. A real willingness to not just accept change, but to lead change. It's a great time to be involved in sport.

The governance and leadership recommendations

- A. Significantly and quickly increase the proportion of females in cricket governance.
- B. Ensure all national and regional cricket associations have leadership role(s) accountable for driving improved cricket outcomes for females.
- C. Positively influence the media awareness and portrayal of females' success and legacy in cricket.
- D. Gradually increase female presence in coaching and umpiring positions.
- E. Target the engagement or re-engagement of females who know and love cricket in ways that fit their life stage and availability.

Women and Cricket today

SARAH BEAMAN
STRATEGIC REALITY LTD

“What did you learn?” people ask, when they hear I’ve been working on a report for New Zealand Cricket on the current state of the relationship between cricket and women. I tend to hesitate, because the current state of that relationship isn’t good. One person I interviewed said, “Cricket clubs seem to be men-centric with women/girls ‘allowed’ to join in.” Another said, “At club cricket there is still a women’s competition, but it’s hanging on by bare threads.” There were definitely times I felt like I was studying an endangered species.

I found it ironic that the 1992 amalgamation of the New Zealand Women’s Cricket Council with New Zealand Cricket was considered trailblazing: a model for the rest of the world. But the buzz quickly faded: women’s cricket, which had been run by women for women for 58 years, was soon run mostly by men; the partnership became a takeover. Female participation — as leaders, volunteers, and players — declined. People I interviewed spoke of a ‘lost generation’. They said cricket for females became relegated to an obligation and a cost centre with no apparent return on investment and that females are not recognised for what they can contribute.

And so, what I discovered was women having virtually no voice in the governance or leadership of cricket, few women coaching or umpiring, and female players a species on the verge of extinction. Only 10% of those participating in cricket today are female, and 90% of them are under the age of 12. There’s been a 40% decline in secondary school girls cricket over the past ten years. Ninety percent of clubs don’t have girls-only teams and more than half of clubs don’t offer cricket for girls at all. At Levels 1, 2 and 3, fewer than 10% of coaches are female. And the research shows that ‘Mums with an affinity for sport’ consider cricket ‘long’ (45%) and ‘boring’ (36%).

On the other hand, if we can save the takahē, then surely cricket can revive its engagement

with women. Because there is good news. Case studies from around the country — Queenstown, Wairarapa and Northland for example — clearly show that a passionate person (male or female) delivering a well-organised modified girls-only cricket product can increase female participation in a heartbeat. The WHITE FERNS are currently placed third in world rankings, with a 57% win rate in the T20 format. They have a female coach. A female umpire stood at the ICC T20 World Cup (Kathy Cross, Taumarunui). Thirty five percent of the 2015 Cricket World Cup volunteers were women. Thirty nine percent of MyBLACKCAPS fan club members are female. And 54% of the television audience for the Super Smash was female. Research shows women who ‘get cricket’ ‘love cricket’ and are hooked.

People were clear about what should be done to engage females with cricket across the breadth of the game. Perhaps the prevailing message was summed up by this person: “Encourage males involved in the sport to accept that women can know as much about the sport as they do and can contribute equally. That is, make it a more welcoming environment for women.” A key recommendation of the report, therefore, is that cricket should attract more women into governance at all levels of the game in order to bring a female perspective to decision-making. I also learned that there are females out there who are ready and waiting to be involved. They just need to be asked, and made to feel welcome.

The report has many other recommendations too, covering every aspect of the sport. From rebuilding participation by focusing on junior girls initially, to promoting and developing cricket in ways that make it more attractive to females of all ages: as players, spectators and volunteers. However, I was left in no doubt that the success of them all depends upon achieving that initial, and foundational, cultural realignment: from cricket being a predominantly male sport, to cricket being a sport for all New Zealanders.

FEMALE PARTICIPATION IN NEW ZEALAND CRICKET JUNIOR PROGRAMMES (HAVE-A-GO/KIWI-SSCA)



PERCENTAGE OF FEMALE COACHES QUALIFIED AT MA/DA LEVEL



NUMBER OF QUALIFIED COACHES IN 2014/15



● 2012/13
● 2013/14
● 2014/15

● 2014/15 Male
● 2014/15 Female

SPORT PREFERENCE FOR GIRLS BY AGE GROUP

	Cricket	Netball	Football
5-10 years	16th	1st	3rd
11-14 years	21st	1st	4th
15-18 years	34th	1st	7th

Women and Cricket today

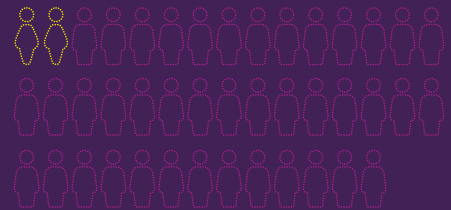
6.4%

of New Zealand Cricket's governance structure today are female. In 1993/94 it was 38%.



2/43

of board positions at a regional level are held by females.



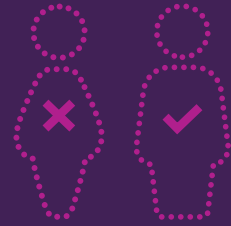
10%

of females take part in all traditional and modified cricket participation experiences.



90.5%

of clubs don't have girls-only teams.



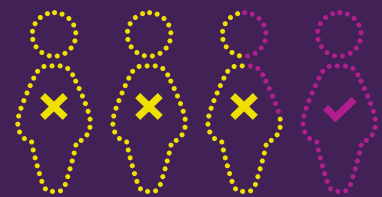
54%

of the Super Smash television audience was female.



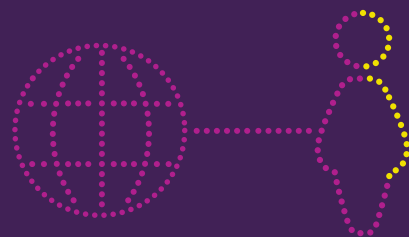
57.6%

of clubs don't offer cricket for girls at all.



39%

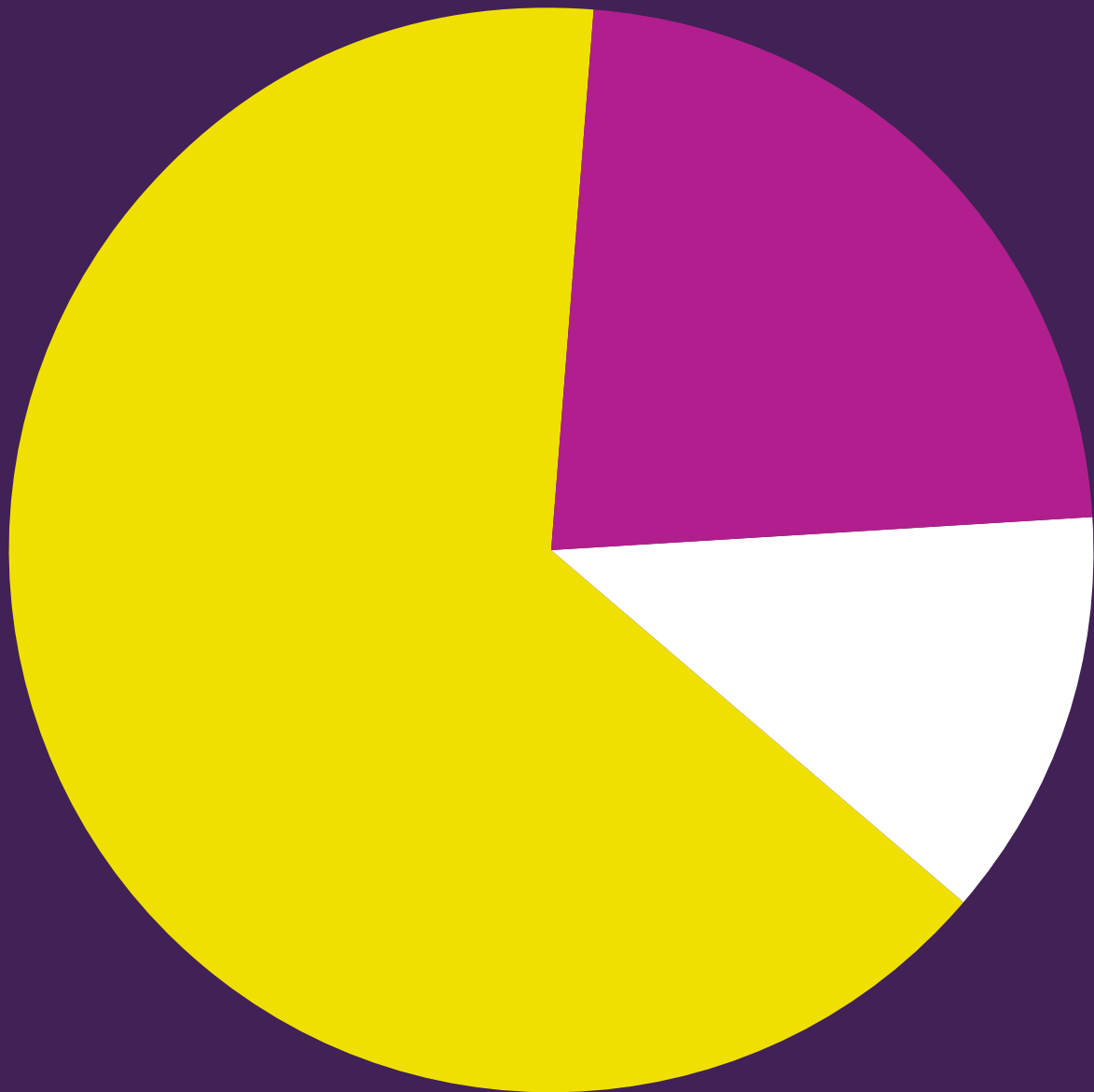
of MYBLACKCAPS database are females.



Males

DISTRIBUTION OF PLAYERS BY AGE GROUP (2015)

Adult	23%
Youth	12%
Junior	65%



Females

DISTRIBUTION OF PLAYERS BY AGE GROUP (2015)

Adult	4%
Youth	6%
Junior	90%



Consistent & concerted

LEE GERMON

CHIEF EXECUTIVE, CANTERBURY CRICKET

Right up front, I want to acknowledge that we've been slow to properly embrace women's cricket. Not just Canterbury Cricket, but I think this would apply across the Major Associations. We all understand the potential. We know, for example, how much influence women typically have over what sports their children will play. We know they typically make the purchasing decisions. And you only have to go for a drive around the sports grounds on a summer Saturday to know how much our sport depends on women being prepared to give up their time. Which is why I expect we all have goals in our strategic plans to increase female participation and involvement with our sport. But clearly we're not doing enough.

Part of the problem — as the Women and Cricket report highlights — is that if you put us all in a room, we're pretty much a bunch of white, middle-aged males. And you know what that means: we think we've got all the answers. We've all tried different things. In Canterbury, we introduced Magicians Superstar cricket: a programme in schools to introduce girls to the game. It had a hundred participants, which we thought was pretty good. Northern Districts have had their 'GoGirl' programme, which has also shown that girls can be attracted to cricket. And so on.

But what we haven't done is ask girls and women what they want; what would engage them and delivered that. And we certainly haven't had a considered and consistent approach; it's all been piecemeal. Now — thanks to the Women and Cricket report — New Zealand Cricket are developing recommendations for programmes all the way through from club level to high performance. That is going to make the difference.

I'll tell you what I think is the most disappointing thing about where we are. I love cricket. I know from playing cricket myself that cricket teaches you lessons for life: patience and determination, coping with setbacks, the importance of partnerships, anything can happen. Cricket is character building. By allowing female participation in cricket to decline, we've done a disservice to half of the population.

It's time for considered and concerted action to change that.

A strategic priority



ADRIAN DALE GM COMMUNITY CRICKET, NEW ZEALAND CRICKET

An immediate outcome of the Women and Cricket report is that attracting a wider female player base has been made a strategic priority for me.

In part, this means encouraging the associations and clubs — at all levels — to engage. I'm talking to them about the report, about the need for more women in governance and about creating an environment that's comfortable and positive for females.

More specifically, however, we've committed to a national girls-only programme in the summer of 2017/18. It will be for girls between eight and thirteen, and it will be based on what we know from research will appeal: there'll be as much emphasis on the social aspect as the competitive, and it will be a short, modified version of the game. We'll also be working on the branding, to ensure we're presenting the sport in a positive, exciting way.

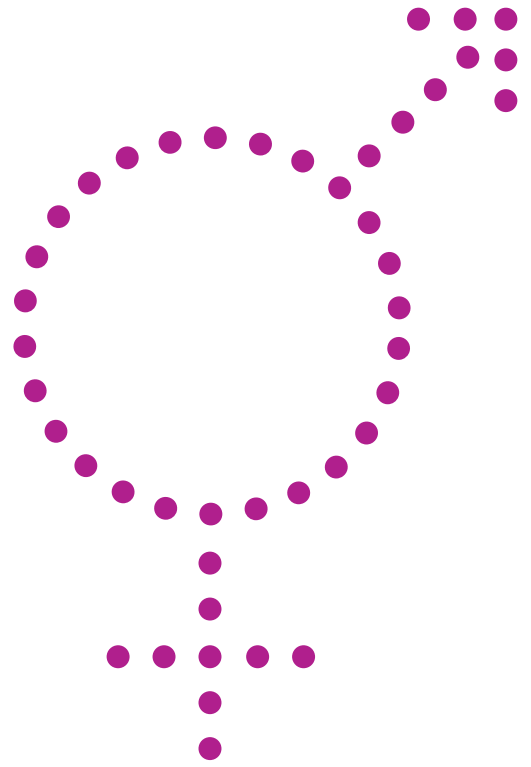
Subsequently, we'll be addressing how to retain those girls as they move into their teenage years, which is a time when participation in sport typically declines. We'll be ensuring we're providing a positive experience that they enjoy.

The difference is that New Zealand Cricket is now applying its resources to this. The associations, to their credit, have been trying different programmes, but it's been hard to create critical mass. With all of us working together, I think we can get the breakthrough.

The participation recommendations

- F. Grow female participation in positive cricket playing experiences throughout New Zealand by targeting females connected to the cricket family.
- G. Develop and support a national pathway to attract and develop female talent in cricket.
- H. Support flexible regional and district engagement in representative cricket playing and development opportunities to grow the strength of the female talent base over time.
- I. Value and support WHITE FERNS and Emerging Players to deliver sustainable high performance on the world stage.





“we need the same pathways for girls through the sport as there are for the boys ... at every age group level.”

**SUZIE BATES
CAPTAIN, WHITE FERNS**

A sense of possibility

SUZIE BATES
CAPTAIN, WHITE FERNS

It's been an interesting experience, being in England recently and playing in the Kia Super League. Just as with Australia's Women's Big Bash League — which is attracting big crowds and television audiences — it's proved much more popular than people thought. As a player, I've found the attention almost overwhelming at times; the numbers of fans wanting autographs and so on.

So, this is an interesting time for women's cricket. One of the English papers had a story talking about 'a new beginning' and maybe that's true. It's probably more visible in Australia and in England, perhaps because they have more people and more resources, but even when I'm home, I sense a shift; at New Zealand Cricket and the Major Associations. It seems women's cricket is just a bit more important than it used to be.

What's great about this is, for example, the increasing support from New Zealand Cricket for the WHITE FERNS. Of course that's good for me, but it can't be just about the top players and teams, because that doesn't build depth. The next step should be more consistent funding of programmes for the next level down; the emerging players. Eventually, of course, we need the same pathways for girls through the sport as there are for the boys... at every age group level. That's not there just now.

I think what is happening, though, especially in Australia, is that lifting the profile of women's cricket — making it more visible on television and so on — is making it more accepted as the norm. Changing that idea that it's a boy's game. That's positive, because it means more girls will give it a go.

I guess there is still work to do, making the sport more female friendly. Because the females are outnumbered currently, I don't think they feel part of the game in the same way the males do; they are a bit isolated. I remember sticking with my team, rather than feeling I belonged to something bigger. As a consequence, I think, women tend to drift away when they stop playing, whereas the men have a network of past players, and so they are more likely to become involved as coaches and so on.

Overall, however, I think I agree with the journalist who said this was 'a new beginning'. This is what beginnings are like. You don't start with everything you need, or would like, but what you do have is a sense of possibility. And so I feel optimistic. For me as a player, there are more opportunities and — for women's cricket — I'm seeing changes happening that mean things are going to be much better than how they have been.

Here I am



GILLIAN SCOTT
CLUB MANAGER, NORTH SHORE CRICKET

‘Club Manager? Goodness! How did that happen?’

I guess it started with my passion for sport. I think playing sport is essential for children’s physical and social wellbeing and teaches some really valuable life lessons. My daughter played netball and touch, so I got involved in coaching, and then my son was playing cricket and my daughter became interested too.

Then the club asked if I’d take on the role of girls’ convenor, which I did, and we started to build up the numbers of girls playing. The season before last, we had nine Year 1-4 girls, but last season we were up to 27. One of the girls’ teams, Belmont Park, went to the National Primary Schoolgirls Tournament and won a silver medal. Local papers ran a story and this quickly attracted other girls to the game.

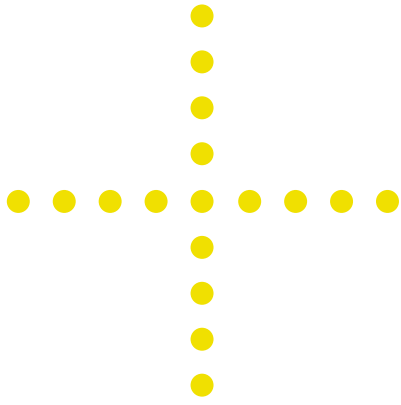
All the while, of course, I had my day job. But then the Club Manager’s role became vacant and someone suggested I apply. I knew I had organisational ability; I had my coaching experience and other skills, and the Chairman and Executive Board were really supportive, so here I am!

The club is really committed to growing girl’s cricket. One thing we’re doing is going into primary schools. We take along some players from Takapuna Grammar — girls and boys — and we run a half-hour session, promoting cricket.

I think the key thing for clubs wanting to attract girls to the game is to acknowledge that girls are different. You can’t treat them the same as boys. Often what appeals to girls most is being with their friends. Boys are more competitive, but for a lot of girls, sport is primarily a social activity.

The delivery channel recommendations

- J.** Lead the development of a customer-centric culture throughout cricket that welcomes diversity.
- K.** Deliver modern cricket products that meet female customer needs, in conjunction with the delivery model agreed through the OneCricket initiative.



**“female cricket can’t
be treated as just
an add-on to the
male game.”**

TONI STREET
FORMER DOMESTIC PLAYER/BROADCASTER



Street view

TONI STREET FORMER DOMESTIC PLAYER/BROADCASTER

I remember, back when I played for Central Districts, receiving our players' kit. We were given what must have been XXXL polo shirts, the same as the men! I assume it was just because no one really thought about it, but it illustrates, I think, one of the consistent messages of the Women and Cricket report: that female cricket can't be treated as just an add-on to the male game. Whether we're talking about encouraging females to play the game, or to watch the game, there has to be a different mindset.

I can imagine people might say, "It was only a polo shirt, what's the big deal?" But I suggest my experience was a really simple example of why, as the report says, we need more women involved in running cricket. Yes, it was only a polo shirt, but a uniform is about identity and so what is the appropriate identity for a female cricketer? I think that'll be easier to get right if women are involved in the decision, because, on the one hand, we shouldn't be giving women men's clothing, but on the other hand, we shouldn't be 'sexing them up'.

Creating the right image for women in cricket will attract players and spectators. It's about presentation and preparation; female athletes looking toned, fit, and confident when dealing with the media. It's about professionalism, really, which is why I was delighted to see New Zealand Cricket agreeing to put more money into the WHITE FERNS, because that can only have a positive effect; not just more money to the players, but also lifting their profile.

But moving on from the athletes themselves, there's probably more thought and investment required for how women's cricket is packaged. I know I have a soft spot for Pukekura Park, but perhaps those smaller grounds are better venues for women's cricket? They have a different atmosphere and they're more family friendly. I certainly think we should be bringing across some of the bells and whistles from the way the male game is presented; create more of an entertainment package, with the music and so on. Probably the same thing applies to attracting more women to watch men's cricket. I do think New Zealand has done a really good job of developing that side of it, but if you look at NBA basketball, for example, I think you'll conclude that people are going to continue to want more for their money than just a game.

Part of that thinking has to be about ensuring those events are family friendly, so that they are attractive to women with children. Again, there are already things in place, like having a bouncy castle out to the side, which there was when I took my girls to the Chappell-Hadlee series. It's really about looking at the event through the eyes of a mum and thinking, "What would help her decide that she could come and watch the cricket, knowing the kids would be entertained as well?"

Finally, of course, it would also help if we have more women's sport, and more women presenting sport, on television, but that, I'm afraid, is a whole other story!

What others are doing

SARAH BEAMAN
STRATEGIC REALITY LTD

To better understand creating events that appeal to women, senior executives from Cricket Australia spent the afternoon with the marketing department of MovieWorld, on the Gold Coast. MovieWorld is a 365 days facility running events every single day.

They spoke to us about identifying, whether it's our event day or their event day, the roles of different family units coming through. The person called 'the bag holder'; the kids go on a ride and someone is left holding the bags. The amount of time they spend in the park is determined by the bag holder. If they don't have somewhere to sit in the shade. Or what else can they do to keep bag holder entertained for that extra hour.

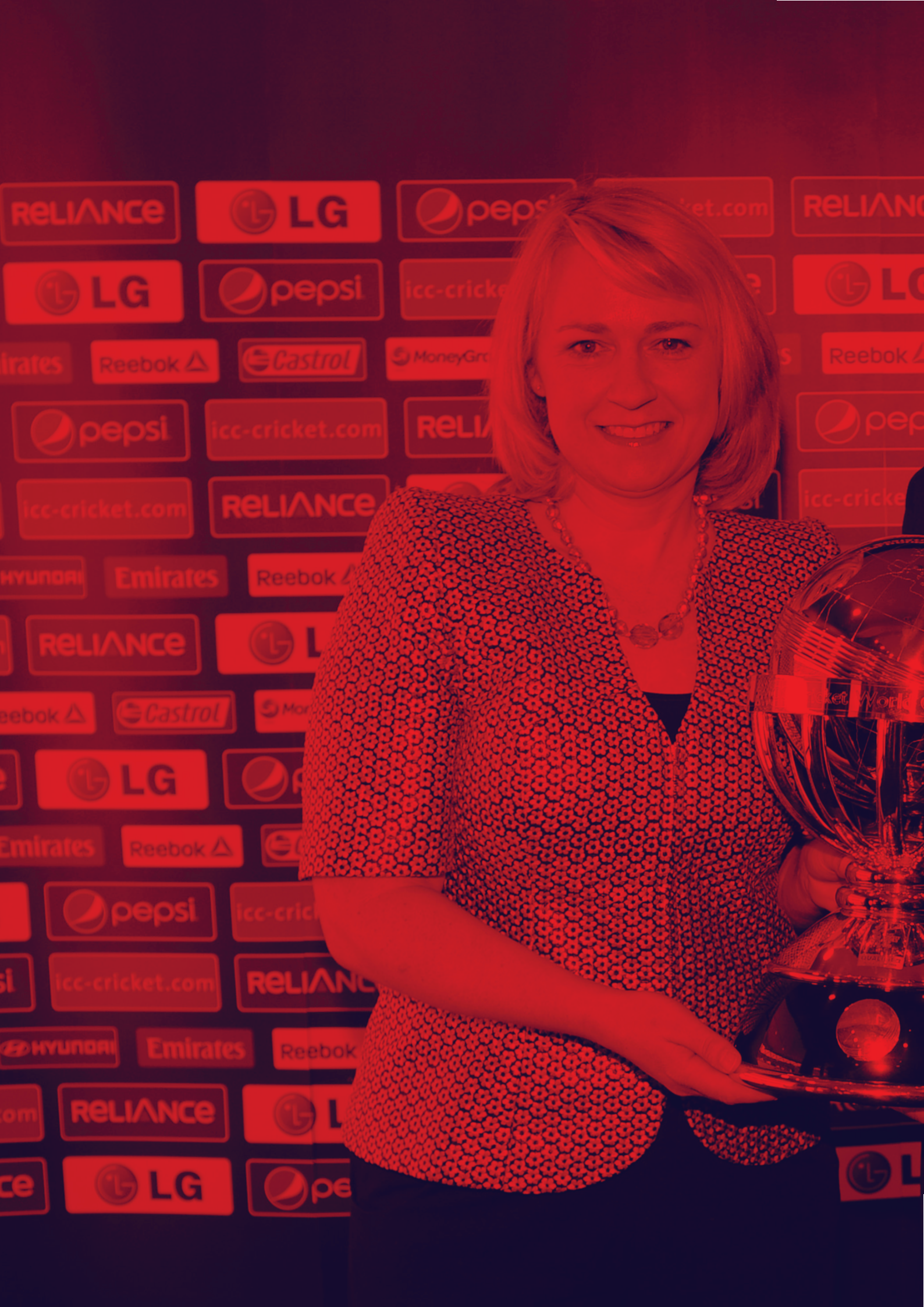
The supporter engagement recommendations

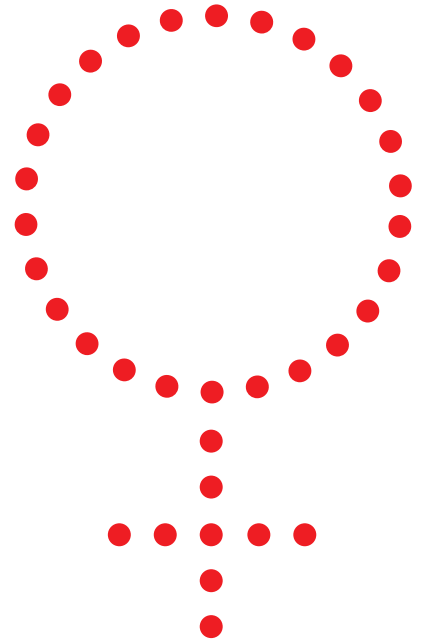
- L.** Connect into and excite the existing female fan base to more actively engage female fans into all aspects of cricket.
 - M.** Promote and televise elite women's cricket alongside elite men's cricket to broaden the appreciation and support of cricket fans.
-

“

Don't think like a cricket administrator, think like a theme park marketing manager.

”





“When you’ve done the work, maybe magic will happen, but you won’t get the magic without the work.”

**DAME THERESE WALSH
HEAD OF NZ FOR THE ICC CRICKET WORLD CUP 2015**

No magic, just hard work

DAME THERESE WALSH
COMPANY DIRECTOR,
HEAD OF NZ FOR THE ICC CRICKET WORLD CUP 2015

I don't believe in magic bullets. I don't think there are any shortcuts in life. I think, whatever you want to achieve, it takes hard work and determination. When you've done the work, maybe magic will happen, but you won't get the magic without the work.

I do believe it makes sense for cricket to improve its engagement with women. For a start, women are the key decision-makers when it comes to what sports their children are allowed and encouraged to take part in, boys or girls, so cricket needs women to have a favourable attitude. Beyond that, though, female participation in cricket is such an obvious growth opportunity: for players, coaches, officials and administrators, and spectators for all forms of the game.

And so the starting point, I suggest, is to discard the paradigm of 'women's cricket' as a stand-alone revenue and cost centre, because this traps us into thinking we don't have the money we need to fund the scaffolding required to get women's cricket off the ground. By 'scaffolding' I mean the same support structures and resources that are already in place — from the ground up — for boys' and men's cricket.

It's also difficult, in this model, to attract sponsorship, because the sponsorship market is tight, and, in my experience, sponsors typically come to the party only when the party's already underway. They are not often early-stage investors. Companies have plenty of what they consider 'tried-and-true' options for marketing to women.

I suggest something Peter Miskimmin, CEO of Sport New Zealand, talks about applies.

Pete says sports organisations — whether they are clubs or NSOs — need to give up their traditional 'Not for Profit' approach and adopt 'For Profit' thinking. By that he means stop thinking like charities, looking for handouts, and start thinking like businesses.

Let's apply that here. Let's think of women's cricket — expanding women's engagement with cricket — not as a good cause in need of support, but as a new venture we intend to launch. It's not hard to see the potential commercial returns down the track, because the benefits of engaging more women with cricket extend right across the sport; increased participation by males as well as females, and an expanded (male and female) fan base for the BLACKCAPS as well as the WHITE FERNS. However, let's not look for magic bullets. We have to do the hard work first and that means, like any business, we have to invest — effort and money — to make money.

All very well, Therese, you say, but where do we find that seed funding? In any 'For Profit' enterprise, retained earnings are always the first source of capital and the same should apply here. Just as the Women and Cricket report recommends, cricket should be holding on to some of the revenue it currently earns from men's cricket and investing that money in women's cricket...and in engaging more women with cricket.

If cricket is prepared to do that; is willing to commit to putting in place the necessary effort and infrastructure to grow engagement with women, and investing to pay for that, then we can be confident that — one day — Women and Cricket will be an overnight success. It's just that — as is invariably the case — it won't happen overnight.

Investing for future returns

BRYAN STRONACH
GM HIGH PERFORMANCE, NEW ZEALAND CRICKET

New Zealand Cricket is making a long-term investment in High Performance women's cricket. As has already been announced, we have a new Memorandum of Understanding for the WHITE FERNS environment, to help those players give greater focus to their cricket. As well, however, we're changing our whole approach to high performance. We're effectively merging the men's and women's high performance programmes, which means the women will be able to leverage all of the resources already in place for the men: coaching, strength and conditioning, sports psychology and so on. We're also changing the way New Zealand Cricket and the MAs interact, so that the way women's high performance is managed is the same as for the men. And we're working to create better pathways for females from community cricket to high performance.

It's a long-term approach. The short-term alternative would be to, say, pump resources into the WHITE FERNS winning to the 2017 World Cup. That would be good, but it wouldn't make a lasting difference. What matters is consistently winning; that's what attracts sponsors and that's what puts bums-on-seats at venues. It's likely that women's cricket will be included in the 2022 Commonwealth Games; that's another 'limelight moment' that we want to be ready for.

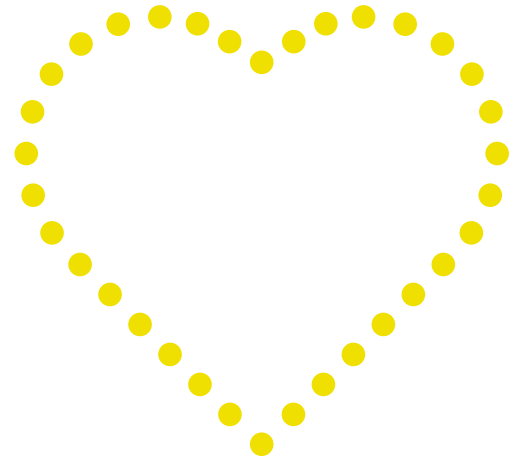
It just makes sense. Females are 50% of the population and cricket's largely ignored them. There's no doubt in my mind that investing now will give us a future financial return. But, more than that, I believe sports are important to the health and well-being of our nation and it's time cricket produced more role models promoting a healthy, active lifestyle for females.

The commercial model recommendations

- N.** Establish an investment model across cricket that drives accountability and a focus on meeting whole-of-cricket customers' needs.
- O.** Work with the willing and invest in structures, initiatives and resources that will deliver improved financial returns and sustainable outcomes for cricket for females.
- P.** Target sponsorship and investment into cricket for females.
- Q.** Increase in regional investment and support to deliver improved outcomes for cricket for females.

“
it's time cricket produced more role models promoting a healthy, active lifestyle for females
”





**“There is no reason
at all for women’s
cricket not to be
strong again.”**

**DEBBIE HOCKLEY
FORMER WHITE FERNS CAPTAIN**

Reversing the trend

DEBBIE HOCKLEY
FORMER WHITE FERNS CAPTAIN

Ethna Rouse came to my school — she was a New Zealand player — and she asked if any of us wanted to join a women's cricket club. I'm pretty sure mine was the first hand in the air; I was about eleven, I think, and I loved my cricket. I used to go to Lancaster Park and watch New Zealand play, and collect autographs. It was a wonderful time.

There is no reason at all for women's cricket not to be strong again. No reason why there should not be a hugely increased female player base. As the Women and Cricket report recommends, we should be starting with the youngsters: boys and girls, after school, coming to an hour-long session that's well organised and well-run. In particular, we should be making it possible for girls to play against girls.

The parents are really important. We should be thanking them for bringing their children down and encouraging them to help out; get involved. Encourage them to learn some skills themselves! I'd love to see really personalised, specific engagement with the parents.

You know, the Australians are miles ahead of us. They are really focused on growing girls' and women's participation in cricket. They're investing right at the grassroots; with clubs and schools. They are employing full-time female participation specialists across the country. They are already achieving record numbers of girls and women playing cricket.

You would have thought, in the last ten years or so, things would have gone forwards, not backwards. Somehow, we seem to have lost our way. Let's set our sights on having as many girls playing the game as boys, as many females as males involved in running the sport and girls, boys, women and men all turning up to watch our top teams.

Who'll put their hand up for that?

Set goals, work hard

AMELIA KERR

WHITE FERNS/WELLINGTON BLAZE

There's a lot that's good happening for female cricket in Wellington. There are Under 15, Under 18 and Under 21 tournaments, which are cool: lots of fun and well-organised. I'm loving being in the Blaze, of course. We get to play on the best grounds and the others on the team are so encouraging; they're great role models.

But it's not the same at Junior levels. They just haven't got the players. I helped coach the Tawa Intermediate Girls this year and only one girl in the team had played cricket before. It was much the same with other teams, and yet, when I was in Intermediate, there were more. Maybe we need the WHITE FERNS to go around the schools and encourage girls to play cricket?

In my experience a lot of kids — boys and girls — find cricket boring. They don't like having to field for a long time. Indoor Cricket is different, though. My dad (who works at Cricket Wellington) organised a tournament at the Hutt Indoor Sports Centre and there were three or four all-girl teams and other teams had girls as well as boys. It's fun — real intensity — and it's all done in an hour. Everyone gets a chance to bat and bowl. Maybe New Zealand Cricket could organise something similar outdoors; a faster game, with short boundaries — maybe hit between the cones and score twelve runs — and everyone bats and bowls?

I know that to succeed in cricket, you have to set goals and you have to work hard. I think we all want more girls playing cricket, so I just encourage everyone to keep trying things until we get the result!

Fair play



SIR RICHARD HADLEE

“Play hard and play to win,” my father Walter told us. “But always uphold the values of fair play and sportsmanship.” Timeless advice, I’m sure you’d agree.

The concept of ‘fair play’ is fundamental to all sport, but is most closely associated with cricket. If you read the laws of the game, the Preamble states, ‘Cricket is a game that owes much of its unique appeal to the fact that it should be played not only within its Laws but also within the Spirit of the Game. The major responsibility for ensuring the spirit of fair play rests with the captains.’

On the field, perhaps that is true, but in my opinion ‘ensuring the spirit of fair play’ is a responsibility we all share; whether we play the game, administer the game or follow the game. Which is why I believe ensuring cricket is equally a game for girls and women as for boys and men is so important. It is important because it is fair.

Others before me in this document have shared their thoughts about why we should do this and what must be done to achieve it. I endorse everything they have said. We have been remiss, and — in the spirit of the game — it’s time to put things right.

SPORTS PHOTOGRAPHY SUPPLIED BY
PHOTOSPORT.CO.NZ

**Level 4,
8 Nugent Street
Grafton, Auckland
+64 9 972 0605**

**Bert Sutcliffe Pavilion
South Drive
Lincoln
+64 3 366 2964**