

NZC STRATEGY

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

VALUES: RESPECT - WHAKAUTE, TENACITY - WHAKAPAU KAHA, OPTIMISM - NGĀKAU ROROTU, INCLUSIVITY - MĀKOHA, FUN - PĀREKAREKA

STRATEGIC IMPERATIVES

Compelling FTP and domestic schedules

Successful BLACKCAPS and WHITE FERNS teams

Maximise the TVNZ Free to air opportunity to make cricket relevant and accessible

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 Māori, Te Reo Māori and a Te Ao Māori 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

05 AUDIENCE & FAN ENGAGEMENT

- Detailed understanding of audience
- Aligned with TVNZ strategy, focus on connecting with younger and more diverse fanbase on the platforms of the future
- Focus all content/communications on growing the domestic audience and database
- Prepare for a potential direct to consumer model in the future