

USA Cricket Strategic Planning Framework (2016 – 2020)

To establish cricket as a leading sport in the USA for females and males by building on our 300 year history		
<u>A. PARTICIPATION</u>	<u>B. PERFORMANCE</u>	<u>C. FAN AND MARKET DEVELOPMENT</u>
To be the fastest growing participation sport in America for females and males	To qualify for all ICC women’s, men’s and U-19 Cricket World Cups	To develop the fastest growing fan base in US sport
By end 2017 (2 years from now)		
<p>A1 - Resourcing in place to support targeted introductory programs for girls and boys, as well as broad educational opportunities for non-targeted areas</p> <p>A2 - Intermural and club cricket (female and male) taking place in x colleges (audit required to establish current status)</p> <p>A3 - A facilities audit conducted to understand the current status, identify future needs and begin investing where appropriate.</p> <p>A4 - A volunteers, coaches and officials, recruitment, education and recognition program is in place.</p> <p>A5 - Elite, well publicised, nationals tournaments in place involving the best men, women and junior players.</p> <p>A6 - Participation numbers (male, female, senior and youth) will have increased from x to x (audit required to establish current status)</p>	<p>Through:</p> <p>B1 - Best practice talent identification;</p> <p>B2 - All-inclusive, objective selection processes;</p> <p>B3 - Excellent coaching and player preparation, and;</p> <p>B4 - Better quality facilities</p> <p>the USA will:</p> <ul style="list-style-type: none"> Qualify for ICC World Cricket League Division 2 (means top 2 in Div 4 (2016) and Div 3 (2017)) Qualify for the ICC U-19 Cricket World Cup in 2018 (means winner of Americas Qualifier (2017)) Have a women’s National Team talent identification and preparation system in place (includes using the strength of the US college sports systems and “TITLE IX”) 	<p>C1 - Proactive communications strategy in place to engage US cricket stakeholders, build cricket’s reputation in the USA and educate mainstream America about cricket</p> <p>C2 - Have world-class digital platforms, including websites and applications, in place</p> <p>C3 - Staging of high level international cricket in the USA (including ICC Full Member and exhibition matches) to grow interest in the game, and conduct market research</p> <p>C4 - Increase broadcast reach of international cricket within the US, including ICC and FM events</p> <p>C5 - Involvement and promotion of international cricket heroes and ambassadors</p> <p>C6 – A national cricket database in place for fans and participants</p>
Between 2018 and 2020 (3 to 5 years from now)		
<p>A1 - Targeted introductory initiatives have expanded and a national youth development program is in place.</p> <p>A2 - College cricket has grown to x universities, with scholarships in place</p> <p>A3 – A targeted facility investment fund is in place</p> <p>A4 - Self sustaining umpire, coach education programs and established annual volunteer recruitment and recognition programs</p> <p>A5 - Elite national tournaments continue to improve and are supplemented by the introduction of elite regional tournaments</p> <p>A6- Participation numbers will have increased from x to x</p>	<p>The USA will:</p> <ul style="list-style-type: none"> Be playing in the ICC World Cricket League Championship and Intercontinental Cup (means qualifying in 2018) Qualify for the ICC Cricket World Cup in 2019 (means qualifying in 2018) Qualify for the men’s ICC World Twenty20 in 2020 (means qualifying in 2019) Qualified for the women’s ICC World Twenty20 in 2020 (means qualifying in 2019) Qualify for the ICC U-19 CWC in 2020 (means winner of Americas Qualifier in 2019) 	<p>C1/C2 - Continued enhancement of communications initiatives and digital platforms</p> <p>C3 - A USA professional cricket league considered/established</p> <p>C3 – A future ICC World Twenty20 awarded to the USA (or North America)</p> <p>C3 - Plans commenced for cricket’s involvement in the 2024 (if staged in Los Angeles) or subsequent Olympics</p> <p>C4 - International <u>and</u> top-level domestic cricket broadcast widely, resulting in increased rights values</p>
<u>D. A SUSTAINABLE FOUNDATION</u>		
<p>Implement our strategy through a unified governance and administration structure that acts in the national interest, develops successful partnerships and generates funds to drive cricket’s development.</p> <p>Our partners include the USA cricket community, government agencies, commercial partners, donors, media, the US Olympic Committee and the USA sports community.</p>		