

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>		