



*Great Sport Great Spirit*

ICC AFRICA  
CRICKET DEVELOPMENT  
BLUE PRINT 2010



## ICC Development Program Global Objectives and Targets – 2009/2010

Key Objectives	Key Performance Indicators (KPI's)	KPI Measures	KPI Targets and Actual			Method of Collection
			Current (End 2008)	End 2009 Actual	End 2010 Target	
<b>1. Governance and Administration</b> <i>(Improve Member Governance and Administration)</i>	1.1 Paid Staff	Number of paid staff in member countries- <i>Includes Part-time</i>	130	150	169 6.5%	Research Figures
	1.2 Non ICC Income	Annual value of non ICC Income obtained by member countries	1,346,872	1,808,591	2,079,879 15%	Regional Count
	1.3 Member constitutions	% of member constitutions reviewed and improved annually by regional staff	90%	100%	100%	Regional Count
<b>2. Participation and Pathway</b> <i>(Retain and transfer participants from Junior Involvement to Senior Playing)</i>	2.1 Participation (male and female combined)	<ul style="list-style-type: none"> <li>• Total number of participants</li> <li>• Number of senior players</li> <li>• Number of junior players</li> <li>• Number of junior involvement participants</li> </ul>	76,259 5,505 9,860 60,894	83,346 5,832 10,431 68,582	107,000 7,160 12,003 87,837	Research Figures
	2.2 Men's Pathway	Number of countries with a men's pathway from Junior Involvement to Senior Playing that includes at least 3 junior competition age levels	13/19	15/19	18/19	Research Database
	2.3 Competitions	Number of new competitions, senior and/or junior, male and/or female	5	12	15	Research Database
<b>3. Performance</b> <i>(Improve on-field playing performance)</i>	3.1 Runs Scored	Average 1 <sup>st</sup> innings total in Regional Men's 50 over matches – incl. WCL and U/19 Qualifiers	WCL 170	WCL 145 U19 92	WCL 180 U19 130	Regional Count
	3.2 Overs Batted	Average 1 <sup>st</sup> innings overs faced in Regional Men's 50 over matches – incl. WCL and U/19 Qualifiers	WCL 45.4	WCL 44ov U19 40ov	WCL 50ov U19 45 ov	Regional Count
	3.3 Wides Bowled	Wides per over average in Regional Men's 50 over matches – incl. WCL and U/19 Qualifiers	WCL 22.04	WCL 18.31	WCL 10 U19 15	Regional Count
	3.4 National Coaches	Number of countries with a paid National Coach	3	5	8	Research Database
	3.5 Player Contracts	Number of countries with a paid player contract system	1	3	5	Research Database
<b>4. Education</b> <i>(Improve education standards with a focus on Coaching, Umpiring, Governance and Administration )</i>	4.1 Coach Education	<ul style="list-style-type: none"> <li>• Total number of educated coaches</li> <li>• Total number of active coaches</li> <li>• Ratio of educated compared to active coaches</li> </ul>	1512 1105 1:0.73	1846 1494 1:0.80	2180 1884 1:0.86	Research Figures
	4.2 Umpire Education	<ul style="list-style-type: none"> <li>• Total number of educated umpires</li> <li>• Total number of active umpires</li> <li>• Ratio of educated compared to active umpires</li> </ul>	428 322 1:0.75	480 408 1:0.85	533 495 1:0.92	Research Figures
	4.3 Governance/Administration	Number of attendees at CAP courses conducted in the Region	NA	40	160	Research Database
	4.4 Education Staff	Number of countries with a paid staff member actively responsible for education in the above areas	NA	23	23	Regional Count
<b>5. Facilities</b> <i>(Improve and increase the number of playing facilities)</i>	5.1 Grounds	Total number of grounds in Member countries	251	263	276(10%)	Research Figures
	5.2 Permanent Grounds	% of Permanent Grounds (artificial and turf) compared to Total Grounds	34%	Associate 50% Affiliate 40%	Associate 80% Affiliate 60%	Research Figures
	5.3 "Home of Cricket"	Number of countries with a dedicated and high quality 'feature' cricket facility considered to be the countries 'Home of Cricket'.	3	7	10	Regional Count
<b>6. Women's Cricket</b> <i>(Increase amount of</i>	6.1 Participation	<ul style="list-style-type: none"> <li>• Total number of participants</li> <li>• Number of senior players</li> </ul>	26,608 19,966	28,603 21,452	30,599(7.5%) 22,949	Research Figures

# Participation and Growth KPI for 2010

ICC Development Program Global Objectives and Targets – 2009/2010

## ARICA REGION

107,000 Cricketers by  
15 December 2010

Currently – 83,000  
Need another – 24,000

Translates into : 1263 per  
country

## TARGET:

Associate – 1600 each=11200

Affiliate- 1000 each=12000



**to PLAY  
CRICKET**



# ICC AFRICA DEVELOPMENT REGION 2010

## ICC mission:

### *Leading by;*

- *Promoting and protecting the game and its spirit*
- *Delivering outstanding events*
- *Providing excellent service to members/stakeholders*
- *Optimising commercial rights and properties*

## ICC strategy:

- *Cricket – A Strong Sport Getting Stronger*
- *Quality Member and Stakeholder Services*
- *Performance with Integrity*
- *Sustainable Growth*



# Development Department focus / priorities

- *Member Governance and Administration*
- *Participation and Pathway*
- *Women's Cricket*
- *Performance*
- *Education*
- *Facilities*



# Governance and Administration

*(Improve Member Governance and Administration)*

- **Associate Members** must have an administrative structure that includes a minimum of two (2) full time, or one (1) full time and two (2) part time, paid staff members.

**TARGET- 90**

- **Affiliate Members** must have a suitable administrative structure to conduct their affairs, including a designated ICC contact person.

**TARGET -45**

- **MSCO Visits- Audit Visits**



# Participation and Pathway

*(Retain and transfer participants from Junior Involvement to Senior Playing)*

- SENIOR Associates -16  
Affiliates – 8
- JUNIOR Associates- 16  
Affiliates -4
- Playing Numbers Associate(2008) 2010- up by 10%:

Botswana (2500) 2750 Kenya (5865)6452 Namibia(5888)6477

Nigeria(520572 Tanzania(1551)1706

Uganda(39613)39600 Zambia(324)356



# Participation and Pathway

*(Retain and transfer participants from Junior Involvement to Senior Playing)*

Affiliates- up by 15%:

Cameroon (810)932. Gambia(512)589

Ghana (170)425 **Lesotho(0)500** Malawi(900)1035

Mali (397)457 **Morocco(51)500**

Mozambique(584)672 Rwanda(350)403

Sierra Leone(270)311

**St Helena(0).....** Swaziland(395)454





# GOAL- Increase Participation to Actual Teams

**Increase the conversion rate of each country from the total number of involved players in Regional members**

Junior Playing Figures a symptom of a larger issue.

The Regional Office would agree with the survey report regarding the drop off from Involvement to actual number of Junior Participants.

CASE STUDY: Uganda. This translates into a mere 3% success rate. In anybody's language a poor conversion rate pertaining to Junior involvement against junior playing.

If you look at the long term strategy of the ICC Development generally and the ICC Africa Region more specifically- the one overriding principle is that of sustainability. At a 3% return the member needs to look at:



- The origin of the figure – greater clarification may be required
- The nature of the initial contacts that they would consider –Involvement
- The nature of the follow up to catch a greater proportion of long term participants

As we have alluded in the heading, is this a symptom of a larger issue.

A part from Namibia the trend over the seven associates has been a steady decline over the last six years. On the whole Africa scores one in four contacts. What can we learn from the South Africa/ England/ Australian model. Successful cricket programmes hinge on the development of junior club/school cricket structures



# FIGURES

Associate conversion from contacts to actual playing numbers

Country	2002	2003	2004	2005	2006	2007	Ave
Bots	61%	60%	50%	50%	37%	26%	47%
Kenya	40%	51%	28%	29%	8%	6%	27%
Namibia	3%	3%	12%	17%	21%	14%	12%
Nigeria	24%	29%	18%	25%	28%	143%	45%
Tanz	41%	38%	23%	23%	20%	19%	27%
Uganda	3%	2%	3%	8%	3%	3%	4%



# Performance – Batting

*(Improve on-field playing performance)*

- **Improvement** to the batting standards of the Regional Senior Men's and the U/19 Qualifiers

**The current average of the 1<sup>st</sup> innings of Regional Men's 50 over matches ∴**

WCL 1<sup>st</sup> Innings – **145 runs**, to be looking at 180 by end of 2010

U/19 Qualifiers – **92 runs**, to be looking at 130 by end of 2010



**The current average of over's faced on average in 1<sup>st</sup> innings of Regional Men's 50 over matches:**

WCL 1<sup>st</sup> Innings- **44 over's**, to be looking at 50 over's by end of 2010

U/19 Qualifiers - **40 over**, to be looking to extend the innings to 45 over's by 2010



# Performance – Bowling

*(Improve on-field playing performance)*

- **Improvement** to the bowling standards of the Regional Senior Men's and the U/19 Qualifiers

The current average number of wides bowled in Regional Men's 50 over matches:

WCL = 18.31 we need to get it down to 10 by the end of 2010

U/19 Qualifiers = get it down to less than 10 per innings for 2010 qualifiers???



# HOW ?- Batting

- Senior men's, more international competition in the form of triangular competitions.
- Looking at the creation of senior provincial leagues in each country.
- Creation of a 50 over and declaration cricket competitions.
- Regional Batting Camps.



# HOW?- Bowling

- Senior men's, more international competition in the form of triangular competitions.
- Looking at the creation of senior provincial leagues in each country.
- Creation of a T20 cricket comp
- Regional Bowling Camps





Target the **top four Non- ICC HPP**, countries to improve Playing Standards  
Assist **top four Non- ICC HPP** Members with a paid player contract system.- Namibia & Uganda, Tanzania & (Botswana/Nigeria)

- Set player contract targets with the **top two Non- ICC HPP** countries.
- Would need to look at the playing staff and determine the number.
- Year one target would be 40%
- Year two 50%
- Year three 60% plus



# EDUCATION Ops Plan

## APPENDIX 1

- Data as per Final 2008 research figures.
- 2008 figure will appear 1<sup>st</sup> then the 2010 forecast.
- All ratios are expressed as the forecast for 2010
- Countries Flagged to increase umpire activity to a ratio of 4 coaches to one umpire in 2010



Paid Education Officer	Active Coach : Active Umpire	Educated Umpire : Active Umpire	Educated Umpires	Educated Coach : Active Coach	Active Coaches	Educated Coaches	Associate
0	1:0,33	1:0,86	42-50	48-58	82- 150	146- 190	Botswana
2	1:0,40	1:0,91	38-80	73-88	149-200	179-233	Kenya
2	1:0,12	1:0,83	16-20	20-24	116-200	171-222	Namibia
0	1:0,29	1:0,93	41-50	45-54	90-170	153-199	Nigeria
1	1:0,43	1:0,94	14-30	27-32	38-70	64-83	Tanzania
1	1:0,11	1:0,93	38-57	51-61	350-500	401-521	Uganda
1	1:0,42	1:0,96	20-25	22-26	49-60	51-66	Zambia
Paid Education Officer	Active Coach : Active Umpire	Educated Umpire : Active Umpire	Active Umpires	Educated Umpires	Active Coaches	Educated Coaches	Affiliates
0	1:0,43	1:0,93	9-13	12-14	19-30	31-39	Cameroon
1	1:0,22	1:0,92	11-12	11-13	45-55	47-64	Gambia
1	1:0,88	1:0,88	11-22	22-25	12-25	23-29	Ghana
1	1:0,4	1:0,91	15-20	19- 22	40-50	45-56	Lesotho
1	1:0,83	1:1	13-15	13-15	100-180	164-205	Malawi
1	1:0,5	1:1	31-40	35-40	35- 80	76-95	Mali
0	1:0,77	1:1	1-10	1 -10	10-13	10-13	Morocco
0	1:0,32	1:1	10-12	10-12	21-37	33-41	Mozambique
1	1:0,54	1:1	11-13	11-13	19-24	19-24	Rwanda
0	1:0,73	1:1	3-11	9-11	12-15	15-19	Sierra Leone
0	1:0,5	1:1	0-5	0-5	0-10	0-10	St Helena
1	1:0,15	1:1	3-10	3- 10	32-65	57-71	Swaziland

# Education

*(Improve education standards with a global focus on coaching, umpiring, governance and administration)*

## Coaches, Educated/Active

- Associates Members are to increase the number of educated coaches by 30%
- Affiliates Members are to increase the number of educated coaches by 25%
- Associates Members are to increase the number active coaches in Regional Members
- Affiliates Members are to increase the number active coaches in Regional Members
- Associates Members are to increase the number educated coaches for every active coach .Ratio of 1:1
- Affiliates Members are to increase the number educated coaches for every active coach . Ratio of 1: 1



## Umpires, Educated/Active

- Associates Members are to increase the number educated umpires by 20%
- Affiliates Members are to increase the number educated umpires by 20%
- Associates Members are to increase the number active umpires by 15%
- Affiliates Members are to increase the number active umpires by 15%
- Associates Members are to increase the number educated umpires for every active coach .Ratio of 1: 1
- Creation and maintenance of the Africa A and B Panel
- Affiliates Members are to increase the number educated umpires for every active coach . Ratio of 1: 1



## CRICKET ADMINISTRATION COURSES

- Establish an accredited Education Officer
- Each member to have a Filed Education Plan
- Associates Members are to increase the attendees at CAP courses conducted in the country by 50%
- Affiliates Members are to increase the attendees at CAP courses conducted in the country by 50%
- Associate Members with a paid staff member actively responsible for education
- Affiliate Members with a paid staff member actively responsible for education.



## Facilities

*(Improve and increase the number of playing facilities)*

- Facility Census
- Ground make up targets
  - Associate Members Targets
    - 85% Permanent Grounds
    - 50% to be Turf
    - 35% Artificial
    - 15% Portable
  - Affiliate Members Targets
    - 60% Permanent Grounds
    - 40% to be Turf
    - 20% Artificial
    - 40% Portable



# Project- Home of Cricket

Associate Membership to have this in their five year plan

- Associate Members with a dedicated and high quality 'feature' cricket facility considered to a 'Home of Cricket'.
- Namibia, Kenya, Uganda and Tanzania are to be looking to have a National Cricket Ground, secured by the end of 2010. They will have to begin to budget for the acquisition of said venue from the beginning of 2011. Zambia has been given the by means of a state donation the use of a permanent cricket ground. Botswana.....





## Women's Cricket

*(Increase the amount of Women's cricket taking place in Members)*

### **The development of Women's Cricket must be incorporated within the Associate Member's National Development Plan.**

- Each member to have at least 80 Women's senior players in Regional members
  - Associates to have 80 senior women players (4 sides x 20 players) playing a recognised league structure by the end of 2010
  - Affiliates to have 80 senior women players (4 sides x 20 players) playing a recognised league structure by the end of 2011



- **Women's junior players in Regional members**

- Affiliates by end of **2011** to have six girls teams playing in a recognised league structure - 90(6x 15)
- Associates by end of **2010** to have six girls teams playing in a recognised league structure - 90(6x 15)



- Women's junior involvement participants in Regional members
  - All members to have at least four activation programmes per year. One each quarter.
- Total Women players in Regional members to increase by 25%
  - End of 2010 –  $7 \times 80 = 560$  Seniors  $7 \times 90 = 630$  junior  
• **Total 1190**
  - End of 2011-  $10 \times 80 = 800$  Senior  $10 \times 90 = 900$  Junior  
Total = 1700





