



# 10 Communications

The focus on improving communications with key stakeholders established last year has been maintained and expanded over the past 12 months. During this period ICC's communications function has been in the hands of Mark Harrison, retained as a consultant in the role of Communications Manager, pending the establishment of a permanent communications team within ICC.

The first step in establishing this team came with the appointment of Brendan McClements as General Manager - Corporate Affairs, in June 2002. Brendan joins from a similar position with the Australian Cricket Board and will be responsible for establishing a communications department and directing the future strategy for ICC communications.

One of Malcolm Speed's early commitments was to make the ICC a more open, accessible and transparent organisation, particularly in terms of its relationship with cricket and sports media around the world.

Leading by example, the new Chief Executive Officer carried out a comprehensive schedule of personal briefings with British journalists, shortly after his arrival. The benefits of this program were twofold; the ICC was able to benchmark its standing with the media and senior journalists were given an early insight into the new direction pursued by the ICC.

During the year a number of major, high profile cricket issues tested the effectiveness of the communications function and placed ICC firmly in the international media

spotlight. These allowed the organisation to demonstrate a considered, open and professional approach to dealing with the kinds of sensitive matters which will inevitably arise from time to time. The same approach was evident in the department's ongoing handling of communications for the ICC Anti-Corruption Unit, though it is pleasing to report that this related more to prevention of corruption and the implementation of Lord Condon's recommendations, than the highly controversial events of the previous 12 months.

In his role as Communications Manager Mark Harrison was heavily involved in the production of a range of materials designed to support the work of the Anti-Corruption Unit. The anti-corruption video and associated printed materials, launched at the Annual Conference, will form the basis of presentations to cricketers around the world, warning of the dangers of corruption and explaining ways in which they can avoid its temptations and report concerns.



Mark Harrison  
Communications Manager



## Communications Anti-Corruption Campaign

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It is fair to say that communications with member countries and media across the world have improved significantly during the year. There is now regular, close co-operation with the media officers of Full Member countries and a comprehensive database of international media contacts has been established to provide regular dialogue and information exchange.

The ICC web site, hosted by Cricinfo, played a valuable part in the communications infrastructure, allowing millions of followers of the game around the world to follow the ICC's progress on a daily basis.

During the course of the year David Clarke, the Corporate Communications Manager from the England and Wales Cricket Board, joined the communications department under the secondment scheme. David has made a very valuable contribution in this role, working on a number of important projects, including internet strategy and ICC publications.



## Internet strategy

**A thorough review of the existing web site and its operational efficiency was carried out. Recommendations were put forward for the introduction of a new web site, in partnership with the Global Cricket Corporation. Another priority subject is the development of an ICC Intranet, a key element in improving communications between ICC, member organisations, officials and staff. A detailed examination of the potential use of an Intranet has been undertaken and a comprehensive specification document produced. Tenders to provide this service from a number of specialist companies are being considered.**

The ICC Annual Report is an important document of record and will, in time, become of significant historic interest to those who follow the progress of the game. This is the second ICC Annual Report, which has been produced to a wider and more ambitious brief than its predecessor. The intention is to provide ICC members and stakeholders with a thorough, informative and professionally presented document.

The relationship with Countrywide Porter Novelli, which had acted as the ICC's communications consultancy during the corruption crisis, was concluded in January 2002. The final task undertaken by the company was the production of a communications strategy document for the ICC. This will be further refined and developed in line with the overall ICC Strategic Plan.



David Clarke

