

05 Value Statement



For the benefit of all stakeholders the ICC will uphold the following core values:

- Accountability** - To ensure clear responsibility for all decisions and actions.
- Commitment** - To focus on the common goal of achieving the best for world cricket regardless of individual aspirations.
- Equality** - To promote and encourage participation regardless of race, religion, gender, age or ability.
- Excellence** - To strive for world's best practice.
- Innovation** - To adopt progressive strategic management by encouraging and embracing new ideas.
- Integrity** - To demand the highest standard of moral and ethical behaviour.
- Loyalty** - To foster trust and respect throughout the organisation and the extended ICC family.
- Respect** - To show appreciation for achievement, recognition for authority and understanding of cultural diversity.
- Teamwork** - To work together in a united and cohesive manner.
- Tradition** - To ensure the history and spirit of the game, and its rich heritage and culture, are built upon in a contemporary manner.
- Transparency** - To communicate in a clear, open and consistent manner.

ICC Vision 2005

By 2005 the ICC will have achieved the following goals:

- To be transparent and accountable in all areas of operation
- To be authoritative and willing to make the hard decisions
- To be clear, decisive and consistent in its decision making
- To be a well structured efficient organisation led by an energetic and dynamic management team
- To be a united and inclusive governing body representative of all Members
- To be approachable and accessible
- To be proactive and in control of all ICC events
- To be forward looking with a clear understanding of the ICC's future direction and strategic goals
- At all times to act in the best interests of world cricket

Objectives

The key objectives of ICC are listed below. These objectives represent the priorities of ICC for the period 2001 to 2005. The list is not exhaustive but rather identifies those areas to be addressed as a priority and achieved within the timeframe.

1. Integrity, Ethical Standards and Anti-Corruption - To ensure that corruption, in all its forms is eliminated from cricket and that the integrity of the game is upheld through strong leadership and by maintaining the highest standards of moral and ethical behaviour.

2. Cricket Operations - To provide clear leadership and effective management on all issues relating to the playing of the game.

3. Development - To promote the game globally by raising cricket participation, standards and profile.

4. Communication - To increase the positive profile and enhance the image of the ICC through improving the professionalism and content of information provided to internal and external stakeholders.

5. Stakeholders - To lead, unify, support and educate the ICC stakeholders through the provision of excellent service.

6. Business of Cricket - While preserving the core values of the game, optimise revenue creation through effective management and exploitation of commercial rights, marketing strategies, product development and intellectual property.

7. Governance and Organisation Effectiveness - Implement best practice in the governance and management of the ICC to maximise organisation effectiveness.