



# 08 ICC Development Program

## Developing Cricket Worldwide

---

### Introduction

The past 12 months has brought increasing evidence that the ICC's huge commitment to the development of cricket worldwide is beginning to bear rich fruit. Particularly sweet were two of the victories recorded by Kenya and Namibia in April's ICC Six Nations Challenge tournament - Kenya, when they defeated an experienced Sri Lanka A team to win the final itself, and hosts Namibia when they defeated the talented Kenyans at the group stage.

Namibia's win, in particular, would just not have happened a year ago, and it shows what strides are being made in a number of the associate member countries.

The Development Program has now been running for four years during which time there has been much hard work in laying the foundations for sustainable growth. Now there is a growing awareness within the global game of significant and very visible building blocks being added to that base.

The Program also enjoyed the benefits of continuity in staffing following the dramatic changes the year before. Both head office and regional personnel remain largely unchanged allowing closer relationships to be forged with the countries in each region.

This year saw the creation of the first ever ICC Strategic Plan. The plan adopted the existing five key objectives that the Development Program had already established. This can certainly be seen as a positive endorsement of the direction the Development Program has been taking.

### Participation

The number of countries in the cricket family continues to grow. The Annual Conference will again see ten new countries applying for Affiliate membership, while Nigeria and the Cayman Islands are applying for Associate membership. If all these applications are successful ICC membership will have grown to 85 countries, an amazing fact when in 1997 there were only 45 members.

While the increase in numbers of countries taking part is pleasing, the true test of development will be whether the number of participants in each country is growing. It should now be possible to measure this thanks to the ICC Research Program that is conducted annually. Last year all Associate countries submitted full data on their participation numbers and cricket activity. This year the Research Program is being extended to all Affiliate Members. Data for 2002 is not yet available at the time of going to print, but last year's figures already reveal some positive trends.

One of the reasons for the growth in playing numbers has been the increase in courses and seminars run by the Development Program in member countries. A wide range of courses for coaches, umpires, administrators and the players themselves are conducted by the development staff in each region. A recent survey of the Development Program indicated that over the last year more than 300 courses were run globally, with over 8,000 participants taking part.

# Development Program

## Staffing Structure

### London Office

HIGH PERFORMANCE MANAGER  
Bob Woolmer

ICC DEVELOPMENT MANAGER  
Andrew Eade

PROJECT OFFICER  
Mukesh Karsan

COACHING & DEVELOPMENT OFFICER  
Jerome Jayaratne (January - July 2002)  
Seconded from BCCSL

PROJECT OFFICER  
Jenny Fairlamb



Andrew Eade  
ICC Development Manager

### Regional offices

AFRICA

DEVELOPMENT MANAGER  
Hoosain Ayob

REGIONAL DEVELOPMENT OFFICER  
Tom Tikolo (East Africa)

PA TO DEVELOPMENT MANAGER  
Ruweida Dhawakieram

AMERICAS

DEVELOPMENT MANAGER  
Robert Weekes

PA TO DEVELOPMENT MANAGER  
Azza Pye

ASIA

DEVELOPMENT MANAGER  
Zakir Hussain Syed

REGIONAL DEVELOPMENT OFFICERS  
Roger Binny India  
Rumesh Ratnayake Sri Lanka  
Iqbal Sikander Pakistan

EAST ASIA / PACIFIC

DEVELOPMENT MANAGER  
Matthew Kennedy

REGIONAL DEVELOPMENT OFFICER  
Tim Anderson

ADMINISTRATIVE OFFICER  
Russell James

EUROPE

DEVELOPMENT MANAGER  
Ian Stuart

REGIONAL DEVELOPMENT OFFICER  
Adam Cole

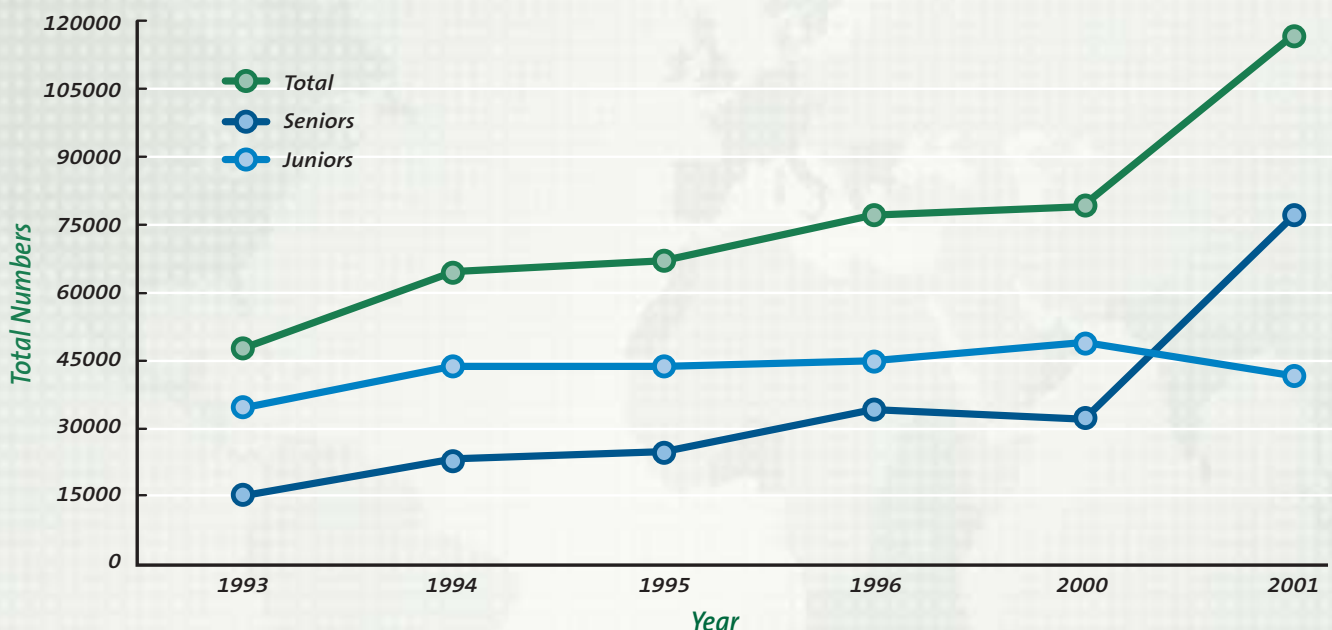
COMMUNICATIONS & RESOURCES OFFICER  
Alison Smith



Jenny Fairlamb  
and Mukesh Karsan

# Player Participation Graph

## Affiliates & Associates



# Development Program

## ICC Member Countries

Membership	Regions				
	Africa	Americas	Asia	East Asia Pacific	Europe
<b>Full Members (10)</b>	South Africa - 1909 Zimbabwe - 1992	West Indies - 1926	Bangladesh - 2000 India - 1926 Pakistan - 1953 Sri Lanka - 1982	Australia - 1909 New Zealand - 1926	England - 1909
<b>Associate Members (26)</b>	East & Central Africa - 1966 Kenya - 1981 Namibia - 1992 Tanzania - 2001 Uganda - 1998 West Africa - 1976	Argentina - 1974 Bermuda - 1966 Canada - 1968 USA - 1965	Hong Kong - 1969 Malaysia - 1967 Nepal - 1996 Singapore - 1974 UAE - 1990	Fiji - 1965 PNG - 1973	Denmark - 1966 France - 1998 Germany - 1999 Gibraltar - 1969 Holland - 1966 Ireland - 1993 Israel - 1974 Italy - 1995 Scotland - 1994
<b>Affiliate Members (38)</b>	Botswana - 2001 Lesotho - 2001 Morocco - 1999 St Helena - 2001	Bahamas - 1986 Belize - 1997 Cayman Islands - 1997	Afghanistan - 2001 Bahrain - 2001 Bhutan - 2001 Brunei - 1992 Kuwait - 1998 The Maldives - 2001 Oman - 2000 Qatar - 1999 Thailand - 1995	Cook Islands - 2000 Indonesia - 2001 Japan - 1989 Philippines - 2000 Samoa - 2000 South Korea - 2001 Tonga - 2000 Vanuata - 1995	Austria - 1992 Belgium - 1991 Croatia - 2001 Cyprus - 1999 Czech Republic - 2000 Finland - 2000 Greece - 1995 Luxembourg - 1998 Malta - 1998 Norway - 2000 Portugal - 1996 Spain - 1992 Sweden - 1997 Switzerland - 1985

## High Performance



Bob Woolmer -  
ICC High Performance Manager

The appointment of Bob Woolmer as the ICC's High Performance Manager, in October 2001, has already had a marked effect on the playing performance of the four associate member countries that are busy preparing to compete at the 2003 ICC Cricket World Cup.

Woolmer, the former South Africa coach and now director of coaching at Warwickshire, immediately visited Kenya, Holland, Namibia and Canada to set up high performance programs for each nation. These programs encompass upgrading training facilities, ensuring suitable national coaches are in place, academy and player placements into Full Member countries, visits by sports science specialists and increased exposure to top level cricket.

No-one should expect instant miracles, but the early feedback from all four countries, when they competed alongside Sri Lanka A and Zimbabwe A at the ICC Six Nations Challenge tournament, was that their national teams were already performing better than they did at the ICC Trophy eight months previously. The gap between them and the 10 full Test-playing nations is certainly closing.

The ICC Six Nations Challenge was an interesting initiative. While the six teams were together Woolmer incorporated a

range of specialist training sessions using top sports psychologists, nutritionists and specialist coaches. Former England player Dermot Reeve, acknowledged as one of the great one day cricket innovators, also worked with all teams and coaches to discuss tactics and the subtleties of the one day game.



ICC Six Nations Challenge - captains of participating countries

## Tournaments

The three global tournaments that took place in the 12 months from June 2001 were the ICC Trophy, the ICC Under 19 World Cup and the ICC Six Nations Challenge.

The ICC Trophy was a wonderful extravaganza of cricket with 22 Associate countries taking part. The event was hosted by the Canadian Cricket Association, and all the hard work they put in paid off when Canada finished third to qualify for the 2003 ICC Cricket World Cup. The finalists, Holland and Namibia, also qualified and Holland were worthy champions when they won a pulsating final off the last ball.

The ICC Under 19 World Cup was staged in New Zealand and, while the big boys of world cricket, Australia and South Africa, fought out the final, development interest was firmly focused on the six Associate countries that had qualified. Again there was cause for great optimism as Nepal beat both Pakistan and Bangladesh, while Namibia claimed a third test scalp when they upset Sri Lanka.

At regional level there was more tournament activity than ever before. Each of the five development regions staged an Under 19 tournament to find their qualifier for the ICC Under 19 World Cup. What an exotic list of cricket destinations those host countries were - Uganda, Fiji, Bermuda, Nepal and Scotland.

In addition to these ICC managed events there were many regional tournaments staged with Development Program assistance. The list is far too long to include here but some of the more interesting would have to include the Americas Cricket Championships (Argentina), the European Indoor Championships (Belgium), the East Africa Girls Tournament (Uganda) and the East Asia Eights (Australia) which featured teams from South Korea, Japan, Indonesia and an Australian Aborigine team.

If the tournaments alone were not sufficient indication of the expansion of cricket into new environments; the amazing story of Indonesia cricket certainly is. Indonesia became an Affiliate member only last year. There are now 2,000 juniors playing cricket in the country, and the senior domestic game is also growing fast.



European Indoor Championship Winners - Greece



ICC Under 19's World Cup winners - Australia

## Widening the Market

As well as trying to get more people playing cricket, the Development Program is also aiming to attract new spectators and supporters to the game. To help achieve this goal a television company was asked to film the ICC Trophy tournament in Toronto in July 2001, and to produce a one hour documentary about the competition, plus five half-hour support programs designed for each of the ICC's five regions.

These programs have already been widely broadcast and will also be screened in the build-up to the 2003 ICC Cricket World Cup. Television's new ICC magazine show, launched in February 2002, also features aspects of the Development Program. A joint research program with the International Women's Cricket Council, aimed at bringing women's cricket under the general ICC umbrella, has been started. Other research programs are being initiated to look into disabled cricket, and the promotion of third generation cricket in the various regions.

The Development Program has also produced a range of branded resources to assist in spreading the game in new and existing markets. Over the course of the year each region has received coaching resources, ICC wall planners, videos from the ICC Trophy, and a variety of promotional gifts and clothing.



ICC 'Teach Cricket' coaching resource

Women's World Cup





## The Spirit of Cricket

The final key objective of the Development Program is to promote the spirit of cricket and emphasise all the positive characteristics that our great game brings to participants and supporters.

A special Spirit of Cricket section has been created on the ICC website and stories are featured as they become available. In Africa the Development Program is assisting the Africa Cricket Association as they launch their 'Hit Aids For Six' campaign throughout African member countries, aiming to help the process of education and awareness through cricket.

A new initiative in 2002 has been the 'Taking Cricket to where it has never been played before' competition launched by Flicx International with the assistance of the Development Program. This competition aims to encourage cricket in unusual, and often under privileged, locations by providing portable Flicx artificial wickets to the communities that can submit the best stories about how cricket has changed their community.

In addition, the Europe region instigated a cricket project in Kosovo, scene of some of the most serious conflict in Europe of recent years. This will be launched on the weekend 21-23 June, with a coach education session for keen KFOR cricketers and youth group leaders, followed by limited overs exhibition matches. A Flicx pitch and Kwik Cricket sets, bought using the funds raised at events run by participating countries on European Spirit of Cricket Weekend, 4-5 May, will also be donated so that the new coaches can continue working with the children, with a view to running a tournament later in the year.



Poster promoting the 'Hit Aids For Six' campaign

## Conclusion

In conclusion many of the initial aims of the Development Program have now been realised - especially in terms of the setting up process. The development department must now begin to review its operation so that it can plot a strategy for future growth.

"The emphasis so far has been on generating programs, and it has been a huge process," Development Manager Andrew Eade commented. "Aspects of that process are still on-going, but it is important that we now reassess our strategies over the next couple of years."

"We must ensure that we do not spread our resources too thinly. We must measure how our best results have been achieved, and we may need to start concentrating on certain areas - perhaps, to start, with two or three key targets. We certainly need to be more strategic about how we plan for the future."

"Development is all about helping those who need help, but we must also consider the need to produce sustainable growth in developing countries, so that ultimately they can become self sufficient and add value to the global game."

ECC Project Officer Tim Dellor with local children in Kosovo



