



International
Cricket Council

Cricket Quarterly

The official newsletter of the International Cricket Council

Volume 5 Issue 1 March 2007

Respect is key as cricket world focuses on Caribbean

ICC Chief Executive Malcolm Speed previews the ICC Cricket World Cup

12 venues, nine countries, 16 warm up games followed by 51 one-day internationals over 47 days between the top 16 teams in world cricket – welcome to cricket's biggest showcase – the ninth ICC Cricket World Cup.

For the first time the tournament is taking place in the Caribbean, something that is long overdue given the region's major contribution to the game's popularity. The West Indies won the first two ICC Cricket World Cups in 1975 and 1979 playing a thrilling brand of attacking cricket and, now on home soil, the current players will surely believe they can recapture those glory days and make heroes of themselves.

The tournament is a massive logistical exercise given the distances involved – for example, it is more than 1400 miles (over 2300 kilometres) between the most northerly host country, Jamaica, to Guyana, the country staging matches furthest south. However, the local organisers have looked on such issues as



Australia celebrate winning the ICC Cricket World Cup in 2003

challenges rather than problems. A series of stunning state-of-the-art venues have been created and I believe we are set for a fantastic event that the whole of the cricketing world will look upon with a mixture of excitement and enjoyment.

The beauty of this tournament is that the form book offers few clues as to the identity of the side that will lift the ICC Cricket World Cup trophy at the newly-refurbished Kensington Oval in Barbados on 28 April. In the past eight months, each of the top eight sides in the LG ICC ODI Championship table has enjoyed notable successes and each will fancy its chances. This ICC Cricket World Cup appears more wide open than any in recent memory, which can only add to the fun.

The event format should ensure the perfect balance of action, rest and

practice for the players while, for the first time, six Associate teams are taking part. We are realistic enough to know they may not win many matches but their inclusion is recognition of their performances at Associate level and part of a necessary broadening of the game's horizons, so vital if cricket is to remain a strong sport growing stronger.

My one wish for this ICC Cricket World Cup is that it will show that even though the game is now highly professional, the spirit of cricket that runs through the history of our great sport still runs deep. To me it is about respect – for the game, your team mates, your opponents, the officials and the supporters. If that attitude prevails then we will have a tournament that will live long in the memory. ☺



Malcolm Speed, ICC Chief Executive

Contents

2
Daryl Harper on the '17th team' at the CWC 2007

3
Shaun Pollock - 'The ultimate' one-day experience

4
Eoin Morgan - His road to the CWC 2007

5
Matthew Kennedy - The ICC's High Performance Programme

6-7
Broadcasting the CWC 2007

8-9
The ICC at the CWC 2007

10-11
Volunteering in cricket

12
The growth of women's cricket in India



ICC Cricket World Cup's '17th team' ready for action on biggest stage



ICC Cricket World Cup
WEST INDIES 2007

ICC umpire Daryl Harper describes his ICC Cricket World Cup preparations



Daryl Harper

The ICC Cricket World Cup is the biggest cricketing event on the planet and just as players will have spent years preparing for the tournament, so have the match officials.

While players have battled to be selected in the final 15 of their squad, we similarly have used every opportunity that we have had as an umpire in an international match in the past four years to impress the selectors, and earn a place on the event's 17th team.

Each member of the Emirates Elite

Panel of ICC Umpires has their own individual training and development program which is designed to meet their specific needs. This helps us each individually prepare to the best of our abilities for events such as the ICC Cricket World Cup.

Once in the Caribbean, my colleagues and I will spend time in the nets reinforcing these routines, observing bowling styles, and acclimatising to the particular characteristics of the region.

For example, having umpired in the recent Commonwealth Bank Series, I wouldn't expect the ball to bounce in Antigua as it does in Adelaide, or for it to seam as much in Bridgetown as it does in Brisbane.

Just as the 16 teams will be spending time together ahead of the ICC Cricket World Cup 2007, the team of umpires and match referees will meet for two days in Montego Bay to ensure that the Laws and playing conditions are applied as consistently as possible in every situation across the event.

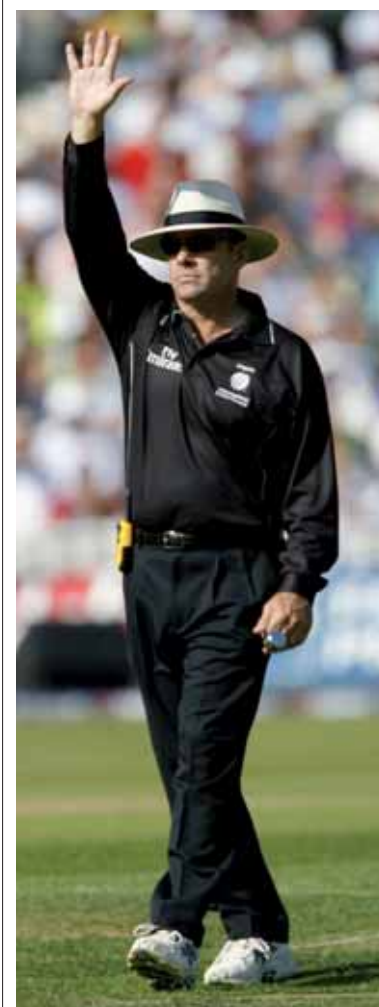
These gatherings, as well as interaction at bi-lateral series throughout the cricketing calendar, allow us to share and learn from each others' experiences.

So while the players may recall brilliant catches, sparking cameos with the bat or unplayable Yorkers, we umpires recall an edge we didn't hear or an LBW that Hawk-eye had bouncing over middle stump like a tennis ball.

For those who are passionate about cricket, to appear at the ICC Cricket World Cup is the realisation of years of hard work, dedication and commitment to the sport.

And though the captains of the 16 teams will dream of lifting the trophy on 28 April, for umpires and match referees our aim will be to perform as well as we can and to oversee as many matches as possible. 🏏

► The event in the Caribbean will be Harper's second ICC Cricket World Cup event.



◀ Daryl Harper watches as Zaheer Khan of India bowls.



→ ICC Cricket World Cup is 'the ultimate' one-day experience for top players

Ahead of his fourth ICC Cricket World Cup, South Africa all-rounder Shaun Pollock, explains the importance of the event to the game's leading stars as they gather in the West Indies.



When the 240 players gather for the Opening Ceremony on 11 March in Jamaica, Shaun Pollock will join the elite club of players who have taken part in four consecutive ICC Cricket World Cup events.

After 11 years at the top and 274 One-Day Internationals, the all-rounder can't wait for the action to start.

'Playing in the World Cup is the ultimate for cricketers in one-dayers,' says Pollock.

'Only when you've played in one do you really appreciate that it's much bigger than a normal series.

'When you get to the Opening Ceremony and you see all the players there from all the teams it's a special feeling. You've had four years to build up to it and you know you're competing at the highest level.'

Pollock will feel his side is due a bit of luck in this event after painful exits in the three previous tournaments.

In 1996 South Africa were beaten by the West Indies in the quarter-final after coasting through the group stage undefeated while successive and infamous tied matches brought about their elimination to Australia in 1999 and Sri Lanka in 2003.

But despite being determined to wipe away these disappointments with a successful tournament in 2007, Pollock does not intend to resort to underhand means to help his side achieve success.

'Cricket has a value system,' explains Pollock. 'You hear the phrase "it's not cricket" around the world. It means a way in which things should be done. It means they should be done the right way.

'We have a responsibility to be role models for kids and to set a good example.

'Just because there is so much at stake at the World Cup doesn't mean that you should approach the tournament in a different way.

'I think it's possible to play even the most competitive game in the right spirit. You should put everything you can into winning, but it's also important to play in the right way, hard but fair.

'The values of the game shouldn't be forgotten and we all have a responsibility to keep them going. The Spirit of Cricket will last longer than any of the players at this World Cup.'

▲ Shaun Pollock and his team mates hope to celebrate ICC Cricket World Cup glory.

▼ Pollock visits children affected by HIV/AIDS in India last year.



Working together to 'run out' HIV and AIDS

Over the course of the ICC Cricket World Cup, all sixteen teams will be supporting ICC's partnership with UNAIDS, UNICEF and the Caribbean Broadcast Media Partnership on HIV/AIDS to highlight the situation of children and young people living with and affected by HIV.

Players, including Sachin Tendulkar, Michael Hussey and Ian Bell, have pledged to support the initiative and a range of activities will take place at and around the grounds.

Public service announcements have been recorded by many of the game's top players and these will be shown on the big screen on all match-days and by a host of international broadcasters.

This partnership began in 2003 and awareness-raising activities have become a big part of all major ICC events. For example, at the ICC Champions Trophy 2006 several South African players, including Shaun Pollock, took time out from their schedule to visit a group of Indian youngsters who had been orphaned by HIV and AIDS.

'Cricket is a global game and AIDS is a big problem in South Africa and India,' explains Pollock.

'Sport is good but it is not quite real life. It is humbling to have a chance to help out and hopefully make a bit of an impact on a real issue of life.'



Morgan believes ICC support 'will make us all the stronger' for CWC adventure

Twenty-year-old Dubliner Eoin Morgan has been playing for the Ireland senior team since he was 17. He is contracted to Middlesex and recently scored 209 not out in a first-class ICC Intercontinental Cup match against the UAE, the highest score ever by an Ireland player. Here, he gives his views about what the ICC has done to help support his progression as a cricketer.



Eoin Morgan

I guess in many ways I have really benefited from the performances of the top Irish players that went before me, like Ed Joyce who has set new boundaries for Irish cricketers to aspire to.

There are now a lot more opportunities for players from Dublin, Belfast or Derry to play at a higher level overseas.

I am a product of the Irish under-age system and I have been lucky enough to play in various youth teams from under-13 to under-19 before breaking into the senior side.

As such I was given the opportunity to travel all over Europe going to European Cricket Council tournaments and even as far away as Bangladesh and Sri Lanka at ICC Under 19 Cricket World Cup events.

These days it is a little easier for Associate Nations to be seen and this has helped the profile of Irish cricket with the top six qualifying for the ICC Cricket World Cup in the West Indies. Never before has Irish cricket been seen on such a big stage – it is a great opportunity for us and one we intend to grab with both hands.

Not that it will be easy for us. There is still a big gap between the top sides in the world and the best Associates but I think that the ICC is working hard with the cricket boards through its High Performance Program in an effort to close that gap.

From my point of view, one of the best things I have done for my cricket



recently has been the ICC Winter Training Camp in Pretoria.

I was lucky enough to spend time there in 2005 and I can honestly say it has helped my game no end.

Having as dedicated a coach as Andy Moles in attendance was fantastic. He got you thinking about aspects of the game that you might have overlooked and everyone there was so keen to learn that the atmosphere was really conducive to improving.

I like the idea of the ICC World Cricket League, unfortunately the tournament in Kenya was not a great success for us but I still think we got a lot out of it. It was disappointing not to win it or even get to the final but we learned a great deal about ourselves as cricketers when we were there which will make us all the stronger for the ICC Cricket World Cup 2007. 🏏

▲ Jeroem Smits watches on as Eoin Morgan makes 94 at the ICC World Cricket League in Kenya.

► Morgan will be hoping to build on his success at ICC Under 19 Cricket World Cup.





Kennedy - CWC 'a great test to see how far the Development Program has come'

Matthew Kennedy, the ICC Global Development Manager, explains the support that the ICC has provided for Associate countries in the build up to the ICC Cricket World Cup.



Matthew Kennedy

When it was confirmed that Bermuda, Canada, Ireland, Kenya, the Netherlands and Scotland would compete in the ICC Cricket World Cup 2007 just over 18 months ago, the ICC – through its High Performance Program – set about working with these nations to put some building blocks in place aimed at achieving peak performance. This has been made possible by a significant increase in funding and the support of the ten Full Members.

The main development that was identified was more international competition and exposure for all six countries. This has been achieved by the affording of One-Day International match status, the expansion and enhancement of our multi-day competition – the ICC Intercontinental Cup, the roll-out of the ICC World Cricket League, and bi-lateral tour arrangements involving Full Member domestic teams and 'A' sides.

To put this increased exposure into perspective, outside of ICC feature events like the ICC Cricket World Cup and the ICC Champions Trophy, in the 33 months – that's over two-and-a-half years – between the ICC Cricket World Cup 2003 and January 2006, there were only three ODIs played by our leading Associates (these were all between Kenya and Full Members).

In stark contrast, in just the 13 months from February 2006 until

the CWC 2007 begins, there will have been at least 21 such Associate vs Full Member ODIs plus an additional new 45 ODIs, or more, between these top Associate Members when previously there were none. This makes at least 66 ODIs in total which the six countries have under their belt before they set foot in the Caribbean.

It is also pleasing to reflect on the other key building blocks and support mechanisms which have been well established over this time. These include, but are not limited to:

- grants programs supporting the high quality national coaching set-ups
- the intensive and extensive annual ICC Winter Training Camp
- successful overseas player placements
- access to the LG ODI Ranking system
- the development of player and match analysis programs
- a collective establishment of, and commitment to, concentrating on performing the basics of the game to the highest possible standard
- other specialised and targeted assistance, including sports psychology

Together with the huge amount of work that the management and national coaching staff of the six countries have undertaken, supported by the ICC's High Performance Manager, it is an approach that has seen great progress achieved and the ICC Cricket World Cup will be a great test to see how far the Development Program has come.

All six countries are part of a brave new world, a new era for the game of cricket, one of the globe's major sports. We know it comes with challenges, especially when it comes to the fact that the sport is not yet commercially successful



▲ Billy Stelling (the Netherlands) and Maurice Ouma (Kenya) at ICC World Cricket League.

enough to be fully professional in these nations but we are in it for the long haul.

Through their dedication and desire to play the game, the players of the six Associate countries are not unlike the pioneers of the past, the cricketing greats of the major nations of the 70s and even 80s, who faced similar challenges and helped to create what the game is now in their respective homelands.

It is clear that this generation of players are setting a new standard for those in their country to follow and through their performances at the ICC Cricket World Cup may inspire future generations to play the game. 🏏

▼ Steve Tikolo of Kenya leads his team's celebrations in Nairobi.





→ Delivering the ICC CWC 2007 to a worldwide audience

GCC Broadcast Manager Rick Jemison explains why the ICC Cricket World Cup 2007 is one of the most complex sports broadcasting challenges ever undertaken.



Photo: Sky Sports/Andi Southam

The ICC's commercial partner - Global Cricket Corporation - will broadcast all 51 ICC Cricket World Cup matches live to cricket fans around the world. They will also transmit four of the warm-up matches in Jamaica and St Vincent and the Opening Ceremony in Jamaica.

That's a total of 56 live broadcasts in 56 days across nine countries that have populations ranging from 42,000 (St Kitts & Nevis) to a little over 2.5 million (Jamaica). There will be 30 global broadcast licences and another 33 sub-licences waiting to receive the pictures and sound from these events. GCC Broadcast Manager, Rick Jemison, is part of the team charged with making sure this happens.

'This will be by far the most complex ICC CWC', explains Jemison.

'GCC will have over 250 production, operational and engineering personnel working on the event drawn from all corners of the globe including, of course, the Caribbean.

'These people will then be split into four production teams that will stick together and move from country to country as the tournament progresses.

'As you'd expect, a lot of the kit we use is highly specialised so we are shipping in over 100 tonnes of digital television equipment including cameras, editing facilities and thousands of kilometres of cable.'

With seven hours of scheduled on-field action per match that equates to 385 hours of live cricket, GCC has booked over 3000 hours of satellite time to ensure the action can be beamed to living rooms around the world.

▼ GCC will be responsible for ensuring the games get beamed from the studio to around the world.

Fortunately Jemison is part of a highly experienced backroom team, many of whom have worked on the last five ICC CWC events.

For a full list of ICC Cricket World Cup official licensed broadcasters go to www.cricketworldcup.com



Photo: Sky Sports/Andi Southam

→ ICC CWC 2007 commentary team

The ICC Cricket World Cup 2007 commentary team will comprise 28 experts drawn from across the ten Full Member countries. They have a combined playing experience of 1284 Test matches and 2167 ODIs as well as many more matches spent in the commentary box. The team includes the cream of Caribbean cricket broadcasting talent comprising the legendary journalist Tony Cozier and a quintet of players with 354 Tests and 720 ODIs to back up their incisive insights. 🎧



Michael Atherton, pictured here with Ricky Ponting, will form part of the commentary team.

CWC 2007 Commentators	
Jimmy Adams	(WI)
Paul Allott	(ENG)
Michael Atherton	(ENG)
Ian Bishop	(WI)
Greg Blewett	(AUS)
Ian Botham	(ENG)
Tony Cozier	(WI)
Daryll Cullinan	(SA)
Jeffrey Dujon	(WI)
Ranjit Fernando	(SL)
Damien Fleming	(AUS)
Desmond Haynes	(WI)
Michael Holding	(WI)
Nasser Hussain	(ENG)
Athar Ali Khan	(BD)
Nick Knight	(ENG)
David Lloyd	(ENG)
Sanjay Manjrekar	(IND)
Pommie Mbangwa	(ZIM)
Mark Nicholas	(ENG)
Rameez Raja	(PAK)
Barry Richards	(SA)
Mark Richardson	(NZ)
Laxman Sivaramakrishnan	(IND)
Ian Smith	(NZ)
Aamer Sohail	(PAK)
Bob Willis	(ENG)
John Wright	(NZ)

Beyond the ICC CWC 2007

ICC has entered into a partnership with ESPN-STAR SPORTS (ESS) for its major events after this ICC CWC through to 2015. Here Manu Sawhney, Executive Vice President, Programming & Marketing of ESS explains why this will be a great partnership for the sport.

Cricket is a very important part of ESS' programming mix. We have a long tradition of serving the cricket fan in Asia and also enjoy the confidence of the entire cricket world, being the only broadcaster in Asia to have telecast cricket from every Test playing nation.

ICC and ESS have complementary strengths - ICC's strong content and brands combined with ESS' unmatched capacity to produce, market and distribute sports content will make this a winning combination.

ESS is firmly committed to preserving and furthering the Spirit of Cricket. Our outstanding live cricket coverage is well-complemented by the vast variety of support programming that we produce. We have lined up over 150 days of live cricket over the next year and will produce and plan to air over 1000 hours of cricket support programming every year, including 300 hours of original programming.

The emphasis we lay on cricket is borne out by the fact that over 60 per cent of our primetime hours in our South Asian networks are dedicated to cricket. We hope to work with the ICC to expand this level of coverage so as to keep cricket well-entrenched as the top sport in key existing markets, while cooperating with ICC in various ways to help achieve the goal of expanding into new markets.

In addition we aim to continue setting benchmarks in technological innovation, so as to produce television coverage that befits the world-level stature of ICC events.

→ Capture the action online at www.cricketworldcup.com

While over two billion television viewers are expected to tune into the latest events at the ICC Cricket World Cup 2007, many others will choose to follow the action at home and work via the internet.

The official tournament website, www.cricketworldcup.com, which is being provided by indya.com, who also provided the site for the ICC Champions Trophy 2006, promises to offer the best opportunity yet for cricket fans to follow the action at an official ICC event.

During the ICC Champions Trophy 2006, there were more than one billion hits and 230 million page views from all over the world, with most hits from India, USA, UK and Australia, and even more people are expected to access the site during the Caribbean extravaganza.

Web users will be able to keep up-to-date with all the latest news, reports, stats and pictures from the event as well as buy tickets for forthcoming games.

The site's unique ball by ball MatchCast, with unmatched interactive elements including detailed information on all key shots and wickets, will allow fans to follow the action from their desktop. While at the end of the day's proceedings a live and exclusive audio and video feed will include highlights and special commentary.

Those who fancy themselves as the next Richie Benaud, will even be able to enter a unique contest called 'Voice of World Cup' which invites users to test their commentary skills. 🎧



→ ICC 'Team' explain their CWC roles

The ICC Cricket World Cup 2007 will be the result of many years of planning. While a Local Organising Committee has been set up in Jamaica to deal with the logistics of hosting the event in nine countries, a small group of ICC staff drawn from across the world will be in the West Indies to provide support and expertise.

Here five of those staff explain the work they have been putting in to the CWC preparations and their respective roles once the matches are underway from 13 March.



Name: David Richardson

Role: ICC General Manager - Cricket and Chairman of the Event Technical Committee

With the massive preparations that go into staging a major event like the ICC Cricket World Cup, it can sometimes be forgotten that at the heart of it all will be 51 simple cricket matches. In the build up to the event, my department at the ICC has been busy drafting the Playing Conditions, selecting the match officials and monitoring the development of pitches, outfield and player facilities.

The 23 umpires and referees that will travel to the Caribbean are effectively our 'team' and we will gather them together at the start of the event to make sure there is consistency in their application of the playing conditions and Laws. I'll also brief the teams on the key outcomes of that umpires and referees meeting.

Once the event starts, in my role as Chairman of the Event Technical Committee, I'll be dealing with cricket issues as they arise including the resolution of any disputes relating to the interpretation of playing conditions, replacement of injured players and appointment of match officials for the latter stages. This will be my third ICC Cricket World Cup. I played in 1992 and was in my current role at the ICC for the 2003 event. We will be using the tried and trusted Duckworth/Lewis method should rain intervene in 2007.



Name: Jeff Crowe

Role: ICC Match Referee

This will be my fourth ICC Cricket World Cup. I represented my country twice and was team manager once but this will be my first as a match referee. As one of seven impartial referees I will take charge of all the group matches in one of the host countries and if things go well I will hopefully pick up some additional appointments as the tournament builds towards its climax in Barbados.

Having a comprehensive understanding of all the Laws and relevant One Day International playing conditions is a major part of my preparation. It's also important to build excellent working relationships with the umpires and team management and to be completely on top of issues that may arise for the Local Organising Committee, security officials and in the media.

As a match referee you have to intently follow all aspects of a match, on and off the field. No two days are the same and you have to be ready to react quickly and proportionately to a wide range of issues with a level head and a clear sense of what is important.



Name: Sybil Fernandes
Role: Event Coordinator

Despite living all my life in Dubai, as the daughter of a cricket-crazy father the sport has played a big part in my home life since childhood. When the ICC moved its offices to my home country in 2005 I applied right away for a role in the Event Department and was delighted to be offered the job and make cricket my professional life too. Since then I've worked on the ICC U/19 Cricket World Cup in Sri Lanka and the ICC Champions Trophy in India.

In a nutshell, our department is responsible for ensuring that the matches are played on time, at the right venue and in accordance with various agreements that have been signed by the host, the boards and their players, the broadcasters and sponsors. Prior to the event my focus has been on the sixteen teams and dealing with their respective managers on a range of administrative and contractual issues.

When it comes to the event itself I'll be allocated to one of the venues as an ICC Venue Manager. We're always one of the first to arrive and amongst the last to leave but we rarely get to see any of the cricket. Instead I'll be liaising with the teams, the hosts, the venues, the broadcasters and the ground staff to ensure that everything runs smoothly and the fans in the stadium and watching at home on TV get to watch a great game of cricket.



Name: Sami ul Hasan
Role: Communications Officer

Cricket is my passion and journalism is in the blood - my father has been a journalist for almost half a century now - and although I could not progress beyond club cricket, I was fortunate enough to pursue my career as a journalist. During my 19 years in the profession, I have had the pleasure of watching some of the best action - both from the press box and the players' dressing room, working in roles as Media Manager at the Pakistan Cricket Board and in television, before joining the ICC in 2006 in time to work on the ICC Champions Trophy.

The preparations for the ICC Cricket World Cup have been fascinating and thorough. As well as being on hand to answer an ever-increasing number of media queries about the event I have been working through the accreditation process for the hundreds of media that will be travelling to the Caribbean and keeping an eye on the development of media facilities. There's a lot of writing to be done too with match programmes, a media guide and the event website that all need to be up and running even before a ball has been bowled.



Name: Prataal Raj
Role: Brand Manager/ Lawyer

Alongside providing day to day legal advice in relation to the commercial and intellectual property issues the ICC faces, my main role at the ICC Cricket World Cup 2007 will be to put in place a program for, and devise strategies in relation to, an Anti-Infringement Program (AIP) with our exclusive licensee for broadcast and sponsorship rights, Global Cricket Corporation, and the host, ICC Cricket World Cup West Indies 2007 Inc.

The main aim of the Program is to tackle 'ambush marketing' by unauthorised third parties aiming to create an association with, or benefit from the publicity and goodwill of, the event. It is also designed to protect against unlicensed broadcast or data transmissions, unlicensed use of trade marks and match tickets as well as the sale of counterfeit merchandise.

OFFICIAL GLOBAL PARTNERS



OFFICIAL SPONSORS



OFFICIAL SUPPLIERS



→ Volunteers: the heartbeat of cricket from grass-roots to the ICC Cricket World Cup

With over 4000 volunteers set to play a crucial role in the Caribbean, we take a look at the dedicated heroes who help sustain and develop the global game.

While the ICC Cricket World Cup 2007 will be remembered for the heroes it creates on the pitch, many more unsung heroes will be making important behind-the-scenes contributions to the event as part of the 4,200-person VIBES volunteer program.

Working in over 20 different volunteer categories, with roles ranging from assisting with media accreditation, meeting and greeting fans, ushering spectators to their seats and even translating, the Caribbean's biggest ever volunteer workforce will be at the heart of making the tournament a success.

The benefits of the program will flow beyond the conclusion of the event as each of the participating countries will be left with a comprehensive database of well-trained, experienced volunteers that can assist at prospective future events, while those taking part will all receive a nationally recognised qualification on completion of their duties from the Caribbean Association of National Training Agencies.

It is not just high-profile events like the ICC Cricket World Cup that depend on the commitment of volunteers for their success. Though some of the 97 Members who make up the International Cricket Council may be able to employ full-time staff to work at their Head Offices, many Members rely on the

outstanding efforts of volunteers to grow the game in their country.

Martin Viera, the ICC Regional Development Manager for the Americas, explains that cricket's expansion would be impossible were it not for the dedicated efforts of volunteers across the world, whose contribution is celebrated through the ICC Development Program Volunteer Award.

He says: 'Cricket wouldn't be able to grow or even exist in some countries if it weren't for volunteers. Paid sport administrators are few in numbers compared to the human resources necessary to nourish grass-roots athletes.'

'Volunteers are the key to the success of development in our region. As we seek to increase the quantity and quality of cricket played across a vast geographical area that stretches from Canada in the north to Argentina it is impossible for a handful of paid staff to service the growing demand. By integrating volunteers into our development programmes we dramatically increase our ability to deliver effective initiatives and realize the potential of the sport.'

Even in England, where the game has been established for centuries, the work of volunteers is crucial to sustaining the grass-roots of the sport through the 21st century.



▲ Alistair Cook and Monty Panesar show their support for volunteering.

The ECB's NatWest CricketForce initiative, an annual event aimed at encouraging people to volunteer and give something back to their local community, has provided a huge boost to the country's efforts to encourage more people to volunteer and has benefited from the support of high profile stars such as Monty Panesar and Alastair Cook.

Pete Ackerley, Head of Development at the ECB explains: 'Every cricketer, young or old, boy or girl, professional or amateur, owes something to a volunteer, who tirelessly gives their time to the game for the benefit of others.'

The growth of this initiative has been one of the biggest successes of the ECB's own extensive Development Programme.

In 2002, when the initiative was piloted, one community club took part with 50 volunteers. By 2006, 1065 Community Clubs had registered with 70,000 volunteers giving their time. Even more are expected to take part in this year's event, held during the heart of the ICC Cricket World Cup 2007, between March 31st and April 1st.

And what are the benefits of the programme? For volunteers it's a chance to celebrate their contribution to the game, which is done through the OSCAs (Outstanding Service to Cricket Awards), held at Lord's every year, as well as for them to develop the skills, confidence and motivation to help them in other areas of their life such as finding education and employment.

Another example where similar outcomes are achieved is the Australian Youth Ambassador Programme.

Working with the ICC's East Asia-Pacific (EAP) Region, the



◀ England stars Charlotte Edwards and Alastair Cook launch the 2006 NatWest CricketForce initiative.



Members of the VIBES volunteer program prepare for the ICC Cricket World Cup.

programme places skilled young Australians, aged 18-30, on short-term assignments for 3-12 months in the Asia-Pacific Region, strengthening mutual understanding between Australia and the countries of the Asia Pacific and making a positive contribution to development.

With the ICC EAP Office identifying suitable volunteer opportunities within its Members, Youth Ambassadors use their skills and expertise to actively contribute to international development, helping ICC Member countries with their administration and development of the sport.

For example, Andrew Knott, a graduate of The University of Melbourne who has also worked for a managing consulting firm in Melbourne, is currently working as Cricket Development Officer with Cricket Samoa.

Having previously played and coached in Australia and the UK, Knott is using his cricketing and business expertise to encourage sustainable growth of the game to help create stronger, healthier communities and prepare the national teams for major ICC events such as this summer's EAP Under 15 tournament that will take place in Samoa.

Matthew Weisheit, ICC Regional Development Manager for the EAP Region, said: 'The programme presents a fantastic opportunity for young, talented individuals to experience working in a different culture and develop skills which will help them for the rest of their lives. This is obviously vitally important and we clearly gain huge benefits from partnering with the Australian Youth Ambassador Programme as skilled individuals are going into

key countries within our region and helping our Members develop cricket.'

Through the commitment of volunteers such as Knott, traditional and emerging cricketing nations are able to facilitate the worldwide growth of the game and develop opportunities for young people to participate in cricket.

And for the young people today who are benefiting from the efforts of cricket's worldwide volunteer network, by the time of the ICC Cricket World Cup 2015 in Australia and New Zealand they themselves may be volunteering or even playing at cricket's biggest event.

For more information on how to volunteer, please contact your national cricket board whose details can be found at www.icc-cricket.com.

→ Cricket 'more popular than other women's sports in India' says Kulkarni

The former India captain and long-time cricket administrator, Shubhangi Kulkarni, explains the significant progress made in Indian women's cricket since the International Cricket Council merged with the International Women's Cricket Council in 2005.

How does the profile of women's cricket compare now to when you were a player?

Awareness has certainly increased and there is more television coverage than before. The organisation of women's events is more professional and I think the merger of the ICC and the IWCC has benefited players not only at international level but also national level too. When I played, players had to balance their cricket with full-time jobs but now most of the top players in India are employed to play cricket.

What impact did the ICC taking over the administration of women's cricket in 2005 have on the game?

As well as being more professional and organized at the international level communication is better too. There is uniformity in the manner in which events are conducted internationally with standard playing conditions. And at national level, since ICC has given a directive for all member associations to integrate women's cricket, the established men's associations have started promoting women's cricket as well. I think this will benefit the game immensely.

The Board of Control for Cricket in India (BCCI) has taken an increasingly active role in women's cricket in the last 12 months. How did this come about?

The present Committee, headed by Mr Sharad Pawar took a keen interest in supporting women's cricket and acted upon the ICC directive to merge women's cricket into its operations.

What are the major benefits of BCCI taking responsibility for women's cricket in India?

Funding is only one aspect. We also have access to better playing facilities and infrastructure. The

women's national team will have access to the National Cricket Academy and because the BCCI has better reach than the old women's body we are better placed to spread the game at grassroots level.

Do you think the new structure will have a positive impact on the strength of the women's national team?

Yes it will help. There will be more girls playing the game and more competition amongst them. I am sure the quality of players will improve and the team will get better.

You are obviously in the early stages of integrating the men's and women's games in India but what targets have been set?

In the forthcoming year, we plan tournaments for all age groups. We will have cricket skill specific camps for senior players and courses for female coaches, trainers, physios, scorers and umpires to encourage more women to take up these roles. We also have a World Cup to prepare for in Australia in 2009 and preparations for that will begin this year. Although we worked along similar lines in the past when we were not integrated, the involvement of what was formerly just a men's association will help us improve our planning and the existing expertise in all areas will be of immense benefit.

How does the popularity and profile of women's cricket compare to other sports involving women in India?

Cricket is obviously the number one sport in India and I think women's cricket is more popular than other women's sports in our country. The awareness and interest generated after the women's team reached the finals of the World Cup in 2005 was tremendous and there has been



▲ India and Pakistan are two countries where the game has grown in popularity.

more publicity since the BCCI has become involved in women's cricket. I feel today's female cricketers in India are an envied lot!

You also have a prominent role in women's cricket with the Asian Cricket Council. Are some of the changes in Indian women's cricket being reflected elsewhere in the region?

Yes there is positive change across the Asian region. The Asian Cricket Council has decided to promote the game in the other Asian countries and for the first time it has allocated funds to initiate women's cricket in some countries. Although we are still in the early stages, places like Hong Kong, Singapore and Malaysia have formed teams, there are already girls playing in China and even some of the Middle East countries are beginning to show a keen interest.

Shubhangi Kulkarni is the Convenor of the BCCI Women's Committee, the Chairperson of the ACC Women's Committee and the Asia representative on the ICC Women's Committee. She played 18 Tests and 27 ODIs for India between 1976 and 1991.