

New Zealand Cricket (Inc.)

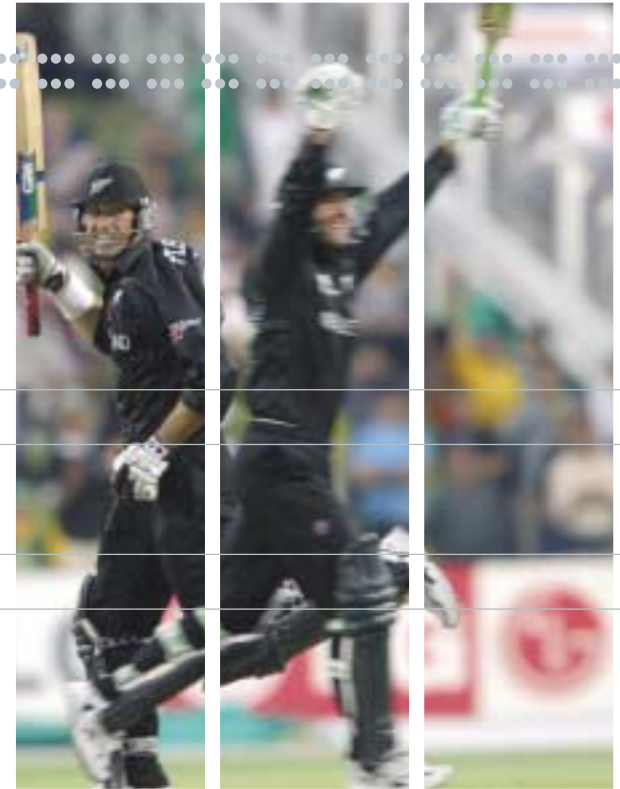
2002/03

109th Annual Report

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New Zealand Cricket (Inc.) 109th Annual Report 2002/03





On the 4th of January 2003 Queenstown hosted the fourth ODI between the TelstraClear Black Caps and India. The game was played in breathtaking surroundings at the Queenstown Events Centre, which is situated on the bank of Lake Wakatipu and at the foot of the Remarkables mountain range. Queenstown locals and visitors alike enjoyed the occasion and ensured the match was a sell out.



History
is made



Season's Highlights



The TelstraClear White Ferns had a very successful tour of Europe winning every game.

The TelstraClear Black Caps recorded their first Test series win in the West Indies. Scott Styris scored a century on his Test debut.

The TelstraClear Black Caps won the National Bank Series vs India comprehensively beating the Indian team in both the ODI and Test match series.

New Zealand Cricket (NZC) hosted the inaugural World Series of Women's Cricket played between Australia, India, England and NZ at its high performance facilities at Lincoln University. The TelstraClear White Ferns made the series final.

The TelstraClear Black Caps defeated South Africa at the Wanderers knocking the host nation out of the ICC Cricket World Cup in what was New Zealand's first ever ODI win against South Africa in South Africa.

Shane Bond claimed 6 for 23 against Australia in the ICC Cricket World Cup setting a new record for New Zealand bowling in an ODI.

Stephen Fleming scored 274 not out in the first Test vs Sri Lanka – the second highest ever individual Test score by a New Zealander.

The TelstraClear Black Caps rose to number three in the official ICC Test Championship rankings.

The TelstraClear Black Caps won the ODI Tri-Series against Sri Lanka and Pakistan in Sri Lanka (the Bank Alfalah Cup) – the team's first ever triangular series victory overseas.

CricInfo registered 61,265,127 page impressions from October 1, 2002 to March 31, 2003. This was a 30 percent increase from the previous season.

December was a record month with 35.6m page impressions recorded. There were 12.4m impressions from the second Test vs India.

NZC's annual census revealed that the number of registered cricket players has surpassed 100,000 for the first time.

The number of MILO Have -A-Go Cricket centres which offer an introductory skills based programme increased from 153 in 2001-2002 to 186 this season, while the new MILO Kiwi Cricket programme, which comprises a modified game plus on going skill development, expanded from 42 to 88 centres in the same period.

The Community Cricket Initiatives designed to revitalise club and secondary school cricket were implemented by all the Major Associations this season.

Office Bearers

Patron	Her Excellency the Hon. Dame Silvia Cartwright PCNZM, DBE Governor General of New Zealand
President	D Hoskin
Board Chairman	Sir John Anderson KBE
Board	D S Currie QSO, S L Boock, A Urlwin, A R Isaac, T W Jarvis, D Radford, P A Sharp
Chief Executive	M C Snedden
Auditors	Ernst and Young Chartered Accountants
Solicitor	L M C Robinson, Saunders Robinson
Bankers	The National Bank of New Zealand
Life Members	M Brito, C F Collins OBE, W A Hadlee CBE, J H Heslop CBE, J L Kerr OBE, J Lamason, T Macdonald QSM, P McKelvey MBE, D O Neely MBE, Hon. Justice B J Paterson OBE, K L Sandford CMG, Y Taylor, Sir Allan Wright KBE
Hon. Cricket Members	J C Alabaster, F J Cameron MBE, R O Collinge, B E Congdon OBE, R S Cunis, A E Dick, G T Dowling OBE, J W Guy, D R Hadlee, B F Hastings, J A Hayes, H J Howarth, A R MacGibbon, F L H Mooney, R C Motz, V Pollard, G O Rabone, J R Reid OBE, B W Sinclair, J T Sparling, E W T Tindill OBE, W M Wallace, G L Weir
Hon. Members	I A Colquhoun, H H Whiting
National Selectors (men)	Sir Richard Hadlee (Convenor), B J McKechnie, R A Dykes, D Aberhart
National Age Group Selectors	D R Hadlee (Convenor), J H Howell, B D Morrison
National Selectors (women)	L Murdoch MBE (Convenor), E Badham, K Flavell, M J F Shrimpton
Hon. Medical Advisers	Dr P Borrie, Dr R Campbell, Dr M Chitgopeker, Dr R M Edmond, Dr H Fuard, Mr G Nuttridge, Dr D Thomson, Dr D S Velvin
Statistician	F Payne
National Code of Conduct Commissioner	N R W Davidson QC



Annual Review



The year in review saw some great cricket performances by our flagship men's team, the TelstraClear Black Caps.

The TelstraClear Black Caps won a Test series in the West Indies for the first time, convincingly defeating the Indians in The National Bank Series and then showed great promise at the ICC Cricket World Cup before stumbling in the later stages.

A Test series draw in Sri Lanka saw the TelstraClear Black Caps retain third position in the ICC Test Championship rankings. This was an improvement from fourth in 2001/02.

The team then went on to win the Bank Alfalah Cup in the ODI triangular series vs Sri Lanka and Pakistan. This was the TelstraClear Black Caps' first ever triangular series victory overseas.



The National Bank Series vs India and the ICC Cricket World Cup resulted in a high media profile for cricket over the summer. Crowd attendances during The National Bank Series exceeded expectations with the Indian community not only contributing to numbers but also to the vibrancy of matches.

Our flagship women's team, the TelstraClear White Ferns, began the year with a successful tour to Europe in which they won every game. Later in the year the team reached the final of the Women's World Series at Lincoln.

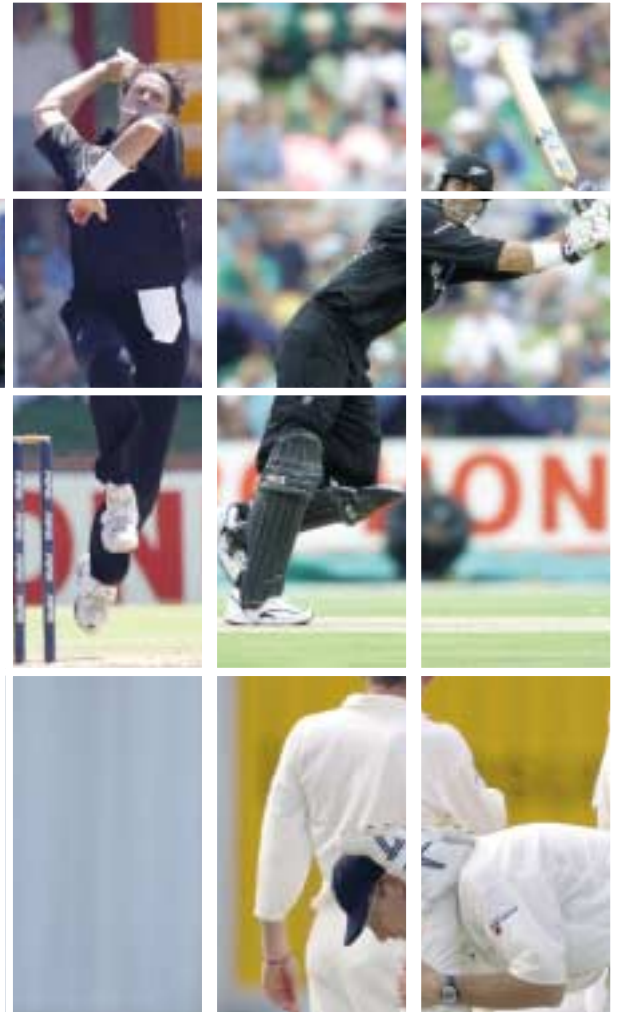
The year in review was also characterised by off the field cricketing issues which provided the Board and Management of NZC with considerable challenges.

The players' contract negotiations process captured media headlines late last year, but out of that process has emerged a robust agreement and



a Players' Association with whom we are building a relationship which will benefit NZC, the Major Associations and all our international and domestic first class players.

The decision not to play an ICC Cricket World Cup pool match in Kenya also captured media attention. The information received by NZC demonstrated a tangible terrorist threat in Nairobi and justified NZC's decision not to allow the TelstraClear Black Caps to play in Kenya.



Financial Result

The 2002/03 year was NZC's first year of a four year financial cycle based around the distribution of media rights proceeds by the ICC.

Despite the withholding of funds by the ICC, in anticipation of claims from Global Cricket Corporation in relation to the ICC Cricket World Cup, NZC posted a surplus before grants to associations of \$20,975,655. Allowing for the withheld funds this represents a result nearly \$1m better than budget. The primary reasons for this were higher than budgeted returns from gate receipts, ground signage and overseas television rights in relation to the Indian tour of New Zealand.

Support of the Major and District Associations further increased with a total of \$6.76m distributed during this financial year, compared with \$5.64m the previous financial year. The increase primarily related to increased player payments at a domestic level and extra funding of NZC's development programmes.

For the next three years of this four year cycle, revenue streams are expected to vary substantially but much of the expenditure will remain fixed. Strict financial planning and discipline will be necessary to ensure that NZC's programmes can be sustained throughout the entire four-year cycle.

International Cricket Council (ICC)

The ICC Cricket World Cup was undoubtedly the highlight of the ICC year. The tournament was convincingly won by Australia who defeated India in the final at the Wanderers in Johannesburg.

NZC's decision not to play a pool match in Kenya during the ICC Cricket World Cup will now see a legal process take place to determine whether damages are payable to the ICC as a result of that decision.

In spite of the publicity surrounding the Kenya decision and the ICC's refusal to transfer the match, NZC worked hard to maintain a positive relationship with the ICC during the 2002/03 year.

The year also saw the ICC Champions Trophy take place in Sri Lanka. The final was twice washed out so that the tournament trophy was shared by the finalists Sri Lanka and India.

New Zealand representatives at ICC level during the year were Sir John Anderson (Executive Board), Martin Snedden (Cricket Committee - Management) and John F Reid (Cricket Committee - Playing).



Annual Review



New Zealand Cricket Board

During the year there were two changes to the NZC Board. Stephen Boock and Anne Urlwin were appointed to the Board in September following the retirement, by rotation, of Barry Dineen and Brigit Hearn.

Management

During Martin Snedden's second year as Chief Executive Officer the Senior Management Team has worked with staff and a wide range of stakeholders to create a four year strategic plan to determine NZC's future direction. The theme of the plan is "Pushing the Boundaries". NZC recognises that, as a small cricketing nation with limited resources, it needs to push the boundaries in all aspects of its business to ensure it creates and maintains a competitive edge.

The plan sets a clear direction for cricket in New Zealand as NZC seeks to become a dominant force in international cricket and to strengthen cricket participation and the quality of cricket infrastructure at home.

Mr Snedden's Senior Management Team during the year in review, has been John F Reid (Cricket Operations Manager), Tim Murdoch (Administration Manager), Kerry Dellaca (Finance Manager) and Peter Dwan (Marketing Manager).

Public Affairs

NZC continued to service the media to the highest level throughout the year. During the year NZC was under intense media and public scrutiny for its management of issues such as the player contract dispute and the decision not to play in Kenya during the ICC Cricket World Cup.

NZC is committed to a policy of transparency and worked to ensure that the public had a solid understanding of NZC policies and actions.

Public Affairs initiatives during the year included work towards the completion of a Public Affairs Strategy and delivery framework which will support NZC's strategic planning objectives.



Marketing

The marketing campaign for the 2002/03 National Bank Series vs India focused on the high profile of Indian culture in New Zealand.

The integrated campaign set out to capture an exotic and colourful Indian theme mixed with traditional cricket action through a campaign featuring television, radio, newspaper, outdoor advertising and public relations initiatives promoting the catch line “Don’t Miss the Indian Summer.”

The campaign was well received and ticket sales to both Test and ODI matches exceeded targets. This was in spite of negative media comment about pitch quality and the ODI series being won with three matches still remaining.

Two new venues were also introduced into the scheduling mix, with sell out matches played at Hamilton and Queenstown.

Large numbers from the Wellington and Auckland Indian communities added to crowd numbers and the match atmosphere in both cities.

SKY Television’s coverage of the ODI series peaked at 499,400 viewers for the fifth ODI at Wellington. The game averaged 246,700 viewers.

NZS’s official website, hosted by CricInfo, registered 61,265,127 page impressions from 1 October 2002 to 31 March 2003. This was a 30 percent increase from the previous season. December was a record month with 35.6m page impressions recorded. There were 12.4m impressions from the second Test vs India.

The World Series of Women’s Cricket at NZC’s Lincoln University high performance facilities was promoted through print, radio and outdoor advertising and a public relations campaign which resulted in pleasing crowds throughout the tournament. The series attracted excellent media coverage with Radio Sport conducting live reports and SKY Sport carrying the Waitangi Day match and final live.

Publications

NZC’s ‘family’ of marketing publications presented a more coherent and co-ordinated approach to design style and colour palette during the season, beginning with the 108th Annual Report. The grass green and white presentation, complemented by colour-saturated imagery, was repeated in the free magazine Summer of Cricket which reached 240,000 households via its insertion into the Sunday Star Times on 10 November. The design theme was subsequently carried through to the New Zealand Cricket Directory and the Souvenir Match Programme, which was produced to mark The National Bank Series v India and marketed at all international matches.



Annual Review



Commercial Partners

NZC continued to develop and maintain a healthy relationship with its commercial partners during the year in review.

The National Bank sponsorship of the men's Test and ODI Series against India was highly visible and expertly leveraged by the bank. The National Bank also sponsored the annual NZC awards evening which was televised live on SKY Sport for the first time. Radio Sport and TV3 also made live broadcasts from the event.

The bank is a proactive sponsor, investing both physical and financial resources into the partnership with NZC in a way which successfully leverages the property and greatly assists NZC as an organisation.



TelstraClear's sponsorship of the Black Caps and White Ferns resulted in an excellent profile for TelstraClear through live broadcasts, television reports and the naming rights for both teams.

State's sponsorship of all domestic men's and women's senior representative cricket entered its second season. State branding of the domestic season was strong and further leveraging of the sponsorship by State and NZC resulted in excellent coverage and public recognition of State's role. State bring a great deal of expertise to the relationship which greatly assists NZC.

As NZC's apparel sponsor and official supplier Wellfit makes a significant contribution to the presentation of NZC's premier cricket teams.

NZC highly values its relationship with all its sponsors, suppliers and funding partners, and these are acknowledged as follows:

Air New Zealand	Travel supplier
Budget Rent a Car	Rental car supplier
Carnegie Sports International	Ground signage supplier
CricInfo	Digital publishing partner
DB Breweries	Liquor supplier
Hyundai	Vehicle sponsor and supplier
Montana Wines	Fine wines supplier
Nestlé NZ Ltd	(MILO) junior development programme
New Zealand Community Trust	Secondary school and club development programme
Photosport	Photographic supplier
Rainbow Print	Print sponsor and supplier
SellAgence (Gillette)	Secondary school boys' tournament
SPARC	Sport development and high performance funding
State	All men's and women's premier domestic competitions
	All men's and women's Major Association premier teams
TelstraClear Limited	TelstraClear Black Caps Telstra Clear White Ferns
The National Bank	The National Bank Series
Ticketek	Ticketing partner
Wellfit	Apparel and merchandise

ADULT PLAYER NUMBERS

GENERAL - the number of adult players increased by 2,507 (10%) to 27,326.

+ 10% to 27,326

MALE PLAYERS - the number of male players increased by 2,343 (10%) to 25,593.

+ 10% to 25,593

FEMALE PLAYERS - the number of female players increased by 164 (10%) to 1,733.

+ 10% to 1,733

JUNIOR PLAYER NUMBERS

Total junior playing numbers increased by 5,640 (8%) to 75,433.

+ 8% to 75,433

This consisted of:

SECONDARY SCHOOL PLAYER NUMBERS

GENERAL - the number of secondary school players increased by 513 (2%) to 21,974.

+ 2% to 21,974

MALE PLAYERS - the number of male players increased by 95 (1%) to 18,119.

+ 1% to 18,119

FEMALE PLAYERS - the number of female players increased by 418 (12%) to 3,855.

+ 12% to 3,855

PRIMARY/INTERMEDIATE SCHOOL PLAYER NUMBERS

GENERAL - the number of primary/intermediate school players increased by 2,331 (9%) to 29,595.

+ 9% to 29,595

MALE PLAYERS - the number of male players increased by 1,587 (6%) to 27,023.

+ 6% to 27,023

FEMALE PLAYERS - the number of female players increased by 745 (41%) to 2,573.

+ 41% to 2,573

Development Programme

The 2002/03 season was positive for NZC's Development Programme.

At the completion of the third full season of the programme's MILO Initiatives the introductory skills based MILO Have-A-Go Cricket programme now operates in every Major Association and District in New Zealand.

The number of centres has grown from 153 in 2001/02 to 186 in 2002/03. The MILO Kiwi Cricket programme which comprises the modified game, plus ongoing skill development, has in the same time expanded from 42 to 88 centres.

During the season 1,482 parents and teachers were trained as MILO coaches to organise and run the above centres.

Growing interest in the game is also reflected in an increasing number of schools entering the MILO National Primary Schools' Cricket Competitions for 2003 – the MILO Cup (boys) has grown from 177 to 202 schools and the MILO Shield (girls) from 80 to 98 schools.

Last season the new Community Cricket Initiatives were successfully piloted by the Major Associations in a number of pilot metropolitan clubs and District Cricket Associations.

These initiatives comprise two key programmes, 'School Support' and 'Club Assist', which are aimed at revitalising the health and well-being of cricket within secondary schools and clubs.

The success of the Community Cricket Initiatives saw the Board of NZC, in June 2002, approve the expansion of the programme into additional clubs and districts.

There are currently 32 Community Cricket Co-ordinators (19 full-time and 13 part-time) working with clubs and secondary schools in 17 District Cricket Associations and 26 metropolitan clubs.

Census

For the first time more than 100,000 people were recorded playing organised cricket in New Zealand. This number was up from 94,000 participants last season.

KIWI CRICKET PLAYING NUMBERS

Kiwi Cricket represents any modified version of the game at the primary school level. This does not take into account the MILO Have-A-Go Cricket programme and the MILO Kiwi Cricket programme.

GENERAL - the number of MILO Kiwi Cricket players increased by 821 (5%) to 15,936.

+ 5% to 15,936

MALE PLAYERS - the number of male players increased by 64 (1%) to 13,009.

+ 1% to 13,009

FEMALE PLAYERS - the number of female players increased by 757 (35%) to 2,927.

+ 35% to 2,927

MILO KIWI CRICKET PROGRAMME PLAYING NUMBERS

An NZC transition programme that provides elementary skills and competition and is designed to introduce 7-10 year old children to a simple modified version of the game.

GENERAL - the number of MILO Kiwi Cricket players increased by 1,009 (91%) to 2,122.

+ 91% to 2,122

MALE PLAYERS - the number of male players increased by 873 (98%) to 1,767.

+ 98% to 1,767

FEMALE PLAYERS - the number of female players increased by 136 (62%) to 355.

+ 62% to 355

MILO HAVE-A-GO CRICKET PROGRAMME PLAYING NUMBERS

An NZC pre-competition or nursery programme designed to introduce 6-8 year old children to the basic skills of cricket.

GENERAL - the number of MILO Have-A-Go Cricket players increased by 651 (13%) to 5,806.

+ 13% to 5,806

MALE PLAYERS - the number of male players increased by 467 (12%) to 4,511.

+ 12% to 4,511

FEMALE PLAYERS - the number of female players increased by 184 (17%) to 1,295.

+ 17% to 1,295

Annual Review



High Performance Centre

NZC's High Performance Centre (HPC) at Lincoln University provides facilities and a knowledge base for player, coach, umpire and turf manager enhancement programmes.

Players at age group, first class and international levels of the game utilise the facilities and expertise available at this centre.

The HPC is also a base for dedicated sports science input, including strategies to address the constant threat of injury and the provision of effective prevention and rehabilitation procedures.

During 2002 an independent review of the HPC and Academy was undertaken to ascertain the future direction and structure of coaching programmes. One major outcome will see greater integration between the TelstraClear Black Caps and NZC's high performance programmes at the centre.

During the year in review player, coach, umpire and groundsman education programmes were conducted at the HPC while staff also facilitated many courses within the Major Associations. The HPC also hosted training camps for the TelstraClear Black Caps and the TelstraClear White Ferns prior to international competitions.

The National Under 19 and Provincial 'A' Tournaments were played at Lincoln University for the first time, showcasing the HPC facilities as an excellent high quality venue for large domestic competitions.

The inaugural World Series of Women's Cricket (involving Australia, England, India and New Zealand) was held at the HPC in late January and early February, further enhancing NZC's reputation for hosting international cricket events.



Academy

NZC's Academy, based at its HPC, provides potential international cricket players with a unique and intensive programme of skill and strategy development.

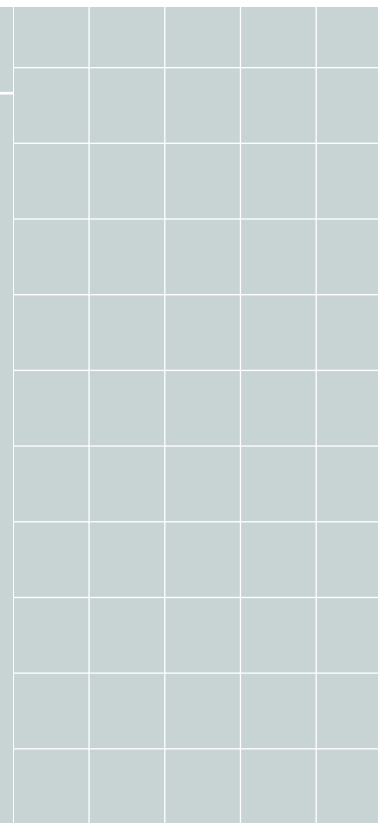
Over the past eight years 85 male and 15 female cricketers have attended the NZC Academy, of which 75 males and 15 females have represented their provinces at the highest level and 23 males and nine females have gone on to represent New Zealand.

Two former Academy students made their international debuts during the year – Sara McGlashan was selected for the TelstraClear White Ferns and Brendon McCullum for the TelstraClear Black Caps.

The 2002 Academy commenced in April 2002 with proficiency games against the 2001 Academy. These games were used as the basis for individual skills based training programmes for players.

In August 2002 the Academy took part in a comprehensive playing programme of which an Inter-Academy Tour to Townsville, Australia, was the highlight. Three day and one day games were played against the Australian and South African Academies.

Unfortunately the players' contract negotiation process brought an early conclusion to the Academy year with the cancellation of games scheduled against the Major Associations.



Annual Review



Coaching

During the year in review NZC held a Level Three Coaching course at its HPC, resulting in 11 newly certified coaches at this advanced level.

NZC held two first class coaches conferences at the HPC. Highlights of the conferences were presentations by the Christchurch College of Education on 'Effective Communication Skills' and by Sir Richard Hadlee and the national selectors outlining NZC's selection philosophy and discussing the strengths and weaknesses of targeted players.

The professional development workshops for Level Three and elite coaches were continued in each of the Major Associations. The workshops included a variety of presentations from NZC high performance staff and guest professionals and provided a strong tool for ongoing professional development for New Zealand's leading coaches.

The coach appraisal system was undertaken for the second year and elite coaches were observed during game time. A comprehensive report was then compiled on each coach with recommendations for their professional development. The appraisal system has gained momentum and will be continued next season.

Three conferences were held during September for school and club coaches. The three day conferences involved Sir Richard Hadlee and Ken Rutherford as guest speakers and the Major Associations' elite coaches made presentations on the skills of cricket.



Umpiring

Three panels of umpires continued to serve the game at representative level. Annually, 60 umpires are nominated by the regional umpires associations, and ranked by NZC.

The A Panel consists of the best 10; the Reserve Panel the next 12; and the Regional Panel is made up of those remaining from nominations by the Major Associations.

Both the A and Reserve Panels are chosen on merit and are considered to be the best 22 umpires in the country.

The A Panel and the leading umpires in the Reserve Panel officiated in all of the State Championship and State Shield matches. All other competitions had a mixture of A Reserve and occasionally Reserve Panel members completing the umpiring duties.

Brent Bowden's appointment to the ICC Elite Umpire Panel in April was a huge positive for umpiring in New Zealand. Mr Bowden's appointment followed his highly regarded performance umpiring ICC Cricket World Cup matches in February and March.

Mr Bowden was previously a New Zealand representative on the ICC International Panel. The other representative on the ICC International Panel for the year in review was Doug Cowie with Tony Hill being nominated in reserve.

Following Mr Bowden's appointment to the elite panel Tony Hill was elevated to the ICC international panel and Gary Baxter was nominated in reserve.

Northern Districts umpire Ian Shine was promoted to the A Panel and six new umpires were used at Regional Panel level.

The search continued during the season to find former Test or first class players interested in taking up umpiring. Three current players have indicated an interest.

