



WOMEN & CRICKET 2022





The purpose of this report is to provide a snapshot of progress made across the New Zealand cricket community since the 'Women and Cricket' report, published in 2016.

To reflect on the successes, as well as the challenges that still lie ahead.

To stimulate further conversation across cricket to ensure we continue our journey to be:

**A GAME FOR ALL NEW ZEALANDERS;
A GAME FOR LIFE.**



INTRODUCTION

It has been six years since the current administration of NZC, concerned at the level of participation and engagement of women and girls in the game, commissioned Sarah Beamon to author the 2016 Women and Cricket Report.

Included in this report were 17 recommendations designed to address a worrying picture of declining female engagement and participation in cricket, a result of decades of under-investment and neglect in the women's game.

Since then, considerable effort has been made to redress the balance, which is detailed in this progress report. That there is still work to be done should come as no surprise – this is a long-term process seeking sustainable improvement. Quick fixes and instant solutions were never realistic options.

As the following snapshot demonstrates, however, meaningful and encouraging progress has been made. While acknowledging the need to continue on this pathway and to avoid complacency, there is no doubt the cricket environment for women and girls has been significantly improved and advanced.

This is both reassuring and encouraging. The work undertaken to improve the appeal of cricket for women and girls has been considered, thorough and, not least, genuine in terms of wanting to bring about sustainable and lasting change for all the right reasons.

Importantly, the efforts to address the under-representation of women and girls in the game have been based on recognising an opportunity, rather than simply “fixing” a problem. There is no perceived destination in this process; only a commitment to continue to improve, develop, and grow.

As this stock-take reflects, the progress so far has been all-encompassing, driving improved and improving outcomes in all areas of the game.

This includes governance, and the enormous progress made in terms of gender equity on boards throughout cricket. It includes the creation and investment in female leadership roles (nationally and regionally), and the greater presence of women in positions of influence.

Participation initiatives, not least the Yeah! Girls programme, have reaped encouraging results and feature high on the NZC list of priorities. Increasing participation at the beginner stage of the game has not been an easily achieved result and continues to demand close attention.

Pleasingly, the recognition of women's cricket has undergone massive growth, on the back of much greater media coverage and content generation, greater promotion of female heroes, including past players and teams, and the enhanced visibility of women in office-bearing roles.

At the high-performance, and semi and full professional level, this recognition has been most noticeable. The increased amount of representative cricket being played has translated into record levels of women's domestic and international cricket being broadcast and/or streamed, and as a consequence, consumed.

With this, women's cricket has become much more visible, relatable, and relevant, which in turn, has garnered interest from potential commercial investors. Additionally, with far greater, and more equitable remuneration for women's cricketers, plus expanded

contract bases at domestic and WHITE FERNS levels, the high-performance pathways have become much more attractive.

This report also references the greater investment in female coach and umpire development programmes and the progress made in terms of Talent Identification in all areas of the women's game.

That there is still much work to be undertaken is not in doubt and, as noted earlier, this attention to ongoing improvement has, by definition, no end destination. The need to continue to aspire to better outcomes is an enduring process; the need to continue to enable and empower women and girls in cricket, inescapable.

Six years on from the initial report, we are encouraged by the progress so far.

Martin Snedden, NZC Chair
David White, NZC CEO

ACKNOWLEDGING NZC'S FEMALE LIFE MEMBERS & HONORARY MEMBERS

NZC LIFE MEMBERS

M.J. Brito

P.F. McKelvey CNZM, MBE (1988)

Y.G. Taylor (1988)

E.C. Drumm MNZM (2018)

D.A. Hockley CNZM, MNZM (2018)

L.J. Murdoch ONZM, MBE (2018)

J.D. McCarthy (2019)

C. Campbell (2022)

L. Dawson MNZM (2022)

NZC HONORARY MEMBERS

B.A. Brentnall (2019)

A. McKenna (2019)

E.A. Badham (2021)

P.F. Carrick (2021)

K. Cross (2021)

J. Lord (2021)

M.H. Peters (2021)

S.J. Rattray (2021)

E.F. Rouse QSM (2021)

J. Saulbury (2021)

P. Kinsella (2022)

H. Tiffen (2022)



NZC Vice President Lesley Murdoch and NZC President Debbie Hockley

SIX YEARS ON, WHAT'S CHANGED?

A REFLECTION FROM SARAH BEAMAN
 Author of 'Women and Cricket 2016' Report

Back in 2015/2016 the engagement of women in cricket across New Zealand was at an all-time low. Whether you looked at numbers of girls playing cricket, or women in coaching and umpiring, or women around cricket's decision-making tables, or numbers of clubs that even offered cricket as an option for females ... the stats in relation to females were poor. The New Zealand cricket system was clearly not working for women and girls.

Six years on, what's changed?

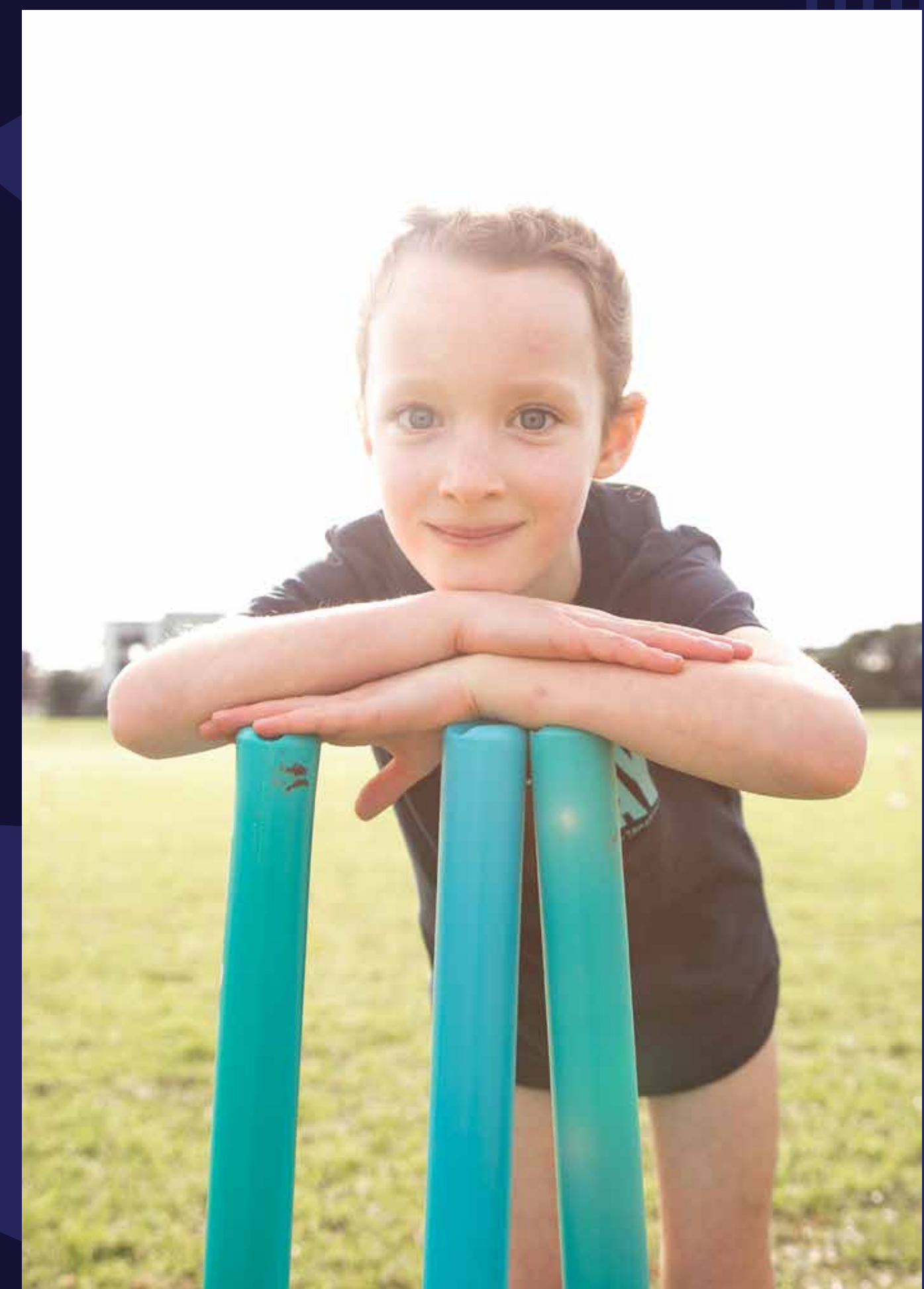
I've been both a participant and a bystander to the change journey so far. I've been part of a team driving targeted efforts to increase numbers and inclusion of women in decision-making roles on cricket boards throughout the country. That shift alone has been significant - from 6.4% females across the governance structures of cricket in 2016 to 38% in 2021. Those efforts have broadened the networks in cricket, changed conversations, and shifted leadership thinking and priorities. When people talk about diversity and inclusion, diversity is described as 'being invited to the party', and inclusion is 'being asked to dance'. Are all the women 'invited' to these Board tables being 'asked to dance'? Potentially not in all cases. But with more women at the party at some stage men will naturally move on from just dancing with each other.

I've watched like many other Kiwis, the increase in visibility of our WHITE FERNS and the six domestic women's cricket teams. In February 2016 at the Basin Reserve, the WHITE FERNS v Australia international was the 'Curtain Raiser' for the Men's North v South game. In 2021 they're the main event, performing televised on the

global stage, with female commentators and female match officials, while they score upwards of 250 in a one-dayer that is won or lost in the final over, watched on by fans wearing WHITE FERNS branded merchandise and a global audience of 190,000+. That change doesn't happen without a shift in leadership mindset, resourcing and support.

As a Mum of four boys, I've seen first-hand the increase in fans of all genders and their engagement with the women's cricket teams and the talented and personable females within them. This has been highlighted over the past year through the water-cooler discussions and talk back radio debates among increasingly knowledgeable males and females hooked to the competitive thrill of the Cricket World Cup or the WHITE FERNS medal success at the Commonwealth Games. These are visible signposts of change in Kiwi's perceptions of women's cricket.

Our elite women receive more payment, and perhaps more importantly, have had an increase in development and support that reflects they're genuinely becoming more valued. The recent pay equity agreement has been an important next step to underpin this high performance transition. Is there equity yet? Do we have the depth of talent pool, pathways, skill sets and resilience we need for sustainable high performance success? Are our talented Kiwi women cricketers supported to the same level as other playing nations? I don't think so yet. The transition to excellence and professionalism in sport, and building back a system that underpins it with the necessary talent base and performance development pathway, is a journey. To me, the CWC22 results reflected how nations such as Australia and England are reaping the benefits of having started this 'Women and Cricket' journey ahead of New Zealand.





I've heard of more females participating in various forms of cricket. Grassroots clubs are opening their doors, from 57.6% of clubs with nothing to cater for girls cricket five years ago to only 19% of clubs in that position now. As is the fashion across many sports, female-only teams and competitions are becoming more prevalent. The NZC-branded Yeah! Girls is seeing teenage girls in Hubs all around the country having fun with their friends in the context of cricket.

I've had the pleasure of enjoying this participation revolution first hand with around a hundred women of varying ages and backgrounds playing 'Women's Tonk' every other summer Friday night at Devonport Domain in Auckland. An all-inclusive, soft-ball 16-over game where everyone has a go regardless of skill, watched on by families and friends. It concludes with a shared beverage or two, some quality kai, and plenty of friendly post-match banter. North Shore Cricket is just one example of a cricket club creating offerings to meet the needs of a growing female market, not afraid to move beyond its 100 years of club tradition and male-dominated culture.

I've seen the social media presence of many cricket clubs and associations throughout the country that have altered the language and the face of cricket they present in their communities. It's moved from 'cricket and girls cricket', to 'boys cricket and girls cricket' - different offerings but both now presented as equally valid. The photos of local cricket prizegivings now better reflect social norms, with males and females together enjoying and being recognised for their talents. These may seem small and insignificant, but they are signals of a shift in community cricket attitudes and a culture of greater inclusion of women and girls.

Genuine engagement of women in cricket, aka gender diversity and inclusion, is about taking the strategic leadership to build foundations and put in place all the pieces of the puzzle that make up an inclusive cricket system and culture. Six years ago, my report had 17 recommendations - seventeen pieces of the inclusive cricket system puzzle. The puzzle hasn't been completed yet, but

a number of key pieces have been put in place, and most other pieces are being moved towards the right areas but not yet firmly positioned. Observations and results show that people right across New Zealand's cricket system have been responding to the Women and Girls opportunity. Whatever way you look at it, a new picture is emerging for Women in Cricket that is on track towards a more inclusive system and cultural realignment that better positions cricket to become a game for all New Zealanders.

'WHATEVER WAY YOU LOOK AT IT, A NEW PICTURE IS EMERGING FOR WOMEN IN CRICKET'.

GOVERNANCE

CRICKET BOARDROOM MINDSETS ARE CHANGING

The starkest insight unearthed by Sarah Beaman, in her 2016 report, was that only 6.4% of the 220 or so directors on our New Zealand Cricket (NZC), Major Association (MA) and District Association (DA) boards were female. Her premise was that, unless the female presence on cricket boards could dramatically increase, there would be little or no change to the mindsets that had been inhibiting cricket's engagement with women and girls.

Hence the first and one of the most important recommendations in Beaman's report was to *'significantly and quickly increase the proportion of females in cricket governance'*.

In February 2017, the NZC Board established its 'Women in Cricket Governance' (WiCG) project, established a steering group involving Sarah and a number of NZC, MA and DA directors, and started laying the platform for governance change. The starting point was the creation of education resources, helping explain the case for change, and providing the tools cricket boards could use to identify and attract female governance talent. By end 2018, the numbers of female directors had risen from 11 to 35.

In August 2018, as part of partnership investment agreements NZC had introduced, a target was set for every NZC, MA and DA board to have at least two female directors by the end of 2019. Despite some resistance to the use of 'quotas', that target was achieved, with the number of female directors rising to 67, including females becoming chairs of two MA Boards.

At that point, the WiCG project moved into Phase 2, expanding in two directions:

- the quota target was increased to 40% female representation on all NZC, MA and DA Boards by December 2021, and
- NZC and MA Boards created, for the first time, a formal governance framework that focused on significantly improving the overall quality of cricket governance, not just for the benefit of cricket but also to ensure female directors found board environments that welcomed and embraced them, and empowered them to fully contribute their own skills and experience.

Strong progress is being made in both areas.

NZC and its member associations have bought into the importance of a formal governance framework, catalysed by the implementation of governance plans that NZC, MAs and a growing number of DA Boards have had in place for two years or more.

By the end of 2021, NZC and all MA Boards had exceeded the 40% representation target, and DA Boards approaching this target (currently 35%)

- NZC Board: 8 Directors, including 4 females (50%)
- MA Boards: 48 Directors, including 22 females (45%)
- DA Boards: 161 Directors, including 56 females (35%)

Sport NZ mandated that, by end 2021, all their national sporting organisation partners must have 40% female representation on their Boards. Cricket is proud to have driven and achieved this target by the due date, not just at national level but throughout MAs, and the majority of DAs.

So what has been the impact? The stories that appear throughout this publication are testament to the impact that changed mindsets are having on our cricket network, particularly in terms of how cricket connects with women and girls. There is much still to do but equally, there has been much to celebrate over the past six years



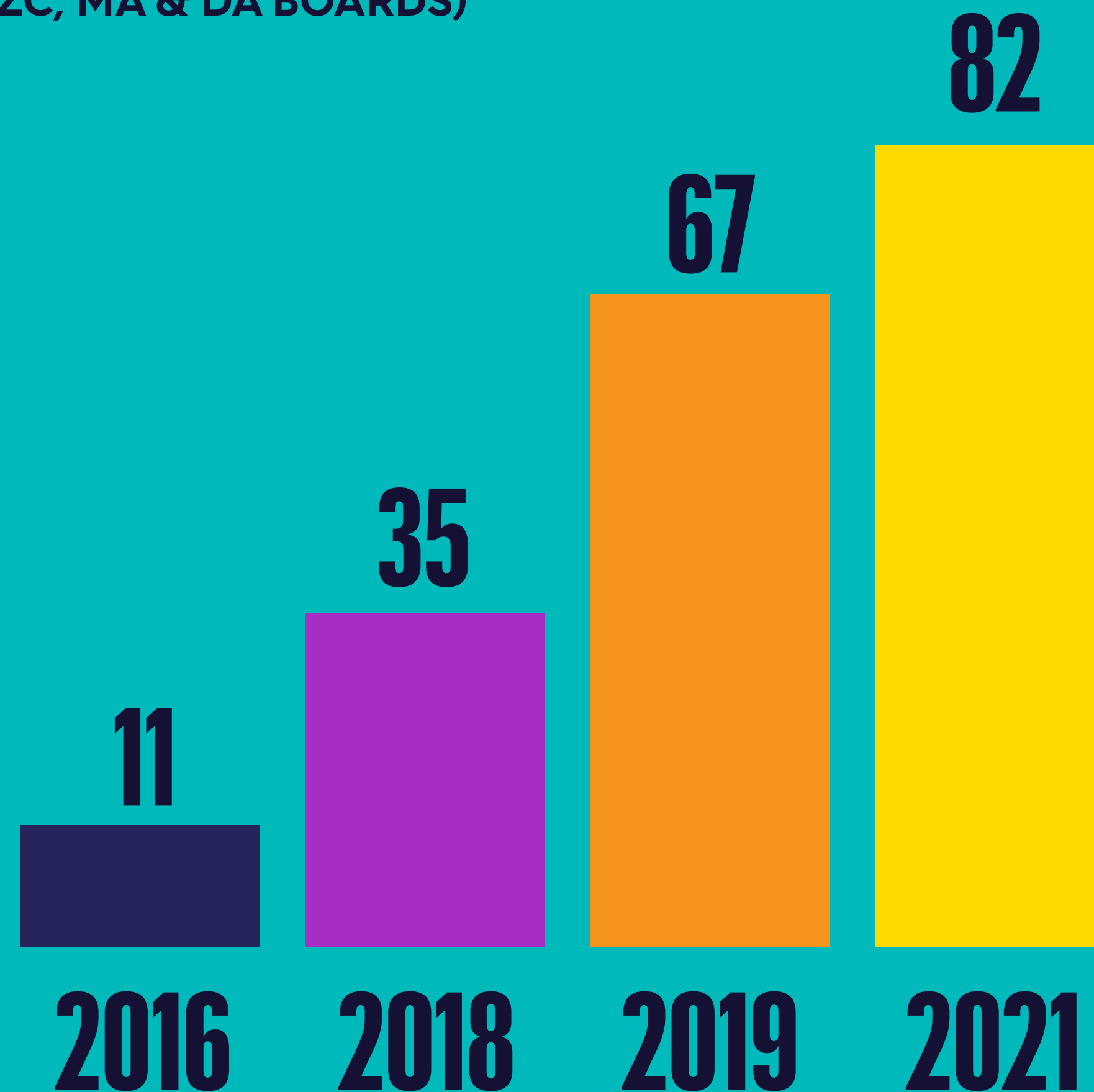
FEMALE BOARD MEMBERS

ACROSS THE CRICKET NETWORK

Although there has been significant progress made towards a gender balance in governance at a national and regional level, this has yet to truly filter through to club level.

Female involvement in cricket club governance across many regions is still limited and presents an area of focus for the cricket network moving forward.

NUMBER OF FEMALE BOARD MEMBERS ACROSS THE CRICKET NETWORK (INCL. NZC, MA & DA BOARDS)



INCREASED INVESTMENT INTO THE WHITE FERNS & DOMESTIC CRICKET

In the 2016 Women and Cricket Report, the recommendations included:

- Value and support WHITE FERNS and Emerging Players to deliver sustainable high performance on the world stage.
- Promote and televise elite women's cricket alongside elite men's cricket to broaden the appreciation and support of cricket fans.

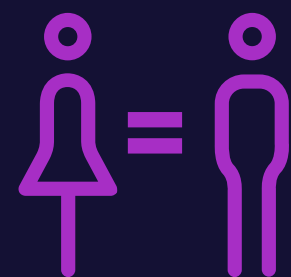
Suzie Bates, the WHITE FERNS captain at that time, spoke of "a new beginning". Since the report, there have been a wide range of measures implemented to assist the development, performance and profile of the squad.

From 2016 to 2022, NZC has steadily increased investment into the WHITE FERNS and domestic cricket.

This progress is taking a significant step forward from 2022, with the first-ever joint Master Agreement representing both men and women in New Zealand. The Master Agreement also provides pay equity - female players receiving the same money for the same day's work as men for the first time in New Zealand's cricket history



Men & Women merged into a single agreement



Match fees equalised for men and women across the professional game



Total remuneration increases across all international & domestic contracts



Contract System to attract & retain the best players

A significant part of the increased investment has been in the contract system, which has seen the creation of new categories. In 2017/18, there were just 15 contracts for WHITE FERNS.

The rise in contracted players has seen an increase in player depth, which not only helps the WHITE FERNS now, but also means that the next generation of international players are more prepared when their opportunities arise. Since the start of the 2017/18 season, 13 players have made their debuts for the WHITE FERNS across the ODI and T20 formats.

The Master Agreement also provides an increase in the number of domestic women's contracts from 54 to 72, and increased support services and infrastructure around each team.

205 TOTAL CONTRACTS ACROSS THE PLAYING GROUP

20

BLACKCAPS
CONTRACTS



17

WHITE FERNS
CONTRACTS



96*

DOMESTIC MEN
CONTRACTS



72*

DOMESTIC WOMEN
CONTRACTS



Contract length varies depending upon the obligations required of the player

	Previous Agreement	New Agreement	\$ Increase	Retainer	Match Fees (Total)	CPPT (Total)	Retirement Fund (10%)	Insurance
WHITE FERNS					ANNUAL TOTAL REMUNERATION			
Rank 1	\$83,432	\$163,246	\$79,814	\$63,000	\$85,700	\$6,750	\$6,300	\$1,496
Rank 9	\$66,266	\$148,946	\$82,680	\$50,000			\$5,000	
Rank 17	\$62,833	\$142,346	\$79,514	\$44,000			\$4,400	
DOMESTIC WOMEN					ANNUAL TOTAL REMUNERATION			
Rank 1	\$3,413	\$19,146	\$15,733	\$3,000	\$13,750	\$900	n/a	\$1,496
Rank 9	\$3,413	\$18,646	\$15,233	\$2,500				
Rank 12	\$3,413	\$18,146	\$14,733	\$2,000				

NZC's investment in all weather, high performance training facilities has benefitted players across New Zealand. There are regular WHITE FERNS camps held at Lincoln and Mount Maunganui which help the squad prepare not only for home matches, but also international tours.

For T20 and ODI, BLACKCAPS and WHITE FERNS now wear the same designed playing kit, representing New Zealand on the world stage equally and consistently.

In 2018/19, NZC introduced international double headers to the home summer schedule. For the first time, the WHITE FERNS and BLACKCAPS played alongside each other as they played three T20 internationals against India, in Wellington, Auckland and Hamilton in the space of five days. With the WHITE FERNS and BLACKCAPS sharing the same stage, it has seen the WHITE FERNS playing on the best quality international wickets, in front of larger crowds, thereby increasing their profile to a live audience as well as viewers watching at home.

The average live audience of WHITE FERNS matches has grown from 31,000 in 2016/17 to 190,000 in 2020/21, with coverage now on Spark Sport as well as some matches on free-to-air TVNZ. 821,100 fans watched at least one of the 20 Women's Super Smash matches

Although Covid-19 has seen recent disruption to international seasons at home, NZC is firmly committed to the continuation of international double headers in the future and ensuring Women's and Men's T20 international matches are given the same platform and equal emphasis.

GROWTH OF SUPER SMASH

The growth of the Women's Super Smash competition in recent seasons is one of NZC's most satisfying achievements.

Super Smash has provided the chance for New Zealanders to see players from their home regions and local communities play a minimum of 10 round-robin matches each across the summer months. With past, present and aspiring WHITE FERNS all involved, local superstars and international heroes are creating a quality spectator experience.

Total attendance across all matches and average attendance per match rose year-on-year between 2018/19 and 2020/21. Covid-19 restrictions in recent seasons provided challenges for both the players and spectators in 2021/22 with some matches played behind closed doors or with limited spectators permitted.

As with changes implemented by NZC's international double headers, all Super Smash matches are now also double headers, with the men's and women's teams playing alongside each other on the same international quality pitches and benefitting from the same broadcast coverage.

Super Smash is playing a key part in creating female role models. Whether through the live spectator, broadcast or social media channels, female cricketers are more accessible now than ever before.

Spark Sport's involvement as the primary Broadcast Partner has allowed fans to increase their connection with the players, through Instagram Live sessions and in-game microphone features, where commentators are able to talk to the players during the match. This has allowed player personalities to shine like never before. Significantly, the shared broadcasting agreement between Spark Sport and TVNZ has seen a dramatic increase in visibility of women's cricket. This has resulted in more women's cricket now available on free-to-air than ever before.

Commercial activity for Men's and Women's Super Smash is combined, which means there is equal emphasis, profile and visibility. Playing kit designs for each Major Association are aligned which further brings to life the double-header matches as the men and women take the field.

In October 2021, Northern Districts announced the combined branding of their Super Smash teams. The Northern Knights and Northern Spirit evolved into one connected and united name; Northern Brave. This transformational journey started in 2017 through discussions of the 'One Club, Two Teams' concept through NZC and the six MAs and although the process has been slowed by Covid-19, Northern Districts have pushed ahead and established a unified identity for the Super Smash competition.

NZC looks forward to the ongoing growth of the Women's Super Smash competition.

"The progress made with Super Smash over recent seasons by bringing men's and women's matches together as double-headers, integrating players from both teams equally in promotions, and increasing the number of matches broadcast, has undoubtedly elevated the visibility of our high performing women cricketers. Through increased exposure, more females cricketers have become household names and subsequently the sport has increased its appeal to young girls watching around New Zealand."

Stacey Geraghty – NZC GM Marketing and Communications

"The Women's Super Smash saw incredible support from fans this season with an increase in attendance and viewership numbers. With all women's matches broadcast for the first time on Spark Sport, and more matches on TVNZ 1 than the men's competition, women's cricket was at the forefront of fan and stakeholder engagement across the peak of summer. The competition continued to inspire the next generation by showcasing WHITE FERNS and New Zealand's top domestic female cricketers in closely-fought matches with record-breaking performances. Targeted women's cricket initiatives, such as Cricket Wellington's S'port (support women's sport campaign) and the promotion of CWC22 were used to raise awareness of women's cricket in New Zealand"

Nicky Britten – NZC Super Smash Manager

BUILDING A HIGH PERFORMANCE ENVIRONMENT

A key concern in the 2016 report, was the shortfall in growing and assisting young talent so that it could not only prosper in the short term, but also be sustained in the long term. Recommendations at that time included:

- Developing and supporting a national pathway to attract and develop female talent in cricket.
- Valuing and supporting WHITE FERNS and Emerging Players to deliver sustainable success on the world stage.

Since 2016, a national Female High Performance programme has been initiated and although there is still progress to be made, there are significant steps in a positive direction. A Female Pathway Strategic Plan now exists, led by the Head of Women's High Performance. This plan oversees the combination of central programmes led and delivered by NZC, as well as decentralised programmes led by each MA. It includes talent identification and succession planning, aligning closely with the High Performance Coach (Female Pathways). The focus of the central programmes is to turn potential into excellence and look to accelerate the development of our very best talent.

The partnership between NZC and the MAs is critical to the success of the high performance female player pathway, and it's imperative that alignment alongside positive challenge is the foundation to the relationship.

NZC's development programme identifies players that have the potential to be quality WHITE FERNS in the future as well as addressing any gaps in succession.



2017-18

Womens Emerging Players v West Indies

Women's Emerging Player Programme (WEPP); 19 players identified and involved in winter programme to accelerate learning

x15 players contracted. Contracts only available for international players, no domestic contracts.



2018-19

NZ Development v Australia U19s Series

New Zealand Dev (NZDev) programme evolved with more structure involving 11 players in a winter-based programme



2019-20

New Women's Master Agreement; 17 contracted WHITE FERNS players, 8 contracted NZDev players, 54 domestic contracts

ICC Announces Women's Under 19 World Cup for 2021

National Under 19s Women's Tournament established

Development of a working succession plan of WHITE FERN players

First domestic player contracts introduced



2020-21

HPSNZ Partnership Women in HP Sport Residency Project to appoint a female coach to lead NZDev and NZ U19 fulltime

NZDev becomes a 10 month programme led by HP Residency Coach

NZ U19 play NZ Police and NZ Provincial XI after cancellation of ICC World Cup

First Female Talent Forum between NZC and MAs



2021-22

Establishment of a fulltime NZC HP Coach (Female Pathways) to lead NZDev and NZ U19 and replace residency coach role

Early steps to address the under-representation of female coaches in HP coaching system

x89 players contracted. Includes WHITE FERNS, development contracts and domestic contracts

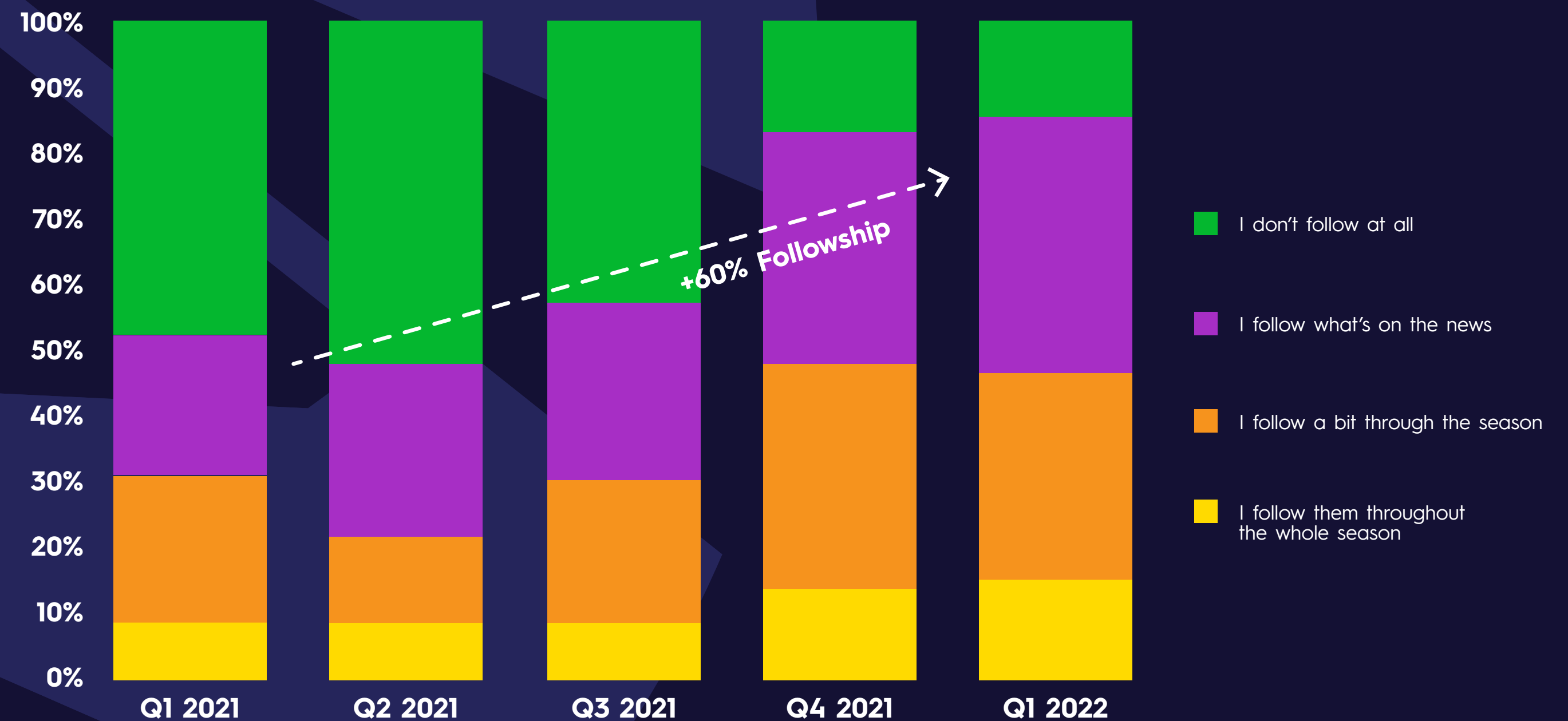
ENHANCED PROFILE OF WOMEN'S CRICKET

Enhanced profile and increased visibility of the WHITE FERNS is critical to the growth of women and girls cricket in New Zealand. In 2015, the total social media following for the WHITE FERNS was just 17,280. An important recommendation in the 2016 report was 'Connect into and excite the existing female fan base to more actively engage female fans into all aspects of cricket.'

Over recent years, NZC has focused on growing social media engagement for women's cricket and increasing the presence of women's cricket in the more traditional streams, such as the press, radio and television. By December 2017, social media followers stood at 64,000 and by August 2022 the total fan base across Facebook, Instagram and Twitter had increased to 194,000.

In addition, many high profile WHITE FERNS and domestic players, along with the MAs have their own social media platforms. Fans can connect easily with their favourite players and teams, and this promotes ongoing engagement with all forms of the women's game.

FOLLOWERSHIP OF THE WHITE FERNS THROUGH 2021-22



Source: Nelsen Sportslink New Zealand Full Year 2021 = 4,052 January - March 2022 = 843. Please describe your level of interaction with the following teams



Throughout 2021 and Q1 2022, followership for the WHITE FERNS increased by 60% (as outlined above). This covers the key period across CWC22 and provides a strong illustration of the national attention the WHITE FERNS generated across this 12 month period.

Another recommendation in 2016 was to *'Promote and televise elite women's cricket alongside elite men's cricket to broaden the appreciation and support of cricket fans.'*

The increase to Super Smash broadcast on Spark Sport and free-to-air TVNZ, as featured earlier in this publication, are having a significant impact on the exposure of the women's game. Throughout the 2021/22 season, approximately 140 hours of women's cricket were broadcast live and in full across Spark Sport and TVNZ. Nearly 20% of New Zealanders viewed a Women's Super Smash broadcast as outlined below:

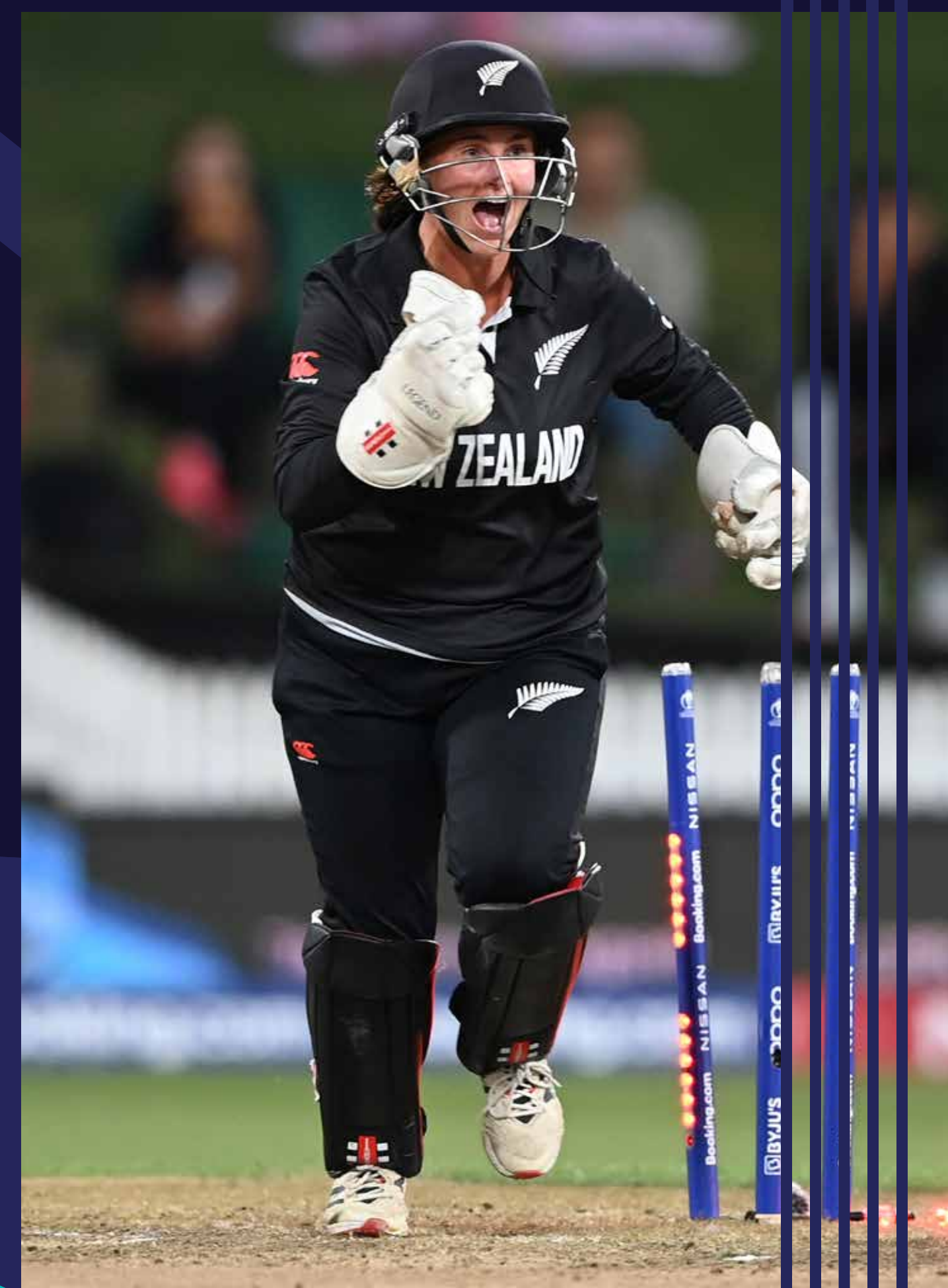
- 821,100 Kiwis aged 5+ watched at least one of the 20 Women's Super Smash matches – nearly 20% of NZ.
- 343,600 Kiwis aged 5+ tuned into watch the WHITE FERNS match broadcast on TVNZ 1 during February 2022

Spark Sport also produced a variety of dedicated WHITE FERNS broadcast content which supported their live coverage of the WHITE FERNS ODI and T20 tour of England in 2021, including:

- WHITE FERNS: Will To Win
- Katey Martin On Tour

In addition, in January 2022, Frankie Mackay and Katey Martin (contracted WHITE FERNS at the time) became the first female duo to commentate together on a Test match in New Zealand during the first BLACKCAPS Test match against Bangladesh. This is in addition Rebecca Rolls, Debbie Hockley and Lesley Murdoch, who are all regular TV commentators across recent seasons.

Another of NZC's broadcast partners, MediaWorks, has provided a dedicated streaming radio channel on the Rova app, 'WHITE FERNS Radio' which includes broadcast commentary of WHITE FERNS matches as well as music playlists developed by the players, providing a different way for fans to engage with the team.



OFFICIATING OUR GAME

When former WHITE FERN Sue Morris was announced as NZC's first female Match Referee in September 2021, she made a telling observation.

While noting the honour of obtaining the role and her desire to inspire others to follow in her footsteps, Morris declared "there are clear pathways for women in all parts of the game."

This sort of statement would have raised a fair few eyebrows five years ago, but not so anymore.

Normalising female involvement in all aspects of cricket is a key factor to success in achieving NZC's vision of 'a game for all New Zealanders; a game for life'.

Involvement requires opportunities and encouragement, and there seems no shortage of either for women when it comes to Match Officials.

Along with Morris' pilot season as a Match Referee, which she was alerted to via an advertisement in an NZCPA newsletter, the 2021/22 summer saw NZC establish a Women's Emerging Umpire Panel and a Women's Development Panel for the first time.

The Emerging Umpire Panel is designed to identify and support current top female umpires who have the potential to contend for the NZC Reserve Panel. While the Development Panel aims to provide greater development and support for aspiring women umpires.

A Female Aspiring Umpire Development Programme was also initiated in the 2021/22 season with the goal of bridging the gap between community cricket and national appointments.

Through the programme, Umpires from the Women's Development Panel and other female umpires nominated by their MA are appointed as 'Reserve Umpires' for Hallyburton Johnstone Shield matches. This provides the opportunity to work closely with the appointed umpires to learn different methods, routines and processes they adopt.

The new female focused initiatives are part of the new National Umpire Pathway programme, providing specific and targeted opportunities to develop female umpires across New Zealand.

It's impossible to tell the female umpiring story in New Zealand without spotlighting Canterbury trailblazer Kim Cotton, who continued to make history in the 2020/21 season with her elevation to the National Umpire Panel.

It was the first time a woman has been on NZC's premier domestic panel since its inception and capped off an impressive rise through the ranks for Cotton.

The qualified lawyer also broke new ground in 2020 when she became the first female to umpire a major World Cup Final by adjudicating the ICC Women's T20 World Cup Final between India and Australia at a sold-out MCG. Cotton is not slowing down, also standing in the ICC Women's World Cup 2022 Final between Australia and England at a sold-out Hagley Oval.



More about Kim and her success story on the following pages.

The improving opportunities for female Match Officials is also evident in the newly established NZC Development Scorer Panel, which is an even split between male and female.

It's hoped these aspiring female scorers will in time make the step up to the National Scorer Panel which currently features just three wāhine out of the 19 appointments.

Finally, an exciting prospect presented itself for local scorers at the ICC Women's Cricket World Cup 2022 where all matches were covered with domestic appointments, presenting an opportunity to be involved in a world event and experience the highest level of scoring.

VIEW FROM THE MIDDLE

A REFLECTION FROM KIM COTTON



I had played school and club cricket since I could hold a bat.

When the time came that I wasn't going to play anymore, my immediate thought was, well, how do I stay involved with cricket? To me, summer is playing cricket and cricket is summer.

My first thought after that was umpiring. For me that was going to be the best way to stay involved. I contacted the local association and went to a meeting and got stuck into club cricket in Timaru. I was 32 years old, and I'm now in my 13th season.

In my first season, they always appointed someone with me so there were two on-field umpires. In my second season, because of the shortage of umpire numbers, I was mostly umpiring by myself, which was very tough. I wouldn't wish umpiring on your own on anyone.

When I started umpiring, I think at Timaru they'd never seen a female umpire, so it was like 'oh my god, what's going on?' That was the view for the first couple of seasons when umpiring new teams, although they got used to seeing a female. I moved back to Christchurch and was umpiring Premier men's cricket. I think that nowadays, when females turn up to umpire a game of cricket, it's not such a shock to the players. Even when players see a new male umpire, they'll test them out; that's what they do, and I think they do the same for male or females now, it's just the usual testing out of a new umpire.

When I started umpiring I had no idea it was possible to do anything higher than club cricket but then other opportunities arose. Each season there's been something new, something exciting; a different challenge. In 2018 I stood in my first woman's international, the WHITE FERNS versus West Indies and it's been pretty full on since then with other internationals and tournaments overseas.

I had been looking forward to the ICC Women's Cricket World Cup being held in New Zealand for some time and it was a highlight of my season to be involved as an umpire. It was especially pleasing that my hard work paid off and I had a really good tournament, which resulted in being one of the on-field umpires for the Final at Hagley Oval. The Final, which was another game of skilful and entertaining cricket, is an indication of the progress being made to have more women involved in the sport, as the on-field umpires, TV umpire and the Match Referee were all female. I believe that the World Cup was a successful event that entertained the world with exciting games and some very tense close finishes. I think that it was a great example of the high standard of cricket being played by women around the world.

The tournament built on the momentum of the 2020 ICC T20 World Cup in Australia. I was lucky enough to also stand in the Final of that amazing event which finished with a record-breaking crowd of over 86,000 fans at the MCG.

It was just such a big event; the noise and the atmosphere. Whenever there was a wicket, or a boundary there would just be this roar that you would hear and you could almost feel it. If you were talking to someone that was more than four or five metres away, you couldn't hear them. That just adds an element of difficulty to umpiring. It was such a big crowd, such an important game and I also umpired well in that game. I guess I proved that I deserved the opportunity to umpire that final. I received heaps of support and messages from various people before and after the game.

I think the number of professional women umpires in New Zealand will increase if we continue to get visibility. The new NZC Women's Development Panel shows there is a clear pathway for women umpires, additionally there have been local female umpires (who are working towards this panel) shadowing us this season at Hallyburton Johnstone Shield matches. After the game we sit down and have a chat and answer any questions that they've got.

I've seen and I'm aware of women who have come along to umpire because they've seen an advert about me, or they saw me umpiring. There was a lady watching her boyfriend play cricket who saw me umpiring so she thought she'd give it a go. I'm happy if I can help promote it and get more females officiating in the sport.

We still need people to keep pushing women in cricket, we don't want to let it slide. It needs to remain at the forefront because otherwise it will go backwards. It takes time to change views and habits, but it's certainly going in the right direction.



EVOLVING COMMUNITY CRICKET FOR A MODERN NEW ZEALAND

In 2016, the cricket network was confronted with a bleak reality for young females through the Women and Cricket Report. Participation was declining and most clubs were not even offering an playing opportunity for women and girls. New Zealand was at risk of losing a generation of cricketers.

A key recommendation from the report stated, *'grow female participation in positive cricket playing experiences throughout New Zealand by targeting females connected to the cricket family'*. A key part of this has been NZC and the cricket network looking at how women and girls actually want to play cricket, not just continuing to deliver cricket in the way 'it has always been done'.

Participation trends are showing there is certainly a place for 'traditional hard ball' cricket, while also demonstrating many females want to play cricket in modified, more social formats. They wanted a game which could be played within a few hours, and within an enjoyable environment. It is these modified cricket formats that engage new participants and help develop a love for cricket.

Across the cricket network, mindsets needed to change. Cricket could be delivered in different ways, and look different from one park to the next. An emphasis was placed on getting to know our communities, learning how they wanted to play cricket, and being willing to try a new approach.



YEAH! GIRLS CRICKET, BUT NOT AS YOU KNOW IT

Part of the solution has been the creation of Yeah! Girls – a cricket programme for 10–17 year old girls which revolutionized how cricket is delivered and played. It’s cricket, but not as you know it.

Yeah! Girls is girls only and removes team selection, the need for your own equipment, joining a club or a season-long commitment – all of which were identified as barriers for young females. Yeah! Girls Hubs are generally six weeks in duration, with a weekly 60-minute session of action-packed activities and modified games. Girls can come along on their own or bring a friend, and all abilities are welcome and included.

Yeah! Girls required a change in mindset from NZC and the cricket network. It is an evolution in cricket delivery, requiring MAs and DAs to commit to a ‘test and learn’ approach – reflecting an acceptance that we don’t have all the answers, but are committed to finding solutions together.

Piloted in early 2019, Yeah! Girls has grown significantly to over 3,000 participants across New Zealand in the 2021/22 season. Yeah! Girls is engaging with communities that previously had little or no involvement with cricket, as well as energising the ‘traditional’ cricket landscape with a new approach. In the 2021/22 season, 60% of girls in the programme stated they were new to cricket, illustrating that young females do want to play... if cricket is delivered in a way that they enjoy.

Yeah! Girls is also proving a strong catalyst for other female cricket playing initiatives across New Zealand. Key lessons, ideas and solutions are being transferred from Yeah! Girls to other community cricket initiatives. This is evolving our thinking into how cricket can be delivered to achieve our aim of being ‘a game for all New Zealanders; a game for life’.

The focus is also now on where Yeah! Girls fits within the wider programme of female playing opportunities, and to ensure there are options for females to continue to participate in social and enjoyable formats of crickets.



“YEAH! GIRLS HAS BEEN ABLE TO EXPOSE MORE YOUNG GIRLS TO CRICKET OVER THE PAST FEW SEASONS; IT HAS GOT GIRLS ENGAGED AND GIVEN THEM A FIRST TASTE OF WHAT CRICKET COULD BE LIKE.”

MELISSA HANSEN

WAIRARAPA CRICKET - FEMALE CRICKET MANAGER

GIRLS SMASH

The 2014/15 community cricket census showed Otago Cricket had just two junior girls-only teams across the entire region. They acknowledged a new approach was needed, and created Girls Smash – action-packed, six-aside cricket for girls in school years 3 –6.

Girls Smash is delivered in central locations with all teams together to create a festival atmosphere and

make it easy for families. Music is playing, flags and banners are out, there’s dancing, handstands, a lot of laughter... and cricket. Games take just 45 minutes.

In six seasons, Girls Smash has changed the cricket landscape across Otago. From its inception in 2016/17, it now has 124 teams playing in 11 locations across the Otago region.

Based on Otago’s success, Girls Smash is now also delivered in Wellington, Marlborough and Canterbury with over 1,000 girls involved



CENTRAL SUPER LEAGUE

Launched in October 2020, the Central Super League provides a chance for players from across Central Districts (CD) to showcase their skills, and aims to bridge the gap between community and high performance cricket.

Four franchise teams were established, with an annual player draft to distribute the top 52 players from across CD into the four teams. Current WHITE FERNS, CD Hinds

and CD U19 players are all included, alongside up-and-coming talent from across the community game. With matches held over a limited number of weekends at the same venue, the action is centralised and a great atmosphere is generated.

While the Shrimpton Trophy (CD’s women’s one-day competition) provides a good level of cricket for the Districts, the Central Super League

provides an opportunity for the best 52 players in CD to compete on the same playing fields.

“WHEN YOU START THESE PROGRAMMES, OFTEN THE CONSENSUS IS THEY CAN’T HAPPEN...WE’RE NOT A BIG DISTRICT.. WE CAN’T GET GIRLS ALONG. BUT WE HAD SOME REALLY GOOD SUCCESS. THAT’S THROUGH ENTHUSIASM AND SETTING THAT FESTIVAL ATMOSPHERE OVER FIVE WEEKS.’

SAM BASTIN

OTAGO COUNTRY CRICKET – CRICKET DEVELOPMENT OFFICER



OUR CHANGING WORKFORCE

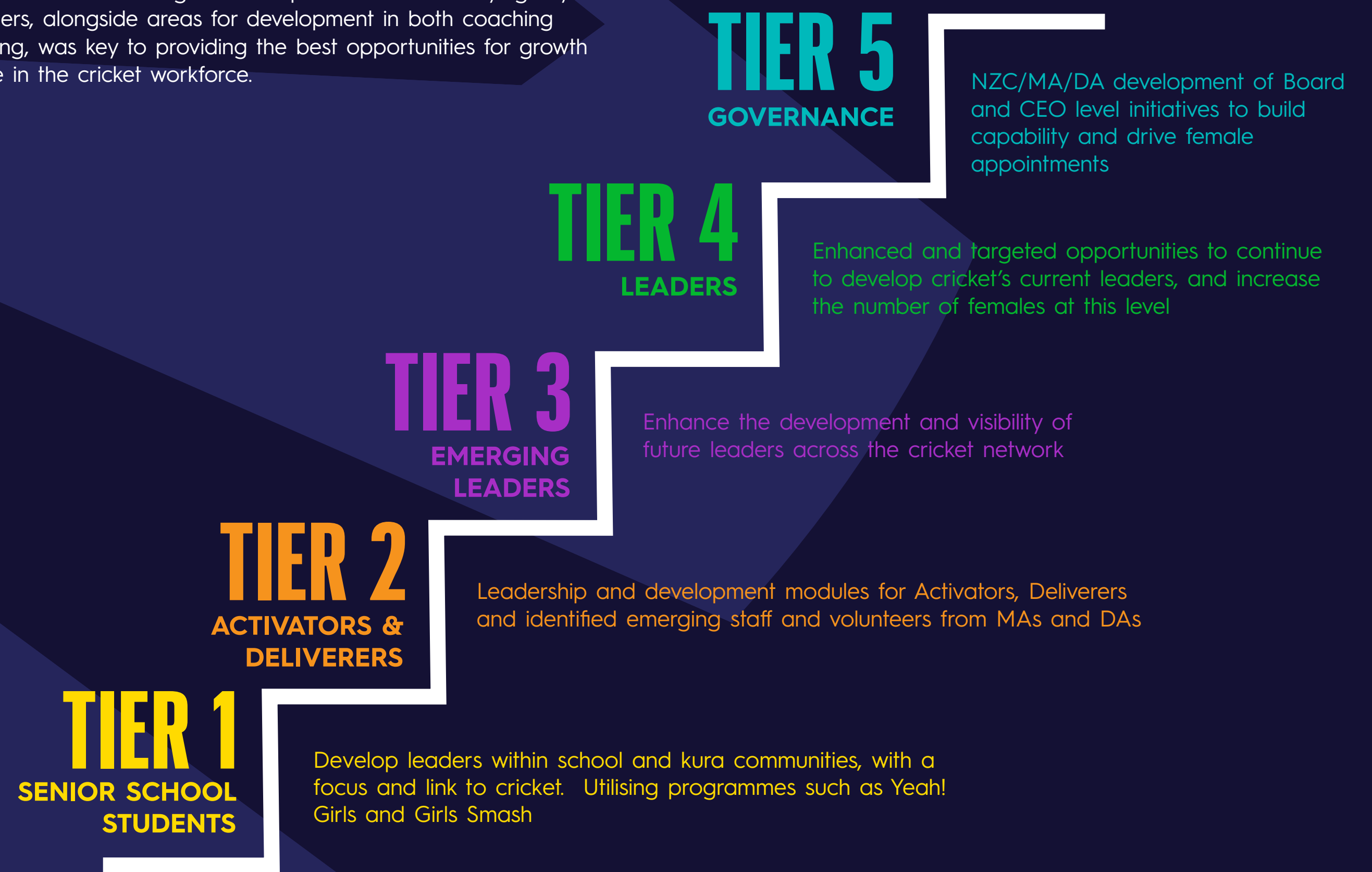
The strength of the community cricket network is in the strength of its people – those who deliver cricket at the ‘grass roots’ of the game throughout districts, schools and clubs across New Zealand. Historically, the workforce that has delivered cricket is largely a reflection on those who played cricket; therefore predominantly male.

For cricket to improve and enhance female participation on the field, female involvement off the field also needed to significantly increase. A key recommendation from the 2016 report stated ‘Ensure all national and regional cricket associations have leadership role(s) accountable for driving improved cricket outcomes for females’. Significant changes in gender balance at a governance level laid the foundation, setting the tone for change to filter through at management and administrative levels.

Gender balance across the cricket network provides different perspectives, diversity of thought and the ability to connect with new and different communities. Having a larger number of females involved in the workforce also supports and promotes our view that cricket is a game for all New Zealanders. Between 2016 and 2022, the number of females in paid employment in cricket has increased from 21% to 37%, and NZC’s Senior Leadership team now includes four females, up from one in 2016.

But it’s not simply a case of employing more females. As a sport, there is a need to continue to develop female champions across the network. Having a balanced focus and improving gender equity in cricket is the responsibility of everyone across the network, not just females. Providing opportunities for females to develop capabilities and opportunities to lead are also crucial.

In 2021, NZC established the Female Leadership Development Framework, with the aim of developing a more capable cricket network workforce with strong female representation. Identifying key workforce tiers, alongside areas for development in both coaching and officiating, was key to providing the best opportunities for growth and change in the cricket workforce.



The role males are playing in this transformation also needs to be acknowledged. There are strong examples of men across the cricket network championing cricket for women and girls, evolving their delivery and working hard to make cricket environments accessible and enjoyable for all. Their contribution is also having an impact.

NZC now has dedicated female roles across High Performance and Community teams, as Head of Women's High Performance, High Performance Coach (Female Pathways), and a Head of Female Engagement. Most MAs and DAs throughout the cricket network also now have staff championing female participation – either through dedicated roles, or through a renewed focus of existing roles, as well as strategies dedicated to women and girls cricket.

YEAH! GIRLS ACTIVATORS

Through Yeah! Girls, there has been a strong emphasis on employing energetic and relatable Activators to deliver the programme across New Zealand. Technical cricket skill coaching ability is replaced by the requirement to engage with young females and get them active with their friends in a fun and enjoyable environment. This presents a new and evolving face of cricket delivery.

In the 2021/22 season, 77 Activators were employed across the cricket network – 82% of them were female.

Through changing our approach to cricket delivery to better align with how New Zealanders want to play cricket, we are also creating a new and energised workforce.

A three-module Yeah! Girls Activator training programme (including both online and practical sessions) ensures this workforce is capable and confident to deliver Yeah! Girls throughout New Zealand. It also provides a first step for many into structured workforce training, and a taste for future coaching and umpiring courses.

Across the cricket network, there is good progress towards a more balanced workforce. We have the opportunity to accelerate that even further in the coming years.



REGIONAL SPOTLIGHT

WELLINGTON YOUNG LEADERS PROGRAMME

Established in 2020/21, Cricket Wellington's Young Leaders programme engaged with a selected group of high-school aged young women to encourage them on their coaching, umpiring and leadership journey. The Young Leaders programme is an initiative that, over time, will readdress the gender imbalance in 'off-field' cricket participation.

After only its second season, an impact was already being seen across the community with programme graduates securing roles with Cricket Wellington as Activators and Coaches. A further group of 20 Young Leaders is engaged in the programme's third season throughout 2022/23



"I GOT TO HELP COACH YOUNG CRICKETERS THROUGH SEVERAL PROGRAMMES AND MANAGE AN U13 TEAM AT THEIR TOURNAMENT. I HAVE REALLY LOVED THE ABILITY TO COACH AND MEET MANY PEOPLE THROUGH THE PROGRAMME, BUT ALSO TO DEVELOP MY OWN LEADERSHIP SKILLS"

YOUNG LEADER 2022

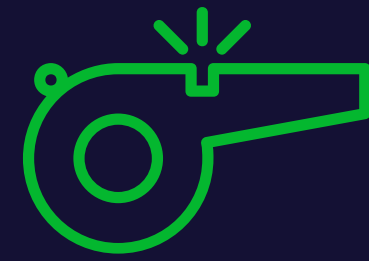
GETTING TO KNOW OUR PEOPLE



PARTICIPANT PLATFORM

NZC introduced a participant platform for community cricket in 2014, providing the ability to manage player registrations and live match scoring on a national level. This was a significant milestone for NZC and the cricket network. Through investing in a participant platform, significant data and insights are now available on who plays cricket, how they play and how this is evolving over time.

The participant platform provides NZC and the cricket network the ability to monitor trends in female participation, and understand how women and girls across New Zealand are playing cricket.



COACH PLATFORM

In 2018, NZC initiated the national roll-out of an online coach database and training platform. The platform has been, and will continue to be, invaluable to NZC, MAs and DAs to deliver online coaching modules, understand who coaches are, what level of cricket they coach and which club they belong to.

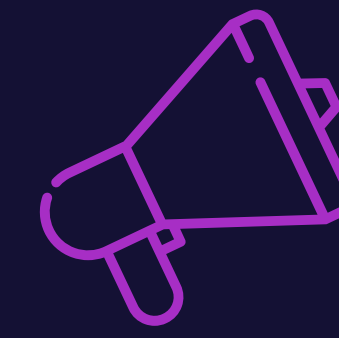
The number of females registered on the platform, including coaches, managers and administrators, has risen from 440 in 2018/19 to 777 in 2021/22.



NZC CENSUS

The NZC Community Census has been running for over 35 years, with every MA and DA submitting their playing, coaching and umpiring participation numbers at the close of each season. Although not a perfect method of data collection, utilised alongside data from the participant platform, it provides NZC with the most accurate picture of the cricket participant population.

Playing participation is split into traditional (11 players on a field per team) and modified (all other forms of cricket), providing insight into participation trends over time throughout New Zealand.



SPORT NZ VOICE OF PARTICIPANT

NZC has participated in Sport NZ's Voice of Participant survey for the past five seasons. The survey provides valuable insights from the cricket community and enables comparisons across national norms and trends.

Various insights provided are specifically from female players and family-members, helping build the understanding of female experiences within the club environment.



CRICKET NATION

Cricket Nation is NZC's fan membership programme, in which fans sign-up for free to receive benefits such as ticket discounts. Of the over 280,000 members, approximately 200,000 reside in New Zealand and 30% indicated an interest in women's cricket.

Through combining Cricket Nation with participant platforms and other transaction databases, NZC is creating a centralised data environment. This provides the opportunity for stronger engagement in personalised and targeted segments. For example, in 2021 a survey on cricket experience and attitude captured feedback from over 1,800 female fans.

82

In December 2021, 82 individuals in New Zealand Cricket's governance structure were female. In 2016 there were only 11 females.

37%

37% of cricket network organisation employees are female (includes all part-time and full-time). In 2016 this was 21.2%.

HOW ARE FEMALES PARTICIPATING IN CRICKET?

	2018-19	2019-20	2020-21	2021-22*
TRADITIONAL	1,538	1,244	1,212	1,503
MODIFIED	5,534	5,163	5,592	5,355
PROGRAMS	24,759	25,478	36,792	19,463
TOTAL	31,831	31,885	43,596	26,321

*Season severely impacted by Covid-19, with many MA and DA unable to deliver programme-based cricket

81%

81% of cricket clubs in New Zealand offer cricket for females (including female only teams and mixed teams). In 2016 this was 42.4%.

44%

In the 2021/22 season, 44% of participants in Junior Programmes were female.

Between 2018/19 and 2021/22, there was a 19% increase in the number of qualified female cricket coaches across New Zealand.

32

In the 2021/22 season, all 32 games of the women's Super Smash were broadcast live and in full across Spark Sport and TVNZ, up from 7 matches in the 2018/19 season.

190k

The 'average live audience' of WHITE FERNS matches has grown from 31,000 in 2016/17 to 190,000 in 2020/21.

194k

Over the past five years, the WHITE FERNS total social media following has grown from 64,000 followers to 194,000 followers.

36%

In 2016, 29% of females in New Zealand indicated they were a 'Cricket Fanatic'; this had risen to 36% in 2020.

CWC22 - CELEBRATING THE FEMALE GAME

The ICC Women's Cricket World Cup 2022 (CWC22) provided a once in a generation opportunity for New Zealand to host the premier tournament in women's cricket. It was also the first part of a unique era in women's sport in New Zealand, which sees the hosting of three major World Cups in just eighteen months; cricket, rugby and football.

New Zealand have only hosted the tournament twice before, in 1982 and 2000, when the WHITE FERNS defeated Australia by 4 runs in a thrilling encounter at Bert Sutcliffe Oval in Lincoln. The hosting of a World Cup on home soil was an important opportunity for the continued growth of cricket across New Zealand.

CWC22 delivered an occasion that amplified women and girls cricket initiatives. Hosting the tournament was part of NZC's strategy to grow the women's game in New Zealand and with thirty one games spread over six venues across the country, over the course of thirty one days, the tournament raised awareness and engagement of the WHITE FERNS as well as community cricket initiatives in New Zealand. This contributed to the ambition of long term growth of the game and engagement with females of all generations.

Despite Government Covid-19 restrictions limiting spectator attendance for the majority of the tournament, engagement and visibility was high across New Zealand, and globally. For local fans unable to attend matches in person, all tournament matches were available via the ICC's broadcast partner Sky Sport, as well as being available to listen to on the radio via another of the ICC's broadcast partners, SENZ. CWC22 produced record-setting global engagement across ICC's digital channels:

- 1.64 billion video views (up from 1.1 billion for the ICC 2020 Women's T20 World Cup)
- 215 million broadcast hours
- 10.3 million website users
- 230 million cumulative global audience

Despite the WHITE FERNS struggles, losing a series of close and entertaining matches, the event thrived due to the consistent high quality and tense nature of matches. New Zealanders embraced the tournament and visiting teams, and as Government Covid-19 restrictions eased in the later stages of the tournament, spectators flocked to matches. This included a bumper crowd of 6,000 at the Final at Hagley Oval to watch Australia defeat England - a crowd that would have been unimaginable for a women's cricket match in New Zealand just a few years ago... especially a match not involving the home team.

A strong focus for NZC was working with each MA to align their community cricket initiatives to CWC22, so they could have maximum impact in the 2021/22 season, and for seasons to come. NZC and CWC22's joint leverage and legacy plan, centred on four key pillars:

PEOPLE - PARTICIPATION - PROFILE - PERFORMANCE

This plan was vital to ensure that CWC22 provided an outcome that increases engagement, which is sustainable in the long term.



“WHAT AN AMAZING EVENT CWC22 WAS. WHEN I LOOK AT WHERE CRICKET WAS WHEN I STARTED MY CAREER AND COMPARE THAT TO THE EXPERIENCE ALL THE TEAMS WERE LUCKY ENOUGH TO HAVE DURING THE TOURNAMENT, IT'S CLEAR THE GAME HAS COME A LONG WAY – AND CONTINUES TO MOVE IN AN INCREDIBLY POSITIVE DIRECTION. THE FUTURE IS EXTREMELY BRIGHT”

SUZIE BATES - WHITE FERN

REGIONAL SPOTLIGHT

BLAZE ALUMNI

Cricket Wellington has established the 'Blaze Alumni' to re-connect with past players and encourage an on-going relationship.

The group is hosted at selected Super Smash games throughout the season and a conscious effort has been made to recognise past players as honorary Cricket Wellington cricket members since the 2018/29 season.

Engaging with past players has also opened up opportunities for them to continue to be involved in cricket. This has included some past players involved as mentors in Cricket Wellington's Young Leaders programme.



2016 'WOMEN & CRICKET REPORT' STATUS UPDATE

	2016 REPORT RECOMMENDATION	PROGRESS UPDATE
GOVERNANCE AND LEADERSHIP	A. Significantly and quickly increase the proportion of females in cricket governance.	<p>NZC Board, in February 2017, initiated the 'Women in Cricket Governance' Project Phase 1 (2018-2019) focused on lifting female director numbers. Phase 2 (2019-2022) is embedding gender change by focusing on overall quality of governance. Phase 3 (from April 2022) will place a wider focus, beyond gender, on diversity and inclusion.</p> <p>Results to date:</p> <ul style="list-style-type: none"> • Female directors have increased from 11/220 in August 2016 to 82/217 in December 2021. • All MA Boards and the majority of DA Boards have 40%+ female representation (only three DA Boards have below 40% representation) • Two MAs (Wellington and ND) recently had/currently have female chairs. • All four of NZC's board sub-committees are chaired by female directors. • In 2016, NZC appointed our first female President (Debbie Hockley) and, in 2021, our first female Vice President (Lesley Murdoch).

<p>GOVERNANCE AND LEADERSHIP</p>	<p>B. Ensure all national and regional cricket associations have leadership role(s) accountable for driving improved cricket outcomes for females.</p>	<p>The Women in Cricket Governance project steering group, established in March 2017, containing NZC and MA board directors, has been, and will remain, highly effective in influencing continual gender equity cricket governance change.</p> <p>In 2018 NZC created its first 'Head of Female Engagement' role within Community Cricket</p> <p>Using NZC's 'Yeah! Girls' initiative as a catalyst, a nationwide network of emerging female MA and DA community cricket leaders has developed. The 2021/22 Yeah! Girls Activator seasonal workforce includes over young 60 females.</p> <p>In 2020, NZC established monthly forums and an online resource library focused on Women and Girls Participation, regularly discussing matters of current interest to the cricket network.</p> <p>Over the past three years, NZC has created two fulltime, High Performance roles focused on driving improved cricket outcomes for females:</p> <ul style="list-style-type: none"> • Head of Women's High Performance • High Performance Coach (Female Pathways) <p>The number of female employees across NZC, MA and DA has grown from 21.2% in 2016 to 37% in 2021.</p> <p>The Female Cricket Leadership Development Framework, featured within NZC's 'Strengthen & Adapt' project will further accelerate the growth and promotion of female leaders within cricket, through a focus on developing female capability and visibility throughout the cricket network.</p>
<p>GOVERNANCE AND LEADERSHIP</p>	<p>C. Positively influence the media awareness and portrayal of females' success and legacy in cricket</p>	<p>The significant broadcasting expansion of WHITE FERNS and women's Super Smash matches (captured in M below) has given NZC a much-improved platform from which to grow public awareness and interest in the women's game and our elite female players.</p> <p>NZC has shifted its marketing and communications focus from, in 2016, being BLACKCAPS-centric, to a much fairer and equitable balance involving the BLACKCAPS and WHITE FERNS. Men's and women's Super Smash teams are also integrated together through promotions.</p> <p>While working to help the media and public get the chance to better know our players at a human-interest level; the person behind the player.</p> <p>The steadily growing support of WHITE FERNS social media activity adds to this.</p> <p>The appointment of Debbie Hockley and Lesley Murdoch to the positions of NZC President and Vice President, recent NZC Life and Honorary Membership appointments, WHITE FERNS 'capping' initiative (see E below) and CWC2000 team medal presentation all visibly reinforces NZC's commitment to gender equity and its desire to recognise those who paved the way for females in cricket</p> <p>Likewise, the success of Kim Cotton, earning the right to become the first female to umpire an ICC world event final, was able to be well celebrated.</p> <p>Media coverage of NZC WHITE FERNS stories has increased dramatically since 2016.</p> <p>Across the 2016-17 home season, articles mentioning WHITE FERNS generated 2.6m ASR (advertising space rate). This had more than doubled by 2019-20, and in 2020-21 had reached 32m* (*source: Isentia).</p>

<p>GOVERNANCE AND LEADERSHIP</p>	<p>D. Gradually increase female presence in coaching and umpiring positions.</p>	<p>UMPIRING / MATCH OFFICIATING In March 2020, NZC-contracted umpire Kim Cotton made history standing in the final of the ICC Women’s T20 World Cup, played in front of 86,000 fans at the MCG. In April 2022, she stood in the final of CWC22. Kim is now on NZC’s National Umpire Panel, the first female appointed.</p> <p>In 2021, NZC established the Women’s Emerging Panel and the Women’s Development Panel, offering increased match development opportunities for female umpires, as well as establishing an initiative enabling aspiring female umpires to have observation opportunities at HBJ Trophy matches.</p> <p>In 2021, Sue Morris became the first female appointed to NZC’s Match Referee Panel.</p> <p>There are currently three females on NZC’s National Scorers Panel and a further eight females on NZC’s Scorers Development Panel.</p> <p>COACHING – HIGH PERFORMANCE AND PATHWAY In 2020, NZC created a new female HP coaching position – High Performance Coach (Female Pathways), sitting alongside the existing Head of Women’s High Performance. Both roles are filled by former WHITE FERNS – Sara McGlashan and Liz Green.</p> <p>In 2022, NZC introduced the ‘Pathway to Performance’ coaching initiative to provide development opportunities to MA coaches who have aspirations and ability to develop from community to performance coaching.</p> <p>COMMUNITY COACHES AND MANAGERS In 2018, NZC introduced Friendly Manager (FM), an online platform for community coach registration, training and communications. Each year at least 90% of coaches and managers operating within junior cricket are registered on FM. For the first time, NZC has an accurate record of, and link with, these 2500+ volunteers who largely support junior and youth cricketers.</p> <p>In the 2018/19 season, 360 females had registered on FM. By the end of the 2019/20 season, this had grown to 510 females, and in 2021/22 777 females had registered in total. During the same period, the numbers of females completing NZC coach courses increased by 19%.</p>
<p>GOVERNANCE AND LEADERSHIP</p>	<p>E. Target the engagement or re-engagement of females who know and love cricket in ways that fit their life stage and availability.</p>	<p>WHITE FERNS CAPPING Between 2019 and 2021, NZC held ‘capping’ ceremonies for all those who had represented the WHITE FERNS in test matches, ODIs and T20s.</p> <p>NZC LIFE AND HONORARY MEMBERSHIPS Since 2019, NZC has reinvigorated the appointment process (which has largely laid dormant since 1999). This has resulted in the recent appointment of four female life members and ten female honorary members.</p> <p>CWC2000 WHITE FERNS TEAM Medals were retrospectively awarded to the victorious CWC2000 WHITE FERNS team during CWC22, acknowledging the teams success.</p> <p>CWC22 ‘CHAMPIONS’ More than 1000 New Zealanders signed up as ‘champions’ of CWC22</p> <p>ICC CWC22 VOLUNTEERS PROGRAMME This event’s 800+ volunteer workforce who are eager to contribute to cricket</p> <p>ADULT PARTICIPATION OPTIONS Our cricket network has piloted new forms of cricket participation targeting adult females as part of an overall initiative to mold our cricket participation options to meet the needs and desires of females. (see K below for examples)</p>

<p>PARTICIPATION</p>	<p>F. Grow female participation in positive cricket playing experiences throughout New Zealand by targeting females connected to the cricket family.</p>	<p>Associations and clubs are increasingly providing opportunity for female participation in cricket</p> <p>81% of cricket clubs across NZ now offer cricket for females in some format, up from 42% in 2016.</p> <p>New Zealand's hosting of the CWC22 had a leverage and legacy strategy focused on growing female cricket awareness and participation.</p>
	<p>G. Develop and support a national pathway to attract and develop female talent in cricket.</p>	<p>NZC has developed a Female Pathways strategic plan. It has also embedded into its annual high performance partnership agreement a requirement for MA High Performance Managers to lead the development and implementation of Female Developmental Plan. NZC HP investment to MAs is, in part, directly linked to this.</p> <p>NZC has significantly increased activity at each end of the female performance pathway:</p> <ul style="list-style-type: none"> • Gillette Venus Cup (national secondary school girls) and National U19 Tournament • Domestic contracts and playing opportunities through HBJ, Super Smash, Emerging Players, • WHITE FERNS contracts <p>With the new Master Agreement introduced in 2022, NZC investment into the WHITE FERNS has increased by 96% and investment into Domestic women's contracts increased by 460% since the previous Master Agreement</p> <p>Likewise, NZC's investment into women's domestic player competitions, programmes, contracts, and support has increased significantly; the development of the Women's Super Smash schedule including double-headed with Men's Super Smash being a prime example.</p> <p>There is still a significant gap between the two ends of the performance pathway. NZC and the MAs continue to focus on developing an effective pre-HP pathway for talented young females.</p> <p>Further to the above, while the cricket network has significantly increased the number of young females engaged in various forms of cricket participation, participation in 'traditional' cricket has not increased. This continues to be a focus area for NZC.</p>
	<p>H. Support flexible regional and district engagement in representative cricket playing and development opportunities to grow the strength of the female talent base over time.</p>	<p>On the back of various workshops and discussions, along with a changing of mindset following the introduction of 'ANZ Junior Game' formats, district representative cricket has begun to take a new shape.</p> <p>One example of this includes the changed structure and approach of South Island Year 7&8 Festivals to ensure quality playing experiences for all, through modernised playing conditions and an emphasis on coach development</p> <p>NZC and MA have an on-going focus on reviewing playing structures and formats to ensure they align with Sport NZ's 'Balance is Better' philosophy and focus on a quality playing experience for all.</p>

	<p>I. Value and support WHITE FERNS and Emerging Players to deliver sustainable high performance on the world stage.</p>	<p>Significant increase in NZC focus on this area over past five years</p> <ul style="list-style-type: none"> • NZC investment has significantly increased (see G above) • International, Domestic, and Emerging Player playing contacts introduced • International and Domestic playing programmes expanded (Super Smash is now two full rounds), and Development Team playing and training opportunities introduced • Playing contracts encouraging participation in overseas domestic competitions such as WBBL and The Hundred • NZC leaders continue to play an influential role in the creation of an annual ICC Women’s Event schedule and the development of the Women’s Future Tours Programme • ICC Women’s U19 World Cup in January 2023, has been the catalyst for NZC and MA focus on U19 level and talent ID • NZC and MA female coaching teams (including mental skills and S&C) gradually growing in strength (with NZC introducing annual MA grants linked to women’s coaching) • NZCPA now representing female contracted players, who have access to all CPA support services • All-weather year-round grass pitch facilities (Lincoln, Mt Manganui and Wellington, and soon to be CD and Otago) are providing our most talented players and coaches with vastly improved access to top-quality team and individual player skill development opportunities.
<p>DELIVERY CHANNEL</p>	<p>J. Lead the development of a customer-centric culture throughout cricket that welcomes diversity.</p>	<p>DEVELOPMENT OF ACCURATE, UP-TO-DATE DATABASES THAT ENABLE FEEDBACK TO BE OBTAINED DIRECT FROM OUR PARTICIPANTS NZC, MA and DA use of participation databases now accurately capture data on our community umpires and coaches. This means NZC, MAs, DAs and Clubs can now directly and easily communicate with, and seek feedback from, our participants - including segmented female participant feedback.</p> <p>This feedback, combined with annual ‘Voice of the Participant’ feedback, is influencing decision making and behaviours, and is moving towards a better-informed customer-centric approach.</p> <p>DIVERSITY AND INCLUSION (D&I) IS NOW A GOVERNANCE FOCUS AREA Focus on D&I is steadily increasing at NZC and MA. D&I was highlighted in the Women in Cricket Governance 2019 project Phase 2 (2019-2022) plan endorsed by NZC and all MAs, and is included in each of NZC and the MAs current governance plans.</p> <p>A primary focus of the Phase 2 plan is on overall quality of cricket governance to ensure female directors are embraced and empowered within our national and regional board environments.</p> <p>NZC’S MĀORI ENGAGEMENT STRATEGY – TE ARA PUTANGA In 2022, NZC established its first ever Māori engagement strategy, and committed to acknowledging Māori as tangata whenua and incorporating Tikanaga Māori, Te Reo Māori and Te Ao Māori as part of our strategic plan.</p> <p>ICC CWC22</p> <ul style="list-style-type: none"> • Worked with Kura Kaupapa Māori and schools to provide cricket education fully translated into Te Reo Māori • Event values and branding fully reflecting cricket’s commitment to biculturalism <p>DISABILITIES NZC is now four years into a partnership with Blind Cricket NZ and has had initial contact with Deaf Cricket NZ to explore the same partnership opportunity. partnership opportunity.</p>

	<p>K. Deliver modern cricket products that meet female customer needs, in conjunction with the delivery model agreed through the OneCricket initiative.</p>	<p>Since 2017 NZC has progressively developed an active cricket network system in which new forms of female participation are being piloted and best practice and success stories are shared across the network, the result of which is a growing appetite to experiment with new ways of creating female engagement and active participation.</p> <p>The most visible of these pilots has been NZC’s Yeah! Girls programme, which has seen growing numbers of young females being exposed to fun-format cricket experiences delivered by well-trained, enthusiastic and female (in most situations) ‘Activators’.</p> <p>In some places regional or local initiatives have been successfully established – Girls Smash throughout Otago, Queenstown & Wanaka Sixes, North Shore Cricket’s Tonk being excellent examples.</p> <p>In 2018/19, there were 24,759 females involved in the various programmes being offered by our cricket network. By 2020/21 this number had risen to 36,792. However, during the same period, female numbers involved in playing team-based cricket did not increase.</p>
<p>SUPPORTER ENGAGEMENT</p>	<p>L. Connect into and excite the existing female fan base to more actively engage female fans into all aspects of cricket.</p>	<p>Across the international and domestic game, the female fan base has grown. Females buying international tickets has increased from 29% in 2016-17 to 43% in 2020-21. Considering female influence in terms of household decision-making, this is growth in the right direction.</p> <p>Across NZ, the number of female Cricket Fanatics* has hovered around 30%. A focus on growing this remains core to NZC’s strategy. WHITE FERNS Fanatics* have a more nationally representative gender skew and are more likely to be younger (compared to BLACKCAPS Fanatics). (*Gemba 2020).</p> <p>Viewership: females are choosing to watch cricket more than ever.</p> <ul style="list-style-type: none"> - In 2020-21 the average live audience of WHITE FERNS v Australia reached 190,000; 120,000 higher than any home match in the previous few seasons. - In 2020-21, four BLACKCAPS T20s were broadcast free-to-air on TVNZ (first time on free-to-air for 20+ years). 40%+ of viewers each of these T20s were female. <p>The social media following of WHITE FERNS is dominated by males, although there is 50/50 male/female split when reviewing engagement</p> <p>CWC22, with apt tagline ‘let’s show them’, ignited significant interest in women’s cricket and the WHITE FERNS.</p>
<p>SUPPORTER ENGAGEMENT</p>	<p>M. Promote and televise elite women’s cricket alongside elite men’s cricket to broaden the appreciation and support of cricket fans.</p>	<p>In 2020, a major driver for NZC changing domestic broadcast partner (moving to Spark / TVNZ free-to-air) was to significantly increase the number of WHITE FERNS international and Super Smash matches broadcast</p> <ul style="list-style-type: none"> • In 2018 seven women’s domestic matches were televised on SkyTV. In 2021, all 32 women’s Super Smash matches were televised live and in full by Spark Sport and, in part, by TVNZ. • In addition, all home WHITE FERNS matches, and a number of their offshore matches, are now televised live and in full by Spark Sport • All 31 CWC22 matches were televised live and in full on Sky TV (a world ‘first’ for the ICC Women’s CWC). • A variety of prominent past and present New Zealand female cricketers are actively working as TV commentators on both Spark Sport and Sky TV. • The ‘average live TV audience’ of home WHITE FERNS matches has grown from 31,000 in 2016/17 to 190,000 in 2020/21. • Over the last five years, the WHITE FERNS total social media following has increased from 17,280 to 194,000 followers. • Annual research undertaken by NZC indicates that females surveyed by Gemba, identifying themselves as ‘cricket fanatics’, have risen from 29% in 2016 to 36% in 2020.
<p>COMMERCIAL MODEL</p>	<p>N. Establish an investment model across cricket that drives accountability and a focus on meeting whole-of-cricket customers’ needs.</p>	<p>In August 2018, NZC’s community funding of MAs and DAs was overhauled to create an investment model (CNPI agreements) strictly tied into strategic priorities – with KPIs, targets, reward funding, and annual reflection and learning all included.</p> <p>The KPIs selected annually by NZC, in conjunction with MAs and DAs, focus heavily on participant experience.</p>

<p>COMMERCIAL MODEL</p>	<p>O. Work with the willing and invest in structures, initiatives and resources that will deliver improved financial returns and sustainable outcomes for cricket for females.</p>	<p>Since 2018 NZC, fully aligned with the investment model outlined above, has invested in an ongoing series of initiatives and pilots focused on cricket for women and girls – ranging from WHITE FERNS to community and into governance and administration.</p> <p>The mindset of the cricket network has changed. Female cricket is now treated as an investment, not related to direct revenue generation. This was never better illustrated when, in mid-2020, three months after the initial onset of Covid, the NZC Board confirmed no reduction in full programmes or investment for 2020/21 notwithstanding major financial pressures.</p> <p>In 2021, faced with further financial challenges caused by Covid, the NZC Board once again maintained its investment in the female game.</p> <p>NZC’s investment into the hosting and leveraging of CWC22 is significant. One major legacy will be the \$2m investment into upgrading some CWC22 match and training venues to ensure facilities are gender neutral.</p>
	<p>P. Target sponsorship and investment into cricket for females.</p>	<p>Since 2017, NZC has endeavoured, with growing success, to enter into a range of sponsorship agreements which, although covering men’s and women’s cricket, has called out the importance and value of the women’s cricket properties.</p> <p>Good examples of this are the agreements with ANZ and GJ Gardiner. ANZ was also a commercial partner with CWC22.</p> <p>NZC’s broadcasting agreement with Spark Sport has seen Spark not only invest significantly in the broadcasting of WHITE FERNS and Women’s Super Smash matches but also the profiling and promotion of female players.</p> <p>In 2021/22, for the first time, the NZC Board approved an annual business plan which, as a KPI priority, requires the development of a stand-alone WHITE FERNS commercial strategy.</p>
	<p>Q. Increase in regional investment and support to deliver improved outcomes for cricket for females.</p>	<p>NZC has significantly increased its investment into in women’s domestic cricket (enabling, for example, the introduction of a full Super Smash competition replicating the men’s Super Smash model and as part of the Master Agreement ensuring equality in competition provision between HBJ and Ford Trophy)</p> <p>At the same time, NZC has gradually increased its investment into community cricket initiatives linked to female initiatives.</p> <p>Since 2017 the NZC Board has maintained a strong focus on supporting regions to increase female involvement in governance</p>

NZC STRATEGIC PLAN

VISION: NEW ZEALAND'S FAVOURITE GAME - HE KĒMU ROROTU MŌ AOTEAROA

PURPOSE: A GAME FOR ALL NEW ZEALANDERS; A GAME FOR LIFE - HE KĒMU MŌ AOTEAROA; HE KĒMU MATAORA

STRATEGIC IMPERATIVES

Compelling FTP and domestic schedules

Successful BLACKCAPS and WHITE FERNS teams

Engaged fans and a growing New Zealand and global fan base

Implementation of the priorities from the One Cricket and Strengthen & Adapt projects

A cohesive, connected and effective Cricket Network

A fresh, long-term focus on engaging more women and girls in cricket

Investment linked to strategy

Acknowledge Tangata Whenua, and a commitment to incorporating Tikanga Maori, Te Reo Maori and a Te Ao Maori view in cricket

01 COMMUNITY

- Aligning roles and responsibilities across the network. A well trained, led and supported workforce
- Developing and delivering formats of the game that meet the needs of our diverse population
- Creating a stronger foothold within the school system
- Delivering quality cricket experiences and clear pathways
- Taking the game to under-represented and under-engaged groups
- Building strong local authority relationships and facilities

02 HIGH PERFORMANCE

- Quality environments and people who produce winning BLACKCAPS and WHITE FERNS
- A focus on learning
- An athlete-centered approach that emphasises the holistic development and well-being of athletes
- Identification of high potential players and a domestic system that provides these players with opportunities
- Nationwide and quality training facilities that provide year-round access to grass wickets

03 WOMEN & GIRLS

- Developing unique and evolving playing opportunities and enjoyable cricket environments
- Continuing to develop a professional system in women's cricket
- Capitalising on CWC22 tournament hosting to ensure legacy benefits are realised
- Continue to attract women and girls to engage with cricket and grow the female fan base and audience
- Continue to build on the 'Women in Cricket Governance' project and grow the depth and quality of female leadership throughout the cricket network

04 COMMERCIAL GROWTH

- Maximise opportunities from domestic and international broadcast agreements and realising the potential of digital assets
- Nurturing India relationships and taking a global approach to maximise financial returns
- Growing the revenue related to WHITE FERNS and women's domestic competitions
- Develop a venue strategy that provides certainty and encourages capital investment

VALUES:

RESPECT
WHAKAUTE

TENACITY
WHAKAPAU KAHA

OPTIMISM
NGĀKAU ROROTU

INCLUSIVITY
MĀKOHA

FUN
PĀREKAREKA