



Strategy 2020-2025

Transforming Cyprus Cricket by growing participation and involvement in the game

Strategy



1. Cricket



2. Development



3. Administration



Cricket

Youth

Women

Men

Touring

High
Performance

Getting
Involved

Youth

Strategy	Tactics	Target
Continue and expand relationships with junior schools	Offer free cricket equipment, free coaching for teachers, free in-school coaching for kids, performance based rewards, dedicated website, link up with public schools, launch a schools program with the help of KOA / ICC. More tournaments	5,000 softball cricketers across Cyprus by 2025
Concentrate efforts on secondary school age children	Offer free cricket equipment, free coaching for teachers, free in-school coaching for kids, performance based rewards, dedicated website, link up with public schools, launch a schools program with the help of KOA / ICC. More tournaments	1,000 softball cricketers 100 hard ball cricketers 4-6 schools playing regularly
Arrange youth events as a stepping stone to adult cricket	1) Schools Festival by CCA 2) Tournaments by Schools 3) Tournaments by Clubs / Others 4) Regional Events followed by All Cyprus Event	At least 4 - 5 tournaments a year
Participate in international youth events	1) ICC Events at home / away 2) Invite teams 3) Tour in Schools Festivals in UK / Europe 4) Liaise with Schools	Min 1 boys & 1 girls tour
Clear progression pathway	Under-10 Softball Under-15 Hardball CCA Under-15 National Team CCA Under-18 National Team	Cyprus Under-15 National Team Cyprus Under-18 National Team

Women

Strategy	Tactics	Target
Encourage and facilitate development of women's teams	Provide coaching, equipment and facilities arranging competitive tournaments on regular basis	60 hardball cricketers 100 softball cricketers
Participate in international events	1) ICC Events at home / away 2) Invite teams 3) Arrange tours	At least once a year
Clear progression pathway	At least one senior team in every major city Under-10 Girls thru Schools / Clubs Under-15 Girls thru Schools / Clubs Colleges / University teams	Cyprus Women National Team

Men

Strategy	Tactics	Target
Consolidate and increase men's cricket competitions	Arrange regular men's competitions using various formats 40 overs, T20, T10, Six a Side, etc...	15 established clubs
Enable cricket at different standards	2nd XIs, Mid Week Cricket, Saturday Cricket, Seniors Cricket, Dads vs Kids Cricket	Increase in playing numbers
Encourage social cricket	Beach Cricket, Indoor cricket, Street Cricket, Cage Cricket in collaboration with clubs, schools, municipalities, etc...	Increase in playing numbers
Encourage age-group cricket	Under-19s, Over 40s, Over 50s, etc... with matches against local opposition and tourists	Establish various age group teams
Clear Pathway	Club Cricket Development Squad National Team	Setup Development Squad by 2021 that would form the basis of National Team

Touring

Strategy	Tactics	Target
Produce coherent strategy for teams touring Cyprus	Arrange Youth and Adult Festivals, Arrange Cricket Camps for foreign teams, Invite Youth and Adult touring teams, National sides, County Sides.	10 teams a year
Build partnerships to bring financial benefit from tours	Engage Cyprus Tourism Organization, Travel agents in Cyprus / Abroad.	Build partnerships by 2021

High Performance

Strategy	Tactics	Target
Encourage highest involvement in national team	Identify Eligible Players	Have a pool of at least 25-30 players available at all times to represent the National Team.
Increase international cricket to gain experience	Invite others/visit other countries	At least one team to be invited every year and/ or one tour outside Cyprus every year
Arrange training camps for all age groups and genders.	Dedicated National Coach	In place by 2021
	Dedicated National Coach	In place by 2022/23
Setup cricket academy	Create Regional Structure / Appoint local coaches	In place by 2021
Setup regional training camps		

Getting Involved

Strategy	Tactics	Target
Invite new ideas	Disability Cricket, Survey, Meetings, Discussions, Quiz Nights, Regional Committees, etc...	
Become part of multi sports events	Through Cyprus Sports / Olympic Federation or collaboration with other sports federations, schools, universities, etc..	In place by 2022

Development

Umpiring

Coaching

Scoring

Other
Education

Facilities

Clubs

Umpiring

Strategy	Tactics	Target
CPD through educational opportunities and by mentoring	Arrange umpiring courses Arrange supervision of experienced umpires	One umpiring course every other year
Seek volunteers	Setup Umpiring Panel Provide incentives	At least 2 persons available from each club for umpiring duties
Assist in seeking professional memberships	ECB ACO membership	
In house tutor	Seek ICC support or through Self / CCA funding	In place by 2020/21

Coaching

Strategy	Tactics	Target
Seek volunteers	Provide incentives where necessary	4 New volunteer coaches per year
Assist in seeking professional memberships	ICC / ECB	
CPD thru educational opportunities and by mentoring	Arrange Coaching courses Arrange opportunities to work alongside experienced coaches	One coaching course every other year
In house tutor	Seek ICC support or through Self / CCA funding	In place by 2020/21

Scoring

Strategy	Tactics	Target
Empower teams by providing training on use of systems.	Train utilise existing systems (crichq) to reach players with info, opportunities, etc	At least 1 person in each team should know how to use the system by 2021
Seek volunteers	Engage teams to score games	Each team to have a qualified scorer at its disposal
Provide incentives where necessary	National Team games, touring games, youth competitions, Important domestic games, etc...	
Assist in seeking professional memberships	ECB ACO membership	
CPD through educational opportunities and by mentoring	Arrange Scoring courses Arrange opportunities to work alongside experienced scorers	One scoring course every other year
In house tutor	Seek ICC support or through Self / CCA funding	In place by 2020/21

Other Education

Strategy	Tactics	Target
Admin educational program	Utilize ICC resources Arrange local seminars	Once every 2 years at the time of appointment of new committee
Grounds / pitch educational program	Seek ICC / ECB support when/if required Self / CCA Funded	
Any other relevant programs	Look out for any other relevant programs and organize training (child protection, first aid, etc...)	

Facilities

Strategy	Tactics	Target
Efficient use of existing facilities	Use Pitch Booking Manager Set up Booking Policy	Sufficient income to cover expenses
Identify and build / rent suitable facilities	Look out for suitable facilities	2023 new indoor / outdoor facility
Strengthen relationship with existing facility providers	Keep the facility in good condition Help improve the facility	

Clubs

Strategy	Tactics	Target
Encourage clubs to have a proper set-up through club development program	Continuous engagement with the clubs Help clubs to put in place their own constitution and strategy in place	At least 2-3 clubs every year All clubs by 2025
Assist with KOA registration	Continuous engagement with the clubs Provide support	At least 2-3 clubs every year All clubs by 2025
Encourage / provide incentives to undertake women's and youth cricket	Provide incentives, equipment, education, and any other support within CCA budget	

Administration

Marketing

Finance

Human
Resources

Relations

Marketing

Strategy	Tactics	Target
Ensure CCA is represented in relevant forums	ICC, Cyprus Sports, Cyprus Olympics Federation, and other relevant sports bodies	
Promote CCA through various digital media and print media	Appoint a dedicated Media officer, continuously seek partnerships with various media outlets, stay active on digital media	
Sponsor relevant events	Youth events, Softball events, and any other cricket related events	
Promote cricket through various road shows, clinics, events	Arrange and collaborate with other relevant bodies and through schools	
Link up with social causes	UN Aids, CWB, Promote healthy living causes, etc...	
Seek partnerships with vendors and others for benefit of association, partners, and players, volunteers...	Discount cards / coupons, special deals, etc...	
Involve dignitaries	Embassies, MPs, Municipalities, etc...	

Finance

Strategy	Tactics	Target
Ensure CCA remains financially viable	Proper budgeting, Use austerity measures when needed, Maintain reasonable level of funds at all times	
Ensure members fulfil financial obligations	Help members identify revenue streams, provide opportunities to gain financial benefits, provide subsidies, etc...	
Offer various levels of memberships	Hardball, Softball, Youth, etc...	Setup membership levels by 2021
Continuously seek extra revenue streams	Cricketing activities, social events, donations, sponsorship deals, EU Funding, Govt funding, subscriptions, merchandise sale, etc... Dedicated Sponsorship Officer Sponsorship Presentation	
Take measures to ensure proper management of finances	Set up finance committee, Annual audit of accounts, etc...	

Human Resources

Strategy	Tactics	Target
Seek full / part time permanent Admin Staff	KOA funded	Permanent Employee by 2022
Seek full / part time permanent Coach(es)	KOA funded, After school academies, Seek Subscriptions	At least one per part time coach in each major town
Expand volunteers base	Advertise for volunteers, provide incentives	At least 10 - 20 volunteers available at any time in major towns for various events

Relations

Strategy	Tactics	Target
Seek KOA recognition and once achieved to ensure CCA meet membership criteria at all times	Register clubs and gain KOA membership	Make sure CCA meet compliance criteria at all times
Fulfil ICC membership criteria at all times	Continuous engagement with ICC, Semi-Annual Self Check if we are non-compliant	Become compliant on all non-compliant items by June 2020 and then to make sure CCA meet compliance criteria at all times
Seek membership of relevant bodies	Identify relevant bodies whose membership would be beneficial to CCA	KOA, Cyprus Olympics, Other relevant bodies
Continue to provide insights to members through various reports	Emails, Meetings, Telephones, Seminars, etc...	

Strategy

- High Priority Areas
- Review



High Priority Areas

- KOA Recognition
- Youth - Clear Pathway - U15 National Team
- Women Cricket (Structured League)
- Men - Clear Pathway - Development Squad
- Coaching - Increase no. of coaches
- Ensure CCA remains financially viable
- Facilities - Secure long term facility
- High performance - increase international cricket - invite & visit



Review

- Timely strategy review
- Once a year performance review
- Use ICC Census Database as progress check tool





Thank you

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