

GLOBAL GROWTH

THE FRAMEWORK



Purpose

INSPIRING AND EMPOWERING PEOPLE AND COMMUNITIES THROUGH CRICKET

Vision

MORE PLAYERS, MORE FANS AND MORE NATIONS ENJOYING CRICKET

Drive digital transformation to attract and engage fans, diversify revenue streams and create a central digital support ecosystem to support Members to build capacity



Strengthen

Driving greater value and engagement from what we already have

- Deliver competitive cricket with context for all Members
- Invest in and grow elite women's cricket
- Build cricket among Associate Members
- Deepen fans' connection through digital transformation

Grow

Adding value through more people and places

- Get more people playing and engaging with cricket
- Prioritise female participation
- Grow cricket in new nations
- Reach new fans via multi-sport events



Protect

Protecting value by inspiring trust

- Inspire trust and celebrate the spirit of cricket
- Protect the integrity of the sport
- Provide a safe environment for all
- Harness cricket to build a better future