



ANNUAL REPORT & ACCOUNTS 2007-2008

The ICC Mission

As the international governing body for cricket, the International Cricket Council will lead by:

- Promoting and protecting the game, and its unique spirit
- Delivering outstanding, memorable events
- Providing excellent service to Members and stakeholders
- Optimising its commercial rights and properties for the benefit of its Members

Our Vision of Success

As a leading global sport cricket will captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities.

PAGE 1 CAPTION

Indian wicketkeeper Mahendra Singh Dhoni (L) watches as Pakistan cricketer Mohammad Sami (R) plays a stroke.



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Ray Mali

‘2009 should see some memorable Centenary celebrations.’

President’s Report

I never anticipated when I began my career in cricket administration that I would have had the chance to serve cricket as the ICC President. The sad death of my great friend Percy Sonn last year created an unexpected opportunity to take up this role and I hope he would have been proud of my efforts in the past year.

It has been a challenging year for the ICC, but one in which we have hopefully restored our reputation as an organisation that delivers outstanding world events, following the disappointments of the ICC Cricket World Cup 2007.

The ICC World Twenty20, held in my home country of South Africa, was a wonderful event, with enthralling cricket played in front of wonderful crowds who were entertained by the action on the field of play and the music and dancers off it. The final will live long in the memory and demonstrated the capacity of cricket to capture the imagination of the sporting world and the two finalists, India and Pakistan, deserve huge credit for the spectacle they provided in their two clashes at the event.

India were also hugely impressive in winning the ICC U/19 Cricket World Cup, an event that was brilliantly staged by Malaysia, and provided an opportunity for international cricket’s rising stars to gain valuable experience of a major cricket event and everything that entails.

I was also honoured to attend the first ever women’s event to be played under the banner of the ICC, when I opened the ICC Women’s World Cup Qualifier in Stellenbosch, South Africa. I was greatly impressed by the commitment and dedication shown by the players and would like to congratulate both South Africa and Pakistan on their qualification and hope that the number of women involved in the game, at playing or administration level, continues to grow.

The game is flourishing beyond its traditional boundaries and the competitiveness of the events staged for Associate and Affiliate Members, including the ICC World Cricket League and the ICC Intercontinental Cup, demonstrates the continued success of the ICC Development Program. These events provide invaluable preparation for the ICC Cricket World Cup qualifier, to be held in Dubai in 2009, for four countries to secure their qualification for 2011.

As a South African, I am very proud of the fact my country was a founder member of the Imperial Cricket Conference in 1909, and the next year should see some memorable Centenary celebrations. How fitting it will be that we will also be at Lord’s for the ICC World Twenty20, the home of world cricket and the original headquarters for the ICC before our relocation to Dubai in 2005, to celebrate not only the stars of today and the modern phenomenon of Twenty20 but the history of the world game.

I also believe the certainty created by the agreed regional rotation of leadership for the role of ICC President should give some stability to the game. I am sure David Morgan and Sharad Pawar will both serve the sport well over the course of the next few years and provide world cricket with a unified front to take the sport from strength to strength. I wish them both well and believe that under their guidance the values of the Spirit of Cricket will continue to take the game forward. 🏏

ICC Executive Board and IDI Board of Directors

As well as the ICC President and Chief Executive, the ICC Executive Board and the Board of Directors of ICC Development (International) Ltd (IDI) – the ICC’s commercial arm – comprises the Presidents and Chairmen of the ICC’s 10 Full Member countries, plus three representatives from Associate Member countries. These forums are the key policy bodies for international cricket.

The IDI Board is responsible for the major financial and commercial policies relating to global cricket, while the ICC Executive Board takes recommendations from the Chief Executives’ Committee and oversees the affairs of the ICC, particularly those relating to how the game is played at the international level.

In addition to the 13 Directors pictured below, the following Directors served on the Board during the year:

- Late Percy Sonn** (Chairman)
- Bangladesh – **M. Abdul Aziz** (Full Member representative)
- West Indies – **Ken Gordon** (Full Member representative)
- Sri Lanka – **Jayantha Dharmadasa** (Full Member representative)

Full Members



Australia
Creagh O'Connor



Bangladesh
Maj. Gen. Sina Ibn Jamali



England
Giles Clarke



India
Sharad Pawar



New Zealand
Sir John Anderson KBE



Israel
Stanley Perlman



Kenya
Samir Inamdar



Pakistan
Dr Nasim Ashraf



Sri Lanka
Arjuna Ranatunga



South Africa
Norman Arendse



West Indies
Dr Julian Hunte



Zimbabwe
Peter Chingoka



Malaysia
HRH Tunku Imran

Associate Members



Malcolm Speed

Chief Executive's Report

When I commenced as Chief Executive of the International Cricket Council in 2001, my ambition was to leave the sport in a stronger state than when I was appointed. Ultimately it will be for others and history to judge whether cricket has grown stronger in this time.

We are going through a fundamental change in the dynamics and economics that will test the traditional foundations of cricket as we know it but I am confident that in my time the ICC has made positive progress in a number of critical areas. There are more people of both genders playing and watching the sport in more countries than at any time in the game's history. There are sponsors and broadcasters seeking to be involved in cricket at a high level.

We can be proud of many of our achievements over the last seven years. The commercial investment in the ICC Events, particularly through the strong partnerships we have developed with ESPN-STAR Sports and our major sponsors, underpin the long-term financial health of the game and our Members. The evolution of the Future Tours Program has enabled all of our Full Members to plan with confidence and share in the financial strength of others when they host bilateral series.

But the role of the sports administrator is about much more than just generating revenue to plough back into the game. Our role is to protect, promote and develop the game, not just for the present but for the benefit of future generations. We can be proud that we now have 101 Members who play the game in far-flung corners of the globe.

Within just the last five years, there has been a 135% rise in participation, a 141% increase in qualified umpires and a 143% increase in qualified coaches in the Development Program. Our achievement in gaining recognition from the IOC in the past year also presents exciting future opportunities for the game to develop outside its traditional boundaries.



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The role of the Anti-Corruption and Security Unit in minimising corruption in the game has been an important one. It has restored integrity to the game, following one of the greatest challenges in the game's history, and our proactive work in this area is now looked upon with envy by many other sporting bodies. We owe much to Lord Condon and his team at the ACSU. Although there was much rumour relating to the tragic death of Bob Woolmer, the subsequent investigations showed that there was no evidence linking it to corruption. We are seeing other sports being tainted by corruption. Cricket must maintain its vigil against the corruptors and continue to invest in the quietly effective processes that have served us well.

The development of women's cricket, which became the responsibility of the ICC in 2005, has also been hugely successful and the integration of the sport amongst our Full Members has provided opportunities that have never existed before for girls and women to play the game. The past year has seen the first-ever women's event to take place under the ICC banner and I look forward to following the first-ever ICC Women's World Cup in Australia in 2009.

In the coming 12 months the ICC will move into new headquarters, based at Dubai Sports City, where we will have some of the best facilities in world cricket. The adjacent ICC Global Cricket Academy will provide an environment for all cricketers from elite level and below to train, develop and improve their game. These will be significant steps forward in the evolution of the organisation.

However, while acknowledging our successes, it is also appropriate to recognize the many challenges that remain. The past year has seen many of the issues that have been common themes throughout my tenure as CEO come to the fore once again.



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- 1 India celebrates winning the ICC World Twenty20 2007.
- 2 Sri Lanka's Muttiah Muralidaran broke the record for most Test wickets.
- 3 Shaun Pollock retired from international cricket.
- 4 England's women had an outstanding year.

The complexity of cricket's governance structures and political processes, the issues of player behaviour and the application of the Code of Conduct, the standards of umpiring, the challenges posed by immensely difficult circumstances in Zimbabwe and the volume of cricket are challenges that I believe remain critical to the future of world cricket and are, with some regret, issues on which we have not made the progress I would have hoped during my time at the organisation.

The immediate challenge of dealing with the massive growth of Twenty20 and the establishment of domestic T20 leagues, creates opportunities and challenges that will undoubtedly require careful managing by my successor. The challenge that emerges from this is how we deal with the large sums of money that are being generated by these events. It is causing a fundamental review of the funding of the game. Part of this challenge is to maintain and promote the existing forms of the game, particularly Test cricket, that are valued by so many of our supporters.

The ICC World Twenty20 event showed that the ICC can run successful global events in a fan-friendly environment. India's victory in that event provided great momentum for the launch of the domestic Indian Premier League which has created huge excitement in the cricketing world and has the potential to bring many benefits to the sport. But the game's current ethos of the best players playing for their country is the cornerstone of the sport. Nation-versus-nation cricket matches underpin all of our Members. I believe we interfere with that at our peril in terms of the long-term success of the game.

It has been an honour and a privilege to serve as ICC Chief Executive and it has provided me with the opportunity to travel across the world to some fascinating places, allowed me to work with and meet some wonderful people, and play a role in making both the game I love and the organisation I have served stronger.

I have enjoyed it all and move on with many fond memories and lasting friendships. I look forward to watching the great game of cricket from the stands rather than the corporate box.

I wish my successor, Haroon Lorgat, the very best of success and happiness in the role. May cricket continue to prosper. 🏏



4



Delivering cricket's major events



1



‘The final - indeed the entire tournament - summed up what Twenty20 cricket is all about: fast, furious and entertaining.’

ICC World Twenty20 2007

The inaugural ICC World Twenty20 2007 event proved to be one of the most exciting cricket events of all time, sparking huge interest in the format across the globe.

India and Pakistan played out a dramatic final, which was only decided in the last over as India triumphed by five runs. It proved to be an even better game than the one between the same sides days earlier in Durban which had been settled by the first ever bowl out at an ICC event after a dramatic tie.

As the Times of India argued in its editorial two days later, “The final - indeed the entire tournament - summed up what Twenty20 cricket is all about: fast, furious and entertaining.”

The final created television history with the TV Ratings touching a peak of 15.2 - a record for Indian television. ESPN and Star Cricket had a combined rating of 21.2 and a channel share of 47.2, despite being up against popular reality TV shows being shown at the same time.

The event, the first under the new commercial cycle of rights between 2007-15, was also the first that saw IDI manage contracts directly with its sponsors and broadcasters, rather than through a third party.

ESPN STAR Sports, the ICC’s broadcast partner, provided cutting edge coverage with new and innovative camera angles including a suspended cable camera and new features including human-centric player profiles, the introduction of the biggest sixes property that showed the longest sixes hit during the game and tournament, a live fielding tracking graphic and other features such as the Corridor of Uncertainty to gauge wide balls. It was also the first ever event where ICC branded graphics were used in the official broadcast.

Played out in Cape Town, Durban and Johannesburg, attendances were very good with a short tournament format, affordable ticket prices (with lowest prices of R20 – about US\$2.5 – for Group matches) and a successful marketing



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- 1 West Indian Chris Gayle attacks Graeme Smith during his opening day century at the ICC World Twenty20 2007.
- 2 Pakistan celebrates after defeating Australia in the semi-final of the ICC World Twenty20.



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campaign, which included innovative television commercials targeted at a South African audience, drawing fans to the stadia.

Spectators at the ground were treated to an exciting Sportainment experience - that being a 'combined delivery of exciting stadium entertainment to match the fast and furious on-field action.'

This included DJ booths at each venue accompanied by a PA Announcer, dancers on podiums around the ground, the presence of Dr Beat - a character created by Cricket South Africa to interact with the spectators; distribution of hard hats; free face-painting, school kids promotion to encourage attendance figures; replay screens at each venue; pyrotechnics; dugouts and the event song. Their every need was attended to by a hugely successful volunteer team, who were hailed by the crowd at each of the venues in the volunteer parade.

Fans watching on television in more than 100 countries including territories as diverse as Canada, China or Japan, following the action on their mobile,



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listening to the audio stream provided by IMG or accessing the almost instant highlights of matches for free on the Yahoo powered official tournament website, www.worldtwenty20.com, were treated to some magical moments. These included Yuvraj Singh's six hitting display against England where he scored an incredible 36 off a Stuart Broad over, Chris Gayle's hundred on the opening night of the tournament, Brett Lee's hat-trick against Bangladesh and Shahid Afridi's consistent brilliance throughout which saw him win Man of the Tournament.

And the event was certainly a hit with spectators. A survey conducted by the official tournament website, which saw 91.5 million page views during the event, saw an average fan rating of over 4.6 out of 5 for the event, with 74% of supporters more supportive of the Twenty20 format than they had been before the event and the 'sportainment' drawing an average rating of almost 4 out of 5 across all age groups.

The twelve competing teams were split into four groups of three with the top two qualifying for two pools of four from which the top two went on to contest the semi-finals.



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Bangladesh shocked the West Indies by eliminating them from the Group stages, while the hosts South Africa crashed out at the Super Eight stage as Australia, India, New Zealand and Pakistan all progressed to the semi-finals.

But it was the dramatic final that will be remembered by most fans. Pakistan narrowly failed to reach India's total of 157-5, as they were bowled out for 152 all out off 19.3 overs, with Irfan Pathan capturing the Man of the Match Award. 🏏

- 3 Brett Lee takes a hat-trick against Bangladesh at Cape Town.
- 4 Yuvraj Singh hit six sixes off a Stuart Broad over in Durban.
- 5 The dancers were extremely popular at the ICC World Twenty20 2007.
- 6 England's Paul Collingwood is bowled against India.



6



'The emphasis of the U/19 CWC event is very much on development and grooming participants for the rigours of international cricket.'

ICC U/19 Cricket World Cup 2008

The ICC U/19 Cricket World Cup 2008 was the first to be held outside one of the top 10 cricket countries and it proved to be a spectacular success. Malaysia took on the job with enthusiasm, skill and expertise and put together an event that in many respects was the best yet.

While India eventually ran out the winner in a thrilling final under lights at Kinrara Oval, Kuala Lumpur, there were a number of other teams that proved the future of the game is in safe hands.

In all, 16 teams were split into four groups and played their games across seven venues in the cities of KL, Johor and Penang. Apart from the 10 Full Members and the host Malaysia, the remainder of the field was made up of qualifiers from the five regions, Americas (Bermuda), Europe (Ireland), Africa (Namibia), Asia (Nepal) and East Asia-Pacific (Papua New Guinea).

The top two teams from each group progressed to the last eight while the bottom two went into the Plate Championship.

India, having beaten England in the quarter-final, then saw off the challenge of New Zealand in the semis.

In the other half, South Africa grew in strength during the tournament and beat Bangladesh in the quarter-final before accounting for a talented Pakistan in the floodlit semi-final.

In a rain affected final, India made just 159 all out as South Africa's bowlers and fielders did a great job after winning the toss and electing to field, but a fine spell of bowling from man of the match Ajitesh Argal gave India victory.

Meanwhile, top Associate side Nepal just failed to repeat its heroics of two years previously when it won the Plate Championship. This time around, it lost to the West Indies in the final.

Although it was India's Virat Kohli who lifted the ICC U/19 Cricket World Cup, there was consolation for the side India beat in the semi-final, New Zealand, as its opening bowler Tim Southee was named as the

Player of the Tournament for his remarkable overall performance, taking 17 wickets at an average of just 6.64.

The emphasis of the U/19 CWC event is very much on development and grooming participants for the rigours of international cricket. The players were given education in matters of anti-corruption, anti-doping and the media, while the broadcast exposure and pressure will help many of those involved learn about what it takes to compete in a full-on ICC event under conditions that perhaps are not familiar to them.

ICC's host broadcaster ESPN STAR Sports produced live coverage of 10 matches which were televised in over 100 countries including the likes of Namibia and Papua New Guinea. With Official Audio Broadcasters, hearcricket.com, providing live streaming of commentary of those 10 matches and ICC's Official News Access Licensee providing news clips of the 10 matches to news broadcaster in close to 100 countries, the event attracted

1 Ahmad Shahzad of Pakistan bowls against South Africa during the ICC U/19 Cricket World Cup semi-final.

2 Virat Kohli of India poses with the ICC U/19 Cricket World Cup 2008.

significant media attention, both within Malaysia and overseas, particularly in India.

Continuing the theme of holding the U/19 CWC outside the Test world, the next event will be held in Kenya in 2010 with the one after that being staged in Canada. ☞





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ICC Test Championship

Australia secured its place at the top of the ICC Test Championship for the fourth year in a row by winning four of the six Test matches it played while its only loss came against India which finished runner-up.

Ricky Ponting's all-conquering Australia team started the season with a 21-point advantage over England and finished the season with a 30-point lead over India.

After England conceded its second place to South Africa following its 1-0 defeat in Sri Lanka, India snatched the spot from Graeme Smith's side due to its victory in the Perth Test by 72 runs. The Proteas won its Test series against the West Indies 2-1 at the same time but it was not enough to retain even third place as Sri Lanka nudged it into fourth.

The season also marked the retirement of the illustrious performers Inzamam-ul-Haq, Adam Gilchrist, Stephen Fleming and Shaun Pollock. Inzamam signed off in 14th position, Gilchrist in 23rd place,

Fleming in a career-best 13th position and Pollock in eighth place in the bowlers' list and in third position in the all-rounders' category.

It was also a successful year for batsmen with seven – Kevin Pietersen (1,196), Sourav Ganguly (1,170), Mahela Jayawardena (1,151), Sachin Tendulkar (1,114), Alastair Cook (1,093), Jacques Kallis (1,079) and Kumar Sangakkara (1,039) – making 1,000 runs in the 12-month period between 1 April and March 31. Graeme Smith and Neil McKenzie also made cricketing history by compiling a record Test partnership of 415 for the first wicket against Bangladesh while Kallis became only the 23rd player in history to achieve 900 rating points.

Sangakkara finished the year at the top of the LG ICC Player Rankings for Test batsmen while his Sri Lanka team-mate Muthiah Muralidaran topped the bowling rankings after once again becoming the most successful bowler in the history of the game. On 3 December 2007 in Kandy,

he bowled England's Paul Collingwood to claim his 709th Test victim to go past Shane Warne in the all-time list of wicket-takers. Muralidaran had also held the record in 2004 when he surpassed West Indies' Courtney Walsh's 519 wickets.

Muralidaran, with 55 wickets, was the third leading wicket-taker in the 12-month period between 1 April and 31 March behind South Africa's Dale Steyn (67) and India's Anil Kumble (60). England's Ryan Sidebottom (53) and

Monty Panesar (50) were the other bowlers to complete a half-century of wickets in that 12-month period.

South Africa's Mark Boucher also entered his name in the record books by becoming the record holder for most dismissals behind the wickets. He regained the record from Gilchrist by dismissing his Bangladeshi opposite number Mushfiqur Rehman.

In April 2008, the ICC announced Reliance as the new official partner for the ICC Rankings. 🌐



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DELIVERING CRICKET'S MAJOR EVENTS

- 1 Australia's cricketers celebrate defeating India in the Border-Gavaskar Series.
- 2 Muttiah Muralidaran celebrates taking his 709th Test wicket.
- 3 Kevin Pietersen of England had another successful 12 months.
- 4 New Zealand's Stephen Fleming leaves the field for the final time in Test cricket.



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- 1 South Africa was once again the leading ODI team.
- 2 England's Stuart Broad celebrates the dismissal of Brendon McCullum.
- 3 Sachin Tendulkar of India was a consistent performer.
- 4 Nathan Bracken was one of the world's leading bowlers.



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ICC ODI Championship

South Africa topped the ICC ODI Championship table at the crucial 1 April cut-off date for the second successive time by once again edging Australia into second place by the narrowest of margins. The Proteas were rewarded with US\$175,000 for the achievement of being the top of the table, while Australia pocketed US\$75,000 as runner-up.

In the last ODI series before the cut-off, South Africa entered the three-match series against Bangladesh sitting alongside

Australia on 127 ratings points but behind Ricky Ponting's side by just 0.529 of a point. However, Graeme Smith's men made a clean sweep of Mohammad Ashraful's side which earned it 0.720 points that was enough to put it ahead of Australia by 0.191 of a point.

The year started with Australia leading second-placed South Africa 130-126. But South Africa narrowed that gap to three points when it won its series against the West Indies 5-0. The Proteas' chance came due to Australia's four defeats in its home

tri-series, including losing the best-of-three final 2-0 to India.

It was double celebration for South Africa in Bangladesh where it not only reclaimed the coveted top place from Australia but Smith also took the number-one slot from India's Sachin Tendulkar in the ICC Player Rankings for ODI batsmen. The change of guard took place after Ponting had dominated the rankings for most of the 12-month period between 1 April and March 31.

New Zealand duo of Daniel Vettori and Jacob Oram grabbed the top bowling and all-rounder spots during the home series against England in February 2008. But while Vettori strengthened his position at the top of bowling list through the course of the series, Oram dropped two places to join West Indies' Chris Gayle in third place while Pakistan captain Shoaib Malik finished as the leading all-rounder at the cut-off date.

It was also a year to remember for India batsmen with Sachin Tendulkar,

Yuvraj Singh and Mahendra Singh Dhoni finishing as the top three leading run-scorers in the 12-month period between 1 April and March 31. Tendulkar scored 1,514 runs, Yuvraj Singh 1,227 runs and Mahendra Singh Dhoni 1,198 runs. Other batsmen to complete 1,000 runs in the 12-month period included Mahela Jayawardena (1,111), AB de Villiers (1,075), Graeme Smith (1,042) and Gautam Gambhir (1,003).

Australia's Nathan Bracken, with 35 wickets, was the most successful bowler in the 12-month period between 1 April and 31 March, followed by England's Stuart Broad, Australia's Brad Hogg and South Africa's Andre Nel, who took 31 wickets each. 🏏



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- 1 Jhulan Goswami was named ICC Women's Player of the Year.
- 2 Thomas Odoyo of Kenya won the ICC Associate ODI Player of the Year Award.
- 3 Ricky Ponting of Australia was a multiple award winner.

ICC Awards

Australia captain Ricky Ponting was named Player of the Year for 2007 at the prestigious ICC Awards, held at a glittering ceremony in Johannesburg ahead of the ICC World Twenty20.

Ponting, who collected the Sir Garfield Sobers Trophy for this accolade, also scooped the Captain of the Year award and was named in both ICC World Teams of the Year, as chosen by a panel of comprising greats of the game.

The Tasmanian had an outstanding year with the bat, dominating at both Test and ODI level, and also established himself as one of the most tactically aware and fearless captains in the world.

Ponting was joined on the winners' list by Australia team-mates Matthew Hayden, who took the ODI Player of the Year award, and Shaun Tait, who was named Emerging Player of the Year.

Jhulan Goswami followed in the footsteps of former Australia captain

Karen Rolton to become the second ever Women's Player of the Year. She beat Australia's Lisa Sthalekar and Claire Taylor of England to that honour.

For the first time, there was an award for the Associate ODI Player of the Year to mark the contribution that the non-Full Member teams are making to the world of cricket. Kenya all-rounder Thomas Odoyo became the inaugural winner of this award, having a fine year with both bat and ball.

In total there were eight individual awards handed out, a Spirit of Cricket Award and the two ICC Teams of the Year – for Tests and ODIs – were announced.

Pakistan run machine Mohammad Yousuf scooped the Test Player of the Year award and Sri Lanka took the Spirit of Cricket Award.

The World Test team of the Year was Matthew Hayden (Australia), Michael Vaughan (England), Ricky Ponting (Australia, captain), Mohammad Yousuf

(Pakistan), Kevin Pietersen (England), Michael Hussey (Australia), Kumar Sangakkara (Sri Lanka, wicketkeeper), Stuart Clark (Australia), Makhaya Ntini (South Africa), Mohammad Asif (Pakistan) and Muttiah Muralidaran (Sri Lanka). Zaheer Khan (India) was named 12th man.

The World ODI Team of the Year was Matthew Hayden (Australia), Sachin

Tendulkar (India), Ricky Ponting (Australia, captain), Kevin Pietersen (England), Shivnarine Chanderpaul (West Indies), Jacques Kallis (South Africa), Mark Boucher (South Africa, wicketkeeper), Chaminda Vaas (Sri Lanka), Shane Bond (New Zealand), Muttiah Muralidaran (Sri Lanka) and Glenn McGrath (Australia). Michael Hussey (Australia) was named 12th man. 🎯



3



'There is a meaningful qualifying pathway to the ICC Cricket World Cup for Associate and Affiliate Members.'

ICC World Cricket League

The ICC World Cricket League is a five-division structure designed to afford teams of various standards the opportunity to play regular one-day cricket against similarly ranked opponents regardless of where in the world they are located. It also ensures that there is a meaningful qualifying pathway to the ICC Cricket World Cup for the 91 ICC Associate and Affiliate Members.

This new structure of one-day cricket sits on top of the regional qualifying events to create a pyramid in which all teams have an opportunity to develop and an incentive to improve. Promotion and relegation between divisions enables teams to move up the world cricket ratings and aspire to joining the game's elite at the CWC.

Darwin hosted the ICC WCL Division 3 and the eight-team event featured 20 matches at six venues spread over seven days. It culminated with Uganda beating Argentina by 91 runs in the final. The

Cayman Islands, Fiji, Hong Kong, Italy, Papua New Guinea and Tanzania were the other teams that participated in the event.

The Cayman Islands' Steve Gordon finished as the leading run-getter with 253 runs from five matches while Papua New Guinea's Mahuru Dai scored 203 runs from five matches. Argentina captain Esteban MacDermott won the Player of the Tournament award for his 12 wickets in five matches while Uganda's Keneth Kamyuka left his mark as a promising all-rounder after scoring 85 runs and collecting eight wickets.

Uganda and Argentina, by virtue of reaching the ICC WCL Division 3 final, qualified for the ICC Cricket World Cup Qualifier in the UAE in 2009.

Those places were secured by the UAE, Oman, Namibia and Denmark when they

finished in the top four of Division 2. In the final, the UAE defeated Oman by 67 runs after Arshad Ali (133) and Mohammad Iqbal (111) helped the winners to 347-8. In reply, Oman was bowled out for 280 with more than six overs to spare. In the third/fourth position play-off match, Namibia defeated Denmark by four wickets while Uganda beat Argentina by 181 runs to finish fifth.

In perhaps the best match of the tournament, the UAE beat Namibia by five wickets with 27 balls to spare after the latter had set a 359-run target. The feature of the match was a 132-ball 196 by Namibia's Gerrie Snyman who clobbered 17 sixes and seven boundaries. Interestingly, it was the second time in two days that Snyman had scored a century but still ended up on the losing side after Oman beat Namibia by two wickets despite a magnificent 158 from the 26-year-old.

Snyman finished as the leading run-getter with 588 runs while the UAE's

1 Uganda celebrates victory at the ICC World Cricket League Division 3.



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Arshad Ali turned out to be the most valuable player by scoring 433 runs and taking 15 wickets – the most by any bowler in the tournament. 🎯



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ICC Intercontinental Cup



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The ICC's premier first-class tournament, the ICC Intercontinental Cup, has quickly grown in stature and profile since its inception three years ago to become an integral part of the Associate Members' cricket schedule.

Having previously been designed around a multi-group, three-day format, the event has evolved into an eight-team, round-robin and truly global tournament featuring four-day cricket which gives those teams who do not play Test cricket the chance to experience the longer form of the game.

The ICC Intercontinental Cup 2007-8 event, staged over a two-year period, has been progressing very well with five of the eight teams still with a chance of making the final, which will take place in November 2008 at a venue yet to be confirmed.

Namibia has been the surprise package of this year's event so far, taking into account all matches played until July 2008. In the second innings of its match

against Scotland at Wanderers Cricket Ground, Windhoek, Deon Kotze and Louis Klazinga put on a thrilling 47-run 10th-wicket stand to snatch the outright win from under the nose of Ryan Watson and his team.

The south-west Africans currently lead the table by 16 points from Kenya in second although Steve Tikolo's men have a game in hand. Third-placed Ireland – the defending champion – is a further 17 points behind but with two games in hand over the leader. The Netherlands and Scotland have outside chances of making the final but will be relying on two of the top three to slip up.

There have been some spectacular performances in this highly competitive competition.

On the batting front, Geri Snyman's 230 out of Namibia's total of 282 set up a remarkable come-from-behind victory against Kenya at Sharjah and was surely the innings of a tournament that has already yielded 25 centuries.

There have been four partnerships in excess of 200 runs, including two involving Ireland's Andre Botha, not to mention a remarkable partnership of 180 for the ninth wicket between Sunil Dhaniram and Kevin Sandher of Canada against the UAE at King City.

With the ball, the stand-out performer of the tournament so far has been Kola Burger of Namibia. The left-arm seamer has taken 30 wickets in five matches at an average of just 13.73, including three five-wicket hauls.

Hiren Veraiya (22 wickets) of Kenya, Edgar Schiferli (19 wickets) of the Netherlands and Scotland's John Blain (18 wickets) have also been in great form. The best individual piece of bowling came from Steve Welsh of Canada, whose figures of 7-42 and 5-51 against the UAE are the best in any match so far.

1 Bas Zuiderent of the Netherlands against UAE.

2 Kenyan bowler Nehemiah Ngochi.



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ICC Women's World Cup Qualifier

The first ever official global ICC women's event took place in February and saw South Africa and Pakistan qualify for the ICC Women's World Cup 2009.

The qualifying event, which had been scheduled for Pakistan but was moved for security reasons to Stellenbosch, South Africa, was an important milestone in the development of the sport under the banner of the ICC who took over the running of the women's game in 2005.

There was some excellent cricket on show, with South Africa and Pakistan deservedly qualifying for Australia as they played the best and most consistent cricket throughout the week.

In a one-sided final, South Africa crushed Pakistan by eight wickets as Alicia Smith, who during the match became the first women from her country to take five wickets in an ODI, inspired her side to an easy victory as Pakistan stumbled to just 61 all out.

Sana Mir (Pakistan) and Caroline De Fouw

(Netherlands) shared the Player of the Tournament Award, although there were some excellent individual performances from Isobel Joyce (Ireland) who finished the event as the leading run scorer.

On the bowling front, Sunette Loubser, who took an incredible 6-3 for South Africa against Bermuda, Alicia Smith and Kari Anderson (Scotland) finished joint leading wicket takers with each taking eleven scalps.

Urooj Mumtaz, who captained Pakistan, and Lotte Egging of the Netherlands also added their names to the record books when they both claimed their first ODI hat-tricks, while South African skipper Cri-Zelda Brits was the only centurion at the event with her 107* against the Netherlands.

The two losing semi-finalists, Ireland and the Netherlands, may have missed out on World Cup qualification but they could at least take away the consolation that a top four finish at the event guaranteed them a place in the top 10 of the world

- 1 South Africa's Olivia Anderson goes on the offensive against Ireland.
- 2 Pakistan celebrates qualification for the ICC Women's World Cup 2009.

rankings. This guaranteed them their ODI status for the next four years.

For the likes of Papua New Guinea, who played their first ever competitive matches on a turf wicket during the event, and Bermuda, who struggled to compete against some of the stronger sides, the tournament provided

invaluable experience which they will look to build on at future ICC events, while Scotland and Zimbabwe also played some good cricket throughout the week.

South Africa and Pakistan also secured their place at the ICC World Twenty20 2009 through their performances at the event.



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Promoting and protecting the game and its unique spirit



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- 1 Shaun Pollock is congratulated by Dwayne Bravo after playing his last match at Johannesburg.
- 2 India's Yuvraj Singh smiles as he is greeted by England's Kevin Pietersen.
- 3 Ellyse Perry of Australia signs autographs for fans.
- 4 Pakistani cricket captain Shoaib Malik shakes hands with Zimbabwean cricketer Keith Dabengwa.



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The Spirit of Cricket

The ICC's vision for cricket is that it should captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities.

Central to this ambition is promoting the Spirit of Cricket, an ethos on how the game should be played and viewed both on and off the field.

The Spirit of Cricket, enshrined through the Laws of the Game, was defined as part of the ICC's Strategic Plan 2006-10. This definition includes:

Cricket enjoys a unique mix of attributes in international sport. It is underpinned by rich traditions and high values; it is played under a guiding principle of respect; it evokes passion, commitment

and excitement; it is truly multi-cultural, it stands proudly on the world's sporting stage, it is a sociable game that forges deep long-lasting friendships; it is a team sport that combines skill, strategy, endeavour and athleticism; above all it is a game that means many different things to many different people and provides endless joy to those that it touches.

As part of cricket's social responsibility, the ICC is committed to using major events, such as the ICC World Twenty20, as a platform to raise the awareness of issues such as Diversity and HIV/AIDS as well as the wider aims of the Spirit of Cricket.

A number of leading players during the ICC World Twenty20 promoted the Spirit of Cricket including Brett Lee (Australia), Tamim Iqbal (Bangladesh), Darren Maddy (England), Virender Sehwag (India), Maurice Ouma (Kenya), Shane Bond (New Zealand), Salman Butt (Pakistan), Shaun Pollock (South Africa), Jehan Mubarak (Sri Lanka) and Prosper Utseya (Zimbabwe) by talking

about what the concept meant to them in a campaign which was run on the tournament website.

While there have been a number of high profile confrontations on the field of play in the last year, bringing into the focus the on-field behaviour of players more than ever before, the ICC Code of Conduct remains an integral tool in ensuring that players maintain the standard of behaviour that is expected of international cricketers on the field of play.

In addition, the ICC wrote to all Full Member countries in March 2008 reminding them and their players of their responsibilities on the field of play. Following this letter, the leadership of all of the top countries undertook to prioritise an improvement in player behaviour. 🏏



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‘ICC believes that the umpires perform to the best of their abilities in what is a challenging job.’

Umpires and Match Referees

It has been a challenging year for Umpires and Match Referees in international cricket and a number of structural changes are in the process of being implemented to provide additional support to the game’s top officials.

The ICC Umpires’ Task Force was set up in June 2007 to review the structure and resources allocated to the development and support of umpiring. After meeting in September it proposed a number of recommendations which the ICC Board approved in October.

Firstly, the Emirates Elite Panel of ICC Umpires has been expanded from 10 to 12 in order to cope with busy periods in the cricket calendar. This will also ensure the leading officials can spend less time away from home and gives them more time to work on their skills and mentor up-and-coming officials in their own countries.

The Board also approved the recommendation that an accreditation process will be developed and implemented for umpires wishing to gain entry to the International Panel.

Another initiative will see five regional umpire coaches/mentors appointed to work with the Elite and International Panel Umpires from their region as well as all visiting umpires.

It was agreed that the payment structure for Elite Panel Umpires should provide sufficient incentive for officials to aspire to be appointed to the top level; and also that each umpire should be paid a merit-based increment.

The Board decided that the selection of umpires to the panels should be carried out by an independent three-person selection group chaired by a fourth person, the ICC General Manager – Cricket.

Meanwhile, the current policy regarding the appointment of neutral umpires for Test matches and ICC events was retained.

The controversial Sydney Test between Australia and India brought the officials as well as the players into the spotlight.

1 Steve Bucknor (L) and Simon Taufel.

2 England bowler Monty Panesar and umpire Mark Benson.

3 Billy Bowden (L) and Asad Rauf.

While many questioned the decision to withdraw Steve Bucknor from the next Test, the ICC recognised that requesting him to stand in the match would have placed him and his colleague in an untenable position.

While the performances of match officials have been occasionally subject to criticism, the ICC believes that the umpires perform to the best of their abilities in what is, especially in an age of television scrutiny, a challenging job and that decision making standards remain high. For the period April 2007 to March 2008, the average correct decision percentage of all umpires in Test cricket was 94.3% and for ODI matches was 95.1%.

The ICC Board also resolved in March 2008 that Darrell Hair would remain on the Emirates Elite Panel of ICC Umpires and would be appointed to umpire matches involving Full Member teams. This position will be reviewed at the end of March 2009.



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‘Community groups at risk of contracting HIV were able to watch and meet their heroes at training sessions.’

Tackling HIV/AIDS

The ICC continued to develop its partnership with UNAIDS, UNICEF and the Global Media AIDS Initiative to raise awareness and reduce stigma around people living with HIV/AIDS.

At the ICC World Twenty20 2007, a number of players visited community

projects as a show of support for people living with HIV/AIDS, as the global partners of the campaign and loveLife, a South African charity focused on supporting HIV prevention amongst teenagers and young adults, united for the tournament.



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- 1 AB De Villiers and Graeme Smith meet children from a UNICEF supported project at the ICC World Twenty20 2007.
- 2 New Zealand's Jeetan Patel joins in with ball games at the Little Champs Academy in Johannesburg.
- 3 Kumar Sangakkara provides some coaching tips.
- 4 Isobel Joyce of Ireland passes on her bowling skills.



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Among those to visit community projects were Nathan Bracken (Australia), Dimitri Mascarenhas (England), Ross Taylor (New Zealand), Kumar Sangakkara (Sri Lanka) and Vusi Sibanda (Zimbabwe), while community groups at risk of contracting HIV were able to watch and meet their heroes at training sessions involving the likes of the South Africa, Pakistan and India teams. Other lucky children were provided with the opportunity to attend event matches.

At all ICC World Twenty20 2007 matches, advertising boards carrying the Unite for Children, Unite Against AIDS slogan were displayed bringing the campaign to the attention of the millions of the viewers watching at home.

The 500 volunteers at the ICC World Twenty20 2007 also received education sessions from UNAIDS and loveLife, providing important information on how to reduce the risks of contracting HIV in a country with the highest rate of infection in the world.

Public Service Announcements were shown both in the stadia and by broadcasters around the world, featuring leading international players, while further Public Service Announcements were filmed at the ICC World Twenty20 2007 and these were premiered for the first time in April 2008.

For the first time in the history of the partnership, women's players took part in a visit to promote the initiative at the ICC Women's World Cup Qualifier in Stellenbosch, South Africa as players from Ireland, the Netherlands, Papua New Guinea and South Africa visited a school project.

Players in televised matches at the ICC U/19 Cricket World Cup also wore red ribbons as a show of support for people living with HIV/AIDS, while around World AIDS Day on 1 December all players taking part in international cricket around the world supported the campaign in the same way. 🎗️

‘The off-field camaraderie amongst players is a celebrated feature of the game.’

Celebrating cricket’s diversity

The 101 Members of the International Cricket Council are drawn from across the world and help make cricket a truly global game.

Cricket has a rich and diverse history and regularly demonstrates the capacity to break down boundaries and draw cultures together. There is a strong tradition of fans from rival teams enjoying matches side by side and the off-field camaraderie amongst players is a celebrated feature of the game.

To celebrate this the ICC introduced a Diversity Day for the first time in 2007 at the ICC World Twenty20 2007. Key messages were promoted in broadcasts, in stadia and through a dedicated section of the event website, while there were also visits to schools by the South Africa team in Johannesburg and the Pakistan team in Durban. The next Diversity Day will take place at the ICC Champions Trophy 2008.

The ICC’s Anti-Racism code – one of the toughest in world sport – was amended and confirms a commitment from the

ICC and its Members to promote and encourage participation at all levels regardless of race, religion, national or ethnic origin and to ensure that there is no discrimination in the sport.

It requires ICC Members to impose punishments on spectators found guilty of racial abuse, including ejection from the venue or even a life ban, and deliver measures aimed at preventing incidents of racism.

To assist Members with the adoption of the amended Anti-Racism Code, the ICC has developed an implementation template that sets out the actions that must be undertaken at international matches. The effective delivery of these requirements is monitored by the ICC’s match referees.

Members failing to uphold the Code face penalties if racist incidents happen at a venue under their control. These penalties range from warnings through to fines and the possible withdrawal of international status from a venue.

1 Cricket fans stand outside the Chinnaswamy Stadium in Bangalore.

2 Foreign cricket fans wearing Pakistani team jerseys.



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During the past year, allegations of racism both on and off the field of play have been treated seriously by the ICC. There is no place for racism in world cricket. The ICC is also examining whether further steps are necessary to promote cultural understanding.

The ICC’s commitment to ensuring the diversity of the sport is respected by its participants is also enshrined in the Code of Conduct for Players and Officials. Under the Code of Conduct, on-field racism is considered one of the most serious

acts that can be committed, with the possibility of a life ban for anyone found guilty of such an offence.

Furthermore, at the ICC’s request, Justice Albie Sachs from South Africa, drafted a template for legislation aimed at strengthening the ICC Anti-Racism provisions by making racist chanting at cricket matches an arrestable offence. The Board adopted this template and agreed that each Member would lobby for the clauses to be included in their domestic legislation. ☞

‘As part of its services to Members, the ICC is currently in the process of developing an anti-doping education program.’

Anti-Doping

1 Players receive anti-doping education at the ICC U/19 Cricket World Cup 2008.



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The ICC is a signatory of the World Anti-Doping Agency (WADA) Code and plays an active role in ensuring that cricket remains a drug free sport.

It conducted anti-doping testing at the ICC World Twenty20 2007 in South Africa and the ICC U/19 Cricket World Cup 2008 in Malaysia.

Before these events, the ICC continued its practice of distributing resources aimed at players, including a pocket guide and wallet card, which provide guidance on anti-doping protocols and risks.

As part of its service to Members, the ICC is also currently in the process of developing an anti-doping education program so that Members can use it in the future to educate their players and officials.

This program was piloted with 10 of the 16 participating teams at the ICC U/19 Cricket World Cup and the feedback from the sessions was very positive.

All of the ICC Full Member countries have made a commitment to introduce their own WADA-compliant policies in their territory by June 2009. While there is still a lot of work to be done in this area by some Members, the ICC is encouraging this commitment to be met before this deadline. During the past year, ICC appointed a member of staff whose remit in the Member Services & Corporate Affairs Department includes providing additional support in anti-doping.

The ICC also takes an active role in keeping up to date with key policy issues relating to anti-doping. It participated in the WADA consultation process to amend the WADA Code and was represented at the third World Conference on Anti-doping in Sport, which was held in Madrid in November 2007. ☞



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1 Many, millions of dollars was bet on the ICC World Twenty20 2007.

Anti-Corruption

The International Cricket Council is today recognised as a world-leader in the fight against corruption in sports. The Anti-Corruption and Security Unit acts as the ‘eyes and ears’ of the ICC, to ensure that the game of cricket is played in a safe and secure environment.

The Unit’s three main objectives are:

- i) to educate players and match officials against bringing cricket into disrepute;
- ii) to do preventive vigilance at all matches and tournaments by enforcing ‘minimum standards’ approved by the Executive Board; and
- iii) to enquire and investigate breaches of the ‘Code of Conduct’ of the ICC.

The ACSU continues to pursue these objectives vigorously.

In recognition of the ACSU’s efforts to fight corruption in the field of sports, Lord Paul Condon, the Chairman of the ACSU, was invited by the International Olympic Committee in December 2007, to make a presentation to the IOC Executive Board, explaining the successes achieved in eradicating corruption from the game of cricket. This builds on other occasions when the ICC has provided advice to IOC and other international sporting bodies on the robust processes and protocols that are implemented in international cricket.

As part of the ACSU’s Education Programme, all players and match officials are administered an Integrity Education talk. Such education alerts players and officials against lurking dangers and traps set up by potential corruptors. A major focus of this programme is young players and the ACSU was present at the ICC U/19 Cricket World Cup in Malaysia to deliver the Anti-Corruption Education Programme to all 16 participating teams.

In its preventive role, the ACSU remains vigilant. Every international match between the main cricketing nations is covered by one of the five Regional Security Managers. They ensure that strict anti-corruption protocols are enforced at all venues, particularly around the dressing room areas. During the past year there have been no major breaches of restrictions and protocols around the players and match officials area.

The ACSU’s Information Manager co-ordinates intelligence gathering, collating and disseminating information to the appropriate officers of the ACSU. He also continues to build an international network of contacts, both in the legal and illegal betting markets. These relationships not only provide a wealth of information on potential corruptors, they also assist in investigating allegations and breaches effectively.

The ACSU played a major role in assisting the police investigation into the death of Bob Woolmer, who tragically died in March 2007 in the Caribbean, during the ICC Cricket World Cup. There was no link between Woolmer’s death and cricket corruption.

An investigation was also conducted against the West Indies player Marlon Samuels, for breach of the ICC Code of Conduct and a report was sent to the WICB. ☎



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PROMOTING AND PROTECTING THE GAME AND ITS UNIQUE SPIRIT

1 ICC President Ray Mali speaks to delegates during the ICC Annual Conference at Lord’s Cricket Ground on June 29, 2007 in London

2 Justice John Hansen, of the New Zealand High Court, talks at a press conference about Harbhajan Singh’s hearing.

Governance

The ICC’s primary policy-making body is its Executive Board which meets three times a year and comprises a Director from each of the ten ICC Full Members and three Associate Member Directors. The Full Member Directors are appointed by each individual Member and are generally the President or Chairman of the national federation, the Associate Member Directors are elected through a ballot of all 33 Associate Members and five representatives of the Affiliate Members. The Executive Board is chaired by the ICC President who, along with the ICC Chief Executive, sits on the Board in an ex-officio, non-voting capacity.

The work of the ICC Board is supported by a number of Committees, including the ICC Chief Executives’ Committee, the Cricket Committee, the Audit Committee, the Governance Review Committee, the HR, Remuneration and Appointments Committee, the Development Committee, the Code of Conduct Commission, the Women’s Committee and the Finance

and Commercial Affairs Committee. These Committees make important recommendations on policy which is then considered by the Board.

The ICC also formed its first permanent Medical Committee in 2008, which met for the first time in May 2008. The Medical Committee will provide leadership on medical and sports science issues and will have specific duties at ICC Events in particular in relation to anti-doping.

Following the death of the former ICC President Percy Sonn, the Governance Review Committee met in Cape Town in June 2007 to discuss the appointment of the next ICC President and, following its recommendation, Ray Mali was appointed as President for a period of one year. This was confirmed by the Executive Board and the Annual Conference 2007.

Also at the Annual Conference the Members approved the next two Presidents of the ICC. David Morgan from England and Wales, was appointed to

serve from 2008-10, while Sharad Pawar from India was appointed to serve from 2010 to 2012. This provides clear leadership direction for the next five years.

The membership agreed that in future both the President and the Vice President would serve a two year term and that a new regional rotational system for the selection of future ICC Presidents would be put in place. This required constitutional changes which were made at a Special Meeting of the ICC held in October 2007. As a result of these changes, the ICC Nominations Committee was disbanded. ☎



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Providing excellent service to Members and stakeholders

‘The ICC’s staff is drawn from across the world, reflecting the diversity of the organisation’s membership.’

1 The ICC head office staff in Dubai.

ICC Office Structure

The ICC head office, which is supported by five regional offices across the world, is based in the Dubai Media City Free Zone in Dubai, United Arab Emirates. It will relocate around 10km down the road in 2009 to a purpose-built complex in Dubai Sports City. This geographical base at the heart of the cricketing world provides a central point for many of the ICC’s meetings and committees.

As the global governing body of the game, the ICC’s staff is drawn from across the world, reflecting the diversity of the organisation’s membership. These staff play an important function in servicing both the ICC’s Members and the game’s stakeholders.

The five regional offices are based in Melbourne, Kuala Lumpur, London, Johannesburg and Toronto. They provide a local point of contact for the Associate and Affiliate Members to gain support from their ICC Region on a range of development issues. 🌀



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‘In September 2007 the ICC hosted the biggest ever gathering of state, county and province Chief Executives in South Africa.’

1 Speakers at the State, County, Province Meeting in September 2007.

Servicing Members



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The ICC’s commitment to delivering excellent service to Members has been evidenced in a wide range of ways over the year.

In particular the focus has been on developing education and training resources and processes with the emphasis always on the production of programmes that can be delivered by Members themselves.

A uniform set of ICC Coach Education benchmarks has been approved against

which all Members will soon have an opportunity to have their coach education courses evaluated and update them as required.

This will be complemented in 2008 by the introduction of the first modules of the ICC Cricket Administrator Program (CAP), a suite of educational resources targeted at meeting the needs of those that administer the game.

As well as creating an anti-doping education program, which along with

administrator education, was highlighted as a priority by Members in the ICC Annual Members Survey in 2007, the ICC has also developed Presenter and Assessor Training courses to ensure all those that deliver the CAP and other education programmes are well-versed in the principles of competency-based training and the effective delivery of information and feedback.

As the global governing body, the ICC undertakes to serve as an effective platform for information exchange between Members. This manifested itself at the ICC Annual Conference with the ICC adding a Members’ Seminar on Sponsorship and Branding to the week’s agenda for the first time and introducing a Members’ Forum at which over 40 countries were given an opportunity to share their views on the future of the game. Amongst the speakers at this event was Michael Holding, one of several high-profile former and current players on the influential ICC Cricket Committee, who

shared his views on the Spirit of Cricket.

In September 2007 the ICC hosted the biggest ever gathering of state, county and province Chief Executives in South Africa. The delegates, drawn from four continents, spent two valuable days discussing important shared issues that impact on the administration of the game below international level.

The third ICC Finance Forum took place in March 2008 and brought together the finance managers of the Full Member boards. This year has also seen the formation of the Cricket Communications Group for the communications managers of ICC Full Members which has helped advance the collective promotion of the image of the game, women’s cricket and major events.

The ICC is also committed to providing targeted assistance to help selected Members improve very specific areas of their operations through its Business Improvement Program. 🌀



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- 1 Rodney Trott of Bermuda U/19s attacks against Ireland U/19.
- 2 Fraser Watts of Scotland at ICC World Twenty20 2007.
- 3 Isobel Joyce and Jill Whelan of Ireland celebrate at the ICC Women's World Cup Qualifier.

Development Program

The ICC Development Program is responsible for the growth of cricket outside the traditional Test playing countries.

As well as supporting a series of global Development events, including the ICC Intercontinental Cup, the ICC World Cricket League and the ICC Women's World Cup Qualifier, the Program is responsible for supporting the strategic development and growth of cricket in the 91 Associate and Affiliate Members of the ICC.

The work of the Program is currently focused on five priority areas, namely:

- improving Member governance and administration
- retaining and transferring participants from junior involvement to junior playing
- assisting the generation of non-ICC income in and for the benefit of Member countries
- focusing on the integration of women's cricket in regional and Member activities
- improving playing and education standards

To ensure the ongoing effective delivery of the ICC Development Program's aims, key performance indicators (KPIs) have been attached to the five priority areas against which all of the ICC's regional offices are now measured.

In the past year, the ICC High Performance Program (HPP) continued to provide important targeted support to the top Associate Members in an effort to improve the quality and quantity of cricket for teams closest to the top tier.

The High Performance Manager works with the leading Associate countries to prioritise strategies for their own high performance programs, player development pathways and administrative structures directed at improving on-field performance. There have been a number of encouraging developments on and off the field in this regard, such as the appointment of a Chief Executive at Cricket Canada for the first time which completed a strategic objective of having full time professional



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administrators in this role in all of the top six High Performance countries.

Much work has also been focused on the development of new increased funding scenarios for the Development Program, following the success of the ICC's broadcasting deal, and these will be rolled out in the coming year and will

provide greater opportunities for progress than ever before.

These opportunities, which will be supported through the roll out of educational materials aimed at key areas of work, will help ensure the continued growth of the sport around the globe. 🌍



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‘2007 saw the highest ever increase in new junior cricket activity.’

ICC Development Program - Regions

During 2007, the ICC Development Program experienced unprecedented rates of annual growth around the world. The highlights of these figures were:

- **Participation** – 17% increase in overall participation, including a 5% increase in senior playing (formal competition teams), an 11% increase in junior players (formal competition team) and a 23% increase in junior involvement
- **Coaches** – 5% increase in total qualified coaches, 3% increase in active coaches
- **Umpires** – 7% increase in total qualified umpires, 11% increase in active umpires
- **Grounds** – 5% increase in total grounds (incl. 6% increase in turf grounds)
- **Administration** – 31% increase in employee levels.

This summary demonstrates very positive progress over the past 12 months, and is a tribute to the efforts of the local cricket workers and

enthusiasts that dedicate themselves to the improvement of the sport across the developing cricket world. It is also a sign that the development strategies of National Cricket Boards, along with the assistance of the ICC Regional Development Programs and the Full Members that support them, is paying off.

Within these results, it is also worth highlighting that 2007 saw the highest ever increase in new junior cricket activity – 45,457 more participants in competitions and involvement programs – than any year on record. Further, 131 new part time and full time employees of National Cricket Boards, is also a record in terms of increases in administration over a 12 month period.

Given that sustainable growth and the strengthening of Member country governance and administration are key strategic objectives of the ICC Development Program, these results bode well for the future of cricket beyond its traditional boundaries.



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- 1 Young people play cricket in Bermuda.
- 2 Lotte Egging (bowler) and Violet Wattenberg (wicketkeeper) celebrate a wicket against Pakistan.
- 3 Children in Switzerland enjoy a moment of success.
- 4 Cricket in Nepal.



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5 Papua New Guinea achieves a run out at the ICC Women's World Cup Qualifier.

6 The Cayman Islands bowl at the ICC World Cricket League Division 3.

7 A disability cricket project in Vanuatu.



6

Each Region runs comprehensive programs and here are some of the highlights from around the world which demonstrate ways in which the five key objectives of the ICC Development Program are being achieved:

AFRICA - ASSISTING THE GENERATION OF NON-ICC INCOME IN AND FOR THE BENEFIT OF MEMBER COUNTRIES

The Regional offices are responsible for supporting the generation of non-ICC income, both for the regional office and in supporting Member countries. In Africa, the Regional Manager negotiated a Motor Vehicle Sponsorship and has helped to gain Provincial League Sponsorship from Sahara Computers for Cricket Kenya. The office has also supported successful applications for Government funding for several African Members.

AMERICAS – RETAINING AND TRANSFERRING PARTICIPANTS FROM JUNIOR INVOLVEMENT TO JUNIOR PLAYING

Countries in the Americas have embarked on major projects that will expand the involvement of school children playing



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cricket. The Surinaamse Cricket Board, in partnership with its Ministry of Education, has entered a five year plan that will eventually reach close to 20,000 school children in over 200 schools. In the USA the PSAL cricket program in New York will see high schools in the area playing in an organized and structured league - the first of its kind in the USA.

ASIAN CRICKET COUNCIL - FOCUSING ON THE INTEGRATION OF WOMEN'S CRICKET IN REGIONAL AND MEMBER ACTIVITIES

The first international tournament for Asian women outside India, Pakistan and Sri Lanka was a major breakthrough. It brought together players from countries as diverse as Bangladesh, China and the United Arab Emirates and received considerable international coverage. Bangladesh was the tournament victors, beating Nepal in the final at Johor Bahru in Malaysia in July 2007.

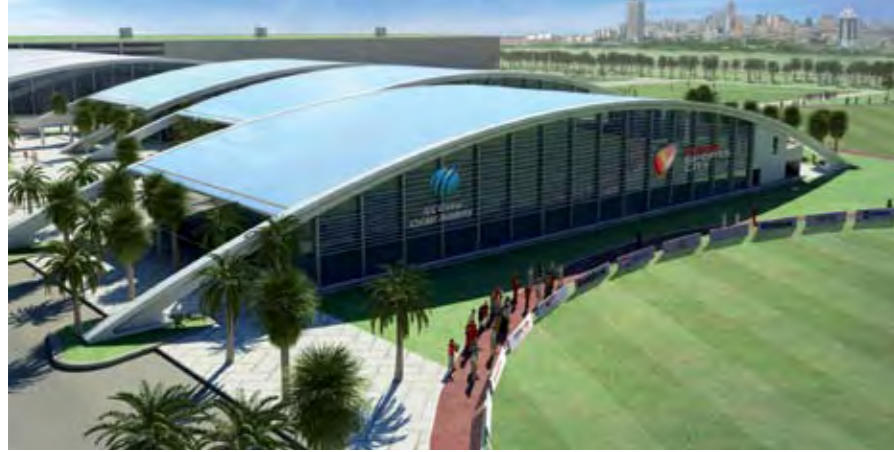
EAST ASIA-PACIFIC – IMPROVING MEMBER GOVERNANCE AND ADMINISTRATION

Cricket Fiji appointed its first full-time National Head Coach/High Performance

Manager. He will have an enormous role to play as Fiji build up to the ICC World Cricket League Division 4 tournament in Tanzania in October 2008. Japan also made significant steps in improving their governance and administration, appointing their first Chief Executive Officer while Papua New Guinea appointed a General Manager for the first time.

EUROPE - IMPROVING PLAYING AND EDUCATION STANDARDS

The Europe Region launched the new ICC European Coaches Association (ECA) which will act as a subsidiary of the ECB Coaches Association. This initiative has been set up to improve communication between coaches within the Europe region and to provide opportunities for the ongoing development of their coaching skills. It also acts as a Forum for the transfer of knowledge, information and experience.



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- 1 The ICC Global Cricket Academy will be one of the finest cricketing facilities in the world.
- 2 The ICC Global Cricket Academy under construction.
- 3 Artist impressions of the ICC Global Cricket Academy complex.

ICC Headquarters and Global Cricket Academy

As part of ICC's relocation to Dubai an agreement was made with the authorities that the ICC's new Global Headquarters would be built in Dubai Sports City.

The designs were created and agreed by the ICC Board for the building of a three storey office block of 3,000 square feet and in July 2007 a contract was signed for AMBB a local Dubai company to construct the headquarters.

Construction has now started and the target for completion is December 2008.

Located next to the new Headquarters, will be the ICC Global Cricket Academy (GCA) which has been designed to provide opportunities for players, coaches, curators and administrators to hone their skills and learn new ones in an environment focused on progress and achievement.

It has been conceived as a flexible facility so that tailor-made programmes can be built to suit the specific needs of individuals and teams. As such, the best national, domestic and underage squads will be able

to use the facilities for intensive training and take part in competitive tournaments on the two outdoor academy ovals and in the nearby 25,000-seater dedicated cricket stadium that will be owned and maintained by Dubai Sports City.

Construction began on the ICC GCA in 2007 and is progressing well, while work on the ovals began in February 2008, with the cricket pitch construction beginning in April 2008.

Rodney Marsh, the ICC GCA Director of Coaching, along with the GCA General Manager has made several key visits in the past year educating the ICC's Members and stakeholders on the facilities that will be available.

The first practice matches on the GCA Ovals are expected to take place later in 2008 and the GCA is expected to open for business at the start of 2009.



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- 1 The England women's team celebrates a Test victory over Australia.
- 2 South Africa lifts the ICC Women's World Cup Qualifier trophy.
- 3 Alex Blackwell of Australia.

Women's Cricket

The ICC's current women's cricket strategy has set five key objectives which are:

- to increase participation in all areas and at all levels of the game
- ensure successful integration of women's cricket within ICC management and governance
- ensure the effectiveness of women's cricket integration in Member countries with a particular focus on the top 10 ranked countries and Full Members,
- establish and maintain an international women's cricket schedule
- improve the competitiveness of cricket at international level.

The growth of the women's game can be seen by the fact 89 of the 101 ICC Members now have some form of women's cricket. This compares to there being 15 Members of the IWCC at the point of integration with ICC in 2005.

The inclusion of the ICC Women's World Cup in the bundle of ICC events, guaranteeing a minimum of six

live broadcast of matches at the 2009 and 2013 events, will bring unprecedented exposure to the game and the preparations for these events are integrated across the ICC's administration. To help the teams prepare for next year's event, the ICC's High Performance Manager ran camps for both Sri Lanka and the West Indies as part of the ICC's efforts to raise standards across world cricket.

There has been some excellent progress of integration in Member countries, notably from the England and Wales Cricket Board, who announced they were contracting eight female players allowing them to coach and train – an unprecedented and innovative step for the women's game. Cricket Australia also provided the opportunity for Australia and England to play a Twenty20 curtain raiser at the MCG, ahead of the men's game between Australia and India, which followed the women's Twenty20 curtain raiser at the Afro-Asia Cup.

In the period May 2007 to April 2008, a total of 36 ODIs, two Test Matches and eight Twenty20 International matches were played, including the ICC Women's World Cup Qualifier, with this new competition hopefully helping to raise the standards of the game. High profile series included a thrilling ODI contest between New Zealand and Australia in March 2008, which the visitors edged 3-2, while Australia and England shared the honours in their ODI series, before England regained the Ashes in their only Test match. As well as the ICC Women's World Cup Qualifier, there was also the inaugural ACC women's tournament in Malaysia and an expanded Regional Championships for the Americas Region.

The next year presents an exciting opportunity to build the profile of the women's game, with both the ICC Women's World Cup and the ICC World Twenty20, and with ever improving performances from the likes of Jhulan Goswami, who was named ICC Women's Player of the Year, Lisa Sthalekar and Charlotte Edwards, as well

as exciting new talents such as Ellyse Perry, there is potential to make these names more recognisable to cricket fans across the globe. 🌐



3

‘Cricket will now be able to participate in many of the key decision-making forums of international sport.’

IOC Recognition

In developing its 2006-2010 Strategic Plan, the ICC set the attainment of recognition by the International Olympic Committee (IOC) as one of its key objectives and in December 2007 the IOC Executive Board approved ICC's application to become an IOC-recognised International Federation at the first time of asking.

This important achievement has done three things for the sport of cricket. Firstly, it integrates cricket into the community of international sports more closely than ever before. Secondly, it will bring both direct and indirect benefits to national cricket federations in parts of the world where sports administrators and governments have not historically provided financial or other support to the game. And thirdly, it opens the door should ICC decide to mount a campaign for cricket to become part of the programme of the Summer Olympic Games for the first time since 1900.

Cricket will now be able to participate in many of the key decision-making forums of international sport and it has already

found more opportunities than ever before to share good practice with other sports. In the last year ICC has shared its expertise with the IOC and several leading international federations in the area of corruption and sports betting and has benefitted from the experience of other sports in developing its own anti-doping processes and women's cricket strategy.

The IOC Executive Board's decision to recognise ICC was taken shortly after an historic first bilateral meeting at its headquarters in Lausanne between the IOC President Jacques Rogge and the ICC President Ray Mali that was also attended by President-Elect David Morgan and ICC Director HRH Tunku Imran (who is also an IOC Member).

One of the interesting insights from that meeting was Mr Rogge's keen enthusiasm for cricket as both a participant, he played the sport during summer vacations in England in his youth, and television viewer. The meeting included discussions on the synergies between the values of

the Olympic Movement and the Spirit of Cricket and it is hoped that future opportunities can be identified for the two bodies to work in partnership to convey the positive aspects of sport.

The programme for the 2012 Olympic Games has already been determined and IOC recognition does not mean that cricket will automatically be considered for the 2016 Games when the programme for that event is decided in 2009. Instead the ICC and its Members must decide whether to make a collective commitment to pursue participation in the Olympic Games as a new strategic objective.

Given the four cricket-crazy countries of the Indian sub-continent - which account for over 20 per cent of the world's population - picked up only one silver medal between them at the Athens Olympics, it could be argued that closer collaboration between the IOC and cricket could be the ideal way of spreading the Olympic message to this large audience. ☎



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1 Could future Olympic Games see similar scenes to that of the SCG on a match day?

2 ICC delegates meet IOC President Jacques Rogge.



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2

PROVIDING EXCELLENT SERVICE TO MEMBERS AND STAKEHOLDERS

1 Sri Lanka fans show their support.

2 England's Barmy Army backs their team.

3 India's fans are amongst the most passionate in the world.

Stakeholder Engagement

The ICC is committed through its strategic plan to improving the service it provides to the game's key stakeholders – in particular players, media and spectators.

Both current and former players have a voice on the ICC Cricket Committee which meets annually to make recommendations on the major on-field issues in the international game. Over the last year a range of suggestions raised by this group were adopted, leading to - amongst other things - new regulations for ball replacement and no-balls in ODI cricket and an overhaul of the support provided to elite umpires. In reviewing the impact of the first of these changes the ICC sought direct input from the ODI captains.

The ICC maintains regular dialogue with the Federation of International Cricketers' Associations (FICA), which represents the interests of some of the world's leading players. A number of issues have been discussed with FICA during the past 12 months, including squad terms for ICC events, logistical arrangements for events

affecting players including minimum player insurance levels, the ICC Awards function, tour programming issues and an anti doping education program for players.

The ICC and FICA also carried out a joint survey of players who took part in the ICC World Twenty20 2007 in order to get a better understanding of players' views of the new competition and improve the service that is provided to them at future ICC events.

Through its Media and Communications Department, the ICC maintains a regular dialogue with the international media and services them through the provision of regular press releases and by dealing with a high volume of telephone enquiries. The media also receives excellent facilities at all ICC events which, according to feedback, have been of a consistently high quality for all recent events.

Another important area of engagement is supporters and the ICC has begun to work with major cricket fan groups

to find out more about the key issues that matter to them. This project will be developed in the coming year.

The ICC also undertook research via its official event website, www.worldtwenty20.com, to gain public feedback on the inaugural ICC World Twenty20 2007 and Twenty20 International cricket in general. This was incorporated into the event report and will influence future ICC events. ☎



3



Optimising commercial rights and properties for the benefit of Members



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- 1 Australia takes on Pakistan at the ICC U/19 Cricket World Cup 2008.
- 2 Nasser Hussain, of the ESS commentary team, joins Graeme Smith and Mohammad Ashraful at the toss.
- 3 Dilhara Fernando of Sri Lanka with the man of the match award at the ICC World Twenty20.
- 4 Wayne Parnell of South Africa bowls to Virat Kohli of India at the ICC U/19 Cricket World Cup.

Commercial Programme

The ICC works on behalf of its Members to generate revenues to help grow the game across the world. One of the key ways it does this is through its successful commercial programme.

Cricket has never been in a stronger financial position, with more money coming into the game than ever before.

This year was the first year of the ICC's new media rights and sponsorship cycle. It has seen the ICC working with a number of new high profile partners who not only have shown their commitment to cricket with their financial investment but provide a wider reach to the sport with their global brands.

The success of the ICC World Twenty20, which was seen to inspire domestic Twenty20 franchise leagues, most notably in India, was a huge commercial success with the ICC broadcasters and sponsors gaining unprecedented exposure.

ESPN STAR Sports, the ICC's official broadcast partner for ICC events through

to 2015, ensured that live coverage was seen across the globe in countries as diverse as China, Papua New Guinea and Canada, while IMG acquired audio rights which were distributed to a global audience.

Amongst the key strategic appointments of the year has been a Media Rights Services Manager who is tasked with ensuring that ICC events get maximum broadcast exposure and its official licensed broadcasters offer quality viewing to cricket audiences around the world. This was achieved by an aggressive pre-event broadcast promotion plan of the ICC World Twenty20 and its innovative broadcast, as well as live coverage of the ICC U/19 Cricket World Cup.

Outside of major events, Sportsbrand renewed its agreement to produce the ICC's weekly magazine show on television, ICC Cricket World, which was beamed across the world. The show, which has been ongoing for four years



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- 5 Jacob Oram of New Zealand is bowled as Vikram Solanki of England celebrates.
- 6 Kevin Pietersen plays a shot during a net practice session.
- 7 Indian fans at the ICC World Twenty20 2007.
- 8 Daryl Harper at the launch of Emirates new sponsorship deal with the ICC.



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and is broadcast in 110 countries, to a global audience of 95 million, will be re-launched in a new format in 2008.

Cricket's continued global popularity has allowed the ICC to attract leading global brands to invest in the sport and use cricket's unique audience to reach their customer base. The long-term commitment of partners such as Pepsi and Emirates, who have been involved with the ICC for almost a decade, is testament to the success of cricket.

The ICC has contracted with Reliance Mobile (Official Mobile Operator Services), Emirates (Official Airline Partner), PepsiCo (Official Beverage and Snacks Partner), Reebok (Official Clothes Apparel and Cricket Equipment Supplier) and Yahoo (Official Internet Partner) as commercial partners.

In addition, the ICC also appointed event specific local partners for the ICC World Twenty20 2007 and the ICC U/19 Cricket World Cup 2008.

For the ICC World Twenty20 2007 additional, 'event specific' global partners were Emaar MGF and Nokia whilst the

local partners were Standard Bank, Imperial Europcar, Southern Sun and South African Tourism. For the ICC U/19 Cricket World Cup 2008, NST Group were the official print media partners.

To help build the exposure of both the ICC and its partners, the ICC has also worked with Whitestone's and Minale Bryce to develop new event identities and logos for major and minor events. The new ICC World Twenty20 logo was a positive feature of the event and set the tone with its vibrant colour and abstract, though identifiable, design.

The ICC has also sought to exploit new commercial revenues through the employment of a Business Development Manager who is responsible for identifying and developing revenue opportunities in new areas. As part of this program Gulliver's Sports Travel trading as Cricket Logistics has become an eight-year partner as the Official Travel Agent and Tours Provider, Electronic Arts became the Official Games Provider for eight years; Licensing in Motion, a joint venture between Velocity Brand Management ('VBM') and Sports &

Entertainment Limited ('SEL'), became the Official Licensing and Merchandising Partner and Getty Images was appointed as the Official ICC Photographic Services Provider for a term of four years.

As this was the first time that the ICC has been well placed to sell its commercial rights directly to partners and service them in-house, the ICC was better placed to directly control the activation of these rights and implement practical solutions to protect them at listed events.

The ICC is committed to showcasing the game on the internet. The official ICC website, www.icc-cricket.com, continues to attract visitors from across the cricketing world, with most visits from India, the United Kingdom and the United States. Working with Yahoo, the ICC was able to develop state of the art event websites for cricket fans and will be working to redevelop both the ICC corporate site and future event websites in the coming year. ☛



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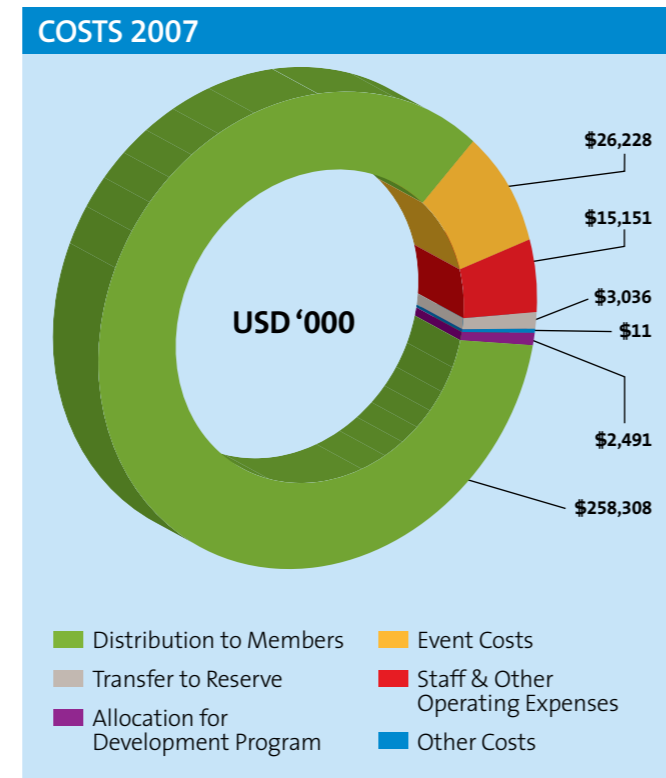
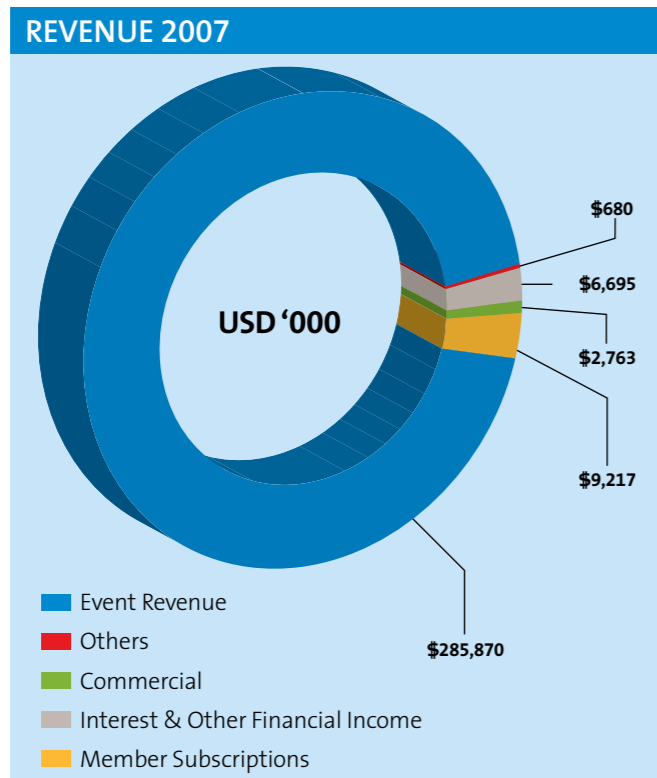
Where does the ICC's money come from and how is it redistributed?

As a Members' organisation the ICC's mission requires it to optimise its commercial revenues for the benefit of its Members.

It does this primarily through staging major events and selling the related broadcast and sponsorship rights.

The 'costs' graph demonstrates that over 86% of expenditure in 2007 was directly distributed to Members with the remainder spent on staffing and operating expenses.

ICC income is the primary income stream of many of the 101 Members.



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