

# ANNUAL REPORT & ACCOUNTS 2008-2009



# OUR VISION OF SUCCESS, MISSION AND VALUES

## 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.

## 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 VALUES

- **OPENNESS, HONESTY AND INTEGRITY**  
We work to the highest ethical standards. We do what we say we are going to do, in the way we say we are going to do it.
- **EXCELLENCE**  
Cricket's players and supporters deserve the best. It is our duty to set the highest standards.
- **ACCOUNTABILITY AND RESPONSIBILITY**  
We take responsibility for leading and protecting the game. We provide outstanding service to our stakeholders. If others are harming the game we take necessary action.
- **COMMITMENT TO THE GAME**  
We care for cricket. Everything we do and every decision we make is motivated by a desire to serve the game better.
- **RESPECT FOR OUR DIVERSITY**  
We are an international organisation with a global focus and act at all times without prejudice, fear or favour.
- **FAIRNESS AND EQUITY**  
We are fair, just and utterly impartial.
- **WORKING AS A TEAM**  
Like a cricket team we all have different skills and strengths. By working together with unity of purpose we maximise the effectiveness of our assets.



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David Morgan

My first year as ICC President  
has given me a tremendous insight  
into our Great Sport

## President's Report

**The ICC was founded 100 years ago by three countries that shared a common interest in playing international matches against each other. The unification of Australia, England and South Africa under the banner of the Imperial Cricket Conference (as it then was) led to a triangular Test series between their national teams three years later.**

A lot has changed over the last century - we now have 104 Members and three formats of the international game - but some of the fundamentals remain. Nation against nation matches are the pinnacle of our sport for the players and spectators and Test cricket is one of the greatest examinations of character, skill and endurance in world sport.

In keeping with this we are using our centenary year to promote the heritage of our Great Sport and raise awareness of its Great Spirit.

One of the clearest indicators of change has been the ICC events that have taken place over the last 12 months. With no major event taking place for the top men's teams, due to the postponement of the ICC Champions Trophy, the focus has been on the leading female cricketers and the emerging nations in men's cricket.

The first Women's World Cup to be managed by the ICC took place in Australia. It was a tremendous success

and showcased the game to new audiences around the world. When the ICC took over the administration of women's international cricket in 2005, we set about building cricket as a credible sport of choice for the next generation and the star performances of the leading players in this event set a new benchmark to which young girls can aspire.

The Pepsi ICC World Cricket League and ICC World Cup Qualifier provided a robust qualifying pathway to the ICC Cricket World Cup 2011. Divisions 5, 4 and 3 of the former event which took place at excellent facilities in Jersey, Tanzania, Argentina, emphasised the growing reach of the game.

I have been fortunate to follow a lot of Test cricket this year, on radio, television and at venues around the world. There has been some compelling cricket – the two series between Australia and South Africa and England's tour of India after the Mumbai terror attacks spring immediately to mind – but there are also some big challenges for Test cricket that we need to face head-on.

We need to improve the on-field spectacle with better over rates and pitches that provide a fair contest between bat and ball and it is encouraging that steps are already being taken to do this. I believe it is also time for our sport's leaders, particularly in the top cricket-playing

countries, to set a long-term vision for Test cricket and work collectively towards achieving it.

We are fortunate to have a high quality Cricket Committee that includes representatives of a wide range of stakeholder groups, including current and former players, match officials and coaches. This Committee, which has strong links to the MCC's World Cricket Committee think-tank, was enhanced in 2009 by the introduction of the former England captain, Clare Connor, the first woman to serve on the Committee.

The one event that didn't take place in 2008 was the ICC Champions Trophy in Pakistan which was postponed at the last minute for security reasons. With the tragic Lahore terror attack that followed in March it has been an immensely difficult year for cricket in Pakistan and I take this opportunity to re-emphasise that Pakistan is a vitally important and valued part of cricket's international community.

My first year as ICC President has given me a tremendous insight into our Great Sport. It is a time of great opportunity but also of great challenge and I look forward to grasping the opportunities and addressing the challenges in the year ahead.

# ICC Executive and IDI Board of Directors

As well as the ICC President, Vice-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 representatives from Associate Member countries. In addition, the Vice-President also joins the Board. 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 international level.



Vice-President  
**Sharad Pawar**

## Full Members



Australia  
**Jack Clarke**



Bangladesh  
**Lt General Sina Ibn Jamali**



England & Wales  
Cricket Board  
**Giles Clarke**



India  
**Shashank Manohar**



New Zealand  
**Alan Isaac**



Pakistan  
**Ijaz Butt**



Sri Lanka  
**DS de Silva**



South Africa  
**Dr. Mtutuzeli Nyoka**



West Indies  
**Dr Julian Hunte**



Zimbabwe  
**Peter Chingoka**

## Associate Members



Bermuda  
**Neil Speight**



Kenya  
**Samir Inamdar**



Singapore  
**Imran Khwaja**



Haroon Lorgat

Cricket will captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities

## Chief Executive's Report

**As the ICC celebrates its centenary year, it is fitting to reflect on the wisdom of the founding fathers that formed the organisation. And as we continue to deliver our mission to “promote and protect the game, and its unique spirit”, I wonder if they realised the enormity of the task that lay ahead in growing a game seen predominantly as an elitist sport.**

Their foresight and our current vision of success are built on the tremendous belief that “cricket will captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities”.

Today, we can say with some confidence that cricket has reached unprecedented heights, particularly in terms of the numbers of people playing and watching all three formats. This can only bode well for the game's long-term development and success.

With success and opportunity, we should also be aware of the potential pitfalls. Only by dealing with these challenges directly can we be assured that the game will continue to grow.

Firstly, we have witnessed unprecedented flows of money into the game. Sponsors have understood the tremendous potential of a captive audience of hundreds of millions,

from Johannesburg to Jaipur, Trinidad to Tasmania, and Kandy to Kabul. With 104 ICC Members, cricket is now played in more than 70% of the world. While we welcome the tremendous financial investments in the game, we must be conscious that the unregulated flow of cash could present a myriad of hitherto unrealised issues.

Secondly, this flow of money has provided an opportunity for some to exploit the crowd-friendly Twenty20 format of the game. It is evident that these huge money-spinning events are geared towards generating huge amounts of revenue quickly without much thought given to the long-term sustainability and development of the game or the spirit of cricket with players lured by get-rich-quick schemes. The ICC encourages innovation and enterprise that takes the game to new audiences, but it must be done in a manner that benefits the game.

Thirdly, player workloads are increasing at a staggering rate with international, club and exhibition playing commitments, sponsorship endorsements and off-field activities taking their toll in the forms of fatigue and mental exhaustion because of rigorous timetables. Once again the sizeable injection of money into the game has tempted players to accede to unrealistic demands on their bodies and minds.

Fourthly, the game of cricket is, and will always be, bigger than the individual and this includes countries as well.

The ICC's Members come together to serve the best interests of the global game. Any individual or Member that behaves contrary to this spirit should forfeit the right to be part of the family of cricket. We are obliged to serve our Great Sport and employ our best talents to meet the greatest expectations of millions of people around the globe. Anything less is a blot on our founding vision.

Finally, the greatest players have always played with their hearts on their sleeves and their country in their hearts. Maintaining and growing a relevant international game must remain our priority. There can be no substitute for pride and passion for one's country.

Since taking up the role of ICC Chief Executive in July 2009 I have been astounded by the volume and quality of work that goes on behind the scenes at the ICC to help run the major events, service and develop the sport and to support the Members.

One of the big disappointments of my first year in office has been the rejection of a Test Championship that would have injected greater context into the format. The ICC has historically had little involvement in the promotion of a form of the game staged on a series-to-series bilateral basis by our Members. We will continue to pursue a range of options targeted at strengthening the format.

It is also important we show leadership on the field and I believe the introduction of the Decision Review

- 1 Shakib Al Hasan
- 2 Australia take an unbeatable 2-0 series lead against South Africa
- 3 Yuvraj Singh in Dubai
- 4 Haidee Tiffen



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System to help eliminate obvious umpire errors from Test matches is a positive step.

Our achievements over the last year have been concrete and satisfactory.

The more strong nations we have, the stronger the game of cricket will be. To that end I am pleased that Zimbabwe Cricket has embraced all of the recommendations made by an ICC Task Team that travelled to the country to review its playing and support structures in November 2008. I think this was a productive process and I hope we will see other Members reach out for similar assistance in the coming year.

We also need to see new countries break into the upper echelons and it has been heartwarming to follow Afghanistan's astonishing progress to within a whisker of ICC Cricket World Cup 2011 qualification.

The ICC is judged by many on the quality of its events and we have delivered some excellent ones in the past year, including the ICC Women's World Cup, ICC World Cup Qualifier, the ICC Intercontinental Cup and the ICC World Twenty20, but the one that matters the most is the ICC Cricket World Cup.

The 2011 CWC in the Asian subcontinent is going to be an immense challenge and we need the co-hosts to make rapid progress in the second half of 2009. For this event,

and all international cricket, security is a serious issue upon which there can be no compromise.

If we wind the clock back nearly ten years, the biggest challenge to international cricket was corruption. We must never forget this.

In this time of rapid change, I think it is incumbent on me to interact with cricket stakeholders around the world and take on board their views. The ICC President and I began the process of meeting with the Boards of all of our Full Members in January 2009 and I will always seek to engage with players, media and fans whenever the opportunity presents itself. Listening, I believe, is a fundamental part of leading.

I hope our new home at Dubai Sports City will become a hub for many of these cricket stakeholders to interrelate more closely than ever before with our staff and services. It is fitting the ICC should move to its first permanent home in its centenary year and with the new world class ICC Global Cricket Academy we will have the assets to welcome the cricket world to our doorstep and show our Great Spirit.

I wish to conclude by expressing gratitude to the Board of Directors, our talented staff and a wonderful group of broadcast and commercial partners who all have one unmistakable attribute in common - passion for our Great Sport!



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# CELEBRATING A CENTURY OF CRICKET







## CELEBRATING A CENTURY OF CRICKET



1 (L-R) Lisa Sthalekar of Australia, ICC Chief Executive Haroon Lorgat, Holly Colvin of England, Hall of Fame inductee Rodney Marsh, Isa Guha of England and ICC President David Morgan at the ICC centenary launch

## Celebrating a Century of Cricket

**During 2009, the ICC has been celebrating its centenary year, and its transformation from being a three-country alliance, that began between Australia, England and South Africa, into a sporting organisation that now has 104 Members from across the globe.**

The ICC itself has developed into a modern international governing body which runs major events, administers the elite game and develops and promotes cricket around the world.

The ICC centenary has presented an opportunity to look back at 100 wonderful years of cricket, the legends that have shaped the game and those who selflessly dedicate their lives to nurturing the next generation. It is also a chance to embrace and celebrate the sport in all 104 Member countries through a range of activities based around a celebration of the Spirit of Cricket, the game's heritage, its great events and the contribution of volunteers.

The ICC launched a new website, [www.catchthespirit.com](http://www.catchthespirit.com), to capture the news, moments and images from the centenary celebrations. This included a blog and links to social networks as well as interactive elements such as the ICC trivia quiz.

Further celebrations are planned throughout the rest of 2009, including the ICC's Annual Conference at Lord's and a History of Cricket Conference at Oxford University, as well as 'Catch the Spirit' events across the globe.



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The ICC's Catch the Spirit flag is undertaking a journey around the world to shine a light on a wide spectrum of cricket activities

1



1 Players 'Catch the Spirit' in Chile

2 Nepal U/19 players 'Catch the Spirit' in Kuwait.

## Catch the Spirit

**The ICC promotes the Spirit of Cricket as part of its vision of cricket as a sport that captivates and inspires people of every age, gender, background and ability while building bridges between continents, countries and communities. The Spirit of Cricket is enshrined in the Laws of the Game and reflects the traditions and unique respect and fairness in which the game is played.**

Some of the leading icons of the game including Charlotte Edwards, Mahela Jayawardena, Jacques Kallis and Yuvraj Singh shared their 'spirit of cricket' moments to help kick off the ICC's centenary Catch the Spirit campaign. These messages were showcased to supporters all around the world, on a wide range of TV channels and on big screens at both ICC events and bilateral series. Fans around the world were also encouraged to share their own Catch the Spirit videos on the website.

The ICC centenary is also a chance to celebrate the diversity and fraternity of cricket. ICC encouraged all 104 Members

to host a Catch the Spirit celebration. These events reaffirmed the togetherness of world cricket through a collective commitment to the values which are central to the game.

The ICC's Catch the Spirit flag is undertaking a journey around the world to shine a light on a wide spectrum of cricket activities. The flag is traveling to some of the world's great cricket stadiums such as Sydney Cricket Ground and Lord's as well as developing cricket nations such as Costa Rica and the Philippines.

During these visits the flag has been collected signatories from some of the icons of the world game, from the game's current stars such as Daniel Vettori and Sachin Tendulkar, to all-time greats including Allan Border, Sir Viv Richards and Rachael Heyhoe-Flint.

By the end of the centenary the Catch the Spirit flag will be a symbol of the commitment to the Spirit of Cricket around the world.



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1 ICC President David Morgan, with Rohan Kanhai and Alec Bedser  
 2 Graeme Pollock is inducted into the ICC Cricket Hall of Fame

# ICC Cricket Hall of Fame in association with FICA

**Celebrating the rich heritage and tradition of the game is an important part of the ICC's centenary. On 2 January, the ICC launched the ICC Cricket Hall of Fame, in association with the Federation of International Cricketers' Associations (FICA) to honour the all time greats of the game and raise awareness of their achievements.**

The select group of 55 initial inductees is based on the FICA Hall of Fame which ran between 1999 and 2003. More of the game's legends will be inducted into the ICC Cricket Hall of Fame on an annual basis as part of the LG ICC Awards.

Over the course of the centenary year, the ICC has begun formally inducting the founding members into the ICC Cricket Hall of Fame by making cap presentations at or around major international matches. Among those inducted in the first part of 2009 were Rodney Marsh, Sir Garfield Sobers, Javed Miandad and Graeme Pollock.



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## THE INDUCTEES

- |                          |                          |
|--------------------------|--------------------------|
| <i>Sydney Barnes,</i>    | <i>Imran Khan,</i>       |
| <i>Bishan Bedi,</i>      | <i>Alan Knott,</i>       |
| <i>Alec Bedser,</i>      | <i>Jim Laker,</i>        |
| <i>Richie Benaud,</i>    | <i>Harold Larwood,</i>   |
| <i>Allan Border,</i>     | <i>Dennis Lillee,</i>    |
| <i>Ian Botham,</i>       | <i>Ray Lindwall,</i>     |
| <i>Geoffrey Boycott,</i> | <i>Clive Lloyd,</i>      |
| <i>Donald Bradman,</i>   | <i>Hanif Mohammad,</i>   |
| <i>Greg Chappell,</i>    | <i>Rodney Marsh,</i>     |
| <i>Ian Chappell,</i>     | <i>Malcolm Marshall,</i> |
| <i>Denis Compton,</i>    | <i>Peter May,</i>        |
| <i>Colin Cowdrey,</i>    | <i>Javed Miandad,</i>    |
| <i>Kapil Dev,</i>        | <i>Keith Miller,</i>     |
| <i>Sunil Gavaskar,</i>   | <i>Bill O'Reilly,</i>    |
| <i>Lance Gibbs,</i>      | <i>Graeme Pollock,</i>   |
| <i>Graham Gooch,</i>     | <i>Wilfred Rhodes,</i>   |
| <i>David Gower,</i>      | <i>Barry Richards,</i>   |
| <i>WG Grace,</i>         | <i>Vivian Richards,</i>  |
| <i>Tom Graveney,</i>     | <i>Andy Roberts,</i>     |
| <i>Gordon Greenidge,</i> | <i>Garfield Sobers,</i>  |
| <i>Richard Hadlee,</i>   | <i>Brian Statham,</i>    |
| <i>Walter Hammond,</i>   | <i>Fred Trueman,</i>     |
| <i>Neil Harvey,</i>      | <i>Derek Underwood,</i>  |
| <i>George Headley,</i>   | <i>Clyde Walcott,</i>    |
| <i>Jack Hobbs,</i>       | <i>Everton Weekes,</i>   |
| <i>Michael Holding,</i>  | <i>Frank Woolley,</i>    |
| <i>Leonard Hutton,</i>   | <i>Frank Worrell.</i>    |
| <i>Rohan Kanhai,</i>     |                          |

“There are so many people we never hear about and don’t know what they do, but who are so influential to a team or to the development of a sport”

1 ICC Centenary Medal winners at a presentation in Wellington

## ICC Centenary Medal

**As well as celebrating some of the game’s most famous icons in the ICC Cricket Hall of Fame, the ICC is also recognising the contribution of the game’s unsung heroes through the ICC Centenary Medal.**

Volunteers are essential to the effective running of the game. Every week thousands of people give their time up for the benefit of others and these dedicated souls are crucial in preserving cricket’s special values as well as sustaining and developing the game at the grass-roots and nurturing the stars of the future.

In recognition of the contribution of volunteers to the sport, the ICC launched the Centenary Medal to present to 1,000 volunteers, who have demonstrated exceptional commitment to the game, and have gone beyond the call of duty in the name of cricket. The medals are an expression of gratitude for the unsung work of those volunteers who ensure cricket is a great sport played in a great spirit.

Iconic all-rounder Sir Richard Hadlee launched the ICC Centenary Medal during the third Test between New Zealand and India at Basin Reserve in Wellington on 3 April.

“It is hugely important that we recognise volunteers,” he said. “We should never underestimate this. There are so many people we never hear about and don’t know what they do, but who are so influential to a team or to the development of a sport.

“Without these people, the game wouldn’t be the same.”

He presented medals to eight Wellington-based volunteers. These were the first of 50 individuals across the country, selected by New Zealand Cricket from local nominations, to receive the medals in recognition of their hard work on behalf of the game.



1





**DELIVERING CRICKET'S MAJOR EVENTS**





# Test cricket

1 Graeme Smith against England at Edgbaston, with Tim Ambrose (L) and Alastair Cook (R)

2 Yuvraj Singh and Sachin Tendulkar celebrate a win in Chennai

3 Virender Sehwag at Galle

4 Mitchell Johnson was in fine form in South Africa with bat and ball



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**While there was much debate on the future of Test cricket during the past year, there can be few years in the history of the game that contained quite as many thrilling matches and memorable individual performances as the past 12 months.**

From the intensity of Andrew Flintoff's duel with Jacques Kallis at Edgbaston, to Virender Sehwag's master class in Galle, Sachin Tendulkar's wonderful century in Chennai, consecutive double hundreds from Thilan Samaraweera, two tight finishes in the West Indies-England series and two enthralling Test series between Australia and South Africa, there was much for cricket lovers to enjoy.

South Africa began this 12-month period brilliantly, winning 2-1 in England, with Morne Morkel's 15 wickets and some outstanding batting from the likes of AB de Villiers, powering it to victory, with Graeme Smith sealing the series with a memorable hundred when set a challenging 283 to win in the second Test.

Its potential to be the number one side in the world was illustrated in Australia, when Smith and De Villiers both scored centuries in a famous run chase of 414, the second highest in Test history, to win the First Test. It followed this up with a Boxing Day win in Melbourne, before Australia won a dramatic final Test which will be best remembered for Smith's brave efforts to save the match by returning to the crease with a broken hand.

But Ricky Ponting's side got its revenge on South African soil, when it won the series 2-1, with Mitchell Johnson starring, averaging 85 with the bat and taking 16 wickets with the ball, while Phillip Hughes became the youngest batsman in history to score a century in each innings, leading his side to victory in the second Test which sealed Australia the series.

This victory ensured that Australia retained the Reliance Mobile Mace as the leading Test side.

India recovered from a 2-1 series defeat in Sri Lanka, where Ajantha Mendis took a stunning 26 wickets, despite Virender Sehwag's memorable 201 not out in Galle, which according to the Reliance Mobile Rankings statistics was the third greatest innings of all time, to show its potential on the world stage.

Sachin Tendulkar's brilliant 103 not out in Chennai, where his boundary won India the match and also sealed his century, in the immediate aftermath of the Mumbai terror attacks, gave India a 1-0 win over England. MS Dhoni's side then went on to record a 1-0 win in New Zealand.

Sadly, it wasn't a memorable year for Test cricket for all the right reasons, with the attacks in Lahore during the Pakistan-Sri Lanka series shocking the cricket world. In the stadia, the Antigua pitch fiasco, and continued low attendances in certain parts of the globe, reminded the cricketing world of the challenges facing the five-day game. The ICC has targeted the promotion of Test cricket as a priority in the year ahead.



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1 Jacques Kallis passed 10,000 ODI runs during the year

2 Andrew Flintoff celebrates his hat-trick

3 Ajantha Mendis

4 Daniel Vettori led a successful New Zealand side



2



3

## One-day cricket

**There was no major ICC men's one-day tournament in 2009, due to the postponement of the ICC Champions Trophy for security reasons, but there was plenty of entertaining bilateral cricket for fans of the 50-over format.**

South Africa claimed ownership of the ICC ODI Championship Shield and US \$175,000 in prize money after topping the rankings table at the cut-off point of 1 April, staying ahead of closest rivals Australia and India.

The highlight of its ODI campaign was a stunning 4-1 win on Australia soil in which all of its team made valuable contributions. Six different South African players scored half centuries during the series, while Dale Steyn, Johan Botha and Makhaya Ntini all took eight wickets. Amongst South Africa's many individual highlights during the year, Jacques Kallis joined the elite club of players to have made over 10,000 runs in ODI cricket.

It was a tough year for Australia in ODI cricket. The former leader of the ODI table drew a home series against New Zealand 2-2, with the final match rained out when dramatically poised, but in 2008 it did comfortably defeat West Indies 5-0 and Bangladesh 3-0.

England, as is often the case in ODI cricket, had mixed form, with its young side showing great promise in defeating South Africa 4-0 and West Indies 3-2, inspired by an Andrew Flintoff hat-trick in the decisive match, but again frustrating its supporters with some inconsistency when it lost a closely

fought series against New Zealand 3-1. It also lost 5-0 to India in a series that was cut short by the Mumbai terror attacks.

India indeed emerged as one of the most promising sides in international cricket, buoyed by its performance in the shortest form of the game when it won the ICC World Twenty20 2007 and with its players showcasing the skills it had developed as a result of the Twenty20 game.

It recorded its first series win in Sri Lanka, in a contest which saw Chaminda Vaas reach 400 ODI victims, only the fourth man in history to achieve the feat, when it won 3-1 in 2008, and then repeated the triumph 4-1 in 2009. It also performed brilliantly to win a tough ODI series in New Zealand and will be contesting for number one spot in 2009.

But Sri Lanka won one of the most prestigious series in the year, when Ajantha Mendis' 6-13 in the final helped it to defeat India to win the Asia Cup.



4



- 1 Ellyse Perry and Jhulan Goswami
- 2 Suzie Bates scored 168 against Pakistan
- 3 Pakistan celebrates its first ODI win over Sri Lanka
- 4 Claire Taylor holds the ICC Women's World Cup



2



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# ICC Women's World Cup



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**March 2009 saw three of the greatest weeks in the history of the women's game, with the first ever Women's World Cup held under the ICC banner.**

Matches at the ICC Women's World Cup in Australia were broadcast to a global audience of 230 countries, providing unprecedented exposure to women's cricket; the games featured new-found levels of power hitting, quick bowling and dynamic fielding; while famous names, such as Wasim Akram, were amongst the many new converts to women's cricket.

Most impressively of all, a young generation of English stars provided inspiration to its supporters on the other side of the world by completing a sensational turnaround in its fortunes to grab its first World Cup in 16 years.

As recently as March 2007, England was almost an embarrassment at a Quadrangular event in Chennai, where it was on the wrong side of a huge gulf between its performances and those

of the opposition from Australia, New Zealand and India.

But under the captaincy of Charlotte Edwards, the coaching combination of Mark Lane and Jack Birkenshaw, aided and assisted by some of the brightest talents in the women's game such as Sarah Taylor, Laura Marsh and Katherine Brunt, and the experience and determination of the world's leading batter and the tournament's top run scorer, Claire Taylor, the team lost just one match, to arch-rivals Australia, on the way to a famous triumph over New Zealand in the final.

While England's victory was impressive, the global game received a huge boost, with some of the less experienced sides in the event pushing higher ranked teams, suggesting that standards are improving around the world.

Pakistan provided one of the surprise stories of the event, defeating Sri Lanka for the first time in 19 ODI matches to make it through to the Super Sixes, where

it also defeated the West Indies, although it was later to lose the fifth/sixth play-off to the same opposition.

The West Indies, under the guidance of coach Sherwin Campbell, also breathed excitement into the event with talented all-rounder Stafanie Taylor emerging as one of the players to watch.

After losing its opening match to the White Ferns, in a rain affected game, Australia proved to be one of the biggest disappointments of the tournament on home soil, losing twice to an impressive India side, who came third, that it had comprehensively thrashed 5-0 just five months earlier.

New Zealand provided plenty of thrills for watching supporters, with Suzie Bates' innings of 168 against Pakistan standing out as the third highest score of all time, while veteran skipper, Haidee Tiffen, who retired after the event, making her first ODI century, although the Kiwis couldn't match England's heroics in the final.



The Pepsi ICC World Cricket League creates regular one-day opportunities for those ICC Members outside the top tier of the international game

- 1 Ireland celebrates winning the ICC Cricket World Cup Qualifier
- 2 Afghanistan captain Norooz Mangal
- 3 Papua New Guinea celebrates defeating Uganda at WCL Division 3



2



3

## The road to the ICC Cricket World Cup 2011

**While the leading international sides in the past year were engrossed in fascinating bilateral series and preparing for the ICC World Twenty20 2009, the attention of the Associate and Affiliate world was very much on qualification for ICC Cricket World Cup 2011.**

The Pepsi ICC World Cricket League creates regular one-day opportunities for those ICC Members outside the top tier of the international game, provides a qualifying pathway to the World Cup and allow teams of varying standards the opportunity to play against similarly ranked opponents regardless of where they are based in the world.

However, dreams of playing in the World Cup seemed very distant when 12 teams gathered in Jersey in May 2008 for Division 5, in cold and damp conditions. Much attention focussed on the story of the Afghanistan cricket team, a side that was mainly made of up of players who grew up in refugee camps on the Afghan-Pakistan border, and the participation of the USA, and it was no surprise when both these teams made it to the semi-finals.

But host Jersey sprung a major surprise when it defeated USA in the semi-finals, to secure promotion alongside Afghanistan, who defeated Nepal, before the Afghans won a dramatic final by two wickets.

The top two then made their way to Tanzania in October for Division 4, joining the hosts, Fiji, Hong Kong and Italy in Dar es Salaam.

Afghanistan was once again the victor in this tournament, beating Hong Kong in the final, who also achieved promotion, with some inspiration performances from all-rounder Mohammad Nabi who scored 154 runs and took 14 wickets during the tournament.

With growing interest from around the world, Afghanistan's fairytale story continued when it also captured the Division 3 title in dramatic circumstances, benefiting from an abandoned match against the Cayman Islands when it was on the verge of missing out promotion. Joining it at the ICC Cricket World Cup Qualifier was Uganda, who edged out an unlucky Papua New Guinea side that only lost one match in the group stages.

12 teams then gathered in South Africa for the ICC Cricket World Cup Qualifier, with the two promoted sides joining the six Associate ODI teams that had played at the ICC Cricket World Cup 2007 and the four sides that had qualified from the Division 2 event held in Namibia in 2007.

The teams arrived knowing that there was plenty to play for with the top four sides qualifying for the ICC Cricket World Cup 2011, the top six teams gaining ODI status and getting an automatic place in the ICC Intercontinental Cup 2009-10, while the top ten teams were to be rewarded with a place in the ICC High Performance Programme.

With two groups of six teams, the top four in each pool progressed to the Super Eight stage, with Bermuda, Uganda, Oman and Denmark the sides to be eliminated from the first stage, despite the efforts of the outstanding David Hemp, who was the leading scorer in the event with 557 runs.

In a tense and dramatic Super Eight stage, all eight sides still had a chance

of a top-four finish coming into the final day of play. Ireland, Canada, Kenya and the Netherlands were the sides that in the end secured a World Cup spot, with Afghanistan and Scotland gaining ODI status by finishing fifth and sixth respectively. It was hard not to feel sorry for the UAE who went into the final day of the Super Eights knowing a win would gain World Cup qualification, but who ended the tournament without even benefiting from the consolation of ODI cricket for the next four years.

William Porterfield, who was the second highest run scorer at the event, then scored a brilliant hundred to inspire Ireland to a nine-wicket win over Canada in the final, while special mention should also be made of the Player of the Tournament Edgar Schiferli from the Netherlands who took 24 wickets.



1 Richard Done, ICC High Performance Manager, with Irish skipper William Porterfield  
2 Boyd Rankin of Ireland celebrates a wicket

1

## ICC Intercontinental Cup

### Ireland's dominance of Associate cricket continued when it captured a third consecutive ICC Intercontinental Cup title.

The competition, designed to provide the leading sides outside of the Test arena with regular exposure to four-day cricket, was played for the first time in a round-robin, eight-team league format, providing more opportunities than ever before for the sides to experience the longer format of the game.

Ireland and Namibia emerged as the two leading teams, with Kola Burger putting in a number of inspirational performances for the African team as he finished the tournament with 37 wickets. Alongside him Gerri Snyman was equally destructive with the bat, although even he could not match the achievements of the United Arab Emirates' Saqib Ali who ended the tournament with 690 runs.

In an exciting final, played for the first time over five days, Ireland defeated Namibia by nine wickets, with Niall O'Brien scoring a vital century as the

European side reached what had looked like a testing fourth innings target of 201 with relative ease.

Following the success of the tournament, the ICC announced that the competition will be expanded in 2009 to two divisions with the top sides playing in the ICC Intercontinental Cup and four additional teams taking part in the ICC Intercontinental Shield.

There will be a total of US\$250,000 in prize money for the Associate and Affiliate teams with US\$100,000 for the winners of the ICC Intercontinental Cup and US\$40,000 for the runners-up.

The winners of the ICC Intercontinental Shield will collect US\$25,000 with the runners-up pocketing US\$10,000 and matches in both divisions will have the prize of US\$3,000 for an outright win.



2



- 1 Gavin Hamilton of Scotland
- 2 Jeroen Smits (L) and William Porterfield (R) receive the trophy from Richard Done
- 3 Bermuda's Oliver Pitcher with Ireland's Niall O'Brien (R)



1



2

# ICC World Twenty20 Qualifier

**While nine of the ten ICC Full Members were automatically included in the ICC World Twenty20 2009 after accepting invitations to take part (Zimbabwe withdrew from the competition), others had a much tougher route to qualification.**

The six leading Associate teams had the chance to qualify for the ICC World Twenty20 2009 by playing in an intense qualifying tournament in Belfast in 2008.

In Group A, Ireland, the heroes of the Caribbean in 2007 with wins over Pakistan

and Bangladesh, almost missed out on a place on the world stage in 2009, when it scored just 43-7 off 9 overs in a rain reduced match against Bermuda.

However, Bermuda, needing just 46 to win in nine overs, made 41-8, meaning

Ireland progressed to the semi-finals alongside Scotland.

In Group B, there was no clear top side, as Netherlands beat Kenya, Canada beat Netherlands and Kenya defeated Canada, meaning Kenya and Netherlands progressed to the semi-finals by virtue of having a higher net run-rate.

In the semi-finals, with the winners guaranteed a place at the ICC World Twenty20 2009, Kenya were bowled out for just 67 by Ireland, Andre Botha taking 3-20, before the hosts stumbled to the victory target with just five balls to spare.

Three wickets from Essex all-rounder Ryan ten Doeschate helped the Netherlands win a tight semi-final against Scotland by five wickets.

Scotland thought it had missed out on a chance to play in the tournament, but a combination of a 3rd/4th play-off win over Kenya, and the withdrawal of Zimbabwe, meant the Scots were rewarded with a second successive appearance at the ICC World Twenty20.



3





## PROMOTING & PROTECTING THE GAME & ITS UNIQUE SPIRIT



- 1 Misbah-ul-Haq and Yuvraj Singh at the Asia Cup 2008
- 2 Children enjoy the ICC Women's World Cup 2009
- 3 Fans of different teams mix at North Sydney Oval
- 4 Australia's Leonie Coleman signs autographs for fans
- 5 Stuart Broad films his ICC 'Catch the Spirit' Promo



2



3

# Spirit of Cricket



4

**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 of 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.*

The ICC's team of officials, including the Match Referees and Umpires, have worked hard to maintain high standards of discipline on the field of play in the past 12 months, using the ICC Code of Conduct where required to deal with those who breach the international game's guidelines.

Through social responsibility programmes, raising awareness of HIV and AIDS and celebrating diversity, as well as efforts to keep the game free from doping and corruption, the ICC continues to emphasise its commitment to the Spirit of Cricket.

The ICC also celebrated the Spirit of Cricket, through its centenary celebrations and a 'Catch the Spirit' broadcast campaign (see page 9).



5

The ICC is working closer than ever before with each Board's Umpire Manager, helping to develop consistency and continuity

## Umpires and Match Referees

**The role of the Match Referee continues to expand and is integral to the smooth running of International cricket - they are the on-site match directors co-ordinating all functions of the match, working with the host board. Their behind the scenes work ensures that the required standards at each venue are met and by working closely with the umpires help direct targeted improvement areas required from over rates through to ensuring that the spirit of cricket blossoms. Working with and leading the Playing Control Team (the team of match officials) the referees have maintained a very high standard working closely with the local boards in the bilateral series and with the ICC at its events.**

In the past year year, Andy Pycroft has joined the elite panel of referees, replacing Mike Procter. There have also been changes to the composition of the Emirates Elite Panel of ICC Umpires, with Tony Hill and Ian Gould replacing the retired Steve Bucknor and Darrell Hair, who resigned.

The trialling of the Decision Review System in four Test series has been an important focussed area of the year. The system is geared to improve the percentage of correct decisions through the use of technology. The trial took place in the following series: Sri Lanka-India, New Zealand-West Indies, West Indies-England and South Africa-Australia. The results of these trials were reviewed by the ICC Cricket Committee in May and recommendations for a roll out in the coming year have been made.

Five Regional Umpire Performance Managers (RUMPs), were introduced this year. Their role is primarily to mentor and coach the Elite and International Panel umpires. The positions were created on the back of the Umpires Taskforce Report in 2007 and the input from this experienced group is seen as an important support mechanism for the game's leading officials.

Another Taskforce recommendation saw the introduction of an Independent Selection Panel, chaired by David

- 1 *Simon Taufel receives his LG ICC Umpire of the Year Award*
- 2 *Steve Bucknor retired from international cricket*
- 3 *(L-R) Aleem Dar, Billy Bowden and Ricky Ponting*



1

Richardson – ICC General Manager, Cricket, tasked to select the Elite panel and identify the talented emerging International umpires. As part of this process, International Panel umpires are now appointed to 33% of ODIs and 17% of Test Matches, which gives them invaluable overseas international experience in addition to their Home Board appointments. This gives the International umpires essential experience and allows them to show their worth at the top level, as they move along the pathway to the Elite panel.

These appointments are made from a list that has been approved and accredited by the ICC - another initiative introduced this year. All international umpires, who are selected by their national cricket association, (two on-field umpires and one television umpire) , must now be approved by the ICC, in a process that is monitored and analysed by the RUMPs. The ICC is working closer than ever before with each Board's Umpire Manager, helping to develop consistency and continuity.

This has been a foundation year for the new umpires and referees new support structure which will help create the right environment for the ICC match umpires and referees to become the best group of sporting match officials throughout the world.



2



ICC Diversity Day also highlights the power of cricket to deliver important social messages



- 1 Glenn McGrath and Matthew Hayden promote the McGrath Foundation
- 2 Tim Ambrose (L) and Alastair Cook (R) visit the Gandhi Museum in Mumbai
- 3 Cri-Zelda Brits, Hashim Amla and AB de Villiers celebrate ICC Diversity Day in Johannesburg.

1

## Celebrating cricket's diversity



2

**Cricket is a global phenomenon that brings people together in a spirit of passionate competition and mutual respect. The ICC proudly celebrates cricket's rich diversity, something which facilitates the coming together of people from many countries, cultures and social backgrounds and can foster greater harmony and understanding within the community.**

The second annual ICC Diversity Day was held in November and highlighted how cricket is a game with a diverse history and a genuine social significance that goes way beyond its laws and regulations.

This year's themes were the social side of the sport, its accessibility to all communities and the opportunities it provides for people to travel and experience cultures that they may not otherwise have had a chance to appreciate.

Among the events staged were a visit by South Africa's AB De Villiers, Hashim Amla and Cri-Zelda Brits to a schools project in Johannesburg; a tour of the Gandhi

Museum in Mumbai by England's Alastair Cook and Tim Ambrose and a joint trip into the desert by players from the West Indies and Pakistan squads during their series in Abu Dhabi, UAE.

As well as bringing people together and promoting greater understanding, ICC Diversity Day also highlights the power of cricket to deliver important social messages.

To this end, the ICC has an ongoing partnership with UNAIDS, UNICEF and the Global Media AIDS Initiative on HIV/AIDS (see page 32). The day has also been used to celebrate the work of individual ICC Member countries, from the work of Cricket Australia in tackling important health issues such as breast cancer awareness, to the work of the England and Wales Cricket Board in education.





Players also wore red ribbons, as a show of support for people living with HIV



1 Children at a loveLife project in South Africa  
2 England's Isa Guha wears a red ribbon  
3 Caroline Atkins plays cricket with women living with HIV in Bangalore

1

## Tackling HIV and AIDS



2

**The ICC works with UNAIDS, UNICEF and the Global Media AIDS Initiative to raise awareness and reduce stigma around HIV and AIDS.**

2008 marked the fifth anniversary of the partnership, which will be re-launched during the ICC World Twenty20 2009 with a new public service announcement campaign.

Cricket continued its commitment to celebrating World Aids Day, held annually on 1 December, with a series of events held around the world. Player visits aimed at promoting awareness of the day included a visit by members of the South Africa squad to a loveLife project near Johannesburg, while members of the England women's team met women living with HIV in Bangalore and played an impromptu game of street cricket.

Players also wore red ribbons, as a show of support for people living with HIV, at a series of events around the world, including tournaments such as the ICC Women's World Cup and the Pepsi ICC World Cricket League.



3

Cricketers who play international matches can now be tested by the ICC any time, any place, on any day of the year

## Anti-Doping



1

1 Graeme Swann reads anti-doping education material

2 Kevin Pietersen receives advice from the ICC's Anti-Doping Manager Lorinda Rugless



2

**This year was a significant one for the ICC Anti-Doping programme with much of it spent developing the new ICC Anti-Doping Code (2009) which came into effect on 1 January 2009. This Code is significantly different to the previous ICC Code and has been an extensive piece of work.**

The ICC has worked extremely hard and consulted at length with its Member Boards, the World Anti Doping Agency (WADA) and the Federation of International Cricketers' Associations (FICA) to ensure that the new Code (a) maintains the integrity of the sport of cricket; (b) protects the health and rights of all participants in the sport of cricket; (c) and keeps the sport free from doping. WADA have reviewed the new Code and declared it to be fully compliant.

The most significant change to the new Code is the introduction of 'No Advance Notice Out-of-Competition Testing' meaning that male and female cricketers who play international matches can now be tested by the ICC any time, any place, on any day of the year.

Due to the postponement of the 2008 Champions Trophy and the event-focused ICC Code that was in effect in 2008, the ICC conducted no drug testing on any international male cricketers this year. However ICC did run a testing program at the ICC Women's World Cup in March 2009 and this was the first time that the top female players had been subjected to testing at this competition. In total 28 in-competition tests were conducted on the women and all were negative. Tests were also conducted at the ICC Cricket World Cup Qualifier.

All ICC Full Members have committed to being fully WADA compliant by 30 June 2009 and ICC is happy to report that this is progressing well with the majority of Full Members having submitted draft Codes for review well ahead of the deadline.

The next year will be an extremely busy one for the ICC Anti-Doping programme as it works hard to move from Code development to implementation around the world.

While there are vast numbers of people betting on cricket, the threat of corruption will be ever-present

1 John Rhodes from the ACSU delivers an education session to players



1

## Anti-Corruption Unit

**International cricket is considered throughout the world as the leader in the fight against corruption in sports, primarily due to the diligent and proactive approach taken by the Anti-Corruption & Security Unit (ACSU).**

The ACSU's main areas of responsibility have historically been prevention of corruption through:

- Education
- Enforcement of the Players & Match Officials Area (PMOA) minimum standards and the ICC Code of Conduct
- Investigation
- Intelligence

Whilst these four categories have been vigorously pursued throughout the year, towards the end of 2008 the ACSU proposed that it should take on the additional responsibility of co-ordinating the procurement of safety and security assessments and intelligence from independent security consultants, evaluating such assessments before reporting to the Chief Executive or ICC Board with recommendations to assist their decision making. These proposed amendments to the ACSU's Terms of Reference were subsequently approved by the ICC Executive Board in January 2009.

The ACSU has five Regional Security Managers based around the world who co-ordinate measures designed to prevent corruption. They attend every international match between the major cricketing nations and also deliver the anti-corruption education programme to all international players and match officials. In October 2008 a new competency-based education programme was introduced and all umpires and referees plus a substantial number

of players have already attended this programme. During 2008 there were no major breaches of the PMOA minimum standards.

In May 2008 the West Indies Cricket Board convened a Disciplinary Committee after an investigation into the actions of Marlon Samuels by the ACSU, and subsequent referral from the Chairman of the ICC Code of Conduct Commission. The Disciplinary Committee found the charge under C4(ix) of the ICC Code of Conduct for Players & Match Officials (receiving money, benefit or other reward which could bring him or the game of cricket into disrepute) proved and Samuels was banned from playing for two years.

Following that hearing the ACSU and the Disciplinary Committee highlighted various anomalies and difficulties within the ICC Code of Conduct and under a mandate from the Chief Executives' Committee a redraft of the Code of Conduct was commenced with a view to this being updated in the second half of 2009.

Paradoxically the steady increase in legal and illegal betting activity would seem to indicate increased confidence in the integrity of international cricket. This obviously reflects well on the work of the ACSU, the ICC and Member countries. It does, however, emphasise that, whilst considerable strides have been made, continued vigilance is essential. While there are vast numbers of people betting on cricket, the threat of corruption will be ever-present.

Also in attendance at that meeting was former England captain Clare Connor who became the first female member of the Cricket Committee



1 The ICC Chief Executive Committee

2 Clare Connor at the ICC Cricket Committee

1

## Governance



2

### **The ICC has made positive progress in integrating independent viewpoints and expertise into its governance structures over the last year.**

The new ICC President, David Morgan, who began his tenure in June 2008, has overseen a major change in personnel across a number of the ICC's key committees.

This has brought independent members onto the Audit Committee and Financial & Commercial Affairs Committee and strengthened the presence of former players on the influential Cricket Committee.

Former India captain Ravi Shastri has been appointed to the Cricket Committee which was chaired for the first time by the double World Cup winning captain from the West Indies, Clive Lloyd, when it met in London in May.

Also in attendance at that meeting was former England captain Clare Connor who became the first female member of the Cricket Committee after the ICC's Governance Review Committee recommended the introduction of a women's cricket representative to this

group that is responsible for providing guidance on all aspects relating to the playing of the game.

The Development Committee is charged with leadership on strategies for the development of cricket beyond its traditional boundaries. To ensure effective integration between this mission and the elite level of the game, a Chief Executive from one of the Full Member countries has been added to the Committee. In the first instance this new Committee member will be Justin Vaughan, the former international cricketer and current New Zealand Cricket Chief Executive.

In addition to the introduction of a new President, there have been a number of changes to the composition of the ICC Executive Board and IDI Board which are the primary policy-making bodies for international cricket, dealing with regulatory and commercial matters respectively.

The make-up of both of these Boards is the same, comprising 10 Directors appointed by the ICC Full Member countries, three Directors elected by the 94 Associate and Affiliate Members and

the ICC President, Vice-President and Chief Executive.

Six of the 10 Full Member Directors have joined the Board in the last 12 months and two of the Associate and Affiliate Directors were elected for the first time at the 2008 Annual Conference.

The long-serving Chairman of the ICC Audit Committee, Sir John Anderson, stepped down from this role – and his position on the ICC Executive Board – in June 2008 and was replaced by his fellow-countryman Alan Issac. Also new on this committee are the independent ICC Ethics Officer, Thandi Orleyn from South Africa, and the IT and finance expert, Birendra Agarwal from India.

On the back of new Membership Criteria for Associate and Affiliate Members the Governance Review Committee gave preliminary consideration to the ICC Full Membership criteria and decided that the ICC Board and Chief Executives' Committee should consider this further in a joint strategy session at the ICC Annual Conference in June 2009.





**PROVIDING EXCELLENT SERVICE TO MEMBERS & STAKEHOLDERS**

## ICC Office Structure

**The ICC head office, supported by regional offices across the world, operates to serve the needs of the game's many stakeholders. A diverse staff, made up of enthusiastic professionals from five different continents, works hard to develop the game across the Membership base.**

In April 2009, after almost four years of operating in Dubai's Media City, the hub for global media organisations in the Middle East, the ICC moved to its very own home in Dubai Sports City – a 38,000 square foot building located adjacent to the Dubai Sports City Academy campus and a kilometre away from the Dubai Sports City Cricket Stadium.

This new home provides a strong geographic base at the heart of the cricketing world from which the needs of the game and the ICC Members will be served.



1



1 The ICC is committed to providing opportunities for Pakistan to play

2 The ICC has worked closely in the past year with Zimbabwe

## Members Services

**As a Members' organisation the importance of delivering excellent service to the 104 Members around the world is at the forefront of every staff member's mind in the ICC head office in Dubai and the regional offices around the world.**



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The ICC's operations are underpinned by values which include Fairness and Equity and Respect for our Diversity.

It should come as no surprise, therefore, that one of the top priorities is identifying and implementing strategies and initiatives that will make Members stronger and enhance the competitive balance between Members.

As well as the Gatorade High Performance Programme which supports the leading Associate Members and the ICC Global Cricket Academy, which will begin servicing Members' performance needs later this year, the ICC is rolling out resources to enhance the support structures of Members.

This includes the Cricket Administrator Programme (CAP) which now has modules being delivered in Finance, Running a Club or Competition, and Managing Effective Meetings.

Anyone interested in presenting or assessing either the CAP modules or coach education can also participate



2

in the Presenter and Assessor Training courses that ICC has developed.

Also of particular note this year has been the work of the ICC Task Team on Zimbabwe that was appointed to undertake a comprehensive review of the cricket structures in the country and work with Zimbabwe Cricket to identify constructive strategies for improvement. This team was headed up by the ICC Director from the West Indies, Dr Julian Hunte, and comprised the former Sri Lanka captain Arjuna

Ranatunga and ICC Chief Executive Haroon Lorgat. Its 35 recommendations were fully endorsed by the ICC Executive Board in April.

On a similar theme the ICC has been paying close attention to the impact of the Lahore terrorist attack on cricket in Pakistan from performance, development and commercial perspectives. With the Pakistan Cricket Board hosting its 'home' international matches overseas, ICC has affirmed its commitment to supporting Pakistan at this challenging time.

Since 1998, the ICC has more than doubled in size, growing from 45 Members a decade ago



1 Children playing cricket in Bhutan

2 Denmark's Mickey Lund

3 Uganda's players celebrate

1

## Development Programme

**The ICC Development Programme has experienced an unprecedented period of positive change over the past 12 months.**

Headlining this change has been the significant growth in financial support provided to the ICC's 94 Associate and Affiliate Members. From the beginning of 2009, two to three fold increases in funding have been received by Members through the ICC's new Developing Cricket World Funding Policy.

In line with the ICC's strategic goals of growing cricket sustainably around the world and continually making our sport stronger, this policy and therefore the provision of funds, is largely based on performance criteria that aim to provide more reward to Members that are doing well both on and off the field. Members are required to submit detailed plans, budgets and reports to receive allocated funds which will ensure improvements in Member governance and administration are also made. The ICC's new Member Support and Compliance team will oversee these requirements.

Again with the aim of making our sport and our Members stronger, the ICC Associate and Affiliate Membership Criteria have recently been strengthened. Bulgaria, Estonia and Turkey became Affiliate Members during 2008, while Guernsey was upgraded from Affiliate to Associate Membership. This means that, since 1998, the ICC has more than doubled in size, growing from 45 Members a decade ago.

The ICC's five Regional Programmes continue to work closely with all Members, with positive progress again being made across five focus areas that comprise: governance and administration, women's cricket, quantity to quality, junior involvement to junior playing and the raising of non ICC income.



2





1 Vanuatu in action at the WCL Division 5

2 Cricket in Botswana

## Development Programme (cont)

The ICC High Performance Programme continues to go from strength to strength, with the ICC Cricket World Cup Qualifier determining who will be part of the programme for the next four years. The top 10 countries all qualified for an annual US\$350,000 high performance grant, while an extra US\$150,000 annual ODI grant will be made available to fifth (Afghanistan) and sixth (Scotland), and an extra US\$300,000 annual Cricket World Cup and ODI grant made available to the top four teams that qualified for the 2011 CWC, including Ireland, Canada, The Netherlands and Kenya.

Through global cricket event structures, such as the Pepsi ICC World Cricket League and the ICC Intercontinental Cup, the Development Programme has received unprecedented attention. Front page news stories and global television coverage has been focusing on these tournaments, and in particular Afghanistan's efforts in attempting to qualify for the ICC Cricket World Cup.

Finally, and to round off a year of positive change, Pepsi has recently become the naming rights partner of the Development Programme, which has now become the Pepsi ICC Development Programme.



2

It will provide a unique environment for coaching, game education and training

- 1 Mudassar Nazar coaches local children
- 2 Rod Marsh,
- 3 Dayle Hadlee passes on some tips



2



3

# Global Cricket Academy

**The ICC Global Cricket Academy (GCA) will be an important focal point for international cricketing excellence and education.**

Situated in Dubai Sports City, Dubai, its location places it in the centre of the cricket-playing world. It will provide a unique environment for coaching, game education and training in outstanding facilities supported by a highly-experienced team of staff.



1

It will offer the opportunity to players, coaches, umpires, curators and administrators from across the ICC's 104 Member Countries to benefit from programs and courses. In addition:

- Local, regional and international teams will gain competitive experience during tournaments on the immaculate grounds
- Elite umpires will undertake technological review of decisions to improve performance
- Top coaches will benefit from exceptional support and educational opportunities
- Curators will exchange ideas and share expertise
- Administrators will be inspired to raise standards throughout the world, and
- Local junior and senior cricketers will have the opportunity to participate in GCA programs in order to learn from the game's elite.

A team of internationally-experienced coaches led by the renowned cricket academy director, Rod Marsh, will deliver a multi-dimensional programme of cricket coaching and education.

During the past year, the ICC Global Cricket Academy has appointed two world-class coaches, Mudassar Nazar and Dayle Hadlee, who are both former Test cricketers. As well as preparing for their elite coaching roles, the coaching team has in recent months been active in the local community, delivering coaching programmes to schools across Dubai.

The ICC Global Cricket Academy is due to be open in late 2009, with much of the past year being spent on constructing the facility to world class standard.

An example of the state-of-the-art facilities is the integrated technology suite comprising digital data capture, which, along with video and data analysis providing real-time playback, will bring a new dimension to the review of player

and official performance. The facilities will allow the opportunity for future cricket-related research and development projects to benefit the sport.

Turf and indoor pitches will replicate the varying playing surfaces found in cricketing nations around the world. This will provide a unique opportunity for international teams to prepare for matches in a range of conditions.

Exceptional strength and conditioning, sports science and sports medicine facilities will be available to allow players and specialist team staff to assist in fitness, injury prevention and rehabilitation programs.

The ICC Global Cricket Academy, which is adjacent to the new ICC head office and the Dubai Sports City Cricket Stadium, is complemented by an on-site accommodation block that will help make it the heart of an integrated cricket community.

ICC WOMEN'S WORLD CUP

AUSTRALIA 2009





## OPTIMISING COMMERCIAL RIGHTS & PROPERTIES FOR THE BENEFIT OF MEMBERS





Cricket continues to be a strong sport, getting stronger, with more money coming into the game than ever before

- 1 England's women celebrate winning the ICC Women's World Cup 2009
- 2 Fans buy merchandise at North Sydney Oval
- 3 Australia takes on New Zealand during the WWC 09
- 4 Fly Emirates continued its association with match officials



2

## Commercial Programme



3

**Despite the difficult economic climate, it has been another successful year for the ICC, in the second year of its commercial cycle.**

Cricket continues to be a strong sport, getting stronger, with more money coming into the game than ever before. The increasing popularity of cricket can be illustrated by the dramatic growth of domestic Twenty20 competitions, such as the Indian Premier League, which will help broaden the fan base of the game in ICC Member countries.



4

The ICC works on behalf of its Members to generate revenues to help grow the game across the world. The most important way it does this is through a strategic commercial programme, based around ICC events and other activities throughout the cricketing year.

With the postponement of the ICC Champions Trophy, due to security reasons, the two listed events held in the past 12 months were the ICC Women's World Cup (see page 18-19) and the ICC Cricket World Cup Qualifier 2009 (see page 20-21). Both events were very successful and this was in part due to the commitment of the ICC's commercial partners.

ESPN STAR Sports, the ICC's official broadcast partner for ICC events, provided coverage of seven live matches at the ICC Women's World Cup using a distinguished commentary team that included the likes of Danny Morrison, Wasim Akram and Melanie Jones. The ICC's global partners, who are Reliance Mobile, Emirates Airlines, PepsiCo, LG, Reebok and Yahoo, also showed their commitment to these

tournaments. In addition the commercial department was successful in signing up event partners for major upcoming events including the ICC World Twenty20 2009.

Licensing in Motion, as the Official Licensing and Merchandising Partner, launched merchandise for the ICC Women's World Cup, while Sports Logistics provided signage for all ICC events.

Cricket Logistics, the Official Travel Agent and Tours Provider, organised travel for both players and supporters to the ICC's listed events, while Getty Images ensured world-class images were available to media across the world in its role as the Official ICC Photographic Services Provider.

Looking further ahead to events also in this commercial cycle, the ICC worked with a range of design agencies to ensure new identities for both the ICC's listed events and those within the ICC's regional development programme, with the biggest project being the design of the ICC Cricket World Cup 2011 logo which will be launched in July 2009.

## OPTIMISING COMMERCIAL RIGHTS AND PROPERTIES FOR THE BENEFIT OF MEMBERS



1 A cameraman at the ICC Women's World Cup 2009

2 Reebok sponsored MS Dhoni as well as partnering with the ICC

# Commercial Programme (cont)

Off the field, one of the major events was the LG ICC Awards, which was staged in Dubai for the first time at the Westin Hotel. The evening was a huge success, attracting global broadcast coverage, with Shivnarine Chanderpaul taking the Player of the Year Award, and Yuvraj Singh taking the inaugural award for the T20 International Performance of the Year.

Reliance Mobile remained in the news throughout the year with its sponsorship of the official rankings, which saw women's ODI rankings launched to complement the men's Test and ODI rankings, helping raise the profile of the sport ahead of the ICC Women's World Cup. Emirates Airline continued its long-standing relationship with the Elite Panel of Umpires and Match Referees.

To help raise awareness of the ICC's partners, the ICC Ambassador Programme was introduced, which provided sponsors with a resource to promote their relationship with cricket. Among the inaugural Ambassadors were

Rahul Dravid, Kumar Sangakkara, Lisa Sthalekar and Simon Taufel.

Outside of major events, Sportsbrand continued to produce the ICC's weekly magazine show on television, ICC Cricket World, which is beamed across the world. New graphics for the show were launched in the past 12 months as part of a revamp of the programme.

Yahoo, through Sportz Interactive, continued to produce the ICC's corporate website, which is currently being redeveloped and will be relaunched in 2009. As well as information on all 104 Member countries, the website will also host a new ICC weekly Podcast, produced in partnership with ESPN STAR Sports, and a web version of ICC Cricket World.

The ICC also furthered discussions on developing an official data partner and an announcement on this is expected in the coming year.



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CONSOLIDATED SUMMARISED  
FINANCIAL STATEMENTS  
YEAR ENDED 31 DECEMBER 2008



# CONSOLIDATED FINANCIAL STATEMENTS

## YEAR ENDED 31 DECEMBER 2008

### CONSOLIDATED STATEMENT OF INCOME

|   | 2008<br>(12 months)<br>USD'000 | (Restated) 2007<br>(9 months)<br>USD'000 |
|---|--------------------------------|--|
| <b>REVENUE</b>  |                                |  |
| Members Subscription                                      | 12,822                         | 9,217                                    |
| Commercial & others                                       | 4,502                          | 3,443                                    |
|   | <b>17,324</b>                  | 12,660                                   |
| <b>COSTS</b>  |                                |  |
| Staff and consultant costs                                | 11,977                         | 6,977                                    |
| Premises costs  | 425                            | 272                                      |
| Foreign exchange loss                                     | 427                            | 66                                       |
| Other operating expenses                                  | 11,113                         | 8,336                                    |
|   | <b>23,942</b>                  | 15,651                                   |
| <b>Net operating loss before event related activities</b> | <b>(6,618)</b>                 | (2,991)                                  |
| Net (loss) income on event related activities             | (537)                          | 259,642                                  |
| Interest & Investment Income                              | 4,129                          | 6,695                                    |
| <b>(Deficit) surplus before tax</b>                       | <b>(3,026)</b>                 | 263,346                                  |
| Income tax refund (expense)                               | 6                              | (11)                                     |
| <b>(Deficit) surplus for the year / period</b>            | <b>(3,020)</b>                 | 263,335                                  |

### APPROPRIATION FOR THE YEAR / PERIOD

|  | 2008<br>(12 months)<br>USD'000 | (Restated) 2007<br>(9 months)<br>USD'000 |
|--|--------------------------------|--|
| Payments to Members                                | -                              | 258,308                                  |
| Allocation to Global Cricket Development Programme | -                              | 2,491                                    |
| Transferred to General Reserve                     | -                              | 1,250                                    |
| Transferred to Retained Surplus                    | <b>(3,020)</b>                 | 1,286                                    |
|  | <b>(3,020)</b>                 | 263,335                                  |

### CONSOLIDATED BALANCE SHEET

|   | 2008<br>USD'000 | (Restated) 2007<br>USD'000 |
|---|-----------------|----------------------------|
| <b>ASSETS</b>                           |                 |                            |
| Non Current Assets                      | 12,070          | 13,250                     |
| Current Assets excluding cash resources | 20,867          | 17,413                     |
| Cash resources                          | 104,686         | 120,043                    |
| <b>Total Assets</b>                     | <b>137,623</b>  | 150,706                    |
| <b>EQUITY AND LIABILITIES</b>           |                 |                            |
| Cricket Development Funds               | 1,962           | 10,802                     |
| Advances received                       | 88,899          | 76,166                     |
| Other Liabilities                       | 24,140          | 38,315                     |
| Non current liabilities                 | 1,266           | 765                        |
| Member's Funds                          | 21,356          | 24,658                     |
| <b>Total Equity and Liabilities</b>     | <b>137,623</b>  | 150,706                    |

# CONSOLIDATED CASH FLOW STATEMENT

## YEAR ENDED 31 DECEMBER 2008

|  | 2008<br>(12 months)<br>USD'000 | (Restated) 2007<br>(9 months)<br>USD'000 |   | 2008<br>(12 months)<br>USD'000 | (Restated) 2007<br>(9 months)<br>USD'000 |
|--|--------------------------------|--|---|--------------------------------|--|
| <b>OPERATING ACTIVITIES</b>                            |                                |  | <b>FINANCING ACTIVITIES</b>                           |                                |  |
| (Deficit) surplus before tax                           | (3,026)                        | 263,346                                  | Amounts due from Full Members                         | (204)                          | 72,450                                   |
| <b>Adjustments for:-</b>                               |                                |  | Amounts used for Global Cricket Development Programme | (8,840)                        | (5,482)                                  |
| Depreciation   | 417                            | 257                                      | Payment to Members                                    | -                              | (258,308)                                |
| Amortisation   | -                              | 128                                      | Net cash used in financing activities                 | (9,044)                        | (191,340)                                |
| Changes in employee's end of service benefits          | 501                            | 310                                      | <b>Decrease in cash and cash equivalents</b>          | (15,357)                       | (134,324)                                |
| Interest & Other financial income                      | 201                            | 228                                      | Cash and cash equivalents                             |                                |  |
| Income Tax   | 6                              | (11)                                     | At the beginning of the year/ period                  | 120,043                        | 254,367                                  |
| Other changes in working capital                       | (4,893)                        | (196,819)                                | <b>At the end of the year/ period</b>                 | 104,686                        | 120,043                                  |
| Net cash (used in) generated from operating activities | (6,794)                        | 67,439                                   |   |                                |  |
| <b>INVESTING ACTIVITIES</b>                            |                                |  |   |                                |  |
| Purchase of property & equipment & Capital WIP         | (5,763)                        | (256)                                    |   |                                |  |
| Changes in available-for-sale investment               | 6,244                          | (10,167)                                 |   |                                |  |
| Net cash generated from (used in) investing activities | 481                            | (10,423)                                 |   |                                |  |

# CONSOLIDATED STATEMENT OF CHANGES IN MEMBERS FUND YEAR ENDED 31 DECEMBER 2008

|  | Surplus<br>USD'000 | Retained<br>Reserves<br>USD'000 | Surplus<br>USD'000 | Total<br>USD'000 |
|--|--------------------|---------------------------------|--------------------|------------------|
| <b>Balance at 31 March 2007</b>                              | -                  | 15,000                          | 7,066              | 22,066           |
| Net movement in fair value of available for sale investments | -                  | 56                              | -                  | 56               |
| Surplus for the period (restated)                            | 263,335            | -                               | -                  | 263,335          |
| Distribution to members                                      | (260,799)          | -                               | -                  | (260,799)        |
| Transfer to retained surplus (restated)                      | (2,536)            | 1,250                           | 1,286              | -                |
| <b>Balance at 31 December 2007 (restated)</b>                | -                  | 16,306                          | 8,352              | 24,658           |
| Net movement in fair value of available for sale investments | -                  | (282)                           | -                  | (282)            |
| Deficit for the year   | (3,020)            | -                               | -                  | (3,020)          |
| Transfer to retained surplus                                 | 3,020              | -                               | (3,020)            | -                |
| <b>Balance at 31st December 2008</b>                         | -                  | 16,024                          | 5,332              | 21,356           |

## NOTES TO FINANCIAL STATEMENTS

### ACCOUNTING POLICIES

#### 1. Basis Of Preparation

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS). The consolidated financial statements have been presented in US Dollars, which is the functional currency of the Group. The consolidated financial statements are prepared under the historical cost convention modified to include the measurement at fair value of available-for-sale investment.

#### 2. Changes in accounting policies

The accounting policies are consistent with those used in the previous period. The new and amended IFRS and International Financial Reporting Interpretations Committee (IFRIC) interpretations that became applicable for the year did not have any effect on the financial performance or

position of the Group and did not give rise to any significant additional disclosures.

#### 3. Contingencies

Contingent liabilities are not recognised in the financial statements. They are disclosed unless the possibility of an outflow of resources embodying economic benefits is remote. A contingent asset is not recognised in the consolidated financial statements but disclosed when an outflow of economic benefits is probable.

#### 4. Restatement

ICC ranking fee amounting to USD 500 thousand for the then cricketing year ending on 31 March 2008 was not accrued in the books of the Group for the period ended on 31 December 2007. Comparative amounts for the period ended on 31 December have been restated in these financial statements to correct this error.

## INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF INTERNATIONAL CRICKET COUNCIL

We have audited the consolidated financial statements of ICC Development (International) Limited and its subsidiaries (together the 'Group') for the year ended 31 December 2008, from which the summarised financial statements were derived, in accordance with International Standards on Auditing.

In our report dated 26 April, 2009, we expressed an unqualified opinion on the consolidated financial statements from which the summarised financial statements were derived.

In our opinion, the accompanying summarised financial statements are consistent, in all material respects, with the consolidated financial statements from which they were derived.

For a better understanding of the Group's financial position and the results of its operations for the period and of the scope of our audit, the summarised financial statements should be read in conjunction with the consolidated financial statements from which the summarised financial statements were derived and our audit report thereon.

2 June, 2009

**Ernst and Young**

P.O. Box 9267

Dubai, UAE

The detailed consolidated financial statements for ICC Development (International) Limited and its subsidiaries for the year ended 31 December 2008 along with the Auditors' report and Directors' report is available at [www.icc-cricket.com](http://www.icc-cricket.com)



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