



 **nzcpa**
cricket players' association

**ANNUAL
REPORT**
2011/12

97% of players believe the NZCPA provides good assistance to players when needed in the professional environment.

Source: NZCPA Annual Player Survey 2012



97% of players think it is important that the game retains all three formats in a balanced programme.

Source: NZCPA Annual Player Survey 2012



CONTENTS

02	List of Officers
03	Chairman's Report
04	Chief Executive's Report
07	Strategic Plan
08	1. Professional Cricketing Environment
8	International Cricket
	Domestic Cricket
	Overseas Competitions
9	Anti-Corruption Education
	Agent Accreditation
10	Annual Player Survey
11	The Players' Cap
12	FICA Achievements and Activities
13	2. Player Development and Support
13	CPDP Programme
14	Players' Golf Day
16	3. Network and Business Activities
16	Licensing and Merchandising Programme
17	Fujitsu Heat Pumps MVP
	– 'The Players' Statistic'
19	Business Partnerships
21	4. Promotion and Development of Cricket
21	NZCPA Masters Weekend
22	NZCT Hooked on Cricket
24	NZCPA Masters Series
25	Life Members
26	Financial Statements

LIST OF OFFICERS

Patron

Barry Sinclair

NZCPA Board of Directors

Ross Verry	Independent - Chairman
Martyn Croy	Otago
Peter Fulton	Canterbury
Richard Jones	Auckland
Grant McKenzie	Independent
Jacob Oram	Central Districts
David White	Northern Districts (resigned during year)
Jason Wells	Wellington

NZCPA Staff

Heath Mills	Chief Executive
Sanjeewa Silva	Career and Personal Development Manager
Glen Sulzberger	Commercial and Events Manager
Virginia Sullivan	Accounts Administrator (Part Time)
Tim Lythe	Legal Services (Part Time)
Ewen Thompson	Event Coordinator (Part Time)

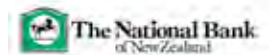
Player Representatives

Graeme Aldridge	Northern Districts
Michael Bates	Auckland
Harry Boam	Wellington
Derek de Boorder	Otago
Ryan McCone	Canterbury
Jacob Oram	Blackcaps
Amy Satterthwaite	White Ferns
Ben Wheeler	Central Districts

Contacts

PO Box 9915, Newmarket, Auckland
 Unit 107, Zone 23, 23 Edwin St, Mt Eden, Auckland
www.nzcpa.co.nz

PLATINUM PARTNERS



BUSINESS PARTNERS



NZCPA FUNDING PROVIDERS



BUSINESS CLUB



CHAIRMAN'S REPORT

Each year the role of the NZCPA assumes greater importance within the game. Cricket in New Zealand faces more challenges than most to compete in the international environment with the lack of scale, limited revenue opportunities and climactic challenges combining to make it increasingly challenging for us at the highest level of the game. However, as an organisation, rather than deter us, it generates a greater focus on achieving our objectives, in particular providing the best possible environment for our members and their teams to perform.

Like other stakeholders in the game, we need to evolve to deliver to the needs of our members. This is something of a challenge to an organisation such as ours with limited financial resources but under Heath's leadership we have become adept at extracting the most out of those resources, through managing costs carefully and constantly seeking sources of new revenue. Again our financial management was exceptional this year, enabling us to deliver a small financial operating surplus in a tough financial environment. This coupled with an increase in revenue forecasted for the year ahead has provided us with the opportunity to invest in increased resources and programmes for our members.

An example of that is the creation of a new role (Player Services Manager) which will oversee a number of initiatives including the Agents Accreditation programme and Anti-Corruption education as well provide more direct support to our members in the Domestic cricket environment. This new role will be important for our organisation as the challenges and growth of the Professional Game continue to impact on our members. It is important that we are able to apply the skills and experience of our Chief Executive, Heath, to the strategic issues and opportunities that will benefit our members over the long term and this new role should allow this occur. As most of you know, there are a number of issues that arise day to day that need to be dealt with promptly and efficiently – we are extremely lucky to have Heath who I believe is a worldwide expert in his industry – however, we risk the longer term health of our game unless we are able to focus properly on the “big picture” of the changing landscape of professional cricket. We hope to make an appointment to this role before the end of the calendar year.

One of these strategic issues is the structure of the domestic game. Getting this right is critical to the development of our game in New Zealand, our ability to compete internationally and a key to enhance the career opportunities of our members. We are disappointed at the lack of progress in discussions relating to this issue but will continue to push for enhancements to the Domestic cricket structure in New Zealand.

In addition to delivering for our current players, we are also committed to looking after past players and members from the amateur era when they need it. This year we set up The Cricketers Hardship Trust and transferred the previous Hardship Fund activities run by NZCPA, into a standalone

entity. The activities of the Trust will be expanded to meet the ongoing needs of past players and we are delighted that Bruce Edgar and Ronald Cardwell have joined us to add great capability to our activities.

I'd personally like to thank the Board and staff at NZCPA.

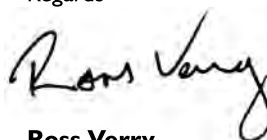
We have a high quality, dedicated Board of Richard Jones, Jacob Oram, Jason Wells, Peter Fulton, Martin Croy and Grant McKenzie who provide a great background of professional sporting, cricket knowledge and commercial acumen. During the year we saw David White recruited to the CEO role at NZ Cricket. While a loss to our Board, it was great to see David installed into that key leadership role in our game. Not surprisingly, he moved quickly to address a number of opportunities and issues and is already making a strong contribution internationally and locally.

Our relationship with NZ Cricket is a key one and we continue to have a constructive relationship with the organisation and the key leaders of the game. We do not always agree on each and every issue, however, we share many common objectives and values and will always work together for the development of not only the professional game but the game as a whole.

Finally, I'd like to thank our extremely capable and committed staff. I've said before that we are lucky to have Heath who in my view is one of the best in the Sporting Industry anywhere. He is extremely well supported by the current team of Glen, Tim, Sanj, Ewen and Virginia who each bring unique skills and are dedicated to the growth and success of our organisation. This year two of our long serving people left the NZCPA – Aidan Hobson who last time I saw was applying his skills to the Healthcare Industry in Wellington and Kerry Walmsley. Kerry has been with NZCPA from the start and has been a massive part of the culture and fabric that is NZCPA so it was particularly sad to see him move on. We know that we will continue to see Kerry around at our events and look forward to hearing more about his new focus in life.

Best wishes for the 2012/13 season, I hope it is successful and rewarding for you all.

Regards



Ross Verry
Chairman



CHIEF EXECUTIVE'S REPORT

Master Agreement

This year has seen the parties to the Master Agreement work through a process to ensure the Agreement (and the partnership between the parties) was navigated through a very difficult financial period resulting from the increased US Dollar exchange rate and a challenging commercial environment. We achieved this at the start of the year following cuts to the professional game in line with the terms of the Master Agreement – the Player Payment Pool was reduced by approximately \$1 Million from the originally agreed total and approximately \$1.5 Million was saved in other areas of the professional game. The Master Agreement is the most important document in Cricket as it provides the foundation for the parties to share property and generate revenue to fund the game at all levels – the fact that we were able to work together to manage the downturn in revenue, and ensure the Master Agreement and associated partnership survived, says a lot for the commitment to this Agreement from all parties.

Given the situation at the start of the year, it was very pleasing that New Zealand Cricket (NZC) was able to secure a significant international broadcast deal with Pitch International during the latter stages of the year and improve commercial sponsorships. This meant that despite the US Dollar exchange rate still being high we have only seen modest changes to the Player Payment Pool and activity around the Professional Game in the coming year.

Importantly, and in line with the original forecast in the Master Agreement, we have been able to move to increase the number of contracted players in each Major Association to 14 and resume the Elevated Contract System as well as confirming retainer levels as originally agreed. For the first time, we have over 100 players contracted (104 including NZC contracted players) to focus on cricket full time which is an enormous boost to the high performance programme next year.

Professional Environment

There is no doubt that we have made considerable progress in the past 10 years in developing a quality high performance environment. Specifically, since 2002 we have introduced a professional contract system that enables players to focus on their game full time during their contract period and provides for a transparent understanding and management of property exchange and commercial revenue generated by NZC and the players. We have also increased the number of support staff operating in our six domestic teams and have improved our playing facilities through the introduction of the Grounds Warrant of Fitness under the Master Agreement. As a result, we have moved closer to providing the three key pillars of any high performance sporting programme – athletes working fulltime; coaches working full time; and, facilities for them to ply their trade and improve performance. With these developments we are moving closer to the other test

playing countries around the world.

However, we must and can do better.

We still have a situation in New Zealand where there are no practice facilities throughout most of the country for six months of the year during the winter period. We have outdoor practice nets in Lincoln for most of the year and Tauranga provides a surface for a period of time in the winter but these two venues are not sufficient enough. Every other test playing country provides outdoor surfaces for players and coaches to train for the vast majority of the year. Climate cannot be used as reason not to do this as England has managed to achieve it despite their inclement weather! Responsibility for providing facilities must fall on the Major Associations and it can be done – it is a glaring difference between our high performance programme and that of our competitors on the world stage.

In a related matter, we were excited by discussions continuing about restructuring our domestic game, only to be frustrated by what seemed a lack of understanding of what needs to happen to take our sport forward and bring it into line with developments in cricket overseas and professional sport in general.

Our six professional domestic teams operate under a governance system that was designed over 100 years ago for amateur sport. It is absolutely critical that we ensure the amateur game is well funded and managed and we are confident we have the right people in governance roles to ensure that is the case. However, we are not convinced this current and historic structure is the right one to take our professional teams, and associated high performance programmes, to the level we now require to compete internationally. Under the current structure, we still do not have Participation or Licensing Agreements governing our teams' participation in domestic cricket. We do not have minimum standards around resource and facilities that must be provided all year round. Despite the best intentions of NZC, we still do not see a dedicated resource focused on developing, growing and advancing domestic cricket to its own end. Further, our structure does not ensure we have the best business and commercial people involved with our professional game to help us grow revenues and provide greater resource.

We have very good cricket people involved with our game but we must look at what is happening overseas and review how our domestic game is structured and put it in the best



Heath Mills

position to grow our sport and develop players. Whether we like it or not, the game is changing. The advent of commercial franchise competitions will continue and they are better placed to generate revenue and grow the sport as a whole – we only need to look at other professional sports to see that. The international game, which has been the traditional medium of generating revenue to date, may not be played all year round in the future – certainly our best players can't be expected to be involved in all cricket across all domestic and international competitions as there simply isn't enough time in the year.

We continue to hope our sports governing bodies will work together to provide an annual Test Championship and One Day Championship to provide greater context and meaning at this level rather than continuing to lurch from one bi-lateral series to the next. This may mean less international cricket is played but, by applying the 'less is more' theory, we may create a more valuable product and in turn increase the revenue it generates. International cricket is the pinnacle of the sport and the most cherished part of the game – we need to keep it that way.

We must work hard to understand the changing nature of cricket. Competitions at international and domestic level are developing and we need to ensure we are set up to navigate through the change. Other countries have recognised this and are working to develop better commercial competitions at domestic level. We must do the same. NZC has demonstrated great leadership with the joint venture to develop professional Cricket in the USA which shows fantastic potential. We must now focus on our domestic competitions and structure. We must ask hard questions about how we are structured and whether or not we got it right. It would be fantastic if we could report progress in this matter in the next Annual Report.

NZC

This year has been a time of significant change at NZC with a change in Chief Executive and the establishment of a support office in Auckland. Founding NZCPA Board Member and past Chairman, David White, was appointed as the new Chief Executive of NZC replacing Justin Vaughan in January 2012. Whilst this appointment resulted in the NZCPA losing a current Board Member with considerable experience in the management of professional sport, we were very pleased with the appointment given David's excellent understanding of professional sport and the important role of player associations. We are confident that this will enable us to build an even stronger working relationship and partnership with NZC into the future. The positive impact of his appointment has already been seen with the completion of an excellent broadcast agreement with Pitch International and renewed activity around our commercial programmes.

NZC also completed a review of its operations and determined that it was crucial to the ongoing development

of the sport that an office be established in the country's commercial centre – Auckland. Whilst it is important the cricket operations will remain in Lincoln given the facilities that are available, we have supported the move to Auckland for the commercial side of the business and have already received positive feedback from commercial partners to the game. This move will also likely enhance the relationship and interaction between NZC and the NZCPA given our offices are a short five minute stroll apart which should result in more contact time between the two organisations.

NZCPA

The NZCPA has also had some change during the course of the year with two staff members leaving the organization for greener pastures, which resulted in a slight restructure of our services and organisation.

Aidan Hobson resigned his position as Career and Personal Development Manager (CPDM) in May 2012 after completing a fine job in establishing our off field professional development programme and assisting a high number of our members in taking the first steps in developing a career outside the sport. After a comprehensive recruitment process, former Sri Lanka A, Central Districts and Auckland representative Sanjeeewa Silva joined the NZCPA as our new CPDM and we are delighted with the approach he is taking in moving the programme forward with a renewed focus on risk management, team workshops and career development.

Long serving staff member Kerry Walmsley also decided to resign his position as Operations Manager this year as he turned his attention to house husbandry and the development of his family's property business. Kerry is a proud founding member of the NZCPA and has been a critical component in the development of our events programme and past player network – he will be sorely missed. However, this presented an opportunity to look at how our organization is structured and resulted in Glen Sulzberger being appointed on a full time basis to the NZCPA as our Commercial and Events Manager and former Central Districts and Blackcap player, Ewen Thompson, now contracted as our Events Coordinator – we are delighted to have Glen in a full time role and Ewen on board to assist us to grow and further develop our extensive events programme. Virginia Sullivan remains as our Accounts Administrator and has picked up some additional operational responsibilities.

The Cricketers Hardship Trust

A key development this year was the establishment of The Cricketers' Hardship Trust (TCHT). The NZCPA has long run a Hardship Fund within our organization as a means to raise funds to assist past players in times of need. The Hardship Fund has supported a handful of past players each year and whilst its work has made a difference we have not been able to promote it or support the number of past

players we would like due to the size of the fund. The Board felt that the TCHT should be established as a standalone entity focused on delivering on its objectives. This also made it possible for TCHT to apply for (and receive) charitable status for the Trust.

At the previous Annual General Meeting members voted to establish TCHT and to move all monies from the Hardship Fund to this new organization – this was completed this year. The Trust Deed appoints the Chairman and Chief Executive of the NZCPA as trustees of the TCHT and allows for two further independent trustees to be appointed. We were delighted to add Bruce Edgar and Ronald Cardwell as trustees of the TCHT. Bruce will be well known to members for his past playing deeds and his successful business career and Ronald Cardwell is a well-known Australian cricket historian and lawyer who has been heavily involved in cricket administration in New South Wales and has assisted many past players over the years including a number who played their cricket on this side of the Tasman.

The proceeds (\$10,000) from the NZCPA Golf day were donated to the Trust this year and some players also donated licensing payments, prize money and memorabilia items which was most appreciated. The TCHT is currently putting together a business plan with the aim of increasing its activities and support of past players significantly in the years ahead.

Events

We were very pleased to continue the growth of our events programme during the year and continue to receive positive feedback from members and other stakeholders around our Hooked on Cricket programme, the Masters Series, the Masters Tournament and other past player functions. All this would not be possible without the outstanding support we receive from NZCT, Grassroots Trust, North and South Trust, CCC, CricHQ and Choice Hotels.

Our commercial partners and funders are critical to our performance and we thank them greatly for their support.

White Ferns

We were also pleased to conclude the negotiation with NZC of a new Memorandum of Understanding governing the White Ferns environment. We have secured some modest increases in support for players whilst training and playing but critically we have also worked with NZC to launch an initiative within the NZC development programme that will employ six to eight players on an annual basis to work within that programme. This will enable that group of players to focus on cricket full time which is what players are now doing in England and Australia through their central contract system. We must continue to work with NZC to grow the women's game. To state the obvious, women make up 50% of the population and we have not done enough to attract more to the sport either as participants, officials or fans.

Financials

The NZCPA had a good financial performance for the year ending 31 July 2012 given the tight financial situation - reporting an initial **\$28,693** surplus on operations for the year. However, the transfer of funds to the recently established Cricketers Hardship Trust from our old Past Player Hardship Account meant we report a deficit of **\$(39,621)**.

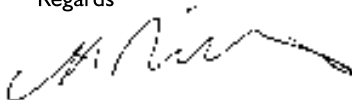
At year end, the NZCPA had Closing Equity of **\$355,902**. This is down from \$385,335 last year. However this is a result of the NZCPA transferring **\$68,371** to The Cricketers Hardship Trust as noted above and is therefore slightly misleading as to the overall performance. Overall, the NZCPA is in a healthier financial position this year than it was last year although we must continue to work hard to grow our Equity position and reserve funds.

Total revenue for the year was **\$993,704** which is a decrease from the \$1,138,141 achieved last year. This was mainly a result of the smaller allocation from the Player Payment Pool in the Master Agreement, which was necessary given the financial situation faced by the parties to that Agreement at the start of the year, and a decrease in event and activity revenue.

Total expenses for the year were **\$965,011** which is down from last year's \$1,040,732. This was necessary and achieved by the NZCPA 'cutting its cloth' to suit the difficult financial year.

Finally, I would like to acknowledge the hard work of our Patron, Board, Staff and Player Representatives and their ongoing support of me and the development of our organization – they are always prepared to go the extra mile when called upon and provide great service to our members. I make special mention of Ross Verry who is a great sounding board for me and whose insightful and measured advice I value highly. We are lucky to have such a great group of dedicated and committed people who believe passionately in our work and their role in guiding the NZCPA. It is thanks to their hard work the NZCPA is strong, has a great culture and a particularly deep respect for the game and its most important stakeholder - the players.

Regards



Heath Mills

Chief Executive

STRATEGIC PLAN

The NZCPA Board continued to govern with the current Strategic Plan in mind. The current plan, containing four Key Objectives, is detailed below and will guide the board and management over the four year period.

courtesy of PHOTOSPORT

NZCPA 2011/2014 Strategic Plan

PURPOSE:

“Serve New Zealand’s current and past professional cricket players”



Planning is vital in all aspects of our game.

OBJECTIVES:

1. Ensure the best possible professional cricket environment in New Zealand for our players and look to influence international environments where possible;
2. Assist players in their overall development, both on and off the field;
3. Create and deliver an effective network for all members to connect with the game and each other;
4. Contribute to the promotion and development of cricket.

STRATEGY:

1. **Ensure the best possible professional cricket environment in New Zealand for our players and look to influence international environments where possible;**
 - Have good functional relationships with New Zealand Cricket and the six Major Associations
 - Effectively manage the Master Agreement between NZC, NZCPA and the six Major Associations
 - Work with other stakeholders and members to maximize the revenue opportunities in professional cricket
 - Support and be an active contributor to FICA
 - Assist our members to gain international exposure and support them in a global workplace environment
2. **Assist players in their overall development, both on and off the field;**
 - Expose players to best practice in business
 - All players to have a career transition plan
 - Quality risk management and support networks in place that are valued by players
3. **Create and deliver an effective network for all members to connect with the game and each other;**
 - New members inducted appropriately
 - Deliver a quality events programme for past player members
 - Connect all members through an electronic network
 - Manage a comprehensive business club
 - Facilitate ongoing commercial opportunities around the game for members
4. **Contribute to the promotion and development of cricket;**
 - Take the game of cricket to new communities and players
 - Develop and manage programmes that promote cricket
 - Assist other stakeholders in the development and promotion of cricket
 - Utilise past players to support programmes

1: PROFESSIONAL CRICKETING ENVIRONMENT

INTERNATIONAL CRICKET

It was a year of mixed results for the Blackcaps with series' wins against Zimbabwe at home and away, a drawn test series against Australia with a nail biting test win in Hobart, followed by a disappointing series loss against South Africa at home and concluding with disappointing tour to the West Indies.

The team is frustrated by inconsistent performances on the field and, whilst the players take responsibility for that, the

team desperately need consistent messages, decisions and systems off the field to assist them get the right results on it. The appointment during the year of Mike Sandle as Team Manager has assisted greatly in the off field organisation and we hope that, following John Wright's decision not to extend his brief coaching tenure, new coach Mike Hesson be given time to provide a quality, stable environment.



courtesy of PHOTOSPORT



courtesy of PHOTOSPORT

DOMESTIC CRICKET

The Domestic Competitions continued to provide hard fought competitive cricket as the prime development pathway for future international players.

Northern Districts, with four outright wins, completed a strong campaign to take our most valued domestic competition – the Plunket Shield. A dramatic Ford Trophy final was won by Central Districts after Michael Mason scored 41 off 19 in the final overs to take the home side to victory. Auckland scored back to back victories in the very popular HRV Cup and once again head to the Champions League as the New Zealand representative.

Domestic cricket is the bedrock of our high performance programme and provides the most professional cricket content during the season – whilst the game at this level has taken big strides in recent years we must do more to work to develop and promote this level of our sport.

OVERSEAS COMPETITIONS

A number of members continued to ply their trade overseas in various competitions around the world including County Cricket, the Big Bash in Australia, the India Premier League, the Bangladesh Premier League, the Sri Lankan Premier League, the Zimbabwe T20 and the Champions League. The growth of domestic competitions is a significant development in the sport and provides a number of opportunities for our members that didn't exist previously.

Whilst the vast majority of these competitions have provided a positive experience for our members, unfortunately we have experienced some difficulty with player payments in a couple of the new competitions. Players must be paid for work completed under contract like any contractor or employee and we need to work hard with other stakeholders to ensure this is the case in all cricket competitions moving forward. If the Federation of International Cricketers' Association (FICA) is unable to procure guarantees around payments in at risk competitions then our members must seriously consider their participation in these events in the future.

ANTI-CORRUPTION EDUCATION

Corruption in sport is a significant issue worldwide, no more so than in cricket. Unfortunately, there is a history of corrupt practices in cricket and it is blight on our game that needs to be eradicated. The ICC has introduced an Anti-Corruption Code which all member nations are required to adopt and implement. We applaud this move as it is vital that the integrity of cricket and that of its participants (players and officials) is protected.

It is not a simple issue to address but a crucial element in the fight against

corruption in cricket is to educate the players and officials in regards to their obligations and about the practices of those corruptors so that they can demonstrate vigilance in remaining alert to, and rejecting, corrupt practices.

The NZCPA has introduced an education programme to raise awareness amongst players and officials and to educate them on their responsibilities under the Anti-Corruption Code. We consider this to be an important service to provide our professional players in order to

protect them and the game.

The education consists of annual team based presentations and online based learning where the players will be required to complete a test on their knowledge of the Code – including the rules, their obligations and what to do when they are the subject of, or become aware of, attempts to corrupt players or officials. In addition, regular information will be sent to players regarding anti-corruption as well as informal discussions with teams and individuals.

PLAYER AGENT ACCREDITATION SCHEME

The NZCPA Agent Accreditation Scheme was introduced in the at the end of 2011 with the purpose of ensuring our playing members receive quality services from those professionals they engage to provide representation and management services. The scheme is an important development in the professional cricketing environment and an important service that we can offer our members.

Although there are not a significant number of agents working in the cricket space (compared with other sports), we anticipate that the number will increase as overseas opportunities open up (and if the contracting model in New Zealand changes) and therefore it is important that the NZCPA provides a service which monitors and regulates those people providing agent / management services to our members.

Introducing the Agent Accreditation Scheme is consistent with our purpose of protecting and promoting the interests and welfare of our members – ensuring our playing members are protected by requiring a high level of professional service and promoting the interests of the players by attracting quality service providers who can enhance the opportunities for our members.

The scheme is not compulsory with agents / managers invited to submit an application for accreditation and attend an interview process. Accreditation is reviewed every 12 months and may be revoked where there are sufficient grounds (and following a thorough investigation process).

Agents are required to demonstrate a high level of understanding of the professional cricket environment and an ability to provide quality professional services. Agents are also required to demonstrate the utmost professional standards and personal and professional integrity.

We are fortunate to have two highly regarded individuals on the Agent Accreditation Panel in Don MacKinnon (NZC Board Member and leading Industrial / Employment lawyer) and Geoff Allott (former Blackcap, NZC High Performance Director and current Canterbury Cricket Association Board Member) who are joined on the Panel by the scheme coordinator, Tim Lythe.

To date, the following agents have been accredited under the scheme:

- Greg Dyer
- Rob Lynch



courtesy of PHOTOSPORT

NZCPA ANNUAL PLAYER SURVEY



The annual NZCPA Player Survey canvassed the opinions of the country's first class and international cricketers across a range of cricketing issues within the professional cricketing environment including programming, formats, grounds and facilities, playing conditions and umpiring. The survey was completed by 96 of the country's best players and a brief overview of the key results is noted below. The full results can be found in the members only area of our website.

New Zealand Cricket (NZC)

70% of Players believe NZC is doing a good job running the game

61% of Players think NZC compares favourably to other sport governing bodies

64% of Players **do not** believe NZC promotes and markets the Domestic game effectively enough

89% of Players believe NZC promotes and markets the International game effectively

64% of Players are not aware of, and do not understand, how the NZC high performance programme works

97% of Players think it's important to have a NZ A programme for identified players to develop their games.

Major Associations (MA) and Domestic Cricket

51% of Players **do not** believe their MA provides appropriate practice facilities

80% of Players think their MA is interested in the views of the players and they have a good say in how the team is managed

52% of Players believe their MA is good at communicating to players when they are outside the team environment

52% of Players **do not** believe their MA uses players effectively to promote and market the Domestic game

Programming

97% of Players think it is important that the game retains all three formats in a balanced programme

93% of Players thought there was good spacing between fixtures in the Domestic schedule allowing for good recovery and training windows

30% of Players thought T20 should be restricted to domestic level, **30%** disagreed with that statement and **40%** didn't know

Grounds and Facilities

64% of Players think the overall quality of practice facilities at the main first class grounds is good

47% of Players think the Basin Reserve has the best wicket followed by Colin Maiden Park at **33%**

70% of Players think University Oval has the most inconsistent wicket

47% believe the Basin Reserve has the best practice facilities followed by Colin Maiden Park on **30%**

59% of players think University Oval consistently produces sub-standard practice facilities followed by Rangiora on **16%**

Umpiring and Player Behaviour

69% of Players did not think Umpiring in New Zealand is generally of a high standard

77% of Players believe players have a good relationship with umpires

83% of Players think that where possible there should be an increase in the use of technology in the game to assist umpires with decision making

91% of Players do not think player behaviour is an issue in the Domestic game

38% of Players think Chris Gaffaney is the best umpire in New Zealand followed by **36%** believing it was Tony Hill

Players and the NZCPA

47% of Players are older than 28 years of age

76% of Players consider themselves full time cricketers

63% of Players do not have any qualifications outside cricket

29% of Players study whilst playing cricket professionally

98% of Players believe the NZCPA communicates effectively to all members

97% of Players believe the NZCPA provides good assistance to players when needed in the professional environment

99% of Players think the NZCPA **Hooked on Cricket** community programme is a good opportunity for players to give back to the community

78% of Players believe the **Fujitsu Heat Pumps MVP** is a good measure of a player's contribution to team performance

81% of Players think the **Fujitsu Heat Pumps MVP** is a good tool to assist in promoting the Domestic game and its players

THE PLAYERS' CAP

The inaugural presentation for The PLAYERS' Cap was completed in Wellington following the final Test match against South Africa. Dion Nash was invited to present the special first edition of The PLAYERS' Cap.

The current players have been a driving force in establishing The PLAYERS' Cap as it provides a unique chance for Blackcaps players to recognize the performances of their peers. At the presentation Daniel Vettori introduced the new players' award by outlining the vision and ideology behind the Cap before Dion Nash reinforced these views with a fitting speech that reconfirmed the passion and commitment he had as a player and his long standing support of the NZCPA.

There was high level anticipation before Brendon McCullum was revealed as the first recipient of The PLAYERS' Cap.

BACKGROUND TO THE PLAYERS' CAP

The PLAYERS' Cap shall be awarded to the most outstanding New Zealand Cricketer each year for performances in official Test, One Day International and Twenty20 cricket over the preceding 12 month period and shall be judged by the players and coaching staff.

New Zealand's leading players wanted to establish and award that recognizes the player they believe to have performed the best for the team over a 12 month period by voting for the best performers after each match. The PLAYERS' Cap captures the views of players who are involved more intimately in the match and are therefore in the best position to judge who has had the most outstanding performances on any given day and contributed the most to the team effort.

The PLAYERS' Cap has been named to commemorate the special significance of the official cap to the players. The cap is a symbol of achievement for each player and The PLAYERS' Cap signifies respect and honour toward all players who have represented New Zealand.

The current players believe every representative of the Blackcaps will be highly motivated to win The PLAYERS' Cap and everything it represents.

Brendon McCullum is very proud to be voted as the first ever The Players' Cap winner



VOTES WILL BE AWARDED FROM FOUR SOURCES:

1. Players in the BLACKCAPS squad for each International match
2. BLACKCAPS Coaching staff for each International match
3. One pre-determined member of the Media attending the match (the media vote will begin from 2013 onwards).
4. One of either a match umpire or the ICC referee (the match official vote will begin from 2013 onwards).

The Voting Year will be 1st April – 31st March unless stated otherwise by the NZCPA.



FICA ACHIEVEMENTS AND ACTIVITIES

Tim May, Chief Executive, FICA.

The Federation of International Cricketers' Associations (FICA) was established in 1998 to represent the interests of all national players' associations which protect the interests of professional cricketers throughout the world. Its member associations are: Australian Cricketers' Association, Professional Cricketers Association (England), New Zealand Cricket Players Association, South African Cricketers Association, Sri Lankan Cricketers Association, West Indies Players Association and the Cricketers Welfare Association of Bangladesh.

A summary of FICA activities during the year is provided as follows;

Event Security Reviews performed by FICA

- ICC World T20 (ICC pre-tour visit – agreed hotel, travel and facility arrangements)
- Indian Premier League 2012
- Champions League 2012
- Proposed Tour by Bangladesh to Pakistan 2012

Domestic T20 Events Issues

- **Indian Premier League**
Ongoing legal advice to players re Kochi termination and recovery of player payments
- **Indian Premier League**
Ongoing legal advice to players re Royal Challenger Bangalore request to delay payments
- **Bangladesh Premier League**
Negotiation of the standard Player Agreement with Bangladesh Premier League (and its appointed agents)
- **Bangladesh Premier League**
Follow up and instigation of legal action to recover outstanding player payments for both local and foreign players that have not been paid by franchises and BCB (as guarantor for the payments)
- **Champions League Twenty 20**
Extended follow up of outstanding 2011 player prize money
- **Sri Lanka Premier League**
Negotiation of the standard Player Agreement with SLC and event promoters Somerset Entertainment Ventures
- **Sri Lanka Premier League**
follow up of outstanding Player Payments arising from SLC not invoking agreed Bank Guarantees, through failure of some franchises paying players per the terms of the Player Agreement
- **Indian Cricket League**
legal advice and representation assistance to players and support staff pursuing outstanding payments from 2009-2011 – successful in having the matter referred by the courts for binding arbitration (late 2012)
- **Canadian Cricket T20 Event May 2012**
Ongoing legal advice and submission of Court Claim for the payment of all Player Fees (100% of payments still outstanding)

Player Behavior Policies

- Construction and delivery of FICA submissions to WADA and ICC relating to the redrafting of the WADA Code
- Construction and delivery of FICA submissions to ICC

re changes to the ICC Anti Corruption Code and the Player and Match Officials Area Minimum Standards

Other Matters

- West Indies Cricket Board and West Indies Player Association Dispute – FICA appointed to act as joint mediators (with ICC) – mediation conducted in Barbados in June 2012
- Preparation of draft Collective Bargaining Agreement for West Indies (in conjunction with ICC)
- Negotiated with ICC for ICC to release part payments of Sri Lanka Cricket's World Cup distribution direct to Sri Lankan players, in lieu of SLC's non-payment of Sri Lanka
- Ongoing discussions with US T20 League officials re the involvement of foreign players and their contractual terms for US T20 League commencing in 2013
- FICA submission and subsequent follow up of ICC's review of Anti Corruption Practices (The De Speville and Associates Review)
- FICA submission and follow up to ICC's Wolf Report re ICC Governance

Administration

- Development, Construction and Finalisation of the 2012-2015 FICA Strategic Plan



2: PLAYER DEVELOPMENT AND SUPPORT

CAREER AND PERSONAL DEVELOPMENT PROGRAMME

The programme has come a long way since it was established in 2007 and is now a key part of the high performance cricket environment in New Zealand. The programme serves NZCPA members including current and past New Zealand professional players, as well as the New Zealand women's squad.

Our members commit a tremendous amount of time, energy and focus into their playing career from an early age and this programme seeks to support them in balancing their cricket commitments with developing a career outside the game so that they can transition into a successful career upon retirement from the sport.

As we are all aware, the demands on professional cricketers are unique and present many challenges in what is a high performance and public workplace environment – the programme seeks to assist players with their entry into the professional game and managing the various risks and challenges they face during their playing careers.

The year started with a slight tweak to the programme focus whereby each player is now expected to have a professional development plan and we are facilitating team workshops in important risk management areas such as financial planning, tax, mental health and drug and alcohol

education. The response to these changes has been significant and there is tremendous demand for educational support and work experience opportunities. The demand for services and opportunities in the programme has been significant and pleasing but we must look to provide more funding for this important work in the future.

Sanj Silva succeeded Aidan Hobson as our Career and Personal Development Manager during the course of the year. Sanj is currently conducting his own 'due diligence' in regard to the programme and its focus areas and the various services provided but he has already had a positive impact through the facilitation of critical team workshops in risk management areas.

The Career and Personal Development programme spent \$52,000 on direct career development support initiatives for members during the course of the year. This is significant but this fund also needs to grow so we can support our members with their personal and professional development and prepare players better for the rigours of professional cricket and also for their life outside and after cricket. Arguably, this is the most important work we undertake and can have the most significant impact on our members.

76% of Players consider themselves full time cricketers.
Source: NZCPA Annual Player Survey 2012



THE PLAYERS GOLF DAY



The annual Players' Golf Day took place at The Grange Golf course on a spectacular first day of winter. This event is one of the principal fundraising activities of The Cricketers Hardship Trust and provides an opportunity for the current players to contribute to the cause. Thanks to the tremendous support and generosity of the companies and personnel in attendance, a record amount of funds were donated to The Cricketers Hardship Trust this year.

Special thanks go to the Blackcaps players for their passion toward hosting the Players' Golf Day again this year. The international schedule faced by the players is extremely demanding and the NZCPA appreciate the commitment shown by players to ensure the Players' Golf Day is an enjoyable and successful event. As was the case last year, the Golf Day was scheduled to fit in between the conclusion of the IPL and the next Blackcaps tour, to ensure as many players as possible could attend the event. The NZCPA appreciate the commitment from all players and their families.

Enjoyment is the theme of the day and Brendon McCullum, whose Kolkata Knight Riders team had just won the IPL Final 48 hours prior, welcomed the guests and wished everyone well for the round ahead.

The NZCPA are grateful to have excellent relationships with many generous organisations and appreciate the support from our loyal business partners and prize suppliers.

- The Grange Golf Club
- Moea Brewing Co.
- Georges Michel Winery
- Choice Hotels
- Coca-Cola
- Chef for a Night – Kit Perera
- Sal Rose Winery
- Bushnell
- Wilson
- Triumph & Disaster



Brendon McCullum and Stephen Fleming ready to tee off at The Grange, Auckland.

courtesy of PHOTOSPORT

The Cricketers' Hardship Trust was established at the request of current professional players who recognised a need to assist those players who had gone before them and had fallen on hard times. The primary purpose of the Trust is to relieve poverty through providing financial relief and assistance to cricketers and their families in times of financial hardship or other extraordinary circumstances. Unfortunately, cricketers of the past did not enjoy the financial rewards that today's cricketers do and many sacrificed an enormous amount in playing for the province and country. It is also a reality that ill health or unfortunate circumstances affect many past players and it is during these times of need that the Trust wants to do what it can to ease some of stress and hardship that these former players and their families experience.



The annual Players' Golf Day is the principal fundraising vehicle for the Trust and provides an opportunity for the current players to engage with the cause and contribute to the raising of funds. Funds are also raised through donations, bequests and other player activities. Many current players have donated directly to the fund and are very generous in providing auction items and memorabilia to the Trust.

PLAYERS GOLF DAY PRIZE CONTRIBUTORS



PLAYERS GOLF DAY SPONSORS



Brendon McCullum in a bunker on the 18th fairway.

3. NETWORK AND BUSINESS ACTIVITIES

LICENSING AND MERCHANDISING

The NZCPA is responsible for the management of the NZC Licensing Programme and in conjunction with Velocity Brand Management (VBM) aim to grow revenue by licensing New Zealand and Major Association Teams, Competitions and Series marks.

The performance of the NZC Licensing Programme was satisfactory given the continued difficulties within the retail sector during the year, with gross royalties 11.8% above forecast. However, the actual gross royalties were 38.15% less than last year due to the terms of the interim apparel licensing agreement with Canterbury of New Zealand. Net royalties to players and NZCPA were jointly down 30.22% from the previous year.

There are some exciting opportunities to expand the NZC Licensing programme with an increasing demand for domestic products as part of a growing HRV Cup competition and anticipation toward New Zealand's hosting rights in the ICC Cricket World Cup 2015.

The HRV Cup provides an energetic and fun brand that encourages licensees to explore product options and to expand the range of merchandise to fit with this emerging supporter base. The short term goal of the NZC Licensing programme is to build a successful and sustainable global licensing programme.

VBM continues to provide considerable value to the licensing programme for New Zealand Cricket and the Major Associations. The working relationship between VBM and the NZCPA is an important one as we are jointly able to create revenue for the game while placing minimal demand on NZC and MA resources.

VBM are considered experts in the Licensing industry and operate with a goal of deriving maximum value from licensing opportunities for the brands they represent. The ongoing commitment from both their New Zealand and Australian office ensures cricket in New Zealand continues to benefit.

The NZCPA would especially like to thank Gill Ardern from VBM for her contribution to the New Zealand Cricket licensing programme over the course of the year. It is also important to thank all of the dedicated licensees who are committed to connecting fans with the game through innovative and attractive products.

The NZCPA acknowledge the contribution and support from staff at New Zealand Cricket and each of the Major Associations.



courtesy of PHOTOSPORT

FUJITSU HEAT PUMPS MVP - 'THE PLAYERS STATISTIC'

Taking into account a wide range of skills that are required to lead a team to victory is not easy, however the MVP rankings are a respected method of identifying the players who are contributing consistently to their team's success.

The MVP formula allows easy comparison between bowlers, batters and fielders within each competition and when analysed alongside traditional statistics such as runs, wickets and averages you can see the relevance MVP has in interpreting modern cricket performances. There is no better way to account for aspects such as scoring rates, top order wickets, economy rates, catches, run outs and winning.

It was especially exciting to welcome Fujitsu Heat Pumps as the new naming rights sponsor for professional and recreational MVP this year. Fujitsu Heat Pumps are passionate about supporting New Zealand sport and in particular cricket and we look forward to celebrating and promoting the performances of our best cricketers, at all levels, in conjunction with them in the coming years.



This year the NZCPA successfully used the technology provided by CricHQ to generate and display the Fujitsu Heat Pumps MVP points tables. The move to CricHQ was an immediate success with the Fujitsu Heat Pumps MVP being successfully extended to recreational (amateur) cricket for the first time. As a result, cricketers at all levels will be able to compare their own performances with those of their teammates, opposition and even their favourite professional players.

The Fujitsu Heat Pumps MVP tables were tightly contested throughout the season with different winners in each of the domestic cricket competitions and the international MVP table was undecided until the conclusion of the last Test of the summer.

INTERNATIONAL MVP

Brendon McCullum was rewarded for his consistency for the Blackcaps to ultimately win this year's international Fujitsu Heat Pumps MVP title. McCullum was the most consistent batsman across the three formats which meant he was deservedly awarded the most valuable player in international cricket.

Contributing to the team in all formats is a difficult challenge but one that McCullum was able to execute with great effect. Not only was he the Fujitsu Heat Pumps MVP for the international T20 earlier in the season, but he was also the winner of the Fujitsu Heat Pumps MVP ODI rankings as well.

McCullum finished the season with 303.06 MVP points, a lead of 46.03 points over second placed Martin Guptill, whose own outstanding One Day and T20I form ensured he finished 2nd on the overall Fujitsu Heat Pumps MVP table. Doug Bracewell, Kane Williamson and Rob Nicol rounded out the top five on the Fujitsu Heat Pumps MVP table.

courtesy of PHOTOSPORT



Dion Nash presents McCullum with the Fujitsu Heat Pumps MVP award.

Fujitsu Heat Pumps MVP - Overall	Brendon McCullum
Fujitsu Heat Pumps MVP - Bowling	Doug Bracewell
Fujitsu Heat Pumps MVP - Batting	Brendon McCullum
Fujitsu Heat Pumps MVP – Test	Doug Bracewell
Fujitsu Heat Pumps MVP – ODI	Brendon McCullum
Fujitsu Heat Pumps MVP – T20I	Brendon McCullum

DOMESTIC MVP

Gareth Hopkins was the Fujitsu Heat Pumps Most Valuable Player in domestic cricket for 2011/12. The Auckland Aces were consistent across all competitions during the summer and they can thank the MVP performances of their captain as a key driver in their success. Hopkins was the model of consistency over the summer and typical of many wicket keeper batsmen, managed to play a key role in all formats without necessarily occupying the headlines.

Hopkins is the first wicket keeper batsman to win the overall MVP award since its introduction four seasons ago. Modern cricketers are increasingly required to perform multiple roles and it is testament to Hopkins skill as a batsman, wicket keeper and captain that enabled him to lead all other contenders in earning the Fujitsu Heat Pumps MVP title.

Hopkins finished the season with 300.73 MVP points which was a narrow 0.68 points ahead of Otago Volts spearhead Neil Wagner. In fact the top five spots on the MVP table were separated by only 10.61 MVP points which was the closest finish to the overall Fujitsu Heat Pumps MVP rankings award since its inception. Experienced domestic cricketers Matthew Sinclair, Andrew Ellis and James Franklin rounded out the top five.

Matthew Sinclair showed no signs of slowing down in his 17th First Class season compiling 806 runs (average 53.93) to top the Plunket Shield run scoring list and finish as the overall batting Fujitsu Heat Pumps MVP.

The Fujitsu Heat Pumps MVP bowling table was won by Neil Wagner for the second successive season. Wagner captured 46 wickets (average 26.32) in First Class cricket with three 5 wicket hauls and resulted in a total of 244.10 MVP bowling points.

Men

Fujitsu Heat Pumps MVP - Overall

Fujitsu Heat Pumps MVP - Bowling
Fujitsu Heat Pumps MVP - Batting

Gareth Hopkins

Neil Wagner
Matthew Sinclair

Fujitsu Heat Pumps MVP – Plunket Shield
Fujitsu Heat Pumps MVP – Ford Trophy
Fujitsu Heat Pumps MVP – HRV Cup

Neil Wagner
Jimmy Neesham
Martin Guptil

Women

Fujitsu Heat Pumps MVP - Overall

Frances MacKay



Kerry Walmsley presents Gareth Hopkins with the domestic Fujitsu Heat Pumps MVP award.

BUSINESS PARTNERSHIPS

The members of the NZCPA are grateful for the tremendous support received from all of our sponsorship partners. These partners contribute significantly to the NZCPA enabling a greater range of services to be offered to a wider range of members. Professional cricket is extremely time consuming and the demands of the modern game continue to create risks for many of our members.

The sponsorship support received ensures NZCPA members are able to access services that support their cricket career and also assist with their plans for life after cricket. Without the support of our partners our members would not have access to programmes that help them to maximize their cricket abilities and to balance their life and time in the game.

Our Platinum partners have a close understanding of the NZCPA's activities and the challenges facing professional cricketers. Many of these challenges apply to the business context and we are fortunate to have ambitious and successful companies to work in partnership with.

PLATINUM PARTNERS

CricHQ

CricHQ

The NZCPA are very proud of our partnership with CricHQ. Not only for the benefits they provide to the Fujitsu Heat Pumps MVP property, but also the wider impact the partnership has on the members of the NZCPA.

Despite CricHQ's relative immaturity as a company the success of the product to date ensures there are short term and long term partnership benefits to the NZCPA. Another exciting development is the relationship CricHQ has been able to form with other cricket stakeholders including fellow Players Associations, the ICC, and many other international cricketing organisations.

CricHQ has quickly establishing itself in the international cricket market with an innovative cricket scoring and analysis product that offers a level of functionality that has previously only been available in the professional game. CricHQ and the NZCPA are passionate about revolutionizing the way cricket is scored, consumed and followed throughout the world.

Special thanks are given to Simon Baker and his team of dedicated staff for the contribution they have all provided to the NZCPA over the past year.



Fujitsu General

Fujitsu Heat Pumps began the first year of their partnership with the NZCPA and their naming rights association with the MVP rankings. Fujitsu Heat Pumps are the market leading brand of heat pump in New Zealand' and have an effective network of installers throughout the country. Fujitsu Heat Pumps know what it takes to be successful and recognizing the nation's best cricketers through its sponsorship of the MVP Rankings is a great synergy with their own leading product range.

Identifying the MVP performers is an exciting way for fans to engage with the sport. The Fujitsu Heat Pumps MVP ranking concept is fully endorsed by the players and is now respected as an accurate statistical cricket analysis and measurement mechanism. MVP rankings is a great way to link with their own leading product range.

The MVP rankings provide a valuable insight into modern cricketing performance and the NZCPA and our members value the relationship we have started with Kim Naylor and the entire Fujitsu General team.



Choice Hotels

Choice Hotels are a key partner to the NZCPA and provide tremendous support to the NZCPA events and player support services programmes. Choice Hotels work alongside the NZCPA to gain exposure for cricket throughout regions that are deprived of consistent first class cricket. The strong community focus of the Masters Series is an important value for Choice Hotels and we value our partnership with Choice Hotel in the highest regard.

Choice Hotels operate the Clarion, Quality Hotel, and Comfort Inn franchise brands across New Zealand and Australia. Choice Hotels are a key partner to the NZCPA and provide tremendous support to the 'Masters Series' and community coaching programmes, such as Hooked on Cricket.

NZCPA is proud to work alongside a professional organisation that promotes preferential rates to our members through to the NZCPA Business Club.

The NZCPA appreciate the continued support of Aileen Cobern and Peter Doherty and the great enthusiasm and support they bring to the programmes the NZCPA operate. The NZCPA takes great pride in working alongside the network of Choice Hotel franchises in New Zealand.



Canterbury of New Zealand

Canterbury of New Zealand became the official apparel partner of the NZCPA in 2009 and is a vital partner in ensuring the success of the NZCPA programme of events and activities.

Canterbury of New Zealand is an

iconic New Zealand brand that has become synonymous with the supply of sports apparel to New Zealand teams. NZCPA staff are proud to wear CCC products for all our events and to have CCC as the official apparel supplier to the NZCPA Masters Team.

Canterbury of New Zealand have a strong connection with cricket in New Zealand as the official apparel sponsor to New Zealand Cricket and have been instrumental in developing a world class range of apparel for the Blackcaps. Canterbury also supply apparel for each of the six teams at the NZCPA Masters tournament in Queenstown, as well as the future cricket stars who attend the successful NZCT Hooked on Cricket tournaments.

NZCPA is proud to work with Canterbury of New Zealand and would like to thank Ross Munro and Colin Gibson for their assistance and support during the year.



ANZ Bank

ANZ National Bank has been a long and valued supporter of cricket in New Zealand, so it is with pleasure that the NZCPA announced a new partnership with the Bank during year. The partnership will focus on creating tailored financial solutions that meet the needs of all current and past NZCPA members.

Over previous years the NZCPA have had a Business Club relationship with The National Bank, but the new partnership will focus on developing stronger relationships between our members and key bank staff.

The NZCPA will work closely with a dedicated group of ANZ National Bank staff who will implement a range of financial banking solutions for our members throughout the country. All members will be able to meet with

the appropriate bank person in a no obligation meeting to assess their own financial requirements.

The NZCPA recognises that all our members are at different life stages and as such the offer can be used over a full range of banking services available from Private Banking, House lending, running a Small to Medium sized business through to everyday transactional requirements.

BUSINESS CLUB

The Business Club is designed to introduce NZCPA members to products and services from leading companies in a mutually beneficial manner.

NZCPA members appreciate the ongoing support offered by our network of Business Club providers. NZCPA members are proud to support the products and services offered by the following companies.

- ANZ Bank
- Canterbury of New Zealand
- Choice Hotels
- Deloitte
- Elite Fitness
- Grant Bradburn Sports
- MoleMap
- The National Bank
- Oakley
- Tower

FUNDING PROVIDERS

The NZCPA are appreciative of the funding support we have received from the following Trusts during the year.

- NZCT
- Grassroots Trust
- North and South Trust



courtesy of PHOTOSPORT



courtesy of PHOTOSPORT



courtesy of NZCPA



courtesy of NZCPA

4. PROMOTION AND DEVELOPMENT OF CRICKET

NZCPA MASTERS WEEKEND

It is a pretty simple equation - ex-first class cricketers plus Queenstown equals a weekend of renewed rivalry, a spot of cricket and plenty of fun. Just another edition of the NZCPA Masters Weekend.

Once again Queenstown reinforced why it is one of the world's most magnificent tourist destinations with clear blue skies punctuating the views throughout the weekend. This is the fifth consecutive year the Masters Weekend has been held in Queenstown and the tenth event in total. Despite the late withdrawal of the Wellington team this year, the event keeps growing each year and it was especially exciting to see a number of players attending their first Masters Weekend.

One of the key objectives of the NZCPA is to continue to offer attractive events for our past playing members. This weekend is quite simply about bringing cricketers together in an environment that promotes activity and enjoyment and we hope that many more members continue to come to the Masters Weekend, either as players or as event supporters.

The NZPGA tournament at The Hills was also on over the weekend so all of the golf courses in the region were beautifully presented. On the Friday,

many players took time to limber up prior to the weekend's cricket with a round at Arrowtown Golf Course. The golf was played in perfect conditions for the Inaugural NZCPA Masters Cup that was jointly won by Mike Wright and Mark Gunning.

Other players chose to go mountain biking instead of playing golf and the remaining group enjoyed a more leisurely afternoon relaxing at the various wineries in the region. A highlight for those on the wine tour was a special wine tasting at Pasquale by resident winemaker and former Canterbury player Cleighen Cornelius.

The official Masters Weekend cocktail function took place on Friday night and was the perfect way to bring everyone together for what was the beginning of a great weekend. Saturday morning dawned clear and crisp and the teams headed off to the QEC for the first round of T20 matches.

TOURNAMENT ROUND-UP

Winners from the morning round were Central Districts (over Northern Districts), and Canterbury (over Otago). Matt Bell, Andrew Schwass, Cleighen Cornelius and Warren Wisniski were the leading performers for their respective teams in the first round of play.

The afternoon session is pivotal in determining those teams still in contention for Masters Weekend title. Last year's winners Canterbury made a statement of their aspiration to defend their NZCPA Masters title when they nonchalantly chased down Auckland's total of 134 in 15 overs. Andrew Nuttall and Stu Roberts were Canterbury's best bowlers while Auckland's Richard Jones smashed 36 runs from 18 balls. Canterbury batsmen Paul Rugg, Warren Wisniski and David Bond were responsible for chasing down the total. In the other afternoon match Otago smashed Northern Districts after they posted 185 off their 20 overs, with Andrew Hore, Rhianna Smith and Ronnie Kotkamp all in the runs.

After having a bye in round two, Central Districts needed a win to stay in touch with Canterbury. Their opponents were Auckland but thanks to Central's Ewen Chatfield (playing for CD through his Dannevirke heritage) claiming 2 for 13 off his 4 overs, the super city team were never able to recover and lost the match. Meanwhile, the Canterbury juggernaut rolled on and they claimed their third victory with another easy win over Northern Districts.

The tournament results to this point meant the afternoon round matchup of Central Districts versus Canterbury

courtesy of NZCPA



was in effect a final with a slim chance of Otago creeping into contention if they won and Central lost. However, Central took control of the match, and the tournament, thanks to one of the most impressive spells of bowling in the 10 year history of the Masters tournament, with Dean Askew taking 4 for 15 to decimate the Canterbury top order. Askew was backed up by Andrew Schwass who only conceded 8 runs from 3 overs as Canterbury capitulated for a modest 65. Central knocked the runs off inside 9 overs with Craig Ingham and Mark Greatbatch putting on 56 runs for the first wicket.

Because of this result, the corresponding afternoon match was irrelevant to Otago's title aspirations. Lindsay Breen and Hayden Finch scored unbeaten half centuries to ensure the Aucklanders were unable to chase down the Otago score.

Central Districts won the Masters tournament for the first time in four years, with Canterbury second and Otago third. Central's Andrew Schwass was named as the Fujitsu Heat Pumps MVP for the tournament and was also selected for the Masters Tournament team by selectors Barry Sinclair, Glen Sulzberger and Kerry Walmsley.

NZCPA Masters tournament team 2012

- Andrew Hore – Otago (Capt)
- Dean Askew - CD
- Barry Cooper - ND
- Aaron Gale – Otago
- Mark Greatbatch - CD
- Craig Ingham - CD
- Richard Jones – Auckland
- Andrew Nuttall - Canterbury
- Andrew Schwass - CD
- Martyn Sigley - CD
- Paul Rugg - Canterbury
- Warren Wisneski – Canterbury

The weekend would not be anywhere near the success it is, or in fact possible, without the generous support of the North and South Trust and Grassroots Trust.

The NZCPA would also like to acknowledge the support of the Major Association Cricket Associations for supporting their Masters team and in particular to Otago, Northern Districts and Central Districts who funding their teams' meals over the weekend.

Thanks in particular Pete Domigan and the ground staff at the Queenstown Events Centre for the excellent ground conditions they provided and their contribution to the success of the weekend.

The NZCPA look forward to the next Masters Weekend which will again be held in Queenstown from the 5th to 7th April 2013.

HOOKED ON CRICKET

The NZCT Hooked on Cricket Programme is now in its seventh year and we are very pleased with the progress we have seen in the regions we take it to. Hooked on Cricket received 100% support from the players in the latest NZCPA annual survey which is what makes this programme so unique. The programme continues to satisfy the players desire to promote cricket to young New Zealanders and is their way to contribute to the development of cricket.

Hooked on Cricket comprises of three main areas – coaching sessions, the tournament days and player scholarships. Over 1400 kids from throughout New Zealand benefit from Hooked on Cricket each year. One of the main benefits of Hooked on Cricket is that the programme has been the catalyst for cricket being played within the schools, or within the community on a regular basis.

The coaching sessions are a concise, fast-paced hour of cricket fun for the kids whilst learning some key fielding, batting and bowling skills. These coaching sessions are designed to promote cricket in each school and prepare their team for the Hooked on Cricket tournament days. Special thanks to current players Grant Elliott, Mitchell McClenaghan, Andy Ellis and Warren McSkimming for assisting the NZCPA with the Hooked on Cricket coaching sessions.

Each of the six Hooked on Cricket tournament days were a great success despite the poor weather in Rotorua. One current First Class player is appointed as the coach for each school team for the tournament and their role is to assist the kids and to ensure that each member of their team enjoys and learns from the day.

The schools from Christchurch who take part in Hooked on Cricket are situated in the East of Christchurch which was severely damaged by the regions earthquakes. Hooked on Cricket took on a new meaning this year in the region as it was a chance to provide a positive cricket experience and to mix with their local cricket heroes.

HOOKED ON CRICKET TOURNAMENT WINNERS

Porirua	Championship Final	Russell Primary	Coached by Mark Gillespie
	Plate Final	Porirua East Primary	Coached by Leighton Burt
Waitara	Championship Final	Spotswood Primary	Coached by Jamie How
	Plate Final	Puketapu Primary	Coached by Michael Mason
Christchurch	Championship Final	Aranui Primary	Coached by Logan Van Beek
	Plate Final	Phillipstown Primary	Coached by Tom Latham
South Auckland	Championship Final	Bairds Mainfrieght	Coached by Gareth Hopkins
	Plate Final	Papatoetoe South	Coached by Bhupinder Singh
Dunedin	Championship Final	College Street	Coached by Ian Butler
	Plate Final	Forbury School	Coached by Neil Wagner
Rotorua	Unfortunately, due to an electrical storm, the Rotorua day was cancelled as we had no option on an indoor back up. However, Kane Williamson, Dan Flynn and Trent Boult visited the schools and did some 'Q and A' and met the kids.		

Thank you to all the members of the NZCPA who willingly participated in Hooked on Cricket this year.

The NZCPA is grateful for the support of all the Major Association coaches for integrating the Hooked on Cricket programme into their pre-season schedule and we would also like to thank Rotorua Cricket and Taranaki Cricket staff for their support.

Special thanks go to the fantastic support from Hooked on Cricket by NZCT. Without the support of NZCT the

Hooked on Cricket programme would not be possible and the NZCPA and our players are truly grateful for the opportunity to bring some positivity to the schools and communities involved with Hooked on Cricket.

Lastly, a special thank you to Kerry Walmsley who has been responsible for developing and growing the Hooked on Cricket programme into a meaningful and respected product over the past seven years.



NZCPA MASTERS SERIES

The 2011/12 season saw the continuation of the NZCPA Masters Series. This year with the assistance of our partners Choice Hotels and Canterbury Apparel we are excited to include community coaching in each of the regions we visit.

The concept behind the NZCPA Masters Team and Masters Series is to ensure the game of cricket is vibrant in regions where top level cricket is no longer prominently played. The requirement for professional cricket to be played at better facilities and venues has meant an increase in games played at major grounds and fewer matches played in the smaller centres.

As many First Class players still emerge from provincial New Zealand, the players are very conscious to continue to promote the game to young people and are very encouraged to give back to the game as part of the NZCPA's strategic plan.

MATCH RESULTS

NZCPA Masters v Nelson at Saxton Oval, Nelson

The Masters team kicked off this seasons playing programme with a much anticipated match against the Nelson Hawke Cup team. Despite many years of Masters fixtures this was the first time the NZCPA side has played in the Central Districts region. To commemorate this fact, the Masters team was thrilled to call upon many players who appeared for the Stags during their playing days.

This match doubled as a celebration of the completion of the Saxton Oval pavilion, which now completes an amazing cricket facility. The Saxton Oval venue places Nelson as a leading region for the future of cricket in New Zealand. A significant aspect of playing this match at Saxton Oval was for the NZCPA to acknowledge the work and commitment of Nelson Cricket in establishing this modern cricket facility.

Nelson won the toss and elected to bat, accumulating a modest total of 111 off the allotted 20 overs. The

Nelson batting line up failed to get momentum, with suffocating bowling from former Stags and Canada representative Geoff Barnett (4 overs, 1 for 6). Local legend Andrew Schwass was the pick of the NZCPA Masters Bowlers with 3 for 24 from his 4 overs.

Lorne Howell and fellow opening batsman Geoff Barnett got the Masters off to a solid start before Howell was out for 11 in the 5th over. Masters captain Hamish Marshall then combined with Barnett in a match winning partnership of 48 runs before Barnett was out 1 run short of his half century. Marshall remained not out as the Masters eased past the Nelson total in the 14th over.

NZCPA Masters v Otago Country at Molyneux Park, Alexandra

The NZCPA Masters series resumed with a match against Otago Country XI at Alexandra. Mark Greatbatch captained a star studded NZCPA Masters team that included fellow ex-internationals Geoff Allott, Roger Twose, Ewen Chatfield and Kerry Walmsley and featured current Otago representative Mark Craig. The Otago Country XI was not without its own legends, with Otago Country Board member and former Blackcap Shayne O'Conner lining up alongside former Otago players Lindsay Breen and Rhianna Smith.

At Molyneux Park on the morning of the match both teams took part in cricket skills coaching for over 110 young cricketers from the Otago Country region. This skills session gave the players the opportunity to impart some of their vast knowledge onto the enthusiastic local cricketers.

Otago Country XI won the toss and decided to bat in ideal conditions for batting and posted a respectable total of 143 for 8. Roger Twose was the most successful of the NZCPA bowlers with 3 for 20 from 2 overs.

Chasing 144 for victory the NZCPA Masters got off to a very good start with Andrew Hore especially punishing as he posted a match high

50 from 28 deliveries. Former Central Stags keeper Bevan Griggs kept calm throughout and played a dominant role with 41 from 28 balls in the unbeaten 68 run partnership with Mark Greatbatch to ensure the NZCPA Masters got home with 3 deliveries to spare.

NZCPA Masters v Northern Maori at Smallbone Park, Rotorua

The NZCPA Masters headed to Rotorua seeking to finish the season unbeaten. However, Northern Maori side had history on their side as Smallbone Park has proven to be an unhappy venue for the Masters side in recent times, with losses in the previous two matches in Rotorua.

Dion Nash won the toss for the Masters and elected to bat despite the early morning rain delaying the start of play. Richard Jones and Bevan Griggs got the NZCPA Masters off to a brisk start before Griggs was out in the 5th over. Jones was forced to steady the innings after losing Lorne Howell and Ronnie Hira in quick succession, before he was eventually out for an innings high 41.

Former International, Daryl Tuffey, bowled a great spell in the middle of the innings for the Northern Maori to finish with impressive figures of 2 for 9, off 3 overs. A partnership of 47 between Adam Parore (27) and Shane Thomson (17) to close out the Masters innings ensured Northern Maori would need to bat sensibly to reach the target of 123.

Current First Class players Tuffey and Jono Boulton opened the innings for Northern Maori and quickly had the home side in a position of strength. Boulton led the early scoring before he was dismissed by Craig Pryor for 26. Tuffey looked like he would bat through the innings for Northern Maori until he was bowled by Hira for 41.

Pryor and Richard Morgan combined well for the Masters, taking three crucial wickets that helped restrict runs in the later part of the Northern

Maori innings. Haamiroa Clarke showed great patience to hit two boundaries in the penultimate over that ensured his side was able to secure victory with four balls to spare.

It was great to see many of the kids who have been part of the NZCT Hooked on Cricket programme over the past few years taking part in the day. Due to the early morning rain

the junior cricketers were treated to coaching tips and insights into the game with Dion Nash, Ronnie Hira, Kerry Walmsley and Craig Pryor. With the rain clearing soon after noon and thanks to the efforts of the local groundsman, the young cricketers were able to get out on Smallbone Park and enjoy a shortened coaching session with the Masters players.

The NZCPA would like to acknowledge the support of our sponsors, Choice Hotels and Canterbury apparel, and in particular the hospitality from the Wai Ora Lakeside Spa Resort. This particular event would not have been possible without the support of Northern Districts Cricket, Rotorua Cricket and the Bay of Plenty Cricket Association.



courtesy of NZCPA

LIFE MEMBERS

We would like to acknowledge and thank the following players who have committed to the NZCPA through Life Membership:

Aaron Bradley	David White	Lindsay Crocker	Richard Morgan
Aaron Gale (new)	David Cooper	Keith Thomson	Richard Jones (new)
Andrew Nuttall	Derek Beard	Kevin Burns	Rob Hart
Anup Nathu	Dion Nash	Mark Bailey	Rob Lawson
Amy Watkins (new)	Gavin Larsen	Mark Douglas	Robert Vance
Barry Cooper	Geoff Allott	Mark Haslam	Robert Anderson
Barry Milburn	Glen Sulzberger	Martin Pringle	Robert Diver
Barry Sinclair	Glenn Jonas	Martin Sneddon	Rod Latham
Bill Fowler	Graham Burnett	Martyn Croy (new)	Roger Twose
Blair Furlong (new)	Graham Dowling	Matthew Hart	Ross Taylor (new)
Brad Doody	Graham Vivian	Mike Wright	Shane Thomson
Brendon McCullum (new)	Grant Bradburn	Murray Child	Stephen Brown
Bruce Edgar	Grant McKenzie (new)	Nathan Astle	Stephen Fleming (new)
Bryan Young	Greg MacKenzie	Neil Maxwell	Stephen Lynch
Craig Auckram	Jack D'Arcy	Nigel Scott	Stuart Duff
Craig McMillan	Jacob Oram (new)	Paul McEwan (new)	Tim Anderson
Craig Pryor (new)	Jason Mills	Peter Fulton (new)	Tim Lythe
Craig Ross	Jason Wells (new)	Peter Holland (new)	Trevor Barbar
Craig Ingham	Jeff Freeman	Peter McGregor	Warren Stott
Daryl Mitchell (new)	John Parker	Peter Truscott	
David Fulton	Lindsay Breen	Phil Horne	

NZCPA COMMUNICATIONS

The NZCPA aims to keep members informed on matters via the following channels

- NZCPA quarterly 'Outright' newsletter
- NZCPA website www.procricket.co.nz
- Facebook
- Twitter
- LinkedIn (nzcpa Alumni group)
- Flickr
- You Tube

FINANCIAL STATEMENTS

THE CRICKET PLAYERS' ASSOCIATION INCORPORATED

SUMMARISED STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 31 JULY 2012

	2012	2011
	\$	\$
INCOME		
Player Pool Payment	490,000	505,000
Other Activities	149,497	215,569
Community Trust Grants	82,616	82,501
Interest	17,462	21,402
Merchandising & Licensing Programme	64,129	107,036
Career Development Programme Payment	190,000	206,633
Total Income	993,704	1,138,141
LESS EXPENSES		
Admin & Office Expenses	148,068	148,313
Insurance Programme	70,697	107,116
Events Expenditure	107,170	102,527
Hardship Fund Transfer	68,371	2,030
Employee & Contractor Remuneration	496,627	483,214
MVP Programme	4,250	43,395
Career Development Programme	85,351	64,525
Merchandising & Licensing Programme	39,400	79,593
Business Development	13,391	14,832
	1,033,325	1,045,545
OPERATING (DEFICIT) / SURPLUS FOR THE YEAR	\$(39,621)	\$92,596

STATEMENT OF MOVEMENTS IN EQUITY FOR THE PERIOD ENDED 31 JULY 2012

	2012	2011
	\$	\$
Net (Defecit) / Surplus for the Year	(39,621)	92,546
Comprehensive Income	(39,621)	92,546
Opening Equity	395,523	302,927
CLOSING EQUITY	\$355,902	\$395,523

SUMMARISED STATEMENT OF FINANCIAL POSITION AS AT 31 JULY 2012

	2012	2011
	\$	\$
CURRENT ASSETS		
Cash and Bank Accounts	284,041	344,945
Player Hardship Fund	-	63,370
Other Receivables	134,736	127,341
	418,777	535,656
CURRENT LIABILITIES		
Accounts Payable	62,875	140,133
NET ASSETS	\$355,902	\$395,523

THE CRICKET PLAYERS' ASSOCIATION INCORPORATED
SUMMARISED STATEMENT OF CASHFLOWS
FOR THE YEAR ENDED 31 JULY 2012

	2012	2011
	\$	\$
CASHFLOWS FROM OPERATIONS		
Cash Inflows from Operating Activities	986,366	1,077,653
Payments to Suppliers and GST	(1,042,269)	(1,004,443)
Transfer to Cricketers Hardship Fund	(68,371)	-
Cash (Outflows) / Inflows from Operations	(124,274)	33,210
Opening Cash balance	408,315	375,105
CLOSING BANK BALANCES	\$284,041	\$408,315

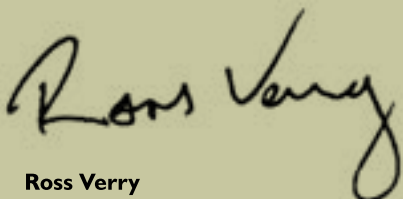
These summary financial statements have been extracted from the full financial statements which were approved by the Board on 9th August 2012. The full financial statements have been prepared in accordance with generally accepted accounting practice. The summary financial statements cannot be expected to provide as complete an understanding as the actual financial performance, financial position and cashflows.

The financial statements are presented in New Zealand dollars because that is the currency of the primary economic environment in which the Association operates.

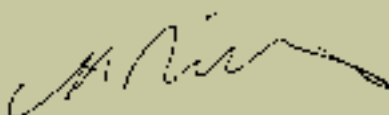
The full financial statements have been prepared in accordance with generally accepted accounting principles. These Summary Financial Statements are in compliance with FRS-39: Summary Financial Statements. The full financial statements are available from the Association offices and website.

THE CRICKET PLAYERS' ASSOCIATION INCORPORATED
ANNUAL REPORT
FOR THE PERIOD ENDED 31 JULY 2012

The Board approve and issue the Financial Statements of The Cricket Players Association Incorporated for the period ended 31 July 2012.



Ross Verry
Board Chairman

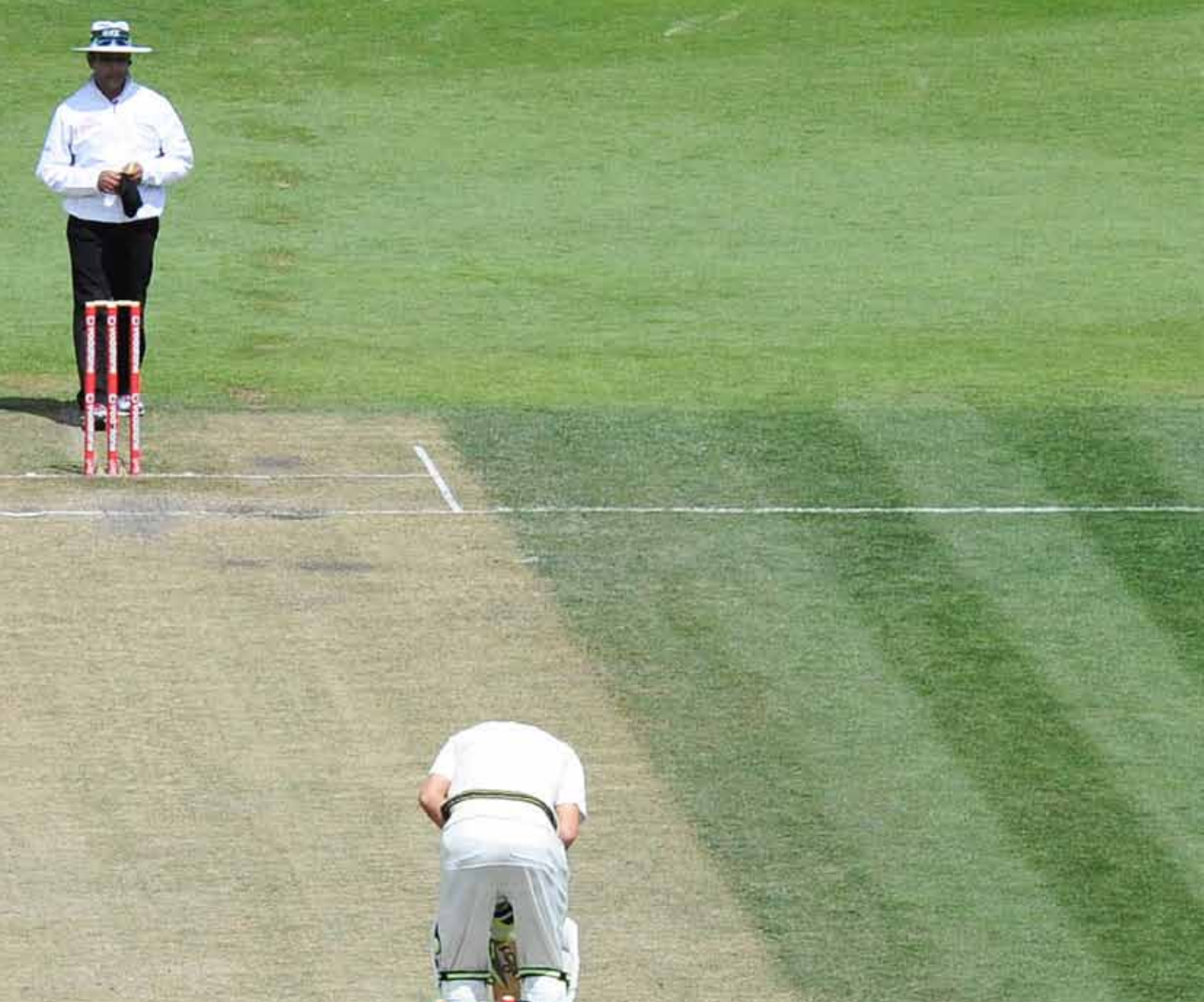


Heath Mills
Chief Executive

64% of players do not believe NZC promotes and markets the domestic game effectively enough.

Source: NZCPA Annual Player Survey 2012





www.nzcpa.co.nz