



# ANNUAL REPORT **2012/13**





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# LIST OF OFFICERS

## PATRON

Barry Sinclair

## NZCPA BOARD OF DIRECTORS

Ross Verry Chairman

Martyn Croy

Peter Fulton

Richard Jones

Grant McKenzie

Jacob Oram

Daniel Vettori

Jason Wells

## NZCPA STAFF

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

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 Unit 107, Zone 23, 23 Edwin St, Mt Eden, Auckland  
[www.nzcpa.co.nz](http://www.nzcpa.co.nz)

## NZCPA FUNDING PROVIDERS



# COMMERCIAL PARTNERS

## PLATINUM PARTNERS



## BUSINESS CLUB



## BUSINESS PARTNERS



# CHAIRMAN'S REPORT

It has been another busy year for the NZCPA. Our overriding purpose is **Serving New Zealand's Current and Past Professional Cricket Players**. This drives everything we do and forces us to continuously evolve, innovate and adapt to meet the needs of our members.

This year has reminded us more than any other of the need to support members from the time they appear likely to embark on a career in Professional Cricket, to well after retirement. Although the potential rewards for excelling in our sport have clearly increased over the years, so have the risks, challenges and complexities of career lifecycle.

At the outset of a career, players are dealing with the excitement and challenge of a new career in high performance, professional sport. However, while they are adapting to this environment they also need to quickly become aware of external factors and risks that could jeopardise their career. The anti-doping and anti-corruption education programmes that we deliver have become critical as has our increased emphasis on facilitating financial literacy programmes and mental wellbeing support. These challenges will continue throughout a player's career and unfortunately professional cricket has a high incidence of financial failure, mental illness and relationship breakdowns that surpasses most other sports. It is something that we are acutely aware of and determined to address in our role.

Another test our members face is the transition from a playing career into the next phase of their lives. This is an enormous challenge for all players and as I've heard from a number of people, "scary" – but also with the potential to be very exciting. The success or otherwise of this transition impacts not only personal financial stability but again other aspects of life such as personal relationships and mental wellbeing. I cannot stress enough, how important it is for players to plan and address these issues earlier rather than later in their playing career. We have seen many great examples of our members successfully transitioning out of cricket, the common factor being a long term plan and structured execution of that plan over time.

So the work that we undertake to support people in these areas through their career, led by Sanj Silva, is incredibly

important to us. It is an ongoing area of investment and development and we are reliant on and very thankful for a number of organisations and individuals to help us effect this programme.

We have as one of our objectives **Create and deliver an effective network for all members to connect with the game and each other**. Last year we appointed Henry Moore as our Players Services Manager and one of his KRAs is to deliver on this objective. We have approximately 300 Past Player members, many of whom were recruited by our dedicated Patron, Barry Sinclair. However, we believe there are many more who would enjoy the opportunity to be more involved in the Professional Cricket family so we have stepped up our efforts to communicate with members and potential members, building awareness of the history, purpose and proposition of NZCPA and ensuring we ourselves understand what members value and therefore how we should be further developing to meet members needs. To help that we have formed a Board Communications sub-committee which includes some of our Directors and staff as well as members and supporters of NZCPA who have some expertise in this area. We'd love to hear your thoughts and input and are looking forward to increased engagement and membership.

During the year, we separated what was previously our Hardship Fund into a 'The Cricketers Hardship Trust' for supporting members and past players who face tough times. This Trust is very important, many of our members have sacrificed a lot in either representing their province or country and contributing to the development of the Professional game in New Zealand. It is important that we can recognise that and support them if they do find themselves in difficult circumstances.

In order to meet members needs we have to have a strong Commercial Model and Commercial relationships. In Glen Sulzberger, our Commercial Manager, we have an incredibly dedicated and capable resource. In a small organisation we need to utilise all the resource at our disposal so Glen also leads a Commercial sub-committee which is charged with identifying and developing Commercial opportunities.

We continue to be privileged to have the



ROSS VERRY

services of Heath Mills as our Chief Executive. Heath's dedication, knowledge and experience in our sport is unmatched and in addition to his NZCPA role, he makes an enormous contribution to International cricket issues representing New Zealand and all other Professional cricket strongly and being a staunch advocate for the integrity of the game. On behalf of all members of the Board, I'd like to thank Heath for all that he does for us. He is well supported by a great team – Glen, Sanj and Henry I've already mentioned but we are also very lucky to get great contributions from Tim Lythe, Ewen Thompson and until recently, Virginia O'Sullivan.

I'd like also to thank my fellow Directors – Grant McKenzie, Dan Vettori, Richard Jones, Jacob Oram, Jason Wells, Peter Fulton and Marty Croy. We have a very passionate, challenging Board with a diverse set of skills. We are committed to increasing our communication and engagement with our members and continuing to anticipate, recognise and meet the needs of our members.

Personally I'm looking forward to another exciting year of International and domestic cricket. Cricket is unparalleled as New Zealand's summer game and New Zealand's Professional Cricketers are providing a great product for the fans. All the very best for the next year of cricket.

Ross Verry  
Chairman



# LIFE MEMBERS

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

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

## NZCPA COMMUNICATIONS

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

NZCPA quarterly 'Outright' newsletter

Website: [www.procricket.co.nz](http://www.procricket.co.nz)

Facebook: [www.facebook.com/NZCPAssn](http://www.facebook.com/NZCPAssn)

Twitter: [www.twitter.com/nzcpa](http://www.twitter.com/nzcpa)



PHOTOSPORT

# CHIEF EXECUTIVE'S REPORT



It has been another busy year for the NZCPA as we continue to grow and provide increased support to our members across a range of activities and programmes.

As you will read later in this report the Career and Personal Development programme, under the guidance of Sanj Silva, provided more opportunities to members than previously achieved in any other year. Critically, we were able to increase the level of risk management support for members across the most important aspects of the professional cricketing environment.

Glen Sulzberger continued to grow our Commercial and Events programme which provides important activity for both current and past player members alike. The commercial programme is a real focus for the NZCPA as success in this area enables us to provide increased resource and support to all members. To that end I would like to show our appreciation toward all of our commercial partners, for their ongoing commitment and support of the NZCPA and our members. Choice Hotels, Fujitsu General, CricHQ, MoleMap, Canterbury of New Zealand and ANZ provide the backbone to our commercial programme and each company's commitment to the NZCPA and our

members is greatly appreciated.

Special mention must be made of the New Zealand Community Trust and their support of the Hooked on Cricket Community programme –which simply wouldn't take place without their involvement.

This year we were very pleased to be able to appoint Ewen Thompson to the new position of Events Coordinator. Ewen is responsible for delivering the Hooked on Cricket programme and the Choice Hotels Masters Series. This additional resource and the increased expertise brought to the role by Ewen have resulted in a significant improvement to these programmes.

The most significant resource development during the year was the establishment of the Player Services Manager position and the appointment of Henry Moore to that role. The Board has been focused on delivering the Strategic Plan and increasing our resource as much as possible within our financial constraints. This new role is an important step for the organisation as it ensures we are placing equal emphasis toward the requirements of all our playing members and within a few months of this appointment we were left wondering how we have managed without it for so long.

The Player Services Manager is responsible for managing issues within the domestic cricket environment and is the direct point of contact for the six Domestic teams and the White Ferns. In performing this role we will ensure all requirements under the Master Agreement, as well as the MOU governing the White Ferns environment are delivered. Additional responsibilities include the Ground Warrant of Fitness, Anti-Corruption and Anti-Doping Education, Membership and Database management. Henry is a qualified lawyer who had three years' experience at Russell McVeigh before joining the NZCPA and he has quickly come to terms with the myriad of issues that exist within the professional sporting environment and is providing fantastic support and advice to our members.

## MASTER AGREEMENT

We continued to work hard with New Zealand Cricket (NZC) and the six Major Associations (MAs) to deliver the Master Agreement in what was a challenging financial environment, due in large part to the impact of the high New Zealand dollar and its associated effect on forecasted overseas revenue.

A consequence of this fact was that the forecasted Player Payment Pool (PPP) amount within the Master Agreement was

not met and we had to trim back the planned increases to the PPP in line with the partnership principles contained within the Agreement. However, it is important to note that despite these cuts to the original forecast, the PPP was greater than the previous year and 2012/13 saw a total of over \$10 million paid to players for the first time.

The partnership created between the parties in the Master Agreement continues

to serve the game extremely well as we deal with an ever changing international and professional cricketing environment. This partnership is the strength of the agreement and has critically seen the parties navigate their way through a difficult financial period in recent years, while also keeping a focus on development of the high performance and professional environments to the benefit of NZC, the six MAs and the players.

## PROFESSIONAL CRICKET ENVIRONMENT

The professional cricketing environment in New Zealand continues to develop with most MAs starting to place more emphasis on improving the standard of facilities around their professional teams and engaging increased coaching and sport

science support. We are still a long way behind most of our international competitors in this regard but small steps in the right direction are being made.

We recognize the financial challenges faced at MA level which is one of the key

reasons we continue to support change in the structure of our domestic competitions and the six teams who participate in it.

New Zealand boasts quality domestic competitions and we must start to put a focus on them in their own right rather than

solely referring to them as a development programme for international cricket. In that regard it was great to see NZC appoint David Cooper to the role of GM Domestic Cricket during the past year as this now ensures the domestic game receives a full time focus from a senior person at NZC.

Ultimately we believe we must continue to work hard with management at NZC to push for a new structure for the domestic game that will enable the opportunity for greater commercial gains and the potential to attract private investment. It will only be through new revenue streams such as this that we can provide the resource required to take the domestic game to the next level. Any change in this regard would bring cricket into line with the vast majority of

professional sports around the world from a structural perspective.

It is also important to note the increasing opportunities around the world for our current playing members, and indeed our past player members who are involved in coaching or management in the professional game. The game is changing and evolving quickly and it is great that our members are among those who are chosen to participate in various competitions around the world. These competitions include our own Domestic competitions and International cricket through to County cricket, the Big Bash League, the Indian, Sri Lankan, Caribbean and Bangladesh premier leagues, the Champions League, Zimbabwe T20, Hong Kong sixes and the

Bangladesh 50 over competition.

There are a number of positives to the growth of the sport in this manner but it is important that the ICC and its member board's work hard to preserve the primacy of International cricket. International cricket is the ultimate level of the game and its primacy will be challenged if the ICC cannot achieve a balanced programme that is scheduled alongside the anticipated growth of domestic competitions. The ICC must also secure its future by making its competitions more commercially attractive, like the initiative of developing a Test and ODI Championship, therefore giving the international game more context and meaning.

## FICA AND INTERNATIONAL CRICKET

This year was also significant in that it saw Tim May step down as the Chief Executive of the Federation of International Cricketers' Association (FICA).

Tim held the positions of founding Chief Executive of both the Australian Cricketers Association (ACA) and FICA until he resigned from the ACA and moved into a full time role with FICA in 2005. May was the critical driving force in the establishment of both the ACA and FICA and no one has had a greater influence on the protection of player rights around the world or represented their views more effectively. His passion and expertise in ensuring players were effectively represented has been an inspiration for all national player associations and his

knowledge and sound judgment will be sorely missed - not only by player associations around the world but also at management level of the ICC.

Tim has earned a huge amount of respect around the world for his principled approach to dealing with issues and his total commitment to doing what is right for the game, and its players, in what is becoming an increasing political environment.

All players around the world have benefited from Tim's work whether that is through negotiation of fair and reasonable player contract terms, a fairer share of ICC revenue through increased prize money at ICC events, improved security arrangements, strong advocacy for a

manageable playing schedule and current player engagement on the games rules and regulations. Most importantly, through the establishment of FICA, Tim has given current players an international voice for today, tomorrow and for many years to come - that is the greatest legacy he has left the game.

I take this opportunity to personally thank Tim for all his work for players around the world and sincerely hope that the game can benefit from his involvement again at some stage in the future.

It is important to note that one of the reasons for Tim's decision to step down from his role is his total lack of confidence in the ICC to govern the game in the best interests of the sport as a whole. His



comments below are a sharp reminder about the state of governance in cricket and should motivate all who care about the game to do what they can to carry on his work and try to influence change in how the ICC Board operate.

*"It has been a privilege to represent players under the FICA umbrella and a great challenge to consider and attempt to provide solutions to the number of varied issues that the sport has presented over the past eight years."*

*"However, over the past 18 months or so, I came to the realisation that I was tiring of working in a sport that was increasingly at odds with the principles I respect."*

*"More and more we see allegations of corruption and malpractice on and off the field dominating headlines."*

*"As stakeholders in the game we look to leadership from the ICC to address these and other issues – a vital ingredient of any organisation is the ability of its leaders to set the moral and principled example to others, and to police its organisation from top to bottom to ensure adherence to those principles."*

*"Yet cricket increasingly seems to be*

*pushing aside the principles of transparency, accountability, independence, and upholding the best interests of the global game, in favor of a system that appears to operate through threats, intimidation and backroom deals."*

*"Despite FICA and many other stakeholders pushing for the recommendations of the Woolf Report to be implemented to address these shortcomings, the ICC Board see no reason to change."*

This past year has seen a continuation of decisions and subsequent issues that do not reflect a sport governed in the best interests of all stakeholders. In no particular order we have seen contracted tours under the Future Tours Programme threatened or put at risk, a Champions League that remains owned and controlled privately by three ICC member boards, international matches played under different rules around the world (DRS) depending on who controls the match, interference in an ICC committee vote, one ICC Board threatening to take a greater share of ICC event distribution in the future and the list can go on.

This situation needs to change for the good of game.

The NZCPA, along with FICA, has called for the Woolf Report (completed in 2011) into ICC governance to be implemented in full for some time. Only those who currently enjoy a vested interest could oppose its sound independent governance recommendations. It is important for all stakeholders to remember that any push for improved governance in the game must focus on the ICC Board and that that is simply a group made up of the Chairman of the 10 test playing nations including NZC.

The ICC is not different to the individual member Boards – in fact they are one and the same. If any stakeholder around the world is unhappy with the state of ICC governance then their first questions should be addressed to their national board as to what they are doing to change the governance situation and this should be coupled with a plea to adopt the recommendations of the Woolf Report – a report commissioned by the ICC themselves and whose sound recommendations they have ignored.

## FINANCIALS

The NZCPA had a very pleasing financial performance for the year ending 31 July 2013 reporting a **\$48,719** operating surplus.

Total revenue for the year was **\$1,126,041** which is an increase from \$993,704 last year. This was mainly due to the return to forecasted allocation from the Player Payment Pool as per the Master Agreement (which had been reduced in the previous year as a result of the financial situation faced by the parties to the Agreement), and there was also an increase in event and activity revenue.

Total expenses for the year were **\$1,077,322** which is an increase from last year's \$965,011 and reflects the commitment to providing increased services to members as noted earlier.

At year end, the NZCPA had Closing Equity of **\$404,121** which has improved from \$355,902 last year.

I would like to take this opportunity to thank our Board of Ross Verry (Chairman), Grant McKenzie, Marty Croy, Peter Fulton, Daniel Vettori, Jason Wells, Jacob Oram, and Richard Jones, as well as our Patron – Barry Sinclair, for their hard work and support of management during the course of the year. We are fortunate to have a Board that is so knowledgeable about the current cricketing environment and the

issue various issues facing the game.

Their commitment to the NZCPA is much appreciated.

It is also important for me to thank Glen Sulzberger, Sanj Silva, Henry Moore, Ewen Thompson and Virginia Sullivan for their outstanding contribution to the NZCPA. They are each totally committed in their service of our members and take real pride in our work – working at the NZCPA is certainly much more than a job and our staff put far more effort and time into their roles than we ever expect.

At year end Virginia advised that she unfortunately had to resign her position as she needed to work full time in her family business. We thank her greatly for her hard work supporting our members over the last four years and wish her all the best in the future. We were then delighted to appoint and welcome Jo Young to the NZCPA in the role of Accounts Administrator and look forward to the contribution she will make to our organisation.

Finally, thank you to all members, both current and past players, for your support of the NZCPA and our continued development as an organisation. We are still very young when compared to other player/athlete associations around the world, in cricket and other sports, and we

have much more to do. However, despite limited resource, we have once again grown our services to members this year and expanded our work in the game. This wouldn't be possible without the support and commitment of all members and it is very much appreciated.

It is a privilege to serve you all.

Kind Regards



Heath Mills

Chief Executive



# PROFESSIONAL CRICKETING ENVIRONMENT



BLACKCAPS first ever series win on South African soil during the ODI series.

## International Cricket

The Blackcaps captured the attention of the nation during the home Test series against England, culminating with the memorable and dramatic final over conclusion to the summer in the final Test at Eden Park. The earlier tour to South Africa provided the years other highlight with an historic ODI series win on African soil.

The year started with the ICC T20 World Cup with the Blackcaps qualifying for the Super 8 stage where they were involved in two thrilling tied matches, but ultimately fell short in the super over in both matches to exit the tournament at this stage. The next assignment was the tour to Sri Lanka which was badly affected by weather, but ultimately ended with a rare offshore Test victory which squared the Test series. The pinnacle series of the year was the England side's tour to our shores and the much anticipated series did not disappoint with quality cricket played throughout. England narrowly took out the ODI and T20 series, a result which was later reversed when the Blackcaps toured the UK, and the Test series must rank as one of the most thrilling 0-0 draws in our Test history.

In the end the mixed results and inconsistencies on the field continued to frustrate the players, but there are some very good signs that the team is improving and learning from each performance. Mike

Hesson is developing a stable team environment and players are beginning to develop their skills across all forms of the game. The contribution Mike Sandle provides as Blackcaps manager is exceptional and the NZCPA appreciate his consistent support throughout the year.

## Domestic Cricket

The Domestic Competitions continued to provide hard fought competitive cricket as the prime development pathway for future international players. The Central Stags secured six outright wins during the season to take out the most important domestic title, the Plunket Shield. The Otago Volts finished the competition strongly but in the end were unable to replicate their HRV Cup title win by overtaking the Central Stags in the Plunket Shield.

However the Volts performances in the HRV Cup were an exceptional display of consistency, eventually completing ten straight victories to deservedly win the final against the Wellington Firebirds. This year saw a change in the schedule that showcased the HRV Cup on Friday nights – live on Sky TV – and this brought a new level of interest and excitement to the competition. The Volts HRV Cup win earned them the right to represent New Zealand at the Champions League being held in India in September.

This season the Ford Trophy competition was moved to a designated period and

nicely rounded out the domestic season.

The Auckland Aces secured the last title of the season when they defeated the Canterbury Wizards in the final.

## Overseas Competitions

A number of our 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, 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 did not previously exist.

Whilst the vast majority of these competitions have provided a positive outcome for our members, unfortunately we have experienced some difficulty with player payments in a couple of the new offshore competitions. Players should expect to 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 from 'at risk' competitions then our members must seriously consider their participation in these events.

# ANTI-CORRUPTION EDUCATION

Corruption is one of the biggest issues facing cricket (and sport generally) and recent examples around the world illustrate the seriousness of the issue and the severity of the consequences.

Last year the ICC introduced an Anti-Corruption Code which all member nations are required to adopt and implement and that included cricket in New Zealand. This was a positive move forward as it is vital that the integrity of cricket and that of its participants, players and officials is protected and promoted.

This year we implemented an anti-corruption education programme which sought to raise the understanding and

increase awareness of players' responsibilities under the Corruption Code. We consider this to be an important service to provide our professional players in order to protect them and the game's integrity.

The education programme included a team based presentation, which was followed by three online learning modules. The players are required to complete each module, which tests their knowledge of the Code - including the rules, their obligations and what to do when they are the subject to (or become aware of) attempts to solicit and corrupt players. The consequences for not adhering to those obligations are real and players need to have as much

information as possible so they can identify potential corrupt activities in the cricket environment. In addition, regular information is sent to players regarding anti-corruption as well as informal discussions with teams and individuals.

Whilst we have committed to an education programme and taken significant steps in this regard, we (and NZC and the Major Associations) realise we need to do even more in this space and commit greater resource to this issue. Education of players and officials is a crucial starting point, but on-going efforts and vigilance will be vital.

## PLAYER AGENT ACCREDITATION SCHEME

The NZCPA Agent Accreditation Scheme was introduced at the end of 2011 with the purpose of ensuring our current playing members receive quality services from those professionals they engage to provide representation and management services. We continue to provide this service and continue to encourage all personal

advising, or acting on behalf of our members, to complete the accreditation programme.

The globalisation of cricket and opportunities that now exists for our players overseas means there is an increased need to ensure our members has quality, skilled agent representation. While accreditation

is not mandatory we strongly encourage all players to engage the services of professional, and accredited, agents who we are able to liaise with and educate regarding the myriad of matters that may impact upon a player.

## ANTI-DOPING EDUCATION

Doping continues to be an issue in world sport and we consider it our duty to ensure all our current playing members are aware of the risks and consequences of taking banned substances. During the year we increased our commitment to educate our members about their obligations and responsibilities as athletes.

With the help of Drug Free Sport New Zealand we delivered a series of seminars to all current playing members during the course of playing season. The seminar

educates our members on the workings of the World Anti-Doping Code and the players' responsibilities including the rules, testing procedures, prohibited substances and consequences for a failed test. Importantly, the seminar also informs players of where and how to seek advice and information regarding the use of supplements and any other health, dietary or nutritional products.

We have a long way to go in our education of players and it is vital that all our members

understand the resources and services that the NZCPA and Drug Free Sport New Zealand provide. Although we do not consider that there are doping issues amongst our members, the WADA Code is exceptionally stringent and adheres to the principle of strict liability which means that the consequences for players can be extraordinary, even if athletes have inadvertently and unintentionally breached the Code.



# 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.

This year the survey was completed by 104 players and a brief overview of the key results is noted below. The full results can be found in the members' only area of the NZCPA website.

## ***New Zealand Cricket (NZC)***

**58%** of Players believe NZC is doing a good job running the game.

**53%** of Players do **not** believe NZC compares favourably to other sport governing bodies.

**46%** of Players do **not** believe NZC promotes and markets the domestic game effectively enough.

**80%** of players believe NZC promotes and markets the International game effectively.

**72%** of players are not aware of, and do not understand, how the NZC high performance programme works.

## ***Major Associations (MA) and Domestic Cricket***

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

**89%** of players understood their playing roles within their team.

**58%** of players believe their MA is good at communicating to players who are not included in the playing team.

**50%** of players do **not** believe their MA uses players effectively to promote and market the Domestic game.

## ***Programming***

**91%** of players agree that the scheduling of the HRV Cup this year to include Friday night televised matches was a positive change to the domestic cricket.

**98%** of players agree that the current format of the Plunket Shield is good (home and away round robin).



## ***General High Performance***

**35%** of players think the Eden Park Outer Oval has the best wicket, followed by the Basin Reserve, Wellington.

**40%** of players think Hagley Oval, Christchurch has the most inconsistent wicket, followed by the University Oval, Dunedin.

**50%** of players believe that Eden Park consistently produces the best off-field practice nets in NZ.

**59%** of players believe that University Oval, Dunedin consistently produces the sub-standard off-field practice nets in NZ.

## ***Umpiring and Player Behaviour***

**62%** of players did **not** think Umpiring in New Zealand is of a standard acceptable for first class cricket.

**77%** of players believe players have a good relationship with umpires.

**82%** of players do **not** think player behaviour is an issue in domestic cricket.

## ***The NZCPA***

**98%** of players believe the NZCPA communicates well to all members about general cricketing matters through email, social media and the website.

**98%** of players believe the NZCPA communicates well to all members about general NZCPA matters through email, the Outright newsletter, social media and the website.

**93%** of players believe the NZCPA provides good assistance to players in their MA cricketing environment.

**64%** of players do **not** know what they want to do when they retire from cricket.



# THE PLAYERS' CAP

The presentation for second edition of The Players' Cap was made in Auckland at the conclusion of the ANZ Test series against England.

Bruce Edgar was invited to present the award that has a special significance for the players.

Bruce is a Life Member of the association and holds the position of Trustee to the Cricketers Hardship Trust and his words on the night were a great reflection of the mutual respect past and current players can aspire to.

The Players' Cap has quickly become one of the most respected awards by the players and they were delighted that Bruce was able to make the presentation in front of the many Life Members who were able to attend this year's presentation.

**Tim Southee** was named as the second recipient of The Players' Cap.

The leading Players' Cap vote recipients from each series during 2012/13 were:

Tour to West Indies	Martin Guptill
Tour to India	Jeetan Patel
ICC T20 World Cup	Daniel Vettori/ Tim Southee
Tour to Sri Lanka	Tim Southee
Tour to South Africa	Dean Brownlie
Home England Series	Brendon McCullum



## BACKGROUND TO THE PLAYERS' CAP

The current players wanted to establish an award that truly recognised the most outstanding player for performances in official Test, One Day International and Twenty20 cricket over the preceding 12 month period.

The Players' Cap is voted on by the players and support staff after each match, therefore ensuring those who are in the best position to do so, can register their vote as to who they feel has made the most meaningful contribution to the team performance.

The Players' Cap was named such, so as 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.

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 (when available)
4. One of either a match umpire or the ICC referee (when available)



# FICA ACHIEVEMENTS AND ACTIVITIES (2012-13)

## EVENTS – SECURITY REVIEWS PERFORMED BY FICA

- ICC World T20 (attended 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 BPL ( 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 advise 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



# CAREER AND PERSONAL DEVELOPMENT PROGRAMME



PHOTOSPORT

The Career and Personal Development Programme (CPDP) has been in place for 6 years and this year saw an increase in activity both in the career segment as well as the risk management (personal development) area.

During the year the CPDP was revamped to give equal significance to the risk management aspects as well as the career development aspects that affect our players. We were especially pleased to establish two high demand workshops for all Major Association and Blackcap players. The workshops were a step toward creating more well-rounded people and will assist players to become better cricketers. This year the topics of choice were

- Tax Obligations – facilitated by Trevor Deed and Mark Lash of Deloitte; and
- Mental Health and Wellbeing – facilitated by Karen Nimmo.

Player feedback had identified these subjects as two of the most important risk management areas they wanted more information about. The CPDP will continue to facilitate relevant workshops during the

year as a vital service we offer to our members.

There were other initiatives introduced during the year as we attempted to increase the engagement of our members within the CPDP programme. These activities included,

- Introduction of a Personal Development Plan (PDP) – The goal is to establish a PDP with every current player and work through a plan to achieve their personal, non-cricket related goals. As of the end of the year 15 players have implemented their own PDP and are well on the path toward putting plans in place for their career, education, finance and social goals.
- Outsourcing of work placements part of Careers programme to Bright Human Capital Ltd (BHC) – BHC is entrusted to find work placement opportunities for our players. This action was taken as it was evident the missing link to successful career transitioning of our players is almost always, a lack of work experience. We strongly believe BHC can assist our members to transition from the game

thanks to their employer networks throughout the country.

- Improved relationships with ICC which saw one player chosen to an ICC East Asia country on a coaching assignment.
- Setting up of the Database where all player CPDP activities are recorded and reviewed.
- Initiating educational video series which is to be filmed in September 2013.

In the past 12 months more players have used the services provided by NZCPA than ever before. These activities are as follows;

- **28** players used career assessment services (increase from an average of 10 players per year between 2008-2011).
- **6** players involved in work placements with assistance from NZCPA.
- **6** players accessed CPDP financial education services.
- **15** players used NZCPA mental health services in the past 12 months with a number of these players being multiple users.
- **3** players used Business Mentors NZ's mentoring services.





- Approximately \$6,000 was used by players towards their education expenses.
- 9 players used CPDP services to either create or update CVs or prepare for employment related interviews.
- At the end of the 2012-2013 we surveyed our players and here are some data from the survey.
- 96% of players said they require assistance with education and training
- 91% of players rated Mental Health and Wellness as an integral part of the CPD programme.

- More than 75% of players surveyed said they need better education in addictions such as alcohol, drug, gambling etc.
- Alarmingly, 64% of surveyed did not know what they wanted to do when they retire from cricket.
- 99% of players wanted NZCPA to run seminars/workshops on Financial Education.

We have listened to our players and are in the process of, or have already put in place, a number of initiatives to address their needs and concerns. We are in the process of producing a series of educational videos

that will be distributed to the players and will appear on the NZCPA website.

We have also negotiated with a wider range of external providers to present seminars on financial education, social media, responsible gambling and effects of bad decisions (alcohol, drug education). We hope these educational initiatives will give our players quality tools to make better decisions that result in them becoming better cricketers, and better people.



# COMMERCIAL ACTIVITIES

The members of the NZCPA are grateful for the tremendous support received from all of our commercial partners, who each contribute significantly to the membership

by enabling the NZCPA to offer a more effective and wide ranging service to our members.

Without the support of these commercial

partners (mentioned below) our members would not receive the same level of support and programmes that help them achieve a balanced professional life.

## COMMERCIAL PARTNERS



The partnership with CricHQ has continued to develop during the year, with the NZCPA leading the formation of a new partnership between CricHQ and FICA. The partnership with FICA will provide new revenue opportunities for the NZCPA and our members over the coming years. CricHQ have continued to provide the technology to the NZCPA for the Fujitsu Heat Pumps MVP and in doing so affirm the positive partnership CricHQ has for the NZCPA.

Special thanks are given to CricHQ's dedicated team and in particular Simon Baker and Jarred Sewell for their assistance during the year.



Choice Hotels are a key partner to the NZCPA and this year extended their support of the NZCPA by becoming the naming rights sponsor to the Masters Series. The strong community focus of the Masters Series is as important to Choice Hotels as it is to our members and the NZCPA value this partnership tremendously.

Aileen Cobern and Peter Doherty have continued their enthusiastic support toward NZCPA members and they provided valuable connection to their New Zealand franchisees.



Canterbury of New Zealand became the official apparel partner of the NZCPA in 2009 and this year renewed that partnership through until 2016. The NZCPA appreciate Colin Gibson and Rachel Vaipa for their support during the year. It was particularly sad to see Ross Munro leave Canterbury of New Zealand during the year and we acknowledge the support Ross has shown toward the NZCPA and cricket in New Zealand, since the beginning of our partnership.



Fujitsu Heat Pumps are the naming rights holders to the MVP rankings and a vital partner to the NZCPA. Fujitsu General's recognition of the nation's best cricketers through its sponsorship of the MVP Rankings provides a great brand synergy with their own leading Fujitsu Heat Pumps product range.

Our members greatly value the contribution Fujitsu General make to the NZCPA and would like to acknowledge Kim Naylor and the staff at Fujitsu General for their support.



It was with great pleasure that the NZCPA announced a new partnership with MoleMap during year as the naming rights sponsor to the NZCPA Masters Team. MoleMap offer the world's most advanced melanoma skin cancer detection programme that is designed to protect families from the deadly effects of melanoma skin cancer by diagnosing it at the earliest possible stage.

The partnership ensures NZCPA members, who have spent a large amount of time exposed to the harsh New Zealand sun, will become more aware of the benefit of early detection as the best form of defence against skin cancer.

It was great to have Amber Kuys-Clarke and Andrew Maslin traveling with the MoleMap Masters this summer and we thank all MoleMap staff members who provided the Free MoleMap checks at each match during the summer.



ANZ National Bank has been a long and valued supporter of cricket in New Zealand and the partnership focuses on developing stronger relationships between our members and ANZ. Our members have appreciated the commitment from the various bank staff during the year.



NZCPA

**Business Club**

NZCPA members appreciate the products and services offered by our network of Business Club providers.

- ANZ Bank
- Canterbury of New Zealand
- Choice Hotels
- Deloitte
- Elite Fitness
- Fujitsu Heat Pumps
- MoleMap
- Oakley
- Players Sports
- Tower
- Triumph and Disaster
- Trail Journeys

**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

**NZCPA Brand**

During the year an internal review of the way the NZCPA is perceived by our members, as well as those outside the membership was completed. It was determined that despite the association being around since 2001 there remains quite a bit of uncertainty and understanding about the role a players association has within sport, and in particular the activities of the NZCPA within cricket.

One of the key messages was that the NZCPA needs to communicate this role in a clearer and more deliberate manner with our members and wider stakeholders. The outcome of this process was to develop a more prominent brand profile for the NZCPA that concisely defined the activities of the association.

Following the NZCPA Players Conference and input from our members three key words were adopted that represent the core values on the NZCPA. They are;

- PLAYERS:** Our members are, or were, players and who we represent
- BETTER:** Our aim is to make the cricketing environment better
- TOGETHER:** Representing the collective views of our members.

The NZCPA logo has been expanded to incorporate these three key words and will be used as part of all future communications and will remain the common values that underpin the association.



NZCPA



# NZCPA MASTERS WEEKEND

One of the key objectives of the NZCPA is to provide enjoyable events for our past playing members and Queenstown is the perfect location to achieve this, and the Masters tournament the perfect vehicle. The Masters Weekend is quite simply about bringing cricketers together in an environment that promotes activity and enjoyment and we hope that past players continue to support their event, either as players or as supporters.

The Masters tournament is the leading tournament for masters cricketers and a great way for our members to stay active and involved with the game. Teams from Auckland, ND, CD, Canterbury and Otago were in attendance this year, but the late withdrawal of Wellington was unfortunate.

Central Districts started the defence of their title with a win over last year's finalist Canterbury and Auckland secured an early victory over Northern Districts with an over to spare.

Auckland followed up their opening round win with an amazing performance in the afternoon match against Otago. With Otago headed to victory, needing 10 runs of 3 overs and with 6 wickets in hand, Auckland somehow managed to squeeze the Otago batters and ultimately won by 4 runs to end day one unbeaten. Central Districts also went through day one unbeaten but not without their troubles. Seemingly cruising to victory ND threw the ball to Derek Beard who, with the performance of the tournament, ripped through the CD line up with 6 for 11 from his 4 overs. Campbell Furlong crept the score closer before he finished the innings off with an emphatic six over long off.

Sunday afternoon was set up nicely with the final match between Auckland and Central Districts set to determine the tournament winner. Auckland batted first on an excellent wicket on the main oval with Craig Pryor in commanding form

before he fell for 30. The Auckland side struggled for momentum thereafter to end with a total of 94. Mark Douglas and Craig Findlay capped off a great weekend of cricket with 38 each as CD cruised to victory for the loss on only two wickets.

Northern District's Derek Beard was named as the **Fujitsu Heat Pumps MVP** for the tournament with an average of 15.91 MVP points per game.

The weekend would not be as successful, 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 Major Associations for their support of their masters team over the weekend.

## NZCPA MASTERS TOURNAMENT TEAM 2013

Mark Douglas - Central Districts

Craig Ingram - Central Districts

Matt Bell - Northern Districts

Craig Findlay - Central Districts

Ewen Thompson - Central Districts

Brett Hood - Northern Districts

Craig Pryor - Auckland

Grant Bradburn - Northern Districts

Kerry Walmsley - Auckland

Aaron Gale - Otago

Derek Beard - Northern Districts

Martin Sigley - Central Districts



# CHOICE HOTELS MASTERS SERIES



## MASTERS SERIES

The 2012/13 season saw the MoleMap Masters team end the Choice Hotels Masters Series with a split two win, two loss, record and, due to the washout of the last match, the team was denied the chance to finish the season with a winning record.

Five matches were scheduled as part of the Choice Hotels Masters Series and it is fantastic to have included 39 different NZCPA members during the summer. Representing the MoleMap Masters is an enjoyable way for members to catch up with mates, to engage directly with the activities of the NZCPA and to promote cricket across the country.

Seventeen of the 39 players to represent

the MoleMap Masters were former New Zealand players with the remainder of the 39 all representing various First Class teams during their careers. Mark Greatbatch, Ewen Chatfield, Roger Twose, Geoff Allott, Scott Styris, Daryl Tuffey, Richard Jones, Paul Hitchcock Peter Ingram, Michael Mason and Peter McGlashan are some of the international players who have given up their time to be part of series and while the matches are still competitive they have a certain relaxed style to them which ensures that enjoyment is paramount.

The players enjoy engaging with the next generation of cricketers and inspiring them

to reach their full potential from the sport. Connecting past players with current players is a key aspect of the Choice Hotels Masters Series and provides the NZCPA a unique way of assisting cricket to remain prominent in provincial New Zealand. Many first class players emerge from provincial New Zealand and our members are conscious to continue to promote the game to the next generation of cricketers.

The NZCPA are delighted to have three magnificent sponsors to help us to bring the Masters programme to life. They are Choice Hotels, MoleMap and Canterbury Apparel.



## CHOICE HOTELS MASTERS SERIES RESULTS

<b>MoleMap Masters v Nelson</b>		<b>Saxton Oval, Nelson</b>	
MoleMap Masters	90 all out	(Geoff Barnett, 33)	
Nelson	94/4	(Brent Hefford 2-10)	
<b>MoleMap Masters v Otago Country</b>		<b>Molyneux Park, Alexandra</b>	
MoleMap Masters	213/7	(Mark Greatbatch, 61; Roger Twose, 66)	
Otago Country	191/5	(Daryl Tuffey, 2-20)	
<b>MoleMap Masters v Poverty Bay</b>		<b>Harry Barker Reserve, Gisborne</b>	
MoleMap Masters	120/7	(Richard Jones, 42; Ewen Thompson, 35)	
Poverty Bay	117/9	(Paul Hitchcock 3-16)	
<b>MoleMap Masters v Counties Manukau XI</b>		<b>Bruce Pullman Park, Papakura</b>	
Counties Manukau XI	140/9	(Matthew Hart 2-27; Glen Sulzberger 2-27)	
MoleMap Masters	103 all out	(Richard Jones, 24)	
<b>MoleMap Masters v Northern Maori</b>		<b>Smallbone Park, Rotorua</b>	
Rained off - match abandoned.	-	-	

# FUJITSU HEAT PUMPS MVP

The Fujitsu Heat Pumps MVP was more exciting than ever this summer with the ability for recreational (amateur) cricketers to measure their performances by using the MVP formula as part of CricHQ's leading software.

All cricketers throughout New Zealand were, for the first time ever, able to compare their own performances with those of their teammates, opposition and even their favorite professional players, making MVP one of the most discussed performance measures throughout the country.

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, it

makes it easy to why MVP is a key tool in interpreting modern cricket performances. There is no other way to account for a player's total contribution to their teams' performance and accounts for all aspects such as scoring rates, top order wickets, economy rates, catches, run outs and winning.

The professional Fujitsu Heat Pumps MVP tables were tightly contested throughout the season in both the domestic and international MVP winners were undecided until the conclusion of the final match of the summer.

Special thanks go to Fujitsu Heat Pumps for their tremendous support they provide to the NZCPA, our members and through the sponsorship of MVP to the cricketers throughout the country.

## INTERNATIONAL FUJITSU HEAT PUMPS MVP

Brendon McCullum was rewarded for his consistency for the Blackcaps to ultimately win the International Fujitsu Heat Pumps MVP rankings for the second consecutive year.

McCullum became the first player to successfully defend their MVP title in either Domestic or International categories. His form during the series against England ensured Tim Southee and Kane Williamson were unable to steal the Fujitsu Heat Pumps MVP honour from him. McCullum finished the international season with 223.96 MVP points, a mere five points

ahead of Tim Southee who was second with 218.91.

Contributing to the team in all formats is a difficult challenge but one that McCullum was able to execute with great effect. McCullum's value to the Blackcaps was such that he is the only player who finished in the Fujitsu Heat Pumps MVP Top 5 in all three formats (Test, ODI and T20I).

Southee suffered an injury which meant he missed the Blackcaps tour to South Africa, but was still able to earn the honour as the most valuable Bowler ahead of Knights team mate Trent Boult.



PHOTOSPORT

Fujitsu Heat Pumps MVP Overall	Brendon McCullum
Fujitsu Heat Pumps MVP - Bowling	Tim Southee
Fujitsu Heat Pumps MVP - Batting	Brendon McCullum
Fujitsu Heat Pumps MVP - Test	Trent Boult
Fujitsu Heat Pumps MVP - ODI	Kane Williamson
Fujitsu Heat Pumps MVP - T20I	Martin Guptill (right)



## DOMESTIC FUJITSU HEAT PUMPS MVP

Jesse Ryder was domestic cricket's Fujitsu Heat Pumps Most Valuable Player for 2012/13.

Ryder was in the form of his life early in the summer and quickly moved well clear at the top of the Fujitsu Heat Pumps MVP table. Even the greatest players in the world find it hard to stay in form throughout a whole summer and although Ryder's form was not as dominant in the second half of the season he was still maintained a comfortable distance ahead of teammate Michael Papps and a resurgent Gareth Hopkins, who made a good fist of becoming the first player to win successive MVP titles. Ryder finished the season with 395.13 MVP points. Hopkins was second with 371.30 and Papps third with 353.96.

The summer started with a bang for Ryder with scores of 117 and 174 against the Central Stags in the opening round of the Plunket Shield. Ryder continued his appetite for runs against the Stags when he followed this up with a third successive century (162) against his former team just prior to Christmas.

Ryder was at his most scintillating during the HRV Cup, smashing his way to a competition high 584 runs at an average of 58.40. His highest score came in the opening round with 90\*, but Ryder continued to dominate the Fujitsu Heat Pumps MVP table in the Twenty 20 competition, ended the campaign 60 points clear of the rest with a total of 186.95 MVP points.

## MEN

Fujitsu Heat Pumps MVP – Overall	Jesse Ryder (Firebirds)
Fujitsu Heat Pumps MVP – Bowling	Brent Arnel (Knights)
Fujitsu Heat Pumps MVP – Batting	Jesse Ryder (Firebirds)
Fujitsu Heat Pumps MVP – Plunket Shield	Mark Gillespie (Firebirds)
Fujitsu Heat Pumps MVP – Ford Trophy	Michael Papps (Firebirds)
Fujitsu Heat Pumps MVP – HRV Cup	Jesse Ryder (Firebirds)



Brendon McCullum  
– International  
Fujitsu Heat Pumps  
MVP



PHOTOSPORT

PHOTOSPORT

# 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.

Total royalties reported for the NZC licensing programme increased by 26.44% for the financial year. Net royalties to players and NZCPA were jointly 19.55% higher than the previous year. Despite this positive financial performance there are still many areas that need to be improved to strengthen the performance of the programme.

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 Blackcaps will be a popular commodity during this significant sporting event and is something that NZCPA are working closely with VBM on to ensure the NZC licensing programme will be positioned to benefit from.

This year apparel partner CCC updated the Blackcaps ODI and T20 uniforms along with the full range of domestic T20 uniforms. The new uniforms were well received by the public and certainly gave the Licensing programme a much needed injection of new product for supporters to access.

The working relationship between VBM and the NZCPA is strong and importantly the connectivity with NZC has been much improved following their move into their Auckland offices. VBM are experts in the Licensing industry and operate with a goal

of deriving maximum value from licensing opportunities for the brands they represent and the ongoing commitment from both their New Zealand and Australian office ensures cricket in New Zealand continues to benefit.

It was sad to see Gill Ardern leave VBM during the year and we would especially like to thank her for contributing so much to the New Zealand Cricket licensing programme in her time with VBM. 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.



# THE PLAYERS GOLF DAY

The annual Players' Golf Day took place at The Grange Golf course on the day after the final Test match of the summer. This provided the players with a chance to relax as they signed off the end to an enthralling summer of cricket against England.

The Players' Golf Day is the principal fundraising vehicle for The Cricketers Hardship Trust and provides an opportunity for the current players to engage with the cause and contribute to raising much needed funds. Thanks to the tremendous support and generosity of the companies and personnel in attendance, a record amount of \$10,000 was raised and donated to The Cricketers Hardship Trust this year.

Special thanks go to the BLACKCAPS players for their passion toward hosting the 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. Due to the winter tour to England, this year the golf day was scheduled on the day following that extraordinary Test at Eden Park against England. The NZCPA understand that every day a player spends at home is important

and thank all players and their families for their commitment toward the day.

The Cricketers' Hardship Trust was established at the request of NZCPA members who recognised a need to assist those players who had fallen on hard times. The 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'. It is a reality that ill health or unfortunate circumstances affect some past players and it is during these times of need that the Trust aims to do what it can to ease some of stress and hardship that these former players and their families experience.

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

- The Grange Golf Club
- Moa Brewing Co.
- Choice Hotels
- Coca-Cola
- Triumph & Disaster



## FOR THE RECORD

### Individual Stableford

Corporate Div 1: Willie Nicholls – Live Sport  
 Corporate Div 2: Peter Doherty – Choice Hotels  
 Cricketers: Tim Southee

### Combined Team Stableford

New World Papakura





# HOOKED ON CRICKET

The NZCT Hooked on Cricket Programme completed its eighth year this summer and we are very pleased with the level of success it is having in the schools and communities who participate.

Current playing member support is critical to the Hooked on Cricket programme and it was great that 97% of players said they support the programme in the latest NZCPA annual survey. Our members clearly value Hooked on Cricket and the impact it has on exposing kids from low decile schools to experience and participate in cricket and is the players chance to have a direct contribution to the development of the game.

Hooked on Cricket comprises of two main areas, coaching sessions and the tournament

days. Over 1400 kids from throughout New Zealand are part of the Hooked on Cricket programme each year and most of the schools credit the programme as the reason why their students are now interested in playing cricket.

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 those players who assisted Ewen Thompson to deliver the Hooked on Cricket coaching sessions.

The NZCPA is grateful for the support of all the Major Association coaching staff for

integrating the Hooked on Cricket programme into their pre-season schedule and we would also like to thank Rotorua Cricket and Taranaki Cricket in particular for their support.

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 opportunities NZCT provide for all Hooked on Cricket participants.

Lastly, a special thank you to Ewen Thompson who seamlessly stepped in to successfully deliver the Hooked on Cricket programme for the first time this year, and of course to our members who gave up their valuable pre-season time to contribute to Hooked on Cricket this year.



## TOURNAMENT RESULTS

<b>CHRISTCHURCH</b>	
NZCT Championship Winners	Bromley School (Matt McEwan)
NZCT Plate Winners	Aranui Primary School (Ryan McCone)
<b>NEW PLYMOUTH</b>	
NZCT Championship Winners	Marfell Community School (Carl Cachopa)
NZCT Plate Winners	Puketapu School (Ben Smith)
<b>PAPATOETOE</b>	
NZCT Championship Winners	Holy Cross School (Reece Young)
NZCT Plate Winners	Bairds Mainfreight (Dean Bartlett)
<b>PORIRUA</b>	
NZCT Championship Winners	Russell School (Scott Kuggeleijn)
NZCT Plate Winners	Maraeroa School (Harry Boam)
<b>ROTORUA</b>	
NZCT Championship Winners	Selwyn School (James Baker)
NZCT Plate Winners	Sunset Primary School (Anton Devcich)
<b>SOUTH DUNEDIN</b>	
NZCT Championship Winners	Port Chalmers Primary (Derek de Boorder)
NZCT Plate Winners	Concord Primary (Hamish Rutherford)

# WHITE FERNS

The NZCPA is pleased that we have increased the number of women members during the course of the year and it was especially pleasing to have completed the first full year under the terms of the Memorandum of Understanding with New Zealand Cricket.

Four White Ferns players, Suzie Bates, Sian Ruck, Sara McGlashan and Sophie Devine accepted NZC Development contracts which enabled them to focus more specifically on their training activities while they were working within their Major Association development programmes.

The international women's game is experiencing a growth in profile thanks to the ICC's decision to combine the women's tournament to run alongside the men's tournament. Many nations, such as England and Australia, are applying significant resource toward their team and our White Ferns are finding it increasingly difficult to remain competitive against these sides. To ensure our White Ferns can perform on the international stage we need to continue to work with NZC to increase the awareness and resource ways for the players to remain competitive.

Starting out the year the White Ferns headed to Sri Lanka for the ICC Women's T20 World Cup with high hopes of success before they were ousted in the semi-final by England. It was England who again inflicted a painful defeat on the White Ferns in the Super Six phase during the ICC Women's Cricket World Cup in India a few months later, finishing the tournament in fourth place.

Congratulations to Suzie Bates who was named Player of the Tournament at the ICC Women's Cricket World Cup and following the tournament became the world number one batter in the official women's ODI rankings for the first time.

The White Ferns were unable to regain the Rose Bowl from Australia, falling to a 3-1 series defeat after snaring victory in the first match at the Sydney Cricket Ground.

In domestic cricket the Canterbury Magicians reigned supreme in both the Twenty20 and 50 over competitions. The Magicians narrowly won the Women's One Day final against the Auckland Hearts, but were able to inflict a more commanding victory over Wellington Blaze in the Twenty20 competition.



# FINANCIAL STATEMENTS

## THE CRICKET PLAYERS ASSOCIATION INCORPORATED SUMMARISED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2013

	<b>2013</b>	<b>2012</b>
	<b>\$</b>	<b>\$</b>
<b>INCOME</b>		
Player Pool Payment	524,491	490,000
Other Activities	207,131	149,497
Trust Funding	73,885	82,616
Interest	17,796	17,462
Merchandising & Licensing/Disbursements	78,930	64,129
Career Development Programme Payment	223,809	190,000
<b>Total Income</b>	<b>1,126,042</b>	<b>993,704</b>
<b>LESS EXPENSES</b>		
Admin & Office Expenses	212,245	148,068
Insurance	89,622	70,697
Events Expenditure	78,396	107,170
Transfer to Cricketers' Hardship Trust	-	68,371
Salaries, Wages & Contract Fees	506,396	496,627
Career Development Programme	90,208	85,351
Merchandising & Licensing/Disbursements	91,278	39,400
MVP Programme	-	4,250
Business Development	9,677	13,391
	<b>1,077,822</b>	<b>1,033,325</b>
<b>Operating Surplus / (Deficit) for the Year</b>	<b>\$48,220</b>	<b>\$(39,621)</b>



THE CRICKET PLAYERS ASSOCIATION INCORPORATED  
**STATEMENT OF MOVEMENTS IN EQUITY**  
 FOR THE YEAR ENDED 31 JULY 2013

Net surplus / (deficit) for the year	48,220	(39,621)
Comprehensive Income	48,220	(39,621)
Opening Equity	355,902	395,523
<b>Closing Equity</b>	<b>\$404,122</b>	<b>\$355,902</b>

**SUMMARISED STATEMENT OF FINANCIAL POSITION**  
 AS AT 31 JULY 2013

	2013	2012
	\$	\$
<b>CURRENT ASSETS</b>		
Cash and Bank Accounts	393,545	284,041
Other Receivables	136,148	134,736
	<b>526,693</b>	<b>418,777</b>
<b>CURRENT LIABILITIES</b>		
Accounts Payable	125,571	62,875
	<b>125,571</b>	<b>62,875</b>
<b>NET ASSETS</b>		
	<b>\$404,122</b>	<b>\$355,902</b>

THE CRICKET PLAYERS ASSOCIATION INCORPORATED  
**SUMMARISED STATEMENT OF CASHFLOWS**  
 FOR THE YEAR ENDED 31 JULY 2013

	2013	2012
	\$	\$
<b>CASHFLOWS FROM OPERATIONS</b>		
Cash Inflows from Operating Activities	1,168,278	986,366
Payments to Suppliers and GST	(1,058,774)	(1,042,269)
Transfer to Cricketers Hardship Fund	-	(68,371)
Cash Inflows / (Outflows) from Operations	109,504	(124,274)
Opening Cash balance	284,041	408,315
<b>Closing Bank Balances</b>	<b>\$393,545</b>	<b>\$284,041</b>

These summary financial statements have been extracted from the full financial statements which were approved by the Board on 24th October 2013. 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 2013

The Board approve and issue the Financial Statements of The Cricket Players Association Incorporated for the period ended 31 July 2013.



Ross Verry  
Board Chairman



Heath Mills  
Chief Executive







PHOTOSPORT



NZCPA



PHOTOSPORT