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Photo courtesy of Photosport

OUTRIGHT

NZ CRICKET PLAYERS' ASSOCIATION NEWSLETTER

BANKING ON A FUTURE

By Margot Butcher

How to utilise your off-season is an important annual deliberation regardless of which stage you're at in your professional cricket career. We checked in with three players – Luke Woodcock, Lockie Ferguson and Derek de Boorder – to find out what they've been up to this winter and why they decided there was no time like the present to invest in their post-cricket future, with a little help from the CPA.

With one simple sentence Luke Woodcock perfectly encapsulates the dilemma that faces every New Zealand domestic cricketer come April. "Putting yourself out there in the real world when all you know is cricket is daunting."

"Woody" would know. He's just completed his first stay-at-home off season in a decade, after the best part of 10 years as a perpetual cricketing godwit, wintering with clubs in the UK.

It was his dream, after all. When he was starting out as a player, all he ever wanted to be was a full-time pro. "Youngsters think about cricket

"Putting yourself out there in the real world when all you know is cricket is daunting."

full-time and I was totally like that," he says. "I was also fortunate in that it was just as domestic contracts had come in, so my goal was to earn one of those and then play for some good clubs in the UK for money in the off season. But the reality is that most of us are really semi-pro here, and not enough players take that seriously when they're younger. To be honest, I should have started this four or five years ago."

"This" is figuring out what, at 31, he's going to do when the bails finally come off his career. Retirement plans aren't imminent – don't get him wrong. "But there does come a time, and I know a number of players start feeling that more keenly around my age. Cricket suddenly stops and you ask, 'What now?'"

Woodcock found the CPA's team invaluable when it came to taking his first baby steps into a working winter. "The toughest part was starting out. Figuring out what I could do. What I wanted to do. I didn't know where to start. That was where the CPA's Career and Personal Development Manager Sanj Silva really helped me out. Sanj came down to Wellington last summer to get to know me more so that we could work out a career profile: which pathways might suit me. And we've

kept up plenty of contact ever since, which I've appreciated through a winter that has represented quite a major change for me."

Woodcock had thought about the police force as a possible post-cricket career option, and had spent some time working for Buzzbats – the small company launched by Grant Elliott, Mark Houghton and himself and which designed the bat with which he broke the 30-year-old record for most runs in a Wellington season.

But he also had an inkling he might be one of those players who seriously enjoyed coaching. He's been doing some clinics for Cricket Wellington, and Sanj connected him to Sport

"To be honest, I should have started this four or five years ago."

Wellington where he gained work experience for seven weeks in a sporting milieu outside cricket – a good way to get a feel for his strengths away from the familiar faces and places of the game. Then the CPA's connections with their Australian counterparts landed him the chance to work with ICC Associate Member Vanuatu's national team.

"I was up in Port Vila for a week as a specialist batting and spin bowling coach to help them

Welcome

It has been a busy few months for the team at the NZCPA as we have worked through a number of post season reviews with NZC, the development of the playing schedule for next season, increased activity in the career and development programme, reviewed overseas playing opportunities and completed the contracting process for the 2013/14 season.

Congratulations to all players who have received contract offers for next year. Contracting periods in professional sport are a difficult time for any player/athlete and our thoughts are with those who have missed retainer contracts for the year ahead.

However, one of the strengths of our contract system is the fact that only half a players' remuneration is earned through contract retainers and the remaining part is earned in match fees through actually playing. This means the those that have missed out on are retainers are still rewarded when selected to play – but there is no escaping the fact that it's still a difficult time for the individual concerned.

It has been great to see increased activity in the Career and Personal Development programme in the past few months which is a very positive development and attributed to the good work being completed by Sanj Silva. It is vital athletes in any professional sport start to plan for the day they will no longer playing – sometimes this can happen unexpectedly and often much sooner than they may realise. Form, injury or the selectors whim may impact on a players pay check at any moment. It is

“Form, injury or the selectors whim may impact on a players pay check at any moment.”

our experience that players who are working towards a post-cricket career whilst they are still playing find the transition out of the sport easier and perform better in the high performance environment as they have less anxiety about what they will do post cricket. Career planning activities need not be onerous on players – it may be a few weeks work experience, completing a couple university papers a year, or simply undertaking a career assessment exercise and getting a CV together. If players are not engaged in the Career programme then we strongly recommend they

meet with Sanj and at the least have an initial discussion about how to plan for life beyond playing cricket.

Congratulations must go the New Zealand Cricket and the CWC 2015 team led by Therese Walsh for the impressive launch of the event in Wellington on 30th July. It was great to see so many past players invited to the event and share in the occasion – we anticipate that past players will be key stakeholders for CWC 2015 in recognition of their role in the game and what they can contribute back, the Wellington event was a great start in this regard. It is a real coup for the NZC that they have managed to secure half the pool matches in New Zealand and two finals series matches. No one was confident in securing this much content, especially knowing how these decisions are traditionally made and the NZCPA wish to recognise the team who achieved this outcome as it's a great result for the game in New Zealand.

Finally, we have enjoyed watching the performances of players participating in various competitions around the world during the New Zealand winter – it's great to see so many New Zealand players contracted to play in other territories. We particularly wish the NZ A team all the best for the upcoming two tours as you embark on some fantastic playing and development opportunities and we wish the White Ferns and Blackcaps all the best for the upcoming tours to West Indies and Bangladesh respectively.

Regards,

Heath Mills
Chief Executive

WELCOMING FORMER WHITE FERNS

We are delighted to announce that former New Zealand women's representatives are now able to join the NZCPA under the Past Player category.

Current White Fern players have been Associate members of the NZCPA since 2010 and it is great to be able to extend their membership to include all former international women's players.

Former New Zealand players Trish McKelvey and Catherine Campbell have been instrumental in

driving communications with many of their former team mates to promote the extended membership category. Players have responded positively to the extended membership category with many former White Ferns taking the opportunity to join the fast growing network of cricket's alumni.

If you know of any player who may be interested to join the NZCPA, please get them to contact the NZCPA office, or to visit the NZCPA website to register online.



Courtesy of Photosport

BANKING ON A FUTURE (CONT.)

prepare for their ICC World Cricket League division six tournament, and also the Under-19s who had been building towards their World Cup qualifiers.

“Those are big tournaments for them and they needed to make the top two in order to maintain their current level of funding. I saw pretty quickly that they had very enthusiastic players and some good, skilled cricketers, but they were also having to contend with playing on artificial pitches on grounds where there were big land crab holes every metre across the playing surface!

“It was a real eye-opener for me and I came away with a deeper appreciation of the challenges they faced, but I also found it very satisfying being able to assist. I hope to continue my involvement there and have been keeping in touch with Vanuatu Cricket daily.”

So he didn't get to spend the entire winter freezing his tootsies off in a Wellington southerly, but there's no question he's hardened up metaphorically. “I'm back training now, getting ready for the Firebirds season, but that four-month window of work experience will help me going forward, towards planning what I do next winter that will be of use to me before that day that I do finish.

My advice to younger cricketers now is that it seems too daunting to be thinking about that or doing that kind of thing at 19, imagine doing it at 31! Take a tip from me and start thinking about it a bit earlier than I did.”



Courtesy of Photosport

At 22, like so many young quicks, Auckland's emerging pace bowler Lockie Ferguson already knows what it's like to be injured – and with that sobering hindsight he's glad his parents egged him on to getting a degree when he finished school.

“It was about keeping my options open,” says Ferguson. “When I was that age, I was keen to travel to England straight away, do the whole cricket OE, but I decided to listen and get the degree first. Now I'm just one paper away from a Bachelor of Business through AUT and it's turned out to be one of the best things I've done.”

With a talent for design, Ferguson is majoring in marketing and advertising. But like most students, there was still a big bridge for him to cross from theory-driven university to the “real” working world – and, in the meantime, his cricket for the Aces was

finally taking off. His degree required him to do a three-month unpaid placement in an agency and that's where the CPA was able to assist, matching him to an ideal employer that both values Ferguson's drive and appreciates his twin career goals.

True is a switched-on Auckland agency that won the New Zealand Cricket account to promote the England tour here last summer. Remember the Barmy Army “chin music” ads? That was them, and though Ferguson wasn't involved in that cricket account, it meant he found an instant connection when joined them in March.

“We have a cricket wickets set inside work – it's backyard cricket in the boardroom, I have to play left-handed though!”

As an account executive Ferguson has been working hands-on with several of True's clients, managing the nitty gritty like getting billboards designed and in place, with the artwork absolutely spot on. It was no soft placement: his deadline-driven working weeks have been full on, often with long days, and he discovered he had heaps to learn in the fast-moving world outside university. But he nailed it – and his attitude led to True offering him formal contracted employment through to the official October 1 start of his Aces season.

“To be dead honest, it's been a huge change in my understanding of the industry – greater than I thought it would be,” says Ferguson. “Learning to manage my time has been very positive for me, too.

“I've been strict on keeping my social life to the weekend so that I could prioritise my cricket-related training around work hours during the week. The other key thing that it has cemented in my head is that relationships are the most important thing in business. Build a strong relationship with a client and everything runs more smoothly – put in the extra effort to spend time with them and keep them in the loop.”

Though cricket is about to re-prioritise itself, Ferguson will be building on his own relationship with True. “We've become good mates and I'll stay in touch. We've started up a True Social Society so that we stay connected every month ... it's work hard, play hard in advertising!



Courtesy of Photosport

“It's living the dream, playing your favourite sport for money,” says Derek de Boorder. “For several years, I was cricket-cricket-cricket, playing my off seasons in sunny places like Darwin. But I think most guys do find eventually that they need more balance in their life. The older I got, the more I realised I could utilise my days more than just coming home and sitting on the couch.”

Which is why, if you popped into a bank in Dunedin this winter, you might have found the Otago skip as your friendly teller.

Like many cricketers, de Boorder has an incomplete degree lurking in his past; a finance degree that he eventually resumed extramurally by cross-crediting to Massey. But while he knew the area in which he wanted to pursue life post-cricket, approaching his late 20s he was no closer to getting a foot in the door of the finance industry than when he was an under-19 young gun in the Academy, with the world in front of him.

“That's where working with the CPA has really helped me,” he says. “I was introduced first of all to ANZ's North Shore area manager, which saw me work for four months last year as a casual teller in a Takapuna branch. I've now followed that on in Dunedin, making myself available to managers and, just like a cricket career, getting a solid foundation on the ground floor has helped my confidence. It's a good place to start, at the bottom: you meet people who help you learn and can help you in the future, and enjoy working your way up through the ranks.”

De Boorder is driven by wanting to retire from cricket on his own terms, “not feeling as if I have to continue because I have no other way to support my family”. His goals in the game remain paramount and his responsibilities as Otago captain mean he can not work outside the game during the season – “I owe it to myself and to Otago to give that my all”. But if he were injured?

“That's what worries me, having seen a few other players fall through the cracks. Cricket is fickle, and you'd hate to be that guy with a career-ending injury who then has nothing but a vacuum.

“We get reasonably well looked-after in terms of remuneration as cricketers, but you can fall into a trap of thinking it's easier than it really is out there in the non-cricketing world. You're going to be out there eventually competing against others for a job, and for me I'm going to be in my 30s, competing against younger applicants and graduates. What can I offer those employers if I haven't built up some work experience?”

Banking is his backstop, and he appreciates that ANZ has been generous in allowing him the flexibility of hours to train for an early start to Otago's season with the Champions League. He's now interested to explore areas like commercial banking. But if it hadn't turned out to be his thing, the CPA was also there in the background to help if he needed another avenue.

There was also an unexpected gain. “I do think you begin to appreciate cricket a lot more when you start working,” says de Boorder. “I'm not always thinking about cricket – which is good balance. The freshness has come back, that love I had as a kid, and I'm looking forward to getting stuck in much more now than perhaps when I was stuck in the same old routine.”

INTEGRITY AND WELFARE ARE KEY CONCERNS FOR ATHLETES

Over 30 delegates attended the inaugural meeting of the Athletes' Associations of Asia and Oceania in Auckland on 8th June. The conference brought together the New Zealand Athletes Federation, the Australian Athletes Alliance and members of the powerful FIFPro football players union, along with Japanese baseball, Japanese football and Korean football.



Courtesy of NZCPA

Stamping out corruption in sport and promoting athlete welfare were two of the strongest messages to emerge from an inaugural conference of player associations.

NZCPA CEO Heath Mills expanded upon the key topic of dealing with betting, doping and corruption in sport. "Integrity is a big issue in sport at the moment and obviously cricket has some significant issues".

"It's an important discussion to have because many, if not all, sports are going to be dealing with this issue for the next decade or more. Often the focus is on athletes but corruption doesn't begin with the athletes; it ends there. We, as player associations, play a huge role in raising the issue of integrity in the administration of sport" Mills said. The conference was chaired by NZRPA Chief

Executive Rob Nichol, who firmly believes sharing information and resources is imperative across codes and nations. "Rugby and cricket in New Zealand have had some pretty special players who've had a benevolent attitude, not only towards the future of their own sport but also in other codes".

"We are all motivated by helping other athletes get organised and mentoring or supporting them where we can – our players believe it's the right thing to do, plus we learn a lot by getting exposed to other sports and the challenges they go through" Nichol explained.

The formation of swimming, softball and hockey player associations has occurred thanks to the experience and advice from their rugby, cricket and netball counterparts and are all now members of the New Zealand Athletes Federation.

Black Socks captain Rhys Casley helped establish the New Zealand Softball Players' Association in conjunction with Tim Lythe from the NZNPA. "Pulling on the Silver Fern shouldn't affect your ability to put food on the table or support a family. We're not trying to take over the sport – we just want to grow and improve the game and offer our collective experience to administrators to help with that" Casley explained.

It's a similar story for swimming. Commonwealth Games gold medalist Moss Burmester, who retired in 2010, laments the financial pressures placed on him and his former teammates. "It's fundamentally unfair to stand on the blocks at a major global meet knowing that a poor swim could ruin your funding for the next year,"

"We need to have swimmers standing there with unclouded minds, focused on performing. A lot of athletes are young and are used to doing what they're told by coaches and officials and may not feel like they can speak up, but an effective and organised association will give them that voice" Burmester said.

Athlete welfare issues are an increasing concern for athletes. Increased demands and pressures are being placed on athletes and results in heightened instances of player burnout, injury, poor mental health, and an increasing reliance on career and personal development programmes.

Australian sports administrator and lawyer Brendan Schwab has had vast experience establishing and directing player associations and believed NZRPA's athlete advocate recipe was up there with the best in the world. "They've set a very high standard for collective bargaining, player engagement and delivery of personal development programmes."

"I've not seen any other player association play such a proactive role in contributing to the high-performance of the teams in which its members are employed – the impact that has had, even on the All Blacks, has been profound" Schwab explained.

Schwab endorsed the Auckland conference as a big step forward for professional athletes and fans alike. "There is a very strong global movement of athletes developing, where athletes can be heard around the biggest tables of sport, including the IOC, the Court of Arbitration for Sport and international federations."

"This meeting shows the athletes within Asia and Oceania are extremely well represented by a group of people who are also working for the well-being of sport" Schwab stated.

Attendees:
Staff and Athletes from Players' Associations in

NZ RUGBY • NZ CRICKET • NZ NETBALL
NZ FOOTBALL • NZ SWIMMING • FIFPRO
NZ SOFTBALL • NBL BASKETBALL
AUSTRALIAN CRICKET • AUSTRALIAN
FOOTBALL • AFL • AUSTRALIAN RUGBY
NRL RUGBY LEAGUE • JAPANESE BASEBALL
JAPANESE FOOTBALL • KOREAN FOOTBALL

SOCIAL MEDIA 101

By Richard Book



Technology

continues to change

our world, and rapidly. Where

once our touring teams couldn't even phone home (they had to make do with telegrams and letters), now – thanks to the internet and social media – they can connect with anyone; anywhere, anytime. Instantly. So connected are we today, the issue is no longer how to get a message from A to B, but which of the many platforms to use: phone, email, Skype, instant message, Twitter, Facebook?

Like it or not, and there are many in the latter category, it's important to have a basic understanding of how social media works. Ignoring it and hoping it will go away is not a viable option. Social media, the term used to describe everything from blogging and instant messaging to mass communication vehicles such as YouTube, Facebook and Twitter is exploding at a rate too dramatic to avoid. Dismissing it as inconsequential? Well, some people said the same thing about the telephone.

Some numbers: Recent stats show more than half of all New Zealanders are involved in both Facebook and YouTube. Careers networking site LinkedIn is capturing about 737,000 kiwi users, Tumblr about 700,000 and micro-blogging site Twitter, about 395,000. Internationally, **85%** of all internet users have a Facebook account, and **49%** a Twitter account. It's calculated that **27%** of total online time, worldwide, is spent on social networking.

What's the attraction? For public figures such as professional cricketers, access to direct communication, unsullied by third parties such as main stream media organisations usually rates highly. Then there are the marketing benefits. Professional sport is a business; matters involving public profile and image are therefore important. It also offers information-sharing opportunities, intelligence gathering capabilities and, not least, the chance to socialise.

On the other hand, social media is very much a two-way street. While it can offer players access to the world, it also offers the world access to the players. Criticism can often be ruthless and

prolonged. Controversial; even not-so-controversial comments made via social media can be magnified, taken out of context, or otherwise used to damage. Players can be singled out unfairly and provoked into making inappropriate responses.

Facebook and Twitter are the two most popular sites that best represent the benefits and risks of social media for professional cricketers. For those who decide to activate the privacy settings on their accounts, the dangers of getting it wrong are markedly reduced. For those who prefer the full social media experience, however, there are a few guidelines they should adhere to, in order to avoid ending up in the headlines for all the wrong reasons.

SCOPE: Be aware that, when using Twitter or Facebook (with open privacy settings), you're effectively broadcasting. That is, you really have no idea who is paying attention, just as a radio host will have no idea who might be listening at any given time. Moral of the story? If your message isn't fit for broadcasting, it's not fit for social media.

PRIVACY: Assume everything you post online will become public. In other words, don't post anything that you'd be embarrassed to see beside your name in the next morning's newspaper

STONE: Remember, the medium is still text. That is, the written word. No-one can see the smile behind your post, your body-language or your wink. Best to communicate in plain English.

PERMANENCE: Once you post it on the internet, you post it for eternity. Remember that when making comments, or posting photographs, video-clips or documents. Remember too, that employers sometimes review social media accounts as part of their background screening.

PERCEPTION: is everything. Your social network is a reflection of you. Be mindful of your "online footprint";

CONFIDENTIALITY: If it's private, keep it private. Chatham House Rules apply just as much in social media as in any other form of communication.

CREDIBILITY: If you err or make a mistake online, be transparent and admit it. Apologise if circumstances dictate. Much easier to sort things out at the time, with those immediately involved, than having to work through newspapers or TV channels a day or two later.

TIMING: Don't post tweets or comments online when drinking or angry, and especially not when drinking AND angry. Social media is a vehicle. You don't want to be at the wheel when highly emotional.

IGNORE: If you're a professional cricketer on Twitter or Facebook, there will be times when you will be provoked, occasionally in the most unacceptable manner. Best response? None at all. Don't dignify the offending message with a reply. If on Twitter, block user from further engagement. Whatever you do, don't get involved in a slinging match.



Courtesy of NZCPA

PLAYERS SET TO BENEFIT FROM CricHQ PARTNERSHIP

CricHQ and The Federation of International Cricketers' Associations (FICA) have secured a partnership that will see the Wellington-based cricket technology company become the official home of player-generated content from around the world.

A new digital platform is currently being built by CricHQ that will house authentic player profiles for professional cricketers from FICA member countries – Australia, Bangladesh, England & Wales, New Zealand, South Africa, Sri Lanka and the West Indies. In addition, professional players from countries outside of FICA will also be able to claim their own personal profile page, enabling all players to take ownership of their online profile and to effectively engage with their global fan base. The new player content platform is due to be released in September 2013.

Each player's profile page will provide New Zealand players with a designated platform from which to build their personal profile, promote personal sponsors, maintain statistics, link social media, load photo and video content, and communicate directly with their fans from all around the world.

"We know fans want to hear directly from the players and CricHQ are providing players with the tools to bring fans closer to players than ever before."

CricHQ CEO Simon Baker states "this deal with FICA is great news for all players. We are not just talking about the standard bio and a barrage of statistics – what we aim to create in conjunction with the players, is a hub that will also include social media activity, video, chat and images too. These personal player pages are all about connectivity and direct engagement between players and their fans."

Baker identifies FICA as an ideal partner given its role co-ordinating player representation across the various player associations. "We're proud FICA have endorsed CricHQ's all-in-one technology platform and we're looking forward to delivering a cool, new, simple, safe and effective platform for the players. There is huge potential here."

The digital world is expanding at an incredible

rate and through this partnership CricHQ will be able to continue to recognise the importance of players within the game.

The partnership with FICA will obviously benefit players from New Zealand and allow them to take more ownership and control their online presence. CricHQ has been working with the NZCPA for a number of years and Commercial and Events Manager Glen Sulzberger said "this partnership with FICA is a fantastic opportunity for our members and will provide them with direct access to fans on the world's leading cricket technology platform."

"We know fans want to hear directly from the players and CricHQ are providing players with the tools to bring fans closer to players than ever before."

The 2013/14 season will also mark the third season that CricHQ and the NZCPA have jointly promoted the Fujitsu Heat Pumps MVP rankings within New Zealand. This preeminent measure of a player's performance will receive a boost this summer as CricHQ upgrades its competition management software.

With an expectant increase in CricHQ's usage by clubs, schools and teams Fujitsu Heat Pumps MVP rankings is set to become one of the most talked about and respected statistics in the game. Already recognised by our professional players, kids throughout New Zealand will now be able to compare their own MVP performance to that of their favourite players.

We look forward to seeing New Zealand's leading Fujitsu Heat Pumps MVP performers appearing in the weekly CricHQ Dream team this summer.

We may sell New Zealand's FAVOURITE heat pumps

But cricket will always be our favourite game

FUJITSU HEAT PUMPS
NEW ZEALAND'S FAVOURITE AIR



PULLING STUMPS

Choosing to watch from outside of the boundary ropes this summer are three long serving cricketers. Each with a remarkable career that saw them rewarded with international success with the Blackcaps, and in bidding farewell leave a large void from the cricket landscape.

We caught up with Chris Martin, Mathew Sinclair and Reece Young for one last glimpse at some of their own personal insights.

1 You were playing when the CPA was formed in 2001, what do you consider the most positive change to the cricket environment since then?

Mathew Sinclair: The collective bargaining agreement. The chance for players to voice how we can add value to the professional cricket environment.

Chris Martin: The opinions and views of the players have been given a voice through the establishment of the CPA, and over the past ten years it has become a well respected voice within the cricket community. The combined knowledge of current and past players can now contribute positively to helping New Zealand Cricket foster passion for the game in this country.

Reece Young: NZ Professional Cricketers are now able to have a voice on all issues, concerns, positives in our game in NZ. The collective bargaining process and Collective Agreement is extremely important for the players where it covers areas such as contracts, playing conditions, schedules and revenue (to only name a few). I believe all parties benefit from this Agreement as it sets clear direction on where we are at and where cricket in NZ is going. The younger players coming through will get to enjoy the benefits of some hard work put in by all involved back in 2000/01 and continual work to raise the bar in this country.

2 Where was your favourite tour destination?

MS: Enjoyed all tour destinations playing for my country, the people you meet, the cultures that you experience and playing against the best cricketers in the world.

CM: My favourite tour destination was South Africa, an amazingly beautiful place to be, a red meat and red wine lovers dream, and exceptionally tough and satisfying cricket too.

RY: With the BC's, Australia was it. They are cricket mad and the hype a test series there attracts is amazing. Domestically, playing in Queenstown was always a pleasure – never a chore!

3 What is your most enduring cricket memory?

MS: My Test debut will definitely be the highlight of my crickering career.

CM: Walking down the steps for my first innings of Test Match batting in Bloemfontein to a 12 cannon salute to Alan Donald's 300th test wicket. Absolutely frightening, armed with a toothpick and wearing a New Zealand helmet with an upside down fern on it I really didn't do the moment justice... He was pumped and I tapped my bat about as fast as my heart was beating, which was fast but perhaps not as fast as the ball flying off my edge for four.. thanks for not killing me Alan.

RY: Hobart Changing sheds from about 3pm on... Scoring my first Hundred at 1st Class level in my 2nd full season gave me confidence that I knew I could play at that level

4 If you kept one memento from your career, what would it be?

MS: Black Cap number 208

CM: My Black Cap number 212

RY: My Test Cap number 250 and signed Test shirt from Hobart Test.

NZC Contracted Players

New Zealand Cricket announced the twenty players to be offered BLACKCAPS contracts for the 2013/14 season.

International contracts are offered from the 1st August 2013 through until 31st July 2014 and are subject to the terms of the Master Agreement between the NZCPA, NZC and each Major Association.

Corey Anderson Northern Knights	Tom Latham Canterbury Wizards	Hamish Rutherford Otago Volts
Trent Boutil Northern Knights	Bruce Martin Auckland Aces	Tim Southee Northern Knights
Doug Bracewell Central Stags	Mitchell McClenaghan Auckland Aces	Ross Taylor Central Stags
Dean Brownlie Canterbury Wizards	Brendon McCullum Otago Volts	Neil Wagner Otago Volts
Grant Elliott Wellington Firebirds	Nathan McCullum Otago Volts	BJ Watling Northern Knights
Peter Fulton Canterbury Wizards	Kyle Mills Auckland Aces	Kane Williamson Northern Knights
Martin Guptill Auckland Aces	Colin Munro Auckland Aces	

Major Association Contracted Players

The six Major Associations announced their respective list of fourteen players to be offered a domestic contract for the 2013/14 season.

Domestic contracts are offered from the 1st October 2013 through until 15th April 2014 and are subject to the terms of the Master Agreement between the NZCPA, NZC and each Major Association.

Auckland Aces Dean Bartlett Michael Bates Craig Cachopa Colin De Grandhomme Lockie Ferguson Tipene Friday* Donovan Grobbelaar Gareth Hopkins Anaru Kitchen Tim McIntosh Robert O'Donnell Matt Quinn Jeet Raval** Bhupinder Singh	Central Stags Carl Cachopa Greg Hay Jamie How Andrew Mathieson Adam Milne Kieran Noema-Barnett Tarun Nethula Ajaz Patel Dean Robinson Bevan Small Ben Smith Kruger Van Wyk Ben Wheeler William Young	Otago Volts Nick Beard Michael Bracewell Neil Broom Ian Butler Mark Craig Derek de Boorder Jacob Duffy James McMillan Jimmy Neesham Aaron Redmond Iain Robertson Jesse Ryder* Blair Soper Sam Wells
Canterbury Wizards Todd Astle Hamish Bennett Brad Cachopa Andrew Ellis Matt Henry Roneel Hira Simon Keen Ryan McCone Matt McEwan Henry Nicholls Rob Nicol Shanan Stewart Logan Van Beek George Worker	Northern Knights Graeme Aldridge James Baker Jono Boulton Anton Devcich Cam Fletcher Daniel Flynn Tony Goodin Jono Hickey Scott Kuggeleijn* Daryl Mitchell Ish Sodhi Scott Styris Anurag Verma Brad Wilson	Wellington Firebirds Brent Arnel*** Josh Brodie James Franklin Mark Gillespie Andy McKay Iain McPeake Steve Murdoch Michael Papps Jeetan Patel Michael Pollard Luke Ronchi Ili Tugaga Henry Walsh Luke Woodcock

*Player transferred from Wellington Firebirds
** Player transferred from Central Stags
*** Player transferred from Northern Knights

Upcoming Events – Hooked on Cricket

Hooked on Cricket's objective is to 'assist kids from non-traditional schools and communities to learn about cricket and to help remove some of the barriers to participation'.

The programme is vital in fulfilling the NZCPA's strategic goal to 'contribute to the promotion and development of cricket'. Our players take pride in their involvement on the NZCT Hooked on Cricket tournament days and are great role models for the kids taking part in each tournament. Hooked on Cricket is proven to be effective for introducing children to cricket and therefore encouraging the benefits of an active lifestyle and being involved in a team sport.

Reaching over 1400 children throughout New Zealand, Hooked on Cricket continues to be popular with schools and participants. Schools constantly provide feedback that without the programme they simply would not have kids thinking about cricket, let alone playing it. After eight successful years running Hooked on Cricket there is clear evidence that the programme is having a positive effect on participant's aspiration to play cricket. Many Hooked on Cricket graduates are starting to emerge and succeed among traditional cricket programmes, but there is a great deal of satisfaction in the fact that Hooked on Cricket sparked their interest in the sport.

Many schools are now able to field cricket teams that participate in local matches and competitions. For example, Bairds Mainfreight from the heart of Otara, did not previously have a school cricket team prior to Hooked on Cricket, but now have three full time teams and many more kids participating in cricket during the school day.



Courtesy of NZCPA

The NZCPA spend a great deal of time facilitating contact between schools and local cricket clubs to ensure there is a transition from Hooked on Cricket into regular cricket participation. A key element toward increasing general participation in cricket is the scholarships awarded to selected Hooked on Cricket participants, where the NZCPA pay for fees, cricket gear, footwear, clothing, coaching or a range of other 'needs based' items.

Leading the programme again this year is former Blackcap and Central Stags player Ewen Thompson, who is responsible for delivery of the programme throughout each of the six regions. Ewen is a skilled cricket coach who brings a great range of skills to Hooked on Cricket and he displays a real enthusiasm to work with schools and their students.

What makes Hooked on Cricket unique is the fact that all players from the Auckland Aces, Northern Knights, Central Stags, Wellington Firebirds, Canterbury Wizards, and Otago Volts (including the Blackcaps where available) participate in the Hooked on Cricket tournament day within their region. This is a truly inspirational feeling for all the kids and this remains the single most important cricket promotion the players undertake each year.

COACHING SESSIONS

Eight schools within the six regions participating in Hooked on Cricket 2013 each receive an initial skills coaching session with NZCPA Event Coordinator, Ewen Thompson. The coaching sessions focus on the core cricket skills such as catching, throwing, bowling and batting and include at least thirty (30) children from each school. The coaching sessions are a vital component in the programme as they provide each student with the chance to learn new skills and to provide them with the aspiration of participating for their school in the NZCT Hooked on Cricket tournament.

HOOKED ON CRICKET TOURNAMENT DATES

Waitara	19th September
Porirua	20th September
Christchurch	26th September
Rotorua	24th October
Papatoetoe	4th November
Dunedin	12th November

OTHER EVENTS

24th & 25th September	NZCPA Player Induction Camp
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