



nzcpa
Cricket Players Association

Players
better
together



2017-18 ANNUAL REPORT



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CONTENTS

2	<i>LIST OF OFFICERS & PARTNERS</i>
3	<i>CHAIRMAN'S REPORT</i>
4	<i>CHIEF EXECUTIVE'S REPORT</i>
8	<i>PLAYER CONSULTATION</i>
9	<i>RETIREMENTS</i>
10	<i>THE PLAYERS' CAP</i>
11	<i>CPA PLAYERS' AWARD</i>
12	<i>FEDERATION OF INTERNATIONAL CRICKET ASSN'S</i>
13	<i>NZ ATHLETES' FEDERATION</i>
14	<i>PERSONAL DEVELOPMENT PROGRAMME</i>
16	<i>HOOLED ON CRICKET</i>
18	<i>CRICKET 360</i>
19	<i>THE PLAYERS' GOLF DAY / THE CRICKETERS' TRUST</i>
20	<i>LICENSING & MERCHANDISING / PAST PLAYER EVENTS</i>
21	<i>LIFE MEMBERS</i>
22	<i>FINANCIAL STATEMENTS</i>

LIST OF OFFICERS

PATRON

Barry Sinclair

NZCPA BOARD OF DIRECTORS

Ross Verry <i>Chairman</i>	Ross Taylor
Amy Satterthwaite	Daniel Vettori
Peter Fulton	Jason Wells
Richard Jones	Sam Wells
Grant McKenzie	Scott Weenink <i>(Co-opted)</i>

NZCPA STAFF

Heath Mills	Chief Executive
Henry Moore	Player Services Manager/Legal Counsel
Sanj Silva	National Personal Development Manager
Jo Murray	Personal Development Manager
Lesley Elvidge	Personal Development Manager
Glen Sulzberger	Commercial and Events Manager
Jacob Oram	Events Coordinator (Part Time)
Courtney McVay	Office Administrator (Part Time)

as at date of printing

PLAYER REPRESENTATIVES

Anton Devcich	Northern Districts
Robbie O'Donnell	Auckland
George Worker	Central Districts
Tim Johnston	Canterbury
Amy Satterthwaite	White Ferns
Brad Wilson	Otago
Tom Latham	Blackcaps
Hamish Bennett	Wellington

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FUNDING SUPPORT



CHAIRMAN'S REPORT

It's been a busy year for the NZCPA with some great outcomes achieved.

The most satisfying achievement has been the successful negotiation of the Master Agreement, the first such negotiation in eight years. Heath Mills talks about this in more detail in his report but from the Board's perspective, I want to thank our management team led by Heath for all the thought, preparation and hard work they put into the process. The result is excellent for current and future players, but also past members who benefit from the contributions to the Personal Development Programme, Education Fund, The Cricketers' Trust and NZCPA reserves. These contributions were promoted and ratified by the current playing members and I want to thank them for their foresight and generosity.

I'd also like to thank New Zealand Cricket (NZC) and the Major Associations for the spirit in which they participated in the process. As we've seen in other parts of the world and in other sports, the relationships between national bodies and athletes are not always constructive, but in our case all parties were focussed on achieving a good outcome, even though we may have had some differences along the way.

Importantly, as we move into next year, we now focus on completing the negotiation of a new MOU for the White Ferns environment. This is an important process for the NZCPA as we look to grow the women's game alongside NZC and we look forward to reporting on a good outcome next year.

You will have seen that we have been working to update our Constitution recently which includes making some changes to the structure and selection of our board. We have been extremely lucky with the quality and experience of our Board in

recent years and the changes have been implemented to ensure that quality is maintained and importantly continues to reflect our membership. For example, our membership has recently been enriched by the White Ferns and so we have been joined on the board by firstly Suzie Bates, then latterly Amy Satterthwaite. Both Suzie and Amy have made great contributions and the proposed Constitution ensures that the White Ferns (and Black Caps) are permanently represented. It also recognises that there needs to be a balance between current playing members and past players who bring appropriate skills and experience to the table.

The proposed new Constitution provides a framework to ensure we continue to have the best board we can.

As a non-profit, member-based organisation, we have always managed our finances conservatively and our financial results and position are reported in more detail later in this report, but I'd like to note that as a Board we are very pleased with the outcomes. Earlier this year we completed a Statement of Investment Policies and Objectives and this resulted in allocating \$300,000 of our cash reserves to a Conservative/Balanced managed fund managed by FNZC. As a long-term partner of ours, FNZC have been familiar with our business for several years and so understand our needs and are a logical manager of those funds.

There are a couple of important programmes which a number of our members have contributed to historically and currently. Hooked on Cricket, with the generous and unwavering support of Queen St Cricket Club, offers the cricket experience to kids in low socio-economic areas where it is not always available. Thanks to all our members who give their time to show the HoC kids a fun day – it's an important aspect of our work.

The other programme we've recently developed is Cricket360.

This is a unique offering for serious teenage cricketers, who get the opportunity to work with elite cricketers/coaches who can pass on insights gained from our members experiences in high performance sport. This programme also offers opportunities for our members to grow coaching and mentoring experience. It is something we want to grow, our biggest challenge being access to suitable venues at the appropriate time.

In summary, it has been great this year to see the Master Agreement negotiation completed whilst still growing our services to members. However, we still believe there is a lot more that we can do and as members, we always like to hear from you with your thoughts about what we do or could do. This can be by responding to our regular surveys to both present and past members or contacting any of us directly.

I'll finish by thanking our incredibly skilled and dedicated people. We're really fortunate to have such a high performing team in the office, who are absolutely committed to us as members. As a Board, we are delighted and proud of what they achieve with the resources they have.

I'd also like to thank the Board for their commitment to our organisation and the support they offer myself as chair and also the staff. They are all very proud members of the NZCPA and are absolutely dedicated to the lifetime wellbeing and success of our members. It is certainly a privilege to work with them and the wider NZCPA team.

All the best to everyone.

Ross Verry
Chairman



CHIEF EXECUTIVE'S REPORT

It's pleasing to be able to report on another strong year of achievements at the NZCPA.

The major focus for the year was the negotiation of a new Master Agreement with New Zealand Cricket (NZC) and the six Major Associations (MA's) for the domestic and international men's professional cricketing environment here in New Zealand. This was a significant process for the NZCPA which effectively took 12 months to complete including preparation, member engagement and the negotiation itself.

Whilst the process was robust, we're delighted with the outcome which we believe is a fair agreement for all parties. Importantly, the players have returned to a revenue share partnership at 26.5%, the domestic game has been confirmed as the cornerstone of the high performance environment, players are independent contractors and free to ply their trade outside cricket playing commitments here in New Zealand, the Personal Development (PD) programme has been enhanced for all our members benefit and player IP has been protected by the establishment of the Cricketers' Property Trust – all key focus areas as we entered the negotiation.

It was particularly pleasing to achieve significantly more resource from the Player Payment Pool in the new agreement and then be able to double the size of the PD programme. Following the confirmation of the new Master Agreement we will have four full time Personal Development Managers (PDM), reducing our current player to PDM ratio to roughly 40:1. This will enable the establishment of a new PD programme structure that also allows for a dedicated resource to focus on the needs of our past player members. This PD programme is the anchor of our support initiatives for all members (both current and past players) and is complimented by the Retirement Fund (our bespoke superannuation scheme), The Cricketers' Trust and it's work in support of past players who fall on hard times and of course our Education and Training Fund.

With the additional resource for the PD programme, we are confident that we will now provide the best Personal Development and Health and Well-Being support initiative for athletes in New Zealand. And of course, this support is in place for life for all players – by virtue of being past player members of the NZCPA.

We're disappointed to lose the services of Rachel Harris towards the end of the year and thank her for her three-year contribution to our organisation. However, we were delighted to appoint Tim Weston, Lesley Elvidge and Jo Murray as our new PDM's in the new PDP structure and are excited about the contribution they will make in the years ahead.

One of the key considerations over the year was to look forward to 2018/19 where the significant focus will be the negotiation of a new Memorandum of Understanding (MOU) with NZC for the White Ferns environment. This agreement is heading into the last year of a 3-year arrangement and we look forward to focusing on how we can enhance the women's environment alongside NZC through this process. We have noted the increased emphasis from the national body on developing the women's game which is fantastic, and we look forward to understanding what investment NZC is looking to make at both international and domestic level moving forward and how this will impact on our members. It will also be important that we can continue to enable our best players to participate in the T20 leagues in Australia and England given the profile, remuneration and playing opportunities that they offer our players – they, hopefully alongside the development of a women's IPL, are likely to be a key part of the women's cricket environment in the years ahead.

Continued overleaf...



ACKNOWLEDGEMENTS & FINANCIALS

It is also important for me to acknowledge the excellent work being completed by Tony Irish and Tom Moffat in growing and developing the Federation of International Cricketers' Association (FICA). It is important the NZCPA contributes to the strength of our global body as FICA works to engage the International Cricket Council on matters effecting all players worldwide. It was great to see Player associations formed in both Scotland and Ireland during the year and we particularly acknowledge the work completed in the Global Employment Market reports in both and the men's and women's game which will guide work streams and positions in the years ahead.

We are indebted to our business partners who continue to value the work of the NZCPA and commit their support to our organization and members. These include

ANZ, CCC, NIB, First NZ Capital, Massey University and Pickstar. We also thank the North & South and Grassroots Trust for their ongoing support of our community initiatives.

A special mention to the Queen Street Cricket Club (QSCC) who provide direct financial support to Hooked-on-Cricket. This programme takes our great game to new communities and introduces hundreds of kids to cricket for the first time – we hope you get the same joy out of this work as we do.

We are a small organization that relies heavily on these partnerships and relationships noted above – thank you.

In the financial wash-up of the Player Payment Pool in the previous 8-year Master Agreement we were delighted to confirm a surplus of \$571,000 across the period. The current players generously agreed that \$400,000 of the surplus would be distributed to the NZCPA to

strengthen the associations reserves, \$100,000 would be donated to the Cricketers Trust supporting past players who fall on hard times and the remainder would be placed in the Education Fund over the coming 4-year period. It's not often there is the opportunity to make significant one-off contributions like this and we are very grateful to our members who see the benefit in strengthening the organisation for the benefit of all members in the years ahead.

This contribution to NZCPA noted above has enabled us to report a significant operating surplus for the year ending 31st July 2018 of **\$299,117**. It has been a challenging year financially with negotiation costs and a greater than anticipated uptake of support from the Education Fund, and without the end of year contribution we would not have been able to report such a positive result.

Our total revenue for the year was **\$1,682,311** (including the one-off contribution of \$400,000) which has increased from \$1,329,485 in 2017.

Total expenses for the year were **\$1,383,194** which is a small increase from last year's \$1,330,077.

At year end, the NZCPA had Closing Equity of **\$933,588** compared to \$634,471 last year. This includes \$26,815 that sits in the Education Fund.

I would also like to make special mention of the NZCPA Board for the continued support and commitment: Ross Verry (Chairman), Peter Fulton, Richard Jones, Grant McKenzie, Amy Satterthwaite, Ross Taylor, Daniel Vettori, Jason Wells, Sam Wells, and Scott Weenink who was coopted to the Board at the end of the year. We are very fortunate to have such dedicated people giving their time, experience and expertise to our organisation. It's also important to acknowledge our Patron Barry Sinclair for his continued service and support.

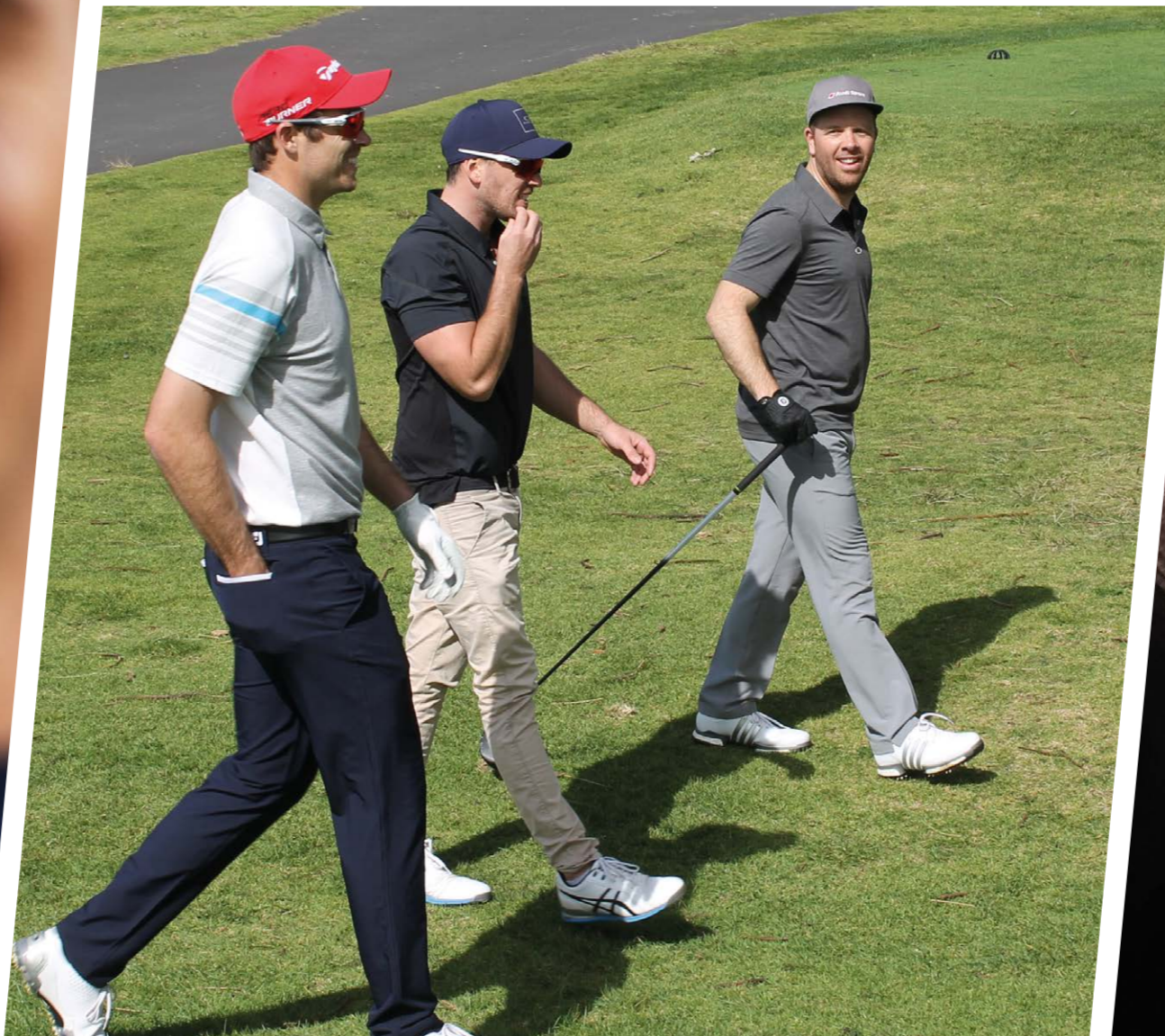
We also rely heavily on our Team Representations who are great conduits for us during a busy season and are always there to offer support to their fellow players. Thanks to Hamish Bennett,

Anton Devcich, Maddy Green, Tim Johnston, Tom Latham, Robbie O'Donnell, George Worker and Brad Wilson for your work on behalf of the NZCPA.

Finally, I would like to acknowledge our wonderful staff of Henry Moore, Sanj Silva, Glen Sulzberger, Jacob Oram, Courtney McVay and Kristy Somerset for your dedication and commitment to serving our members during the year. Each of you bring special qualities, skills and experiences to our small team – we are lucky to have you all. This equally applies to the significant support we receive from Roger Mortimer who leads the NZ Athletes Federation.

Nga mihi

Heath Mills
Chief Executive

PLAYER CONSULTATION



ANTI-DOPING EDUCATION

During the season, through Drug Free Sport New Zealand (New Zealand's anti-doping agency), an annual seminar was run for all current players. The seminar provides education to players on the international Anti-Doping Code and their responsibilities as athletes including the rules, testing procedures, prohibited substances and consequences. Importantly, the seminar also informed

players of where and how to seek advice and information regarding the use of supplements and any other health, dietary or nutritional products.

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.

We remain committed to educating our players to ensure that are aware of their obligations and responsibilities.

ANTI-CORRUPTION EDUCATION

We continued to provide an education programme to raise awareness of corruption amongst players and officials and to educate them on their responsibilities under New Zealand Cricket's Anti-Corruption Code.

This education consisted of team-based presentations and an online based

module where the players were required to complete a test of their knowledge of the Code – including the rules, their obligations and what to do when they are the subject of (or become aware of) attempts to corrupt players or officials, and the consequences for not adhering to those obligations.

Whilst the NZCPA lead the education programme and we have taken significant steps in this regard, we (NZCPA, NZC and the Major Associations) also realise we need to remain vigilant in this area. Education of players and officials is a crucial starting point, but on-going efforts and vigilance remains vital.

PLAYER FORUMS

Every year we hold a series of player meetings and forums with men and women players to ensure we are engaging with our membership on matters that affect them, while at the same time obtaining their feedback on matters that we represent their collective interests on. Our two most important annual forums are our NZCPA Players' Conference and NZCPA Induction Conference.

PLAYERS' CONFERENCE

The Players' Conference, which was held in April, provides a forum for representatives to collectively discuss current proposals/ issues within the game. The Players' Conference allows the NZCPA to ascertain those areas that require addressing within the wider collective cricketing environment.

Clearly, the views and ideas of the players are invaluable when attempting to improve New Zealand's professional cricketing environment and we are always looking to table these views and ideas with other stakeholders here in New Zealand.

INDUCTION CONFERENCE

The 2018 Induction Forum was an opportunity for the NZCPA to provide to newly contracted players with a meaningful introduction to the professional cricketing environment. The forum was held at the start of the contract period and provided those players with an insight into the role of the NZCPA and how we can help them through and beyond their cricket career.



CURRENT PLAYER SURVEY

Our current playing members are important stakeholders in the cricketing environment and their views and opinions on all aspects of the game are very useful in attempting to implement change. Like in previous years, the 2018 Players' Survey assessed all facets of the environment – New Zealand Cricket, Major Associations, domestic competitions, high performance and the NZCPA. The annual player survey clearly outlines those areas of the environment that are going well and that the NZCPA can reinforce, but it is also an important tool for the NZCPA to review those areas that the players believe need to be improved and enhanced.

Here are some of the responses from this year's survey:

82% are active in NZCPA's Personal Development programme.

69% are aware of NZCPA's mental wellbeing service, what it offers and how to access it.

97% believe the current Super Smash window in late December / early January is the best time for the competition to run.

70% believe that day matches with the occasional night matches are the preferred playing times.

35% do not think that promotions during the Super Smash campaign helped create interest in the games in their respective home regions.

91% supported the scheduling of the Ford Trophy as one continuous competition.

98% believe the split of Plunket Shield into two equal halves at the start and end of the season is appropriate.

93% believe believe the split of Plunket Shield into two equal halves at the start and end of the season is appropriate.

58% of players are aware of and understand how the NZC high performance programme works.

73% of players would like to know more about the NZC high performance programme and how it aligns with their MA high performance programme.

41% of players do not believe their MA provides appropriate OUTDOOR practice facilities at all times throughout the season, including pre-season.

96% believe the BC team environment is well organised with good planning that ensures the team and individuals are well prepared for matches.

100% believe NZC is good at assisting players to spend time with their families during the international schedule.

70% voted Test Cricket as the most valued international cricket format (down from 89% in 2017).

19% voted T20 cricket as the most valued international cricket format (up from 0% in 2017).

RETIREMENTS

Each year there are always a number of players who move on to the next phase of their lives. This year we wish to acknowledge the following players.

NEW ZEALAND REPRESENTATIVES

Eirin Birmingham

DOMESTIC REPRESENTATIVES

Brent Arnel
Derek de Boorder
Rob Nicol
Michael Papps



THE PLAYERS' CAP

THE PLAYERS' CAP IS THE ONLY PEER RATED AWARD FOR INTERNATIONAL PLAYERS, WHICH IS WHY THIS AWARD HOLDS THE MOST RESPECT AMONGST THE PLAYERS.

Trent Boult was recognised by his peers as the Players' Player of the Year and was awarded the seventh edition of The Players' Cap at a presentation with the team in Auckland.

Boult was in some of the best form of his life at the end of the summer when he instigated a frenzy at Eden Park when the Blackcaps ran riot through the England

batting line up. Boult's six first innings' wickets laid a foundation for the 15 wickets he ultimately captured across the two match Test Series.

Boult led the Players' Cap voting in Test matches, closely followed by Neil Wagner, with Tim Southee, Ross Taylor and Colin de Grandhomme equal third.

Mitchell Santner emerged as the leading vote recipient in ODI's, ahead of Boult, Kane Williamson, Ross Taylor and Tom Latham who were tied in second spot. Colin Munro was at his blockbusting best in T20i's this summer for the Blackcaps and accumulated the most votes, ahead of Martin Guptill.

THE PLAYERS' CAP RECIPIENTS

- 2018 Trent Boult
- 2017 Kane Williamson
- 2016 Kane Williamson
- 2015 Kane Williamson
- 2014 Ross Taylor
- 2013 Tim Southee
- 2012 Brendon McCullum

The leading Players' Cap vote recipients from each series during 2017/18 were

ICC CHAMPIONS TROPHY	Tom Latham
INDIA TOUR	Tom Latham
WEST INDIES SERIES IN NZ	Trent Boult
PAKISTAN SERIES IN NZ	Martin Guptill
TRI SERIES AUSTRALIA/ ENGLAND	Martin Guptill
ENGLAND SERIES IN NZ	Mitchell Santner



CPA PLAYERS' AWARD



THE CPA PLAYERS' AWARD IS AWARDED TO THE MOST OUTSTANDING WHITE FERN'S CRICKETER OF THE YEAR.

Sophie Devine ended an amazing year with the White Ferns on a high when she was acknowledged as the recipient of the CPA Players' Award for 2018.

Devine's form started to ramp up on the tour against Pakistan in Sharjah. Named player of the series for the Twenty 20 internationals, Devine scored 158 runs, including a top score of 70, at an impressive strike rate of 162.88.

The confidence Devine displayed during the T20i series came after she scored her second ODI century in the opening ODI of the series. Her 103 runs coming off 119 deliveries to lay the platform for an opening victory, that ultimately led to a series win.

The White Ferns had a break until after Christmas, but Devine's form did not diminish, in fact it elevated to a new level

in the home ODI series against the West Indies. Boasting some of the games highest ranked players, the West Indies shaped up as a threat to the White Ferns, but Devine not only countered the opposition, she completely dominated them.

Devine opened with another ODI century (108 from 103 balls) in the opening match, before backing up that effort with 80 (91 deliveries) and 73 not out (58 deliveries).

Another player of the series effort led to Devine's recognition as the Players' Player of the Year.

The CPA Players' Award is coveted by the players and, although its was obvious Devine was a leading contender, there was an air of anticipation as CPA Life Member Catherine Campbell presented the third player' award to Sophie Devine in Hamilton.

NZCPA PLAYERS' AWARD RECIPIENTS

- 2018 Sophie Devine
- 2017 Amy Satterthwaite
- 2016 Suzie Bates

The leading CPA Players' Award vote recipients from each series during 2017/18 were

WEST INDIES SERIES IN NZ	Sophie Devine
PAKISTAN TOUR	Sophie Devine
ICC WORLD CUP	Leigh Kasperek, Suzie Bates, Hannah Rowe

FEDERATION OF INTERNATIONAL

CRICKETERS' ASSOCIATIONS

Tony Irish
FICA Executive Chairman

The past year has been significant for FICA and its member associations. FICA has continued to make an increasing contribution to moving the game forward, delivering to our vision and strategy whilst grounding our work in our established principles and values. FICA continues to focus on the following areas:

GLOBAL PLAYER VOICE 1
Professionally representing players' views and opinions to the game. For example through global surveying, the establishment of its Player Advisory Committees, Global Employment & Cricket Reports and regular and growing engagement with the game's stakeholders. These include the ICC, country Member Boards, the MCC World Cricket Committee, and other key stakeholders.

THE FIRST COMMITTEE MEETING WAS AN EXCELLENT DISCUSSION ON SOME OF THE KEY ISSUES IN THE GLOBAL GAME AND FOR PLAYERS. AS PART OF THE FICA PLAYER ADVISORY COMMITTEES WE WANT TO PLAY OUR ROLE IN ENSURING PLAYERS ARE COLLECTIVELY HAVING THEIR SAY ON THE FUTURE OF THE GAME.

HEATHER KNIGHT

PLAYER EMPLOYMENT AND CONTRACTS 2

Working hard to ensure that every player receives a contract that is properly negotiated and offers appropriate protections. Ongoing work includes for example ICC event squad terms, certain domestic T20 event standard player contracts, players' association negotiation support, regular player agent communications

PLAYER GLOBAL SAFETY AND SECURITY 3

Player safety and security is FICA's primary concern. Ongoing work includes obtaining independent security advice, including for ICC events, international cricket and domestic events, and best practice sharing

THE GAME STRUCTURES AND REGULATIONS 4

Advocating for the best structure of the game and regulations to make cricket as good as it can be for players and fans alike

GLOBAL PLAYER WELFARE AND EDUCATION 5

Building a global support network to meet the needs of global cricketers. FICA is working with the Players' Associations to develop a Global Player Welfare platform, best practice and local and global support network.



THROUGH FICA AND OUR PLAYERS' ASSOCIATIONS, WE WANT TO CONTINUE TO LEAD SOME THINKING ON IMPORTANT AREAS IN THE GAME AND THE FORMATION OF THESE COMMITTEES IS A GREAT STEP FOR PLAYERS COLLECTIVELY AROUND THE WORLD.

ROSS TAYLOR

The game continues to change rapidly as fans, commercial partners and players are increasingly drawn to the investment Boards are making into their own domestic T20 leagues around the world. FICA and players' associations will continually look to how they operate, and provide benefits to players, in the evolving T20 leagues market. We look forward to continuing to work for the benefit of players collectively around the world.

One of the key developments over the past 12 months has been the establishment and function of the FICA Player Advisory Committees.

The Committees, comprised predominantly of current senior international players nominated by their home players' association, complement FICA's program of structured engagement with its member players' associations and players around the world, to ensure it is accurately representing collective player views and interests at the global level.

The Committees each hold a structured annual meeting and also engage informally regularly throughout the year. They focus on both cricketing and employment related issues that affect players globally. The Committees play an important part in ensuring that players have a strong and unified voice on important issues at the top of the game.

ABOUT FICA

FICA is the world player representative body in cricket and there are currently nine Players' Associations affiliated to FICA, including NZCPA. NZCPA Chief Executive Heath Mills is an Executive Board Member of FICA.

FICA PLAYER ADVISORY COMMITTEE MEMBERS

MEN'S

Ross Taylor New Zealand	William Porterfield Ireland	Aaron Finch Australia	Kyle Coetzer Scotland
Jason Holder West Indies	Shakib Al Hasan Bangladesh	JP Duminy South Africa	Kumar Sangakkara Sri Lanka
Vikram Solanki FICA President – England	Graeme Smith FICA Independent Board Member – South Africa		

WOMEN'S

Heather Knight England	Alyssa Healy Australia	Amy Satterthwaite New Zealand	Mary Waldron Ireland
Hayley Matthews West Indies	Dane Van Niekerk South Africa	Lisa Sthalekar FICA Independent Board Member – Australia	



NZ ATHLETES' FEDERATION

The New Zealand Athletes' Federation hosted the second Performing Under Pressure Summit on 25th October 2017, hosted by Gilbert Enoka and forensic psychiatrist Ceri Evans along with elite performers Sophie Pascoe, Steve Hansen, Jimmy Spithill and Eric Murray.

The day showcased the strong learning opportunities that exist between the business and sporting sectors. As we strive for excellence and elite performance in our workplace and professional careers, pressure is a constant companion.

Co-hosted by the Auckland Chamber of Commerce, leading members of the business community were exposed to an

in depth understanding of the sources of pressure and proven methods of turning it from a liability into an asset.

Throughout the year the Athletes' Federation continued to provide essential services to a growing number of athletes, with a specific focus on managing the intricacies of life as a professional sportsperson.

More recently the Athletes' Federation has been in discussions with High Performance Sport New Zealand, focusing on how both entities can work more closely together with relation to issues of importance for sportsmen and women in New Zealand.

On the back of recent reviews in Football, Cycling and Netball, the Federation have

been identified by HPSNZ as a key partner in improving the environments that athletes operate in. This will include the culture of the overall environments and the wellbeing of those within them.

One of the key initiatives this year was the establishment of a Women in Sport Leadership Group, headed by Steph Bond (Netball Players' Association) and Emily Downes (Rugby Players' Association). The group's objective is to better understand the needs of females within professional sporting environments and how those needs can best be met. An initial group was assembled with representatives from Rugby, Cricket, Hockey, Rugby League, Netball and Cycling to download current areas of importance.

PERSONAL DEVELOPMENT PROGRAMME



It has been a challenging yet exciting 12 months for the Personal Development Programme (PD Programme). We are delighted to report our members used the services offered within the programme significantly more than in previous years. Various highlights include the increased use of the Education Fund, increased activity in past player member space, continued player engagement (82%) in the PD programme and the addition of new resource enabling a more effective of the programme in the future.

MENTAL WELLBEING PROGRAMME

Our partnership with Instep (NZCPA's Mental Well-Being provider) has gone from strength to strength. In the report period from August 2017 to July 2018 we have funded \$20,400 in counselling and mental wellbeing services. This represents approximately 130 contact hours with clinical psychologists and counsellors.

The primary areas include depression, anxiety, stress, relationship, advice, alcohol related issues, and personal relationships. The services were accessed by current & past players (men and

women) and in some cases immediate family of our members. This is a critical programme for our organisation and it's great to see our members are aware of the support available to them.

In partnership with NZ Cricket's High-Performance Unit we also facilitated a series of workshops to all Major Association teams. This year's workshops were run by Ramon Narayan of Action Education Organisation. In the workshops players had the opportunity to explore personal identity through reflection. We are pleased to report that the overwhelming majority of players thought the workshop was useful and relevant to their personal situations.

EDUCATION FUND

The Education Fund continues to be popular among our current players. Over the past 12 months we disbursed 66 Education Fund grants to players. These grants were approved for various education and training purposes including tertiary education courses, trade qualifications, professional qualifications, health and well-being qualifications and sports coaching qualifications to highlight a few.

Massey University are a very important partner to our Education Fund, and as our preferred Tertiary Education provider, we were pleased the vast majority of our members use the distance learning options offered through Massey University.

PLAYER ENGAGEMENT

Player engagement continues to be at a very healthy 82%. With the anticipated introduction of the new PD structure, including an additional two PDM's, we believe we can increase the depth and quality of player engagement in coming years. We strongly believe the following initiatives will assist in reaching this goal:

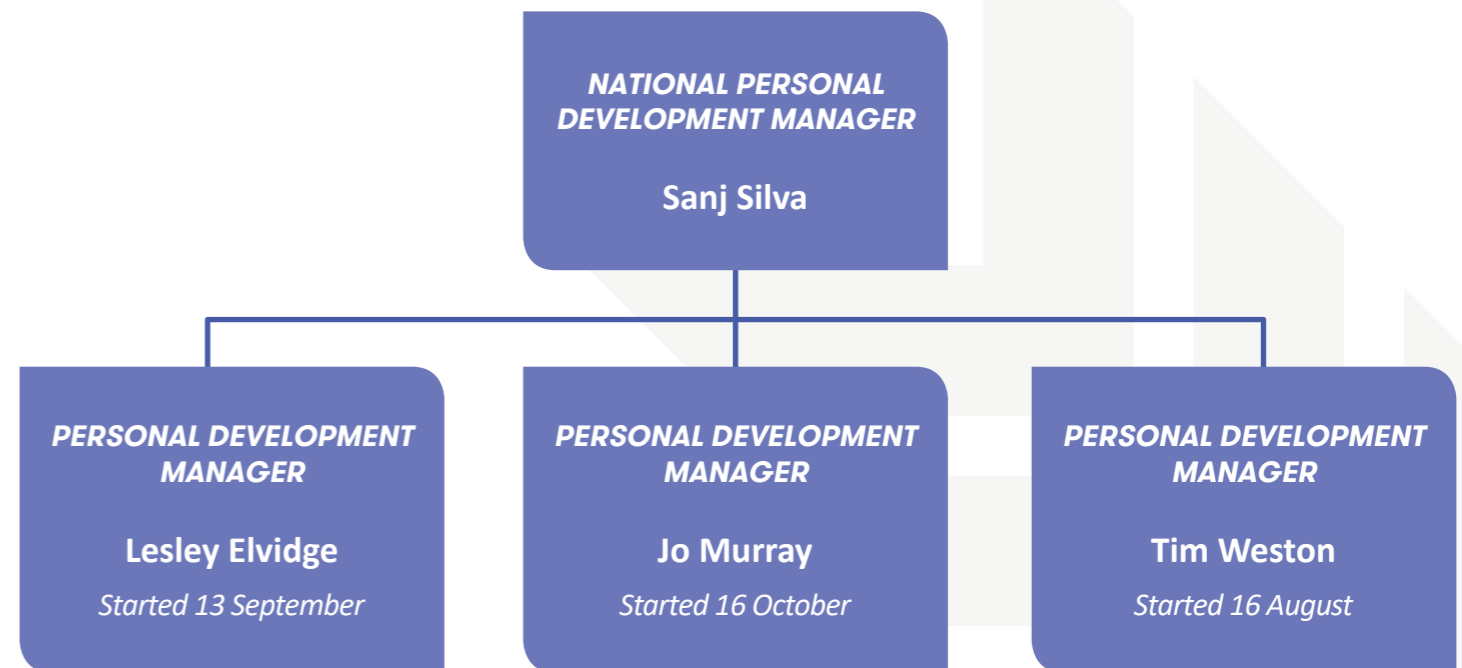
- » Designated PDM's in key areas *Whiteferns, Blackcaps and Past players*
- » Increased one-on-one contact time between PDM's and players
- » More relevant & regionalised programmes
- » Ability to build regional networks

NEW PD PROGRAMME STRUCTURE

The new Master Agreement (which was agreed after the report period but confirmed prior to printing) has seen significantly more resource allocated from the Player Payment Pool to the PD Programme, which emphasises its importance to the various cricket stakeholders.

This increased resource has enabled the NZCPA to expand the programme structure, and for the first time ever employ a designated Personal Development Manager for transitioning and past players. The new structure will see the player to PDM ratio improve, from roughly 80:1 down to 40:1, which ensures far greater and more in-depth contact and engagement.

The new PD programme staff structure is illustrated below:



HOOKED ON CRICKET

The Hooked-on-Cricket Programme celebrated its 13th year in 2017/18 and we are very pleased with the level of success it is having in the schools and communities that we connect with.

The current playing members have a will to ensure the future of the game is healthy and Hooked-on-Cricket is their way of contributing toward the development of the game. Targeting non-traditional cricketing schools is very rewarding as the perceived barriers to participation in cricket are dwarfed by the skill and enthusiasm shown by the kids in these regions. The key is to give them a chance, and what better way than by being promoted by those who

have made all the way to the professional ranks – many of whom have done so from a range of backgrounds, not refined to a planned pathway.

The aspiration current players provide is critical to the success of Hooked-on-Cricket and it was great that all available players were able to attend the tournament days through the past year.

Without the support of external funding the Hooked-on-Cricket programme would not be possible and the CPA and our players are truly grateful for the donation received from Queen Street Cricket Club. The Queen Street Cricket Club has a similar

philosophy of promoting cricket within New Zealand's non-traditional cricketing schools and we would like to make special mention of the support provided QSCC members and notably, Chairman Brian Moss and Treasurer Chris White.

A special thank you to Jacob Oram who coordinated the nationwide Hooked-on-Cricket programme this year, and of course to our members who gave up their valuable time to ensure Hooked-on-Cricket remained a success.

We love working with the schools and once again your support and enthusiasm for the programme makes it the success that it is.





CRICKET360

During the year we launched the **Cricket360** coaching programme that provides young cricketers with a unique cricket learning experience, while also providing employment opportunities to our network of members.

Six Cricket360 sessions were held through the year in Wellington and Auckland, with one of the highlights being the extremely popular girls' session that was held in Auckland in May.

The name **Cricket360** not only represents the complete range of skills we present as part of the sessions, but equally it promotes becoming well-rounded as a person.

NZCPA's membership consists of some of the world's best players and coaches,

providing the CPA with access to unique knowledge and experience accumulated from a range of team environments. **Cricket360** aspires to offer innovative, enjoyable, and practical learning sessions that are developed from the collective knowledge of the NZCPA members.

Becoming a successful modern cricketer is underpinned by a core range of skills that apply to all formats, but increasingly there is a higher tempo to how the game is played, thanks to skill innovation and a more positive mindset. Sharing these ideas with young players in a fun and vibrant way is ultimately what we want to achieve with **Cricket360**'s – as well as an ability to interact directly with their heroes and heroines.

A special thanks to Jacob Oram who has coordinated and delivered the Cricket360 programme through the year with such passion and expertise.

CRICKET360 SESSIONS

October 2017	Wellington
October 2017	Auckland
January 2018	Wellington
May 2018	Wellington
May 2018	Auckland <i>girls session</i>



THE PLAYER'S GOLF DAY

An increasingly busy schedule at the end of the season prompted a change to the timing of the annual Players' Golf Day. Over recent years the golf day has found a home at the conclusion of the international home series, but with domestic cricket and off-shore T20 competitions there is an increasing overlay of schedules. Moving the Players' Golf Day to the start of the season provides more certainty around the availability of the Blackcaps players.

The change of timing also facilitated a change of course. The tournament has been well served and supported by Pakuranga Golf Club in recent years but

this year we moved the event to the iconic Muriwai Golf Links course.

The golf is always competitive, and this year Mitchel Santner proved his billing as the best golfer among the Blackcaps when he secured the Cricketers division. Ross Taylor played the perfect host for his group and guided First NZ Capital to take out the corporate team honour.

The day is for the benefit of the crickets leading charity, The Cricketers' Trust and this year we are pleased to raise over \$10,000 that will provide a funding boost to the Trust.

We are grateful to CCC, Oakley, Red Bull, and Hampton Downs who donated prizes and auction items, along with New Zealand Cricket, DB, Powerade and Muriwai Golf Links who all provided great support for the day.



THE CRICKETERS' TRUST

WHAT IS THE CRICKETERS' TRUST?

The Cricketers' Trust is playing an increasingly important role in assisting former cricketers in times of need, providing support to people and families when they are most vulnerable.

Unfortunately, cricketers of the past did not enjoy the financial rewards available to some of today's cricketers, and many sacrificed an enormous amount when playing for their province and country. It is

also a reality that ill health or unfortunate circumstances affect many past players and it is during these times of need that The Cricketers' Trust wants to do what it can to ease some of the stress and hardship these former players and their families experience.

It is a charitable trust established by the current professional players and NZCPA with a view to assisting past cricketers who have fallen on hard times.

The trustees of The Cricketers' Trust are Bruce Edgar, Heath Mills, Martin Snedden, Ronald Cardwell and Ross Verry.

THE TRUST'S PRIMARY PURPOSE IS

To provide relief and support to past cricketers and their families in times of hardship.

Please visit www.thecricketerstrust.co.nz for more information.



LICENSING & MERCHANDISING

The CPA has been responsible for the management of the New Zealand Cricket Licensing programme since 2006, after agreement of the 2006-2010 Master Agreement.

In 2008 Velocity Brand Management were appointed by NZCPA and NZC to deliver the day to day functioning of the licensing programme and it was VBM who secured Canterbury of New Zealand as NZC's apparel partner at that time.

The programme was very much in its infancy in 2006, but it has matured and grown into a genuine programme that is underpinned by a strong CCC replica range and is well supported by several other important licensees.

The management of the licensing programme was passed back to NZC at the end of the year (as agreed in the 2018-2022 Master Agreement). The programme is handed back in excellent shape and most importantly is now a vital part of the way in which fans of the game show their support for the Blackcaps, White Ferns and domestic teams.

Gross licensed product sales surpassed the million-dollar mark for the fourth successive year, however royalties were slightly down the previous year reflecting ongoing competition in the retail sector.

We must thank VBM for their contribution to the programme over the years and in particular to Gillian Arden who has

led the programme in New Zealand for the majority of the time. We also acknowledge CEO James Ashworth and all the VBM staff for their commitment to growing this programme along with us.

We wish NZC all the best and hope the platform leads to further growth in the licensing programme in the future years. We would like to thank James Wear and Perri Duffie (and the other NZC staff we have worked with) for their support during the past ten years.

PAST PLAYER EVENTS



A number of events took place during the year and it was exciting to see an increasing number of members engaging with their organisation and reconnecting with each other.

PAST PLAYER EVENTS

- » Golf and dinner in Christchurch, co-hosted with QSCC

- » Past Player breakfast in Christchurch
- » Past Player lunch in Wellington
- » Women in Cricket book launch in Christchurch
- » Women in Cricket lunch for past White Ferns in Auckland

NETWORKING EVENTS

- » QSCC members drinks and nibbles
- » Northern Club fundraising event, with David 'Bumble' Lloyd.
- » Pre-match gathering with sponsors and guests at NZCPA office.

LIFE MEMBERS



WE WOULD LIKE TO ACKNOWLEDGE AND THANK THE FOLLOWING PLAYERS WHO HAVE COMMITTED TO THE NZCPA THROUGH LIFE MEMBERSHIP.

A
Aldridge, Graeme
Allott, Geoff
Anderson, Robert
Anderson, Tim
Anderson, Corey
Askew, Dean
Astle, Nathan
Auckram, Craig

B
Badham, Eileen
Bailey, Mark
Barnett, Geoff
Beard, Derek
Bell, Matthew
Bilby, Grahame
Blake, David
Bond, Shane
Boock, Stephen ONZM
Bracewell, John
Bradburn, Grant
Bradley, Martin
Bradley, Aaron
Breen, Lindsay
Brown, Steve
Brown, Chris
Bullick, Anthony
Burgess, Mark
Burnett, Graham
Burns, Kevin
Burt, Wayne
Butler, Ian

C
Campbell, Catherine
Chatfield, Ewen
Child, Murray
Collinge, Richard
Cooper, Barry
Cooper, David
Crocker, Lindsay
Cronin Knight, Ingrid
Croy, Martyn
Cunis, Stephen

D
D'Arcy, Jack
de Boorder, Derek
Diver, Robert
Doody, Brad
Douglas, Mark

D
Doull, Simon
Dowling, Graham OBE
Duff, Stuart

E
Edgar, Bruce
Edward, Stewart

F
Ferguson, Brenda
Findlay, Craig
Fleming, Stephen ONZM
Fowler, Bill
Franklin, James
Fraser, Linda
Freeman, Jeff
Frew, Robbie
Fulton, David
Fulton, Peter
Furlong, Blair QSM
Furlong, Campbell

G
Gale, Aaron
Gunning, Mark

H
Hadden, Wendy
Hadlee, Barry
Hadlee, Sir Richard
Hamilton, Lance
Harris, Ben
Hart, Rob
Hart, Matthew
Haslam, Mark
Hendren, Blair
Henshilwood, Cheryl
Holland, Peter
Hood, Brett
Hooton, Rex
Hopkins, Gareth
Hore, Andrew
Horne, Phil
How, Jamie

I
Illingworth, Sarah
Ingham, Craig
Ingram, Peter
Irving, Richard

J
Johnson, Vaughn
Jonas, Glenn
Jones, Richard
Jordan, Alistar

K
Kelly, Leigh
Kelly, David
Kember, Hamish
Kerr, Robbie
Kinsella, Penny

L
Larsen, Gavin
Latham, Rod
Lawson, Rob
Leonard, David
Lindsay, Linda
Loveridge, Greg
Lynch, Stephen
Lythe, Tim

M
MacKenzie, Greg
Malcon, Pat
Martin, Chris
Maxwell, Neil
McCullum, Brendon ONZM
McEwan, Paul
McGlashan, Peter
McGregor, Peter
McKay, Andy
McKelvey, Trish CNZM MBE
McKenzie, Grant
McKenzie, Marcel
McMahon, Trevor
McMillan, Craig
Milburn, Barry
Mills, Kyle
Mills, Jason
Mills, Jason
Mitchell, Daryl
Morgan, Richard
Mountain, Lance

N
Nash, Dion
Nathu, Anup
Nevin, Chris
Nicol, Rob
Nuttall, Andrew

O
O'Connor, Shayne
O'Dowda, Karl
Oram, Jacob
O'Rourke, Patirck

P
Pamment, James
Papps, Michael
Parker, John
Parlane, Neal
Patel, Dipak
Petrie, Richard
Potter, Dean
Presland, Craig
Prichard, Lynda
Pringle, Martin
Pryor, Craig

R
Redmond, Aaron
Reid, John CNZM OBE
Robinson, Grant
Robinson, Shane
Ross, Jonathan
Ross, Craig
Rugg, Paul
Rutherford, Ken

S
Scott, Bradley
Scott, Nigel
Sharpe, Michael
Shutte, Ryan
Sigley, Martyn
Signal, Elizabeth
Silva, Sanj
Simpson, Lois
Sinclair, Barry MNZM
Snedden, Martin CNZM
Sparling, John
Stead, Janice
Stewart, Shanan
Stott, Warren
Styris, Scott
Sulzberger, Glen

T
Taylor, Arch
Taylor, Bruce
Taylor, Ross
Teamoke, Tania
Thiele, Craig
Thompson, Ewen
Thomson, Keith
Thomson, Shane
Troup, Gary
Truscott, Peter
Turner, Ash
Twose, Roger

V
Vance, Robert
Verry, Ross
Vettori, Daniel ONZM
Vivian, Graham

W
Walmsley, Kerry
Watkins, Aimee
Weenink, Scott
Wells, Jason
Wells, Sam
Weston, Tim
White, Elaine
White, David
Williamson, Kane
Wiseman, Paul
Wright, Mike

Y
Young, Bryan
Young, Reece
Yovich, Joseph

FINANCIAL STATEMENTS

The Cricket Players' Association Incorporated

SUMMARISED STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 July 2018

	2017	2018
	\$	\$
INCOME		
Player Pool Payment	582,597	977,644
Other Activities	100,002	36,030
Trust Funding	23,238	36,140
Interest & Dividends	19,159	17,815
Merchandising & Commercial	239,489	246,795
Personal Development Programme Payment	365,000	365,000
Gain on Investments	-	2,887
Total Income	1,329,485	1,682,311
LESS EXPENSES		
Admin & Office Expenses	176,583	196,825
Insurance	106,694	114,671
Events Expenditure	40,117	50,634
Education and Hardship Contributions	45,115	66,605
Salaries, Wages & Contract Fees	687,962	732,502
Provision for Doubtful Debt	12,500	12,500
Personal Development Programme	140,860	104,424
Merchandising & Commercial	103,588	82,044
Legal Expenses	16,658	22,989
	1,330,077	1,383,194
OPERATING SURPLUS/ (LOSS) FOR THE YEAR	\$(592)	\$299,117

STATEMENT OF MOVEMENTS IN EQUITY

For the period ended 31 July 2018

	2017	2018
	\$	\$
Net Surplus / (Loss) for the year	(592)	299,117
Comprehensive Income	(592)	299,117
Opening Equity	635,063	634,471
CLOSING EQUITY	\$634,471	\$933,588

SUMMARISED STATEMENT OF FINANCIAL POSITION

As at 31 July 2018

	2017	2018
	\$	\$
CURRENT ASSETS		
Cash and Bank Accounts	640,038	286,322
Other Receivables	201,641	568,509
	841,679	854,831
TANGIBLE ASSETS		
	2,445	3,649
FCNZ INVESTMENT PORTFOLIO		
	-	310,600
TOTAL ASSETS	844,124	1,169,080
CURRENT LIABILITIES		
Accounts Payable	209,653	235,492
NET ASSETS	\$634,471	\$933,588

The Cricket Players' Association Incorporated
SUMMARISED STATEMENT OF CASH FLOWS

For the year ended 31 July 2018

	2017	2018
	\$	\$
CASHFLOWS FROM OPERATIONS		
Receipts from NZC and customers	1,226,540	1,226,540
Payments to Suppliers and GST	(1,304,733)	(1,304,733)
Cash Inflows from Operations	(47,798)	(78,192)
Investment in FCNZ portfolio and tangible assets	(305,918)	-
Cash outflows from Investing Activities	(305,918)	-
Total Cash Outflows for the Year	(353,716)	(78,192)
Opening Cash balance	640,038	718,230
CLOSING BANK BALANCES	\$286,322	\$640,038

These summary financial statements have been extracted from the financial statements which were approved by the Board on 18th October 2018. The full financial statements have been prepared in accordance with generally accepted accounting practice for not for profit entities using accrual accounting. The summary financial statements cannot be expected to

provide as complete an understanding as the actual financial performance, financial position and cash flows.

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

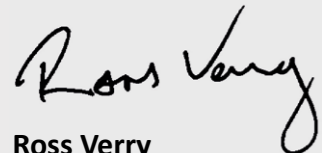
The full financial statements have been prepared in accordance with generally accepted accounting principles. These Summary Financial Statements are in compliance with FRS-39: Summary Financial Statements. The full financial statements are available from the Association offices and website.

The Cricket Players' Association Incorporated

ANNUAL REPORT

For the period ended 31 July 2018

The Board approved and issue the Financial Statements of The Cricket Players Association Incorporated for the period ended 31 July 2018



Ross Verry
Chairman



Heath Mills
Chief Executive



Players better together

