



nzcpa

Cricket Players Association

Players
better
together



2013 - 14

Annual Report



2013-14 Annual Report

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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

Sanj Silva Personal Development Manager

Glen Sulzberger Commercial and Events Manager

Tim Lythe Legal Services (Part Time)

Ewen Thompson Events Coordinator (Part Time)

Jo Young Accounts Administrator (Part Time)

PLAYER REPRESENTATIVES

Graeme Aldridge Northern Districts

Michael Bates Auckland

Jamie How and

Will Young Central Districts

Ryan McCone Canterbury

Amy Satterthwaite White Ferns

Sam Wells Otago

Kane Williamson Blackcaps

Luke Woodcock Wellington

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BUSINESS SUPPLIERS





COMMERCIAL PARTNERS

PLATINUM PARTNERS



CHOICE HOTELS AUSTRALASIA



NEW ZEALAND'S FAVOURITE AIR™



PREMIUM PARTNERS



CHAIRMAN'S REPORT

The 2013/14 cricket season has again been an active one for the NZCPA.

Before I talk in detail of the NZCPA activities I would like to congratulate the Blackcaps and the support team for their strong performance throughout their International programme. It is clear that an environment and level of professional standards has been created that enables both individuals and the team to perform to their maximum potential and results have been reflecting that. I've always been very proud of my association with NZCPA but that was taken to another level over the course of the last year. The ongoing success of the Blackcaps is obviously something we all want to see and in many cases in our membership, something they want to be directly involved in. That is one of the very good reasons why the Domestic Cricket restructure completed by New Zealand Cricket this year is so important and so exciting. The expected lift in professionalism, profile and playing standards will, I believe, contribute to a stronger competition and provide us here in New Zealand with a tougher, more skilled and more resourceful player pool – something our members have been striving for.

This year has seen some challenges for cricket and NZ Cricket in particular. Our Chief Executive Heath Mills refers to the governance changes at ICC level in his report and I can only re-iterate that these are developments that we need to be very aware of and watch carefully how they play out. Although we cannot necessarily control outcomes, we are in a position to contribute to the debate and influence, either through our own organisation or FICA.

The other significant issue during the year has been corruption and match fixing. As events have shown, it would have been naive to think that New Zealand would not be impacted by this major issue in sport, which is why we have developed and have been delivering a comprehensive Anti-Corruption Education programme in recent years. We will continue to develop that programme further as we

are determined to drive the level of understanding and recognition of the risks to our membership even higher. It is such a threat to our game and sport in general.

We're continuing our work on developing further our NZCPA network. This year we've held a series of meetings with past players to present the role and activities of the NZCPA and discuss other activities and services we could be offering the membership.. This has produced some great ideas, particularly regarding how we can use The Cricketers Hardship Trust (CHT) to help members and past players who are experiencing tough times. The CHT is not just about financial distributions – it is often a case of directing people towards advice or support, or generally introducing them to a network of people who can help them connect with people and re-establish some old relationships. If you do get the chance to participate in an event, either as a past player or current player, I really encourage you to do so. You'll find it an enjoyable and rewarding experience.

We have also continued to develop our Personal Development Programme. Led by Sanj Silva, this programme is one of the most important activities we undertake, providing guidance and direction for players throughout their career to develop further both their life and cricket skills. We have seen some great outcomes delivered over the last two to three years and as a result the service has been increasingly well utilised, to the point where it became clear that we needed additional resources to meet members' needs. We're delighted that NZC agreed to provide a financial contribution to the programme which has enabled us to recruit an additional resource to be based in Christchurch.

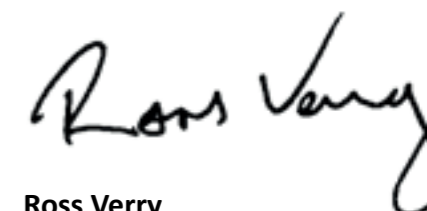
Thanks to all our members who completed the Players' Survey this year. The feedback continues to be invaluable and helps us identify key issues and advocate for improvements to the professional game. Good examples over the years include the ground warrant



of fitness, improved practice facilities, improvements to the High Performance programme and greater use of skills coaches within the MA's. We're always looking to improve the environment and this year's survey has again provided some good guidance on where gains can be made.

Finally, I'd like to thank the hard-working and extremely capable staff at NZCPA. Heath in my view is one of the most knowledgeable and hard-working sporting executives in the country and we are very lucky to have him. He is very well supported by Glen, Henry, Sanj and Jo who bring a high level of expertise and energy to the NZCPA. We get great value from them individually and as a team. I'd also like to thank the board – Grant McKenzie, Daniel Vettori, Richard Jones, Jake Oram, Jason Wells, Peter Fulton and Marty Croy. It's a strong board with diverse skills that is committed to working for our members. We are also very fortunate to ably served by Barry Sinclair as our Patron.

Finally, thanks to you, our members, for the support you provide the NZCPA. I think we have an exciting time ahead in both Domestic and International cricket and I wish you all the best for the year ahead.



Ross Verry
Chairman

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
Astle, Nathan
Auckram, Craig

B

Bailey, Mark
Badham, Eileen (new)
Barbar, Trevor
Barnett, Geoff (new)
Beard, Derek
Bracewell, John (new)
Bradburn, Grant
Bradley, Aaron
Bradley, Martin (new)
Breen, Lindsay
Brown, Stephen
Burgess, Mark (new)
Burnett, Graham
Burns, Kevin
Burt, Wayne (new)

C

Cooper, Barry
Cooper, David
Chatfield, Ewen
Crocker, Lindsay
Croy, Martyn
Child, Murray

D

D'Arcy, Jack
de Boorder, Derek
Diver, Robert
Doody, Brad
Douglas, Mark
Doull, Simon
Dowling, Graham
Duff, Stuart

E

Edgar, Bruce
Edward, Stewart (new)

F

Franklin, James
Freeman, Jeff
Fleming, Stephen
Fowler, Bill
Furlong, Blair
Fulton, David
Fulton, Peter

G

Gale, Aaron
Gunning, Mark (new)

H

Hadden, Wendy (new)
Hart, Matthew
Hart, Rob
Haslam, Mark
Henshilwood, Cheryl (new)
Holland, Peter
Hore, Andrew
Horne, Phil

I

Ingham, Craig
Ingram, Peter

J

Jonas, Glenn
Jones, Richard

K

Kinsella, Penny (new)

L

Larsen, Gavin
Latham, Rod
Lawson, Rob

Leonard, David (new)
Lindsay, Linda (new)
Lythe, Tim
Lynch, Stephen

M

Milburn, Barry
McCullum, Brendon
Martin, Chris
McMillan, Craig
Mitchell, Daryl
McKenzie, Grant
MacKenzie, Greg
Mills, Jason
Maxwell, Neil
McEwan, Paul
McGregor, Peter
Morgan, Richard
McKelvey, Trish CNZM MBE

N

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

O

O'Dowda, Karl
Oram, Jacob

P

Pamment, James (new)
Papps, Michael
Parker, John
Prichard, Lynda (new)
Pringle, Martin
Pryor, Craig

R

Robinson, Grant (new)
Robinson, Shane

Ross, Craig
Ross, Jonathan (new)

S

Scott, Bradley
Scott, Nigel
Sigley, Martyn (new)
Sinclair, Barry
Snedden, Martin
Stott, Warren
Sulzberger, Glen

T

Taylor, Ross
Thomson, Keith
Thomson, Shane
Truscott, Peter
Twose, Roger
Tuner, Ash (new)

V

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

W

Walmsley, Kerry (new)
Watkins, Aimee
Wells, Jason
Weston, Tim
White, David
White, Elaine (new)
Williamson, Kane (new)
Wilson, Norm (new)
Wright, Mike

Y

Young, Bryan
Young, Reece

CHIEF EXECUTIVE'S REPORT

We are delighted to report on another busy year of growth and development for the New Zealand Cricket Players' Association (NZCPA) following the establishment of a number of new support activities for our members.

The Player Induction forum for newly contracted players was a particular highlight and long overdue. This two day forum enabled us to educate players about key aspects to the professional cricketing environment here in New Zealand and assist them to understand their obligations and responsibilities under their contracts. It was also a great opportunity to discuss the history and role of the NZCPA and outline our various support programmes. The forum was a huge success and will be an annual fixture from now.

We also developed and delivered a comprehensive Anti-Corruption Education programme during the pre-season period, which was supported by New Zealand Cricket (NZC). Unfortunately, the world of sport has been blighted by match fixing since the advent of broadcast television and the growth of internet betting which has provided the opportunity for criminal elements to infiltrate and influence the sports betting market. It is vital that we do all we can to educate our members so they are aware of the extent of the problem, and the various means in which match fixers work to corrupt athletes. This will hopefully help

to ensure they can identify and avoid any situations where they may find themselves compromised in the future.

Unfortunately, we have seen match fixing investigations take place in our environment here in New Zealand this year, which has been a sobering experience for everyone involved in our sport. We hope that these investigations can reach a conclusion sooner rather than later, and whatever the outcomes, we need to learn from the experience and work hard to ensure we are doing all we can to protect our people from this blight on sport.

We were also very pleased to confirm the addition of another full time resource in the Personal Development Programme towards the end of the year. This is a critical programme for our organisation - supporting our members to develop careers outside the game, including various risk management work. We are greatly appreciative of the support provided by NZC to grow the programme and their acknowledgement of the importance of this work from a high performance and well-being point of view.

It was also pleasing to complete the negotiation with NZC for a new Memorandum of Understanding (MOU) for the White Ferns environment. This two year agreement is significant in that for the first time we have retainer contracts in place for White Fern



players covering their training and playing commitments, including any use of player intellectual property. The professional expectations and obligations in this environment are increasing every year, which make it increasingly difficult for players to maintain jobs and give a full time commitment to the game. The new MOU acknowledges this challenge and commitment, and has established a contract system that will in time hopefully remunerate the players fairly for their work.

Master Agreement

The high New Zealand exchange rate with the US dollar and its associated effect on forecasted overseas revenue, continued to have an impact on the financial model agreed in the Master Agreement. As such we continue to work hard with NZC to manage this situation as best we can and preserve the integrity of our partnership agreement and ensure we adhere to the key principles contained within it. This includes a commitment to funding the amateur game at a set level and managing the cricket commitments in the professional game, including player payments, without compromising the equity position of NZC.

For the record, there was a slight increase to the Player Payment Pool which totaled \$10.2 million for the year. However, we look forward to a much better financial situation in 2014/15 as a result of improved commercial performance by NZC, increased broadcasting revenue and ICC



We have made every effort to ensure all Life Members are acknowledged, however in the unlikely event that we have made an error and missed you, or someone else, off this list please let us know so we can update our records.

distributions following the 2015 World Cup. This should enable the parties to return to forecasted player payments in the Master Agreement in the year ahead, including the establishment of the Blackcaps Retirement Fund which has been delayed in the last two years as a result of the financial situation.

Professional Cricket Environment

We were delighted to see NZC complete their restructure of the High Performance programme during the year with the appointment of Bryan Stronach as High Performance Manager. There is no question the quality of this programme had declined in recent years and largely only consisted of an overseas tour during the winter period – a playing programme. Playing the game is the final piece in any high performance programme and since the restructure we have already seen a marked improvement in activity, individual performance planning, communication and organisation. We hope this increased and improved high performance activity can now extend through into Major Associations as we look to continually improve performance and understanding in this area across the board.

It was also encouraging that NZC completed a review into the structure of Domestic Cricket during the course of the year. This review was long overdue in what is a fast changing professional cricketing environment around the world. The outcomes of the review will finally see a Participation Agreement put in place for the first time between NZC and the teams competing in the Domestic Competitions. These agreements will have provision for third party investment which will hopefully be the catalyst for the Major Associations to review their own structure to ensure we have the best environment possible governing and managing our professional teams at this level. Interestingly, the Major Associations did not support the establishment of a new domestic competition entity governing domestic cricket, which would have given them greater responsibility and ownership over this part of our game,



but rather supported the status quo central structure with NZC providing leadership and having ultimate responsibility and decision making for all aspects of the Domestic Competitions.

From a playing perspective, the game continues to grow and develop apace around the world, particularly via the ongoing investment in domestic T20 leagues. Our members continue to ply their trade in various cricket competitions as players, coaches and support personnel. And, the NZCPA continues to provide the necessary support to members wherever they are working around the world, as the traditional and historical shape of the sport continues to change and provides new challenges to address. It's important that we all understand that the workplace for our members is now firmly a global one, with many opportunities from playing through to coaching and administration. As such, the support we provide our members in this area is critical.

International Cricket

This year has seen wide ranging changes occur in the governance of the ICC which have been well documented in the media and various communications we have had with members. The most disturbing aspect to the changes was the process that preceded them – which largely relied on backroom deals.

We have been concerned about the governance and decision making at ICC level for some time – as have a number of cricket stakeholders around the world. And it is now widely accepted, whichever way it is spun, that the game has taken a retrograde step with decision making now effectively vested with the three powerful countries India, England and Australia.

Those with self-interest, requiring a justification for change, have stated that the ICC is now a members' organisation acting in the members' interest. In effect, this now means we have no organisation watching over and guiding the global development of the sport, and making decisions in the best interest of the game. The reality is the ICC is now a private members' club.

Alongside the governance changes and the accompanying deals, we understand there will now be a touring programme in place until 2023, which is positive news. However, it is wholly reliant on individual members reaching agreement with each other on if, and when, they play each other. It remains to be seen how enforceable the touring contracts negotiated by each country will be, or if the big countries will tour the smaller ones as frequently as they have done under the previous ICC led, and enforceable, Future Tours Programme.

Whilst some may say that this change

was inevitable given the power of the big three members, it is important people continue to raise questions about governance and the way decisions are made in the game, as hard as that may seem. We shouldn't be made to feel bad for wanting the best for our sport and that starts with the quality of governance. Whilst we operate in a complex environment and must be pragmatic at times, we can do so whilst holding fast to principles and always aspiring for ideal outcomes.

As an aside, we have seen a saturation of news media coverage around the world this year of an instance of a 'Mankad' and playing issues like who should be captain of an international team in England. We only wish we had the same sort of media coverage and analysis of critical governance issues which have far greater impact on the game – there would be much better outcomes and the game would be forced to be more inclusive and healthier as a result.

Importantly, from our point view, we must continue to work hard with NZC as everyone looks to navigate their way through the international landscape. We know it is no easy task given the wide ranging cultural differences, and the significant financial disparity amongst participants in the international game. International cricket is vital to the ongoing health of our sport here in New Zealand and is the level of the game that

all players aspire. NZC have done well to lock down a playing programme through until 2023 and we can only hope there are no surprises along the way.

Financials

We are very pleased to report a strong financial performance for the year ending 31 July 2014 reporting an **\$89,000** operating surplus.

Total revenue for the year was **\$1,225,886** which is an increase from \$1,126,041 last year and is largely as a result of an improved commercial performance in our events and activities.

Total expenses for the year were **\$1,111,194** which is an increase from last year's \$1,077,322.

At year end, the NZCPA had Closing Equity of **\$495,121** which has improved from **\$404,121** last year.

Acknowledgements

We are very lucky to have so many people committed and dedicated to their work at the NZCPA, and their shared enthusiasm for the game and the support of our members is inspiring.

Members continue to be well served by an extremely competent and talented management team in Glen Sulzberger, Sanj Silva, Henry Moore, Jo Young and Ewen Thompson. I thank them greatly for their efforts, expertise and ongoing support of me.

I would also like 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. We are fortunate to have such a capable, progressive and experienced group of people governing the Association. We acknowledge and greatly appreciate their considered views and leadership on the issues we face from time to time, as we represent our members in the professional cricketing environment and look to contribute back to the development of the game. I would particularly like to note the support provided by our Chairman Ross Verry.

We are fortunate to have someone so capable leading our Board and providing quality guidance and wise counsel to the management team.

We continued to be very well served by an outstanding group of Team Representatives who care passionately about their role in our organisation and we thank them greatly for their work; Kane Williamson, Amy Sattethwaite, Michael Bates, Graeme Aldridge, Jamie How, Luke Woodcock, Ryan McCone and Sam Wells.

It is also important for us to acknowledge the support and input to the NZCPA of our Federation of International Cricketers' Association (FICA) colleagues around the world; Paul Marsh, Tony Irish, Tim May, Angus Porter, Ken de Alwis, Wavell Hinds, Debarata Paul, Eliah Zimba and Ian Smith. There is always much to learn from experiences elsewhere and all have contributed to the NZCPA in some way.

We also thank NZC and particularly David White and his senior management team for the support we continue to receive from that organisation. We continue to have a strong, healthy and robust partnership with NZC, with both parties responsible for delivering many obligations and responsibilities contained within the Master Agreement. This strong relationship and partnership is essential to the ongoing success of our sport.

Finally, thank you to all members for your continued support of the NZCPA and our role in the game. We must continue our growth and development in our quest to provide increased support and services to all members, including a connectivity both back to the game, and with your playing colleagues, for life.

Kind Regards



Heath Mills
Chief Executive

PROFESSIONAL CRICKETING ENVIRONMENT



Men's Cricket

International Cricket

The Blackcaps performed well at home this summer with a competitive series against the West Indies before the high profile India team arrived on our shores.

The Blackcaps secured a coveted Test series win against West Indies following a commanding victory by an innings and 73 runs at the Basin Reserve. This was followed up by a 2 all ODI series before the Blackcaps swept the T20 series 2-0.

The Indian cricket team creates a buzz wherever they play and this summer in New Zealand was no exception, however it was our Blackcaps that emerged with bragging rights at the conclusion of the series. The Blackcaps would have secured a white wash in the ODI series had an Indian rear guard batting performance not ended with a tied match in Auckland. The Test series was outstanding with the Blackcaps winning the first Test, followed by historical performances at the Basin Reserve when the Blackcaps were able to rebuff the Indians to earn a draw and series victory.

BJ Watling, Jimmy Neesham (on debut) and Brendon McCullum each scored centuries as the Blackcaps amassed their highest ever Test score with 680 for 8 declared, but it was McCullum who stole the show when he became the first New Zealand player to surpass 300 in a Test match, finally being dismissed for 302, after facing an epic 559 deliveries and occupying the crease for 775 minutes. The partnership of 352 between McCullum and Watling was the highest

sixth wicket stand in Test cricket history. This record partnership followed another world record by Corey Anderson on New Year's Day against the West Indies. Anderson scored the fastest International century in any form of cricket off a mere 36 deliveries, finishing with 131 from 47 deliveries, after breaking Shahid Afridi's previous record.

Mike Hesson continues to develop a stable team environment and players are beginning to refine their skills across all forms of the game. The contribution Mike Sandle provides as Blackcaps manager is exceptional and the NZCPA appreciates 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 Canterbury Wizards secured five outright wins during the season to take out the most coveted domestic title, the Plunket Shield. The Wizards were clear winners of the competition, thanks to their attacking approach that forced a result in eight of their ten matches.

While they finished last in the Plunket Shield, the Knights were the most dominant side in the shorter formats. Having won the HRV T20 final against defending champions, Otago Volts, earlier in the season, the Knights failed to complete the short format double after earning the right to host the Ford

Trophy final against the Wellington Firebirds.

The Firebirds secured their first domestic title since winning the Plunket Shield in 2005/06 when they toppled the Northern Knights in the Ford Trophy final, which produced a thrilling conclusion to the domestic summer.

Overseas Competitions

A number of our members continued to ply their trade overseas in various competitions around the world including UK County Cricket, Australia's BBL, India's IPL, the Caribbean Premier League, the Champions League, and the Bangladesh 50 Over competition. The growth of domestic competitions is a significant development in cricket 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 some offshore competitions. Players should remain diligent when considering overseas contracts and we encourage all members to consult with the NZCPA staff to ensure players are safe and their contracts areas secure as possible.

Integrity in Sport

Anti-Corruption

Cricket is ever-evolving into a multi-billion dollar global business. Advances in technology have helped the sport expand around the world, with increasing numbers of international and domestic matches being available to audiences through television, phones and the internet. As a result, it is imperative that all cricketing stakeholders make significant efforts to educate players and administrators on the risks of corruption and the consequences for failing to adhere to the rules.

The NZCPA continues to provide an education programme to raise awareness amongst its players and NZC/MA officials and to educate them on their responsibilities under the Anti-Corruption Code. We consider this to be a hugely important service in order to protect them and the game's integrity.

The education consists of annual team based presentations and online based learning where the players are required to complete a test on their knowledge of the Code – including the rules, their obligations, 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.

Anti-Doping

Doping in sport remains a serious and difficult issue – it has the potential to put a player's health at risk but also threatens the global reputation of sport.

The NZCPA arranges for Drug Free Sport New Zealand (New Zealand's sole anti-doping agency) to provide an annual anti-doping seminar to all current playing members during the playing season. This seminar is designed to educate our members on their rights and obligations under the World Anti-Doping Code. 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.

It is imperative that our members are aware of the services that NZCPA and Drug Free Sport can provide. While we don't consider there to be an issue of doping in cricket, players need to have a clear understanding of what they can and can't do. The NZ Sport Anti-Doping Rules are very rigid when it comes to a breach of the Rules – even if athletes have inadvertently and unintentionally breached them – so we consider it our responsibility to assist in educating our members as best we can.



Player Consultation



Annual Player Survey

The annual NZCPA Player Survey canvassed the opinions of the country's domestic and international cricketers across a range of cricketing issues within the professional cricketing environment, including programming, formats, grounds and facilities, high performance and umpiring. The survey was completed by 104 of the country's best players and a brief overview of the key results is noted below. The full results can be found in the members only area of our website.

NEW ZEALAND CRICKET

74% of players believe NZC is doing a good job running the game

94% of players believe NZC promotes and markets the International game effectively

80% of players do NOT believe NZC promotes and markets the domestic game effectively enough

60% of players are NOT aware of, and do not understand, how the NZC high performance programme works.

MA'S AND DOMESTIC CRICKET

72% of players believe their MA (including team management) communicates well with players at all times

45% of players do NOT believe their MA provides appropriate OUTDOOR practice

facilities at all times throughout the season.

64% of players do NOT believe their MA uses their profile effectively to promote the team and the three domestic competitions.

66% of domestic players voted the Plunket Shield as the most valued domestic cricket format.

4% of domestic players voted the Ford Trophy as the most valued domestic cricket format.

30% of domestic players voted the HRV T20 as the most valued domestic cricket format.

DOMESTIC PROGRAMME

79% of players agree that the scheduling of the HRV Cup this year to include Friday/Saturday night televised matches was a positive change to the domestic cricket.

46% of players did NOT believe the concept of an HRV T20 Finals Weekend at a pre-determined location worked well.

GENERAL HIGH PERFORMANCE

Basin Reserve was voted as having the best wicket, followed by the **Eden Park Outer Oval**.

University Oval was voted as having the worst wicket, followed by **Harry Barker Reserve**.

53% of players believe that **Eden Park** produces the best off-field practice nets in NZ.

54% of players believe that **University Oval** produces the worst off-field practice nets in NZ.

UMPIRING

50% of players think umpiring in New Zealand is of a standard acceptable for first class cricket.

87% of players believe players have a good relationship with umpires.

BLACKCAPS

92% of Blackcaps representatives believe the team environment is well organised with good planning and ensures the team and individuals are well prepared.

92% of Blackcaps representatives understood their role and this message had been conveyed consistently and clearly by the team management.

88% of Blackcaps representatives voted Test Cricket as the most valued international cricket format.

None of the Blackcaps representatives voted ODI cricket as the most valued international cricket format.

12% of Blackcaps representatives voted T20 cricket as the most valued international cricket format.

NZCPA

94% of players believe the NZCPA communicates well to members about general NZCPA matters

99% of players believe the NZCPA provides good assistance to players in the MA cricketing environment.

82% of players understand why the NZCPA needs its own commercial and events programme.

67% of players are active in the NZCPA Career and Personal Development programme.

59% of players believe that having a personal development manager based in each province would help grow the career and personal development programme further.

51% of players do NOT believe their administrators are interested in their personal development in addition to their cricket development.

Player Forums

Player forums are an important medium for the NZCPA to educate and liaise with players on matters that affect the professional cricketing environment. This year the NZCPA held two player forums:

- » The Players' Conference
- » Player Induction Forum

The Players' Conference provides a forum for 15 representatives from the Major Associations and Blackcaps to collectively debate current proposals/ issues within both the international and domestic game. The Players' Conference also allows the NZCPA to ascertain those areas that require addressing within the collective cricketing environment, within regions and on a personal level too. This conference encouraged players to provide their insights on the following areas – the proposed domestic cricket re-structure, potential master

agreement variations, domestic grounds and facilities, domestic scheduling, an overview of Major Association environments, New Zealand Cricket's High Performance Programme, and NZCPA services, events and activities.

The collective views of the players is invaluable when attempting to improve New Zealand's professional cricketing environment and we are always looking to discuss these outputs with fellow cricket stakeholders here in New Zealand.

The Player Induction Forum is an opportunity for the NZCPA to provide 1st and 2nd year contracted players with a meaningful introduction to the professional cricketing environment. The forum provides these players with a full insight into the role of the NZCPA and to educate them on how we represent them and other members.

The Player Induction Forum is invaluable for the NZCPA to form positive relationships with each generation of players from the beginning of their career. Representing the views of all our members is core to our values and providing them a platform to discuss and share their experiences helps them to understand the importance of the NZCPA's role and the services we provide to them as current and past playing members.



The Players' Cap



The most coveted player recognition award was presented to **Ross Taylor** when he was awarded the prestigious 2014 Players' Cap during a team function at the conclusion of the ANZ International series against India.

Taylor was presented with the third edition of The Players' Cap by NZCPA Board Representative and Life Member Daniel Vettori, in front of delighted team-mates and coaching staff. The Players' Cap is regarded highly by

the players who have represented the Blackcaps throughout the year, which is why it has become the most respected way players recognise the performances of their team mates. Vettori was an important driver in the establishment of The Players' Cap and it was fitting that he was able to reconfirm the values and purpose of this award while making the presentation to Taylor.

Taylor's record over the 12-month qualification period was compelling.

The leading Players' Cap vote recipients from each series during 2013/14 were:

Tour to England	Ross Taylor
ICC Champions Trophy	Mitchel McClenaghan
Tour to Bangladesh	Corey Anderson
Tour to Sri Lanka	Luke Ronchi
Home against West Indies	Ross Taylor
Home against India	Brendon McCullum

THE PLAYERS' CAP RECIPIENTS

2014	Ross Taylor
2013	Tim Southee
2012	Brendon McCullum

In 14 Test innings he harvested 816 runs at an average of 81.60, including three centuries in succession against the West Indies. In ODIs, he scored 770 runs at 51.33, and added another three hundreds.

Taylor's closest rivals for The Players' Cap were New Zealand captain Brendon McCullum and Kane Williamson. Ross Taylor was the leading vote recipient in Test's and ODI's, while Nathan McCullum led the votes in T20I's.

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's performance.

Votes will be awarded from four sources:

- » Players in the BLACKCAPS squad for each International match
- » BLACKCAPS Coaching staff for each International match
- » One pre-determined member of the Media attending the match (when available)
- » One of either a match umpire or the ICC referee (when available)

Background

The current players of the day had a desire 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 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.

The Players' Cap is voted on by the players and support staff after each



Federation of International Cricketers' Association



1st January 2015 with a view to ensuring the new Code was more athlete friendly than the current Code. FICA is now in liaison with ICC to ensure a smooth introduction of the new Code in cricket.

- » FICA has been consulted and made submissions to ICC regarding changes to the ICC Anti-Corruption Code and the Player and Match Officials Area Minimum Standards.

PROFESSIONAL CRICKET MATTERS

- » Zimbabwe players have formed their own Player Association and FICA invited the new ZPCA Chief Executive, Eliah Zvimba to its AGM in June 2014.

- » FICA is supporting ZPCA both financially and by sharing best practice as they try and negotiate better conditions for their players.

- » The Scotland squad have also created history by forming the first Associate Country Players' Association and, again, FICA has helped them with this process as they try and reach agreement with their Board in the run up to the CWC2015.

- » FICA met with every FICA player squad during the ICC Champions Trophy 2013 in England and every player signed a statement of support for FICA with a mandate to negotiate on international cricket matters on their behalf.

- » FICA have been consulted and negotiated with ICC over the terms of the Squad Terms for ICC Events from 2016 to 2023 as part of the new Members' Participation Agreement for the new period of events into the next decade. The MPA sets out the terms on which every ICC Member Country agrees to participate in ICC Events.

- » In particular, FICA have ensured that player prize money for ICC Events will increase significantly from 2016 onwards and that players' safety, security and comfort will be regarded as a high priority.

Achievements and Activities

FICA RESTRUCTURE

- » Following the resignation of Paul Marsh as Executive Chairman of FICA (Paul is leaving his job as ACA CEO to take up a similar role at the AFLPA), Tony Irish (SACA CEO) was elected as the new Executive Chairman of FICA at the FICA AGM held in June 2014.

- » Ian Smith remains Chief Operating Officer.

- » Angus Porter (PCA CEO) and Heath Mills, Tony Irish and Ian Smith were elected to the FICA Executive Committee.

- » FICA has formed a Player Advisory Group, chaired by Daniel Vettori, to provide FICA directly with player views and to speak on cricket matters.

EVENT SECURITY REVIEWS PERFORMED BY FICA

- » ICC World T20 in Bangladesh: Election violence in late 2013 and early 2014 caused a significant security review of arrangements for the event. FICA represented the players in meetings in Dhaka along with our independent security advisors, ESI.

- » Indian Premier League 2013

- » Champions League 2013

- » Caribbean Premier League 2013

- » Bilateral tour risk assessments for SACA, ACA, NZCPA, SLCA and WIPA.

DOMESTIC T20 EVENT ISSUES

- » Indian Premier League – Ongoing legal advice to players re Kochi termination and recovery of player payments

- » Bangladesh Premier League – Chasing player payments – there is still over US\$500k outstanding despite Bangladesh Cricket Board being guarantors.

- » Caribbean Premier League – Negotiation of player contract and draft terms and consultancy on tournament arrangements, including anti-corruption measures.

- » Indian Cricket League – legal advice and representation assistance to players and support staff pursuing outstanding payments from 2008-2011 – settlement now imminent.

PLAYER BEHAVIOR POLICIES

- » FICA attended the 2013 WADA Conference that ratified the new Code that will apply across sport from

The Federation of International Cricketers' Associations (FICA) was established in 1998 to co-ordinate the activities of all national players' associations which protect the interests of professional cricketers throughout the world. It brings together all of the world's cricketers, regardless of nationality, religion, political persuasion or race, under an international body focuses on matters of general interest to the game and its players.

FICA members include; Australian Cricketers' Association, New Zealand Cricket Players' Association, Professional Cricketers' Association, West Indies Players' Association, South African Cricketers' Association, Sri Lanka Cricketers' Association, Cricketers' Welfare Association of Bangladesh, Zimbabwe Cricketers' Association and Associate Country Players' Association.

PLAYER DEVELOPMENT AND SUPPORT



Personal Development Programme

We are happy to report that we experienced a significant increase in players accessing services within the Personal Development Programme during the past year. There has been an increased demand by players seeking assistance to developing strategies associated with managing their personal lives, as well as a greater interest in how to implement a plan for a more successful transition out of playing cricket.

During the year a number of changes were made to the Personal Development Programme to reflect the ever changing demands in the professional cricket environment. Equal significance has been placed in the personal development and risk management segment of the programme, to balance with the career transitioning and education segment.

It was pleasing to report that more players are using these services than ever before. However, we are acutely

aware that there is a large amount of work that still needs to be done.

Instep Partnership

A positive step for the programme took place during the year by appointing Instep as the mental wellbeing service provider. Instep offer a specialist workplace health care programme that provides our members with access to a 24 hour, 7 day, service throughout the country.

Prior to implementing this partnership, the mental wellbeing service was provided by an individual clinician based in Wellington. While the care provided by this clinician was second to none, we identified that we would be better positioned to support our members by establishing a nationwide network of providers. Instep provide a thorough reporting and record keeping service that helps us to understand the main issues our members face, which

guides the direction and services the programme may be required to provide in future.

The move has been positive thus far and Instep has proven capable of delivering a service that meets the growing demands of our members, and as expected the uptake and performance has been positive so far. Since the inception of the partnership in October 2013, 18 players have accessed Instep's services, at a total cost of \$12,000.

Examples of conditions Instep assist with are depression, anxiety, personal stress, and alcohol and drug abuse.

The mental wellbeing of our members is an extremely important aspect of the NZCPA's overall services and we remain committed to this issue and value the relationship we are building with Instep to raise awareness of this issue amongst our members.

Career Planning Research Project

Career transitioning is an issue many of our members struggle to face during, or cope with following, their playing career. As a consequence we have partnered with AUT University to undertake a research project to examine the issue of career planning for cricketers. Lead researcher, Dr Lynette Reid, has interviewed a number of past players and we anticipate being able to analyse the results from this important research project towards the end of 2014.

While the demands of current players may differ, there is still a lot that can be learned by having a retrospective look at past players experiences with their own career planning. It is hoped this will provide an insight that will become invaluable information to assist our current playing members. The research findings will be used to develop a range of career strategies, interventions and programmes within the CPD programme.

Education Grant Scheme

This year we introduced an Education Grant Scheme for our current playing members to encourage greater participation in study toward tertiary and other qualifications. During the year, 34 players accessed

the Education Grant Scheme and the feedback from members has been very positive. Subject to available funds we anticipate continuing the scheme in future.

Personal Development and Risk Management

Over the course of last year we implemented an increased range of services designed to enhance our member's personal development. For example, five Auckland based players completed a public speaking course facilitated by the NZCPA. The course provided members with an increased range of skills that will help them with media, networking and public speaking and we anticipate extending this service to members outside of Auckland in the future.

Overall, more members are turning to the CPD programme for career advice and career assessment services than ever before. During the past year we had 11 members actively using this service and who have begun developing their own career transition plan.

Through our relationship with ICC East Asia-Pacific we organised a work experience opportunity for one of our White Ferns members during the

2014 ICC East Asia-Pacific Women's Tournament, held in Japan. Working as a Media Intern saw her acquire some invaluable skills that will assist with her pursuit of a career in media post-cricket. We will continue to work with ICC East Asia-Pacific to provide opportunities for our members to gain experience in and around sports events.

Risk management encapsulates a range of areas, and it was exciting to launch a series of financial education 'Money Minded' workshops that we facilitated in conjunction with ANZ. Six workshops were held with domestic teams and covered a range of topics, including budgeting, investments, purchasing property, and general banking and financial matters.

Finally, we have also experienced an increase in past playing members accessing services offered by the CPD programme in the past 12 months. The NZCPA are conscious of our responsibility to all of our members and we are encouraged by the number of past players who have enquired about the services available within the NZCPA's CPD programme.



BUSINESS NETWORK AND EVENTS



Commercial Activities

The members of the NZCPA are grateful for the tremendous support received from our commercial partners, who each contribute significantly to the NZCPA and help us to offer an effective range of services to our members.

The support of our commercial partners contributes directly to our members and ensures that our cricketers receive support and programmes that help them towards success on and off the field.

Platinum Partners

ANZ Bank

Official Banking Partner

ANZ Bank is a valued supporter of cricket in New Zealand and our partnership continues to focus on developing stronger relationships between ANZ and our current and past playing members.

Choice Hotels

Official Accommodation Partner and Masters Series Sponsor

Choice Hotels are a key partner to the NZCPA and this year maintained their support of the NZCPA as the naming rights sponsor of 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, Peter Doherty and Matt Turner have continued their enthusiastic support toward NZCPA members and they provided a valuable connection to their New Zealand franchisees.

Premium Partners

HiFX

Member Service Partner

We welcomed HiFX as a foreign exchange specialist service provider during the year.

MoleMap

Masters Team Sponsor

It was great to have MoleMap Masters involved with the Masters team this summer and we thank all MoleMap staff members who provided complimentary MoleMap checks at matches.

Canterbury of New Zealand

Official Apparel Partner and Supplier to the Masters Team

Canterbury of New Zealand began their association with the NZCPA in 2009 and remains one of our most valued partnerships. Our Masters team looks great thanks to our CCC branded kit and the participants of the Hooked on Cricket tournaments love the CCC tee they receive. We would like to thank Colin Gibson and Rachel Vaipa for their support during the year.

CricHQ

Official Innovation Partner and MVP Rankings Technology provider

Our partnership with CricHQ continues to grow as CricHQ's products and services evolve. CricHQ continue 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.

Fujitsu General

Official Partner and Sponsor to the MVP Rankings

Fujitsu General is one of the NZCPA's most valued partners and their sponsorship of the MVP rankings contributes greatly to their ongoing acceptance and growth. Fujitsu Heat Pumps 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 we would like to acknowledge Kim Naylor and Fiona Harris for their support during the year.

NIB

Official Medical Insurance Partner

NIB continued as one of our partners during the year.

NZCPA Masters Weekend

The Masters Weekend is simply about providing an event that brings our members together in an environment that promotes activity, camaraderie and enjoyment. A key objective of the NZCPA is to provide enjoyable events for our past playing members and Queenstown provides many attractions that make this the perfect location to host the weekend.

The Masters Weekend is our principle past player event and this year it was pleasing to have members from all Major Association regions represented for the first time in three years. We hope to attract as many past players as possible and this year we were particularly pleased that Robert Anderson was able to attend, despite not participating in the cricket tournament.

Not just for those playing cricket, the

Masters Weekend promotes partners to attend and the regions splendid wineries and golf courses were popular activities. Jacks Point played host to the 28 participating in the annual masters Golf Tournament.

The autumnal weather did not lay favour with the Saturday morning matches cancelled due to heavy overnight rain. The afternoon matches were able to proceed when Central Districts' quest for an historical three-peat was thwarted by a resurgent Canterbury side. Otago and Auckland were the other victors in the afternoon round which left Otago atop Pool A and traditional rivals Auckland and Canterbury vying for top spot in Pool B.

With the top placed side from each pool to contest the Sunday afternoon final,

the Auckland verses Canterbury match was pivotal. It proved to be a cliff-hanger throughout before Auckland inched past Canterbury's total with two deliveries to spare. Otago had little trouble getting past Northern Districts and would meet Auckland in the final on home soil.

Auckland won the toss and elected to bat but they were on the back foot as they lost the early wickets. The batsmen rebounded nicely with player of the tournament Guy Coleman establishing crucial partnerships to enable Auckland to post a demanding total of 165 for 6 off their 20 overs.

The Auckland bowlers proceeded to rip through the Otago top order with three quick wickets. With Otago's key batsmen back in the shed the task looked ominous for the southerners and they fought hard to stay with the required run rate - but it ultimately proved a challenge too far.

Craig Pryor's dominance in the final saw him recognised as the Fujitsu Heat Pumps MVP for the tournament with 59.20 points, and the satisfaction of knowing he contributed to the winning of a valued piece of silverware for Auckland Cricket's trophy cabinet.

The weekend would not be as successful, or in fact possible, without the support of the Grassroots Trust and Infinity Trust. The NZCPA would also like to acknowledge the support of the Major Association Cricket Associations for supporting their Masters team.



Fujitsu Heat Pumps MVP



NEW ZEALAND'S FAVOURITE AIR™

Taylor has been recognised as the Blackcaps best batsman for some time, but now the 30 year old can reflect on being acknowledged as the International MVP for the first time. Taylor played 31 matches for the Blackcaps since the May tour to England - the most by any player - and finished with a total of 365.44 MVP points. Taylor's recognition as the MVP this year is even more impressive given that players who perform multiple skills tend to migrate to the top of the MVP table, as evidenced with Tim Southee, Corey Anderson and Kane Williamson following Taylor in the International MVP rankings.

The Fujitsu Heat Pumps MVP has become a recognisable external tool for assessing cricket performances, simplifying the task of naming the 'most valuable player' for administrators and coaches at all levels of the game.

Every cricketer throughout New Zealand is now able to compare their own performances with those of their teammates, opposition and even their favourite professional players, making MVP one of the most discussed topics at grounds throughout the country.

A highlight this year was the recognition of two new Recreational Fujitsu Heat Pumps MVP awards, the MVP Club of the Season and the MVP Player of the Season, both of which were determined by using CricHQ's world leading software.

East Coast Bays year seven premier captain Adam Banks gave his club the ultimate reward when they were drawn from the 5,300 matches, as the Fujitsu

Heat Pumps MVP Club of the Season. Banks' qualifying MVP performance was achieved in a match against North Shore Cricket Club, with a score of 50 retired (off 31 deliveries), before he completed a memorable day by capturing 2 for 34 from his 8 overs.

The Fujitsu Heat Pumps MVP Player of the Season was drawn from over 1,600 qualifying entries but it was Tauranga Grasshoppers Senior B team member Andrew Balfour, who ultimately won this coveted prize. Balfour participates in the Western Bay of Plenty Senior B 40 over competition and scored 372 runs and took 10 wickets to finish atop the Fujitsu Heat Pumps MVP table with 151.54 MVP points.

The Professional Fujitsu Heat Pumps MVP tables were tightly contested throughout the season, with Ross Taylor crowned the International MVP and Colin de Grandhomme the Domestic MVP.

Colin de Grandhomme's flamboyant career took a positive turn this summer when he confirmed his status as a leading domestic player by winning the Domestic Fujitsu Heat Pumps MVP rankings.

De Grandhomme has long been recognised as one of the most destructive batsmen in domestic cricket and this season he combined power with consistency as one of eleven players to score over 1000 runs across all competitions (1124) as well as ending the season tied as 4th highest wicket taker (46), all of which culminated in a total of 452.7 Fujitsu Heat Pumps MVP points.

The NZCPA would like to acknowledge Kim Naylor and the team at Fujitsu General for their commitment to our members and MVP throughout the country.

Fujitsu Heat Pumps MVP Winners

INTERNATIONAL MEN

Overall MVP	Ross Taylor
Overall Batting MVP	Ross Taylor
Overall Bowling MVP	Tim Southee
Test Match MVP	Tim Southee
ODI MVP	Corey Anderson
T20I MVP	Nathan McCullum

DOMESTIC MEN

Overall MVP	Colin de Grandhomme
Overall Batting MVP	Daniel Flynn
Overall Bowling MVP	Scott Kuggeleijn
Plunket Shield MVP	Colin de Grandhomme
Ford Trophy MVP	Scott Kuggeleijn
HRV T20 MVP	Anton Devcich

INTERNATIONAL WOMEN

Overall MVP	Suzie Bates
Overall Batting MVP	Suzie Bates
Overall Bowling MVP	Morna Nielsen

DOMESTIC WOMEN

Overall MVP	Suzie Bates
Overall Batting MVP	Suzie Bates
Overall Bowling MVP	Georgia Guy
Twenty20 MVP	Sara McGlashan
50-Over MVP	Suzie Bates



The Players' Golf Day

The annual Players' Golf Day took place on a spectacular day at Pakuranga Country Club on the 7th March and provided the players with a chance to relax as they signed off the end to an enthralling summer of cricket. 26 current Blackcaps were in attendance as well as a few other players not currently in the team (Scott Styris, Stephen Fleming and Daniel Vettori).

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 \$12,500 was 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 is extremely demanding and the NZCPA appreciate the commitment shown by players to ensure the Players' Golf Day is a unique and successful event. We appreciate that players spend a great deal of time away from home and thank

all players and their families for their commitment toward the NZCPA and The Cricketers Hardship Trust. We also acknowledge NZC's support for this event and The Cricketers Hardship Trust which enables the Players' Golf Day to take place the day following the NZC awards.

The NZCPA are grateful to have excellent relationships with many great organisations and companies and appreciate the support from our loyal business partners and prize suppliers and in particular to Des Topp, Sam Thomas and the team at Pakuranga Golf Club.



Choice Hotels Masters Series Results

The 2013/14 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.

The three matches played were spread across the country and it was great to involve 31 past or current players during those matches. Representing the masters team is an enjoyable way for members to promote cricket to the next generation of cricketers, to catch up with old team mates, and to be part of the activities of the NZCPA.

Nine of the 31 players to represent

the masters were former New Zealand players with the remainder of players all representing various First Class teams during their careers. It is fantastic to see all of these players who are prepared to give up their time to be part of the series and while the matches are still competitive they have a certain relaxed style to them which ensures that enjoyment is paramount.

A key aspect of the Choice Hotels Masters Series is to promote cricket to the next generation of cricketers and inspiring them to reach their full potential in the sport. The junior coaching sessions are a really fun aspect of the Masters Series and through the efforts of our players we were pleased to

promote the sport to hundreds of young cricketers. Connecting past and 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.

MOLEMAP MASTERS v CD SELECTION XI

At Nelson Park, Napier

MoleMap Masters	181/9	Kieran Noema-Barnett, 47
CD Selection XI	179/6	Mathew Sinclair, 49; Campbell Furlong, 2-20

MOLEMAP MASTERS v NZ CROATIA

At Devonport Domain, Auckland

MoleMap Masters	138/6	Richard Jones, 29
NZ Croatia	116/6	Joseph Yovich, 52; Glen Sulzberger, 2-8

MOLEMAP MASTERS v NELSON EMERGING PLAYERS

At Saxton Oval, Nelson

MoleMap Masters	134/8	Hamish Drummond, 60
Nelson Emerging	137/2	Glen Sulzberger, 2-39

MOLEMAP MASTERS v CRICHQ INVITATIONAL XI

At Karori Park, Wellington

MoleMap Masters	123/8	Andrew Lamb, 27
CrichQ Invitational	124/2	Ash Turner, 1-27

MOLEMAP MASTERS v NORTHERN MAORI

At Smallbone Park, Rotorua

Rained off – match abandoned.



Communications and Marketing

During the year the NZCPA implemented a new database management solution that has proven to be effective in maintaining accurate information about our membership, which ensures we are communicating as effectively as possible.

The Outright newsletter had a design update during the year as we focus on a wider range of general interest stories that are applicable to our members and the game. We understand that our

members are a diverse bunch and to acknowledge that, we have sought to improve our communication channels throughout the year.

Those being our:

- » Printed Outright Newsletter
- » E-newsletter
- » Website nzcpa.co.nz
- » Twitter twitter.com/nzcpa
- » Facebook facebook.com/NZCPAssn

Overall NZCPA greatly increased its output within the area Marketing and Communications, while also increasing its audience size and engagement across a multiple platforms. The distribution of the Outright newsletter continues to grow among members and to the broader Cricket audience throughout New Zealand.

Our communications allow NZCPA to broadcast its progress and highlight important news, whilst also providing a platform for it to offer value to our commercial partners.

Overall the communications and marketing area is projected to continue its growth during 2014/15 as we seek to find the best ways to connect with our members and highlight them and their achievements in life.

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 5.45% for the financial year. Despite this positive financial performance, there are still many areas that need to be improved to strengthen the performance of the programme.

One of the most significant developments during the year was the completion of the NZC Licensing Art Pack, which is proving to be a great tool for ensuring the Blackcaps brand is consistently represented through an exciting range of licensed products. We thank NZC and VBM for their efforts in

developing this important resource.

There are some exciting opportunities to expand the NZC Licensing programme with an increasing demand for domestic products as part of a growing HRV T20 competition and anticipation towards 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 is working closely with VBM on to ensure the NZC licensing programme will be positioned to benefit from.

The working relationship between NZC, VBM and the NZCPA is strong and

importantly the connectivity with NZC's commercial team has improved greatly during the year. 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.

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



DEVELOPMENT OF CRICKET



Hooked On Cricket

The NZCT Hooked on Cricket Programme completed its ninth 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 all available players were able to attend the tournament days again this year. 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

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 they reason why their students are now interested in playing cricket.

The coaching sessions are a concise, fast-paced hour of cricket 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 all cricket administrators who assisted us to deliver Hooked on Cricket.

Without the support of external funding, the Hooked on Cricket programme would not be possible and the NZCPA and our players are truly grateful for the funding NZCT provide.

Lastly, a special thank you to Ewen Thompson who once again successfully coordinated the nationwide Hooked on Cricket programme this year, and of course to our members who gave up their valuable pre-season time to ensure Hooked on Cricket remains a success.

HOOKED ON CRICKET TOURNAMENT RESULTS

Christchurch East	Championship Winners	Woolston Wild Boys	Coached by Shanan Stewart
	Plate Winners	Waltham Wizards	Coached by Simon Keen
Waitara	Championship Winners	Frankley School	Coached by Ben Wheeler
	Plate Winners	Waitara East Schools	Coached by Tarun Nethula
South Auckland	Championship Winners	Bairds Mainfreight	Coached by Gareth Hopkins
	Plate Winners	Papatoetoe South	Coached by Craig Cachopa
Taita/Porirua	Championship Winners	Glenview Gladiators	Coached by Josh Brodie
	Plate Winners	Corrina Wolverines	Coached by Michael Papps
Rotorua	Championship Winners	Lynmore Legends	Coached by Graham Aldridge
	Plate Winners	Whangamarino Warriors	Coached by Cam Fletcher
South Dunedin	Championship Winners	Concord Primary	Coached by Jesse Ryder
	Plate Winners	Carrisbrook Primary	Coached by Nick Beard

Women's Cricket



White Ferns

During the year, NZCPA was involved in negotiations with New Zealand Cricket for a new Memorandum of Understanding to govern the White Ferns environment.

While the previous Memorandum of Understanding (April 2012 - July 2014) created the platform that allowed the women's environment to progress,

there was a desire to enhance the environment further. Providing an environment that enables the White Ferns to compete consistently on the world stage was a key aspiration (particularly with the knowledge that Cricket Australia, the ECB and, to a certain extent, Cricket South Africa, are creating a professional environment for women's cricket).

Domestic Cricket

Our White Ferns members are involved in domestic cricket and it was great to see such great competition throughout the summer. The Otago Sparks were victorious in the One Day Competition final against the Auckland Hearts. Suzie Bates led the Sparks to victory with 3 for 40 and a stylish 99 in a world class

performance - Bates' wickets were not just any 3 wickets, they were part of a Hat-Trick, which took the sting out of the Auckland Hearts push for runs at the end of their innings.

Hat-Tricks are a rare achievement, but this summer saw two in the women's game with Northern Spirit's Brooke Kirkbride also creating history against

After months of negotiations, NZC and the NZCPA agreed on an MOU that we hope will significantly improve the women's environment and create a benchmark for the future of the women's game. One of the most substantial developments is offering retainer contracts to 10 White Ferns players to remunerate them for training for cricket outside on training camps, matches, or tours scheduled by NZC. Other notable changes include:

- 1 >>> An increase in the assembly fee payment that is paid as a daily rate to the White Ferns squad when attending a training camp, tour or match.
- 2 >>> An increase in the Career Programme contribution from \$8,000pa to \$10,000pa.
- 3 >>> Group Medical, Life, and Trauma insurance.

the Sparks. On that occasion Kirkbride decimated the Sparks top order in the 22nd over, capturing four wickets in the space of five deliveries (including the Hat-Trick with the last three).

The Auckland Hearts were victorious in the Twenty20 competition with an emphatic victory over the Canterbury Magicians.



FINANCIAL STATEMENTS

The Cricket Players' Association Incorporated

SUMMARISED STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 July 2014

	2013	2014
	\$	\$
INCOME		
Player Pool Payment	524,491	524,491
Other Activities	207,131	350,485
Trust Funding	73,885	43,160
Interest	17,796	20,176
Merchandising & Licensing Programme	78,930	74,450
Career Development Programme Payment	223,809	223,000
Total Income	1,126,042	1,235,762
LESS EXPENSES		
Admin & Office Expenses	202,454	179,237
Insurance	89,622	93,463
Events Expenditure	78,396	75,379
Salaries, Wages & Contract Fees	506,396	559,311
Career Development Programme	90,208	97,609
Merchandising & Licensing Programme	91,278	112,985
Legal Expenses	19,468	30,703
	1,077,822	1,148,687
OPERATING (DEFICIT) / SURPLUS FOR THE YEAR	\$48,220	\$87,075

STATEMENT OF MOVEMENTS IN EQUITY

For the period ended 31 July 2014

	2013	2014
	\$	\$
Net surplus for the year	48,220	87,075
Comprehensive Income	48,220	87,075
Opening Equity	355,902	404,122
CLOSING EQUITY	\$404,122	\$491,197

SUMMARISED STATEMENT OF FINANCIAL POSITION

As at 31 July 2014

	2013	2014
	\$	\$
CURRENT ASSETS		
Cash and Bank Accounts	393,545	567,658
Other Receivables	136,148	107,365
	526,693	675,023
CURRENT LIABILITIES		
Accounts Payable	125,571	183,826
	125,571	183,826
NET ASSETS	\$404,122	\$491,197

The Cricket Players' Association Incorporated

SUMMARISED STATEMENT OF CASHFLOWS

For the year ended 31 July 2014

	2013	2014
	\$	\$
CASHFLOWS FROM OPERATIONS		
Cash Inflows from Operating Activities	1,168,278	1,184,020
Payments to Suppliers and GST	(1,058,774)	(1,009,907)
Cash Inflows from Operations	109,504	174,113
Opening Cash balance	284,041	393,545
CLOSING BANK BALANCES	\$393,545	\$567,658

These summary financial statements have been extracted from the full financial statements which were approved by the Board on 14th October 2014. 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 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.

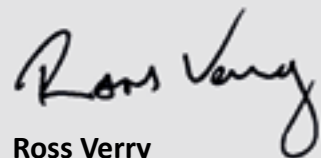
The full financial statements have been prepared in accordance with generally accepted accounting principles. These Summary Financial Statements are in compliance with FRS-39: Summary Financial Statements. The full financial statements are available from the Association offices and website.

The Cricket Players' Association Incorporated

ANNUAL REPORT

For the period ended 31 July 2014

The Board approved and issue the Financial Statements of The Cricket Players Association Incorporated for the period ended 31 July 2014



Ross Verry
Chairman



Heath Mills
Chief Executive





Players better together



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