



nzcpa
Cricket Players Association

Players
better
together



2014-15 Annual Report



2014 - 15 Annual Report

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LIST OF OFFICERS

PATRON

Barry Sinclair

NZCPA BOARD OF DIRECTORS

Ross Verry <i>Chairman</i>	Ross Taylor	Suzie Bates
Peter Fulton	Daniel Vettori	
Richard Jones	Jason Wells	
Grant McKenzie	Sam Wells	

Martyn Croy and Jacob Oram were replaced at the 2014 AGM by Sam Wells and Ross Taylor respectively. Suzie Bates was co-opted to the Board in December 2014.

NZCPA STAFF

Heath Mills	Chief Executive
Rachel Harris	Personal Development Manager
Henry Moore	Player Services Manager Legal Counsel
Sanj Silva	National Personal Development Manager
Glen Sulzberger	Commercial and Events Manager
Ewen Thompson	Events Coordinator (Part Time)
Jo Young	Accounts Administrator (Part Time)

PLAYER REPRESENTATIVES

Graeme Aldridge	Northern Districts
Carl Cachopa	Auckland
George Worker	Central Districts
Ryan McCone	Canterbury
Amy Satterthwaite	White Ferns
Hamish Rutherford	Otago
Kane Williamson	Blackcaps
Luke Woodcock	Wellington

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www.nzcpa.co.nz

BUSINESS SUPPLIERS

photosport

presentations
design & print ltd

COMMERCIAL PARTNERS

PLATINUM PARTNERS



PREMIUM PARTNERS



CHAIRMAN'S REPORT

The 2014-15 season must go down as one of the most exciting in NZ cricket history. The ICC Cricket World Cup captured all of NZ and it was great to see the skills, commitment, spirit and performance of the Blackcaps recognised and acknowledged so openly by New Zealanders.

A lot has been said of the way the Blackcaps have played their cricket over recent times and the praise is deserved. They've been a great example for cricketers everywhere but also for other sports. It demonstrates that you can have a lot of fun in professional sport even when the stakes are high and it shows the value of maintaining balance in your outlook. Creating that environment has been hard work and Brendon, Mike and Mike, and all others involved in achieving that deserve huge congratulations for the culture and results they have achieved.

I include the team at NZCPA in those congratulations. Heath, Glen, Sanj, Henry, Rachel and Jo are a great team who work incredibly hard to deliver to our members, both present and past. This year we refreshed our strategic priorities and a summary of these are included in this report. This exercise included input from all stakeholders and serves to provide us with very clear direction on how we spend our time and allocate resources. Our resources are limited and we're operating in a pretty challenging commercial environment. I'd like to thank all our Commercial Partners for the support they provide us and also acknowledge Glen for the great work he does in that part of the business.

We were very grateful this year to receive additional financial support for our Personal Development Programme from NZ Cricket. This programme, led by Sanj, has seen a large uptake from our members over recent years and the additional funding has enabled us to employ an additional South Island based resource to help meet that demand. We are particularly proud of that programme and believe it is industry leading.

Our player services offering is also industry leading and Henry Moore has lifted that to another level since joining us two years ago. We continue to provide anti-corruption and drug education

that other sports leverage off and run a comprehensive Player Induction programme. These services have become increasingly critical in preparing our members for the excitement but also challenges and complexities of a career in professional cricket.

Heath and I, along with Bruce Edgar and Ronald Cardwell, sit as trustees on the Cricketers Hardship Trust, a charity that supports members who find themselves in tough times. We have been pleased to be able to support a number of cases over the past year but we are beginning to see higher levels of need. Our major funding initiative is the annual Players' Golf Day and we are very grateful to our Commercial Partners and the Blackcaps for the support they provide to this day and the other contributions they make. I think we would all be aware of one or more sad situations that one of our mates or fellow members have found themselves in so if you are able to contribute to this cause, whether it be financially, with a fundraising idea or initiative, or through time or advice, please let one of us know.

I'd like to thank the Board for all their input into the organisation. We have a quality mix of high performance sport, commercial, marketing and branding, financial and legal skills across the Board. And of course the business continues to be led by Heath who has once again demonstrated the value of his skills and deep experience in sport and advocacy.

Finally, thanks to all our members. Our numbers continue to grow and we are always looking to add to our proposition for you so welcome your input. We had a great response to the survey we sent out earlier this year which helped set our strategy and any other feedback or ideas are welcome.

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, Corey (new)
Anderson, Tim
Askew, Dean (new)
Astle, Nathan
Auckram, Craig

B

Bailey, Mark
Badham, Eileen
Barnett, Geoff
Beard, Derek
Bell, Matthew (new)
Blake, David (new)
Bracewell, John
Bradburn, Grant
Bradley, Aaron
Bradley, Martin
Breen, Lindsay
Brown, Stephen
Burgess, Mark
Burnett, Graham
Burns, Kevin
Burt, Wayne
Butler, Ian (new)

C

Cooper, Barry
Cooper, David
Chatfield, Ewen
Crocker, Lindsay
Croy, Martyn
Child, Murray
Cunis, Stephen (new)

D

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

E

Edgar, Bruce
Edward, Stewart

F

Findlay, Craig (new)
Fleming, Stephen | ONZM
Franklin, James
Freeman, Jeff
Frew, Robbie
Fowler, Bill
Furlong, Blair
Furlong, Campbell (new)
Fulton, David
Fulton, Peter

G

Gale, Aaron
Gunning, Mark

H

Hadden, Wendy
Hart, Matthew
Hart, Rob
Haslam, Mark
Hendren, Blair (new)
Henshilwood, Cheryl
Holland, Peter
Hood, Brett (new)
Hopkins, Gareth (new)
Hore, Andrew
Horne, Phil

I

Ingham, Craig
Ingram, Peter
Irving, Richard (new)

J

Johnson, Vaughn (new)
Jonas, Glenn
Jones, Richard
Jordan, Alistar

K

Kelly, David (new)
Kinsella, Penny

L

Larsen, Gavin
Latham, Rod

Lawson, Rob

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

M

MacKenzie, Greg (new)
McCullum, Brendon | ONZM
McEwan, Paul
McGregor, Peter
McKelvey, Trish | CNZM MBE
McKenzie, Grant
McKenzie, Marcel (new)
McMillan, Craig
Malcon, Pat (new)
Martin, Chris
Maxwell, Neil
Milburn, Barry
Mills, Jason
Mills, Kyle (new)
Mitchell, Daryl
Morgan, Richard
Mountain, Lance (new)

N

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

O

O'Dowda, Karl
Oram, Jacob

P

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

R

Roberts, Sean (new)
Robinson, Grant

Robinson, Shane

Ross, Craig
Ross, Jonathan
Rugg, Paul (new)

S

Scott, Bradley
Scott, Nigel
Sigley, Martyn
Silva, Sanj (new)
Sinclair, Barry
Snedden, Martin | CNZM
Stead, Janice (new)
Stewart, Shanan (new)
Stott, Warren
Sulzberger, Glen

T

Taylor, Arch (new)
Taylor, Bruce (new)
Taylor, Ross
Thomson, Keith
Thomson, Shane
Thompson, Ewen (new)
Truscott, Peter
Twose, Roger
Turner, Ash

V

Vance, Robert
Verry, Ross (new)
Vettori, Daniel | ONZM
Vivian, Graham

W

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

Y

Young, Bryan
Young, Reece

CHIEF EXECUTIVE'S REPORT

It has been another busy year of activity for the New Zealand Cricket Players' Association (NZCPA) as we continue to develop and grow our support of members.

During the course of the year we completed a very important strategic planning process. This was led by our Board Chairman, Ross Verry, and culminated in the adoption of the 2015-18 NZCPA Strategic Plan – noted later in this Annual Report. This was a very thorough process which involved solid engagement from members and we now look forward to working to the guiding strategy set by the Board over the next four year period.

We were delighted to receive additional support from New Zealand Cricket (NZC) during the year for the Personal Development Programme. This Programme has been entirely funded by the players to date, through the Player Payment Pool contained within the Master Agreement, so to receive financial support from NZC is fantastic. It further recognises the quality work completed by the Programme in assisting players with off-field development and personal well-being support, and critically has enabled us to add Rachel Harris to the Personal Development team. This additional full time resource results in greater contact time with players, and as a result wider uptake of initiatives and support.

NZC completed a review into the White Ferns during the course of the year which the NZCPA contributed a submission. This review has resulted in NZC deciding to complete a wider review into women in cricket. This is a positive process that we hope to continue to contribute to. There is no question that the game needs to do more to encourage participation by women at all levels including playing, management, governance; and as fans and supporters. We look forward to the outcome of this broader review next year.

Importantly, with the support of NZC, we completed a tender process during the year to find a provider for the Blackcaps Superannuation Fund. This was a key initiative of the Master Agreement that was to be launched a couple of years ago but was delayed due to the financial

variations required to the Master Agreement at the time. Therefore, it's very pleasing to see the Master Agreement deliver this important Fund this year. All players who have played for New Zealand since 2010 have been earning credits (worth approximately \$35,000 per year per player) to go towards the Superfund and we are very hopeful of adding domestic players to the fund from 2015 onwards through a modest but important contribution to each contracted player via the Player Payment Pool. Following the tender process, we were very pleased to appoint New Zealand owned company Superlife as the Fund Manager and look forward to working with them in the years ahead. The addition of a Superfund component to the professional contracting environment in New Zealand is an excellent development for cricket and the players – a milestone achievement. It is also another important tool in assisting our members to plan and prepare for the future.

A challenging financial environment continued to have an impact on the financial model agreed in the Master Agreement. We continue to work hard with NZC to manage this situation as best we can and preserve the integrity of our partnership agreement. The Variation Agreement originally completed in



September 2014 did not see the Player Payment Pool (PPP) reach originally forecasted levels for 2015. For the record, there was a slight increase to the PPP from the previous year which totalled \$10.7 million.

However, improved forecasts during the year and increasing confidence for the remaining three years of the Master Agreement term have enabled the parties to finally initiate the Superannuation Fund as noted above, with a \$4 million one off contribution which includes back payments to this Fund which have been accrued since the inception of the current Master Agreement. We look forward to a much better financial situation in 2015/16 as a result of improved commercial



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.



performance by NZC and significantly, a more favourable foreign exchange rate. This should enable the parties to return to forecasted player payments in the Master Agreement in the remaining three years to 2018.

It would be remiss of me not to note what a wonderful year it has been for cricket in New Zealand. The ICC Cricket World Cup captured the imagination of the country on the back of the performances of the Blackcaps. Whilst the team couldn't quite get the result we were all after in the final in Melbourne, they certainly played with great pride and spirit in being

the first New Zealand team to make the final of the ICC World Cup. We congratulate NZC and Cricket Australia for putting on an outstanding event and hope there is a continued uplift of interest in cricket in the years ahead as a result.

Financials

We are delighted to report a strong financial performance for the year ending 31 July 2015, where we achieved a \$72,234 operating surplus.

Our total revenue for the year was

\$1,347,354 which is an increase from \$1,225,886 in 2014. This is largely as a result of the NZC contribution to the Personal Development Programme and increased activity in NZCPA events and activities.

Total expenses for the year were \$1,275,119 which is an increase from last year's \$1,111,194 which largely relates to the points noted above.

At year end, the NZCPA had increased Closing Equity of \$563,431 compared to \$495,121 last year.

Acknowledgements

We continue to receive excellent support from our Commercial Partners and our Business Club members. We simply would not be able to provide the activities or support for members that we do without their help. I thank ANZ, Canterbury of NZ, NIB, CricHQ, Fujitsu General, VBM, the North and South Trust, Grassroots Trust and Infinity Foundation for their continued support of the NZCPA.

We would particularly like to thank the Queen Street Cricket Club (QSCC) for their excellent support of our Hooked on

Cricket programme. Hooked on Cricket is very important to our members as it gives them the chance to take the game to new communities by targeting low decile primary schools throughout the country.

We are proud of the significant success it has had in introducing the game to new participants and look forward to a strong partnership with QSCC as we look to develop Hooked on Cricket further.

I was fortunate to have a more active role in the Federation of International Cricketers' Association (FICA) during the year as its Secretary and to support new Chairman Tony Irish (from the South African Cricketers' Association) in restructuring the organisation and developing a new Strategic Plan. FICA is a critical organisation for players but also an important stakeholder in the sport that often provides one of the few independent voices on developments within the game. The appointment of Tom Moffat in an operational role and the retention of Jim Souter in the commercial area will see FICA significantly grow its activity and support of national player associations and players in the short term.

Importantly I would like to thank our excellent management team of Glen Sulzberger, Sanj Silva, Henry Moore, Rachel Harris, Jo Young and Ewen Thompson for their dedicated work throughout the year. We are fortunate to have such a capable group of people working for our members.

We also continue to be well served by a committed Board including Ross Verry (Chairman), Grant McKenzie, Sam Wells, Peter Fulton, Daniel Vettori, Jason Wells, Ross Taylor, and Richard Jones, as well as our Patron - Barry Sinclair. We greatly respect the time, effort and expertise given by all Board members to our organisation, particularly Ross Verry who commits an extraordinary amount of time and energy providing leadership to the NZCPA - it is much appreciated.

It is important to acknowledge and thank Jacob Oram and Martyn Croy for their long service as Directors of the NZCPA. Both decided to step down prior to the 2014 AGM after making significant contributions to our organisation during their tenure. We anticipate they will both continue to be strong contributors to the NZCPA in the years ahead.

We also thank our Teams Representatives who provide the vital link to our current playing members; Kane Williamson, Amy Satterthwaite, Carl Cachopa, Graeme Aldridge, George Worker, Luke Woodcock, Ryan McCone and Hamish Rutherford.

I would also like to thank NZC, and particularly David White, for the support we continue to receive from that organisation. Whilst we do not always agree on issues, we continue to have a healthy and robust partnership with NZC, with both parties responsible for delivering many obligations and responsibilities contained within the Master Agreement. A strong relationship and partnership between NZC and the NZCPA is essential to the ongoing success of our sport.

Sadly, the cricketing world was rocked in late 2014 by the tragic passing of Phil Hughes during a first class match in Australia. This event had a significant impact on our members and has given everyone cause for thought about the health and safety of professional cricket players as they ply their trade. We hope lessons can be learnt and the game does its best to protect its participants in the future. Our thoughts continue to be with our friends in Australia and the family of Phil Hughes.

Finally, I would like to thank all members for your continued support of the NZCPA. It's your support and commitment which makes our organisation what it is. We look forward to continuing to serve you all in the year ahead and importantly, deliver the key goals set under the new Strategic Plan.

Regards



Heath Mills
Chief Executive

PROFESSIONAL CRICKETING ENVIRONMENT



Men's Cricket

International Cricket

The Blackcaps had a year to remember throughout 2014/15, starting with a series against Pakistan in the UAE, riding a wave of support during the World Cup, and concluding with a thrilling series away to England.

The Blackcaps started the year with a heavy defeat in the Test arena against Pakistan, but showed their resilience and resolve to rebound and level the series after an excellent team effort in the final Test in Sharjah. A drawn Twenty20 series was followed by a close ODI series against Pakistan, but the 5th match decider went the Blackcaps way in what was a hard fought ODI series victory.

South Africa came out on top over the Blackcaps in a snapshot series during a damp week in October and in doing so grabbed some early confidence ahead of the Cricket World Cup. But the Blackcaps also learnt a great deal from this series and importantly gave them a taste of how one of the favoured CWC teams was looking to structure their game.

Sri Lanka was slated to meet the Blackcaps in the World Cup opener, so the extended ANZ series in the early part of the summer was always going to have the air of a heavyweight weigh in. Before their 7-match run in to the World Cup there was an important Test series to take care of, which the Blackcaps set about winning in emphatic fashion (a 2-0 series victory).

Brendon McCullum narrowly missed (195 at Hagley Oval) being the first New Zealander to surpass 200 in Tests three times in a calendar year, but did achieve the milestone of becoming the first player to pass 1000 runs over the same period –

a feat matched by Kane Williamson later in the series.

Brendon McCullum typified the positive attitude of a team that set the summer alight, with a near ODI whitewash of the highly fancied Sri Lankan team. Failing to secure a 'clean sheet' against Sri Lanka was nothing more than a blip in the system as the Blackcaps unit was in full flight, casting aside the Pakistani's in a two match series in the lead up to Cricket World Cup.

14 February was a big day - a statement from Christchurch to the world that the city is vibrant, and recovering from the devastating earthquakes, plus the all-important opening match of the World Cup – a massively important event for cricket in New Zealand. Optimistic, hopeful and fearful a nation wanted to Dream Big, to Back the Blackcaps, but this was cricket – can this team really do it this time?

The players in the team, they believed! More than that, they wanted to enjoy the ride and share this feeling with New Zealanders. The cricket was great, the effect on New Zealanders even greater! Sold out stadiums, chants reminiscent of a time before the internet, and a wave of support that the most hardened fan could not have dreamed about.

It went like this.

V SRI LANKA -
Brendon McCullum spectacular
Win by 98 runs

V SCOTLAND -
Job done, net run rate up
Win by 3 wickets

V ENGLAND -
Southee 7-for, McCullum assault
Win by 8 wickets

V AUSTRALIA -
Williamson a master class
Win by 1 wicket

V AFGHANISTAN -
Vettori wraps up win
Win by 6 wickets

V BANGLADESH -
Guptill century sets up win
Win by 3 wickets

QUARTER FINAL V WEST INDIES -
Guptill 237 not out destroys Windies
Win by 143 runs

SEMI FINAL V SOUTH AFRICA -
Elliot enters kiwi folklore with penultimate 6
Win by 4 wickets

FINAL V AUSTRALIA -
Australia win the cup, New Zealand win over a nation
Australia win by 7 wickets

During a remarkable six weeks the world witnessed a legend at work, showcasing his rare talent that has culminated in one of the most remarkable careers by any New Zealander. Daniel Vettori has spent what seems like most of his life under a black cap and his performances were not so much an encore, as an exhibition during the World Cup. Special players come along every few generations and this summer pulled the curtain on a career that earned Vettori global praise and respect.

Kyle Mills did not feature on the field during the World Cup, but he also bows out after a magnificent career that saw him rise to top of ODI cricket as the

world's highest ranked bowler.

Literally half a world away at the home of cricket, Lords, the Blackcaps were the talk of the cricketing world. Captivating everyone during the World Cup, what would this team do to follow this up? Simple – carry on the momentum. A Test series win was the prize, but a stumble at Lord's was quickly redressed at Headingley for a fair reflection of an even two match series.

The ODI series ended in two disappointments with back to back losses to give the English a morale boosting narrow series victory.

In the end the results during 2014/15 will be cast in the pages of the almanac, but the emotion felt during a positive period of New Zealand's cricket history will surely build a foundation of support for the future.

We must acknowledge the efforts of the Blackcaps team management and are grateful to Mike Hesson and Mike Sandle for their 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. Canterbury defended their Plunket Shield title after securing six outright victories this season. Continuing the positive style of cricket from last summer has provided the winning formula for this experienced

group of players. Auckland had the regrettable honour of completing a trifecta of second place finishes across the domestic competitions in 2014/15.

The Central Stags were the most consistent team in the Ford Trophy and deserved to hoist the trophy following a dominant display against the Aces in the Final.

The Firebirds followed up their win in the Ford Trophy last year with a second domestic title in two years when they held on in a nail biting victory over the Aces in the Georgie Pie Super Smash.

The restoration of the North v South concept kicked off the domestic summer with a Twenty20 match in Hamilton, with the mainlanders earning the spoils on the day.

A number of long standing players announced their retirement at various stages during the year. Graeme Aldridge ended a record breaking career with Northern Districts and was one of the CPA's longest serving Team Representatives. Graeme's contribution to cricket will be sorely missed and we look forward to continuing to enjoy his support of the CPA as he focussed on the next stage of his life.

Jamie How was also a Team representative and although fans of the Palmerston North local would have liked to have seen Jamie add to his 19 Tests and 41 ODI appearances for the Blackcaps, his achievements in domestic cricket will stand for some time. Jamie ends his career as the only player to

have scored a domestic double century in first class and 50 over cricket, and a century in twenty20 cricket.

Aaron Redmond excelled the longer he played. A talented leggie to begin his first class career, Redmond was able to forge one of the best records as a batsmen in domestic cricket and his career also saw him selected to the Blackcaps in all three formats.

Kieran Noema-Barnett and James Franklin have taken up opportunities to play in the UK as local players and although they may not be lost to domestic cricket in New Zealand, should they return it will be as an 'overseas import'.

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, whether they be in playing or coaching.

It was fantastic to see Hamish Marshall awarded a testimonial season with Gloucester CCC to acknowledge the years of service he has provided to the club.

NZCPA Strategic Plan 2015-18

OUR VISION

To be the professional cricketers' club for life

OUR PURPOSE

Supporting current and past cricketers to achieve during and after their professional playing careers

OUR VALUES

- » We exist to **Serve** in the best interests of our members
- » We are **Trustworthy**
- » We act with **Integrity**
- » We are **Reliable** – always there in good times and bad
- » We are **Proactive**

OUR GOALS

- 1» To ensure the **rights of our members are protected** and they operate in safe and secure workplace environments within New Zealand and internationally
- 2» To build a sustainable **commercial model** which enables us to invest more into member services
- 3» To deliver enhanced **networking opportunities** for our members
- 4» To deliver initiatives to support members **personal and professional development** and assist with a smooth transition out of cricket
- 5» To effectively **engage and communicate** with our stakeholders



Player Consultation

Annual Player Survey

The Players' Survey is a very effective means for the NZCPA to assess all areas of New Zealand's professional cricketing environment – New Zealand Cricket, Major Associations, domestic programming, high performance, and the NZCPA. The survey is useful for two reasons. Firstly, all stakeholders can ascertain what has worked well in the environment to ensure we reinforce what we are getting right. But, equally, the results are clear in what needs to be improved to ensure that all parties, whether individually or collectively, address these areas and respond proactively.

Whilst we all appreciate that the players are just one stakeholder in the environment and that there may be some constraints, financial or otherwise, that impact on the environment, these survey results clearly warrant some discussion and are an important means for us, New Zealand Cricket and the Major Associations to bring about change.

Below are some general outtakes from this year's survey.

NZCPA COMMUNICATIONS

99% believe NZCPA communicates well on cricketing matters.

100% believe NZCPA communicates well on general NZCPA matters.

99% believe NZCPA provides good assistance to players in MA environments.

99% believe NZCPA events are enjoyable, well organised and respect players' time.

88% of players were supportive of a 'seasoned player briefing'.

DOMESTIC COMPETITIONS - PROMOTION

94% of players agreed that a change to the way the 2014/15 domestic competitions were marketed and promoted was required.

50% of players believed their MAs used their player property effectively to promote and market all competitions.

57% of players believed their MA promoted all Georgie Pie Super Smash matches effectively.

DOMESTIC COMPETITIONS - SCHEDULING

Georgie Pie Super Smash

81% of players agreed that the scheduling of the GPSS as one continuous competition was an improvement on previous years.

57% of players agreed that the playing the GPSS intensively across weekends at one location, worked well.

90% of players agreed that the Finals series of the GPSS (top three teams) was better than previous years.

60% of players support the concept of a GPSS 'Finals Weekend' at a pre-determined location.

45% of players would prefer a home-team final concept even if it meant the final wasn't on TV.

Ford Trophy

86% of players agreed that the FT over the New Year period was an improvement on previous years.

84% of players support the concept of a FT extended Finals Series (top four teams).

Plunket Shield

86% of players felt there was an adequate gap between Plunket Shield Games, given there were 7 games in a row.

89% of players agree the Plunket Shield points system promotes positive cricket.

HIGH PERFORMANCE

56% of players are aware of and understand how the NZC High Performance Programme works (up from 38% last year).

62% of players are aware of and understand how their MA's high performance programme works.

65% of players would like to know more about the NZC high performance programme and how it aligns with their MA high performance programme.

GROUNDS AND FACILITIES

52% of players do not believe their MA provides appropriate OUTDOOR practice facilities at all times throughout the season, including pre-season (up from 45% last year).

85% of players believe their MA provides appropriate INDOOR practice facilities at all times throughout the year.

Basin Reserve was rated as having the best pitch.

University Oval was rated as having the worst pitch.

Hagley Oval was rated as having the best off-field facilities.

University Oval was rated as having the worst off-field facilities.

BLACKCAPS

100% of Blackcaps representatives believe the team environment is well organised with good planning and ensures the team and individuals are well prepared.

90% of Blackcaps representatives understood their role and this message had been conveyed consistently and clearly by the team management.

89% of Blackcaps representatives voted Test Cricket as the most valued international cricket format.

10% of Blackcaps representatives voted ODI cricket as the most valued international cricket format.

None of the Blackcaps representatives voted T20 cricket as the most valued international cricket format.

The Past Players' Survey

A major focus for the NZCPA is to ensure that its services are relevant and well delivered and the past playing members provided this feedback via our inaugural Past Players online survey. The feedback provided a useful insight into what our past playing membership values and ways in which we can engage more effectively with this group. From here, the NZCPA will look to tailor its current and future initiatives to what its past playing membership is after. Below is a general overview of the results:

129 OF OUR 211 PAST PLAYER MEMBERS COMPLETED THE SURVEY

37% - Annual Members
63% - Life Members

RESPONSES CATEGORISED INTO THE DIFFERENT LEVELS OF CRICKET

53% Domestic – Men's
29% International – Men's
18% International – Women's

NZCPA COMMUNICATIONS

99% believe NZCPA is effective at communicating our NZCPA activities via EMAIL.

79% believe NZCPA is effective at communicating our NZCPA activities via POST.

78% believe NZCPA is effective at communicating our NZCPA activities via MEETINGS / EVENTS.

70% believe NZCPA is effective at communicating our NZCPA activities via our WEBSITE.

PAST PLAYING SOCIAL OPPORTUNITIES

78% of those surveyed said it was important that the NZCPA helps them with engaging with their past playing group.

44% did not believe we were effective at this.

48% of those surveyed said it was important that the NZCPA helps them with engaging with the current playing group.

27% did not believe we were effective at this (45% neither agreed or disagreed).

ADDITIONAL NZCPA SERVICES THAT PAST PLAYERS WOULD LIKE

More social opportunities.

More business-club related discounts.

More regular communications on cricket related matters.

Tap into past player network.

Past player directory.

97% OF MEMBERS

were more likely than not, to recommend past player membership to other past players.

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 we held two player forums:

- » The Players' Conference
- » Player Induction Forum

The Players' Conference provides a forum for 16 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.



Federation of International Cricketers' Association



2015 has been a year of transition for FICA after Tony Irish was elected as the new Executive Chairman in July 2014. Tony is the CEO of the South African Cricketers' Association, based in Cape Town, and is also now a member of the Uni World Athletes Executive Committee. Uni World Athletes is a global collective of 85,000 athletes, of which FICA is an affiliate member.

Tom Moffat was recently appointed as the new Head of Players and Member Operations. Tom is a former first class cricketer and lawyer from Australia. Prior to joining FICA Tom was working as Legal Counsel at Professional Footballers Australia. Tom has relocated to Cape Town to work closely with Tony Irish. This is an important step, as it is the first time FICA has created a central operational and executive base.

FICA's goal is to continue to work at bringing value to players and its member players associations, whilst engaging effectively at the top level of the game. With the growth of the T20 leagues market players have more options now than ever before, which is a good thing, however, the changing international

cricket landscape, and the well documented direction, governance and politics of the game are also a challenge. FICA's voice needs to accurately reflect player views and be extremely well researched and based on fact.

ICC Restructure

FICA voiced its opposition to the ICC restructure of February 2014, which concentrated the power and means in international cricket in the hands of three countries, India, England and Australia. FICA remains committed to maintaining a global vision for the game and advocating for changes which it believes will be positive for the players and international cricket, including bringing greater context to bi-lateral international series and more equitably distributing ICC event revenues between countries to ensure smaller countries are not marginalised.

FICA Guiding Principles

As part of its new strategy plan 2015-2018 FICA published its Guiding Principles early in 2015. FICA is intent on positively

and proactively taking the game forward, and the following Guiding Principles will inform FICA activities and positions:

- 1>> **Representation and Voice**
All professional cricketers should have the right to collective representation at both ICC and country board levels and to have their individual rights protected by fair process and the representative of their choice.
- 2>> **Integrity**
All stakeholders, employees and officials and players in the game must act with integrity, upholding the values and traditions of cricket.
- 3>> **Employment Rights**
Every professional cricketer has the right to pursue a career based on merit and free from any discrimination or harassment.
- 4>> **Welfare, Education and Career Transition**
Cricket should provide a working environment and resources that protect a cricketer's welfare, health and safety, and his or her physical, mental and social wellbeing as well

as promoting personal growth and sporting excellence.

- 5>> **International Cricket Structure**
International cricket should be structured to deliver the best sporting competition with the best players available to play for their national sides when selected.
- 6>> **Good Governance**
Cricket should be administered in line with universally accepted principles of good governance.

FICA Health and Safety Report

Safeguarding player health and safety is a priority, and it is important professional cricketers are afforded a world-class workplace. To this end, FICA published its Health and Safety Report in May 2015.

The tragic deaths of Phillip Hughes in

Sydney, Ankit Keshri in Kolkata and Bavalan Pathmanathan in the UK provided us with stark reminders that health and safety is one of the most important issues that faces the game and its administrators. FICA's Health and Safety Report focused on and assessed risk in three key areas:

- 1>> In Play (On field ball impact, lightning strike, on field injury, sun/heat related conditions, crowd disturbance)
- 2>> On duty (tour and event security, travel accidents, reputational and public status related incidents, off field activities)
- 3>> Medical Issues (mental illness, acute medical conditions, long term health issues, other physical illness).

These key areas will inform FICA's ongoing work advocating for improved standards relating to player health and safety.

Services

Throughout the year FICA has continued to provide its core services to players and member players associations as well. These included, but were not limited to:

- 1>> Event and tour security reviews for ICC events and bilateral tours
- 2>> Advising players and players associations regarding domestic T20 events
- 3>> Advising players in relation to player disputes, including in relation to the IPL
- 4>> Engagement and consultation with ICC regarding codes and regulations which affect players
- 5>> Negotiation of player prize money for ICC events
- 6>> Assistance with "startup" and associate players association development, including in Scotland and Ireland

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 focused on matters of general and commercial interest to the game and its players.



PLAYER DEVELOPMENT AND SUPPORT



Personal Development Programme

We have seen a significant improvement and higher player engagement in the Personal Development Programme (PD Programme) in the past 12 months. The need to assist our players in developing strategies for their personal lives as well as having an exit plan away from cricket, has become a more significant issue over the past few years.

Over the past twelve months we have made changes to the PD Programme to reflect the ever changing and increasing demands in the professional cricket environment. Equal significance is now placed on three focus areas of the PD Programme;

- » Career Transition and Education,
- » Personal Development, and
- » Risk Management.

It is encouraging that players, past and present, are accessing the services offered via the PD Programme at an increasing rate when compared to previous years.

Programme expansion

As a result of a joint initiative to grow the PD Programme, we were delighted to add a second PD Manager to the programme during the year. Rachel Harris started her role as Personal Development Manager in November 2014 and is responsible for delivering the programme to members in Wellington, Canterbury and Otago.

Rachel is a qualified accountant and has experience in the finance/accounting industry as well as vast experience in leadership through her work with

Girl Guides NZ. Rachel is based out of Christchurch but travels regularly to Wellington and Dunedin to attend to players' personal development requirements.

Instep partnership

It is pleasing to see the Instep partnership going from strength to strength. In the past twelve months 27 players have used wellbeing services offered by Instep. This is a 27.2% increase in services used from 2013-2014. Average hours used per client have increased from 1.4hrs to 3.7hrs. A total of 43 members, current and past, have used our wellbeing services since the beginning of this service in 2013-2014.

The primary areas of assistance have been depression/anxiety, relationship issues, careers, major trauma, addictions, personal stress and some sports related issues. It is also worth noting that players from all MA regions, male and female, have accessed instep services in the past twelve months.

In October 2014 we implemented a new initiative in partnership with Instep, who facilitated a series of workshops on resiliency within each of the domestic teams. A total of 73 players attended these workshops and the overwhelming feedback has been extremely positive. The topics covered in these workshops were; Locus of Control, Anxiety, Conflict Management, Faulty thinking and Resiliency. Special thanks to Instep's Matt Beattie for his skilled delivery of these workshops and ongoing support toward our members.

During the workshops players completed assessments on each of the topics which allowed us to develop a resiliency profile for professional cricketers within New Zealand. This profile was presented to NZC and also to MA representatives.

From the feedback we received from players we are continuing with the resiliency theme and are in the process of organising another series of workshops in the coming summer on Anxiety and Stress. The intention of these workshops are to equip our players with tools to deal with issues they face in their day to day lives, within and outside of cricket.

Education Grant Scheme

We have continued with the Education Grant Scheme for the players. In the past twelve months 36 players have benefited from this scheme.

Players have used this facility in a variety of training and learning qualifications such as tertiary study, professional qualifications and trade qualifications.

Personal Development and Career Transitioning Services

During the year we continued to encourage players to participate in various personal development and risk management activities.

In conjunction with Canterbury Cricket, we facilitated a communications and networking workshop for Canterbury players. Renowned public speaker David Nottage delivered this workshop with tremendous success.

More players are using our career advice and assessment services offered by Lee Brodie of Career Dynamic than ever before. During the year 14 players accessed this important service.

Financial Management Support services have been utilised by 4 members, past and present, over the course of the year. Key focus of these services were on budgeting and investments.

In a Personal Development context players have also used the services to upskill themselves in areas such as computing, public speaking, music and cooking.

Career Planning Research

In partnership with the AUT University School of Education, we completed a research paper on 'Value of Career Planning to Recently Retired Cricket Players'.

Twenty recently retired players participated in this research with ages ranging from 30-45 years. Their time in retirement ranged from 1-9 years.

Following is a summary of participants' responses to a key question of "what they would do differently" with regards to their career transition;

- » Create a plan.
- » Get to know yourself.
- » Seek out good people to talk to.
- » Get to know the world outside of cricket.
- » Learn how to have meaningful conversations.
- » Earlier reaction and response to the shift in perspective about cricket.

Full findings of this research can be found on our website.



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.

It is disappointing to say goodbye to one of our longest serving partners, Choice Hotels, during the year. Choice Hotels were a key partner for over six years, enabling us to deliver a high level of service to our members throughout the country.

Fujitsu Heat Pumps MVP

The Fujitsu Heat Pumps MVP has become the most recognisable external assessment tools for 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 can compare their own performances with those of their teammates, opposition and even their favourite professional players, making MVP one of the most discussed topics on grounds throughout the country.

Through CricHQ we are able to recognise the leading amateur cricketers during each month during the season as well as the leading professionals. The professional player Fujitsu Heat Pumps MVP tables were tightly contested

throughout the season, with Kane Williamson crowned the International MVP and Andrew Ellis the Domestic MVP.

International Men

Kane Williamson has been one of the pillars in the Blackcaps batting line-up throughout the past year and his methodical approach to scoring runs, repeatedly, has ultimately meant he is recognised as the International Fujitsu Heat Pumps MVP this year.

Williamson has emerged as a leading International batsman in all formats and the 24 year old can reflect on being acknowledged as the Blackcaps Most Valuable Player.

Williamson played in 34 matches since the tour to the West Indies and finished with



NEW ZEALAND'S FAVOURITE AIR™

a total of 465.35 MVP points. Williamson's recognition as the Most Valuable Player this year is even more impressive given that he has been unable to bowl through much of this period – instead relying upon his treasured willow to produce the results.

Williamson is doing what great players do as he matures. Finding a way to contribute to the team in all formats is something Williamson has worked hard to achieve and the success is there to see in where he has ended on the respective MVP tables – 1st in the Test's (203.68 points), 2nd in ODI's (234.64), and 3rd in T20I's (27.03).

Trent Boult has had a tremendous year partnering with Tim Southee with the new ball and he finished second on the overall Fujitsu Heat Pumps MVP table with 374.07 points. Brendon McCullum was third with 359.81 points.

Domestic Men

Andrew Ellis' domestic season saw him rise above all others to command the top spot on this year's overall domestic Fujitsu Heat Pumps MVP table. The experienced Cantabrian confirmed his status as a leading domestic player by adding the coveted domestic Fujitsu Heat Pumps MVP title to a long list of career achievements.

The seasoned all-rounder was always in the game for the red and blacks (and purple) this season as he delivered over 1000 runs and 50 wickets for his team

across all competitions. The 10th most prolific batsman, Ellis scored 1092 runs - as well as being the 5th highest wicket taker, with 53 - which catapulted him to the summit of the Fujitsu Heat Pumps MVP table. Ellis had the distinction of being the only player to feature in the top 10 aggregate runs and wickets lists – proving that his contribution with bat and ball were equally impressive in their own right.

Other prominent players on the MVP table included Stephen Murdoch who churned out 1461 runs for the Firebirds to finish as the batting MVP, Auckland Aces' Michael Bates snared the most wickets and rounded out another good season as the bowling MVP, as well as finishing second to Ellis on the overall MVP table.

DOMESTIC WOMEN

OVERALL MVP	Amy Satterthwaite
BATTING MVP	Amy Satterthwaite
BOWLING MVP	Amelia Kerr
TWENTY20 MVP	Suzie Bates
50-OVER MVP	Amy Satterthwaite

INTERNATIONAL MEN

OVERALL MVP	Kane Williamson
BATTING MVP	Kane Williamson
BOWLING MVP	Kane Williamson
TEST MATCH MVP	Martin Guptill
ODI MVP	Trent Boult
T20I MVP	Corey Anderson

DOMESTIC MEN

OVERALL MVP	Andrew Ellis
BATTING MVP	Stephen Murdoch
BOWLING MVP	Michael Bates
PLUNKET SHIELD MVP	Andrew Ellis
FORD TROPHY MVP	George Worker
GPSS MVP	Ronnie Hira

INTERNATIONAL WOMEN

OVERALL MVP	Rachel Priest
BATTING MVP	Rachel Priest
BOWLING MVP	Morna Nielsen

The Players' Cap



The most coveted player recognition award was presented to Kane Williamson when he was awarded the prestigious 2015 Players' Cap during a team function at the Pakuranga Golf Club in April.

A humble team man, Kane Williamson, took a rare moment to celebrate a superb year of contributions to the Blackcaps after he was named as the recipient of the fourth Players' Cap, which was presented by NZCPA Life Member Geoff Allott in front of thrilled team-mates and team management.

The Players' Cap is the only peer rated award in cricket, which is why the award has become the most respected way players recognise the performances of their team mates. The Players' Cap symbolises the values that players respect and the way that players are involved

with the process throughout gives it real meaning to all those who have represented the Blackcaps during the year.

Williamson's record over the 12-month qualification period was compelling. In 15 Test innings Williamson harvested 1070 runs (the second New Zealander to score 1000 Test runs in a calendar year) at an average of 89.17, including four centuries and a highest score of 242 not out against Sri Lanka in Wellington. In 20 One Day Internationals Williamson compiled 987 runs at an average of 58.06, including three centuries.

Williamson's closest rivals for The Players' Cap were the inaugural Players' Cap recipient Brendon McCullum and Martin Guptill. Williamson was the leading vote recipient in Test's and ODI's, while Brendon McCullum led the voting in T20I's.



The leading Players' Cap vote recipients from each series during 2014/15 were

ICC T20 World Cup	Brendon McCullum
Tour to West Indies	Kane Williamson
ANZ Series v South Africa	Luke Ronchi
Tour to Pakistan (UAE)	Kane Williamson
ANZ Series v Sri Lanka	Kane Williamson
ANZ Series v Pakistan	Ross Taylor
ICC Cricket World Cup	Trent Boult

THE PLAYERS' CAP RECIPIENTS

2015	Kane Williamson
2014	Ross Taylor
2013	Tim Southee
2012	Brendon McCullum

Background

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 match, therefore ensuring those who are in the best position to do so, can register their vote who they feel has made the most meaningful contribution to the team's performance.



NZCPA Masters Weekend

The Masters Weekend is simply about providing an event as a catalyst for bringing 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 the principal past player event and this year it was pleasing to have members from all Major Association regions in attendance.

Auckland overcame a resurgent Northern Districts team to retain their title at the recent Masters Tournament in Queenstown. Both sides went through the qualification stage unbeaten on Saturday and despite the arrival of the front end of a winter storm on Saturday night, a full 20 over match was completed - albeit in freezing conditions - on Sunday.

The defending champs took the initiative early with Guy Coleman and Ian Billcliff setting the platform for Auckland to post a commanding score of 219 for 4. Coleman (35), Billcliff (53*), Martin Pringle (38*) and Darrin Crook (35*) all reached the compulsory retirement score of 35 as they all took advantage of the placid Queenstown Event Centre pitch.

ND's reply stumbled when Auckland skipper Kerry Walmsley secured wickets in each of his first two overs. However, Richard Johnston and tournament debutant Jaden Hatwell resurrected the innings to apply some pressure to the Auckland bowling effort. Hatwell was

central to the run chase with a forceful 55 runs and was ably supported by Johnston (25), Brett Hood (18) and Master's stalwart Barry Cooper (26).

Under normal circumstances ND's 169 would have been enough to stave off most sides, but the day, and the title, belonged to Auckland for the second straight year following their impressive batting display.

Day one of the tournament produced some closely fought matches, including a tie between Otago and Wellington. Mark Greatbatch's Central Districts team went close to victory in both matches but could not complete the task and suffered defeat on the penultimate and final ball during their two matches.

Wellington produced their best performances in years thanks to the contribution from new recruits Paul Hitchcock, Mayu Pasupati, and Scott McHardy - to compliment the legendary status of team commander Ewen Chatfield. The finalists from two years ago, Canterbury and CD, will look to add some strength to their squads prior to the 2016 tournament as both look to rediscover that winning formula after going winless in 2015.

Of course, the Masters Weekend is not just about cricket - the T20 tournament is central to the weekend, however it is the supporting activities and functions that

NZCPA Masters Tournament Team 2015

- 1 >>> **Ian Billcliff** Auckland
- 2 >>> **Guy Coleman** Auckland
- 3 >>> **Darrin Crooks** Auckland
- 4 >>> **Jaden Hatwell** Northern Districts
- 5 >>> **Paul Hitchcock** Wellington
- 6 >>> **Brett Hood** Northern Districts
- 7 >>> **Andrew Nuttall** Canterbury
- 8 >>> **Simon Richards** Otago
- 9 >>> **Mayu Pasupati** Wellington
- 10 >>> **Ewen Thompson** Central Districts
- 11 >>> **Kerry Walmsley** Auckland

bring generations of cricketers together. This year we were particularly pleased to have a number of non-cricketing attendees.

The weekend would not be as successful, or in fact possible, without the support of the many organisations that help with the event - Grassroots Trust, Infinity Foundation, Air Rescue and Community Services Trust, and the staff at the Mercure Resort Hotel.

The NZCPA would also like to acknowledge the support of all six Major Association Cricket Associations for supporting their Masters team.



NZCPA Masters Series



The 2014/15 was a light schedule for the CPA Masters team, with the cancellation of two matches due to weather, the match against NZ Croatia was the only fixture for the summer.

Guy Coleman lofted the third to last delivery over deep square leg to dispel NZ Croatia's ambition to erase the memory of last season's defeat to the Masters. Coleman's final blow concluded what had been a tense run chase in hot and humid conditions at Devonport Domain.

Facing a tricky total of 138 to win on a slow wicket, the Masters were rocked early with Sanj Silva's dismissal in the first over. Mathew Sinclair strode purposefully to the wicket to get the innings moving

with a littering of trademark cover drives and square cuts in a partnership of 44 with Richard Jones before Sinclair was dismissed for 32 in the 11th over.

Paul Hitchcock was playing a controlled innings and combined, first with Craig Pryor, then Coleman to slowly edge the game away from the NZ Croatian's. Hitchcock's 43 from 30 deliveries was enough to give the Masters the upper hand, but with 9 required in the final over the game could still go either way. No problem thought Coleman, who nonchalantly lifted the next ball into the brickwork some 20 meters over the square leg boundary.

Coleman had earlier snared four wickets,

once sitting on a hat trick following a spectacular one handed diving catch by Rob Hart.

Match Results

CPA MASTERS v NZ CROATIA		
At Devonport Domain, Auckland		
NZ CROATIA	137/6	Dusan Hakaraia, 30; Guy Coleman, 4-20
CPA MASTERS	139/7	Mathew Sinclair, 32; Paul Hitchcock, 43



The Players' Golf Day



The annual Players' Golf Day took place on a spectacular day at Pakuranga Country Club on the 2nd April and provided the players with a chance to relax after an eventful and historic summer of cricket.

We were pleased to attract a record number of 23 participating groups to this year's event that is the principal fundraising initiative for The Cricketers Hardship Trust.

Interacting with current and past Blackcap players in an environment where they are relaxed provides a unique experience. With the Blackcap players having just returned from the Cricket World Cup final they were able to share their experiences from inside the camp, which provided a real insight into teams performances over the past year.

The Cricketers Hardship Trust is important to CPA members and the Players' Golf Day provides them with an opportunity to engage directly with the Charity and

contribute to raising much needed funds. Thanks to the tremendous support and generosity of the companies and personnel in attendance, a record amount of \$15,000 was donated to Trust this year.

Blackcap players are the key attraction to the Golf Day and their commitment continues to make this one of the most anticipated events on our calendar. We appreciate that players spend an enormous amount of time away from home and thank all players and their

families for their support of this event and the Cricketers Hardship Trust.

It is important to acknowledge New Zealand Cricket's support shown toward the Players' Golf Day and the Cricketers Hardship Trust.

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





Licensing and Merchandising

New Zealand Cricket merchandise sales reached unprecedented levels this year, which resulted in a record financial return from the programme.

Cricket World Cup was identified as an opportunity three years ago and the positive result this year has been achieved on the back of a strategy to attract, inspire and align with efficient and effective licensees who value the Blackcaps brand.

A new Blackcaps ODI shirt was launched by CCC in October and this laid a platform for fans to get behind the team during in the international season and in the Cricket World Cup. The new CCC Blackcaps replica range was met positively by fans, who

enthusiastically wore their Blackcaps kit as a sign of support for the team - peaking during the Cricket World Cup when replica shirts were 'sold out' throughout the country - a first for cricket!

The promotional support NZC has provided through the season has helped to engage licensees and provided an important conduit for fans awareness of, and access to merchandise products.

Total royalties reported for the NZC licensing programme increased by 104% for the financial year. Despite this positive financial performance there are still many areas that need to be improved to strengthen the sustainability of the programme.

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 acknowledge the contribution and support from Hannah Oakden and New Zealand Cricket during the year.

Communications and Marketing

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.

The Outright newsletter received positive reviews during the year following the uplift in design and 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

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

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

DEVELOPMENT OF CRICKET



Women's Cricket

White Ferns

With the Memorandum of Understanding (executed last year) governing the WhiteFerns' environment, it has been important that, with the first year of the Understanding complete, the NZCPA review the effectiveness of the Memorandum of Understanding and what areas within the environment need particular focus. We have learned that whilst it is important that there is an agreement governing the WhiteFerns' environment, it is clear that there continues to be some challenges for the women cricketers, mainly due to the ever increasing playing schedule and the requirement for the women to balance this with their commitments outside of cricket. To better understand the players' views on the current structure and environment we asked 20 players to complete an inaugural WhiteFerns' survey which attempted to canvas a number of these issues.

A brief overview of the results is below:

75% believe the level of play in the domestic competitions is of a good standard.

100% of players believe it is vital the Whitefern players play in the domestic competitions to enhance the standard of the competitions.

The weighted average for whether players feel NZC values women's cricket was **3.95** (1 being low, 10 being high).

60% of players believe NZC does not understand and respect that players have commitments outside of their NZC obligations.

75% of players believe the Whitefern selectors do not communicate effectively with players around selection matters.

30% of players would consider making themselves unavailable for the Whitefern if the Whitefern commitments prevent them from taking up a professional playing contract overseas.

80% believe an "ability to combine my cricket and work commitments" would most likely influence their ability to continue to commit to the Whitefern beyond this year.

Contracted player related questions (9 responses received per question):

- » The weighted average for whether the ten contracted players believed the contract and retainers allowed them to focus more on cricket was 4 (1 being definitely not, 10 being definitely).
- » 55.55% believe NZC does not support them in the balance between touring with the Whitefern and any work/study/family commitments they have.
- » 55.56% felt pressures by NZC to train between 9am – 5pm and this impacted on their other obligations outside of cricket.



Hooked On Cricket

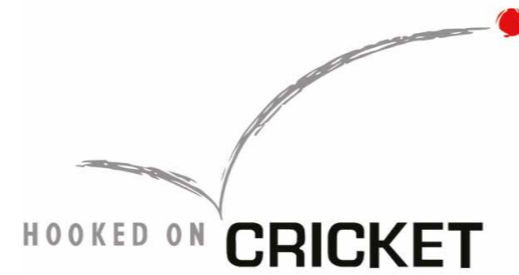


The Hooked on Cricket Programme celebrated ten years of existence in 2014/15 and we are very pleased with the level of success it is having in the schools and communities who participate.

The players are intent on ensuring the future of the game is healthy and Hooked on Cricket is their way of directly

contributing to the development of the game. The support of current players is critical to the success of the Hooked on Cricket programme and it was great that all available players were able to attend the tournament days through the year.

Our members are passionate about the Hooked on Cricket programme and pride



in the programmes ability to introduce kids from targeted non-traditional cricket schools to the game of 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 donation received from Queen Street Cricket Club. The Queen Street Cricket Club has a similar approach to promote cricket within New Zealand's non-traditional cricketing schools and we would like to make special mention of the contribution made by the QSCC members and notably, Chairman Brian Moss, Treasurer Chris White and other Committee members.

The Hooked on Cricket programme comprises of two main areas, coaching sessions and tournaments. Over 1400 kids from throughout New Zealand took part in the Hooked on Cricket programme this year and a majority of school staff credit the programme for why their students have shown an interest in playing cricket.

Hooked on Cricket coaching sessions are a concise, fast-paced hour of cricket fun for the kids whilst learning some key fielding,

batting and bowling skills. These coaching sessions are designed to promote cricket to as many players as possible and to prepare their team for the Hooked on Cricket tournament day.

The NZCPA is grateful for the support of all the Major Association coaching staff for integrating the Hooked on Cricket programme into their season schedule and we would also like to thank any cricket administrators who assisted us to

deliver Hooked on Cricket. Lastly, a special thank you to Ewen Thompson who once again skilfully 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 remains a success.

HOOKED ON CRICKET TOURNAMENT RESULTS

Christchurch East	HOC Championship	Bromley B.Caps	Coached by Logan van Beek
	HOC Plate	Waltham Wizards	Coached by Peter Fulton
Napier	HOC Championship	Taradale Titans	Coached by Ben Smith
	HOC Plate	Clive School	Coached by Seth Rance
South Auckland	HOC Championship	Bairds Mainfreight	Coached by Robbie O'Donnell
	HOC Plate	Papatoetoe South	Coached by Rob Nicol
Taita/Porirua	HOC Championship	Glenview Gladiators	Coached by Steve Murdoch
	HOC Plate	Tairangi Tigers	Coached by Luke Ronchi
South Dunedin	HOC Championship	North East Valley	Coached by Iain Robertson
	HOC Plate	Port Chalmers Panthers	Coached by Michael Bracewell
Rotorua	Cancelled due to inclement weather		



FINANCIAL STATEMENTS

The Cricket Players' Association Incorporated

SUMMARISED STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 July 2015

	2014	2015
	\$	\$
INCOME		
Player Pool Payment	524,491	544,968
Other Activities	350,485	274,740
Trust Funding	43,160	23,576
Interest	20,176	23,850
Merchandising & Licensing Programme	74,450	170,220
Career Development Programme Payment	223,000	310,000
Total Income	1,235,762	1,347,354
LESS EXPENSES		
Admin & Office Expenses	179,237	177,461
Insurance	93,463	96,066
Events Expenditure	75,379	59,745
Salaries, Wages & Contract Fees	559,311	596,157
Career Development Programme	97,609	201,209
Merchandising & Licensing Programme	112,985	117,697
Legal Expenses	30,703	26,785
	1,148,687	1,275,120
OPERATING SURPLUS FOR THE YEAR	\$87,075	\$72,234

STATEMENT OF MOVEMENTS IN EQUITY

For the period ended 31 July 2015

	2014	2015
	\$	\$
Net surplus for the year	87,075	72,234
Comprehensive Income	87,075	72,234
Opening Equity	404,122	491,197
CLOSING EQUITY	\$491,197	\$563,431

SUMMARISED STATEMENT OF FINANCIAL POSITION

As at 31 July 2015

	2014	2015
	\$	\$
CURRENT ASSETS		
Cash and Bank Accounts	567,658	648,495
Other Receivables	107,365	136,024
	675,023	784,521
FIXED ASSETS		
	-	1,250
TOTAL ASSETS	675,023	785,771
CURRENT LIABILITIES		
Accounts Payable	183,826	222,340
	183,826	222,340
NET ASSETS	\$491,197	\$563,431

The Cricket Players' Association Incorporated

SUMMARISED STATEMENT OF CASHFLOWS

For the year ended 31 July 2015

	2014	2015
	\$	\$
CASHFLOWS FROM OPERATIONS		
Cash Inflows from Operating Activities	1,184,020	1,331,155
Payments to Suppliers and GST	(1,009,907)	(1,250,318)
Cash Inflows from Operations	174,113	80,837
Opening Cash balance	393,545	567,658
CLOSING BANK BALANCES	\$567,658	\$648,495

These summary financial statements have been extracted from the full financial statements which were approved by the Board on 21 September 2015. 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.

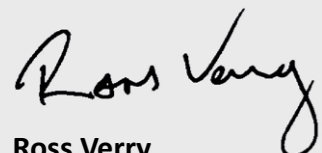
The full financial statements have been prepared in accordance with generally accepted accounting principles. These Summary Financial Statements are in compliance with FRS-39: Summary Financial Statements. The full financial statements are available from the Association offices and website.

The Cricket Players' Association Incorporated

ANNUAL REPORT

For the period ended 31 July 2015

The Board approved and issue the Financial Statements of The Cricket Players Association Incorporated for the period ended 31 July 2015



Ross Verry
Chairman



Heath Mills
Chief Executive



Players better together



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