



STRATEGIC PLAN 2022 – 2026

**'To govern, develop and promote cricket
across all regions of Canada'**



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Overview of the History

The International Cricket Council and the Canadian government have recognized Cricket BC, the official governing body for cricket in Canada, as a non-profit corporation.

In Canada, cricket has a long history and has developed into a contemporary, dynamic, and expanding sport that reflects the country's evolving multicultural society. Since all ten Canadian provinces are members of Cricket BC, it is played in every province. The Yukon and other areas are also of importance.

Sir John A. Macdonald, Canada's first prime minister, once declared cricket to be the country's official national sport. Since 1745—50 years before the first modern Olympics—cricket has been played in Canada. In 1844, New York hosted the first international athletic event in history.

A cricket match between the United States and Canada.

Cricket BC – Board of Directors

President - Arvinder Khosa

1st Vice President - Kanwar Sukhija

2nd Vice President - Khurram Dilshad

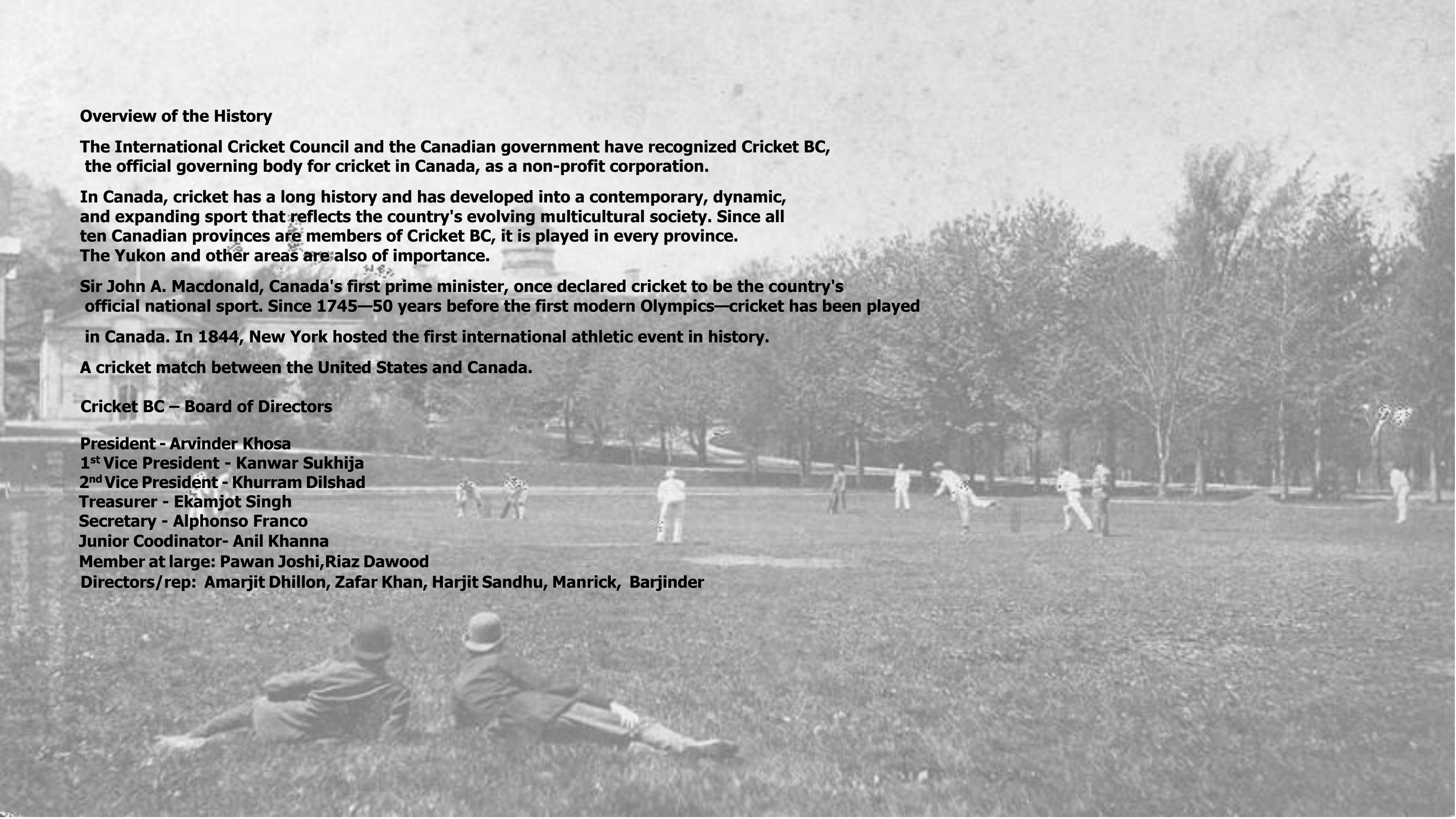
Treasurer - Ekamjot Singh

Secretary - Alphonso Franco

Junior Coordinator- Anil Khanna

Member at large: Pawan Joshi, Riaz Dawood

Directors/rep: Amarjit Dhillon, Zafar Khan, Harjit Sandhu, Manrick, Barjinder



Vision



“To become a premier cricketing nation by increasing participation, improving local infrastructure to support international play, and being acknowledged as an effective operating organization on the international scene.”

Our Principles

INTEGRITY

Openness and honesty with all parties involved will be key components of whatever we set out to achieve.

EXCELLENCE

We will endeavor to consistently look for solutions and areas where the organization may continue to grow.

TEAMWORK

We will work with our stakeholders to make inclusive and collaborative decisions about the organization's strategy.

DIVERSITY

We are committed to establishing and upholding a diverse and welcoming environment for everyone, regardless of their gender, sexual orientation, age, background, race, or disability.





Our Strategic Decisions

Prioritize the media and increase cricket's visibility in British Columbia.

Focus on Development

- Increasing the number of officials, coaches, volunteers, and participants

Put High Performance First

- Possess competitive teams that excel in bilateral and ICC competitions.

In an effort to raise rankings

- Provide elite athletes with a clear path to participation.

Pay Attention to Governance

- Enhance the organization's overall governance to have the greatest

Methods used by PSOs and NSOs

Pay Attention to Marketing

- Putting a marketing and sponsorship strategy into action to ensure funding for our nationwide initiatives

Media

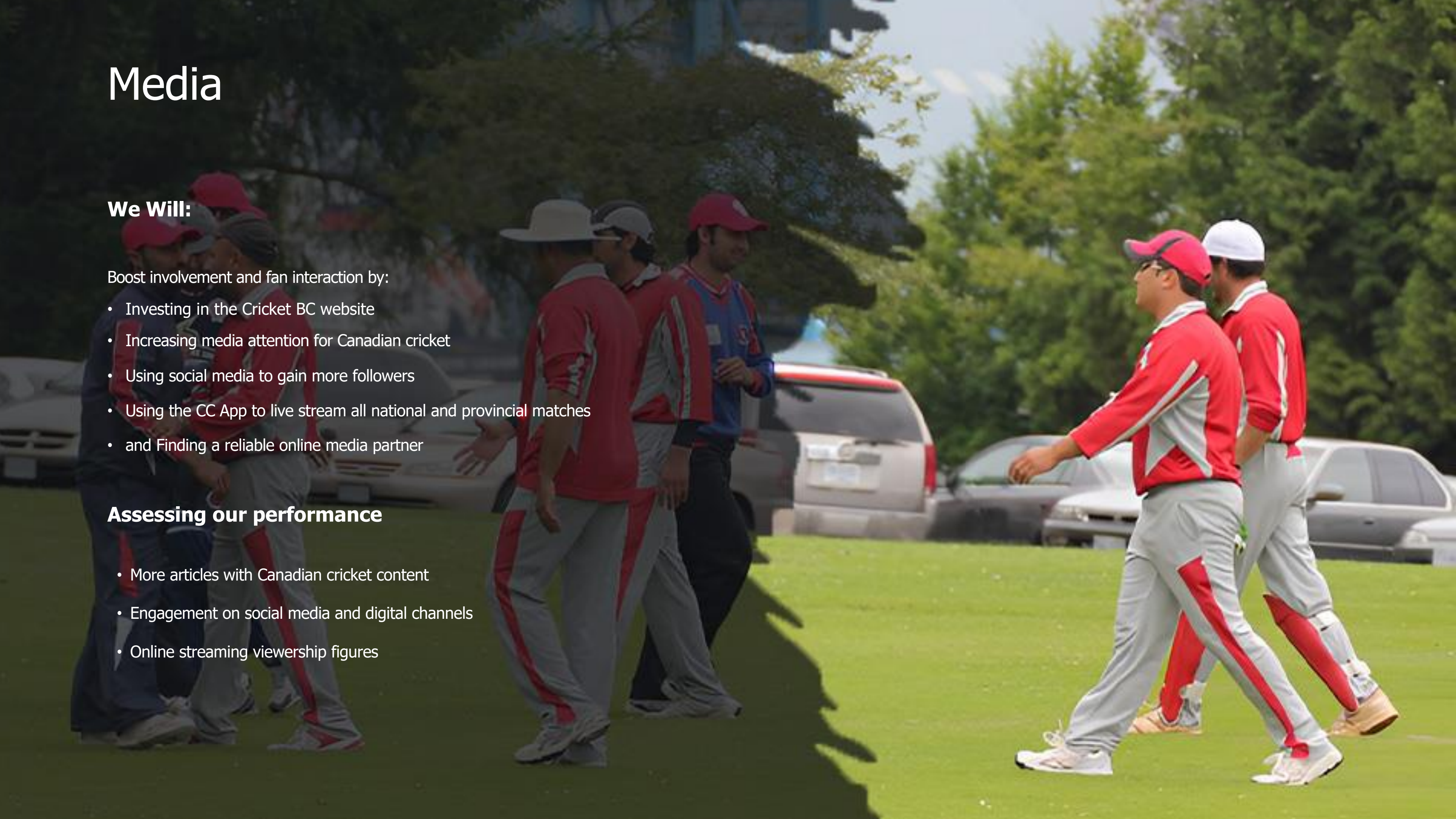
We Will:

Boost involvement and fan interaction by:

- Investing in the Cricket BC website
- Increasing media attention for Canadian cricket
- Using social media to gain more followers
- Using the CC App to live stream all national and provincial matches
- and Finding a reliable online media partner

Assessing our performance

- More articles with Canadian cricket content
- Engagement on social media and digital channels
- Online streaming viewership figures



Development

We Will:

- Establish a clear Officials and Coaching Pathway
- Finalize the national Officials and Coaches certification program
- Introduce online officials and coach education programs
- Update the list of trustworthy volunteers
- Increase participation growth through school programs, training, education, and infrastructure.

Assessing Our Achievement

The quantity of provinces and boys/girls taking part in the Cricket BC Kids program, the number of coaches and officials, and the number of volunteers



Superior Performance

We Will:

- Create high-achieving teams for both sexes.
- Assure a transparent and equitable selection and trial process for both men's and women's national teams.
- Collaborating with national teams to create a culture of success.
- Provide elite players with a clear, high-performance pathway.
- Create and carry out a plan for a Canadian domestic interprovincial national championship that is self-sustaining.

Assessing Our Achievement:

- Men's and women's high performance squads were chosen.
- ICC rankings for players and national teams
- Performances in bilateral series and qualification for ICC Global events
- There is a domestic structure.

Governance

We Will:

- Ensure that all members are in compliant with data collecting as per membership requirements
- Adhere to Sport Canada and the International Cricket Council.
- Simplify the governance and implement strategies to help clubs, leagues, and provinces improve their governance.
- Ascertain that clubs, leagues, and provinces have access to policy templates.
- Establish a staffing structure to carry out operational duties.
- Evaluate provincial members' performance to ensure compliance with Cricket BC's bylaws.

Assessing Our Achievement

- The entire organization uses best practices.
- While staff members handle operational tasks, the Cricket BC Board of Directors establishes strategy and policies.
- Best practices have been incorporated into the updated governance model.

Marketing

We are going to:

- Create a marketing and sponsorship strategy; find and acquire sponsorship for each national team; boost income via marketing, internet sales, and sponsorship; and compile information on key performance indicators to monitor the effectiveness of the strategic plan.

Assessing Our Achievement

- Marketing and sponsorship strategy implementation;
- National teams (men's and women's) obtaining sponsorships;
- Online shop sales



#Cricket BC

