



Mission

- To enrich lives and communities
- To bring people, communities, and countries closer together
- ... through the sport, spirit, and community of cricket

Values

- We will embed these values across our operations to accomplish our mission.
- Sport: Health, Enjoyment
 - Spirit: Play Keenly, Honourably, Generously, Self-Sacrificingly
 - Community: Diversity, Compassion, International

Strategy 2013-17

Vision

A Shining Sport of Choice

Pillars of our Strategy

1	PROMOTION <i>To substantially increase awareness, involvement in and profile of cricket at community level</i>	2	PLAYING <i>Build and strengthen playing pathways and increase the number of regular cricket participants</i>	3	PERFORMANCE <i>Produce strong national women's and men's teams who inspire the next generation of fans and players</i>	4	LEADERSHIP <i>Provide strong, transparent and accountable leadership to Japanese cricket</i>	5	INVESTMENT <i>Generate more revenue and grow investment in the game</i>
---	--	---	--	---	--	---	--	---	---

Rationale

Cricket is starting from a small base in Japan. We can grow awareness and profile of the game, particularly by targeting the schools market, consolidating current areas of strength while expanding into new areas, and building strong community links.	We want to increase the number of people regularly playing cricket to widen our talent pool, bring enjoyment and social benefit to more people and enhance the commercial value of our products, allowing for more money to then be invested back into the game.	We want national teams, players and competitions that people aspire to and that create a positive profile for our sport to further drive new opportunities, awareness and participation. In particular we have a real opportunity for our women's team to climb the ICC world rankings.	Strong governance and administration will underpin our success in achieving all other strategic pillars so it is important we bring our organisation into line with best practice sports management principles and provide strong direction to the Japanese cricket community.	If we are to significantly grow the game in Japan we need to similarly scale up our revenue to invest back into achieving that growth.
---	--	---	--	--

2017 Milestones

<ul style="list-style-type: none"> - 50,000 schoolchildren involved in junior participation programs annually - 1,000 teachers educated to deliver cricket in class - 1 million website hits, 150,000 unique hits annually, and 2,500 social media followers. 	<ul style="list-style-type: none"> - 3,000 registered junior players (incl. soft ball) - 5,000 total registered players, including 1,500 females (incl. soft ball) - Training & Education Coordinator for Coaching & Umpire in each regional association - Regional playing hubs in each region with at least one hard wicket in each of the regions in Kanto 	<ul style="list-style-type: none"> - Japan women's national team in top 10 of ICC world rankings - ≥3rd at 2014 Asian Games - Qualify for 2015 WCL 6 	<ul style="list-style-type: none"> - Governance review completed, new processes embedded, PIA status - Year on year improvement in annual stakeholder survey results - Regional associations established 	<ul style="list-style-type: none"> - 40% growth in total cricket operating revenue - Multi-year sponsorships signed for national junior participation and competition products - Each Regional Association in Kanto generating sufficient funds to sustain a full time development officer
--	---	---	---	---

Focus Areas

<p>A Deliver the CRICKET BLAST junior program through regional associations targeting elementary school market:</p> <p>(i) JCA Development Officers supporting targeted regional associations – initially focusing on Kanto region</p> <p>(ii) Cricket sampling sessions to school children</p> <p>(iii) School Festival Days</p> <p>(iv) Up-skill teachers and provide schools with appropriate resources and gear to run programs in schools</p> <p>(v) Deliver the CRICKET FOR SMILES program in the Tohoku region in aid of the 2011 Earthquake and Tsunami</p>	<p>A Develop a national competition product for 8-12 year old markets and deliver through JCA Development Officers working with targeted regional associations. Run and help the establishment of junior teams.</p> <p>B Work with local authorities to develop permanent cricket pitches & develop a playing surface for multi-purpose sports grounds to support participation growth</p> <p>C Develop a network of education coordinators to recruit and train coaches, umpires and scorers to support participation growth</p> <p>D Support existing club competitions to grow, in particular increasing the number of senior female teams and link senior clubs to support junior competitions</p> <p>E Develop resources to support regional associations establish modified competitions to attract new or lapsed senior participants (e.g. 6 a-side, T20, corporate leagues)</p>	<p>A Identify and develop talented youth and senior players through appropriate high performance programs and overseas player placements</p> <p>B Organise and deliver high quality national age group and senior men's and women's championships</p> <p>C Develop quality playing programs for men's and women's teams in preparation for major international events</p> <p>D Leverage the national women's team's participation in the 2014 Asian Games to promote the sport on a national scale and attract elite female athletes from other sports to the game</p> <p>E Develop a 'home of cricket' with high quality playing and training facilities</p> <p>F Increase national media profile of cricket around national teams, major international tournaments, national tournaments, and the hosting of major events that create a strong legacy</p>	<p>A Bring our governance into line with a modern, corporate governance structure and transition to a PIAA</p> <p>B Recruit and develop high quality staff and build a strong office environment and culture</p> <p>C Maintain strong partnerships with Cricket Victoria and ICC EAP to support the organisation to grow</p> <p>D Develop effective and regular communication processes with stakeholders including a new website and bi-monthly e-newsletter</p> <p>E Create regional associations as voting members of the JCA who are aligned to the national strategy and have responsibility of coordinating and growing the game in their region</p>	<p>A Multi-year sponsorships signed for Cricket for Smiles and national junior competition products</p> <p>B Develop a JCA Partnership Programme to attract new sponsors</p> <p>C Strengthen JOC relationship to use their Partnership Programme and gain JOC Full Membership</p> <p>D Regional associations increase level of self-sufficiency through local business community support and appropriate user-pays playing models</p> <p>E Target participation increases and non-ICC income increases to maximise ICC performance funding</p> <p>F Develop new income streams to diversify revenue base, e.g. advertising on website, publications</p>			
					<p>B Provide 'non-direct' support and education to teachers, e.g. Through training for student teachers in universities, JET program, partnering w/ companies providing packaged curriculum resources</p>	<p>C Develop strong relationships with local media in targeted regions to increase cricket's profile</p>	<p>D Develop new website and improve social media platforms to better promote the sport and JCA activities</p>