

MEMO TO: All ICC Members
COPY TO: ICC Development Committee
Regions & Staff
DATE: 3 September 2009



SUBJECT: ICC DEVELOPMENT RESEARCH - 2008

Dear ICC Members

As you are aware, the ICC conducts a detailed annual research process of all 94 Associate and Affiliate Members. This important process measures cricket activity across various key indicators at all of national, regional and global levels.

Following the collection and collation of figures from last year (taken as at end-December), I am now pleased to attach the complete tables of ICC Research information from 2002 to 2008. These figures include combined men's and women's data; with women's only figures able to be extracted and made available separately if required.

It is worth noting the following global results for some main areas during the 12 calendar months of 2008:

- **Participation** – 21% increase in overall participation; including a 6% increase in senior playing (formal competition teams), a 17% increase in junior players (formal competition team) and a 28% increase in junior involvement
- **Coaches** – 4% increase in active coaches
- **Umpires** – 27% increase in active umpires
- **Grounds** – 3% increase in total grounds.

In addition to 2008's results, the following provides a summary of overall growth since research figures were first collected in 2002:

- **Participation** – 185% increase in overall participation to 409,974
- **Coaches** – 99% increase in qualified coaches to 8,018; 83% increase in active coaches to 5,642
- **Umpires** – 151% increase in qualified umpires to 6,086; 133% increase in active umpires to 4,609
- **Grounds** – 49% increase in total grounds to 2,197.

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These basic summaries demonstrate positive progress and are a tribute to the efforts of the local cricket workers and enthusiasts that dedicate themselves to the growth and improvement of our sport within the developing cricket world. Alongside clear evidence of improving standards on the field, it is also a continued signal that the development strategies of National Cricket Bodies, along with the assistance of the ICC Regional Development Programmes and the Full Members that support them, are yielding returns.

Within the latest results, it is worth highlighting that 2008 saw the highest ever increase in new junior cricket activity – 67,623 more participants in competitions and involvement programs – than any year on record. Given that sustainable growth is a key strategic objective of the Pepsi ICC Development Program, these indications bode well for the future of cricket within Associate and Affiliate Member countries

Much more work will now be done with this Research process' data and detail (contained in the attached) and your regional office will be in touch in this respect. But, in an overall sense, we would like to take this chance to congratulate all relevant Members on these achievements throughout 2008. We especially look forward to them being built upon – in each and every country – during the all-important 2009 year for which ICC's investment in the development of the game and such nations has materially increased.

Finally, thank you very much for your cooperation in the submission and maintenance of this important information. We trust that your on-going records are also of great use to your national endeavours. If you have any queries regarding this research data, please just contact your relevant Regional Development Manager.

Best wishes for all your cricket development initiatives.

Kind regards

Sent via e-mail

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