

First of all I wanted to thank CCL LMC members, CCL EC leadership for supporting me to make this trip. I also wanted to thank ICC Americas for organizing the USA Cricket Town Hall held Chicago Aug 29<sup>th</sup> 2015 and arranging for the accommodation and help coordinate this meeting.

The turnout was really great with about 80-100 representatives from all over the USA. It was heartening to see the enthusiasm, passion and urgency displayed in the room to take cricket to the next level. Most of the participants were from ACF, CCUSA and lot of youth cricket coordinators from across the country. I was pleasantly surprised by the number of volunteers promoting youth (boys and girls) cricket. There was reasonable representation from senior cricket leagues from various regions in the us.

I also wanted to really thank ICC for conducting this town hall and take this opportunity to commend Mr Dave Richardson (Chief Executive) and Mr. Tim Anderson (ICC Business Development – Dubai) for taking time off their busy schedule and be part of this event. ICC's focus from the top level to improve cricket in the USA shows the commitment from the board to grow the opportunity they see of cricket in the USA.



Mike Haysman former Australian Cricketer and South African Commentator who now lives in the USA preceded the proceedings and anchored the meeting. We have all seen him covering international cricket in South Africa and it was good to meet him in person. He comes with extensive media experience and gave his view point about how from a commentator perspective folks in the likes of Sunil Gavaskar, Ravi Shastri have expressed interest in growing cricket in the USA and how they always enquire about the state of cricket in the US and what they can do to help grow cricket in the US soil.

The main agenda around the meeting was forward looking but however with the ICC executive team present, they spent some time explaining the ICC process/rationale to suspend USACA. They clarified that suspension did not mean expulsion and hence USA Cricket team are still given a chance to participate in the T20 Qualifier and how the U-19 team were still proceeding with their participation in the upcoming events.

To set the context Mr. Richardson gave an overview of how ICC works. We all know it is a non-profit organization with members (similar to our league) constituting the committee. There are full member and associate members. With the leadership changes and recently concluded strategy discussion around building cricket capabilities within its associate members, there is focus from ICC as well as the big cricketing boards like BCCI, ECB, ACB to help and support cricket within its associate members (likes of Scotland, Ireland, Netherlands, Jersey, PNG, Kenya, Namibia, Canada etc.). This



has been the main driver to revisit the state of USA as some of the associate members even though smaller footprint in terms of cricket have gone ahead and performed and represented in the larger ICC events in the past. Why can't USA do it?



The main reason for the USACA suspension has been violating the ICC Constitution in number of counts which mostly pointed down to lack of organization, governance and structure. As an associate member USA violated ICC Membership and also Funding Policy rules which measures every country in a score card of performance (ROI etc.).

Post the ICC governance and new strategy meeting held recently the focus has been around global perspective and developing cricket around the world. They want to go with a merit & performances based scorecard approach and avoid the situation of same old top countries winning all or most of the ICC tournaments. They are hoping this will make the playing field equal and for new entrant

members a chance to win.

Mr. Anderson set the larger agenda for the meeting laying down how to approach developing cricket in the USA – what will be the strategy for the future, which way USA cricket would like to take itself and then what will be the roadmap and how to get there. This was the main focus of the Town Hall meeting.

ICC has put together an Advisory Group comprising of the following team:

- Dan Migala – Sports Consultant  
[https://www.linkedin.com/profile/view?id=AAkAAAAIKWcBS\\_Q2OgMfIHdMsdVzAZWH\\_XhB3\\_Y&authType=NAME\\_SEARCH&authToken=TNc4&locale=en\\_US&trk=tyah&trkInfo=clickedVertical%3Amynetwork%2CclickedEntityId%3A534887%2CauthType%3ANAME\\_SEARCH%2Cidx%3A1-1%2CtarId%3A1441390104885%2Ctas%3Adan%20migala](https://www.linkedin.com/profile/view?id=AAkAAAAIKWcBS_Q2OgMfIHdMsdVzAZWH_XhB3_Y&authType=NAME_SEARCH&authToken=TNc4&locale=en_US&trk=tyah&trkInfo=clickedVertical%3Amynetwork%2CclickedEntityId%3A534887%2CauthType%3ANAME_SEARCH%2Cidx%3A1-1%2CtarId%3A1441390104885%2Ctas%3Adan%20migala)
- David Richardson and Tim Anderson
- Ben Kavenagh, Wade Edwards and Tom Evans – ICC Americas

ICC did not plan to take over administration of USACA (or for that matter whoever will run cricket in the USA – could be ACF, CCUSA, or some new body) group but will be supporting a local advisory group that comprised of:

Usman Shuja	USA National Player
Dr. Vincent Adams	Liaison <a href="http://newyorkcricket.com/interviews/2015/03/dr-vincent-adams-aims-to-rescue-u-s-cricket/">http://newyorkcricket.com/interviews/2015/03/dr-vincent-adams-aims-to-rescue-u-s-cricket/</a>
Jagan Jaganathan	Chairman, ACF <a href="https://www.linkedin.com/profile/view?id=AAkAAADj5ukBdGZxhiEV4LIPqIEhvORnLUyYtKc&amp;authType=NAME_SEARCH&amp;authToken=enMV&amp;locale=en_US&amp;trk=tyah&amp;trkInfo=clickedV">https://www.linkedin.com/profile/view?id=AAkAAADj5ukBdGZxhiEV4LIPqIEhvORnLUyYtKc&amp;authType=NAME_SEARCH&amp;authToken=enMV&amp;locale=en_US&amp;trk=tyah&amp;trkInfo=clickedV</a>

	<a href="#">ertical%3Amynetwork%2CclickedEntityId%3A14935785%2Ca uthType%3A_NAME_SEARCH%2Cidx%3A1-1- 1%2CtarId%3A1441390807945%2Ctas%3Ajagan%20ja</a>
Brian Walters	We know from Central West Region
Jim Isch	NCAA – COO (he was not present in the meeting)
Nigil Melville	USA Rugby
Patric Sandusky	US Olympic Committee

Post the USACA ICC suspension and the context around how ICC works; majority of the time was spent on strategizing for the future. The main focus from ICC in terms of strategy has been:

- Cricket
- Integrity
- Major Events
- Game and Market Development

For Full and Associate members ICC redirects its money to Funding, Hosting Events and providing Services. Specific to USA Cricket, the ICC Advisory Group and the Local Group will be working on the strategy development in the coming days working closely with the cricket stakeholders across the country.

The market analysis team has done detail analysis of the state of cricket with the help of 3<sup>rd</sup> party consulting group. The amount of data and insights they have done was impressive. To give some facts:

- Number of senior cricketers in USA is more than Ireland, Scotland etc.
- 65% of cricket in Americas is represented in USA; Canada is only 26%
- In certain dimensions USA was more than NZ & Zimbabwe
- USA cricket is ranked #25 in world ranking
- 94% of USA is seniors and only 6% Junior – Youth cricket development stands as the biggest concern and challenge
- Non-ICC income was \$250,000 – which was way low
- Full Time Employees is negligible
- In terms of number of grounds – USA was in the middle
- Not many coaches
- Even though not segregated to buckets but USA had abundance of umpires 😊

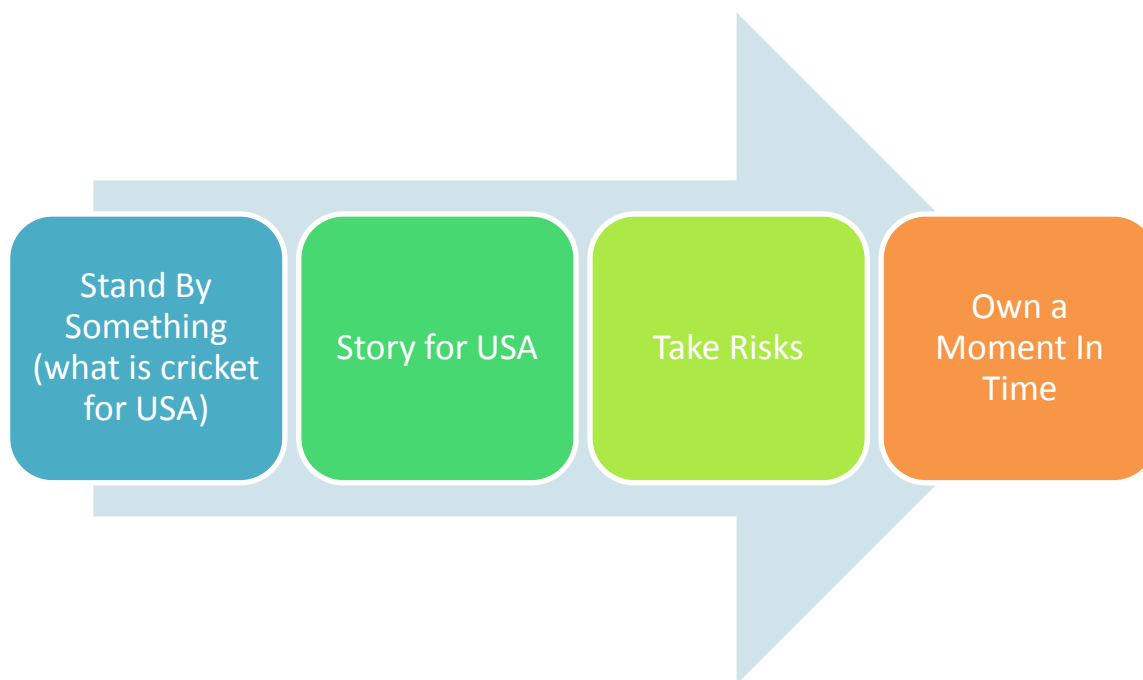
Dan Migala – strategy consultant engaged for sports and fan development by ICC Advisory Group has previous track records of developing MLS (soccer as sports), MLB and has been consultant to teams like San Antonio Spurs etc. set the tone for the strategy discussion and what ICC will be doing the next few weeks/months.

The theme was discussed with Soccer as a case study. Soccer was nowhere in the USA sports map in 1994. In 20 years with the vision of MLS, they took it to a completely different level. This started with building awareness by hosting the 1994 FIFA World Cup on US soil and then with targeted fans building etc. especially with the support of Hispanic communities – soccer has taken off in the US. Why cannot cricket model against that?

Some of the ideas/guidance thrown to form the strategy were:

- Think Big Focus Small – 1844 was when cricket was played on US soil for the first time; Keeping 2044 (30 years vision) as the 200<sup>th</sup> year anniversary for Cricket – where can US Cricket be then (similar to 20 year story around soccer)
  - Focus small
    - can ICC host upcoming ICC world cup in the USA?
    - Governance and Admin
    - Infrastructure Development
    - National Team Performance
    - Youth and Women development
    - Fan Development
- Script a story for cricket in the USA – if tennis cricket is more popular then so be it; if beach cricket then let it be; but what is the cricket story to be told in the USA
- Youth Participation
- Fan Nurturing
- Engage USA Commercial Marketplace

The strategy session before panel discussion ended with the following theme:



Personally I am not sure if such a focused session with ICC Executives had ever happened before in the US. To be part of it is really a privilege and I want to thank CCL members for allowing my participation. I will keep you all posted around updates following this meeting.

As a side note, I got a chance to meet with ACF board members, various league representatives from various parts of USA, coordinators running full-fledged Youth programs elsewhere in the country. Overall it was a great networking opportunity.

League representatives came in very formal – blazers which had league logos, ties, business cards. I collected a ton of these cards which we will put in our records so can reach out in the years to come. I wore the Littleton Cricket Club – F40 whites as that is the one that came closest to representing our league.

Did you know this?

<http://www.smh.com.au/sport/cricket/michael-clarke-involved-in-first-mlb-pitch-20140413-zqu8p.html>

It seems after this, Clarke's #23 was the highest sold jersey that season. Amazing isn't it!!