

Japan Cricket Association
Strategy 2018 ▶ 2022

Building A Brighter Future





The JCA Mission and Values of Cricket

MISSION

To enrich lives and broaden horizons by building bridges between people and communities within Japan as well as overseas.

Values

"Cricket is a sport that..."

... is played in more than 100 countries around the world and connects over a billion people. We celebrate this shared passion and are part of the Global Community.



...puts the team first but still celebrates individual success. It embraces different skill sets and provides opportunities for all types of people and players.

...age, race, gender and religion do not matter. The game is open and welcoming to all abilities and breaks down boundaries to enhance harmony in the community.

...is run by a unique code where the 'Spirit' of the game is more important than the laws. Players are held to a higher moral standard and must respect opponents, teammates and officials. The Spirit of Cricket teaches valuable life lessons applicable to young and old.



The Mighty Tree of Japan Cricket

For a sport to develop it must be in the public eye. There needs to be touch points where people can experience it for the first time and these must be suitable for all abilities, ages and genders. Additionally there must be facilities, fans, leaders and sponsors in order to sustain development. Using the example of a tree, the players begin at the roots and travel up the trunk, but it is the branches that creates a healthy tree.

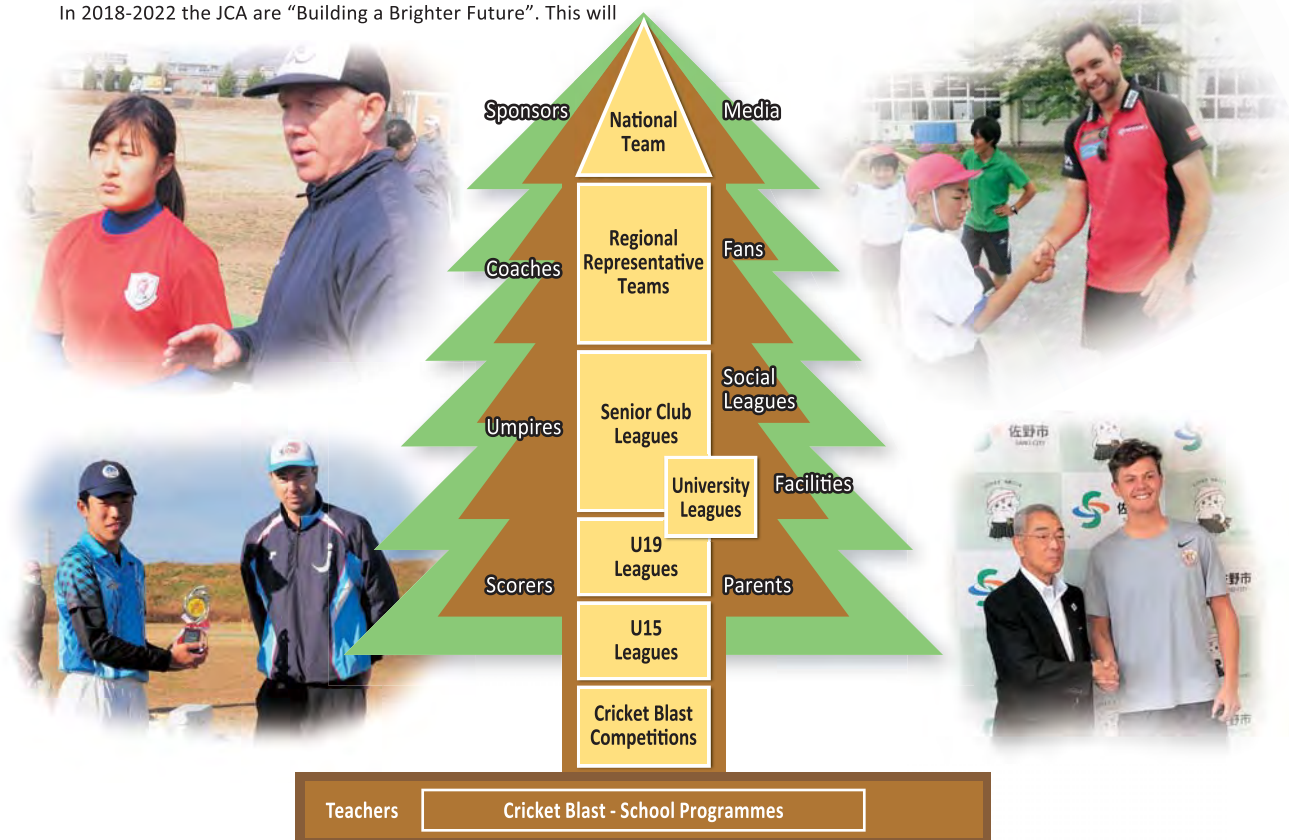
The JCA strategy for 2013-2017 was to make cricket a "Shining Sport of Choice". To do this there was a heavy focus on the roots of the tree, developing a junior program that would provide a solid base for a long life. The focus was predominantly in the Kanto region and creating regional hubs.

In 2018-2022 the JCA are "Building a Brighter Future". This will

require nurturing the growth of the tree and supporting it to grow, while also looking at new areas outside of Kanto where the land is fertile and able to sustain the growth of future trees.

A focus will be on attracting unprecedented levels of participants through innovative and exciting social formats. People should be playing for pure enjoyment, and not be held back by traditional thought processes.

The growth of a tree takes time, but they can live for centuries. The next five years will see our trees start to develop more branches and eventually grow into forests. For those involved in cricket today, the next five years will bring an enormous shift in what they believe is possible in the future.





Successes of the previous strategy (2013-2017)

Developing Cricket Hubs in Kanto

【Sano】 Growth as a City of Cricket with increased junior numbers (U12 & U15), developing coaches, hosting domestic & international tournaments, growing the Supporter Club and beginning to develop a top facility.

【Akishima】 Named as a City of Cricket, creation of junior club (U12 & U15), hosting domestic leagues and forming its own Supporter Club.

【Sanmu】 Working towards City of Cricket status with facility and domestic league.

【Yokohama】 Hosting junior and adult cricket and improving practice facilities at local club.

Establishment of Regional Associations and Tournaments

Targeted regions in: Hokkaido, Hokushinetsu, Kinki, Kyushu, Tohoku and Tokai with ambitions for all to compete in the T20 Japan Cup. Delegates identified and training courses delivered.

Developing Young Players

Increased focus on developing junior players through special summer camps open to all.

New Tournaments, New Teams

The player pathway was refined and clarified so juniors can take easy steps from Under 12, through the Under 15 and Under 19 Leagues, onto club cricket, the Japan Premier League and ultimately the National Team. There has been consistent growth across all platforms.

Creation of Junior Programme

Establishment of Cricket Blast as a product to deliver in elementary schools as well as in the community; offering regular playing opportunities. Program running in Akishima, Sano & Yokohama.

Establishment of the East Asia Cup

A partnership with China, Hong Kong, Japan & South Korea was formed to promote and provide more opportunities for our Men's and Women's National Teams.

Production of Cricket Clothing by a Domestic Maker

New & Improved Partnerships with Overseas Cricket Organisations

Cricket Victoria agreement expanded to include High Performance coaches. New partnerships are; Cricket Without Borders (Melbourne) with the JCA, and Marylebone Cricket Club (London) with Sano City. Both involve young cricketers visiting Japan for 5-7 weeks.

New Website and Newsletter

The new JCA website was launched and there is a much increased social media presence for the JCA. A quarterly newsletter was also introduced to keep people informed.

New Office, New Staff

A new office allowed staff numbers to increase. Staff received more professional development.

New Independent Board Directors

Following the 2013 review an Independent Board of Directors was established bringing wide range of expertise and knowledge to the decision making process.



Cricket in Japan - current state and challenges



3,525 Players in Official Competitions



Competition Base:
Akishima, Fuji, Kameoka, Sanmu, Sano, Sendai and Yokohama



Social Media Followers
Facebook : 5,200 Twitter : 11,000



EAP* Regional Ranking
Men : EAP 7th Women : EAP 4th

* EAP : East Asia and Pacific Region

Challenges

- Independence of Regional Associations
- Teacher Training
- Securing Facilities
- Increasing player numbers through modified formats
- Female Participation
- Junior Participation
- Keeping juniors in cricket
- Awareness of cricket in general
- Developing Fans
- Funding / Sponsorship





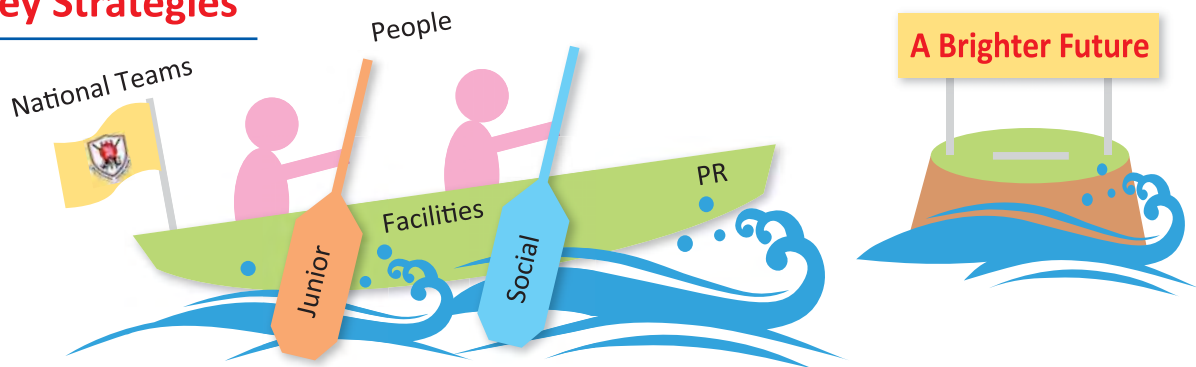
The JCA 5 Year Strategy (2018 - 2022)

What we want to achieve
Vision 2022

Building a Brighter Future

In the next five years cricket will become a part of life for a whole new audience in Japan. Opportunities for all, provided by creating innovative formats, will enable cricket to be recognised as accessible, fun and inclusive. As part of a global community cricket will inspire the biggest possible dreams for its future generations.

How we will achieve the vision
Key Strategies



[National Teams]

The National Teams are our flag-bearers. We will develop teams that inspire the next generation of fans and players by being role models and high performers.

[People]

Our people are our greatest asset and will drive us towards our goal. We must develop administrators, coaches, scorers, umpires and volunteers who have a lifelong love of cricket and a desire to help the sport grow in Japan.

[PR]

Promotion is the vehicle which will carry us forward. We must educate the Japanese public about cricket and its opportunities, and engage with our wider audience both at home and abroad. Using a variety of media outlets to grow our fan base and foster dreams of competing at global events.

[Junior]

Cricket Blast is the first step onto the pathway to a lifelong love of cricket. As the foundation of junior development we will take the programme to new places and grow participation in this fun, entry level format designed for 6-12 year olds. We will also expand the number of Junior Clubs which provide regular practice and playing opportunities in the existing junior leagues.

[Social]

Cricket must not be held back by tradition. By creating modified formats we expect a significant growth in participation. We will embrace innovation to create a unique social experience which is both simple and safe for participants. We can then harness all opportunities to create leagues and bring businesses, communities, and cultures together.

[Facilities]

More facilities will mean more people playing the game in more places. We will support the development of Cricket hubs that have playing facilities in each region. Focussing our resources to work with local councils and communities in targeted hubs creating "Cities of Cricket". This will ensure that Cricket contributes to the local community in a multitude of ways, primarily sports tourism and opportunities for children.

KPIs

5 Cities of Cricket*, 5,000 players

*Regional hubs of Cricket selected as target areas to host tournaments and grow participation. The goal is to develop "Cities of Cricket" that meet the following three conditions: (1) Venue with hard pitch, (2) Host a Japan Cup regional qualifier, and (3) Host Cricket Blast.

Junior

Grow junior player base:

- 100 Jr teams: Cricket Blast (60 teams), U15 / U19 (40 teams).
- 250 members of JCA run Junior clubs.

Social

Increase opportunities by having:

- 200 social cricket teams.
- Social formats for corporate teams, females and senior players.
- A prestigious unified national tournament.

People

Develop admin and cricket expertise so that:

- 9 regions can run Japan Cup qualifiers
- 6 regions can run Cricket Blast.
- 100 teachers teaching cricket in schools.

P R

Grow our presence through:

- 3 articles annually in each of 6 regions.
- 10 articles in 5 years in National media.
- 50,000 social media followers.

Facilities

Increase opportunities by obtaining:

- Hard pitch in 3 new regions.
- Training/social cricket facility in/around Tokyo.
- International/high performance facility.

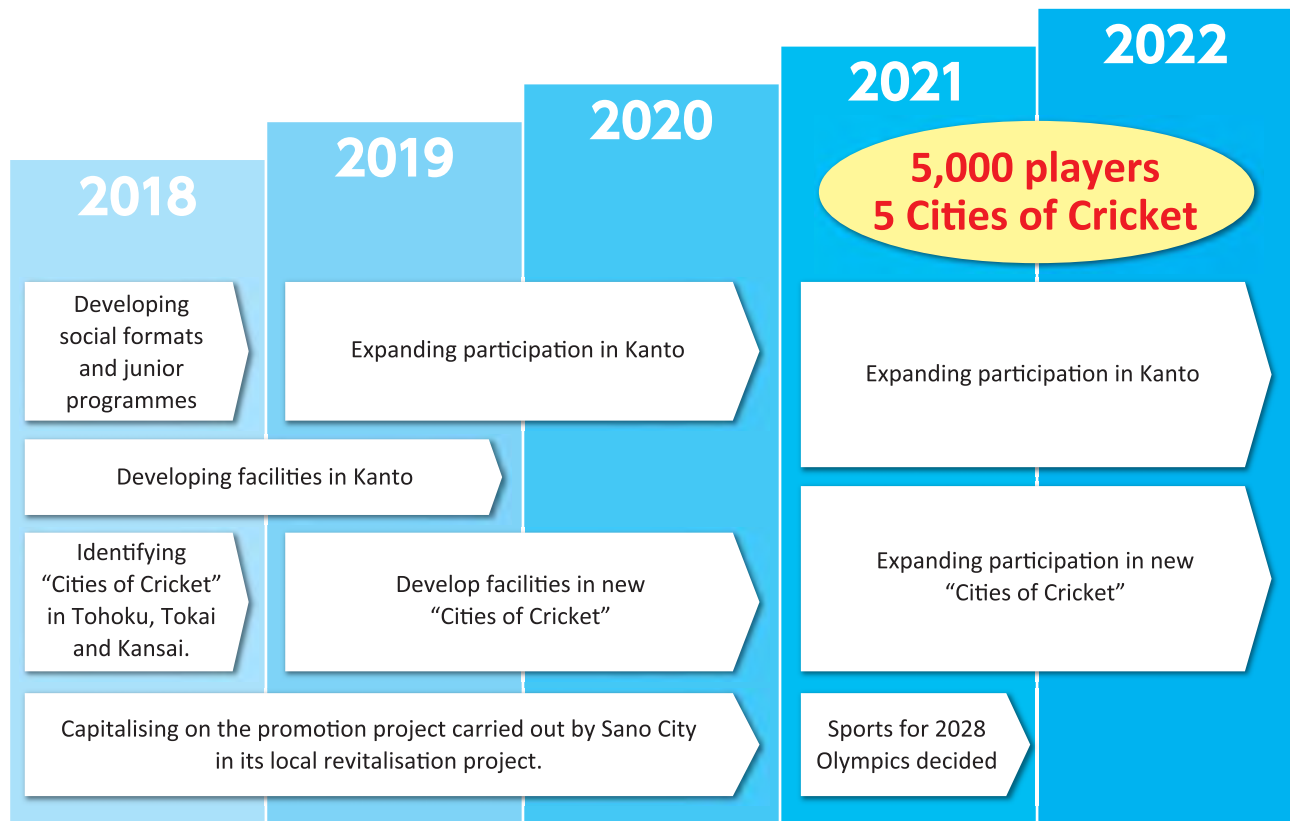
National Teams

Celebrate the success of our national teams by:

- Women: Winning a regional tournament.
- Men: Win East Asia Cup
- 1 Japanese Player with Pro potential (eg: BBL Rookie, MCCYC contract).
- Japan U19 team formed.



The steps to the Vision 2022

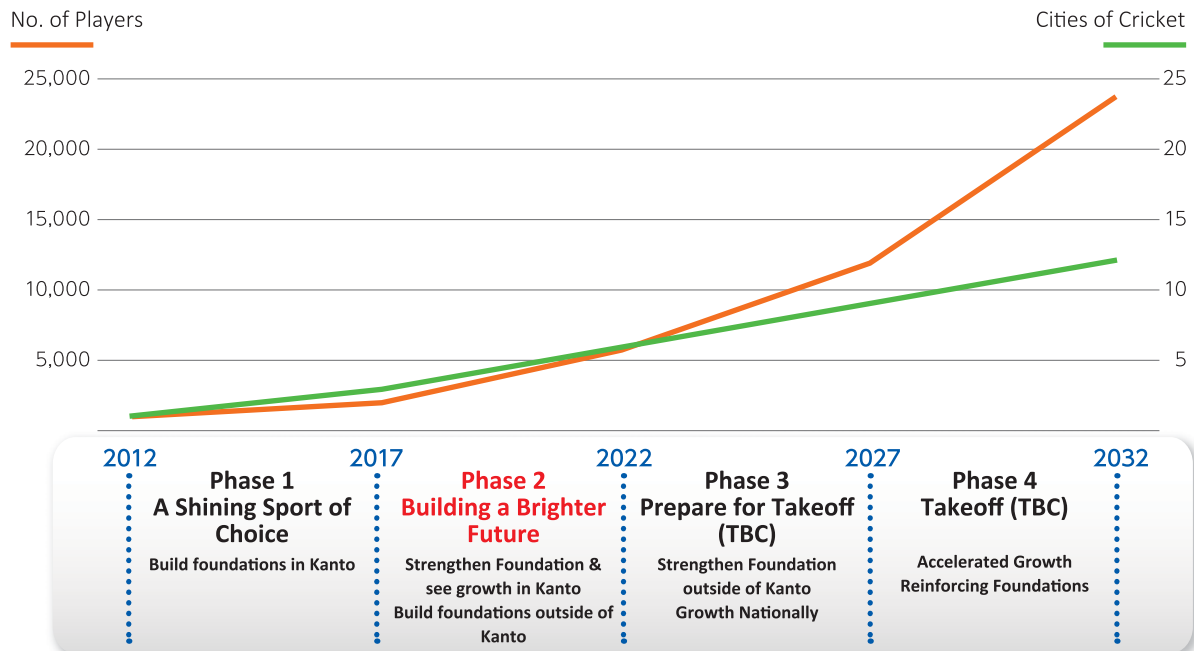


Future of Cricket in Japan



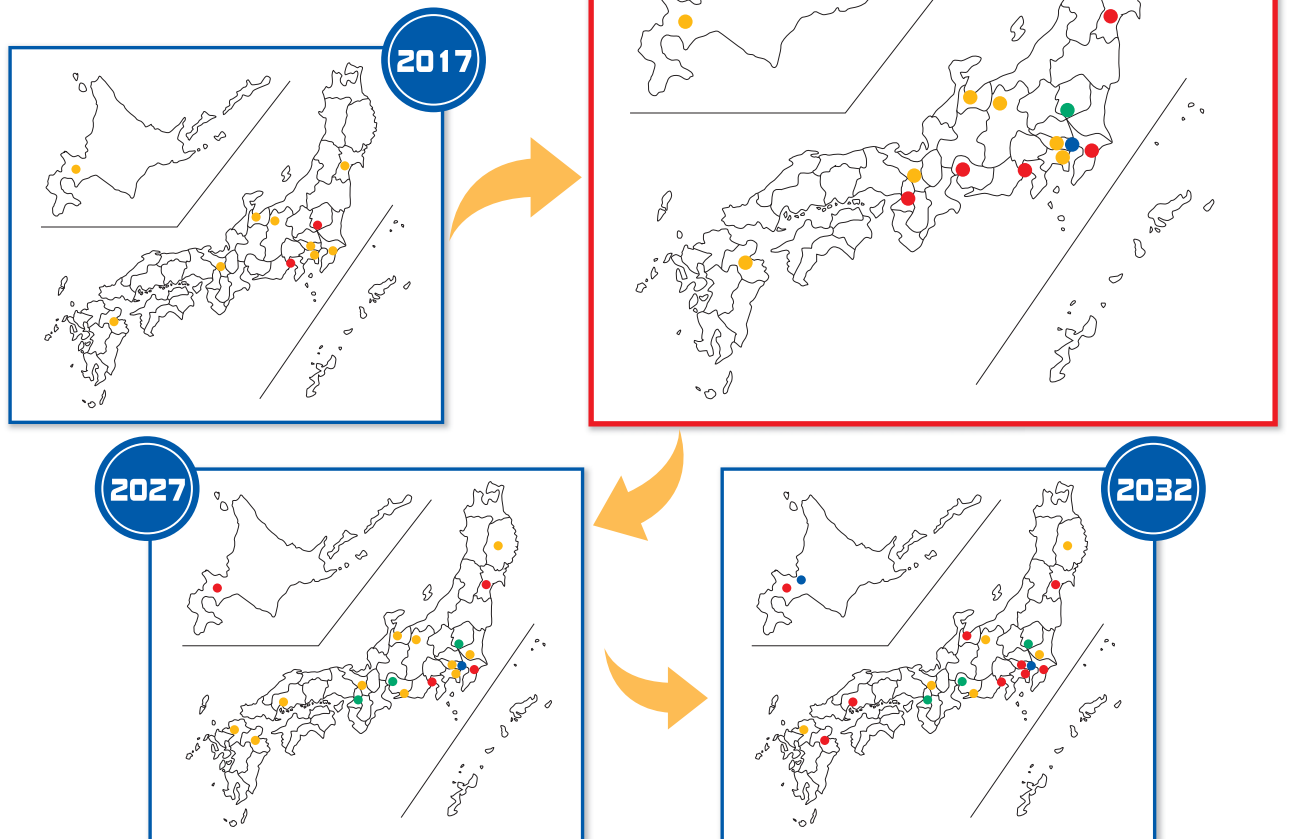


Where this strategy fits in with the past and the future



Hardball Hubs and Facility Development Map

- Hardball Cricket Hubs
- Hubs with Good Quality Playing Facility (City of Cricket)
- Hubs with International Standard Playing Facility
- Hubs with Training/Social Facility





Faces of Cricket



