

Japan Cricket Association
Strategy 2023 ▶ 2027

KAIKA

- Time to Flourish -



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 ..."



...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.

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

...where 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.

...that 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 create a healthy tree.

In the JCA strategy for 2013-2017, A Shining Sport of Choice, we focussed heavily on the roots of the tree, developing junior programs that would provide a solid base for a mighty tree. The focus was predominantly in the Kanto region and creating regional hubs.

The next strategy for 2018-2022, Building a Brighter Future, focused on nurturing the trees that had been planted and supporting them to grow, while also looking to plant new trees in strategic areas that could fast-track the development of a forest. During that time we planted trees in the Kansai and Tohoku regions, as well as experiencing many other successes on and off the field which are outlined in the following page.

In the new strategy for 2023-2027, KAIIKA - Time to Flourish, the focus will be on nurturing the trees so that the flowers will bloom. We believe that by the end of 2027 we will be attracting the eyes of many and providing enjoyment for all. The blossoming successes on and off the field will put Japanese Cricket on the map.





Successes 2018-2022

First Japanese
**Professional
Player**

Renovation of the
**Sano International
Cricket Ground**

Qualified for the
U19 World Cup

**Parliamentary
Support Group**
Established

**Men's
National Team**
East Asia Champions
(Twice)

Women's Cricket
21 teams
J-BASH (Social,
Challenge, All Stars)

Men's Cricket
109 teams
61 in Japan Cup
New JPL, JCL T20,
Community Cup

Jr Cricket
20 teams playing in U19
and U15 League
Cricket Blast Series in 5
locations

Education
21 courses
Umpire Panel
4 T20I Umpires

Social Cricket
180+ Teams
Champions Trophy
21 teams in Sano

Facilities
(Cricket purpose facilities
with hard pitches)
7 (2017) → 14 (2022)
Sano, Sammu, Kaizuka, Watari

Media Exposure
26 National Stories

Social Media
40,000 followers
70 + Live Streams

Income (Non ICC)
86% increase



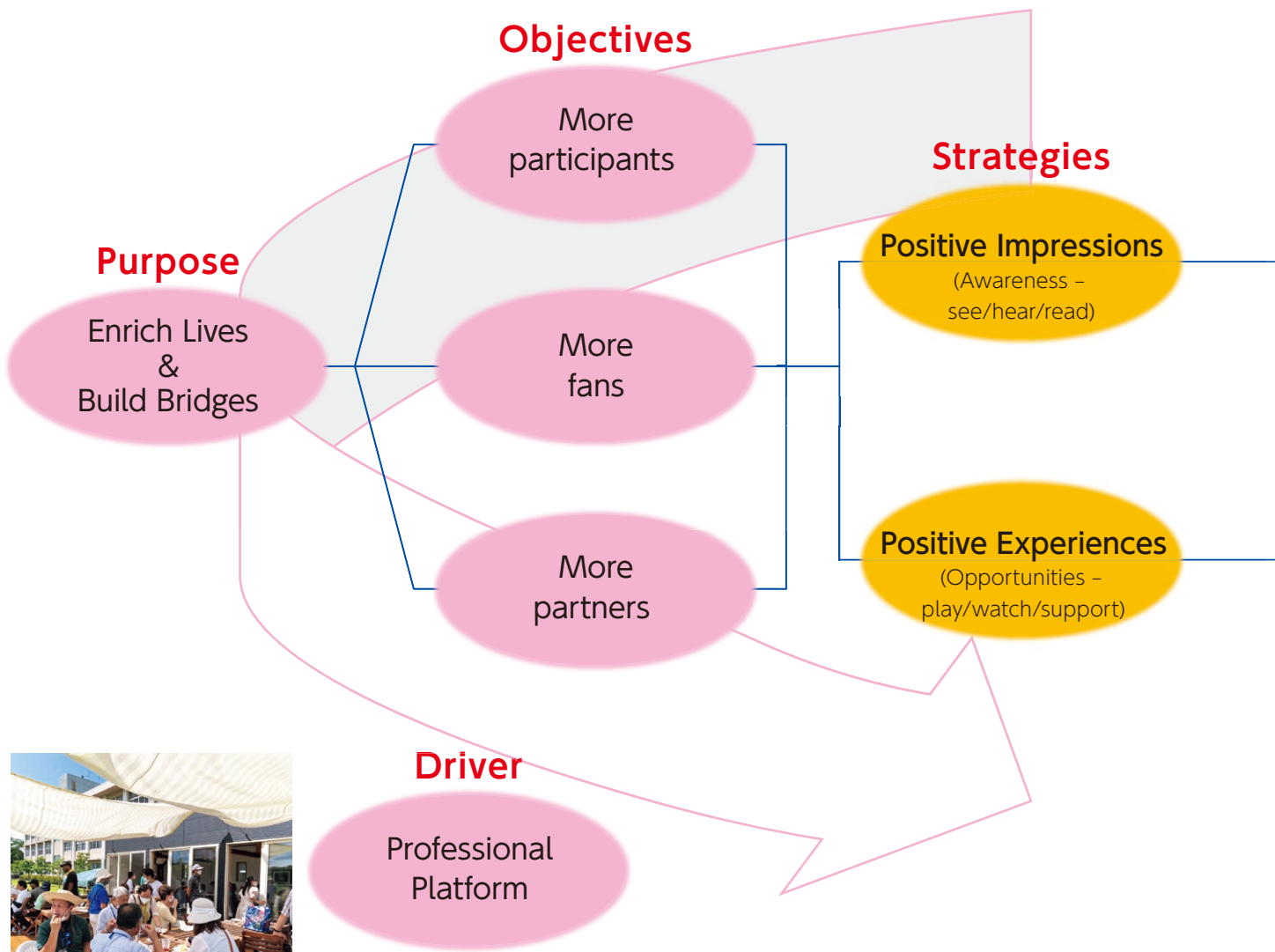
The JCA 5 Year Strategy (2023~2027)

What we want to achieve

Vision 2027

KAIKA - Time to Flourish

By 2027, Cricket will be recognised as a sport flourishing in Japan, attracting new fans, participants and partners, through: Competing on the world stage, Reaching new audiences, Creating social value for all, and Providing professional opportunities.



Themes

Female

City of Cricket

Engaging Stakeholders
(Friends, Partners, Former players etc)



JCA VISION 2027



Focus Areas

Develop Star Role Models

Build Inspirational National Teams

Digital Marketing

Improve Facilities

Engage with Schools

Deliver Powerful Events

Offer Attractive Products

Develop Experts

Develop Profit Centres

Initiatives

- ▷ Women's Talent Transfer
- ▶ Jobs in CoCs
- ▷ Professional Opportunities

- ▶ Holistic coaching strategy: The Japan Way
- ▷ Player Dev. Programs

- ▶ Create Interest Points
- ▷ Branding

- ▶ Improve Int Facilities
- ▷ Improve Playing Facilities
- ▶ Develop Training Facilities in Tokyo/Osaka

- ▶ School Curriculum
- ▷ Bukatsu/Club
- ▷ International Schools

- ▶ Int. Tournaments, Events, Programs, Competitions

- ▶ Streaming
- ▷ Merchandise, Content

- ▶ Umpires, Scorers, Coaches, Commentators, Streaming, Volunteers, Staff

- ▶ Fee for Service Programs, SICG/Tea Room, Events

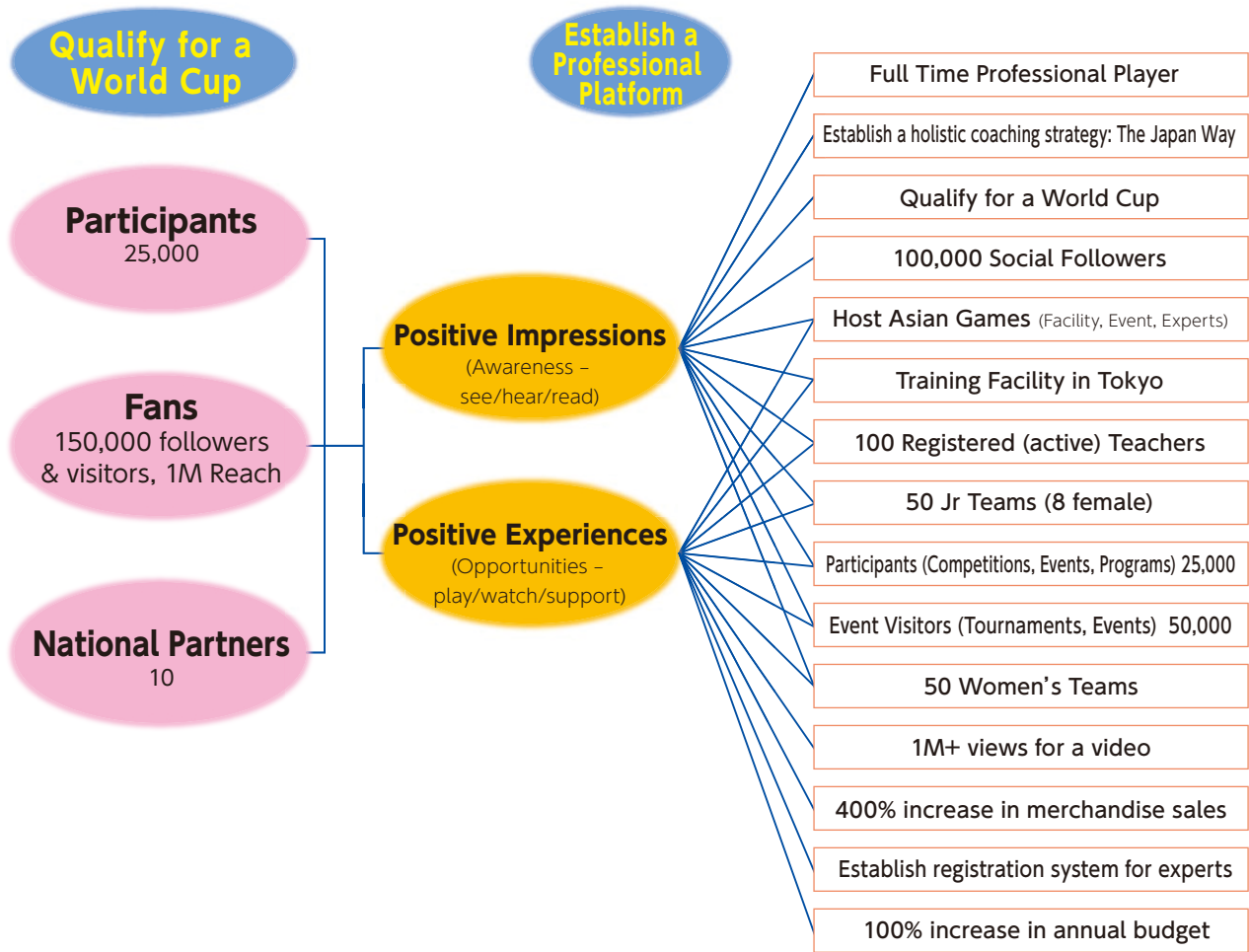
Creating Social Value

Japanese

Junior to Senior Pathways



Goals



Future of Cricket in Japan





Faces of Cricket



**JCA
Strategy**
2023▶2027



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Twitter



Instagram



YouTube



Newsletter



Cricket
Introduction
Video



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