



# CRICKET NSW

*Inspiring and Activating Regional NSW with Cricket*

Cricket NSW's Regional Cricket Content Strategy





## FOREWORD

Cricket is Australia's favourite sport, and in NSW we have a strong, passionate, inclusive and multicultural cricket community. Spanning from Regional NSW to our cities, there are over 160,000 registered players and 450,000 participants, ensuring cricket is in the fabric of almost every community in NSW. At Cricket NSW our purpose is simple - to inspire everyone to play and love cricket.

It is well documented that Regional NSW is the heartland of cricket in our state. Despite having a smaller population than metropolitan Sydney, regional NSW accounts for around half of the state's registered players; more than 250 adolescent cricketers (aged 13-19 years) in the CNSW pathway system; and produces over 50% of NSW's contracted professional cricketers.

Over the past decade regional communities have been through tough and trying times. From drought through to bushfires, floods, and Covid-19, the resilience and fabric of these communities has been tested significantly. Cricket NSW has been standing by these communities throughout these tough times, and now, as they begin to rebuild in partnership with Cricket Australia we have provided up to \$6 million in bushfire, Covid and flood relief for local cricket infrastructure.

Cricket NSW is committed to supporting these communities by providing much needed economic uplift and tourism. Since 2020 BBL games have been played in Coffs Harbour and this season saw the first BBL fixture played in Albury. Both fixtures in the 22/23 season were sell-outs.

With a raft of cricket content available, including BBL, WBBL, Sheffield Shield, Marsh Cup, WNCL, State Youth Championships, grade cricket carnivals and much more, we feel we can support these communities by scheduling content within the regions.

Yours in cricket,



**Lee Germon**  
CEO, Cricket NSW



### Contact:

**Lee Germon**  
Chief Executive Officer  
[Lee.Germon@cricketnsw.com.au](mailto:Lee.Germon@cricketnsw.com.au)

**Erin Todd**  
Head of Cricket Operations,  
Government Relations and Infrastructure  
[Erin.todd@cricketnsw.com.au](mailto:Erin.todd@cricketnsw.com.au)  
0421 963 108

**David Tricca**  
Government Relations &  
Public Policy Manager  
[David.tricca@cricketnsw.com.au](mailto:David.tricca@cricketnsw.com.au)  
0411 038 418

# REGIONAL CRICKET

## THE SNAPSHOT:



- **8** matches including Men's and Women's BBL and Sheffield Shield – world class competitions featuring world class players, driving visitation to, and exposure of Regional NSW.
- Men's and Women's high-performance pre-season camps, culminating in CNSW's 'Country Blitz' to all Regions.

- **14** Cricket Carnivals attracting players and their families from across the State to host Regions.
- Improving and activating Regional facilities.



- **\$7m** Combined direct boost to Regional NSW per annum.
- Numerous social, health and infrastructure benefits to host Region communities.

### SOCIAL MEDIA REACH

**Cricket NSW**

310k Followers

90.2k Followers

48.8k Followers

1,089 Page Views

**Sydney 6ers**

932K Followers

259k Followers

172k Followers

1,946 Page Views

**Sydney Thunder**

1M Followers

209K Followers

158K Followers

12,087 Page Views

# CONTENTS

## The Opportunity

- 4** Cricket in Regional NSW
- 5** The Next Stage in Cricket NSW's Engagement in Regional NSW

## The Content

- 6** Big Bash League (BBL)  
Women's Big Bash League (WBBL)
- 7** Sheffield Shield  
Marsh One Day Cup  
Women's National Cricket League (WNCL)  
Cricket Australia Toyota 2nd XI
- 8** Pre-season Camps  
Cricket Carnivals

## The Proposal

- 9** A Summary
- 10** Details
- 11** Tournament

## Benefits & Beneficiaries

- 12** Benefits & Beneficiaries

## The Alignment

- 13** The Alignment

## The Ask

- 14** The Investment  
Timing



# THE OPPORTUNITY

“  
*When NSW cricket is strong,  
it's from country cricketers –  
there's a whole bunch of talent.*  
”

– Stephen O'Keefe, Sydney Sixers

## Cricket in Regional NSW

NSW is Australia's largest cricket participation state, with over 450,000 total participants and over 160,000 registered players in organised competitions across the State.

Regional NSW is the heartland of cricket, accounting for around half of the State's registered players, despite having a smaller population than metropolitan Sydney. Further, many of NSW's and Australia's greatest ever cricketers including Sir Donald Bradman, Belinda Clark, Glenn McGrath and Nathan Lyon, honed their craft growing up in Regional NSW.

That tradition continues today, with half of Cricket NSW's (CNSW's) current contracted players having grown up in the Regions and over 250 adolescent cricketers (aged 13 to 19 years) from Regional areas currently in the CNSW pathway system.

This has not happened by accident. CNSW has a long history of sustained investment and support of cricket players and communities in Regional NSW. Presently, this investment includes 34 Regionally based staff plus operating expenditure servicing the large amount of registered cricket participants and delivering participation experiences to up to 20,000 school children in the Regions annually.

## Country Cricket in 2023

**34** Permanent staff

**19,925** School participation experiences

**18,226** junior players, **26,047** senior players, **5,383** Cricket Blasters

**10** of **28** male contracted players, **11** of **16** female contracted players are from the regions

Over **\$750k** investment in grassroots facilities in the last two years

## The Next Stage in Cricket NSW's Engagement in Regional NSW

Despite this success, CNSW is determined to do more to engage and support local communities in Regional NSW, grow participation and fandom in the game and inspire and develop the next generation of cricketing greats.

A key pillar in our strategy to engage and inspire the future of the game in Regional NSW is taking our events and tournaments directly to the Regions, specifically:

- 8 professional cricket matches
- Our high performance NSW Blues (men's) & Breakers (women's) squads pre-season camps
- A host of community visits
- 14 Cricket Carnivals

This initiative will enliven local communities, boost Regional economies and motivate and inspire the people of Regional NSW to play and love cricket by bringing the best the game has to offer to their own 'backyard'.

“

***They can see it so they think they can be it.  
It's great to have this in regional areas***

”

— Coffs Harbour Mayor Paul Amos,  
Speaking at the Sydney Sixers vs Adelaide Strikers BBL game at C.Ex Coffs International Stadium, Jan 2023





# THE CONTENT

CNSW proposes to take its most valuable content (summarised below) to Regional NSW, all of which will boost economic and social impact for those destinations ultimately chosen to host.

“

***Not only does the event give our young cricketers a chance to see their idols play live, but also will bring spectators from all over the country to experience what our beautiful region has to offer***”

— Albury City Mayor Kylie King  
Remarks at Sydney Thunder's BBL game in Albury, December 2022



## Big Bash League (BBL)\*

Australia's own world-class T20 tournament, featuring the best players Australia has to offer and attracting some of the best from around the world. The BBL is cricket's 'growth product', unashamedly catering to the preferences of children, families and cohorts less represented among cricket's traditional fan-base to bring new audiences to the game. **With an average audience per game of 506k, the BBL is the most-watched sporting league in Australia, offering great exposure for partners and sponsors** (including free-to-air on the Seven West network) \*. Since the competition's beginning in 2011-12, NSW's Sixers and Thunder have won the competition four times. And we're only intending in improving that record in the coming years.

## Women's Big Bash League (WBBL)\*

In its 9th iteration in 2023, the WBBL is also a world-class T20 competition, attracting the world's best female cricketing talent. A great spectacle for cricket fans new and old, the WBBL is arguably Australia's best sporting competition for women, helping to inspire the growing number of women and girls playing community cricket who hope to one day be the stars of the show themselves.

**The WBBL has the highest television viewership of any women's sporting league in Australia and exceeds a number of prominent men's leagues as well**, including the A-League. It too receives the exposure of being on free-to-air television. Again, NSW's teams have over-indexed with success in the WBBL, with four titles in eight years.



\*Subject to Tournament Schedule

\*Measured on a per-game linear TV basis, exceeding the 458k and 443k averages of the AFL and NRL respectively [SOURCE: OzTAM. Excludes streaming audiences]

## Sheffield Shield

Steeped in tradition, the Sheffield Shield has long been the proving ground for future male Australian test cricketers. Regarded as the strongest domestic cricket competition in the world, the Sheffield Shield offers a chance for people in Regional NSW to see the current crop of emerging male stars up close. NSW is easily the most successful state in the Sheffield Shield, having won the coveted trophy 47 times.



## Marsh One Day Cup

Australia's one-day (50-over) men's domestic competition, again pitting the best male cricketers the country has to offer head-to-head in the one-day format. The NSW Blues have won the Cup on 12 occasions.

## Women's National Cricket League (WNCL)

The premier women's 50-over domestic competition in Australia, contested by the six states and the ACT, the WNCL continues the long history of women's domestic cricket competitions in Australia which dates back to the 1930s. Since the WNCL's inaugural tournament in 1996/97, NSW has dominated, winning 20 titles with four runners-up. An incredible record demonstrating CNSW's focus on the female game.



## Cricket Australia Toyota Second XI

This national, four-day domestic competition is contested by Second XIs from each state, and also features an ACT XI. The NSW Second XI and Toyota Second XI competition is a critical step in the pathway for young NSW cricketers aspiring to transition from underage high-performance programs or Premier Cricket into the 'first class' arena.



## Pre-season Camps

Critical for the preparation of the NSW Blues and Breakers high-performance squads, pre-season training camps are undertaken annually in August. Camps culminate in CNSW's Country Blitz, where contracted players travel in pairs to undertake clinics and activations in schools, clubs and local communities across all 12 of CNSW's country Regions.

**“It cannot be overstated what this event does for our community.”**

– Coffs Harbour Mayor Paul Amos

on the Sydney Sixers versus Adelaide Strikers BBL game in Coffs Harbour, January 2023

## Cricket Carnivals

These carnivals provide participation and development opportunities for talented junior and senior cricketers from right across Regional NSW. Typically attended by over 110 players and up to 240 supporters per event on average, these carnivals stimulate local economies and activate sporting infrastructure. Events include the Men's and Women's Country Championships, Bradman Cup (U16) and other male and female Youth Championships. In total, these 14 carnivals collectively have over 4,500 participants, spectators and support persons, driving vital economic activity for host Regions via accommodation, hospitality and other support services.

**“It's important for kids to see and watch their idols”**

– Josh Phillipe, Sydney Sixers

Tournaments: providing development opportunities for talented players



# THE PROPOSAL

## A Summary:

- 8 professional men's and women's matches
- NSW Blues and Breakers squad pre-season camps
- Up to 14 Cricket Carnivals

***Taken to strategic,  
priority locations in  
Regional NSW  
each year for three years***



Denotes multiple events at location



Cricket Carnival Location



**Albury:** BBL, WBBL, Sheffield Shield, Marsh One Day Cup, Second XI



**Coffs Harbour:** BBL, WBBL, Sheffield Shield, Marsh One Day Cup, Pre-season



**Newcastle\*:** Sheffield Shield, Marsh One Day Cup, WNCL



**Orange:** WNCL, Cricket Carnivals



**Wollongong:** Sheffield Shield, Marsh One Day Cup, WNCL, Second XI

**“ It’s an opportunity to see world class cricket played in their backyard, where they can see some of the world’s best players, playing some of the world’s best cricket ”**

— Gurmeh Singh, MP, Member for Coffs Harbour  
on the Sydney Sixers vs Adelaide Strikers BBL game in Coffs Harbour, Jan 2023

\*Subject to upgrades



## Details

Details of the content, proposed locations and the estimated economic impact for host Regions are summarised below.

### 'Professional' Content

Preferred locations for the 'Professional' content are based on current infrastructure provision, existing relationships with local government and other key stakeholders, and alignment with Regional and local strategies. As the content strategy progresses through years two and three, it presents an opportunity for Councils to uplift their infrastructure to cater for future opportunities.

Content	#	Preferred (And Alternative) Location and Venue	Estimated Economic Direct Expenditure*
BBL	2	Sydney Sixers: Coffs Harbour, C.Ex International Stadium Sydney Thunder: Albury, Lavington Sportsground	\$2.2m
WBBL	2	Sydney Sixers: Coffs Harbour, C.Ex International Stadium Sydney Thunder: Albury, Lavington Sportsground	\$0.7m
Sheffield Shield	1	Newcastle No.1 Sportsground (Wollongong, North Dalton Park) (Albury, Lavington Sportsground)	\$0.1m
Marsh One-Day Cup	1	Newcastle No.1 Sportsground (Wollongong, North Dalton Park) (Albury, Lavington Sportsground)	\$0.06m
WNCL	1	Orange, Wade Park (Newcastle No.1 Sportsground)	\$0.09m
NSW Blues 2nd XI	1	Newcastle No.1 Sportsground (Wollongong, North Dalton Park) (Albury, Lavington Sportsground)	\$0.08m
Pre-Season Camps	2	Coffs Harbour	\$0.2m

## Cricket Carnivals

For the participation-focused tournaments, CNSW would be pleased to work with the State Government to best allocate content to priority areas to meet State and Local Government objectives.

Content	#	Preferred (And Alternative) Location and Venue	Estimated Economic Direct Expenditure*
YOUTH Cricket Carnivals	12	Negotiable	\$3.4m
SENIOR Cricket Carnivals	2	Negotiable	\$0.17m

## TOTAL Estimated Economic Direct Expenditure\* \$7m

\* Direct Economic Expenditure calculated by DHW Collaborations for CNSW, based on historical and/ or budget expenditure by CNSW, estimated attendances and proxy information for previous similar events or other events of similar nature. Figure calculates direct expenditure only, and does not include multipliers for broader economic impact.



**“Allowing the Sydney Sixers to host the home game in Coffs would bring in more than \$1.2 million in tourism dollars.”**

– Mayor Paul Amos, Coffs Harbour Council



# BENEFITS AND BENEFICIARIES

Hosting CNSW's valuable events in Regional NSW will deliver a range of lasting benefits to Regional communities in addition to the vital economic boosts.

## THE BENEFITS



## THE BENEFICIARIES



### Inclusion and Connectedness

*Bringing people together around high quality events that are a source of pride for the local community*



### Physical Activity and Health

*Providing motivation and opportunity for the community to participate in cricket*



### Improved Facility Access and Amenity

*Encouraging investment in the upgrade and maintenance of sporting infrastructure, improving amenity and enhancing utilisation*



### Cricket Talent Identification and Development

*High performance content: Providing motivation for talented players to strive, improve and excel*



### Regional Development

*Contributing to Regional development objectives through economic impact, tourism, brand profile and infrastructure development*



### Economic Boost

*Stimulating Regional economies through visitation and local expenditure*

### State of NSW

Supporting investment in local communities, and regional economies. This benefit will be amplified by the exposure afforded to both the Host Regions and the State Government's support of them.

### Local Government

Supporting local economies, enhancing liveability and creating vibrant, exciting places to live

### Local Businesses

Benefitting from increased visitors and expenditure brought in by the events.

### Local Cricket Clubs and Associations

Providing members with access to unique content close to home, as well as opportunities to recruit new members who have been inspired and engaged by the content and associated participation opportunities provided.

### Local Schools

Will be provided with opportunities to enhance student experiences including clinics, gala days and all abilities participation activities, that will be connected to these major local events.

### Local Residents

Enhancing community pride, providing more entertainment options, and improving facilities

# THE ALIGNMENT

The provision of content to Regional NSW aligns closely with State Government, Regional and Local government policy objectives and priorities.

Policy, Strategy or Plan	Examples of Aligned Objectives, Priorities, Strategies or Goals
<b>Regional NSW Sport and Active Recreation Plans (Office of Sport)</b>	<ul style="list-style-type: none"> <li>• Increase participation in regular sport and active recreation.</li> <li>• Fit-for-purpose facilities.</li> <li>• Regional sporting events which are valued by the Region, including high profile elite or participation events.</li> <li>• Leverage events to create legacy for grassroots sport.</li> </ul>
<b>Regional Development Plans for prospective host Regions (Department of Planning and Environment)</b>	<ul style="list-style-type: none"> <li>• Diversify and develop strong events and visitor economies, for example:               <ol style="list-style-type: none"> <li>1. North Coast: Create a diverse visitor economy.</li> <li>2. Riverina Murray: Support tourism, including through sporting activities and events.</li> </ol> </li> </ul>
<b>Regional Economic Development Strategies for prospective host Regions (Department of Premier and Cabinet)</b>	<ul style="list-style-type: none"> <li>• Drive tourism growth and enhance liveability.</li> <li>• For example:               <ol style="list-style-type: none"> <li>1. Albury-Wodonga: Continue to develop and grow the Tourism sector and the visitor economy; Attract and retain talent to sustain the supply of skilled labour by improving liveability throughout the Region.</li> <li>2. Orange, Blaney and Carbone: Drive tourism growth and enhance the liveability of the Region.</li> </ol> </li> </ul>
<b>Local Government Events, Tourism and Destination Management Plans for prospective host Regions (various Local Governments)</b>	<ul style="list-style-type: none"> <li>• Grow visitor numbers (focus on domestic markets).</li> <li>• Grow average length of stay.</li> <li>• Increase profile and grow awareness of Regional brands.</li> <li>• Create or attract events of state and national significance to local communities, contributing to liveability and community pride.</li> <li>• Position host Regions as 'sporting destinations'.</li> <li>• Activate and leverage major Regional sporting facilities.</li> </ul>



# THE ASK: \$5M (Over 3 years)

## The Investment

To support CNSW delivering its valuable content into Regional NSW, Cricket NSW is seeking a commitment of \$5 million over three years. This investment recognises the economic and other benefits that the content will bring to Regional NSW. It also assists in physically bringing the content to Regional NSW, whilst also partially offsetting the loss of commercial returns from hosting at more traditional, metropolitan venues.


CNSW has never before come to the State for such a request. For many years we have invested in Regional NSW without ask, or by leveraging various grant programs at the time (eg – T20 World Cup legacy Fund, Regional Acceleration Fund et al). This will enable us to guarantee the focusing of effort and strategic primacy to the Regions for the coming years.

It is noted that Cricket NSW is not requesting funds for capital upgrades to venues or overlay to bring them to the required standard. Where applicable, these funds will be sourced via other channels where required.

## Timing

While the exact timing of events will be subject to fixturing and other considerations, the following timeline provides an example of how CNSW's content could be rolled out in Regional NSW during the first of the three proposed seasons.

Content	Games Per Year
• BBL	2
• WBBL	2
• Sheffield Shield	1
• Marsh One-Day Cup	1
• WNCL	1
• NSW Blues 2nd XI	1
• Pre Season Camps	2
• Youth & Senior Cricket Carnivals	14





**CRICKET NSW**