

COMMUNITY IMPACT REPORT 2022/23

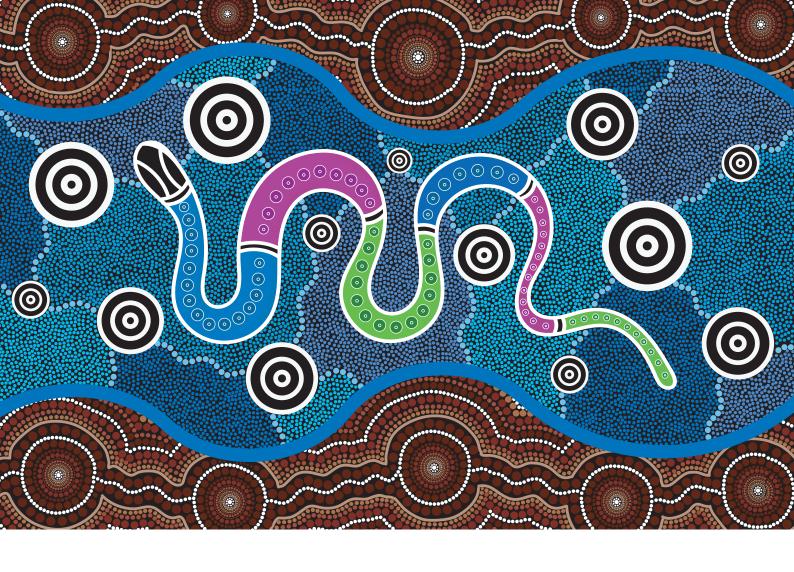


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ACKNOWLEDGEMENT OF COUNTRY

Cricket NSW acknowledges and pays respect to the land and waters across New South Wales, on which we are privileged to live, work, and play our great game of cricket. We pay our respects to Aboriginal and Torres Strait Islander Peoples who have walked upon and cared for this land for thousands of years.

We acknowledge their ongoing connection to this country as the traditional owners and we commit ourselves to the ongoing journey of reconciliation, so that together we may bring about equity and equality, built on strong and trusting relationships.

For Cricket NSW's Reconciliation Action Plan, we commissioned artist Rheanna Lotter, a proud Yuin woman, former NSW cricket representative and founder of Ngandabaa Aboriginal Art. Growing up in Willow Vale – in the NSW Southern Highlands – sport, culture and art have been a large part of Rheanna's life.

Rheanna's artwork for Cricket NSW is centered on the community, our past and the cricket journey that many find themselves on. The Rainbow Serpent, with blue circles, represent the past, present and future players in NSW, with the stream representing the pathway of cricket, from grassroots to elite. The blue, magenta and lime colours on the Rainbow Serpent represent the six professional teams within Cricket NSW and showcase that everyone is welcome.

The brown colours represent the values of Cricket NSW and the acknowledgement of Aboriginal land.

MESSAGES FROM THE CHAIR AND CEO

It is with great pleasure that we can report on a successful year at the CNSW Foundation. The Foundation was established fairly recently, with the firm view that enabling all members of the NSW community to have access to various aspects of the great game of cricket, would be enormously beneficial to all. We do this through innovative new programs, and by amplifying existing structures alongside Cricket NSW, and Cricket Australia, and many of these initiatives are described in more detail in this report.

None of this is possible however without the incredible support of our Foundation donors, many of whom have committed funds on a multi-year basis. Such commitment enables us to formulate plans over longer periods, and with a high degree of certainty, and we are immensely thankful for the vision, advice, and belief that accompanies these donations. We look forward to continuing these programs and reporting back on our results. Thank you all again!

Finally, we are most cognisant of the need to ensure that as much of every dollar donated as we can, goes towards our initiatives, rather than being eaten up by admin costs, and other expenses. This is helped enormously by our ability to utilise much of the staff and resources of Cricket NSW itself, and so I would also like to thank the Board and Executives of Cricket NSW, and in particular Jake Balnave, and Tamara Lowe who really are the heart and soul of the Foundation. We also have an incredibly committed and talented Advisory Board within the Foundation, all of whom passionately believe in our aims and ideals, and I must thank them whole-heartedly for their great contribution.

We still have a long way to go, but with the help of all involved, we do firmly believe that the outcomes will prove to be worth it.

Dr Mark Nelson

Chair, Cricket NSW Foundation.

The Cricket NSW Foundation forms an important part of our vision at Cricket NSW. As the charitable arm of our state sporting body, the Foundation is raising philanthropic funds and delivering inspiring cricket initiatives to enhance lives through cricket, thereby making tangible positive impacts on communities throughout NSW.

To everyone who has thrown their support behind the Cricket NSW Foundation since its inception, I say a sincere and heartfelt thank you. To be part of a culture of giving through our great game continues to see the CNSW Foundation go from strength to strength.

During the past year, the Foundation has established Indigenous Youth Programs bringing Aboriginal and Torres Strait Islander young people together to create wonderful opportunities to receive high level coaching and mentorship from some of our state's best Indigenous cricketers, as well as engaging tremendous support from NSW Blues and Breakers.

The delivery of acclaimed Positive Psychology Mental Fitness Programs for female representative cricketers is another Foundation highlight over the past twelve months. And the Foundation's successful fundraising campaign to support flood ravaged cricket communities in Northern NSW was possible thanks to tremendous contributions from our donors.

The platform being built by the Cricket NSW Foundation to uplift communities through the great game of cricket is solid as we look ahead to an exciting phase at Cricket NSW.

Lee Germon

CEO, Cricket NSW

WE ARE THE ARITABLE ARM OF CRICKET NSW



There's something special about cricket. The way it brings us together, values our differences, develops our character, and teaches us endurance, resilience, and sportsmanship.

Cricket has a special place in our summers, our lives, and our culture.

The Cricket NSW Foundation is dedicated to making a tangible and substantial positive impact through cricket for people of all ages.

Programs and initiatives are chosen using a Theory of Change Model to document how and why the project will work, who the beneficiaries will be and in what ways the project benefits participants.

Outcomes from CNSW Foundation initiatives are subsequently put through independent evaluation and assessment using a tool developed by the University of Western Sydney. This tool comprises a set of standard questions to collect data on demographic, health, social, and sport-specific outcomes, plus a series of tailored questions to explore program-specific outcomes.

OUR VISION

To enrich communities and enhance lives through cricket and enable access to the game for everyone in NSW.

OUR PURPOSE

To raise philanthropic funds to invest in inspiring initiatives that allow everyone to experience the benefits the game of cricket provides.

OUR VALUES



RELATIONSHIPS



EXCELLENCE



IMAGINATION



HUMILITY

OUR PROJECTS ALIGN ACROSS FOUR PILLARS

THRIVING CRICKET COMMUNITIES

Increasing access and opportunities in cricket for people of all ages and abilities across NSW.

YOUTH DEVELOPMENT

Fostering talented young cricketers on the field and encouraging positive contributions off the field.

HEALTH AND WELL-BEING

Raising awareness and providing education on health-related issues to support grassroots cricket communities in NSW.

FEMALE ENGAGEMENT

Delivering initiatives to advance opportunities for girls and women to thrive in cricket throughout our state.

2022/2023 IMPACT AT A GLANCE



3270KM

Distance travelled across NSW to deliver programs



1500

People reached through programs and initiatives



1568

People who donated during the 22/23 financial year



\$1.4M

Total donations



24
Initiatives delivered throughout NSW



35

Volunteers dedicated **250**

Hours of time to CNSW Foundation activities



INDIGENOUS YOUTH PROGRAMS

Our Indigenous Youth Programs bring Aboriginal and Torres Strait Islander young people together for a day rich in cricket and culture with a strong focus placed on the importance of connection to heritage, and mob.

In 2023, 186 teenagers took part in acclaimed Indigenous Youth Programs during the first year of the initiative. Participants received inspired high-level cricket coaching and mentoring from NSW Indigenous cricketers, and current NSW Blues and Breakers.

Amongst the many highlights, attendees in the Sydney program took part in a spontaneous yarning circle at Cricket Central facilitated by Tyran Liddiard, the captain of the NSW Indigenous Cricket Team, Hannah Darlington, the captain of the Australian Indigenous Women's Cricket Team and a member of our very own NSW Breakers squad, Andrew Gordon, a stalwart of NSW Indigenous Cricket, and Chris Green from the NSW Blues and the Sydney Thunder.



Attendees and their educators appreciated the chance to spend time with each other and talk about shared Aboriginal and Torres Strait Islander ancestry.

A respected Elder, or the president of the local Junior Aboriginal Education Consultative Group, was invited to open each program with a Welcome to Country or an Acknowledgement to Country, often delivered with the inclusion of language. Bushtucker recipes for lunch and another opportunity for cultural connection.

We are passionate about creating more opportunities for Aboriginal and Torres Strait Islander youngsters to play and participate in cricket and many more Indigenous Youth Programs are planned for the year ahead!



The boys really enjoyed the day and loved the different drills and activities. We have had several boys mention wanting to play weekend cricket as a result of the program. We believe the program is an unbelievable opportunity for Indigenous youth and we look forward to working closely with Cricket NSW in the future.

Daniel Constable, Operations Officer, Irrawang Clontarf Academy

Thank you again for having us at the Indigenous Pathway Program day at Newcastle. It was such a good day for the students, and they all came back saying what a great day they had.

Rebecca Smith, Aboriginal Student Support Officer TLSC - Tumbi Umbi Campus



Responders' feedback:

100%

Rated the experience Excellent or Good.

85%

Strongly believed the program celebrated Aboriginal and Torres Strait Islander Culture.

85%

Were extremely likely to continue their involvement in cricket.



RURAL AND REGIONAL CRICKET COMMUNITIES

Baggy Blues

The Cricket NSW Foundation supports rural communities alongside the Baggy Blues, the alumni of past and current NSW players.

The Baggy Blues visited Mudgee, Ballina, and Wagga Wagga during the 2022/23 season, bringing cricket to communities in regional NSW, and leaving a legacy of social good by promoting positive messages surrounding the important subject of mental health awareness.

The CNSW Foundation, together with the ACA, provided funding and administrative support for the Baggy Blues trips in 2022/23. Coordinators from the Rural Adversity Mental Health Program, (RAMHP,) were on hand at Baggy Blues events to present information and provide guidance to people living in rural communities about where they are able to access mental health resources when the need arises.

Free junior coaching clinics are a highlight of each Baggy Blues tour! Over 230 youngsters took part in Baggy Blues clinics in 2022/23, and local country cricketers joined a host of current NSW players in well attended T20 exhibition matches, cheered on by Baggy Blues Ambassadors and members of the local community.

I think it's great what the Baggy
Blues do in raising awareness and
speaking about mental health. Coming
from someone who does suffer with
depression on a daily basis, its dinners
and talks like this that allow people
to know that they are not alone even
inside the cricket community.

Baggy Blues Dinner Mudgee attendee





Responders' feedback:

90%

Were extremely satisfied with the RAMHP program facilitators.

75%

Broadly agreed they have made or are planning to make changes in the way they communicate with others about mental health.

90%

Were extremely satisfied with the program content.

75%

Broadly agree they are more confident in their ability to recognise signs of poor mental health in others. 80%

Rated their overall experience as excellent.

75%

Strongly agree they now know how to access mental health support.

75%

Were unaware of the work RAMHP do prior to the event.

75%

Strongly agreed they are aware of mental health services available to others in need of support.



'WHAT DOES IT TAKE TO BE THE BEST I CAN BE'

An inspiring, unique Positive Psychology Mental Fitness Program

The program was created to provide young female cricketers with positive psychology strategies and mental fitness techniques to empower participants with the mindset to succeed on and off the field.

The workshops were delivered by respected Sport Psychology Consultant, Alan Mantle BAppSSc.
M.A Applied Sport Psychology. PsyD Applied Sport Psychology who has been consulting to Cricket NSW since 2008.

Participants were given the opportunity to learn how to think outside the square and explored topics such as motivation and self-belief in a safe and supportive environment.

Practical techniques to manage and control anxiety were discussed, together with ways to gain insight into innate and internal strengths enabling participants to be the best image of themselves. Attendees also focused on utilising the power of positive motivation, and learned the difference between concentration and focus and how to harness the ability to switch between both.

2022-23 ' What Does It Take To Be The Best I Can Be'



104 U15's female representative cricketers and their parents attended 5

Locations - Silverwater, Bankstown, Argenton, West Pennant Hills, Campbelltown





Responders' feedback:

71%

Rated the workshop as excellent and reported the following takeaways:

- Learning how to reflect and deal with stress
- Understanding how to focus on the positive and change the negative
- Grasping the difference between process over outcomes
- Developing skills to switch concentration on and off
- How to develop a positive mind-set

The workshop was fantastic last night! Alan was wonderful and everyone seemed to be engaged. I want to say a huge thanks to you and to Alan for bringing this opportunity to our regional female athletes, it was very well received and much appreciated. My thanks to you and the foundation for putting on the evening at Bankstown Sports Club. Giving girls the mental skills to perform well on the field is really important. It is what I have been looking for Ella.

When parents were asked what prompted them to register their daughters, they responded:

It was a great opportunity to help be the best they can be, and also for parents to help children develop mental fitness.



BASIL SELLERS SCHOLARSHIP PROGRAM

A longstanding program at Cricket NSW since 2006/07 supporting promising young cricketers each year with education, training, employment, and social skills.

Thanks to ongoing support from Basil Sellers AM, the state's best young cricketers benefit from opportunities to develop into great people as well as amazing cricketers. 2022/2023 Basil Sellers Scholarship candidates were selected from U/17 or U/19 Cricket NSW pathways groups who train twice a week.

Scholars were invited to participate in a Spirit of Cricket Umpiring course with representatives from the NSWCUSA, as well as a two-day Greg Chappell Performance Edge workshop delivered by legendary former Australian cricket captain, Greg Chappell AO MBE at Cricket Central. Three eligible scholars were also given the opportunity to attend the Burn Bright National Leadership Camp at Stanwell Tops in NSW.



2022-23 Basil Sellers Scholars



female scholars



9 male scholars



BREAKERS RELOCATION FUND

A \$10,000 grant to assist with living expenses and help alleviate financial pressures on young Breakers female athletes who have relocated to Sydney from regional NSW to pursue their cricket and undertake tertiary study.

In 2022/23, the grant was divided between two recipients, Phoebe Litchfield, and Jade Allen. The goal of the grant is to support recipient's wellbeing and ensure their retention in the game whilst living away from home.

Jade Allen hails from Cobargo on the NSW South Coast and relocated to Sydney to pursue her cricketing career with the Breakers whilst at the same time undertaking tertiary studies. Phoebe Litchfield, from Orange, also relocated to Sydney to live on campus and join the NSW Breakers fulltime. Litchfield made her debut for Australia in December 2022.

The relocation grant offered to me last season was exceptionally beneficial heading into busy periods with university and exams, allowing me to live comfortably without any potential external pressures. I had the chance to support my cricketing needs better whether that be extra sessions or fuel expenses, which I'm incredibly grateful for.

Jade Allen



NSW INCLUSION SQUADS

The Cricket NSW Foundation provided funding to the NSW Inclusion teams to travel to QLD in February 2023 for the National Cricket Inclusion **Championships (NCIC).**

The teams had a wonderful time representing our state with great pride. The NSW Blind and Low Vision Team won their fourth consecutive championship.

The support given by the CNSW Foundation pays for uniforms, travel, accommodation, and other associated expenses such as meals during the tournament across the three squads.

NSW Inclusion Cricket Teams

- Blind and Low Vision Cricket Team
- Deaf and Hard of Hearing Cricket Team
- Intellectual Disability (ID) Cricket Team

So many of our NSW athletes return from playing cricket at NCIC with more confidence, greater independence, and a heightened sense of belonging within the wider community, thanks to the spotlight on their ability as opposed to their disability. It is one of the many reasons we are so thankful for the support provided by the CNSW Foundation to our **NSW NCIC teams.**

Jason Stubbs, NCIC coach



NSW Blind & Low Vision Cricket Team



NSW Deaf & Hard of Hearing Cricket Team



NSW ID Cricket Team



We place great importance on creating opportunities for First Nations peoples in cricket and are proud to support the NSW Women's and Men's Indigenous Cricket Teams with funding for uniforms, travel, accommodation, and other expenses.

The teams travelled to Alice Springs in February 2023 for the National Indigenous Cricket Championships (NICC) taking part in an inspiring week connecting with mob from other states in Australia.

The NSW Men's team won the NICC and the Women's team were runners up to Queensland in the final.

For me, participating in the NICC carnival was a way to connect with other people from my mob and other mobs. It was a great experience to take part in, being able to chat with girls and boys from all over Australia and learn about them and their culture. We were able to interact with other players, and players in our own squads and it was really nice to be introduced to the competition. There was so much support from all the coaches and it made me feel welcome to both the land, their culture and the competition.

Piper Hooke, NSW Indigenous Cricket Team



JUNIOR DIRECTOR OF COACHING

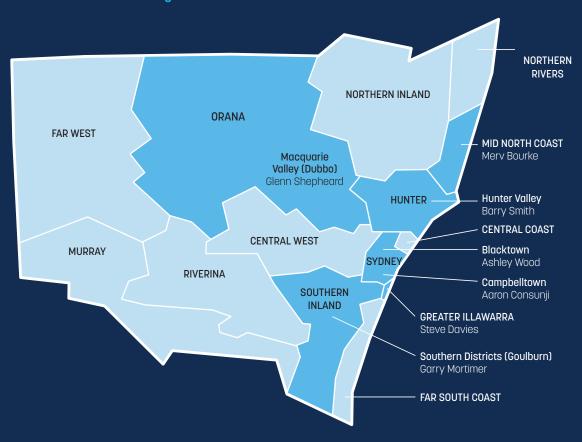
A twelve-month Junior Director of Coaching pilot program commenced in January 2023 funded by CNSW Foundation. Seven Junior Director of Coaching roles have been appointed throughout the state.

The aim of the program is to support training, education and communication between Cricket NSW and junior cricket coaches.

The program also delivers level 1 coaching courses and provides resources on engaging practices for junior cricket.

To date, the Junior Director of Coaching roles have delivered upskilling programs to over 120 coaches and volunteers, with an expected reach off the back of these to over 500 young cricketers.

Junior Director of Coaching Placements



FLOOD RELIEF

NSW Northern Rivers

The CNSW Foundation launched a dedicated Flood Relief Fundraising Campaign from March to September, 2022 raising \$20,000 to assist cricket associations devastated by flooding in the NSW Northern Rivers region to return to cricket this season.

The \$20,000 raised was granted to Northern Rivers JCA, Clarence River CA, Ballina District JCA, Ballina District CA, Coffs Harbour DCA, Clarence River JCA, Tweed District CA, Tweed District JCA, Lower Clarence CA, Northern Rivers CA.

This money was used to replace damaged equipment and players uniforms, and cleaning costs for clubhouses and storage units.

Forbes

The CNSW Foundation facilitated a special day out at the cricket in Orange for the flood ravaged Forbes cricket community, with a lovely lunch included.

A busload of eager children and their parents were picked up in Forbes and driven to Wade Park to watch the NSW Breakers take on the ACT Meteors in the WNCL.

The junior cricketers were delighted to take the field with their NSW Breakers heroes during the lunch break! The bus was made possible thanks to support from Transport NSW.

New Synthetic Turf

A brilliant donation of synthetic turf from Gabba Sporting Products in 2023, in turn enabled the CNSW Foundation to assign the new turf to the Singleton Shire Council and the Temora Shire Council to repair practice nets rendered unusable after the 2022 floods.

We are very appreciative of the support and will use the money supporting the upcoming season of Junior Cricket in Lismore and surrounding areas.

Trevor Graham, Treasurer Northern Rivers Junior **Cricket Association**

Thank you and the Cricket NSW Foundation for your work and your generous donation. Hopefully this season we can get back to some form of normality after a couple of once in a lifetime events, during the past two to three years. Early season sign on numbers are very positive.

Greg Daniels, President of Ballina District and Ballina **District Junior Cricket Associations**



Junior cricketers meet WNCL stars

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FINANCIAL SUMMARY

	FY 2023	FY 2022
Income		
General Donations	\$440,986.09	\$283,415.08
Basil Sellers Scholarship	\$1,000,000.00	_
Other Income		\$57,614.22
Total	\$1,440,986.09	\$341,029.30
Expenses		
General Expenses	(\$94,688.36)	(\$157,284.74)
Basil Sellers Scholarship Program	(\$115,111.31)	(\$60,000.00)
National Indigenous Cricket Championships	(\$82,059.46)	(\$23,245.85)
National Cricket Inclusion Championships	(\$42,940.54)	(\$14,525.76)
Thriving Cricket Communities	(\$53,579.39)	(\$60,393.56)
Health & Well-Being	(\$53,991.19)	(\$54,496.01)
Youth Development	(\$3,760.00)	-
Female Engagement	(\$14,578.18)	(\$21,950.79)
ASF Commission	(\$71,213.22)	(\$2,548.32)
Total	(\$531,921.65)	(\$394,444.08)
Net	\$909,064.44	(\$53,415.73)
Cash at bank 30 June 2023	\$1,129,236.09	
Committed to CNSW Foundation at 30 June 2023	\$2,500,000.00	

FUNDRAISING

Purchase a Picket

Our picket campaign gives people, past players, cricket clubs and businesses the chance to donate and engrave their name onto a plaque mounted on the picturesque picket fence at Cricket Central, the home of Cricket NSW. Tier 2 supporters can etch their name onto a plaque next to the name of their favourite NSW Blues, Breakers, Sixers, or Thunder player! If that's not amazing enough, tier 3 supporters can choose to etch their name on the same picket as a NSW born Australian cricket legend!

HELPING

Charity Golf Day

Our inaugural Charity Golf Day in May 2023 was a hit with attendees who shared the fairways and putting greens with an incredible turn out of NSW cricket stars including Alyssa Healy, Mitch Starc, Moises Henriques, Chris Green, Daniel Hughes, Hannah Darlington, Sammy-Jo Johnson, Lauren Smith, Baxter Holt, Liam Hatcher, and Claire Moore.

MC's Brendon Julian and Jay Lenton kept the room buzzing during the post-golf lunch hosting panel discussions with a host of current players and retired cricketer, Phil Emery, Geoff Lawson, and Michael Bevan.

The Cricket NSW Foundation accepts tax-deductible donations all year-round.

To support our work, please visit **www.cricketnsw.com.au/Foundation**



SPECIAL EVENTS

Staff Volunteering Day at Ronald McDonald House

NSW Breakers stars Anika Learoyd and Lauren Cheatle joined Cricket NSW staff as volunteers at Ronald McDonald House in February 2023.

The cricketers were part of an afternoon coaching clinic organised by the Cricket NSW Foundation alongside our community cricket squad. The CNSW team then headed to the kitchen to prepare a homecooked dinner for the families. In total, the CNSW staff volunteered 54 hours delivering both the clinic and a hugely popular Pie Night.



Invitational Cricket Match at the Sydney Cricket Ground

A wonderful way we thank supporters who are keen weekend cricketers is hosting an Invitational Cricket Match at the SCG.

Teams have the rare opportunity to play on the hallowed turf of the Sydney Cricket Ground with use of the historic dressing rooms in the heritage listed Members Pavilion. At stumps, after showering, players gather in the long bar for drinks and canapes, followed by a sit-down dinner in the beautiful Members Dining Room. Special guests at the 2023 Invitational included NSW and Australian cricket legends, Geoff Lawson and Greg Matthews who mingled with guests and joined CNSW Chairman, John Knox for a lively discussion.



SUPPORTERS

The Cricket NSW Foundation raises philanthropic funds to invest in inspiring projects and important initiatives that enhance lives through cricket.

We take this opportunity to say a heartfelt thank you to our wonderful supporters for their contributions. Together we are making a tangible and substantial positive impact for people of all ages throughout NSW.

Major Donors (Platinum, Gold, Silver & Bronze)

Dr Mark Nelson, Basil Sellers AM, Mike Gregg, John Sevior, Warwick Johnson, Michael Pain

Returning Donors

Richard Brandweiner, Brad Keen, Allan Bowman, Patrick Regan, Phillip Towzell, Samuel Paradice, Guy Stuckley-Clarke, John Randall, William Tunny

New Donors

Newcastle Cricket Zone, Central Northern Cricket Zone, David McDonald, Simon Taufel, Louis Joseph, Angus Dawson, GABBA Sports, Alan Gordon, William Hartnett, Matthew O'Donnell, Peter Buscall, Alan Bell, Mark Scuglia, Chris Williams, Giles Gunesekara, Vaibhav Punwatkar, Fiona Larnach, Arun Shyamsunder, Ian Manton-



Hall, Summit Fleet Leasing and Management, David Gallop, Charlie Sayers, Steve Weir, Mark Lofts, James Ledgerwood, James Munro, Fitzgerald Bowman, Sean Brawley, Charles Stodart, Alastair Vincent, Richard Naylor, Brendan Pryke, Sohan Gunesakara, Steve Donnelly.

Purchase a Picket Donors

Cassie Loder, Felicity Anneveld, Lisa Phu, Geoffrey Fitzgerald, Cathy Avery, Malcolm Smith, Rina Hore, Lisa Griffiths, Peter Buscall, Sandra Buttie, Carol Langsford, Anthony Rothapfel, Green Design Indoor Plant Hire, Yohan Ramasundara, Garth Williams, Kerri McDonald, Andrew Turner, Central Coast Cricket, NSWCUSA, Chinmay Mehta, Colette Fitzpatrick, Jason Langenberg, Mark Burr-Dixon, Tim Ebbeck, Balmoral Engineering





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