

2004-2005

New Zealand Cricket (Inc.)

 The National Bank

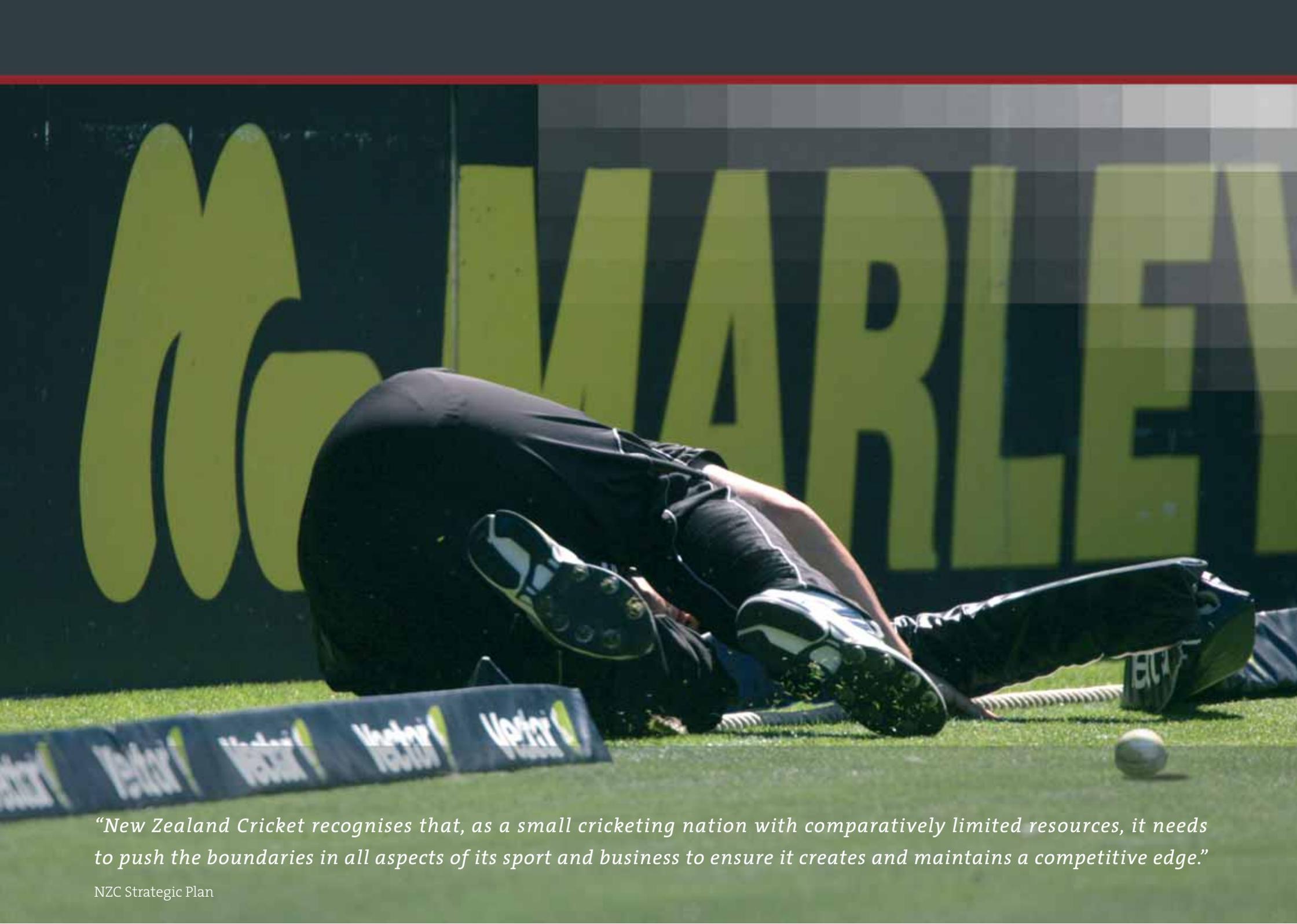
 The National Bank

 The National Bank



Annual Report





“New Zealand Cricket recognises that, as a small cricketing nation with comparatively limited resources, it needs to push the boundaries in all aspects of its sport and business to ensure it creates and maintains a competitive edge.”



In November 2003 New Zealand Cricket launched its 2003-2007 strategic plan *Pushing the Boundaries*. The plan divides New Zealand Cricket's strategic priorities into five areas:

 LEADERSHIP 06

 PEOPLE 10

 GROWTH *of the game* 12

 WINNING *teams* 16

 BUSINESS *of cricket* 30

The format of this annual report follows these five key themes and demonstrates how New Zealand Cricket is pushing the boundaries as it works towards implementation of the strategic plan.

Highlights

The BLACKCAPS finished the 2004 calendar year as the best performing one-day side in the world. The team won 19 ODIs during the year with a win ratio of 82%.

The BLACKCAPS defeated England and the West Indies to win the Nat West Trophy in England.

The inaugural Chappell-Hadlee Trophy series, between Australia and the BLACKCAPS, was shared 1-1.

New Zealand Cricket organised the series against the FICA World XI in record time following the cancellation of the series against Sri Lanka.

More than \$1 million was raised for the New Zealand Cricket Tsunami Fund during the series against the FICA World XI.

Samsung became the BLACKCAPS technology partner and will be providing the hardware for a new technology suite at NZC's high performance centre.

New Zealand umpire Tony Hill joined Brent (Billy) Bowden in appointments by the ICC to international matches.

The first ever men's international Twenty20 match was played between the BLACKCAPS and Australia in front of a sell-out crowd at Eden Park.

The White Ferns made the semi finals of the IWCC Women's World Cup in South Africa after finishing third in pool play.

More than 240,000 people attended international cricket during The National Bank home series.

A review of the BLACKCAPS brand was completed to ensure the future commercial and public value of the brand.

Daniel Vettori won The National Bank Player of the Year Award at the annual New Zealand Cricket Awards Dinner.

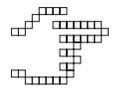




OFFICE BEARERS

Patron	Her Excellency The Hon. Dame Silvia Cartwright PCNZM, DBE Governor General of New Zealand
President	J R Reid OBE
Board Chairman	Sir John Anderson KBE
Board	S L Boock, D S Currie QSO, A R Isaac, T W Jarvis, D Radford, P A Sharp, A Urlwin
Chief Executive	M C Snedden
Auditors	Ernst and Young, Chartered Accountants
Solicitor	L M C Robinson, Saunders Robinson
Bankers	The National Bank of New Zealand
Life Members	M Brito, C F Collins OBE, W A Hadlee CBE, J H Heslop CBE, J L Kerr OBE, J Lamason, T Macdonald QSM, P McKelvey MBE, D O Neely MBE, Hon. Justice B J Paterson OBE, K L Sandford CMG, Y Taylor, Sir Allan Wright KBE
Hon. Cricket Members	J C Alabaster, F J Cameron MBE, R O Collinge, B E Congdon OBE, R S Cunis, A E Dick, G T Dowling OBE, J W Guy, D R Hadlee, B F Hastings, J A Hayes, H J Howarth, A R MacGibbon, R C Motz, V Pollard, G O Rabone, J R Reid OBE, B W Sinclair, J T Sparling, E W T Tindill OBE, W M Wallace
Honorary Members	I A Colquhoun (deceased), H H Whiting
National Selectors (Men)	Sir Richard Hadlee (Manager), J G Bracewell, B J McKechnie, R A Dykes
National Selectors (Women)	M J F Shrimpton (Convenor), J Harris, D Hockley
National Age Group Selectors	D R Hadlee (Convenor), B D Morrison
Statistician	F Payne
National Code of Conduct Commissioner	N R W Davidson QC





“Provide clear, decisive and innovative leadership to cricket in New Zealand, upholding the values and spirit of cricket and influencing the future of the game globally.”



Year in Review

The BLACKCAPS were the best performing ODI side in the world during the 2004 calendar year. The team won 19 ODIs during the year including series victories over Pakistan, South Africa and Bangladesh and the Nat West Series triumph against England and the West Indies in England. The BLACKCAPS finished 2004 with a win ratio of 82%.

The team had a promising start against the world champion Australians in Australia when they met in the inaugural Chappell-Hadlee Trophy series in November, winning the series opener at Telstra Stadium in Melbourne, then drawing the series one-all with the deciding match washed out.

Test results during the past 12 months were, unfortunately, not up to the same high standard, with the BLACKCAPS often starting matches well, but finishing poorly. The BLACKCAPS lost away series to England and Australia, but convincingly beat Bangladesh.

NZC's home cricket season was dominated by the devastating tsunami which struck Asian coastlines on Boxing Day 2004.

As hosts to the Sri Lanka cricket team at the time of the disaster, NZC saw first hand the shock and bewilderment caused by the tsunami. Initially, matches against Sri Lanka were postponed, but as the enormity of the disaster became clear, the tour was cancelled as the Sri Lankan players elected to return home to provide moral support to disaster victims.

In the weeks following the tsunami, the cricket world rallied behind disaster relief fundraising efforts and, with the help of the New Zealand Cricket Players Association (NZCPA) and the Federation of International Cricketers Associations (FICA), NZC put together a tsunami fundraising series between the BLACKCAPS and a FICA World XI.

Marquee players such as Shane Warne and Muttiah Muralitharan joined forces with other global cricket stars to support the BLACKCAPS in delivering a series which directly targeted the desperate needs of tsunami-ravaged Sri Lanka.

More than \$1 million was raised through a host of innovative fund raising programmes delivered during the series. Donations were collected by the New Zealand Cricket Tsunami Relief Fund, which then distributed them to directly assist with aid and redevelopment in Sri Lanka.

NZC management and staff worked tirelessly to organise the three-match series in a very short period. The efforts of the NZCPA, FICA, our fundraising partner World Vision and the international players who made up the FICA team were crucial to the success of the series.

The Sri Lanka cricket team returned late in March to play the rescheduled Test series against the BLACKCAPS and will return to New Zealand early next year to complete the ODI series.

During February and March, New Zealand hosted the world champion Australians for a series of Tests and ODIs. Injuries and form took their toll on the BLACKCAPS' performances and Australia demonstrated their dominance as the top side in the world.

The home season ended on a high note when the BLACKCAPS comprehensively beat Sri Lanka in the second Test of the rescheduled tour in April to claim the series 1-0.

The White Ferns made the semi finals of the IWCC Women's World Cup in South Africa after finishing third in pool play but were knocked out of the competition at this stage by India, whom they had beaten earlier in the tournament.

The results of this tournament confirmed Australia's continuing dominance and that England, India and the White Ferns are at about the same level, below Australia but ahead of the others.

The year saw a great deal of progress made on the implementation of the NZC strategic plan, *Pushing the Boundaries*.

During the next 12 months the management and staff of NZC will continue to "push the boundaries" in all aspects of their work to ensure that cricket in New Zealand continues to be vibrant and healthy and remains our summer game.

International Cricket Council

The International Cricket Council (ICC) voted to move its headquarters from Lord's to Dubai. The commercial arm of the ICC, based in Monaco, is also to move with the transfer to be completed by August 2005.

The annual ICC conference will continue to be held at Lord's.

Representatives from NZC were involved in a number of ICC meetings during the year and contributed strongly to policy debate.

New Zealand Cricket Board

There were no changes to the Board during the year in review.

Heritage of Cricket

NZC is proud to continue its support of the New Zealand Cricket Museum. NZC has an objective, under its strategic plan, to preserve and promote the history of cricket and its relationship with and support of the New Zealand Cricket Museum is an important part of promoting and preserving the traditions and heritage of the game.

The New Zealand Cricket Museum, located at the Basin Reserve, archives cricket memorabilia detailing the history of the game in New Zealand and internationally, and attracts up to 3,000 visitors per year.

During the year the museum established its own web page on the NZC website and published several high quality newsletters which were distributed through the Major Associations to help improve public awareness of the museum.

A significant development in 2004/05 was the establishment of a museum shop. The entrance profile to the museum has been considerably lifted by this development and the shop has a clearly defined presence which is already assisting in raising revenue streams.

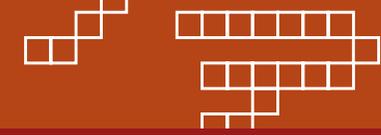
The museum mounted three new displays in 2004/05, including a showcase on New Zealand cricket in the 1950s and 1960s, a display on Australia vs New Zealand Test highlights and one on the 2004 BLACKCAPS.

Twenty education groups visited the museum during the year including primary, intermediate, secondary and tertiary students as well as visits from marketing groups and Wellington Tourism.

The museum's first ever public programme was established and will now be instituted as an annual event in April each year. The two presentations in 2004/05 were by Greg Ryan, on New Zealand cricket in the 19th century and Don Neely, who gave a presentation on the history of Lancaster Park.

A significant number of cricket treasures and archive material were gifted to the museum throughout the year including photographs, costumes, textiles, porcelain, ceramics, paper and book collections.

The museum received a 100% overall visitor satisfaction rating in 2004/05.



Management

The 2004/05 year saw NZC make solid advances in the implementation of its four year strategic plan, *Pushing the Boundaries*.

The implementation of the strategic plan was monitored during the year to measure progress across the organisation as work continued on aligning all areas of NZC's business with the plan.

John F Reid announced his resignation as NZC's high performance department manager in May. Mr Reid is taking up a position as a senior advisor at Sport and Recreation New Zealand. In his time as operations manager and then high performance department manager, Mr Reid contributed a great deal to NZC. He was instrumental in the establishment of NZC's high performance facilities at Lincoln University and NZC's development programme.

NZC chief executive Martin Snedden's senior management team during the year was John F Reid (high performance department manager), Tim Murdoch (cricket administration manager), Kerry Dellaca (finance manager), Peter Dwan (marketing manager), Alec Astle (development manager), Lindsay Crocker (BLACKCAPS general manager) and Steve Addison (public affairs manager).

Communications

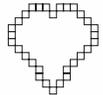
The Boxing Day tsunami created a challenge for NZC communications staff as The National Bank Series against Sri Lanka was called off and the Sri Lanka cricket team became the centre of intense media attention.

NZC worked to keep the media up to date with events as they unfolded and to provide media with access to the Sri Lankan team while respecting the team's privacy at what was a difficult time for players.

The FICA series provided an opportunity for NZC to drive public awareness of fundraising for the New Zealand Cricket Tsunami Relief Fund and, with the media's support, NZC was successful in maximising fundraising publicity.

Work began during the year on implementing the NZC public affairs strategy. The strategy aims to deliver NZC communication and stakeholder relationship-building objectives in support of the NZC strategic plan.





“Attract, retain and develop the best people within a challenging and rewarding working environment.”

Human Resources

A number of initiatives were put in place during the year to support the strategic aim that NZC have human resources policies and practices that will attract, retain and develop the best people.

A human resources consultant has been engaged to ensure that NZC's human resources policies and systems meet best practice standards. As a result an audit was undertaken of NZC policies and practices and our performance appraisal system, staff manual and health and safety practices have been reviewed and updated.

Another external consultant was engaged to assist with team-building workshops and the personal development of staff.

NZC has also contracted the Employee Assistance Programme, a nationwide counselling service used by a number of corporate and Government bodies which can provide assistance to staff at times of personal crisis or stress.



New Zealand Cricket Family

NZC continued to hold regular forums between NZC senior management and Major Association chief executives to seek feedback from the Major Associations on NZC initiatives and on a range of operational issues.

As a result of these forums a taskforce was formed to look at synergies between the Major Associations and NZC and to look at ways of increasing revenue to NZC and the Major Associations.

Communication with the wider New Zealand cricket family also included meetings between Major Association chairmen and NZC's chairman and CEO, as well as a large number of NZC/Major Association meetings at all levels including an NZC conference programme which involved a range of Major Association staff.

Staff Changes

During the year the high performance department manager, John Reid, CEO's personal assistant, Berny Sanders, high performance manager's personal assistant, Bridget Coleman, BLACKCAPS video analyst, Zach Hitchcock, White Ferns coach, Mike Shrimpton and apprentice groundsman, Rupert Bool, left NZC.

These employees each made a significant contribution during their time at NZC.

NZC welcomed CEO's personal assistant, Trish Dench, and part-time accountant, Joy Reddiford, to the staff.



“Increase participation in the game and improve the quality of the support infrastructure.”



Development Programme

NZC's development programme incorporates initiatives aimed at improving participation through attracting, developing and retaining players and coaches and improving the health and well being of the game's support structures in clubs and schools.

The programme includes the MILO initiatives aimed at primary school cricket as well as the community cricket initiatives which include the New Zealand Community Trust school support programme, aimed at secondary school cricket, and the club assist programme, aimed at the club level of the game.

The delivery of the development programme has helped drive both quantitative and qualitative improvements in the game and its infrastructure since its inception in 2000. The NZC annual census reveals an increase of around 17,500 participants in the game since the programme began. While most of that growth has occurred in the junior ranks, the maintenance of youth and adult player numbers has been just as significant.

It is important to note that although there was a decrease in the total number of registered cricket players recorded in this year's annual census, this was due in part to a refinement in the census recording procedures adopted in Auckland. Only those Kiwi Cricketers registered in teams are now included in the census, whereas previously those registered informally within schools were counted.

Just over 92,000 people were recorded playing cricket during the 2004/05 season. The annual census process constantly reinforces the need to continue to promote cricket to all New Zealanders and to work to ensure the sport is accessible and attractive to a range of ability and interest levels from primary school through to adult players.

The development programme, through the community cricket initiatives, has also been instrumental in assisting many clubs and schools to assess their current structures and plan effectively for the future.

The year has seen record growth with more than 8,500 children entering the MILO Have-A-Go and MILO Kiwi Cricket programmes.

At the secondary school and club levels of the game, community cricket coordinators continue to have a positive impact. These coordinators undertake a wide range of activities including club and school cricket programme health checks, setting up club coaching schemes, providing coach education opportunities, fostering links between clubs and schools, organising modified cricket competitions and running the MILO and New Zealand Community Trust competitions.





The compilation of new coaching and education resources continued to be a key aspect of the development programme.

The recently published *Coaching a Cricket Team* coaching manual has been widely distributed to schools and clubs.

The creation of the coaching and development sections of the NZC website provides an overview of the various initiatives comprising the development programme together with details of the supporting resources.

The website also incorporates a Kidz Zone and a tournaments section which outlines the various national development competitions.



Coach Education

During the year in review NZC worked closely with the coaching directors of the Major Associations to review and update content and assessment tasks for Level 1 and 2 coach education courses. There was a heavy focus on the Level 1 course this year with a view to look more closely at the Level 2 course next year.

NZC ran a successful national coaches conference in Auckland. Over 50 coaches attended the weekend which included a wide variety of sessions from basic skills to presentations on how to communicate with athletes.

The CoachED magazine, aimed at coaches across the spectrum, was launched and proved to be popular. The magazine included such things as tour diaries from the White Ferns and Under 19 team, articles from prominent sports publications, websites and comments from NZC's high performance department.

A new coaching diary has been published. The diary aims to help coaches organise and record their coaching season, including sections on team organisation, how to coach effectively, practice sessions, game day and sample practice drills.



School Tournaments

NZC places a high priority on the development and growth of cricket in schools and, as part of its on-going commitment in this area, provides national tournaments for boys and girls at both secondary and primary/intermediate levels.

The Gillette Cup was set up in 1990, and since its inception has become synonymous with secondary boys' school cricket, making it one of the longest running competition/sponsorship arrangements in secondary school sport. Over 35 players have emerged through the Gillette Cup finals to play First Class cricket with eight subsequently going on to play for the BLACKCAPS.

The national secondary school girls' cup and national secondary school junior boys' cup are competitions funded by the New Zealand Community Trust and continue to attract excellent support from schools nationwide. The junior boys' cup for Year 9/10 students was played over the summer season, culminating in a finals tournament played in Taupo in late March.

The MILO Cup (boys) and MILO Shield (girls) competitions have proven very popular with primary/intermediate students. The number of schools participating continues to show good growth.

Tournament winners were:

Gillette Cup (Boys) (jointly won)

Palmerston North Boys' High School and King's College

New Zealand Community Trust Cup (Girls)

New Plymouth Girls' High School

New Zealand Community Trust Cup (Boys) (jointly won)

Christchurch Boys' High School and Auckland Grammar School

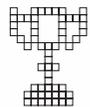
MILO Cup (Boys)

Bohally Intermediate

MILO Shield (Girls)

Havelock North Intermediate School





“Produce New Zealand teams that win and dominate international cricket.”





The BLACKCAPS

The BLACKCAPS finished the 2004 calendar year as the best performing one-day side in the world.

The team won 19 ODIs during the year with a win ratio of 82%.

During the year in review the BLACKCAPS won the Nat West Trophy in England, defeating England and the West Indies, won in Bangladesh and drew the inaugural Chappell-Hadlee Trophy series in Australia.

The team's Test performances were disappointing, with the BLACKCAPS often commanding a winning position in the first innings of a Test only to see it slip away in the second innings, although the year finished well with a series victory over Sri Lanka.

Several BLACKCAPS reached notable personal milestones, or delivered outstanding individual performances during the year.

Chris Harris became the first New Zealander to reach 200 ODI wickets during the Nat West tri series with England and the West Indies.

During the tour of Bangladesh Stephen Fleming passed Sir Richard Hadlee as the most capped New Zealand Test player and Martin Crowe as the highest scorer of Test runs for New Zealand.

Mark Richardson scored 101 in the second innings of the Lord's Test against England after scoring 93 in the first innings.

Chris Cairns played his 200th ODI for the BLACKCAPS at Christchurch during the Australian series. He also played his final Test match for New Zealand at Nottingham.

Hamish Marshall scored his maiden Test century, making 146 runs against Australia in Christchurch.

Lou Vincent's 224 in the Test at Wellington against Sri Lanka was described as one of the best ever by a New Zealander.

Chris Martin had an outstanding performance in the first innings of the same match, taking 6-54 including five wickets in the first session.

Jacob Oram almost turned the tide in the first Test against Australia in Brisbane with his first innings score of 126*.

James Franklin became the second only New Zealander to take a Test hat-trick in the Test against Bangladesh in Dhaka. Franklin went on to take 21 wickets during the home season Tests against Australia and Sri Lanka to be the summer's highest Test wicket taker for New Zealand.



**Versus England in England, May – June 2004***Three Tests – Lost 3**Four First Class Matches – Won 1, Drew 2, Lost 1*

The tour of England began with a three-match Test series and four First Class matches against county sides and a British Universities side.

The BLACKCAPS began promisingly in the Test series but were unable to continue their momentum throughout each Test, missing winning opportunities in each of the three matches.

The BLACKCAPS' bowling attack was blunted by injuries to Shane Bond, Daryl Tuffey, Jacob Oram, Daniel Vettori, Chris Martin and Kyle Mills at some stage of the series.

Mark Richardson scored a fantastic double of 93 and 101 at Lord's, marking the high point of his batting career.

In the Nottingham Test Stephen Fleming scored 117 while Scott Styris scored 108 and Chris Cairns took 5-79 in the match, which was his final Test appearance for New Zealand.

Versus England and the West Indies in England, (Nat West Trophy) June – July 2004*7 ODIs – Won 4, No Result 3*

The BLACKCAPS dominated the badly rain affected ODI tri series, beating England twice and the West Indies once in round robin play. The other three matches were washed out.

The team then went on to convincingly beat the West Indies in the final at Lord's, winning by 107 runs.

The team's top order performed consistently well, with Fleming and Marshall the stand out players.

Daniel Vettori's 5-30 in the final represented the best figures by a visiting bowler at Lord's in an ODI.

ICC Champions Trophy*Two ODIs – Won 1, Lost 1*

The BLACKCAPS began the ICC Champions Trophy in England in August with a comprehensive build up which included one-day matches against various English county sides and Sri Lanka.

The BLACKCAPS played the USA in their first pool match of the tournament, beating the American side by 210 runs with Nathan Astle scoring 145* and Jacob Oram taking 5-36.

The draw then saw the BLACKCAPS meet Australia at the Oval in London, where they were knocked out of the competition after losing by seven wickets.

Versus Bangladesh in Bangladesh, October – November 2004*Two Tests – Won 2**Three ODIs – Won 3*

The BLACKCAPS had a successful tour of Bangladesh, convincingly winning each of their international matches.

Captain Stephen Fleming became New Zealand's most capped Test player and leading run scorer during the Test series.

During the Test at Dhaka James Franklin became only the second New Zealander ever to achieve a Test hat-trick.

Stephen Fleming continued his form with the bat, scoring 202 in the Test at Chittagong while Brendon McCullum scored 143 in the Test at Dhaka.

Daniel Vettori took 20 wickets including three five-wicket bags during the two-match Test series (6-28 at Dhaka, 6-70 and 6-100 at Chittagong) and James Franklin took 5-28 at Dhaka including his hat-trick.

Fleming returned home with Jacob Oram before the ODI series to rest for the upcoming tour of Australia and Daniel Vettori took over as captain. Vettori's captaincy of the one-day side was seen as an opportunity to further develop captaincy and leadership skills within the team.



Versus Australia in Australia, November – December 2004

Two Tests – Lost 2

Three ODIs – Won 1, Lost 1, No Result 1

Following the tour of Bangladesh the BLACKCAPS travelled to Australia for a two-match Test series and the inaugural Chappell-Hadlee Trophy series.

The first Test at Brisbane began well for the BLACKCAPS who competed strongly for the first three days, including a standout batting performance by Jacob Oram who reached 126*. Australia proceeded to dominate the match and the series from that point.

Chris Martin took 5-152 in the Brisbane Test while Daniel Vettori also took 5-152 in the second Test at Adelaide.

The three-match Chappell-Hadlee Trophy series was the first of what will be an annual series between Australia and New Zealand. The BLACKCAPS won the first match in a closely fought game at Melbourne which saw Australia bat first to score 246 before the BLACKCAPS fought back with outstanding batting performances from Hamish Marshall and Brendon McCullum taking the team to victory.

The second match at Sydney was another closely fought match, won by Australia. The match marked Chris Harris's 250th one-day appearance, the first New Zealander to reach that mark. Harris badly injured his shoulder fielding in the match but returned to bat at the death in a heroic performance.

The third match at Brisbane was rained out and the series drawn.



The National Bank Series

Versus Sri Lanka in New Zealand, December – January & April 2005

One ODI – Won 1

Two Tests – Won 1, Drew 1

The National Bank Series against Sri Lanka was called off soon after the ODI at Eden Park on Boxing Day, to allow the Sri Lankan players to return home following the tsunami.

Sri Lanka returned in late March to play the two Test matches which extended the international season into April. The BLACKCAPS drew the first match at Napier and won the second match at Wellington by an innings and 38 runs.

Lou Vincent scored 224 in a superb batting performance in the second Test while Hamish Marshall (160) and Nathan Astle (114) scored centuries in Napier.

Chris Martin took 6-54 in the Test at Wellington, including five wickets in the first session of the game.

The rescheduled ODI series is to be played early next year.



Versus FICA World XI in New Zealand, January 2005

Three One-day matches – Won 2, Lost 1

Following the cancellation of the series against Sri Lanka, NZC worked with the NZCPA and FICA to organise a three-match one-day series between the BLACKCAPS and a FICA World XI.

The first match, in Christchurch, saw Stephen Fleming hit 106 off just 57 balls including nine sixes, in a match convincingly won by the BLACKCAPS.

The FICA XI then won the match at Wellington by three wickets despite Nathan Astle scoring 109.

The final match at Hamilton was won by the BLACKCAPS on a sub-standard pitch which received criticism from players and the media. Chris Cairns took 6-12 during the FICA XI innings.





Versus Australia in New Zealand, February – March 2005

Three Tests – Lost 2, Drew 1

Five ODIs – Lost 5

One Twenty20 – Lost 1

There was great anticipation around the arrival of the Australian team in February following the drawn Chappell-Hadlee Trophy series in December.

The tour began with the first ever men’s international Twenty20 match, which was played in front of a capacity crowd at Eden Park. Australia won the match by 44 runs.

The BLACKCAPS looked promising during the first ODI in Wellington, losing a match they should have won and were then outclassed by the number one ranked Australian side for the remainder of the series.

Australia went on to dominate the Test series, winning two Tests and drawing one rain affected match.

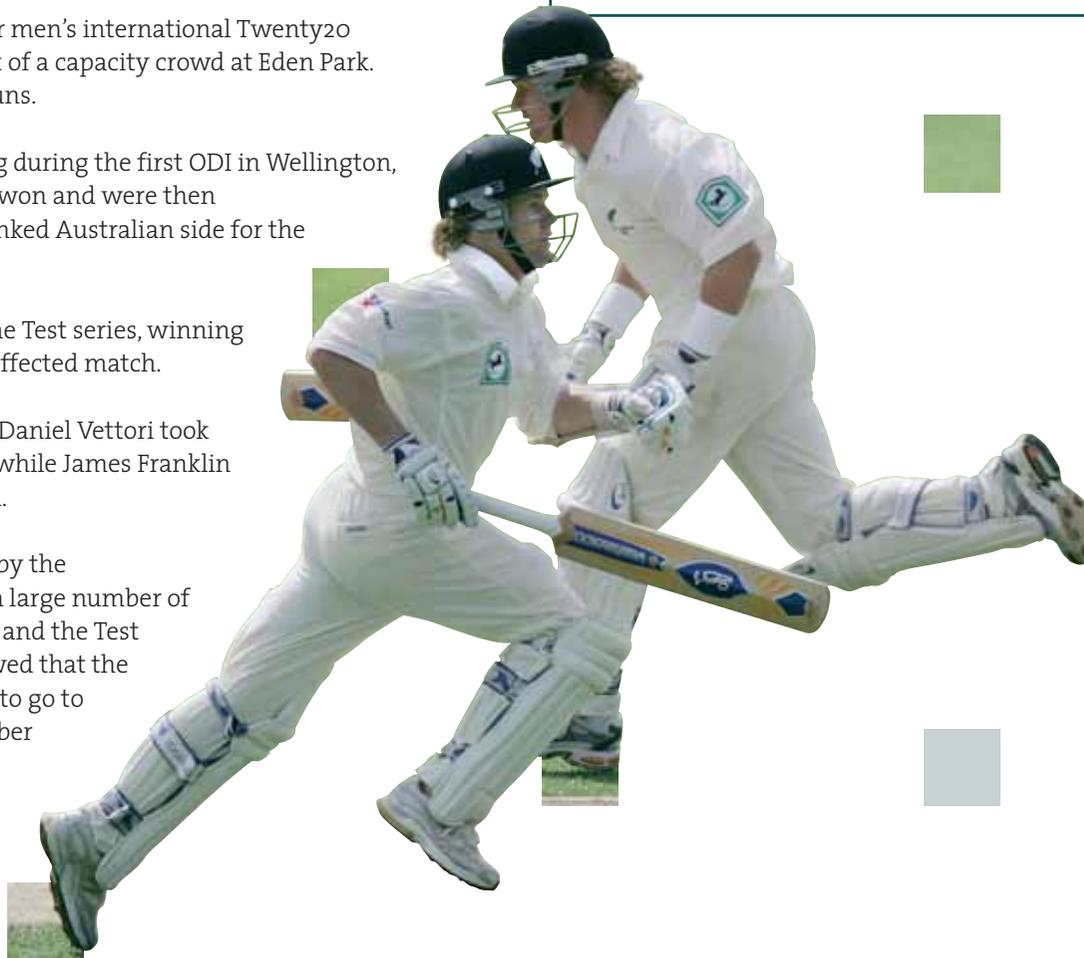
Hamish Marshall scored 146 and Daniel Vettori took 5-106 in the Test at Christchurch while James Franklin took 6-119 in the Test at Auckland.

The BLACKCAPS were hampered by the unavailability through injury of a large number of key players during the ODI series and the Test series. The tour by Australia showed that the BLACKCAPS still have a long way to go to close the gap on the world’s number one team.

BLACKCAPS Roll of Honour

Four new Test Caps were awarded during the 2004/05 year:

Black Cap # 227	Kyle Mills vs England at Nottingham
Black Cap # 228	Craig Cumming vs Australia at Christchurch
Black Cap # 229	Iain O'Brien vs Australia at Christchurch
Black Cap # 230	James Marshall vs Australia at Auckland





White Ferns

The White Ferns' 2004/05 season began with a tour to Ireland and England which was followed by the annual Rose Bowl Series against Australia and culminated with the IWCC Women's World Cup in South Africa.

The team was coached by Mike Shrimpton and captained by Maia Lewis. Cliff Dickeson was the assistant coach, Catherine Campbell the team manager and Angela Cadogan the team physiotherapist.

There were no One-Day International debutants for the White Ferns during the year but three players, Sarah Burke, Paula Flannery and Rebecca Rolls, made their Test debut in England in the one-off Test match played at Scarborough. The Twenty20 match was the first experience of this format at international level for all the players.

Tour to Ireland and England

The team played three ODIs against Ireland in Dublin, en route to England. The White Ferns convincingly won the series 3-0 with the highlight being Helen Watson's maiden ODI century.

The England tour began with a Twenty20 international at Hove which the White Ferns won in the last over. The team lost the five match ODI series 3-2.

Haidee Tiffen was the White Ferns' leading run scorer in the ODI series and Rebecca Steele and Louise Milliken took the most wickets on the tour.

The White Ferns' only Test match during the year, played at Scarborough, was badly affected by rain and resulted in a draw.

Rose Bowl Series

For the 2004/05 season the Rose Bowl Series was hosted by Cricket Australia in Perth, en route to the World Cup in South Africa.

Australia won the series 3-0. The first match was played at Lilac Hill and the last two matches were played at the WACA with the third match rescheduled as a day/nighter after water leaked under the covers.

The highlights of the series were Haidee Tiffen's 91 in the second match, her highest ODI score, and the bowling of Rebecca Steele who returned an economy rate of 2.36 runs per over in the series.

World Cup

In March and April 2005 the United Cricket Board of South Africa hosted the IWCC Women's World Cup in Pretoria.

Eight countries participated in the round robin tournament: New Zealand, Australia, India, England, South Africa, Sri Lanka, Ireland and the West Indies.





The top four teams progressed to the semi finals at Potchefstroom with the top two teams contesting the final at Super Sport Park, Centurion.

In round robin play the first and last rounds were rained out and points were shared. The White Ferns lost to Australia but had exciting victories over both India and England to finish third on the points table.

However, in a disappointing performance in the semi final the White Ferns lost to India by 40 runs. Australia convincingly beat India in the final to win the World Cup.

During the World Cup Emily Drumm returned home due to injury and was replaced by all-rounder Aimee Mason. Captain Maia Lewis was the White Ferns' leading run scorer at the tournament and Louise Milliken took the most wickets.

New Zealand A in South Africa, September – October 2004

The New Zealand A Team toured South Africa as a continuation of a playing programme which began with a tour of New Zealand by Sri Lanka A earlier in 2004.

The A programme has been put in place by NZC as an additional mechanism to identify and develop player depth. The programme can both fast track players and allow slow maturers to undertake an apprenticeship while providing for succession planning within the BLACKCAPS.

The A team struggled against South Africa A which included five players who had toured New Zealand during The National Bank Series v South Africa in 2003/04.

Mathew Sinclair performed well, with a century and a double century, finishing with 460 runs from the three First Class games.

New Zealand Under 19 Team

A squad of thirteen players was selected in a New Zealand Under 19 team to participate in a series of four two-day matches and two one-day matches against provincial A teams.

Todd Astle scored 162 in the two-day game and 100 in the one-day game against Otago A. The under 19 team narrowly missed by three runs to secure a first innings lead against Auckland A after chasing a challenging score of 352. A first innings win over Wellington A in a two-day game and two one-day victories over Otago A and Canterbury A were highlights. The bowling honours were evenly shared.

The majority of the team gained further selection to the 2005 junior and live-in Academy programmes. Carl Cachopa was withdrawn mid-tour from the team to represent the Auckland Aces.

The team was: Todd Astle (Canterbury), Hamish Bennett (Canterbury), Darren Broom (Canterbury), Carl Cachopa (Auckland), Derek De Boorder (Auckland), Jason Donnelly (Auckland), Brent Findlay (Canterbury), Carl Frauenstein (Auckland), Martin Guptill (Auckland), William Lonsdale (Canterbury), Sam McLeod (Northern Districts), Colin Munro (Auckland), and Ashley Newdick (Wellington). The team was coached by Garry MacDonald and managed by Dayle Hadlee.





State Championship 2004/05

Won by STATE Auckland Aces

The State Auckland Aces won the State Championship after beating the State Wellington Firebirds in a five-day final at Eden Park, Auckland.

Peter Fulton (State Canterbury Wizards) was the highest run scorer with 828 runs at an average of 69, which included two centuries and three half centuries.

James Franklin (State Wellington Firebirds) had the best bowling average in the competition with 23 wickets at an average of 14.13.

STATE Championship (2004/05) - Round Robin Results

Team	Played	OW	OL	1st I Win	1st I Loss	NR	Points
STATE Auckland Aces	8	5	1	1	0	1	39
STATE Wellington Firebirds	8	4	1	2	1	0	36
STATE Canterbury Wizards	8	3	3	1	1	0	26
STATE Northern Knights	8	3	4	0	1	0	22
STATE Central Stags	8	2	4	0	1	1	19
STATE Otago Volts	8	1	5	1	1	0	14

STATE Championship (2004/05) - Batting Averages

Name	Mat	I	NO	HS	Runs	Ave	100	50	Team
L Vincent	5	7	2	185*	563	112.60	2	2	AKL
PG Fulton	8	13	1	221*	828	69.00	2	3	CAN
JM How	8	13	1	121	573	47.75	3	2	CD
CD Cumming	5	10	0	125	452	45.20	2	2	OTG
JD Ryder	9	15	1	236	625	44.64	1	3	WEL

STATE Championship (2004/05) - Bowling Averages

Name	Balls	Mdns	Runs	Wkts	Ave	Best	5	10	Team
JEC Franklin	804	34	325	23	14.13	5-23	2	1	WEL
PJ Wiseman	1351	60	529	35	15.11	9-13	3	2	CAN
KD Mills	539	22	290	19	15.26	5-33	2	1	AKL
CS Martin	987	40	413	25	16.52	4-42	0	0	CAN
JD Ryder	706	28	298	17	17.52	4-23	0	0	WEL

State Shield 2004/05

Won by STATE Northern Knights

The State Northern Knights beat the State Central Stags by 20 runs in this year's State Shield final in New Plymouth.

Nathan Astle (State Canterbury Wizards) was the competition's highest run scorer with 502 runs at an average of 62.75.

The highest wicket taker in the competition was Graeme Aldridge (State Northern Knights) with 30 wickets at an average of 14.60.

STATE Shield (2004/05) - Round Robin Results

Team	Played	Won	Lost	NR	Bonus	Points
STATE Central Stags	10	7	2	1	5	35
STATE Northern Knights	10	7	2	1	2	32
STATE Canterbury Wizards	10	4	4	2	2	22
STATE Otago Volts	10	4	5	1	2	20
STATE Wellington Firebirds	10	3	6	1	0	14
STATE Auckland Aces	10	1	7	2	0	8

STATE Shield (2004/05) - Batting Averages

Name	Mat	I	NO	HS	Runs	Ave	100	50	Team
NJ Astle	8	8	0	123	502	62.75	1	4	CAN
DL Vettori	5	5	0	138	303	60.60	2	0	ND
PD McGlashan	11	9	5	65	238	59.50	0	1	ND
MHW Papps	9	9	1	129*	423	52.87	2	1	CAN
CD McMillan	9	8	1	124	354	50.57	2	0	CAN

STATE Shield (2004/05) - Bowling Averages

Name	Balls	M	R	W	Ave	Best	4wl	5wl	SR	Econ	Team
BE Hefford	279	7	186	13	14.30	3-21	0	0	21.46	4.00	CD
GW Aldridge	560	4	438	30	14.60	5-34	3	1	18.66	4.69	ND
LJ Hamilton	528	20	316	18	17.55	5-19	1	1	29.33	3.59	CD
MJ Mason	216	6	133	7	19.00	4-23	1	0	30.85	3.69	CD
TK Canning	276	3	157	8	19.62	4-21	1	0	34.50	3.41	AKL



State League 2004/05

Won by STATE Canterbury Magicians

With the IWCC Women's World Cup being played in March and April 2005 there was considerable interest in the form of current and prospective White Ferns during the State League.

Highlights of this year's competition were the two high scoring matches at the Queenstown Events Centre between State Otago Sparks and State Auckland Hearts which were shared one-all with over 500 runs being scored in each match.

The State Canterbury Magicians, as top qualifiers, hosted the State Auckland Hearts in the State League final at Redwood Park, Christchurch and won in convincing style by 10 wickets to regain the title they had not won since the 1998/99 season. They had shared the title with the State Wellington Blaze in 2003/04 after the final was abandoned. Two players scored over 400 runs in the competition: Rebecca Rolls, State Auckland Hearts, scored 405 runs and Maria Fahey, State Canterbury Magicians, scored 400 runs.

Centuries were scored in the State League by Rebecca Rolls, State Otago Sparks opener Paula Flannery and State Northern Spirit opener Tamara Gould.

Natalee Scripps, of the State Auckland Hearts, was the highest wicket taker in the competition, taking 22 wickets.



STATE League (2004/05) - Round Robin Results

Team	Played	Won	Lost	NR	Bonus	Points
STATE Canterbury Magicians	10	8	1	1	6	40
STATE Auckland Hearts	10	7	2	1	3	33
STATE Wellington Blaze	10	3	3	4	2	22
STATE Otago Sparks	10	3	4	3	2	20
STATE Central Hinds	10	3	6	1	1	15
STATE Northern Spirit	10	1	9	0	0	4

STATE League (2004/05) - Batting Averages

Name	Mat	I	NO	HS	Runs	Ave	100	50	Team
CE Taylor	8	5	4	54*	143	143.00	0	1	OTG
HM Watson	10	10	7	37*	191	63.66	0	0	AKL
MF Fahey	10	10	3	85*	400	57.14	0	4	CAN
PB Flannery	8	8	2	110	312	52.00	1	0	OTG
HM Tiffen	10	9	4	47*	257	51.40	0	0	CAN

STATE League (2004/05) - Bowling Averages

Name	Balls	M	R	W	Ave	Best	4wl	5wl	SR	Econ	Team
AE Cooper	160	4	74	9	8.22	5-21	0	1	17.77	2.77	WEL
AM Corbin	336	13	135	11	12.27	4-22	1	0	30.54	2.41	WEL
SE Charteris	504	10	250	19	13.15	4-13	1	0	26.52	2.97	CAN
N Scripps	577	14	299	22	13.59	4-16	2	0	26.22	3.10	AKL
RJ Steele	570	30	230	15	15.33	3-19	0	0	38.00	2.42	CAN

State of Origin

The State of Origin match, played between North Island and South Island teams selected by the national selectors, was played at Pukekura Park in New Plymouth on the day following the State Shield final.

The North Island won by 58 runs.



Provincial A Tournament

The Provincial A Tournament was played at NZC's High Performance Centre (HPC) at Lincoln University from January 2 to January 15 2005. The competition was won by Northern Districts.

Hawke Cup

Mid Canterbury began the season as the holders of the Hawke Cup before losing to Canterbury Country at Rangiora.

Canterbury Country were then defeated by Hamilton in the last game of the season and the cup will reside with Hamilton over the winter after a two year absence.

Age Group Tournaments

NZC continued to make a major commitment towards the growth of junior cricket, offering playing and learning opportunities that assist and encourage players to develop their game as they work towards achieving possible future representative or national honours.

National tournaments were held for Under 19 men, Under 17 men and the women's national development tournament.



Tournament winners for the season were:

Under 19

Under 17

Women's National Development

Northern Districts

Canterbury

*Canterbury and Auckland
(joint winners)*

High Performance Centre

The year in review was the first since the HPC was restructured in 2003.

During the year the high performance department undertook a wide range of activities including research projects focusing on elite player, coaching and umpire performance and ground and pitch improvement.

The HPC's high quality playing and practice facilities provide an ideal venue for key developmental cricket events during the summer. The national Under 19 and provincial A men's tournament were based at the venue during the cricket playing season.

The HPC continued to be used for White Ferns and BLACKCAPS training camps and many of the players in both of those teams spent periods of time improving their skills with the assistance of coaching staff at the centre.

The HPC continues to enjoy a positive partnership with Lincoln University which provides accommodation, catering and recreational services to the centre.



Academy Programmes

NZC's Academy programme was modified during the year to include three separate programmes catering for players from age group representative cricket through to established First Class players on the fringe of New Zealand A and the BLACKCAPS.

The live-in programme, which begins in late July and concludes in late November, takes eight promising young players and puts them through a rigorous programme aimed to develop them as cricketers and as people.

These cricketers participated in a 19 week programme focusing on technical and strategic cricketing skills, physical development and life skills. The programme culminated with a series of pre First Class season games against the Major Association squads.

This year the Academy featured the first junior Academy programme. The programme began in April when 12 promising 17- and 18-year-old players attended a live-in programme which continued during each of the school holiday breaks.

The junior Academy of twelve athletes attended three winter training camps under the tutorage of Glenn Turner, Michael Shrimpton, Dayle Hadlee, Gary Stead and Jason Mills.

The senior Academy is a new live-out programme in which players have individual winter programmes prepared by the Academy and their association team coach.

The senior Academy squad of 12 athletes was provided with additional coaching opportunities at the HPC to support the Major Associations' winter coaching programmes.

Peter Fulton, a graduate of the 2003 intake, and Gareth Hopkins from the 1997 intake, made their international debuts during the year, taking the total of BLACKCAPS who have attended the Academy to 31. Of the 94 who have attended the Academy, 84 have now represented their provincial First Class team.

All six Major Associations participated in the Academy playing programme during November, and many BLACKCAPS and senior Academy athletes joined the live-in Academy players during the matches, providing valuable mentor roles to the younger athletes. All five Northern Districts athletes made their First Class debut after graduating from the live-in programme.

The 2004 live-in Academy intake was: Leighton Burt (Canterbury), Peter Carey (Canterbury), Te Ahu Davis (ND), Anton Devcich (ND), Brent Findlay (Canterbury), Daniel Flynn (ND), Bradley-John Watling (ND) and Brad Wilson (ND).





Umpiring

International

New Zealand umpires have featured well in appointments by the ICC to international matches. Brent (Billy) Bowden, in the last year, has officiated in a total of 12 Tests and 20 ODIs. He has officiated at Tests in Australia, India, West Indies, England, Pakistan, South Africa and Sri Lanka whilst also officiating in ODIs in Sri Lanka, England, Australia, India and New Zealand.

Tony Hill was appointed to the England v Bangladesh Test in Durham and to the ICC Trophy in Ireland and more recently to a Sri Lanka vs West Indies Test in Sri Lanka.

Both Bowden and Hill, along with Doug Cowie, officiated in The National Bank Series vs Australia and The National Bank Series vs Sri Lanka. Hill, Cowie and Evan Watkin controlled The National Bank Series vs the FICA World XI.

Domestic

At the national level, 13 umpires were used in State Championship matches and 19 were used in State Shield games. A total of 412 appointments were made during the season which meant that umpires stood for 855 days. David Quested made himself available for 75 days over 30 games which is a record for any domestic umpire. Each of the 10 First Class Panel umpires stood, on average, 48 days. The remaining days were serviced by the A and Reserve Panels.

Technology

NZC continued to experiment with extended use of technology at televised State Shield matches. On-field umpires were entitled to call on TV replays to assist them in making any decision. In eight televised domestic matches the TV umpire was called upon to assist with 17 decisions, of which nine were outside the normal procedures.

There was a concern that the umpires would over-use the assistance but this proved to be unfounded as there were only nine calls in eight matches. It is pleasing to see the ICC continuing this experiment in the forthcoming season.

New Zealand Cricket Umpires Association

The Board of the New Zealand Cricket Umpires Association (NZCUA) is becoming more involved in training, recruiting, assessing and ranking umpires at the lower levels. It is envisaged that this will leave the national umpiring manager more time to concentrate on the elite level of umpiring in New Zealand.

Led by Graham Cowan (Chairman), the Board has created portfolios for each of its members with areas of responsibility being: Graham Cowan – assessment and grading, Bruce Cates – training, Nook Ebert – recruitment and retention, Bill Sommer – examinations, Chris Entwistle – umpire levels and secretarial duties.

The numbers of umpires decreased by 13% during the 2004/05 year to a total of 469 which is of concern to the NZCUA. Active membership stands at 310 which is also a substantial decrease in numbers. The most significant decreases were felt in Auckland and Wellington. The NZCUA, with the help of NZC, intend to put in place a robust recruitment programme over the next 12 months.





Awards Dinner

The National Bank New Zealand Cricket Awards Dinner took place at the Langham Hotel in Auckland on March 31.

This year's winners were:

Daniel Vettori – The National Bank Player of the Year

Presented to the player whose performances have been the most outstanding over the last 12 months.

Hamish Marshall – Redpath Cup

Awarded to the batsman whose performances in men's First Class cricket have been the most meritorious.

Daniel Vettori – Winsor Cup

Awarded to the bowler whose performances in men's First Class cricket have been the most meritorious.

Hamish Marshall – Walter Hadlee Trophy

Awarded for the most meritorious batting by a New Zealand player in One-Day Internationals.

Daniel Vettori – Walter Hadlee Trophy

Awarded for the most meritorious bowling by a New Zealand player in One-Day Internationals.

Craig Cumming – State Medal

Awarded to the most outstanding player in men's domestic cricket.

Nicola Browne – State Plate

Awarded to the most outstanding player in women's domestic cricket.

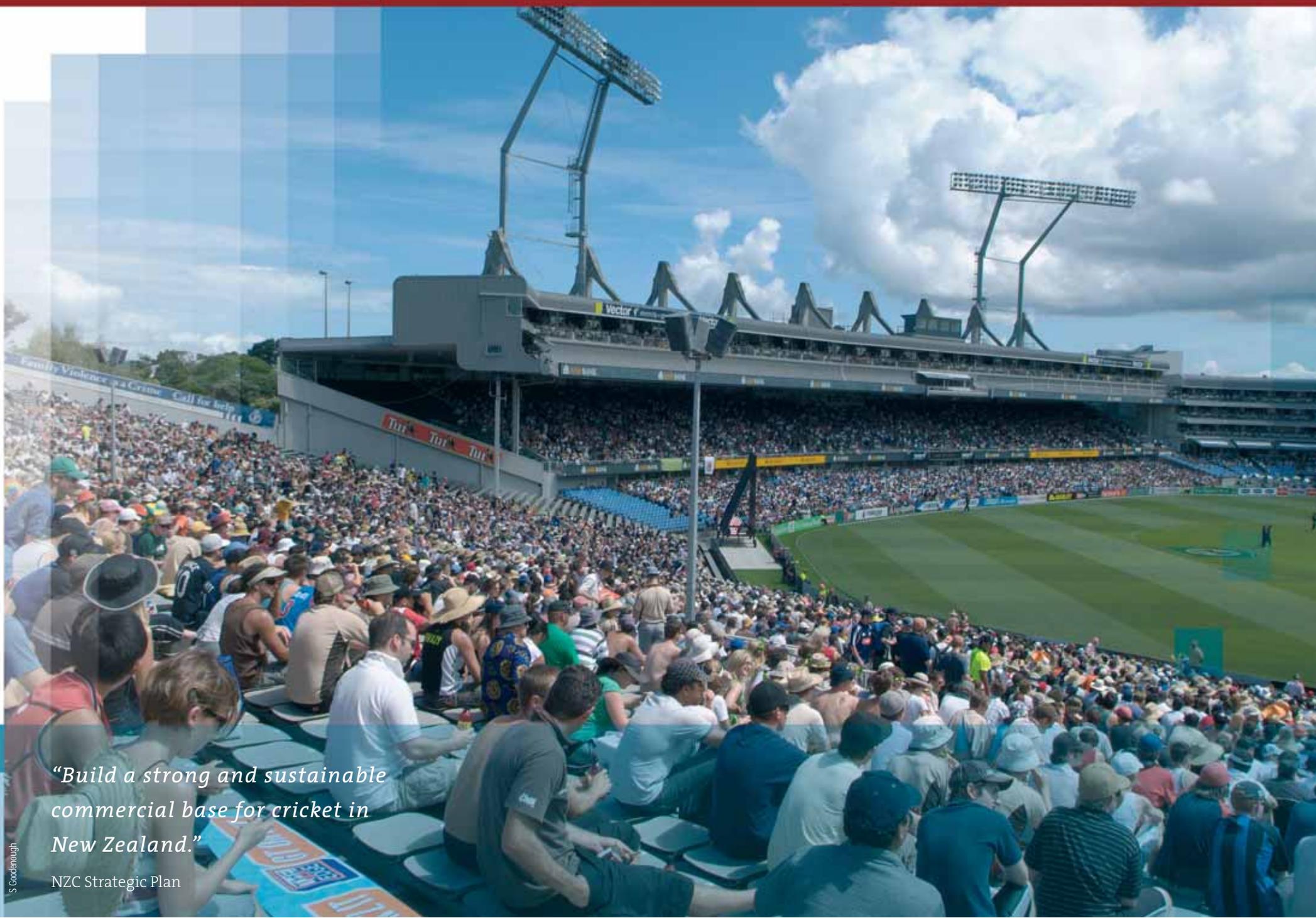
Rebecca Steele – The Phyl Blackler Cup

Awarded to the bowler whose performances in women's cricket have been the most meritorious.

Haidee Tiffen – The Ruth Martin Cup

Awarded to the batsman whose performances in women's cricket have been the most meritorious.





“Build a strong and sustainable commercial base for cricket in New Zealand.”

S Goodenough

NZC Strategic Plan

Financial Result

The 2004/05 financial year was the third year of NZC's four year financial cycle. NZC operates a four year cycle to cope with the fluctuating nature of revenues received between World Cups. In some years revenue is significantly higher due to NZC's participation in international cricket tournaments and in other years, revenues are significantly reduced due to lower overseas broadcasting income from inbound tours.

During the year NZC felt the full financial impact of the Boxing Day tsunami and the abandonment of the Sri Lanka tour of New Zealand. Fortunately NZC should recover most of its lost revenues when the Sri Lankan team returns to New Zealand in January 2006.

At the end of 2004/05 financial year, NZC recorded a surplus of \$754,000, before distributions to Major and District Associations. This compared to a budgeted pre-distribution surplus of \$2.21 million. Revenues fell \$900,000 below budget whilst expenditure exceeded budget by \$700,000.

Events other than the tsunami detrimentally affected revenues. The ICC prudently decided to continue its retention of funds from the ICC Cricket World Cup 2003 tournament as a result of an ongoing dispute between the ICC and Global Cricket Corporation. As at balance date the ICC has retained USD \$1.3 million from distributions due to each of the 10 Full Member countries. It is hoped that this long-running dispute can be brought to an end during the current financial year, at which time it is expected that NZC will receive a final distribution from the retained funds.

During the 2004/05 financial year, NZC continued to provide strong support to the Major and District Associations. Distributions totalled \$6.86 million compared to \$6.75 million during the previous financial year. NZC recognises that the need to sustain or increase the amount of these distributions is crucial to the future of cricket in New Zealand.

As NZC embarks upon the final year of its current financial cycle, it is forecasting a small overall deficit for this four year period. This would

represent a positive achievement given the significant events which have occurred during this cycle which were largely outside the control of NZC but which have adversely affected our financial position. NZC's ability to absorb the impact of those events was underpinned by the strong commercial arrangements that NZC has created or maintained.

Marketing

The marketing department completed a review of the Black Caps brand during the year and as a result the team brand was refreshed with the team name "Black Caps" becoming "The New Zealand BLACKCAPS" and the Black Caps cap logo being replaced with a silver fern logo.

The refreshed brand forms part of a branding strategy which will see NZC promote the BLACKCAPS team in line with its updated brand values.

The Black Caps brand had become well established since its inception as a nick name in the 1990s and required a revamp to ensure it was moving in a direction which would maximise public accessibility, brand awareness and revenue to NZC. The marketing department worked with leading brand management firm, Imagination, to undertake a complete review of the BLACKCAPS brand. Brand concepts based around the ethos, culture and history of the BLACKCAPS were developed in consultation with current and former players.

The marketing campaign for the 2003/2004 season began with a print, radio and web promotion to drive interest in the Sri Lankan tour. When the tour was called off the campaign was quickly re-gearred for the one-day series against the FICA World XI.

A highlight of the season was the innovative campaign to promote Australia's tour. The integrated campaign co-ordinated a mix of television, radio, newspaper and web advertising in a cheeky concept which showed the Australians playing badly while the BLACKCAPS performed at their very best around the catch line "you never know what the BLACKCAPS will do next."

Match attendance during the summer was up on budget and crowd support was strong, reflected in the more than 240,000 people attending international cricket during the season. Support for the BLACKCAPS was particularly strong in Auckland where the Boxing Day ODI against Sri Lanka attracted a crowd of close to 20,000. The first international Twenty20 match against Australia was sold out and the following week's ODI attracted another 27,000 people.

Interest in cricket was high throughout the summer. The sport dominated the sports pages of the major newspapers. More than 250 hours of live television and radio coverage of cricket was delivered during the summer by NZC's broadcasting partners Sky Television and The Radio Network (TRN).

NZC upgraded the look, feel and content of the NZC website and as part of the branding exercise around the BLACKCAPS launched www.BLACKCAPS.co.nz, a cutting edge fan site which is designed to bring BLACKCAPS fans closer to the team. NZC's websites attracted more than 54 million site hits during the summer, and 337,000 unique visitors with an average visitor length of more than 21 minutes.

Commercial Partners

The National Bank completed its second summer as the sponsor of both the BLACKCAPS and of the international home series.

The Bank has been the sponsor of the international home series since 1999 and became the sponsor of the BLACKCAPS in October 2003.

NZC enjoys its commercial partnership with The National Bank which includes advice and support from the Bank and a close working relationship between those Bank and NZC staff involved in managing the sponsorship.

The Bank's leveraging of its sponsorship included a high profile television and radio advertising campaign which reinforced the brand values of the BLACKCAPS and which drove public awareness of the team and cricket.

The National Bank's support of cricket this year once again extended to a preferential ticket sales offer to Bank customers and for the first time copies of the NZC magazine, Uncovered, were given to Bank staff at Christmas.

The National Bank interactive cricket roadshow featured both at community venues and at ODI matches for the second year. The roadshow was well received by young cricket fans who eagerly took part in speed bowling and target throwing competitions. The promotions featured members of the BLACKCAPS at a number of the venues. The National Bank also continued its sponsorship of the annual NZC awards evening which was televised live on Sky Television.

State's sponsorship of all men's and women's domestic senior representative cricket this year featured an integrated marketing campaign which promoted local matches through local breakouts in television advertising. The campaign was built around the catch line "Your team, your day" and was successful in promoting local matches and public awareness of State as the sponsor of senior representative domestic cricket.

In addition to the advertising campaign State produced a range of sought after caps, T-shirts and backpacks for supporters of each of the six Major Association men's and women's teams and branded key sales centers in each of the six Major Associations to support the local men's team.

Samsung became the BLACKCAPS technology partner during the year and will be providing the hardware for a new technology suite at NZC's high performance center.

NZC's broadcasting rights holders, Sky Television and TRN, continued to bring comprehensive coverage of men's international cricket and a quality programme of men's representative domestic cricket to the public.

NZC extends its thanks to the entire family of commercial partners. These are acknowledged as follows:

Air New Zealand	Air travel supplier
Budget Rent a Car	Rental car supplier
Carnegie Sports International	Ground signage supplier
DB Breweries	Pourage rights holder
Montana Wines	Wine supplier
Nestlé NZ Ltd	(MILO) junior development programme
New Zealand Community Trust	Secondary school and club development programme
Peugeot	Vehicle supplier
Photosport	Photographic supplier
Samsung	Technology partner
Scottwood Trust	The White Ferns New Zealand A New Zealand Under 19 NZC High Performance Centre NZC Academy Programme
SellAgence (Gillette)	Secondary school boys' tournament
SKY Television	Television rights holder
SPARC	Sport development and high performance funding
Spectrum Print	Print sponsor and supplier
STATE	All men's and women's premier domestic competitions All men's and women's Major Association premier teams
TAB	Sports betting
TelstraClear Limited	Telecommunications supplier
The National Bank	The National Bank Series The BLACKCAPS
The Radio Network	Radio broadcast partner
Ticketek	Ticketing partner
Wellfit	Apparel and merchandise sponsor and supplier

Publications

Two issues of NZC's tour magazine *Uncovered* were published in 2004/05: one relating to the Sri Lanka tour, and the second to the tour by Australia. NZC deployed a sales force to distribute the publication at all international match venues, with a secondary channel through the Rebel Sport nationwide retail chain. Direct sales of both issues to sponsors and hospitality providers were significant.

Uncovered Volume #3 was made obsolete by the Sri Lankan tour cancellation, with remaining unsold copies being given away at the subsequent FICA XI series matches.

Consumer feedback on *Uncovered* was extremely positive, with the editorial content, magazine-style format and high production values appreciated by all audiences.



S Goodenough

New Zealand Cricket (Inc.)

Statement of Financial Performance for the year ended 31 May 2005

	Notes	2005 \$	2004 \$
Total Operating Revenue	2	20,683,987	22,602,488
Less Operating Expenses:			
International Men's Teams		7,904,971	7,759,109
International Women's Teams		378,817	398,574
Administration		4,350,768	3,980,169
Marketing		2,230,280	2,052,565
Commissions and Levies		3,030,359	3,232,499
Coaching and Development		1,605,198	1,584,867
Other Cricket Playing		416,427	459,413
		<u>19,916,820</u>	<u>19,467,196</u>
Net Operating Surplus	3	767,167	3,135,292
Less Grants and Distributions to Associations	13	6,612,319	6,476,556
Net Operating Deficit After Distributions		\$(5,845,152)	\$(3,341,264)
Less Special Grants to Major Associations	13	260,000	280,000
Net Deficit for the year		<u>\$(6,105,152)</u>	<u>\$(3,621,264)</u>

New Zealand Cricket (Inc.)

Statement of Movements in Equity for the year ended 31 May 2005

	Notes	2005 \$	2004 \$
Equity at 1 June 2004		14,090,114	17,711,378
Net Deficit for the year		(6,105,152)	(3,621,264)
Equity at 31 May 2005	7	<u>\$7,984,962</u>	<u>\$14,090,114</u>

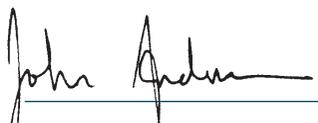
The accompanying notes form part of these financial statements.

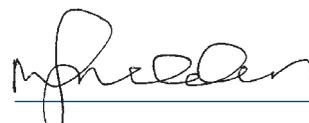
New Zealand Cricket (Inc.)

Statement of Financial Position as at 31 May 2005

	Notes	2005 \$	2004 \$
Current Assets:			
Bank Accounts and Deposits		7,002,524	11,137,699
Trade and Sundry Receivables		1,728,682	1,431,507
Sundry Loans		75,000	90,000
Prepayments		460,586	1,644,122
Tour Work in Progress		-	906
Inventory	4	214,992	282,670
		9,481,784	14,586,904
Non Current Assets:			
Sundry Loans	11	450,000	525,000
Property, Plant and Equipment	5	2,330,510	2,389,042
		2,780,510	2,914,042
		\$12,262,294	\$17,500,946
Less Current Liabilities and Accruals:			
Trade Creditors and Accruals	6	1,083,873	1,120,760
Employee Entitlements	8	183,392	206,145
Prepaid Income		3,010,067	2,083,927
		4,277,332	3,410,832
Net Assets		\$7,984,962	\$14,090,114
Equity	7	\$7,984,962	\$14,090,114

For and on behalf of the Board of New Zealand Cricket (Inc.) which authorised the issue of the financial report on 30 July, 2005


Sir John Anderson
Chairman


M.C. Snedden
Chief Executive

The accompanying notes form part of these financial statements.

New Zealand Cricket (Inc.)

Cash Flow Statement for the year ended 31 May 2005

	Notes	2005 \$	2004 \$
<u>Cash flows from Operating Activities</u>			
Cash was provided from:			
Receipts from sponsorship, grants and other activities		21,119,718	25,012,413
Interest Received		516,354	633,213
		<u>21,636,072</u>	<u>25,645,626</u>
Cash was applied to:			
Payments to Suppliers and Employees		(18,621,437)	(20,872,008)
Grants to Associations		(6,872,319)	(6,756,556)
Interest Paid		(6,131)	(5,578)
		<u>(25,499,887)</u>	<u>(27,634,142)</u>
Net Cash outflow from operating activities	10	<u>\$(3,863,815)</u>	<u>\$(1,988,516)</u>
<u>Cash flows from Investing Activities</u>			
Cash was provided from:			
Sale of Property, Plant and Equipment		2,944	50,000
Cash was applied to:			
Purchase of Property, Plant and Equipment		(272,227)	(260,935)
Net Cash Outflow from investing activities		<u>\$(269,283)</u>	<u>\$(210,935)</u>
Net Decrease in cash held		<u>\$(4,133,098)</u>	<u>\$(2,199,451)</u>
Add cash at 1 June 2004		11,137,699	13,337,196
Effect of exchange rate change on foreign currency balance		(2,077)	(46)
Cash Balance at end of year 31 May 2005		<u>\$7,002,524</u>	<u>\$11,137,699</u>

The accompanying notes form part of these financial statements.

New Zealand Cricket (Inc.)

Notes to and forming part of the Financial Statements for the year ended 31 May 2005

1. Statement of Accounting Policies

Reporting Entity

New Zealand Cricket (Inc.) is an incorporated society under the Incorporated Societies Act 1908. The financial statements of New Zealand Cricket (Inc.) have been prepared in accordance with generally accepted accounting practices.

Measurement Base

The Accounting principles recognised as appropriate for the measurement and reporting of Financial Performance and Financial Position on a historical costs basis are followed by New Zealand Cricket (Inc.)

Specific Accounting Policies

The following specific accounting policies which materially affect the measurement of financial performance and financial position have been applied:

a. Accounts Receivable

Accounts Receivable are stated at their estimated realisable value.

b. Inventories

Inventories are stated at cost, determined on a first-in first-out basis. These include resources, clothing, promotional product for the development initiatives, and marketing resources used for promotional purposes not utilised at balance date.

c. Foreign Currencies

Overseas transactions are converted at the New Zealand rate of exchange ruling at the date of the transaction. At balance date foreign monetary assets and liabilities are translated at the closing rate, and exchange variations arising from these are included in the Statement of Financial Performance.

The exchange differences on hedging transactions undertaken to establish the price of particular revenues or expenses, together with any costs associated with the hedged transactions, are deferred and included in the measurement of the revenue or expense transaction.

d. Trade Creditors and Accruals

Trade Creditors and Accruals are stated at the estimated amounts payable.

e. Leases

New Zealand Cricket (Inc.) leases certain Office Equipment and Buildings.

Operating Lease payments, where the lessors effectively retain substantially all the risks and benefits of ownership of the leased items, are included in the determination of the net surplus in equal instalments over the lease term.

f. Financial Instruments

Financial instruments recognised in the statement of financial position include cash balances, receivables, payables, deposits and loans to others. In addition New Zealand Cricket (Inc.) has been party to financial instruments with off balance sheet risk, some to reduce exposure to fluctuations in foreign currency exchange rates. These financial instruments have been guarantees of other's term loan facilities and foreign currency forward exchange contracts. At balance date no such financial instruments existed.

New Zealand Cricket (Inc.) enters into foreign currency forward exchange contracts to hedge trading transactions, including anticipated transactions, denominated in foreign currencies. Gains and losses on contracts which hedge specific short-term foreign currency denominated transactions are recognised as a component of the related transaction in the period in which the transaction was completed.

Where the hedge of an anticipated transaction is terminated early, but the anticipated transaction is still expected to occur, the gain or loss that arose prior to termination of the hedge continues to be deferred and is recognised as a component of the transaction when it is completed. If the trading transaction is no longer expected to occur, the gain or loss on the terminated hedge is recognised in the statement of financial performance immediately.



New Zealand Cricket (Inc.)

Notes to and forming part of the Financial Statements for the year ended 31 May 2005 *continued***g. Property, Plant and Equipment**

Property, Plant and Equipment are stated at cost less aggregate depreciation. Depreciation is provided for on a straight line basis on all tangible property, plant and equipment, at depreciation rates calculated to allocate the assets' costs over their estimated useful lives.

Depreciation has been calculated on the basis of the following depreciation periods:

Motor Vehicles	5 years
Office Furniture/Equipment	2 – 10 years
Computer Equipment	2 – 4 years
Cricket Equipment	4 – 12 years
Furniture & Fittings	5 – 20 years
Grounds	20 years
Grounds Plant & Equipment	5 – 20 years
Buildings	5 – 20 years
Trade Marks are amortised over a 10 year period.	

Changes in Accounting Policies

There have been no changes in accounting policies. All policies have been applied on bases consistent with those used in previous years.

2. Operating Revenue	2005	2004
Revenue	\$ 20,144,895	\$ 21,966,160
Interest Revenue	516,354	633,213
Foreign Exchange Gains	22,738	3,115
	<u>\$20,683,987</u>	<u>\$22,602,488</u>

3. Operating Surplus	2005	2004
After Charging:	\$	\$
Depreciation:		
- Motor Vehicles	22,052	15,993
- Furniture & Fittings	19,871	23,697
- Office Furniture	14,552	12,302

- Computer Equipment	72,823	27,625
- Cricket Equipment	13,317	10,945
- Grounds	31,188	31,240
- Grounds Equipment	74,660	67,210
- Buildings	73,596	73,949
- Trade Marks	2,016	2,019
Loss on sale Fixed Asset	3,741	10,770
Interest Expense & Bank Fees	6,131	5,578
Loan Forgiven Basin Reserve Trust	90,000	-
Rental and Operating Lease costs	279,058	261,588
Auditing Fees	13,500	13,500
Other Fees paid to Auditors	800	7,150

4. Inventories	2005	2004
	\$	\$
Cricket Balls	23,449	36,935
Clothing, Gear Bags & Suitcases	57,546	86,743
Marketing Resources	8,384	3,449
Development Resources	125,613	155,543
	<u>\$214,992</u>	<u>\$282,670</u>

5. Property, Plant and Equipment

2005	At Cost	Accum Depn	Net Book Value
Motor Vehicles	\$ 152,173	\$ 84,463	\$ 67,710
Office Furniture & Equipment	191,090	137,727	53,363
Computer Equipment	458,529	255,902	202,627
Cricket Equipment	148,051	121,649	26,402
Furniture & Fittings	267,994	204,651	63,343
Buildings	1,723,582	544,799	1,178,783
Grounds	482,322	139,461	342,861
Grounds Plant & Equipment	691,464	332,994	358,470
Trade Marks	19,391	11,064	8,327
Fixed Assets Work in Progress	28,624	-	28,624
	<u>\$4,163,220</u>	<u>\$1,832,710</u>	<u>\$2,330,510</u>

New Zealand Cricket (Inc.)

 Notes to and forming part of the Financial Statements for the year ended 31 May 2005 *continued*

2004	At Cost	Accum Depn	Net Book Value
	\$	\$	\$
Motor Vehicles	119,301	81,239	38,062
Office Furniture & Equipment	168,125	123,176	44,949
Computer Equipment	340,081	183,297	156,784
Cricket Equipment	135,490	108,333	27,157
Furniture & Fittings	266,399	184,781	81,618
Buildings	1,722,102	471,203	1,250,899
Grounds	468,372	108,273	360,099
Grounds Plant & Equipment	677,465	258,334	419,131
Trade Marks	19,391	9,048	10,343
	<u>\$3,916,726</u>	<u>\$1,527,684</u>	<u>\$2,389,042</u>

6. Trade Creditors and Accruals

	2005	2004
	\$	\$
Trade Creditors	898,696	888,717
Other Accruals	181,977	229,143
Grants to Associations	3,200	2,900
	<u>\$1,083,873</u>	<u>\$1,120,760</u>

7. Equity

	2005	2004
	\$	\$
Opening Accumulated Operating Funds	14,090,114	17,711,378
Net Surplus (Deficit) for the year	(6,105,152)	(3,621,264)
Total Equity 31 May 2005	<u>\$7,984,962</u>	<u>\$14,090,114</u>

8. Employee Entitlements

	2005	2004
	\$	\$
Balance at beginning of the year	206,145	176,958
Additional provision	189,434	168,618
Amount utilised	(212,187)	(139,431)
Balance at end of the year	<u>\$183,392</u>	<u>\$206,145</u>

9. Lease Commitments

Future Lease Commitments for New Zealand Cricket (Inc.) are:

	2005	2004
	\$	\$
Not later than 1 year	255,198	250,875
Between 1-2 years	225,532	217,975
Between 2-5 years	316,968	378,780
Over 5 years	350,770	393,805

10. Reconciliation of Net Operating deficit with Net Cash outflow from operations

	2005	2004
	\$	\$
Net Deficit	(6,105,152)	(3,621,264)
Add non-cash items :		
Depreciation	324,074	264,981
Loss on Disposal Fixed Assets	3,741	10,770
Loan Forgiven Basin Reserve Trust	90,000	-
	417,815	275,751
Movements in Working Capital		
(Increase) Decrease in Accounts Receivable	(297,175)	1,442,615
(Increase) Decrease in Sundry Loans	-	(100,000)
(Increase) Decrease in Prepayments	1,183,536	1,480,950
Increase (Decrease) in Accounts Payable	866,500	(1,412,932)
(Increase) Decrease in Stock	67,678	(59,020)
(Increase) Decrease in Tour WIP	906	5,338
	1,821,445	1,356,951
Effect of exchange rate change on foreign balance	2,077	46
Net cash outflow from operating activities	<u>\$(3,863,815)</u>	<u>\$(1,988,516)</u>

New Zealand Cricket (Inc.)

Notes to and forming part of the Financial Statements for the year ended 31 May 2005 *continued*

11. Financial Instruments

Credit Risk

Financial instruments which potentially subject New Zealand Cricket (Inc.) to credit risk principally consist of bank balances, accounts receivable, sundry loans, guarantees of other's term loan facilities, and foreign currency forward exchange contracts.

Maximum exposures to the credit risk as at balance date are:

	2005	2004
	\$	\$
Bank Balances & Deposits	7,002,524	11,137,699
Receivables	1,563,517	1,165,941
Sundry Loans	525,000	615,000
Forward Exchange Contracts	-	4,490,749
Financial Guarantees	-	100,000

New Zealand Cricket (Inc.) had given a guarantee to ASB Bank Ltd in respect of a Term Loan of \$500,000 drawn by the Eden Park Trust Board for improvements at Eden Park. The guarantee terminated on 31 March, 2005.

Sundry Loans include Loans to Major Associations of \$525,000. These Loans are subject to interest based on the 90-day Bill rate at the beginning of each quarter, and are secured by future grants payable to those associations.

During the year the Loan of \$90,000 to the Basin Reserve Trust was forgiven as part of an agreement with the Wellington Stadium Trust and the Basin Reserve Trust.

The above maximum exposures are net of any recognised provision for losses on these financial instruments. No collateral is held on the above amounts.

Concentrations of Credit Risk

Funds on deposit are primarily with The National Bank of New Zealand Ltd. Other deposits include Commercial Paper with other major trading banks.

Currency Risk

New Zealand Cricket (Inc.) has exposure to foreign exchange risk as a result of transactions denominated in foreign currency, arising from normal trading activities. The NZD equivalent of unhedged foreign exchange assets at balance date is \$250,070 (2004, Nil).

During the current year, where exposures were certain, New Zealand Cricket (Inc.) hedged most of its new season offshore exposure. New Zealand Cricket (Inc.) used forward foreign exchange contracts to manage these exposures. The notional contract amount of forward foreign exchange instruments outstanding at balance date was Nil (2004, \$4,490,749).

Interest Rate Risk

Interest earned on bank balances and deposits are based on the current interest rate. At balance date this was 6.75%.

Credit Facilities

New Zealand Cricket (Inc.) has a bank overdraft facility of \$1,000,000 with The National Bank of New Zealand Ltd. Apart from this facility, which was not being utilised at balance date, there were no other credit facilities.

Fair Values

The following methods and assumptions were used to estimate the fair value of each class of financial instrument.

Bank Accounts and Deposits, Receivables and Trade Creditors

The carrying amount is the fair value for each of these classes of financial instruments noted above. Bank Deposits are recorded at market value, and are subject to market forces. Market value is subject to changes in interest rates.

Forward Foreign Exchange Contracts

The estimated fair value of off balance sheet forward foreign exchange contracts at balance date was Nil (2004, \$427,034). The estimated fair value of forward foreign exchange contracts is based on market rates at balance date.

Financial Guarantees

It is not practicable to estimate the fair value of financial guarantees within an acceptable level of reliability.

New Zealand Cricket (Inc.)

Notes to and forming part of the Financial Statements for the year ended 31 May 2005 *continued*

12. Segment Information

New Zealand Cricket (Inc.) operates in one industry and geographical location, this being the promotion and administration of cricket in New Zealand. Domestic cricket and development programmes are coordinated through Major Associations who in addition assist with hosting arrangements of international teams. New Zealand Cricket (Inc.) is responsible for operating the High Performance Centre at Lincoln University and for managing New Zealand teams touring offshore.

13. Transactions with Related Parties

Major/District Associations

During the year New Zealand Cricket (Inc.) made payments of \$6,281,070 (2004, \$6,145,556) and special grants of \$260,000 (2004, \$280,000) to Major Associations, and \$331,249 (2004, \$331,000) to District Associations.

Major and District Associations are the members of New Zealand Cricket (Inc.) as provided for in the Constitution of New Zealand Cricket (Inc.).

The balances outstanding on Receivables at the end of the year were \$60,362 (2004, \$222,395), while the balances outstanding on Payables at the end of the year were \$12,433 (2004, \$64,834). No amounts were written off or forgiven during the year.

New Zealand Cricket (Inc.) has advanced loans to some Major Associations, as referred to in Note 11.

14. Income Recognition

Income is generally recognised in the period to which it relates. Should there be any doubt as regards the receipt of any income then recognition of that income will be deferred until the period in which it is actually received.

At balance date the claim by GCC on ICC in relation to the 2003 Cricket World Cup remains unresolved, and the ICC continues to withhold funds from each full member country until such claims are satisfied. The only payment received during the year was NZC's share of interest on the funds withheld. In line with

the above policy, New Zealand Cricket (Inc.) has only recognised to date those amounts actually confirmed or received at the time of completion of these financial statements. Any further amounts subsequently received by NZC will be recognised in the financial year in which they are received.

During the current year the tour by Sri Lanka was abandoned after the first ODI due to the devastating tsunami on Boxing Day. At balance date the question of an insurance claim has not been resolved as this will depend to a large extent on the completion of the remaining 4 ODIs in the 2005/06 season. To date all revenues and expenses in respect of this tour have been recognised in the current year's accounts, and any proceeds from a subsequent insurance claim will be recognised when or if a claim is settled.

15. Contingent Liabilities

	2005	2004
	\$	\$
Guarantee of Term Loan Facilities of Eden Park Trust Board to a limit of	Nil	\$100,000
At balance date the amount of the Term Loan facility so guaranteed was	Nil	\$100,000

Under the Master agreement negotiated with the Cricket Player's Association in 2002, 22.92% of the "New Zealand Cricket Revenue" represents the amount allocated to the Player Pool, and it is from this pool that all player payments are made. The initial budgeted allocation for the 4 years ending May, 2006 was \$5.1m per annum.

If at the end of the 4 year period the actual amount allocated to the Pool exceeds that initially allocated then NZC has a liability to the players.

As at balance date, and taking in to account the revised budget for the new financial year, an estimated liability of \$109k exists in the player payments pool.

16. Capital Commitments

There were no capital commitments at 31 May, 2005 (2004, Nil).

**Auditor's Report**

To the Members of New Zealand Cricket (Inc.).

We have audited the financial statements on pages 34 to 41. The financial statements provide information about the past financial performance of New Zealand Cricket (Inc.) and its financial position as at 31 May 2005. This information is stated in accordance with the accounting policies set out on pages 37 to 38.

Board's Responsibilities

The Board of Directors are responsible for the preparation of financial statements which comply with generally accepted accounting practice in New Zealand and fairly present the financial position of New Zealand Cricket (Inc.) as at 31 May 2005 and its financial performance and cash flows for the year ended on that date.

Auditor's Responsibilities

It is our responsibility to express an independent opinion on the financial statements presented by the Board of Directors and report our opinion to you.

Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial statements. It also includes assessing:

- the significant estimates and judgements made by the Board of Directors in the preparation of the financial statements; and
- whether the accounting policies are appropriate to New Zealand Cricket (Inc.)'s circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with generally accepted auditing standards in New Zealand. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Ernst & Young provides tax advice to New Zealand Cricket (Inc.).

Unqualified Opinion

We have obtained all the information and explanations we have required.

In our opinion the financial statements on pages 34 to 41:

- comply with generally accepted accounting practice in New Zealand; and
- fairly present the financial position of New Zealand Cricket (Inc.) as at 31 May 2005 and its financial performance and cash flows for the year ended on that date.

Our audit was completed on 30 July 2005 and our unqualified opinion is expressed as at that date.

Ernst + Young

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