

## Chairman's Report

Presented by Whycliffe 'Dave' Cameron

October 2014 – September 2015

Hold the Vision – Trust the Process

*Hold the vision and trust that the Universe will acclimatize to your vision. Hold the vision and trust the process. – Anonymous*

At the end of 2014 I spoke to you about change. We discussed the changes that we would implement to turn around the fortunes of the WICB. We have embarked on implementation. Implementation is a journey, and we understand that the path will not always be smooth. So this year, I now implore you to ***trust the process***. There is a plan to improve; there is a vision – hold the vision and trust the process.

The year ended September 2015 was marked by mixed fortunes for the WICB. We began with the events that transpired in the prematurely ended tour of India. The India debacle stood in direct opposition of our vision for the team, and for West Indies Cricket. It was the first of the year's many challenges. It tested the levels of cricket diplomacy and threatened the financial viability of the WICB. It can also be seen as the genesis of 2015's specific challenges, for out of the India debacle emerged an equal challenge – the attempt by heads of Governments of CARICOM to broker resolution between ourselves and India when the BCCI publicly announced that it would temporarily suspend cricketing relations with the WICB. In the midst of the turmoil that was the India debacle, I am happy to report that resolution is in sight, and that within a few short weeks we will announce the full itinerary of the India tour to the West Indies 2016.

While seeking resolution with India, the WICB was advised of the formation of the CARICOM Committee on Cricket Governance, working alongside the CARICOM Sub-Committee on Cricket. The involvement of the Heads of Governments of CARICOM proved challenging. A review panel was eventually commissioned to examine the WICB's governance structures. The panel reverted with an overarching recommendation – dissolve the Board. We have the greatest admiration and respect for our leaders, but we do not agree that such an action will yield the desired result. We acknowledge that our

system is not perfect. We know that there is always room for improvement. However, we stand by our response to the CARICOM commissioned report, but more so to our proposals to:

- Appoint a sub-committee, to include independent directors, to review the few recommendations from the Lucky, Patterson and Wilkin Reports which the WICB has not already implemented, and to advise on whether such recommendation, ought to be reconsidered by the Board of Directors;
- Appoint a change management expert to review the recommendations of the sub-committee; the present structure and management system and the Committees of the WICB and territorial Boards. The expert will advise on recommendations which ought to be considered by the Board to improve the governance, management and administration of cricket
- Take immediate steps to improve communications through various media and methods including direct communication with shareholders, Governments, stakeholders, Legends and former West Indies cricketers and the public by the Board and TBs on matters concerning governance and cricket.
- Take steps to initiate discussions with stakeholders on and to assist with the development of cricket in the territories especially at the school level.
- Take steps to ensure the wide public distribution of audited financial statements and other reports, once approved by the Annual General Meeting and in so far as other reports are concerned, by the Board
- Review the present situation with Women's Cricket in the West Indies and design a framework for the further growth of the game

We stand by these action points as we believe they will improve our governance systems and ultimately our cricket. We now urge you to hold us to the task of implementation.

**ICC Governance**

The WICB, through the President, is represented on the Nominations Committee, Audit, HR & Compensation and Executive Committees of the ICC. In the last three years, we have added our voice to critical issues such as the ICC revamp and the Future Tours programme. Additionally, since the change last year in the leadership of the ICC there has been a shift to review the overall Governance model. We are now submitting suggestions to the changes of the constitution. The WICB inputs in the process of cricket governance in the world.

### **90 Not Out**

On May 31 2016, we will celebrate ninety (90) years since we have attained full membership at the ICC – 90 not out...90 and counting. We are the oldest institution that has united the region among a common social and cultural good. As we make West Indies cricket strong again, we understand and accept that we make West Indian identity proud again. We have looked at it soberly; changing the tide of West Indies cricket does not come overnight but a process is in train, and again, we ask you to trust it.

### **Financial Performance**

The year under review saw WICB recording a profit of USD\$3.4M, reversing a loss of USD\$1.5M in the previous year. Such a strong financial performance has not been seen since CWC2007. We have concrete plans to ensure you, our shareholders, that this performance will continue. The reversal of our losses means:

- a. That we are in a position to continue to finance our initiatives in particularly the Professional Cricket League (PCL) – to play more cricket. As we play more, we improve; and
- b. To roll out our cricket development plans – the key to a strong future WI Team.

## **Cricket Performance**

Player preparedness, coaching, and the state of our pitches are just some of the challenges we encounter in getting our cricket right. The 19-point plan on the improvement of the game is kept under constant review. The Professional Cricket League (PCL) has had one full year, and we eagerly anticipate the next. We are now going into the fourth (4<sup>th</sup>) year of the CPL. There are now in excess of 90 professional cricketers in the Caribbean – professionals that we are grooming to perfect their craft, so that together, they become dominant in the game.

Our women's team has fared better in the rankings than our men's team. Our men's team ranks 8<sup>th</sup> in the world for test matches, 9<sup>th</sup> in the ODI format, and 3<sup>rd</sup> in the T20 format; our women rank 5<sup>th</sup>. The development of women's cricket is also in our focus. In 2018 we will be hosting the ICC Women's World Cup in the region. This holds significant potential for the sports tourism product in our various territories. We will provide further information to you on this after ICC WT20 2016.

## **The Way Forward**

We have been fortunate to have new partners, and in some cases, a strengthened relationship with our long standing partners. In the coming weeks we will be in a position to make some more announcements which will further strengthen our revenue. Enhanced revenue means a stronger capacity to improve our product - cricket.

You will recall too, that in September of last year, you shareholders approved the formation of a new commercial entity and a rebranding exercise of the WICB to Cricket West Indies. In the months ahead we will also seek to incorporate the North American market. The USA remains an untapped market for cricket. We will be exploiting this and other commercial ventures with the assistance of PITCH International, a competent international firm that specializes in identifying and capitalizing on commercial

opportunities. PITCH will also increase the human resource capacity of the WICB, by providing training for our staff.

In the coming year we propose to deploy more funds into developing the next generation – women and men, boys and girls - to be the next world leaders in sports. The Kiddy Cricket programme with Scotiabank enters its 16<sup>th</sup> year. This is integral to our vision. It may be trite, but it is true – the youth represent our future. We will make the resources available for the improvement of their game and will nurture their interest in the sport. They show the drive and the passion that is central to the brand of West Indies Cricket. They are quite simply, our region's best hope.

We press on, resolute in our minds that the path we have chosen will bring sustainability to our cricket and will reverse the fortunes of cricket in the West Indies, eventually returning us to glory or near glory days. We encourage you to catch on to our vision and to trust the process of change.