

CWI BOARD PAPER



CWI Board of Directors' Meeting
Simpson Bay Resort & Marina, Saint Maarten
December 5th and 6th 2019

Item: The *'West Indies First'* Policy

Background

West Indies cricket, at its best, has always been a representation of the hopes and aspirations of the people of the Caribbean, and an illustration of the heights of excellence that our small region can attain when we work together. Cricket has been one of the few areas of our common West Indian culture where we have been able to punch above our weight and achieve global recognition. That is why West Indies cricket has been aptly described as a 'public good' that belongs to millions of West Indian people across our region and the world.

When our cricket teams and gifted cricketers showcase excellence and toughness on the world stage, we walk taller as a people. We beam with pride as we look at our own young West Indians face up with confidence and God-given talent, to the best competition from across our globe.

Sadly, the inverse happens when our teams underperform, look unmotivated, or get badly beaten. We feel gravely let down, and our West Indian pride and spirit stagger in frustration. Our teams being lowly ranked is looked at with a sense of embarrassment across our region, and stakeholders are demanding explanations, solutions and improved results.

Introduction

This new '**West Indies First**' policy is designed to help change a culture, not just individuals. Our transitioning and reorganizing for performance improvement must therefore take place strategically and speedily. CWI must engage in a series of calculated moves designed to regain global competitiveness and reignite the passion for our culture - A West Indian culture where our cricket and our pride must be put back where they belong, at the very center.

The policy therefore emphasizes beyond doubt that properly developing and carefully exposing Caribbean talent and regional expertise is of the highest priority and an absolute necessity for the future well-being of West Indies cricket. The policy also recognizes that achieving international on-field success requires aiming for excellence off the field of play, locally and regionally.

The West Indies First Essentials

1. Our cricket teams must therefore always be properly named "**West Indies**", as a recognition of our regionalism, the rich cricket legacy, and the belonging of the team to a wide variety of West Indian stakeholders, and millions of fans across the world.
2. At the core of this policy is the utilization of regional expertise. Along with producing the best possible young cricketers, the other main output of this policy must therefore be to promote and develop the best quality coaching, umpiring, sports science & medicine, administration, and other cricket-related expertise of our region.
3. The **West Indies First** policy presents no disrespect to the past or present value to CWI of non-West Indian professionals. The new minimum standard is that to the greatest extent practical and possible, not less than 3 out of every 5 members of the entire coaching and support staff, for each team,

and not less than 75% of the total CWI work force should be of West Indian heritage.

4. This policy enables CWI to promote West Indian expertise and involvement, while still employing the best international expertise in areas where there is no one of equal quality available immediately, of West Indian origin. But wherever there are non-West Indian professionals employed within the CWI system, there should be a clear succession plan which includes the transfer of knowledge, skills, and where necessary, coaching, mentoring and shadowing programmes for a West Indian successor.
 5. This **West Indies First** policy must also apply to the procurement of goods and services. Before deciding on a non-West Indian vendor/supplier, CWI procurement management must have searched for the best quality and most cost-effective Caribbean suppliers, physically located in the Caribbean or with ownership of Caribbean origin but located elsewhere.
 6. All of CWI's cricket decisions must be designed to also develop that sense of pride and aspiration for our representative West Indies teams that has been too often absent in the past. In order to achieve a renewed sense of purpose and excellence within CWI, difficult choices and challenging decisions may have to be made.
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