



## **SPIRIT OF CRICKET CAMPAIGN 2009-10 INFORMATION PAPER**

### **BACKGROUND**

Auckland Cricket is witnessing a substantial growth in the number of people playing cricket and with an eight percent increase in player numbers in the 2008-09 season there are now over 17,200 people playing cricket regularly.

Auckland Cricket recognises the importance of providing an enjoyable and trouble-free playing experience to its cricketers including the huge number of volunteers who coach, umpire, administer and support our great game.

### **SPIRIT OF CRICKET CAMPAIGN**

Cricket is a game that owes much of its unique appeal to the fact that it should be played not only within its Laws but also within the Spirit of the Game. The Spirit of Cricket represents a great opportunity to promote the positive benefits of playing by the rules, using common sense and respecting fellow players, coaches, umpires, opponents and supporters.

To give the Spirit of Cricket more visibility, Auckland Cricket is launching a Spirit of Cricket campaign. The campaign titled 'It's all about **RESPECT**' is based on a few simple questions:

During your game today, did you...

- Show respect to everyone involved in the game?
- Play within the rules and spirit of the game?
- Contribute to a positive environment and enjoyable day for all involved?
- Act as a positive role model?
- Show appreciation to those who made the game happen – coaches, managers, umpires?

### **THE CAMPAIGN OBJECTIVES**

The Spirit of Cricket campaign aims to:

- Increase the awareness of the Spirit of Cricket
- Highlight that we all, players, coaches, umpires, parents and supporters have a part to play in upholding the Spirit of Cricket.

**Passionate  
about cricket!**

## **PRACTICAL STEPS**

### **1) Campaign launch:**

The Campaign will be officially launched at the Men's Premier Twenty20 Finals day at Lloyd Elsmore Park on Saturday 17 October 2009. The launch will aim to secure the commitments of all the men's premier team captains to the Campaign by signing a pledge to uphold the Spirit of Cricket during the 2009-10 season.

### **2) Promotion through our principal competitions:**

Auckland Cricket will be focusing on its principal competitions including the Men's Premier Competition and the District Tournaments to role model and promote the Spirit of Cricket Campaign.

#### Men's Premier Competition

- Spirit of Cricket badges will be displayed on Men's Premier teams match shirt sleeves
- Increased signage and branding at finals days
- Introduction of a Spirit of Cricket Award (see below for more information)

#### District Tournaments

- Increase signage at tournament venues
- Introduction of a Spirit of Cricket Award (see below for more information)

### **3) Recognition of teams commitment to the Spirit of Cricket:**

A Spirit of Cricket Award will be introduced for Auckland Cricket's principal competitions to recognise teams that consistently uphold the Spirit of Cricket. The Spirit of Cricket Award will be introduced in the following competitions:

#### Men's Premier Competition

- Team Award
- Winner determined jointly by umpires and team captains during the Limited Overs and Two Day Championships
- Points will be awarded to teams through the Umpires Match Reports and the Captain's Report on Pitch and Opposition.

#### District Tournaments

- Team Award for each grade
- Winner determined by umpires through the Umpires Match Report

### **4) Increased signage and branding at principal competitions:**

Auckland Cricket will be placing Spirit of Cricket signage at its principal competitions including:

- Boundary signs
- Signage on umpire's match shirts

### **5) Website promotion:**

Auckland Cricket will be utilising its new website to promote the campaign. Website activities will include:

- Spirit of Cricket Campaign page
- Player, Coach and Umpire video interviews

## HOW CAN YOU GET INVOLVED?

### 1) Clubs

Clubs are asked to help support the campaign by:

- Displaying the premier captain's Spirit of Cricket pledge in their club rooms in a prominent and visible position.
- Creating a Spirit of Cricket campaign website page (Information and logo will be supplied by Auckland Cricket) or creating a link to Auckland Cricket's Spirit of Cricket Webpage on their club site.
- Ensuring that their Premier team has the Spirit of Cricket badges on the sleeve of their match shirts.

### 2) Umpires

Umpires are asked to help support the campaign by:

- Emphasising the importance of the Spirit of Cricket to team captains and ensuring each team competes under the Laws of Cricket particularly the Spirit of Cricket.
- All umpires officiating Men's Premier Grade and District Tournament matches are asked to take a little extra time when completing their Match Reports to score each **team** on their commitment to upholding the Spirit of Cricket. These scores, with those submitted by the team captains, will jointly decide the winner of the Spirit of Cricket Awards.

### 3) Players, Parents and Supporters

Players, Parents and Supporters should ask themselves 5 simple questions. During your game today, did you...

- Show respect to everyone involved in the game?
- Play within the rules and spirit of the game?
- Contribute to a positive environment and enjoyable day for all involved?
- Act as a positive role model?
- Show appreciation to those who made the game happen – coaches, managers, umpires?

**Players. Coaches. Umpires. Parents. Supporters.  
We all have a role to play. Do your part.**