

Strategic Development Plan for Cricket 2009-2012. © BDCA

Brunei Darussalam Cricket Association

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STRATEGIC DEVELOPMENT PLAN FOR CRICKET 2009-2012. © BDCA

THE COUNTRY



Brunei Darussalam consists of two unconnected parts with a total area of 5,766 sq. kilometers (2,226 sq. miles), located at the north coast of the island of Borneo, in Southeast Asia. Apart from its coastline with the South China Sea, it is completely surrounded by the state of Sarawak, Malaysia.

97% of the population lives in the larger western part, while only about 10,000 live in the mountainous eastern part (the district of Temburong). The total population of Brunei Darussalam is about 400,000 of which around 130,000 live in the capital Bandar Seri Begawan.

Brunei Darussalam has a humid subtropical climate with no significant climate change throughout the year. The average annual temperature is 28 °C (82 °F), with highest around 33 °C (91.4 °F)

THE ASSOCIATION

Persatuan Kriket Negara Brunei Darussalam (PKND), also known as Brunei Darussalam Cricket Association (BDCA) is a registered association with the Registrar of Society, Negara Brunei Darussalam. It is also affiliated with Department of Youth and Sports, Government of Negara Brunei Darussalam.

The Association is an associate member of ACC and affiliate member of ICC since 1997.



BACKGROUND

Though the game of cricket is not new in Brunei Darussalam, unfortunately it had always been centered around the expatriates working in the country. Only since 2004, several initiatives have been ventured to reach the game to the locals. In response, a Development Committee has been formed for the first time by the BDCA and cricket took a journey with new flavors and colors.

Those new initiatives and development efforts have able to infuse the game into the population of the country to a certain significant level. Today, many locals, especially the youths, have taken up the game on a regular basis. On top of this, few locals are now working in the board and demonstrating strong commitments in running the day-to-day operation and development of the game.

However, major problems currently lie with the lack of physical infrastructure, technical personnel and sponsorships.

STRENGTHS, WEAKNESSES, THREATS & OPPORTUNITIES

<p><u>Strengths:</u></p> <ul style="list-style-type: none">• Strong commitment in management team• Favorable supports from government departments• Location is highly suitable• Very focused management/staff	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none">• Lack of physical infrastructure• Insufficient funding and sponsorship• Lack of technical personnel• Absence of strong cricket culture within the local community
<p><u>Threats:</u></p> <ul style="list-style-type: none">• Climatic condition could reduce participation of locals• Absence of strong sporting culture may slow down the growth	<p><u>Opportunities:</u></p> <ul style="list-style-type: none">• The game is poised for rapid growth• Potential to diversify into girls/ladies segments

VISION

Establishing the game of cricket as a sporting choice among the Bruneians and positioning Brunei as one of the good standing cricketing nations in Asia.



STRATEGIC GOALS

Maximizing infusion of cricketing culture within the country

Performance Targets

1. Local community and Educational Institutions outreached effectively.
2. 'Education through Cricket' program implemented over four-year period.
3. Cricket Fun-Day activities 100% higher over four-year period.
4. Local match attendance 100% higher over four-year period.

Main Supporting Strategies

1. Work with government departments to optimize workshops and road-shows.
2. Build quality and profile of BDCA to enjoy stakeholders' confidences.
3. Maximize participation of BDCA in various fair and exhibitions.
4. Work with local media to optimize promotional programs and publishing news/articles.

Maximizing participation of youths of both genders in cricket

Performance Targets

1. At least twenty secondary and tertiary educational institutions adopted cricket under 'Educational Institutions Adoption Program'.
2. Primary school cricket expansion showed positive trend.
3. Under 15 and under 19 girls cricket in place.

Main Supporting Strategies

1. Organize local cricket camps for different age groups of both genders.
2. Maximize potentials of Twenty20.
3. Provide support to educational institutions and community, at large, with playing equipment and other necessities.
4. Provide incentive packages to encourage higher participation in cricket.

Maximizing development of process specialists (technical)

Performance Targets

1. Coaching panel expanded
 - a. Two Level-0 coaches for every educational institution;
 - b. Level-1 coach expanded by 100% over four-year period;
 - c. Level-2 coach expanded by 100% over four-year period.
2. Umpiring and scorer panel expanded
 - a. Level-0 umpire/scorer expanded to ten over four-year period;
 - b. Level-1 umpire/scorer expanded by 50% over four-year period;
 - c. Level-2 coach expanded by 50% over four-year period.

Main Supporting Strategies

1. Organize regular training and refreshing programs for Level-0 coaches, umpires and scorers.
2. Provide possible assistances to accredit ACC/ICC Level-1 certifications.
3. Provide incentive packages to process specialists (technical) to excel further.
4. Develop one coach for every club.

Building adequate and appropriate physical infrastructure

Performance Targets

1. At least one cricket ground of international standard in place.
2. At least one cricket ground at two major districts in place.
3. Curator development 100% higher over four-year period.
4. Field staffs recruited.
5. Field equipment acquired.

Main Supporting Strategies

1. Work with government, ACC and ICC towards developing cricket grounds.
2. Work with government, ACC and ICC towards developing training facilities including indoors.
3. Work with ACC and ICC for development of curators and ground staff.
4. Arranging fund for acquisition of field equipment.

Ensuring excellence in representation and governance

Performance Targets

1. Teams of all levels consistently rate top three for spirit of cricket.
2. High satisfaction of staff and stakeholders.
3. Effective knowledge-based database established.
4. Effective transparency in processes established.

Main Supporting Strategies

1. Develop cricketers who maintain the high standards of professionalism and behavior.
2. Instill fairness and aggressive competitiveness in games and respect opponents.
3. Strive to be of high standard in all areas of operation.
4. Work constructively with government, ACC and ICC for the best interest of cricket.
5. Use IT to improve administration and communication.

Building financial partners/sponsors and grow financial resources

Performance Targets

1. One major local sponsor is in place.
2. Healthy and balanced investment policy in place.
3. Revenue growth maintained.

Main Supporting Strategies

1. Attract local sponsors in investing and developing cricket in the country.
2. Work with government, ACC and ICC to access funding for cricket development and facility building.
3. Minimize operating cost but maintaining adequate standard of administration and cricket development programs.