A FIVE-YEAR PLAN TO INSPIRE AND UNIFY OUR NATION

2019-2023
JOIN US ON A FIVE-YEAR JOURNEY TO HELP INSPIRE AND UNIFY OUR NATION

Our vision is to be amongst the highest performing and most credible Cricket Boards in the World.

Our mission is to inspire and unify the Nation by channelizing the passion of the youth, through our winning teams and by providing equal playing opportunities to all. We will demonstrate the highest levels of professionalism, ethics, transparency and accountability to our stakeholders.
SUSTAINABLE CORPORATE GOVERNANCE
Our organization will develop a strong sustainable corporate governance framework at all levels including Cricket Associations and City Cricket Associations. Timely and effective planning with allocation of resources and clearly specified deadlines will be undertaken to ensure that objectives are met.

DELIVER WORLD CLASS INTERNATIONAL TEAMS
Merit-based and quality focused first-class cricket and high performance centers that deliver excellence will be nurtured. Our focus will be on transforming our International teams into consistent top performers.

GRASSROOTS AND PATHWAYS FRAMEWORK
From schools to stadia, we will develop strong mechanisms and support the right people to ensure the seamless transition of young cricketers to high performing sportsmen and women.

INSPIRE GENERATIONS THROUGH OUR WOMEN’S GAME
We will maintain a key focus on diversity and invest in our female cricketers to develop cricket champions across the Nation.

GROW AND DIVERSIFY COMMERCIAL REVENUE STREAMS
Set strategic, innovative and targeted commercial and marketing plans that support competitiveness and the sustainability of PCB, Cricket Associations and City Cricket Associations.

ENHANCE THE GLOBAL IMAGE OF PAKISTAN
Showcase Pakistan by promoting a positive global image through continuous relationship-building at international forums and by ensuring sustainability of international cricket in Pakistan.
Our organization will develop a strong sustainable corporate governance framework at all levels including six Cricket Associations and City Cricket Associations. Timely and effective planning with allocation of resources and clearly specified deadlines will be undertaken to ensure that objectives are met.

PCB will develop and implement robust policies, systems, processes and adopt best practices in compliance with a sustainable corporate governance framework to effectively manage and drive PCB’s business and culture across Pakistan. Accountability, transparency and clearly defined roles and responsibilities at the Board of Governors, PCB’s Senior Executive Leadership, Cricket Associations and City Cricket Association levels will ensure the organization remains focused on meeting financial, operational and strategic objectives and achieve long term sustainability.

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**WE WILL...**

1. Implement a sustainable corporate governance structure and build organizational capacity of Cricket and City Associations across Pakistan.
2. Set strong monitoring mechanisms in order to ensure consistent delivery including regular review of policies, processes and standard operating procedures.
3. Continuous feedback by our people through integrated systems.
5. Develop a phased implementation approach based on priorities.
6. Ensure our Board of Governors have requisite skills and experience.

**THIS MEANS...**

1. Ensuring appropriate corporate capacity, management know-how, transparency and accountability aimed at promoting cricket down to grass-root level.
2. We operate through continuous compliance and improvement.
3. The experiences of our staff will enable us to create well-defined and aligned outputs.
4. Staff will take ownership and hold each other accountable.
5. Implementation plan will be aligned to critical business changes with an effective communication strategy.
6. We will uphold strong sustainable corporate governance standards.

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Merit-based and quality focused First-Class Cricket and high-performance centers that deliver excellence will be nurtured. Our focus will be on transforming our International teams into consistent top performers.

In order to develop world class Pakistan cricketers we will focus on creating a robust, merit-based, result-oriented and highly competitive first-class system, with the aim of preparing our players for the tough demands of International cricket. In conjunction with our National High Performance Cricket Centre in Lahore, our elite programs will be refined, replicated and delivered to our most talented young players at the High Performances Centres, across the six-first class Cricket Associations. In addition, the planning and preparation for our national disability teams will be supported through facilities and high-quality coaching.

WE WILL...

- Benchmark High Performance and merit-based standards
- Develop players in line with an agreed ‘Pakistan way’
- Continuously invest in coaches, medical and support staff across the country
- Deliver high quality infrastructure and facilities for players
- Organize annual International exchange programs for players and officials
- Place fitness, nutrition and fielding as a high priority

THIS MEANS...

- Assess ourselves in line with the best practices from around the world
- From age-group to senior representation, players train, prepare and play in a defined way
- Players are being prepared by competent and qualified personnel
- Players are able to plan, prepare and play with access to high standard facilities
- We plan for the future by exposing our very best to different national and international environments
- We produce athletes who are able to meet the modern demands of the game
From schools to stadia, we will develop strong mechanisms and support the right people to ensure the seamless transition of young cricketers to high performing sportsmen and women. Strengthening systems and mechanisms at the grassroot level is critical for the future. Sustainable school, university and club activities will provide children with more opportunities for participation and effectively managing the progress. The most talented youngsters will seamlessly move through the “Provincial” structure. The PCB, through the development of a delivery framework and capacity building of performance-oriented staff, will support individual programs through knowledge and practical expertise.

**GRASSROOTS AND PATHWAYS FRAMEWORK**

**WE WILL...**

- Support Provincial Cricket Associations in producing grassroots development plans
- Provide expert advice and leverage experience to build a strong delivery framework
- Place schools cricket at the core
- Develop HR processes that enable redeployment of staff across all Cricket Associations
- Ensure governance is in place to monitor and evaluate activities and grassroots expenditure

**THIS MEANS...**

- A long term commitment to a sustainable process
- Key planning and delivery principles will be established across the board
- A bottom up approach to participation
- We utilize relevant skills and knowledge to support the game in a consistent manner
- Provincial Cricket Associations will be held accountable for delivering against their plans

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We will maintain a key focus on diversity and invest in our female cricketers to develop cricket champions across the Nation.

Our Pakistan International women’s cricket team continues to inspire through great performances on the world stage. They lead the way in inspiring young girls and women from all walks of life to pursue a cricketing career. The role model status of the International Women’s team demonstrates our commitment to diversity, representation and inclusion across the nation. We will continue to invest in women’s cricket and build on significant achievements already made. We will also remain committed to building a conducive culture to encourage increased female involvement through social advocacy and orientation programs.

**INSPIRE GENERATIONS THROUGH OUR WOMEN’S GAME**

**WE WILL...**

- Benchmark High Performance standards in building conducive and nurturing environments for young girls and women
- Develop a National High Performance Centre for women
- Ensure inclusion of women in reformed grassroots programs and integrate women’s cricket into the six Cricket Associations
- Engage with partners to drive talent hunt programs and social advocacy programs to build awareness and encourage our women
- Build capacity and capability of female coaches and officials and invest in their development
- Market and increase the brand value of our cricketers

**THIS MEANS...**

- We define our standards by learning from the global best practices
- Merit-based selection will enable the players to receive quality training and preparation support
- A clearly defined diversity and inclusive alignment of women’s cricket
- Will significantly enhance the talent pipeline of sportswomen and qualified support personnel
- Ensures an inclusive approach as we invest in top talent and key support staff
- Our cricketers will become more prominent as role models and will have the opportunity to earn more

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**GROW AND DIVERSIFY COMMERCIAL REVENUE STREAMS**

Set strategic, innovative and targeted commercial and marketing plans, to support competitiveness and sustainability of PCB, Cricket Associations and City Cricket Associations.

As the primary sport in the country there is a significant opportunity to grow and diversify revenue streams and de-risk the business by reducing the reliance on income generated through broadcast revenue and from the Pakistan Super League (PSL). We will take a strategic approach in how we assess, develop and market our inventory. The creation of six Cricket Associations in Pakistan will present new opportunities to build local and national commercial partnerships to support the new structure, entailing significant investments in the re-transformation phase.

**WE WILL...**

- Produce a robust, innovative and ambitious annual commercial plan
- Ensure continuous review of inventory and our propositions
- Secure new long-term partners to support our national cricket structure
- Assess levels of profitability across transactions
- Ensure all opportunities are assessed through a systematic cost-benefit analysis
- Encourage innovative ideas by exploring new ventures in a digital world

**THIS MEANS...**

- We remain accountable for delivery in a consistent, unified manner
- We optimize our assets, resources and brand value
- Our Cricket Associations become financially self-sustaining and economically viable
- We take a bottom line approach
- A value-creation approach to PCB will be maintained
- A progressive futuristic approach for value-addition and changing behaviors and needs of our fans, especially the youth

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Showcase Pakistan by promoting a positive global image through continuous relationship-building at all international forums and by ensuring sustainability of international cricket in Pakistan.

Cricket remains an integral part of our society and its importance is more relevant than ever. International cricket unites our passionate nation. We will work with the ICC and other cricket playing nations to revive and sustain International cricket in Pakistan. It is imperative that the passion of the nation is harnessed to drive a positive global image through providing challenging opportunities on a national and international level.

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<tr>
<th>WE WILL</th>
<th>THIS MEANS</th>
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<tbody>
<tr>
<td>Continually assess our safety and security</td>
<td>We will have evolving, robust plans</td>
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<td>Maintain ongoing and close dialogue with other Boards</td>
<td>Collaborate and build confidence in a transparent manner</td>
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<td>Host the whole of the PSL in Pakistan</td>
<td>Our fans will have the opportunity to watch their heroes, and revenue generation opportunities will develop further</td>
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<td>Engage with other organizations to bring touring parties to the country</td>
<td>We can begin to build a footprint of teams touring our country</td>
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<td>Closely collaborate with ICC and other international sports bodies for support in achieving the PCB's objectives</td>
<td>We remain focused towards our ultimate goal of inspiring and unifying the nation and building the global image of Pakistan</td>
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