



PCB<sup>®</sup>

Pakistan Cricket Board

# A FIVE-YEAR PLAN TO INSPIRE AND UNIFY OUR NATION

2019-2023

[CLICK HERE](#)







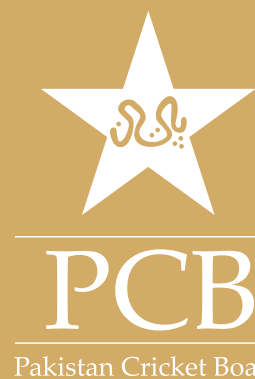
## JOIN US ON A FIVE-YEAR JOURNEY TO HELP INSPIRE AND UNIFY OUR NATION

**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.







## WE WILL DELIVER ON THE PCB'S VISION AND MISSION THROUGH SIX PRIORITIES...

### 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.





SUSTAINABLE CORPORATE GOVERNANCE

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.

WE WILL...	THIS MEANS...
Implement a sustainable corporate governance structure and build organizational capacity of Cricket and City Associations across Pakistan	Ensuring appropriate corporate capacity, management know-how, transparency and accountability aimed at promoting cricket down to grass-root level
Set strong monitoring mechanisms in order to ensure consistent delivery including regular review of policies, processes and standard operating procedures	We operate through continuous compliance and improvement
Continuous feedback by our people through integrated systems	The experiences of our staff will enable us to create well-defined and aligned outputs
Collectively set high performance standards driven by integrity and code of ethics	Staff will take ownership and hold each other accountable
Develop a phased implementation approach based on priorities	Implementation plan will be aligned to critical business changes with an effective communication strategy
Ensure our Board of Governors have requisite skills and experience	We will uphold strong sustainable corporate governance standards

Click on a badge to for up to date news from each region







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.

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...	THIS MEANS...
Benchmark High Performance and merit-based standards	Assess ourselves in line with the best practices from around the world
Develop players in line with an agreed 'Pakistan way'	From age-group to senior representation, players train, prepare and play in a defined way
Continuously invest in coaches, medical and support staff across the country	Players are being prepared by competent and qualified personnel
Deliver high quality infrastructure and facilities for players	Players are able to plan, prepare and play with access to high standard facilities
Organize annual International exchange programs for players and officials	We plan for the future by exposing our very best to different national and international environments
Place fitness, nutrition and fielding as a high priority	We produce athletes who are able to meet the modern demands of the game







## 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.

Strengthening systems and mechanisms at the grassroots 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.

WE WILL...		THIS MEANS...
Support Provincial Cricket Associations in producing grassroots development plans		A long term commitment to a sustainable process
Provide expert advice and leverage experience to build a strong delivery framework		Key planning and delivery principles will be established across the board
Place schools cricket at the core		A bottom up approach to participation
Develop HR processes that enable redeployment of staff across all Cricket Associations		We utilize relevant skills and knowledge to support the game in a consistent manner
Ensure governance is in place to monitor and evaluate activities and grassroots expenditure		Provincial Cricket Associations will be held accountable for delivering against their plans



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.

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 to further 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.

WE WILL...	THIS MEANS...
Benchmark High Performance standards in building conducive and nurturing environments for young girls and women	We define our standards by learning from the global best practices
Develop a National High Performance Centre for women	Merit-based selection will enable the players to receive quality training and preparation support
Ensure inclusion of women in reformed grassroots programs and integrate women’s cricket into the six Cricket Associations	A clearly defined diversity and inclusive alignment of women’s cricket
Engage with partners to drive talent hunt programs and social advocacy programs to build awareness and encourage our women	Will significantly enhance the talent pipeline of sportswomen and qualified support personnel
Build capacity and capability of female coaches and officials and invest in their development	Ensures an inclusive approach as we invest in top talent and key support staff
Market and increase the brand value of our cricketers	Our cricketers will become more prominent as role models and will have the opportunity to earn more

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...	THIS MEANS...
Produce a robust, innovative and ambitious annual commercial plan	We remain accountable for delivery in a consistent, unified manner
Ensure continuous review of inventory and our propositions	We optimize our assets, resources and brand value
Secure new long-term partners to support our national cricket structure	Our Cricket Associations become financially self- sustaining and economically viable
Assess levels of profitability across transactions	We take a bottom line approach
Ensure all opportunities are assessed through a systematic cost-benefit analysis	A value-creation approach to PCB will be maintained
Encourage innovative ideas by exploring new ventures in a digital world	A progressive futuristic approach for value-addition and changing behaviors and needs of our fans, especially the youth







ENHANCE THE GLOBAL IMAGE OF PAKISTAN

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.

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







PCB<sup>®</sup>

Pakistan Cricket Board

Gaddafi Stadium, Ferozepur Road, Lahore, Pakistan  
t: +92 42 35717231-4 | e: [inquiry@pcb.com.pk](mailto:inquiry@pcb.com.pk)  
**[www.pcb.com.pk](http://www.pcb.com.pk)**



[BACK TO START](#)