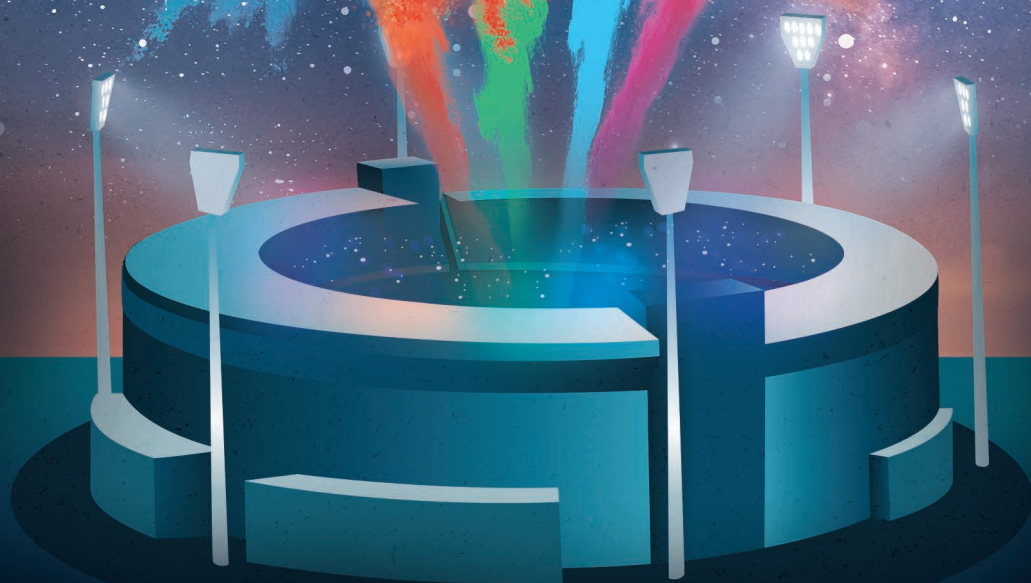


2019/20 AUSTRALIAN CRICKET

PRESS FOR PROGRESS REPORT



TO BE THE LEADING SPORT FOR WOMEN AND GIRLS

THE GREATEST YEAR

IN THE HISTORY OF THE
WOMEN'S ELITE GAME
IN AUSTRALIA



In line with our commitment to be openly accountable for ongoing progress towards becoming the Leading Sport For Women And Girls, welcome to the third *Australian Cricket Press For Progress Report*.

Starting with defending a Women's Ashes overseas, continuing with the first standalone season of the rebel Women's Big Bash League, and culminating in the record-breaking final of the ICC Women's T20 World Cup on International Women's Day, this year belongs to so many: the current generation of professional athletes, the generations past who gave so much, the future generations who can see what is possible, and the countless players, volunteers, coaches, families and friends, fans and administrators who have built the involvement and inclusion of women and girls in our great game piece by piece.

As we continue our journey towards being a truly gender equal sport, evidence tells us that a record number of Australians are on this journey with us. More girls are playing cricket than ever before. Cricket is viewed as more gender inclusive than ever before. The Australian Women's Team has been named as our country's most loved sports team.

But owning our challenges is also a fundamental part of our commitment to transparency, and the highs of this past year were quickly followed by significant lows as the impact of the COVID-19 pandemic spread globally. This once-in-a-century event is being felt throughout our game, and it will take deliberate and ongoing focus to ensure that perfect night at the MCG in March continues to inspire and attract more women and girls to cricket.

With all sports impacted to varying degrees, we call on our peers to join Australian Cricket in publicly sharing their commitments to create better opportunities for women and girls in sport. Now is not the time to revert to ways of old. It is an opportunity to reimagine our sector, with decisions to be made that will shape sport in our country for decades to come. That future must be one that includes all Australians.

Australian Cricket has been bold with the aspiration it is working to bring to life. It sits with us to ensure the momentum that has been built is sustained through this uncertain time, and reinforced as our sport continues into this new decade.

Will you join us?

James Allsopp
CEO, Cricket ACT

Dominic Baker
CEO, Cricket Tasmania

Keith Bradshaw
CEO, South Australian
Cricket Association

Michelle Enright
Acting CEO, ICC T20
World Cup 2020

Lee Germön
CEO, Cricket NSW

Nick Hockley
Interim CEO,
Cricket Australia

Andrew Ingleton
CEO, Cricket Victoria

Christina Matthews
CEO, Western
Australian Cricket
Association

Joel Morrison
CEO, Northern
Territory Cricket

Terry Svenson
CEO, Queensland
Cricket

CRICKET ASPIRES TO BECOME AUSTRALIA'S LEADING SPORT FOR WOMEN AND GIRLS

Our focus is across five key areas:



LEADERSHIP

Achieve gender equity across Australian Cricket, while developing and accelerating opportunities for women in our game.



GROW PARTICIPATION SUSTAINABLY

Sustainably grow women's and girls' participation, and make sure cricket clubs are welcoming and enjoyable places to be.



ELITE TALENT PATHWAY

Offer a viable professional career for female talented athletes, supported by an expansive and structured pathway.



GROW WOMEN'S ELITE CRICKET

Grow the WBBL and women's international cricket, while remaining number one in all formats.



WOMEN AND GIRLS AS FANS

Deepen cricket's fan base by entertaining women and girls through international cricket and the Big Bash.

LEADERSHIP



As the mid-point of the Australian Cricket Strategy passes, continuing the prioritisation of our *Leading Sport For Women And Girls* aspiration is vital in the face of a once-in-a-century disruption impacting not only the sport sector, but all aspects of Australian life.

Never has it been more important to welcome all Australians to our sport.

This ongoing prioritisation is one of two focuses of the Leadership pillar, alongside improving the gender diversity of the Australian Cricket workforce.

Gender diversity within the governance of Australian Cricket continues to improve. Significantly, the number of women holding director positions in Australian Cricket has increased 75% over the strategy period, and represent more than 30% of all directors for the first time.

Other highlights of the past year include two Boards – Cricket ACT and

Cricket Victoria – reaching the target of a minimum 40% representation of men and women for the first time, Former Australian cricketer and commentator Mel Jones OAM becoming the first woman elected to the Cricket Australia Board as a State nominee, and the expansion of the annual Australian Cricket Female Director Forum to welcome more executives and male directors for the first time.

Gains in Other Management (+4% to 33%, reversing a decline in 2018/19) and Total Staff (+2% to 36%) were recorded, although the role of recent restructurings, including within male-skewed community cricket departments, must be noted here. The emergence of the COVID-19 pandemic also has led to a delay in a new national workforce diversity strategy, with the previous *Australian Cricket Workforce Gender Action Plan* currently extended.

We are proud of steps we have taken to continue to lead on gender pay

equality, namely as delivering on our commitment to close the gender pay gap in any prize money won by the Australian Women's Team at the 2020 ICC T20 World Cup, over and above the gender equity foundations of the player payment model.

This doesn't mean we're finished though, with progress still to be made towards the 2022 targets of the Australian Cricket Strategy as we continue to push for a fundamental cultural reset of 'who plays cricket'. With the progress achieved to date though, we are now in a position to tackle additional opportunities for improvement, such as the new pilot program to support female elite players transition to coaching within cricket's elite ranks.

ON THE RADAR:

- Monitoring the gendered impact of COVID-19
- Confirming a new national strategy for workforce diversity.

REPRESENTATION OF WOMEN

	DIRECTORS	EXECUTIVE MANAGEMENT	OTHER MANAGEMENT	TOTAL EMPLOYEES
2017/18	19%*	31%	31%	32%
2018/19	26%*	34%	29%	34%
2019/20	32%	33%	33%	36%
TARGET 2022	Minimum 40% representation of men and women across every level of the Australian Cricket workforce			

*Adjusted to remove the dissolved boards of Melbourne Stars and Melbourne Renegades. All data as at 30 June 2020.



GROW PARTICIPATION SUSTAINABLY

With record awareness of women's elite cricket, more Australians than ever before know cricket is a sport for women and girls.

Female registered players grew 11% to 76k, representing more than 10% of all registered players for the second consecutive year despite programs and competitions positioned for after the ICC Women's T20 World Cup being significantly impacted, particularly in the indoor space. Western Australia, with 45%, recorded the strongest growth.

With the four-year *Growing Cricket For Girls Fund* now at its end, most pleasing is the evidence of growing depth within underage club levels. This includes a 25% increase in girls participating in Woolworths Cricket Blast in the past year, and a 207% increase in U12 girls teams in the past two years.

With a record number of female professional contracted players of Indigenous backgrounds, the growing number of female teams in Indigenous community events and the first Indigenous T20 Cup were also highlights.

When combined with school based programs providing formal opportunities to sample playing cricket, total female participation grew by 73k this past year, representing 63% of total growth and resulting in a new high watermark of women and girls being 32% of all participants for the first time. This overall increase sits only behind 2016/17 – the year following the creation of the rebel Women's Big Bash League – as the largest annual increase in female cricket participation.

However it is registered participation within team- and club-based cricket that will achieve sustainability, and with bold targets set for 2022 – no more so than the momentum from the ICC Women's T20 World Cup driving more than 2,000 new teams in the coming years – a priority has been finalising the development of the new, three-year *The Next Innings: Accelerating Female Participation* strategy.

ON THE RADAR:

- Roll out of *The Next Innings* strategy, prioritising positive club environments for girls and with an increased focus on women stepping into coaching roles
- The impact of COVID-19 on community sports participation and community clubs, including the impact on momentum from the ICC Women's T20 World Cup.

	NEW GIRLS TEAMS (CUMULATIVE GROWTH)	FEMALE PARTICIPATION	FEMALE REGISTERED PLAYERS	FEMALE CONTRIBUTION TO GROWTH
2017/18	619	464K	60K	54%
2018/19*	1,226	497K	69K	36%
2019/20	1,662	570K	76K	63%
TARGET 2022	4,000 across strategy period	At least 660K	110K	At least 45% across strategy period

* Revised to reflect year end actuals

ELITE TALENT PATHWAY



The strength of the Australian Women's Team on the field, and the rebel Women's Big Bash League's position as one of the leading women's sporting leagues in the world, is built on the foundations of the state and national talent programs.

Australian Cricket continues to focus on offering a viable professional career for female talented athletes, supported by an expansive and structured pathway to bridge playing at a community level with playing for your country.

As part of becoming the *Leading Sport For Women And Girls*, our target is to offer more playing opportunities for female talented athletes than in any other sport. Progress is judged by the ongoing expansion of, and improvement within, our talent pathway, against both our own high standards and those set by our peers.

Key steps forward in the past year have included:

- Securing an ICC Women's U19 World Cup, with a realignment of national underage championships from U15/U18 to U16/U19 planned to support this;
- confirmation of T20 cricket in the 2022 Commonwealth Games; and
- an Australia A tour coinciding with an Australian tour for the first time, to England as part of the successful 2019 Women's Ashes series.

Also of note was, mirroring the success of the Brisbane Heat in the rebel Women's Big Bash League, the U15 National Championship title left NSW for Queensland.

Female National Performance Squad members continue to be recognised with national and WBBL contracts, supported by U19 and 'A' series international tours, as well as the U19 WBBL Exhibition series. The

victorious squad in the ICC Women's T20 World Cup included five NPS alumni, in Ashleigh Gardner, Sophie Molineux, Annabel Sutherland, Tayla Vlaeminck and Georgia Wareham.

Vital to monitor though is any progress at risk from the pandemic, such as the first ICC Women's U19 World Cup scheduled to be played in Bangladesh in early 2021. The ongoing evolution of underage championships is another at-risk example, with a reduction of opportunities in the 2020/21 season, including the U16 National Championship planned for 2020/21.

ON THE RADAR:

- The impact of COVID-19 on the momentum in the domestic and international pathway
- The ongoing emergence of National Performance Squad members in WBBL and national sides.

2017/18	MORE PLAYING OPPORTUNITIES than domestic and international peers	PAYEQUITY model implemented, and parity in domestic prize money	HIGHEST PAID national women's team (average \$180K)
2018/19	Growth of FEMALE National Performance Squad	REINTRODUCTION of U19 international tours	NEW TEAMS and more matches added to national underage championships
2019/20	Introduction of ICC Women's U19 WORLD CUP	First COMBINED Australia and Australia A tour	Women's T20 Cricket added to the 2022 COMMONWEALTH GAMES
TARGET 2022	More playing opportunities than in any other sport		



GROW WOMEN'S ELITE CRICKET

The 2019/20 season will undoubtedly be remembered as the greatest year in the history of the women's elite game here in Australia.

Australian Cricket's focus on growing women's elite cricket balances ongoing on-field success with its expansion off the field, including building its fan base and showcasing an exciting and visible pathway to inspire the next generation of cricketers.

There is no greater representation of this than the Australian Women's Team winning the ICC Women's T20 World Cup in front of 86,174 fans at the MCG on International Women's Day – a world record at a women's cricket match, and narrowly missing the record for all sports.

This title was joined by a second ICC Women's Championship. With the year starting with the successful defence of the Women's Ashes in England,

the Australian Women's Team held its #1 world ranking.

The #FillTheMCG campaign, backed by significant support by long-term partner Commonwealth Bank, saw the Final surpass the Australian attendance record for a standalone women's sporting event by 62%. New broadcast records were also set, with 1.231m Australians tuning in. Globally, 53m viewers enjoyed the Final, with the tournament recording 1.1b video views.

Independent research^a subsequently declared the Australian Women's Team has the highest emotional connection among Australian sports followers.

Also delivering on its objectives was the first standalone season of the rebel Women's Big Bash League, as it establishes its own window in the Australian sporting calendar. The WBBL Final sold out for a second year running and ticketed festival weekends went to each market for the first time, with a 54% increase

in ticket sales and a 116% increase in video views.

WBBL also locked in its place as the fourth highest viewed league (men's or women's) in the country, with ratings holding relatively steady in its new, non-traditional window against declining trends in overall FTA viewing habits. With a greater proportion of matches being shown on 7mate, average ratings on that channel increased by more than 30%, with digital livestreaming viewership also up 38%.

ON THE RADAR:

- Increased WBBL television coverage and commercial support
- Maintaining the momentum and public connection to the Australian Women's Team and the WBBL during a period of significant uncertainty
- The rescheduled ICC Women's World Cup in New Zealand in 2022.

	WBBL STANDALONE ATTENDANCE*	WBBL AVERAGE FTA VIEWERSHIP	WORLD RANKING
2017 / 18	60.6K	224K	#2
2018 / 19	71.6K	212K <small>(vs 11% market decline)</small>	#1
2019 / 20	60.5K	202K <small>(vs 8% market decline)</small>	#1
TARGET 2022	is the leading women's sports league in the world	is the largest women's sports event ever held in Australia	#1 in all formats

^a Does not include any double-header fixtures with BBL, or any attendance at a subsequent WBBL match the same day, at the same venue.
^a True North Research, June 2020.

WOMEN AND GIRLS AS FANS



Becoming the *Leading Sport For Women And Girls* has no boundaries. Australian Cricket takes the view that any touch point we have with women and girls represents opportunities for improvement, including how women and girls are welcomed, involved and included in cricket's fan base.

The measures in this pillar remain similar to previous reports, even with the record-breaking year for women's elite cricket. This rightly reflects the importance of understanding and differentiating between the interests of female sports fans and those of fans interested in women's sport; while these two groups do overlap, equally as impactful here is the role of men's international cricket and the KFC Big Bash League.

Supported by our strongest result to date on being perceived as gender inclusive, cricket was the only sport that grew its share of passionate fans amongst women year-on-year,

albeit not to the extent that shifted the ranking on this measure^a. Younger women remain a significant opportunity, still uncertain on our intention to be a truly gender equal sport.

A slight increase in female representation in the season's international crowds, with series against Pakistan and New Zealand having more gender balanced crowds than those against India the previous summer in certain major cities. These gains were mostly offset by a decline in women and girls amongst BBL attendees which, despite still being a global leader amongst men's leagues, dipped below 45% for the first time in five years.

The concerted efforts to promote the ICC Women's T20 World Cup through all digital platforms drove gains in the gender diversity of cricket's digital audience (+4% to 32%), with 167%

and 694% increases in posts and video views respectively on the 2018 edition of the tournament.

Gender diversity in television audiences expanded once again. Previous highs in female viewership on FTA (36% - 39%) were maintained, while the diversity of male-skewed subscription channels decreased slightly (32% - 35%). BBL and test matches drew the most diverse audiences amongst men's formats, followed by the rebel Women's Big Bash League.

ON THE RADAR:

- A refocus on families within the season planning and marketing of the BBL
- Maintaining momentum in showcasing the gender inclusive nature of the modern game to all Australians
- The rescheduled ICC Men's T20 World Cup in 2022.

REPRESENTATION OF WOMEN

	TOTAL ATTENDEES	AVERAGE VIEWERSHIP	DOMESTIC DIGITAL AUDIENCE	NUMBER OF FEMALE PASSIONATE FANS
2017 / 18	-39%	36%-38%	28%	#4
2018 / 19	38%	34%-39%	28%	#4
2019 / 20	39%*	32%-39%	32%	#4
TARGET 2022	At least 40% women and girls	At least 40% women and girls	At least 30% women and girls	#1

^a Does not include ICC Women's T20 World Cup.
^a Futures. 12 months to June 2020.



There's no doubt that March 8, 2020 will go down in history as one of the most memorable days in Australian sport. While we have won World Cups before, never in our team's 85 year history have we had a moment like that.

The difference? You.

To represent Australia in front of 86,174 fans at the MCG, and to feel the support of our whole country, is something we will never forget.

Thank you to all of our fans for bringing our dream to life, and for giving us a platform to show the world what is possible.

MEG LANNING

Captain, Australian Women's Cricket Team

