

# ANNUAL REPORT

20  
24





## VISION

TO BE THE PROFESSIONAL  
CRICKETERS' CLUB FOR LIFE

## PURPOSE

SUPPORTING CURRENT AND PAST  
CRICKETERS TO THRIVE DURING AND AFTER  
THEIR PROFESSIONAL PLAYING CAREERS

## VALUES

WE ARE TRUSTWORTHY

WE ACT WITH INTEGRITY

WE ARE RELIABLE

WE ARE PROACTIVE

WE ARE APPROACHABLE

WE ARE INCLUSIVE

WE ARE INNOVATIVE

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# CHAIR'S REPORT



Kali, Kristy and Katrina for all your hard work – we're very fortunate to have such a passionate group of people in our corner who I believe are world class in what they deliver to us as members.

And to you as members, for those who are still competing in the professional game, best of wishes for your upcoming cricket. For those who are no longer competing, best of luck for all of your other endeavours. It has been great to see the level of attendance at the various NZCPA member functions during the last year and to see other examples of past players and supporters connecting over the common theme of cricket. We strive to be an organisation that supports members throughout their life and so we value your thoughts and input, whatever stage you are at, towards delivering on that mission.

**Ross Verry**

Chair




It was great to see the Master Agreement between the NZCPA, NZC and the six Major Associations continue to serve the game in New Zealand well during the year, and the high performance and domestic playing programme overseen by NZC, continue to provide a quality system that produces players that can compete on the world stage.

We will always need to adapt the contract system where appropriate with the growth of various T20 competitions around world and their desire to contract our members – which is great to see. However, for the time being, our Casual Playing Agreements, which some players have chosen to accept, appear to provide enough flexibility and options for players and NZC when structuring their annual playing programme. That said, we will need to continue to monitor this with our members in the years ahead.

It was good to complete the second year of our domestic women's contracting environment, we know that we have several promising young players who are playing and contracted in

that environment and with increased high-performance support and playing opportunities with the North versus South series and NZ A, we're excited about the potential of our teams in the years ahead.

We were delighted to grow the NZCPA Reserves to \$5.5 million during the year. This was made possible following the one-off distribution of \$3.56 million from the player share of the NFT licencing agreement that wasn't activated in year two of that agreement between NZC and DreamSports. Whilst it's disappointing that the NFT programme did not continue, it's been a fantastic opportunity for our members to support the boards objectives and our reserves policy.

Our reserves policy aims to grow the level of NZCPA reserves over the medium term to secure the future of our organisation for generations to come and to ensure it is resilient and strong in an everchanging global cricketing landscape – it's important that we are always able to represent and support our members effectively wherever they ply their trade

in the world. Achieving significant reserves also enables us to invest these funds (via Jarden) and use the returns each year to grow our services and support of all members, but more specifically our past playing members.

With that in mind, we've had the goal of introducing a past player health & well-being support programme for many years and it's great that we're finally able to do that next year following the recent significant growth in reserves. We are aiming to send a communication to all members around the time of this year's Annual General Meeting to the announce the new programme for you all.

You will I'm sure be noting the pace of change in the world game. It is important that we are well represented and have the opportunity to influence the future direction of the global professional game. Our CEO Heath Mills, who of course has provided such great service and expertise to NZCPA, since our inception, also has the role of Executive Chair of World Cricketers Association (previously FICA). WCA is fortunate to have the

benefit of such great experience, but it is also great that we are able to contribute so effectively to the good work that WCA is doing representing the views and interests of players globally.

I would like to thank my fellow Board members for their support and commitment during the year; Helen Watson, Chris Lee, Jamie How, Maddy Green, Lauren Down, Kyle Jamieson and Ollie Newton We have also benefited from Stephen Mather and Alex Evans who have each joined the Board as Associate Directors for two-year terms. Our board members bring great professional skills and experience to the NZCPA combined with a deep knowledge of and passion for the game and I thank them all for their support.

I particularly want to acknowledge and thank Helen Watson, who has made the decision to stand down from the Board due to her growing work commitments. Helen has been a NZCPA Director for 4 years and has made an excellent contribution during that time as Chair of our Finance & Audit sub-committee and

serving as a Trustee of The Cricketers' Trust. We hope that she will consider being involved again at some stage in the future when the timing is right.

The relationship between NZCPA and NZC is also critical to both of the organisations success and I would like to thank NZC for their commitment to ensuring the ongoing strength of that relationship which is quite unique, not just in cricket but across professional sport more generally.

I would also like to acknowledge and thank Nick Carter from Brannigans who does a great job supporting our Board Nominations Committee in ensuring we complete a robust appointments process for directors – we appreciate your support Nick.

Finally, on behalf of the board, I would like to thank the team in the office who continue to do a wonderful job advocating for and supporting our members. Thanks to Heath, Lesley, Evan, Brad, Glen, Dennis, Paul, Judy, Ginny, Jo, Greg,



LIST OF OFFICERS

BOARD OF DIRECTORS

Ross Verry <i>Chair</i>	Chris Lee
Heath Mills <i>CEO</i>	Ollie Newton
Lauren Down	Helen Watson
Maddy Green	Allex Evans <i>Co-opted Associate Director</i>
Jamie How	Stephen Mather <i>Co-opted Associate Director</i>
Kyle Jamieson	

PLAYER REPRESENTATIVES

Henry Nicholls	<i>Blackcaps</i>
Maddy Green	<i>White Ferns</i>
Bella Armstrong	Danru Ferns <i>Auckland</i>
Jacinta Savage	Ed Nuttall <i>Canterbury</i>
Mikaela Greig	Dane Cleaver <i>Central Districts</i>
Eimeer Richardson	Henry Cooper <i>Northern Districts</i>
Polly Inglis	Matt Bacon <i>Otago</i>
Caitlin King	Nathan Smith <i>Wellington</i>

STAFF

Heath Mills	<i>Chief Executive</i>
Dennis Katsanos	<i>Communications Lead</i>
Kali Rapley-Inia	<i>Member Services Co-ordinator</i>
Brad Rodden	<i>Head of Player Services</i>
Glen Sulzberger	<i>Commercial Manager</i>
Lesley Elvidge	<i>National Personal Development Manager</i>
Judy Clement	<i>Personal Development Manager</i>
Greg Dawson	<i>Personal Development Manager</i>
Ginny Fail	<i>Personal Development Manager</i>
Paul Hobbs	<i>Personal Development Manager</i>
Jo Murray	<i>Personal Development Manager</i>
Katrina Roberts	<i>Office Operations</i>
Kristy Sommerset	<i>Finance</i>

CONTACTS

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Auckland	Mt Eden, Auckland	instagram.com/nzcpa
		Linked In search 'nzcpa'
		x.com/nzcpa

COMMERCIAL PARTNERS

PRINCIPAL PARTNER



PRERMIER PARTNERS



FUNDING PARTNERS



BUSINESS SUPPLIERS



CHIEF EXECUTIVE'S REPORT



It was a good year at the NZCPA as we continue to grow our services for members, managed the second year of our 5-year Master Agreement with New Zealand Cricket (NZC) and the six Major Associations (MA's) and worked very closely with the Federation of International Cricketers' Association (FICA) as that organisation continues to grow alongside an evolving global cricketing landscape.

MASTER AGREEMENT

During the year NZC did a great job in completing a new India broadcast agreement with Sony TV which has resulted in an uplift in forecasted revenue in the Master Agreement from \$411m to \$434m across the 5-year term. Given our 29.75% revenue share arrangement this has also seen the Player Payment Pool increase to \$134m for the period.

Whilst this increase in revenue is a great outcome for the game here in New Zealand, we are cautious about the future and have agreed to not yet allocate these additional funds in player payments taking a conservative approach to the overall financial forecast in the next few years.

The value of international bi-lateral cricket broadcast rights will be

challenged in the years ahead, which is a direct result of the collective failure of the full members of the ICC to agree an annual playing structure across international and domestic franchise cricket that is coherent, understandable and has context and meaning across the programme. It's never too late to address this issue, but the history of decision making of the full member boards does not instil us with much confidence that they will come together and agree on a playing structure that is fair, makes sense to fans and ensures international playing schedules do not clash with T20 franchise leagues.

In addition, we're also cautious about the broadcast media landscape in New Zealand when the current arrangement with TVNZ and Spark expires in 2026 – it's clear that this environment is changing and there are real challenges in this industry with the ongoing growth of streaming services and social media in general. As we head towards 2026, we hope to see new options emerge for NZC as it works to secure a national broadcaster here in New Zealand.

Importantly, in what is an ever-changing global cricketing landscape, we believe our contract system continues to work well in providing players financial security across the year, remuneration

in line with the obligations required of them, a quality high performance programme and a pathway to playing on the world stage. However, we need to continue to ensure it is flexible enough to manage our members participation, where appropriate, in global T20 leagues run by other cricket boards during our home summer and throughout the year. A number of these leagues are growing in fan engagement and commercial success and will be increasingly compelling options for our people – how we continue to manage the impacts of this evolution of the game with NZC will be critical in the years ahead.

FICA/WCA

It was an exciting year for FICA as that organisation continued its growth with a name change to World Cricketers' Association (WCA), a new MOU with the ICC and a commercial partnership with Winners Alliance in the United States. There is more on WCA's progress later in the annual report, but we're delighted to see the growth of this organisation and how it continues to adapt itself to be in the best position to effectively represent players from around the world in whatever competitions they're participating in.

Continued overleaf...



## CRICKET PLAYERS' PROPERTY TRUST (CPPT)

It was great to see the CPPT grow in distributing payments from the Master Agreement to domestic and international players for use of their IP (including name, image and likeness) when associated with commercial partners of NZC and the six MA's. In addition to these payments, there were also distributions to our international players from the ICC for use of IP in NFT's and distributions from NZC and DreamSports from their 5-year licensing agreement for NFT's and other digital products. However, it was disappointing to see the collapse of the NFT market in general and a revised licensing agreement completed with DreamSports by NZC. The minimum guarantee payment secured by NZC in the original agreement meant that despite not producing any NFT's in year 2, payment was still made to NZC and the current players have placed these funds into NZCPA Reserves enabling the establishment of a past player member health & well-being programme for the first time.

## PERSONAL DEVELOPMENT PROGRAMME

The Personal Development programme continues to be a key part of our work in service of our members and is also now a critical part of the professional cricketing environment here in New Zealand. We're lucky to have such a competent and dedicated team of Personal Development Managers (PDM's) lead by Lesley Elvidge and we're delighted with the level of engagement by current players. We know that living a balanced life is crucial to success as a player and their ultimate transition to another career post their playing days and it's great to know that our PDM's have ensured the vast majority of our current players have qualifications outside the game, work experience in other industries and have direct access to personal well-being support when required.

## COMMERCIAL PROGRAMME

It was fantastic to complete a commercial partnership with SuperLife during the year who have been



managing our Retirement Fund for current players since its inception 12 years ago. We now have over \$10 million in the fund, and they have been a great partner to the NZCPA being highly motivated to ensure our people set themselves up for success in the future. This partnership will bring our two organisations closer together and will also see us produce several financial education videos for our players and other members of SuperLife.

We would also like to thank our principal partner nib who have also been a great business partner for many years, and additionally provide group health insurance to current players. Their engagement with the NZCPA and support of our events and activities in general is greatly appreciated.

A particular thanks as well to the team at DUCO Events and their delivery of the the Black Clash. This event continues to create great interest with the public, is a great promotion of our game to a wider audience and raises critical funds for our programmes.

We also appreciate the ongoing support from our other valued partners Jarden, ANZ, Properli, Tavendale and Partners and CCC, as well as our funding partners QSCC and North & South Trust, for their commitment to our Hooked-on Cricket community programme.

## THE CRICKETERS' TRUST

The Cricketers' Trust continues to support past players in times of need and we're grateful to Paul Hobbs who does amazing work in both running the trust but also his compassionate and caring support of our people when they need it most. We also thank Bruce Edgar, Martin Snedden, Ronald Cardwell and Helen Watson for their dedication to this work as Trustees. The Trust supported over 20 past players this year and in many situations is having a profound impact on those we are supporting.

## FINANCIAL PERFORMANCE

From a financial perspective, the NZCPA performed well during the year with a Total Operating Income of **\$2,540,528** which was up from \$2,200,238 in 2023.

Our Total Operating Expenses for the year were **\$2,289,336** which increased from last year's \$2,115,479. This was due to increased member insurance costs, growth in services in the PDP and an increase in staff costs.

As a result, the 2024 year-end Net Operating Surplus is **\$251,192** (which includes Unrealised Gains on the Jarden investment portfolio of \$113,761).

The NZCPA also had Non-Operating Revenue of \$3,576,732 related to the DreamSports Licensing Payment. This resulted in an overall Surplus for the year of \$3,827,924.



The NZCPA Closing Equity position is **\$5,436,848**.

From a Group perspective (NZCPA, The Cricketers' Trust and the Cricket Players' Property Trust), Total Revenue totalled \$11,378,132 with Expenses and Distributions of \$7,214,772. The Closing Equity position of the Group was \$5,805,065.

## STAFF, PLAYER REPS AND BOARD

We were very pleased to appoint Kali Rapley-Inia to the newly created role of Member Services Coordinator during the year. Kali has made a great start at the NZCPA and will focus on improving and managing our various membership services including membership management, the player insurance programme, player conferences, event management and the business club.

We were sad to lose our Player Services Manager Evan Jones at the end of the year as he took up the position of High-Performance Manager at Auckland Cricket. Evan had been with the NZCPA for three years and made a strong contribution, particularly during the 2022 Master Agreement negotiations. However, we were delighted to add past player member

Brad Rodden to the team at year end in the new role of Head of Player Services and look forward to the contribution he will make in the years ahead.

We're lucky to have the staff that we do, and we thank them for their commitment to our members during the year. Each of our team truly cares about our members and are dedicated to supporting them throughout their playing days and long into retirement. I really appreciate all that you do in support of our people Glen Sulzberger, Lesley Elvidge, Evan Jones, Paul Hobbs, Jo Murray, Judy Clement, Greg Dawson, Ginny Fail, Dennis Katsanos, Brad Rodden, Kali Rapley-Inia, Kristy Somerset and Katrina Roberts.

A huge thanks also to our team player representatives who keep us connected to the team environments throughout the country – they are all a key part of the NZCPA and making sure we can support players when required. Thanks to Bella Armstrong, Matt Bacon, Dane Cleaver, Henry Cooper, Danru Ferns, Mikaela Greig, Brooke Halliday, Polly Inglis, Caitlin King, Henry Nicholls, Ed Nuttall, Eimear Richardson, Jacinta Savage and Nathan Smith.

Finally, we greatly appreciate the support of our Board who do an excellent job leading our organisation and providing direction for the management team: Ross Verry (Chair) Lauren Down, Maddy Green, Jamie How, Kyle Jamieson, Chris Lee, Ollie Newton, Helen Watson, as well as associate directors Stephen Mather and Alex Evans.

I particularly want to acknowledge Ross Verry who has once again stepped up as our Chairman. I hope our members understand how crucial he has been to any success or growth we may have had over many years. Ross has high integrity and cares deeply about our people and ensuring they are treated fairly. He has contributed to our game at many different levels over the years and as a result has a great understanding of our sport and the role of all stakeholders in our game. In leading the board, he provides great stability, wise counsel and excellent judgement about what is important – we're very lucky to have him.

Best wishes,

**Heath Mills**  
Chief Executive








## PLAYER ENGAGEMENT AND CONSULTATION

### ANNUAL PLAYERS' CONFERENCE AND PLAYER SURVEY

The annual Players' Conference is one of the most important events of the year, as it provides us a designated block to openly discuss, debate and formulate the views of our members. This year's Players' Conference took place in Auckland over the 10th and 11th April and included over thirty player representatives from all the men's and women's playing environments.

New Zealand Cricket and Major Associations high performance staff were once again invited to present at the conference, which resulted in productive discussions and valuable insight into the challenges and issues

players are facing across their professional environments.

The Annual Player Survey was completed in advance of the Players' Conference, which was completed by 198 of players. This survey serves as a confidential platform for players to provide candid feedback on a range of topics, including the domestic and international team environments, quality of facilities, practice facilities, coaching and team management, general communication. The survey also provides a form of feedback about the services provided by the NZCPA. Through the survey, players can voice their experiences and identify areas needing improvement.

Key trends emerging from survey responses are discussed at length during the conference, and where relevant with New Zealand Cricket and Major Association's with specific team or playing environment issues specific to them.

The Players' Conference and Player Survey remain essential in our continued efforts to engage players and maintain open lines of communication. This ongoing feedback helps us identify areas to address and improve with NZC and the Major Associations throughout the off-season.



### PLAYER INDUCTION FORUM

Shortly after playing contracts were awarded, we hosted our annual Player Induction Forum for our latest intake of newly contracted players. The purpose of the forum is to introduce these players to the professional cricket environment, to familiarise them with the support and services provided within the NZCPA, and how and where we will support them during their playing

careers and in developing their lives outside cricket.

The 2023 Player Induction Forum took place on September 13th and 14th in Auckland and, for the first time, included both male (eleven) and female (twelve) domestic players. This format allowed new players to connect with fellow players from across the country,

facilitating a supportive network and fostering camaraderie within the professional cricket community. Additionally, players had the opportunity to interact with NZCPA staff and learn more about the resources available to them, from mental health support to career planning and personal development.

### CRICKETERS' RETIREMENT FUND

The Cricketers' Retirement Fund, established by the NZCPA, is designed to support players in their transition to new careers once they retire from professional cricket. Over the past year, the fund has provided essential support, assisting players with first-home

purchases, managing career transitions, and, in some cases, addressing personal hardships. Members also have access to financial guidance through SuperLife, our retirement fund provider. SuperLife helps ensure each player's retirement portfolio aligns with their goals, offering valuable

assistance as they plan for life after cricket. We are grateful to SuperLife for their continued support and commitment to the welfare of our members through the Cricketers' Retirement Fund.



## RETIREMENTS

**INTERNATIONAL**

- Colin Munro
- Seth Rance
- Hamish Rutherford
- Neil Wagner
- George Worker

**DOMESTIC**

- Grey Hay
- Ollie Newton
- Sophie Oldershaw
- Jacinta Savage



## THE PLAYERS' CAP



The presentation for *The Players' Cap* was made in Christchurch in March, with the players gathered at the team hotel. Glenn Phillips was named as the recipient of 13th edition of *The Players' Cap*.

Across six tests, Phillips amassed 314 runs with a strike rate 81.55 and an average of 35, but it was the significance of some of those knocks that contributed so much to the team, not to mention the arrival of Phillips the 'all-rounder' notably, it was his spin bowling that attracted the attention of his colleagues.

*The Players' Cap leading vote recipients per format*

Test	<b>GLENN PHILLIPS</b>
ODI	<b>RACHIN RAVINDRA</b>
T20i	<b>TIM SOUTHEE</b>

### THE PLAYERS' CAP RECIPIENTS

<b>2024</b>	Glenn Phillips
<b>2023</b>	Daryl Mitchell
<b>2022</b>	Devon Conway
<b>2021</b>	Kyle Jamieson
<b>2020</b>	Tim Southee
<b>2019</b>	Ross Taylor
<b>2018</b>	Trent Boult
<b>2017</b>	Kane Williamson
<b>2016</b>	Kane Williamson
<b>2015</b>	Kane Williamson
<b>2014</b>	Ross Taylor
<b>2013</b>	Tim Southee
<b>2012</b>	Brendon McCullum

## CPA PLAYERS' AWARD

Amelia Kerr was honoured by her White Ferns teammates as the recipient of the 9th *CPA Players' Award* for 2024 in Christchurch in May.

Upon receiving the *CPA Players' Award*, Kerr bagged a third consecutive award and in doing so joins an exclusive club alongside Sophie Devine as players to receive the *CPA Players' Award* on three consecutive occasions.



### NZCPA PLAYERS' AWARD RECIPIENTS

<b>2024</b>	Amelia Kerr
<b>2023</b>	Amelia Kerr
<b>2022</b>	Amelia Kerr
<b>2021</b>	Amy Satterthwaite
<b>2020</b>	Sophie Devine
<b>2019</b>	Sophie Devine
<b>2018</b>	Sophie Devine
<b>2017</b>	Amy Satterthwaite
<b>2016</b>	Suzie Bates

*The CPA Players' Award leading vote recipients per format*

ODI	<b>SUZIE BATES AND JESS KERR (TIED)</b>
T20i	<b>AMELIA KERR</b>

## WORLD CRICKETERS' ASSOCIATION



### FICA NAME CHANGE TO WORLD CRICKETERS' ASSOCIATION (WCA)

In June FICA changed its name to the World Cricketers' Association simply to reflect what the organisation is and launched its strategy. In changing name, the WCA acknowledge those who have built our legacy so far and ensured a better environment for players in our sport.

### LANDMARK WCA / ICC AGREEMENT - ICC EVENTS 2024 - 2027

After lengthy negotiations, earlier this year WCA reached a landmark agreement with the ICC covering player terms for ICC Events over the next 4 years. The agreement is the first of its kind and secures several protections and benefits for players including significantly improved

player Squad Terms, and revenue share mechanisms meaning increases in player prize money including a gender equity model. We would like to thank all WCA players' associations and players for their solidarity through the process, and in particular the men's captains for their leadership prior to the T20 World Cup.

### WCA GLOBAL GAME STRUCTURE INDEPENDENT REVIEW

No stakeholder has a greater interest in the health and success of the game than the players - and it is vital players have a say on the future of the global game. The success of the game in each country relies on what happens at global level - it is almost entirely funded by international competition, and leagues built on

transnational player movement. On the back of player feedback, The WCA and its member players' associations have highlighted a number of significant issues with the game's global structure over many years. We have now commenced an independent review process led by a diverse range of experts including former WCA Chair Paul Marsh, to propose some solutions to known issues. We will be consulting further with players globally over the coming months with a view to putting forward some proactive solutions to significant issues that require change, as part of this process.

### TIM MAY AND RICHARD BEVAN WIN THE FIRST TIM MAY MEDALS

The WCA Board and guests, including former Board members, met in New York during the men's T20 World Cup to celebrate our 25-year anniversary and award the first Tim May Medals. The Tim May Medal has been established to recognise those who have given outstanding service to the players' association movement in cricket. As a result of this Tim May and Richard Bevan were awarded the first and second Tim May medals. Both have made indelible contributions to WCA (FICA), and we congratulate them on their awards.



*NZCPA Chief Executive Heath Mills is the Executive Chairman of WCA.  
Tim Southee and Sophie Devine are members of WCA's Player Advisory Groups.*

## NZ ATHLETES' FEDERATION

The New Zealand Athlete's Federation is the collective representative body of New Zealand's national player associations.

General Manager Jan Rowsell led a number of important workstreams including the purpose and strategic direction of the NZAF, as well as coordinating numerous projects that were relevant to all player associations.

The Federation continues to assist its core members, being the Rugby, Cricket, Netball, Hockey and Football Player Associations, and to lead the coordination of subject matters which are common across the various playing groups. The Federation is thankful for all the support and guidance it continues to receive from established Player Associations, such as the NZCPA.







## PERSONAL DEVELOPMENT PROGRAMME

The 2023/24 financial year was another busy and productive year for the Personal Development (PD) team. With the PD programme now fully integrated into the domestic women's space, it was fantastic to see the continuation of player engagement in the programme across the board. This was demonstrated in the annual players' survey results in April 2024 showing 95% of surveyed Blackcaps, 93% of White Ferns, 98% domestic men and 97% of domestic women reporting that the PD programme provided relevant services for their needs. The survey also indicated

similarly pleasing high results of awareness of and willingness to use the PD programme across all teams.

The team of six PD Managers has remained consistent from last year and this has allowed strong relationships to be developed with allocated players. The PD Managers are spread throughout the country - in Auckland (Paul Hobbs), Hamilton (Judy Clement), Wellington (Jo Murray and Ginny Fail), Christchurch (Lesley Elvidge) and Dunedin (Greg Dawson) - and provide full regional case management support to the Blackcaps, White Ferns and

domestic men's and women's teams. Our PD Manager to Contracted Player ratio remains at just under 1:35 which is very well resourced compared to other Players' Associations worldwide.

In April Lesley Elvidge and Paul Hobbs were fortunate to travel to Arizona to attend the bi-annual World Players' Association Conference hosted by the Major League Baseball Players' Association. This was an incredible opportunity to gain knowledge from other Players' Associations representing different sports from across the globe.



### WELL-BEING

A critical feature of our Personal Development Programme is our well-being offering through our psychological and counselling service provider Instep. Every contracted player is entitled to access 5 free sessions per financial year. This service is also available to other members and past players in need on a case-by-case basis. In 2023/24 we provided 76 members with 312 sessions at a cost of \$87,002.15 (including GST) - a significant increase on the 2022/23 cost of \$69,473.04 (including GST) which was in large part attributable to increased provider charges.

Key presenting issues were:

- » Depression and Anxiety
- » Stress (Personal)
- » Personal Relationships
- » Mental Health/Wellbeing issues

### EDUCATION PROGRAMMES

Although the PD programme is mainly focused on working with our players as individuals, each year the PD team holds a series of workshops across all teams. This year's major initiative was the rolling out of the Belonging - Whanaungatanga sessions. Ainsley Benefield of Hive Consulting expertly facilitated all domestic and international sessions to explore what belonging and inclusion looks like in each cricket environment with a future forward focus. The sessions were met with extremely positive feedback across the country, with a desire expressed to do more work in this space moving forward.

The NZCPA, NZC and Massey University joint initiative - the Coaching Leadership Development programme - continued over this past year. This involved four past and current players who are looking to develop their coaching soft-skills through

both formal academic study, immersion in different sporting environments and group workshops.

In addition, we supported 43 players with contributions towards their studies through our Education Fund this financial year.

Another education programme for the NZCPA led by the PD team was held in August 2023, in conjunction with the NZRPA and NZNPA, and was a bespoke Governance Essentials course run by the Institute of Directors. The NZCPA attendees were Maddy Green, Lauren Down, Kyle Jamieson, Ollie Newton, Jeet Raval, Will Young, Tom Latham, Glen Sulzberger, Lesley Elvidge and Kristy Somerset covering topics including the role of a Board, Board protocols, Board and management relationship and succession planning.

### PAST PLAYER SERVICES

Over the past year, there were five past player events held in Auckland (23 February), Wellington (3 March), Christchurch (7 March), Dunedin (18 March) and Wellington women (1 April). These events were held around various international matches and were well attended.

This financial year 31 past player cases were case managed by Paul Hobbs. This was a considerable increase on last year's engagement. We continue to support a number of these players through the Cricketers' Trust with issues ranging from wellbeing, addiction, financial issues and family and relationship challenges.







## BLACK CLASH

Black Clash returned to Bay Oval in Jan 2024 for the second time as Team Cricket sought to defend the coveted Lomu Trophy against a spirited Team Rugby. The capacity crowd of energetic fans experienced an amazing spectacle with in what continues to build as the must attend entertainment event of the summer.

West Indies legend Brian Lara was the headline recruit for Team Rugby and it was great to see the world record holder involved over the few days. Not to be outdone, Team Cricket snared Johnathan Thurston as our wildcard and he proved to be a very popular addition to the event.

The crowd energy overflowed to the TV audience, with TVNZ's extensive free to air coverage once again making Black Clash among the highest rating events of the year. Core to this foundation

of viewers is a new audience of new cricket lovers who get to experience our game thanks to the involvement of New Zealand's top rugby and cricket players, combined with the vision and expertise of Duco Event's staff.

We are grateful to David Higgins and Carlena Limmer for their support of the CPA, and especially to Carlena and her team of amazing people who once again delivered an awesome event and ensuring Team Cricket players were well looked after.

As a contest it was another hard-fought match as Team Rugby sought to square the overall ledger of games. With NZCPA Life Member, Graham 'Ted' Henry unavailable Team Rugby was led by Keiren Reid and Scott Robertson, but it was Daniel Vettori who led Team Cricket to victory.

### TEAM CRICKET

Daniel Vettori (C)

Colin de Grandhomme

Anton Devcich Grant Elliott

Gareth Hopkins Nathan McCullum

Riley McCullum Hamish Marshall

Kyle Mills Jacob Oram

Johnathan Thurston (wildcard)

### 221-7 AFTER 20 OVERS

A Devcich 53 (30) G Elliott 45 (23)

H Marshall 39 (21)

### TEAM RUGBY

Kieran Read (C)

Scott Robertson (manager)

Kaylum Boshier Andrew Ellis

Will Jordan Ruben Love

Leon MacDonald Colin Slade

Jason Spice Ofisa Tonu'u

Ali Williams

Brian Lara (wildcard)

### 215-9 AFTER 20 OVERS

R Love 47 (17) K Read 42 (25)

L MacDonald 40 (18)

D Vettori 2-23 (3) J Thurston 2-58 (4)



## HOOKED ON CRICKET

The 19th year of Hooked on Cricket was held across 6 regions with tremendous success – Papatoetoe, Hamilton, Napier, Porirua, Christchurch and Dunedin. This programme continues to inspire our members and those kids who attend and is a huge boost to all to be involved in this enduring community event.

We thank all the players who so willingly attended the tournament days and gave the Tamariki from a range of schools a taste of cricket (many for the very first time). We also thank the all the schools for their support and attendance throughout the country.

The generosity of the continued support from Queen Street Cricket Club



and North and South Trust is much appreciated as it enabled us to deliver an amazing programme to hundreds of kids across the country.



## THE PLAYERS' GOLF DAY

With an increasingly busy schedule the hosting of the Players' Golf Day was held on the 28th of March. The Players' Golf Day has built a reputation as a great day out and this year the conditions at Windross Farm were the perfect setting to deliver on that again.

Raising funds for Charity is the purpose of the day, and we were delighted to

have an excellent turnout with 22 teams participating in the golf and activities, all in aid of The Cricketers' Trust. The Ambrose format allowed the Blackcaps players hosting each group to get to know their team through the day and there was some excellent scores posted.

The day proved a perfect mix of challenge, fun and reward for the full

field of assembled partners and their guests. It was also fantastic to welcome NZC and their partners in what is an enhanced involvement with the day this year, demonstrating their mutual commitment toward raising funds for The Cricketers' Trust.

Overall, the day was a wonderful experience and showed why the Players' Golf Day is held in such high regard by those in attendance. We are delighted to have raised in excess of \$10,000 for the Cricketers' Trust this year and thank the Blackcaps players for their commitment to this event and this Charity which is so important to our playing group.

We are grateful to our golf day event partners – especially to Boundary Road Brewery and to NZC and the Major Associations for facilitating access to the Blackcaps, and the Windross Farm staff who supported us so well through the day.

## OTHER EVENTS

The NZCPA were privileged to work closely with QSCC on the delivery of the annual Christchurch QSCC Charity Golf Day.



## CRICKET PLAYERS' PROPERTY TRUST

The Cricket Players' Property Trust (CPPT) holds, and assigns the use of player property to New Zealand Cricket and Major Associations via the Master Agreement.

The role of the CPPT ensures members have confidence in the way in which their image, name, and likeness is used by the game to underpin the commercial programmes the game relies upon. The global cricket economy continues to evolve rapidly, with advances in data and digital rights unlocking many new opportunities for the game. Through the CPPT, the CPA are able to better educate players on how and where their property is used and that it is done with transparency for how those rights are exchanged.

The CPPT was allocated \$2,160,000 from the player payment pool this year, which was fully distributed to 223 men and women beneficiaries.

The amount each player received was based on the forecast allocation agreed in the Master Agreement (part of their total contract payment structure) and confirmed by the CPPT Ltd Directors. The distributions include a combination of base and activity payments (activity payments are based on the actual number of promotions each player is involved in for NZC or their Major Association or their sponsors/commercial partners).

The Master Agreement also acknowledges NZC's agreement with DreamSports. There were no products produced through the course of the year which meant that there were no distributions to players this year.

The remaining amount of the settlement agreement between ICC and FICA related to the unauthorised use player property for NFT's was not distributed during the year.



CRICKETERS' PROPERTY TRUST

We thank the Directors of the of Cricket Players Property Trustee Limited Maddy Green, Tom Latham, Heath Mills, Jeet Raval, and Ross Verry for their work in overseeing the Trust activities during the year.

Thanks also to NZC and Major Association commercial and marketing staff or their efforts to ensure transparency of the use of player property by efficiently completing the CPT usage forms and diligently keeping records of promotional activity.

## THE CRICKETERS' TRUST

The Cricketers' Trust was established over 17 years ago and since that time has provided critical support for past players facing various hardships across many areas of their lives. As more people have come to recognise the valuable work the Trust undertakes, requests for support have grown, covering needs from sudden financial difficulties to health and well-being challenges.

In the past year, the Trust has assisted 21 former players. In addition to health & well-being support, the Trust provides pastoral care, fostering a sense of community and care that often proves uplifting in times of need. Maintaining confidentiality remains fundamental, allowing former players to receive help without added outside pressures.

Even so a small number of past beneficiaries have chosen to publicly thank the Trust in recent times, which

has further helped raise awareness and appreciation for the organisation.

In the last financial year, the Trust distributed \$54,986 in grants to assist former players in need, covering a range of needs, including medical and well-being expenses, financial hardship grants, funeral costs, and relief for flood damage. During the same period, donations reached a total of \$62,093.

New Zealand Cricket provided a contribution of \$25,000, this annual commitment is part of the 5-year Master Agreement that was signed two years ago. We are immensely grateful for this ongoing support, which reflects New Zealand Cricket's endorsement of the essential work the Trust carries out.

We extend a special thanks to Paul Hobbs for his dedicated and compassionate approach in managing the Trust's activities this year. His



THE CRICKETERS' TRUST

commitment has been central to the Trust's ability to support those in need.

We also acknowledge the contributions of Trustees Bruce Edgar, Ronald Cardwell, Martin Snedden, Helen Watson, and Heath Mills for their unwavering commitment to our work and past players.

This year, the Trust welcomed current player Will Young as an Associate Trustee. The trustees felt Will demonstrates both the capability and empathy to be a valuable addition to the Trust's governance team. He also provides a good strong voice for the importance of our work within the current playing group.





# FINANCIAL STATEMENTS

## SUMMARISED CONSOLIDATED STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 July 2024

	The CPA 2024 \$	The CPA 2023 \$	Group 2024 \$	Group 2023 \$
<b>INCOME</b>				
NZC Master Agreement	1,980,000	1,750,095	1,980,000	1,750,095
NZC Other Funding	-	15,000	100,000	15,000
NZC Player Property Rights	-	-	5,225,815	1,700,000
Other Income	330	2,780	330	2,780
Trust Funding	28,000	24,500	28,000	24,500
Interest & Dividends	72,852	35,200	84,022	40,296
Commercial & Events	213,194	190,513	213,194	202,613
Contracted Management Services	132,391	158,913	-	-
Donations	-	-	42,093	18,980
Unrealised Gain on Investments	113,761	23,237	127,946	23,237
<b>Total Income</b>	<b>2,540,528</b>	<b>2,200,238</b>	<b>7,801,400</b>	<b>3,777,501</b>
<b>LESS EXPENSES</b>				
Admin & Office Expenses	283,477	243,304	138,781	302,129
Insurance	269,264	223,116	269,264	224,559
Events Expenditure	43,399	48,366	43,399	48,366
Education and Hardship Grants	23,048	26,387	78,034	66,619
Unrealised Loss on Investments	-	19,907	-	19,907
Salaries, Wages & Contractor Fees	1,355,319	1,247,981	1,355,319	1,247,981
Player Programmes & Rights	114,703	107,618	5,139,849	1,727,252
Personal Development Programme	190,126	188,800	190,126	188,880
Cricketers' Trust Donation	10,000	10,000	-	-
	2,289,336	2,115,479	7,214,772	3,825,693
<b>Operating Surplus Before Tax</b>	<b>251,192</b>	<b>84,759</b>	<b>586,628</b>	<b>(48,192)</b>
Dreamsports Licensing Payment	3,576,732	-	3,576,732	-
<b>NET SURPLUS (LOSS) FOR THE YEAR</b>	<b>\$3,827,924</b>	<b>\$84,759</b>	<b>\$4,163,360</b>	<b>\$(48,192)</b>

## CONSOLIDATED STATEMENT OF MOVEMENTS IN EQUITY

For the year ended 31 July 2024

	The CPA 2024 \$	The CPA 2023 \$	Group 2024 \$	Group 2023 \$
Net Surplus (Loss) for the year	3,827,924	84,759	4,163,360	(48,192)
Comprehensive Income	3,827,924	84,759	4,163,360	(48,192)
Opening Equity	1,608,924	1,524,166	1,641,705	1,933,806
<b>CLOSING EQUITY</b>	<b>\$5,436,848</b>	<b>\$1,608,924</b>	<b>\$5,805,065</b>	<b>\$1,885,614</b>



## The Cricket Players' Association Incorporated

## CONSOLIDATED BALANCE SHEET

As at 31 July 2024

	The CPA 2024 \$	The CPA 2023 \$	Group 2024 \$	Group 2023 \$
<b>CURRENT ASSETS</b>				
Cash and Bank Accounts	328,868	259,127	1,329,897	702,230
Other Receivables	346,608	311,557	385,001	349,909
	675,476	570,684	1,714,898	1,052,139
<b>TANGIBLE ASSETS</b>	<b>8,497</b>	<b>13,829</b>	<b>8,497</b>	<b>13,829</b>
<b>JARDEN INVESTMENT PORTFOLIO</b>	<b>4,980,092</b>	<b>1,226,915</b>	<b>5,279,058</b>	<b>1,226,915</b>
<b>TOTAL ASSETS</b>	<b>5,664,065</b>	<b>1,811,428</b>	<b>7,002,453</b>	<b>2,292,883</b>
<b>CURRENT LIABILITIES</b>				
Accounts Payable	127,936	146,504	132,772	157,777
Employee Entitlements	99,281	56,000	99,281	59,250
Player Property Distribution	-	-	770,593	-
Other Payables	-	-	194,742	190,242
<b>TOTAL LIABILITIES</b>	<b>227,217</b>	<b>202,504</b>	<b>1,197,388</b>	<b>407,269</b>
<b>NET ASSETS</b>	<b>\$5,436,848</b>	<b>\$1,608,924</b>	<b>\$5,805,065</b>	<b>\$1,885,614</b>

## CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 31 July 2024

	The CPA 2024 \$	The CPA 2023 \$	Group 2024 \$	Group 2023 \$
<b>CASHFLOWS FROM OPERATIONS</b>				
Receipts from NZC and customers	5,968,448	2,275,079	11,246,356	4,051,578
Payments to Suppliers and Employees	(2,298,707)	(2,232,027)	(6,818,689)	(3,946,233)
Cash Inflows / (Outflows) from Operations	3,669,741	43,052	4,427,667	105,345
Investment in Jarden Portfolio	(3,600,000)	(150,000)	(3,800,000)	(150,000)
Purchase of Fixed Assets	-	-	-	-
Cash outflows from Investing Activities	(3,600,000)	(150,000)	(3,800,000)	(150,000)
Total Cash (Outflows) for the Year	69,741	(106,948)	627,667	(44,655)
Opening Cash balances	259,127	366,075	702,230	746,885
<b>CLOSING BANK BALANCES</b>	<b>\$328,868</b>	<b>\$259,127</b>	<b>\$1,329,897</b>	<b>\$702,230</b>



STATEMENT OF SERVICE PERFORMANCE

For the year ended 31 July 2024

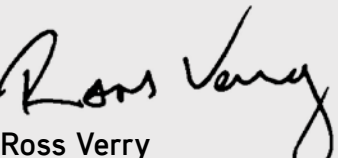
The CPA Output Description & Quantification	Unaudited 2024	Budget 2024	Unaudited 2023
Investment in Personal Development of Members	\$190,123	\$217,000	\$188,800
Assistance with Educational Funding Provided to Members (number of people)	53	60	44
Player Inductions Held with New Members	1	1	1
Events Held with Engagement of Past Players	5	5	1
Publications Created and Distributed to all Members	5	5	5
Social Media Followers on The CPA Platforms	7,134	4,000	6,825
Board Meetings Held in the Year	5	5	5
Team Meetings Held in the Year	28	26	26
Player Conference Held with The Player Representatives and The CPA Staff	1	1	1

NOTES TO THE SUMMARISED CONSOLIDATED FINANCIAL STATEMENTS

For the period ended 31 July 2024

These summarised consolidated financial statements have been extracted from the full financial statements which were approved by the Board on 18 September 2024. The full financial statements have been prepared in accordance with generally accepted accounting principles as required for reduced disclosure entities. These consolidated financial statements include The Cricket Players' Association as parent and its controlled entities of The Cricket Players' Property Trust and The Cricketers' Trust. The financial statements are presented in New Zealand dollars because that is the currency of the primary economic environment in which the Association operates.

The summary financial statements cannot be expected to provide as complete an understanding as the actual financial performance, financial position and cash flows. These Summary Financial Statements are in compliance with FRS-39: Summary Financial Statements. The full financial statements are available from the Association office.

  
Ross Verry  
Chair

  
Heath Mills  
Chief Executive

LIFE MEMBERS

WE WOULD LIKE TO ACKNOWLEDGE AND THANK THE FOLLOWING PLAYERS WHO HAVE COMMITTED TO THE NZCPA THROUGH LIFE MEMBERSHIP.

<b>A</b> Aberhart, Denis Aldridge, Graeme Allott, Geoff Anderson, Corey Anderson, Robert Anderson, Tim Askew, Dean Astle, Lisa Astle, Nathan Auckram, Craig	<b>D</b> Doull, Simon Dowling, Graham OBE Downs, Lauren Duff, Stuart	<b>I</b> Ingram, Peter Irving, Richard	<b>N</b> Nash, Dion Nathu, Anup Nevin, Chris Newton, Ollie Nicol, Rob Nuttall, Andrew	<b>S</b> Sparling, John Stead, Janice MNZM Stewart, Shanan Stott, Warren Styris, Scott Sulzberger, Glen
<b>B</b> Badham, Eileen Bailey, Mark Barnett, Geoff Beard, Derek Bell, Matthew Bennett, Hamish Bilby, Grahame Blake, David Bond, Shane Boock, Stephen ONZM Bracewell, Brendon Bracewell, John Bradburn, Grant Bradley, Aaron Bradley, Martin Breen, Lindsay Brown, Chris Brown, Steve Bullick, Anthony Burgess, Mark Burnett, Graham Burns, Kevin Burtt, Vicki Butler, Ian	<b>E</b> Edgar, Bruce Edward, Stewart MNZM JP Elliott, Grant	<b>J</b> Jagersma, Ingrid Jamieson, Kyle Johnson, Vaughn Jonas, Glenn Jones, Richard Jordan, Alistar	<b>O</b> O'Connor, Shayne O'Dowda, Karl Olson, Jenny Oram, Jacob O'Rourke, Patrick	<b>T</b> Taylor, Arch Taylor, Ross Teamoke, Tania Thiele, Craig Thompson, Ewen Thomson, Shane Troup, Gary ONZM Truscott, Peter Turner, Ash Twose, Roger V van Deventer, Anlo Vance, Robert Verry, Ross Vettori, Daniel ONZM Vivian, Graham
<b>C</b> Campbell, Catherine Carter, Bob Chatfield, Ewen MBE Child, Murray Clough Louise Coe, Wendy Collinge, Richard Cooper, Barry Cooper, David Cornelius, Wade Cronin-Knight, Ingrid Crowley, Kylie Croy, Martyn Cunis, Stephen Cushen, John	<b>F</b> Ferguson, Brenda Findlay, Craig Fleming, Stephen ONZM Flynn, Daniel Fowler, Bill Franklin, James Fraser, Linda Freeman, Jeff Frew, Robbie Fruin, Shelley Fulton, David Fulton, Peter Furlong, Blair OSM Furlong, Campbell	<b>K</b> Kelly, David Kelly, Leigh Kember, Hamish Kerr, Robbie Kinsella, Penny	<b>P</b> Pamment, James Papps, Michael Parker, John Parlane, Neal Patel, Dipak Patel, Jeetan Peters, Maureen Petrie, Richard Potter, Dean Presland, Craig Prichard, Lynda Pringle, Martin Pryor, Craig Pullar, Rachel	<b>W</b> Walmsley, Kerry Watkins, Aimee Watson, Helen Watling, BJ Watt, Betty Weenink, Scott Wells, Jason Wells, Sam Weston, Tim White, David White, Elaine Williamson, Kane Wiseman, Paul Wright, Mike
<b>G</b> Gale, Aaron Golder, Scott Green, Maddy Gunn, Karen Gunning, Mark	<b>H</b> Hadden, Wendy Hadlee, Barry Hadlee, Richard Sir, KT Bach MBE Hamilton, Lance Harris, Ben Hart, Matthew Hart, Rob Haslam, Mark Hendren, Blair Henry, Graham Sir, KNZM Henshilwood, Cheryl Hills, Peter Hitchcock, Paul Hockley, Debbie CNZM Holland, Peter Hood, Brett Hooton, Rex Hopkins, Gareth Hore, Andrew Horne, Phil Hoskin, Richard How, Jamie	<b>L</b> Lankeshwar, Maria Larsen, Gavin Latham, Rod Lawson, Rob Lee, Chris Leonard, David Lindsay, Linda Loveridge, Greg Lynch, Stephen Lythe, Tim	<b>Q</b> Quickenden, Pat	<b>Y</b> Young, Bryan Young, Reece Yovich, Joseph Yuile, Bryan
<b>D</b> D'Arcy, Jack de Boorder, Derek Diver, Robert Doody, Brad Douglas, Mark	<b>G</b> Gale, Aaron Golder, Scott Green, Maddy Gunn, Karen Gunning, Mark	<b>M</b> MacKenzie, Greg Malcon, Pat Marshall, James Martin, Chris Mather, Stephen Mawhinney, Russell Maxwell, Neil McCone, Ryan McCullum, Brendon ONZM McEwan, Paul McGlashan, Peter McGregor, Peter McKay, Andy McKelvey, Trish CNZM MBE McKenzie, Grant McKenzie, Marcel McMahon, Trevor McMillan, Craig McSkimming, Warren Milburn, Barry Mills, Jason Mills, Kyle Mitchell, Daryl Morgan, Richard Mountain, Lance Munro, Colin Murdoch, Lesley ONZM MBE	<b>R</b> Rattray, Sue Redmond, Aaron Rhodes, Stewart Roberts, Stuart Robinson, Grant Robinson, Shane Rolls, Rebecca Ronchi, Luke Ross, Craig Ross, Jonathan Rugg, Paul Rutherford, Ken	<b>S</b> Satterthwaite, Amy MNZM Scott, Bradley Scott, Nigel Scott, Steve Sharpe, Michael Shutte, Ryan Sigley, Martyn Signal, Elizabeth Silva, Sanj Sim, Diana Simpson, Lois Snedden, Martin CNZM





# Players better together



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