

Auckland Cricket

Indian engagement case study



The beginning

- Strategic Plan
- Greater Asian involvement
- Internal polling



The focus

Social cricket

- Greater understanding
- More research
- Internal advisory group
- On the ground interviews



The intent

- Quantify
- Communicate
- Engage
- Grow



The plan

Four clubs – 4 x Ethnic Development Officers

- Eden Roskill
- Papatoetoe
- Howick Pakuranga
- Grafton



The delivery

- Eden Roskill
 - Tennis ball/tape ball tournaments; community days; Indo-Kiwi
- Papatoetoe
 - Southern T20; awareness lessons; indoor sessions
- Howick Pakuranga
 - In school coaching; coach support;
- Grafton
 - Coach the coaches for Indian teams; pick-up cricket; engagement with tertiary organizations



The outcomes

- Over 2000 people reached
- Knowledge of what good opportunities look like
- Database and relationship building
- Advantages of being culturally driven
- Greater knowledge of 'external' cricket market
- Ability to learn collaboratively



The way forward

- Contestable fund
- Refugee engagement
- Kilikiti in schools
- Samoan engagement
- Modified formats



Thank you

