

# Cricket Brasil Strategy

2025 – 2028



A portrait of Roberta Moretti Avery, the President of Cricket Brasil, is shown on the left side of the page. She is a woman with long dark hair, wearing a light-colored button-down shirt, with her arms crossed. The image is faded and serves as a background for the text on the left.

Cricket Brasil

## A Note from the President: Roberta Moretti Avery

2025 – 2028 Strategic Plan

*News of the first female president of a cricket confederation in the Americas often brings the phrase: “the start of a new era.”*

*In many ways, it is.*

*It’s a new chapter for women in leadership, for diversity at the decision-making table, and for a more inclusive Cricket Brasil. With 33% of our Board now made up of women, we’re setting a new standard.*

*But this is also a continuation. For 15 years, Cricket Brasil has laid strong foundations—with support from our sponsors, the ICC, and now the Brazilian Olympic Committee—driving growth, opportunity, and access to the game.*

*We remain committed to ensuring every Brazilian feels cricket belongs to them, guided by our core values: Inclusion, Integrity, and Inspiration.*

*Ahead lies an exciting path: World Cup qualification for women, men, and U19s, and cricket’s historic debut at the Pan American Games. These are not signs of a new era—but of a thriving one getting even stronger.*

*Let’s keep building—together.*





Cricket Brasil

## A Note from the CEO: Matthew Featherstone

2025 – 2028 Strategic Plan

*"Excellence, Respect, Friendship, the Joy of Effort, Fair Play, the Pursuit of Excellence, the balance between Body, Will, and Mind – these are the timeless principles of the Modern Olympics. While cricket's inclusion has taken over 125 years, these fundamental principles could have been written just with Cricket in mind.*

*Building upon our strong foundation with the International Cricket Council, our partnership with the Olympic Committee will now accelerate the development and global recognition of Brazilian cricket. We are incredibly excited for what lies ahead, knowing that the best way to predict the future is to create it – and that is precisely what we are determined to do.*

*As our experience and expertise grow on the world stage, we will aim to attract crucial support – financial and political – that will be strategically invested in the future of Brazilian cricket. This investment will leave a powerful and enduring legacy for generations to come.*

*The future of Brazilian cricket is bright, and we are ready to seize this incredible opportunity!*



# Strategy Overview

VISION  
Breaking Through Boundaries with Cricket

MISSION  
Build a youth-focused movement that promotes fitness, health, and emotional wellbeing through cricket, while establishing Brasil as a competitive force on the international stage.

VALUES  
Integrity      Inclusion      Inspiration

SPORTING STRATEGIC FOCUS AREAS

Participation	High Performance & Olympic Team	Infrastructure and Facilities	Training and Education	Fan Engagement and Commercial Growth	Social Responsibility
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NEAR-TERM CLUB PRIORITIES

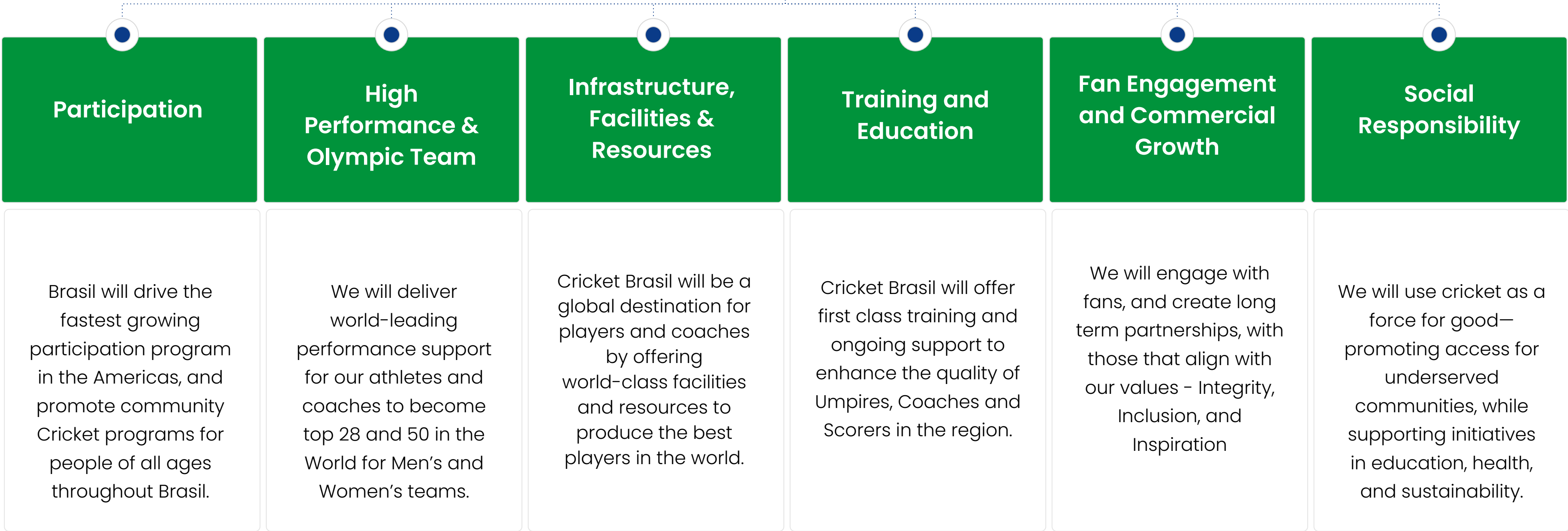
Aggressive growth of participation and coaches across Brasil	Investment into High Performance infrastructure, talent and resources in Pocos	Accelerated up-skilling of our Coaches, Umpires and Scorers	More International games
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# Our Strategic Focus Areas

We have a plan to reach our bold ambition of growing cricket here in Brasil, focused on six key areas.





Focus Areas



**Timeline**  
2025 – 2028



**Timeframe**  
3 – 4 years

2025

Marc – Dec

2026

Jan – Dec

2027

Jan – Dec

2028

Jan – Dec

1 Growing the Foundation

2 Educating and Upskilling

3 Preparing for the International Stage

4

LA28

5

New Facilities /  
Grounds

6

New  
Grounds

Growing Participation and Coaches

- Our plan is to focus on growing the foundation of Cricket brasil which involves building the database of participants, coaches and umpires
- Our plan is to do this alongside and collaborate with the ICC; this partnership is invaluable moving forward to growing cricket in our region
- Growing our foundation also involves broadening our reach geographically

Improving the Quality and Quantity of Stakeholder Curriculum

- As we grow the number of coaches, players, and umpires – we will invest in the training and development of these stakeholders alongside the ICC
- Our education will involve face-to-face and digital learning environments
- The outcome of this program will involve supporting our athletes and improve the playing standards of cricket in Brasil

Becoming a Global Cricket Powerhouse

- Our high performance standards will continue to increase as we also bring on more resources to support our Men’s and Women’s teams
- We also recognize the need for more opportunities to play International games as we prepare for the Olympics in 2028
- We will work alongside the IOC to help our Men’s and Women’s squad prepare for the world stage

High Performance Infrastructure Projects

- As part of developing our Men’s and Women’s teams, we will be investing in infrastructure, including grounds and facilities
- Our plan is to partner with local government and sponsors to bring this to life for our players and community

# Cricket Brasil Overview

Who we are





Cricket Brasil

# Vision



Breaking Through Boundaries with Cricket





Cricket Brasil

# Our Values

We take pride in our values and believe the way we act is more important than what we deliver.

## Integrity

- **Transparent Governance:** Emphasize Cricket Brasil's commitment to ethical practices, transparent financial management, and open communication with stakeholders. This builds trust and credibility with potential sponsors.
- **Fair Play:** Promote a culture of fair play on and off the field, upholding the spirit of cricket and ensuring a level playing field for all participants
- **Accountability:** Establish clear lines of accountability within the organization and ensure that individuals are held responsible for their actions.

## Inclusion

- **Community Engagement:** Actively engage with local communities to promote cricket and create a sense of belonging. To go up in the Inclusion section
- **Diversity and Equal Opportunities:** Make a concerted effort to create a welcoming and inclusive environment for people of all backgrounds, genders, abilities, and socioeconomic status. This should be reflected in Cricket Brasil's leadership, staffing, programs, and participation pathways.
- **Accessibility:** Ensure that cricket is accessible to all, regardless of location or financial constraints. Consider developing programs specifically targeted at underrepresented communities and providing financial assistance for those in need.

## Inspiration

- **Role Models:** Showcase inspirational stories of Brazilian cricketers and highlight the positive impact cricket has on individuals and communities.
- **National Pride:** Foster a sense of national pride by celebrating the achievements of Brazilian cricket teams and promoting cricket as a sport for all Brazilians.
- **Aspirational Goals:** Set ambitious goals for Cricket Brasil, aiming for excellence on and off the field. Communicate these goals in a way that inspires players, fans, and sponsors alike.





# Our Strategic Focus Areas

We have a plan to reach our bold ambition of growing cricket here in Brasil, focused on six key areas.



## Participation

Cricket Brasil will expand participation by integrating cricket into schools, enhancing community programs, and improving access to facilities. By training local coaches, forging key partnerships, and leveraging digital engagement, CBC aims to make cricket a mainstream sport, creating structured pathways for lifelong involvement and future competitive success

## High Performance & Olympic Team

A world-class high-performance system will be developed through elite training, expanded talent pathways, and increased international competition. With a focus on player development, coaching excellence, and sports science, the goal is to qualify for major tournaments, including the 2028 Olympics, and compete at the highest level

## Infrastructure, Facilities & Resources

Enhanced infrastructure, upgraded facilities, and increased resources will support cricket's growth at all levels. Prioritizing accessible playing spaces, high-performance centers, and equipment availability, the focus is on creating sustainable environments for training and competition, ensuring long-term development and elevating Brasil's cricketing standards on the international stage

## Training and Education

Comprehensive training and education programs will develop skilled players, coaches, and officials. By enhancing certification pathways, mentoring local talent, and integrating sports science, the focus is on building a strong knowledge base that supports long-term growth, fosters excellence, and ensures sustainable cricket development across all levels in Brasil

## Fan Engagement and Commercial Growth

Innovative fan engagement and commercial strategies will expand cricket's reach and financial sustainability. By leveraging digital media, live events, and grassroots activations, the focus is on building a passionate fan base, attracting sponsors, and creating new revenue streams to support long-term growth and elevate cricket's profile in Brasil.

## Social Responsibility

Cricket will be a platform for positive social impact, promoting inclusion, education, and community well-being. Through outreach programs, gender equality initiatives, and partnerships, the focus is on using the sport to inspire change, provide opportunities, and foster a stronger, more inclusive society across Brasil.





# CBC have come so far, and we are only getting started

## Cricket Brasil's Recent Success

Cricket Brasil (CBC) has made incredible strides in transforming cricket from a niche sport into a thriving, structured program with a strong foundation for the future. From building a fully professional women's national team—one of the few outside major cricketing nations—to integrating cricket into schools and developing local coaches, CBC has laid the groundwork for long-term success.

The journey so far has been remarkable, but it's only the beginning. With cricket's inclusion in the 2028 Olympics, expanding grassroots participation, and a growing international presence, CBC is poised to take the sport to even greater heights. The progress has been undeniable, but the best is yet to come.

## What is unique about us:

### School-Centric Development

Unlike many associate nations where cricket is club-driven, Cricket Brasil has successfully embedded cricket in schools, ensuring mass participation from a young age

### Olympic Focus

Aligning with cricket's inclusion in the 2028 Olympics, Cricket Brasil aims to develop talent to compete on the international stage, using Olympic participation as a major driver for growth and funding.

### Growth in a Non-Traditional Market

Brasilis not a typical cricket-playing nation, yet Cricket Brasil has built a structured program from the ground up, focusing on both grassroots participation and elite performance.

### Female-Led Success

The women's national team is more developed than the men's, which is rare in world cricket. The women's team is fully contracted, making them one of the few fully professional female teams outside the major cricketing nations

### Unique Market Opportunity

As a large, sports-mad country with a strong passion for football, Brasil presents an untapped opportunity for cricket expansion, particularly through formats like T20 and The Hundred-style competitions



# Our Key Partners



We want partners, not sponsors; our ambition is to work alongside value-aligned organizations that are willing to grow with CBC.



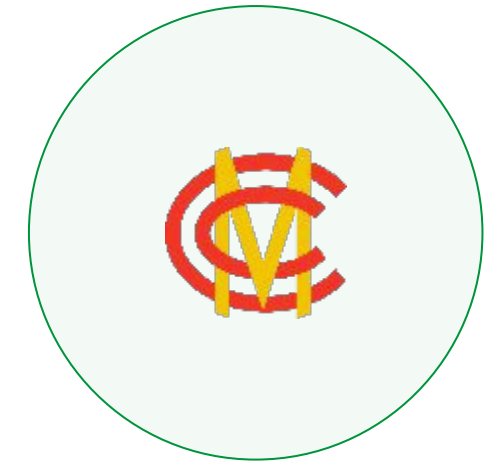
FP Markets



Sicredi



Surrey Cricket



MCC Foundation



International Cricket  
Council



Equinox Gold



*Braslian Olympic  
Committee*



*Australian Embassy in  
Brasil*



# Our Team

Management and Board Members





We have an experienced Board, passionate and dedicated to growing the game of cricket in Brasil.



**Roberta Moretti Avery**  
*President*



**Alexandre Felipe**  
*VP*



**Matt Featherstone**  
*CEO*



**Tatiany Nicodemo Begalli**  
*Treasurer*



**Greg Caisley**  
*Development  
Director*



**Tobias Hanbury**  
*Secretary*

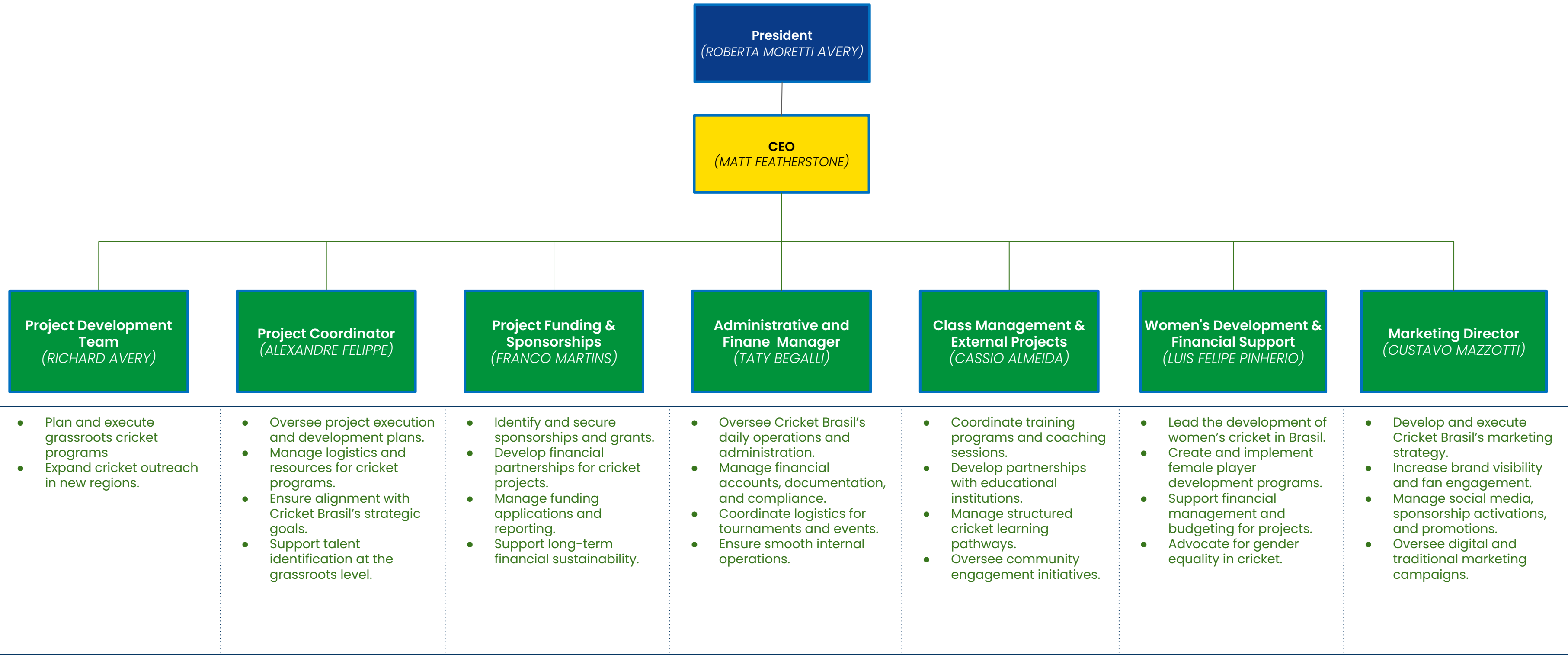
Our advisory board provides strategic guidance, expert insights, and external perspectives to an organization’s leadership. Our advisory board includes:

- Jonny Pringle
- Michele Delphino
- Edward Fenner-Riley
- Vincent Bastick

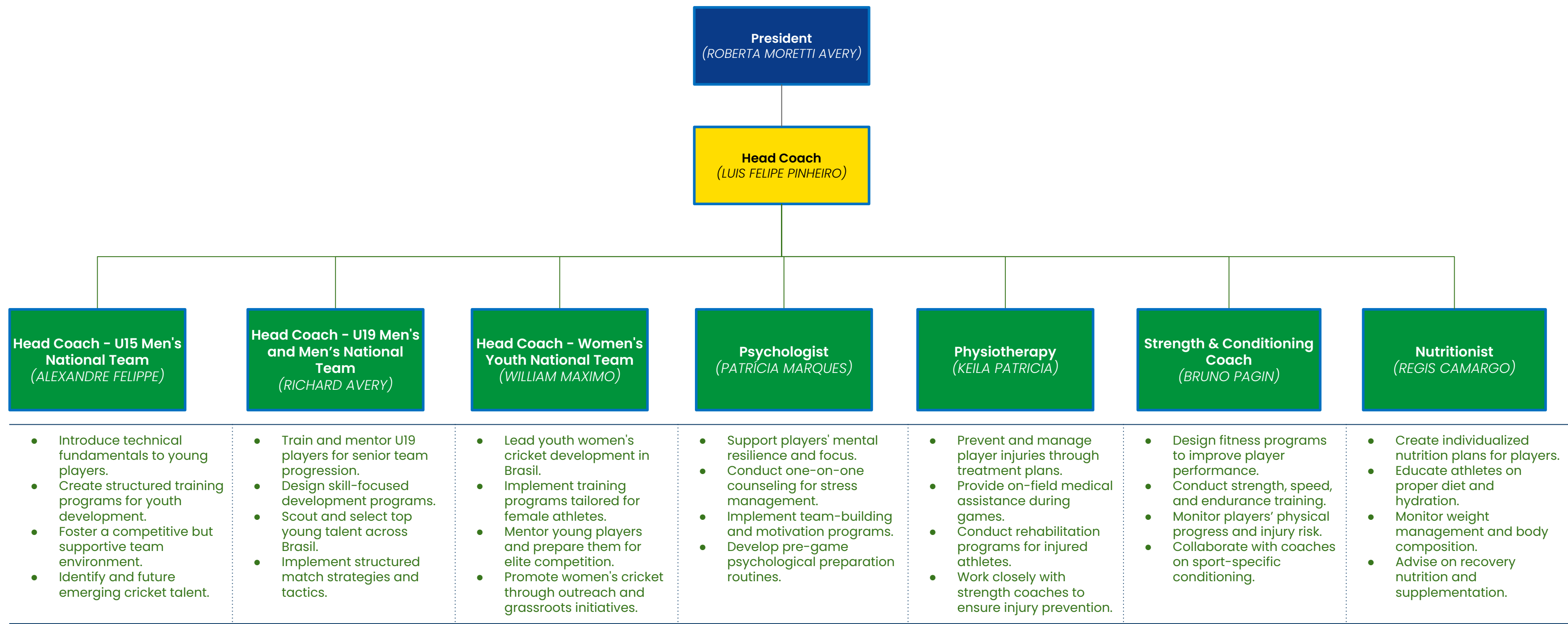




# Our Commercial Organization



# Our Sporting Organization





# Strategic Focus Areas

2025 – 2028



# Growing our market participation and fan base

Our focus will be to continue strengthening our primary markets with ongoing growth opportunities in Distrito Federal and Rio De Janeiro.

## Our Primary Locations

### Minas Gerais (Including Pocos)

- Exceptionally high participation rates, particularly among children; continued growth in this region is key
- Key investments to build High Performance Center in 2027, and new cricket fields
- Desire to build strong community engagement and support

### São Paulo

- Historically the strongest cricket region in Brazil with established clubs and leagues
- Continued focus on growing fandom and participation



## Our Growth Markets

### Distrito Federal

- Growing youth participation
- Aiming to grow and develop talent by bringing on a new Development Manager in the coming years

### Rio De Janeiro

- A resurgence of cricket activity in recent years; focused growth on 4 new teams
- Additional Development Manager to be brought on in the coming years
- Investment in development managers to grow participation and players in the region





# Key Focus Areas for CBC by Year

	2025	2026	2027	2028
Participation	<ul style="list-style-type: none"><li>20k + new participants</li><li>100+ new coaches</li><li>1 new cricket center</li></ul>	<ul style="list-style-type: none"><li>20k + new participants</li><li>100+ new coaches</li><li>1 new cricket center</li><li>12 new teams (Minas Gerais)</li></ul>	<ul style="list-style-type: none"><li>20k + new participants</li><li>100+ new coaches</li><li>1 new cricket center</li><li>12 new teams (São Paulo)</li></ul>	<ul style="list-style-type: none"><li>20k + new participants</li><li>100+ new coaches</li><li>1 new cricket center</li><li>4 new teams (Rio de Janeiro)</li></ul>
High Performance & Olympic Team	<ul style="list-style-type: none"><li>Complete recruitment strategy (staff and player)</li><li>Recruit HP Coach (Women's)</li><li>Define and create Olympic / HP strategy (including allocation of funding)</li></ul>	<ul style="list-style-type: none"><li>Recruit HP Coach (Men's)</li><li>PanAm Qualifier</li></ul>	<ul style="list-style-type: none"><li>PanAm Games</li><li>New HP Center<ul style="list-style-type: none"><li>Indoor center</li><li>Center of Admin</li><li>HPC Pocos Grass Nets</li></ul></li></ul>	
Training and Education	<ul style="list-style-type: none"><li>25 new CBC qualified scorers</li><li>Deliver Scorers Course (paper and app).</li><li>2 New Umpire Tutors</li><li>200 ICC Umpire &amp; Coach Courses Taken</li></ul>	<ul style="list-style-type: none"><li>80+ new umpires (Foundation 40; Umpire Level 1: 40; Umpire Level 2: 4)</li><li>Establish Umpires Committee</li><li>25 new CBC qualified scorers</li><li>Deliver Scorers Course (paper and app).</li><li>200 ICC Umpire &amp; Coach Courses Taken</li><li>10 new black shirts</li></ul>	<ul style="list-style-type: none"><li>25 new CBC qualified scorers</li><li>Deliver Scorers Course (paper and app).</li><li>200 ICC Umpire &amp; Coach Courses Taken</li><li>10 new black shirts</li></ul>	<ul style="list-style-type: none"><li>120+ new coaches (Foundation: 60; Coach Level 1: 60; Level 2: Availability based)</li><li>Establish Coaches Committee</li><li>25 new CBC qualified scorers</li><li>Deliver Scorers Course (paper and app).</li><li>200 ICC Umpire &amp; Coach Courses Taken</li><li>10 new black shirts</li></ul>
Fan Engagement and Commercial Growth	<ul style="list-style-type: none"><li>100% YoY Growth across social platforms</li><li>Hire new Marketing Manager</li><li>Develop a comprehensive Commercial Strategy outlining short-term and long-term revenue-generating initiatives</li></ul>	<ul style="list-style-type: none"><li>100% YoY Growth across social platforms</li><li>Establish partnership with new clothing company by 2026</li><li>Search / Secure National Team Sponsorship deal</li></ul>	<ul style="list-style-type: none"><li>100% YoY Growth across social platforms</li><li>Hire new Marketing Analyst</li><li>Search / Secure National Team Sponsorship deal</li></ul>	<ul style="list-style-type: none"><li>100% YoY Growth across social platforms</li><li>Search / Secure National Team Sponsorship deal</li></ul>
Community / Social Responsibility	<ul style="list-style-type: none"><li>Changemakers program</li><li>Development of sports areas (in local region)</li></ul>	<ul style="list-style-type: none"><li>Changemakers program</li><li>Development of sports areas (in local region)</li></ul>	<ul style="list-style-type: none"><li>Changemakers program</li></ul>	<ul style="list-style-type: none"><li>Changemakers program</li></ul>
Infrastructure, Facilities and Resources	<ul style="list-style-type: none"><li>Work with the Lords Taverners to receive equipment for 2025</li></ul>	<ul style="list-style-type: none"><li>Work with local Government support, establish new CBC-Managed indoor facilities in Poços</li></ul>	<ul style="list-style-type: none"><li>2 new full size cricket grounds in Poços</li><li>New local supplier for cricket equipment</li></ul>	<ul style="list-style-type: none"><li>1 new full size cricket grounds (international) in Poços</li></ul>
	This years focus			

# 1) Participation

## Our Bold Ambition:

Brasil will drive the fastest growing participation program in the Americas, and promote community Cricket programs for people of all ages throughout Brasil.



Our focus will be on:

2028 Growth Metric:

**Implement the criiio Cricket Schools program to introduce cricket to a wider audience of young people.**

- 100,000: 2025
- 120,000: 2026
- 140,000: 2027
- 150,000+: 2028

**20,000+**

New Participants p/year

**Increase new number of PE teachers qualified as cricket coaches working in schools**

- 50+ new teachers from Minas Gerais
- 50+ new teachers from Sao Paulo

**100**

New Qualified Teachers p/year

**Establish a permanent “cricket center” and programs in 3 states:**

- São Paulo: 2026
- Rio de Janeiro: 2027
- Distrito Federal: 2028

**1**

New “Cricket Hub” p/year

**Identify and establish new state member clubs for each of the 3 Federations by the end of 2026, participating in local leagues and State Tournaments.**

- Minas Gerais: Yearly goal: 12 new teams
- São Paulo: Yearly goal: 12 new teams
- Rio de Janeiro: Yearly goal: 4 new teams

**28**

New Teams



# 2A) High Performance

## Our Bold Ambition:

We will deliver world-leading performance support for our athletes and coaches. Our focus will be drive professional, high performing teams across:

- Men's Senior
- Women's Senior
- Boys U19,
- Women's U19
- Boys U15
- Girls U15

Our focus will be on:

2028 Growth Metric:



### Recruit one more second High Performance Coach for the Brazilian set up

- Identify HP coach requirements
- Conduct search (complete by 2026)

1

New HP Coach

### Invest in the High Performance Centre (HPC) in Poços until 2027

- Indoor Center with retractable nets
- Center of Administration: Board Room
- HPC Poços: Grass nets

3 | R\$300k

New infrastructure |  
Spend

### Run regular CBC funded training camps in poços to attract new HP players per year

- Men's: once a year
- Women's and Girls: 2x year
- Boys: 2x year

5

Per Camps p/year

### Actively recruit new potential HP cricketers from other related sports run by CBC (e.g. Athletics, Basketball, Volleyball, football, etc.)

- Identify key cricket player characteristics
- Conduct search for new talent outside of cricket

1

New Player Outside  
Cricket

# 2B) Prepare for the Olympic Stage

## Our Bold Ambition:

To be Top 28 in Women's T20 Ranking and Men's Top 50.

Our focus will be on:

2028 Growth Metric:



### Improving HP in Cricket Brasil with main objective of having Senior Men's and Women's team advancing in ICC Rankings.

- Take part of 3 International Competitions with T20i status for Senior Men's and Women's Teams
- Have U19 Boys and Girls Teams taking part of International tournaments
- Have U19 Boys and Girls Teams taking part of U19 World Cup Qualifiers

# 28 | 50

Women's and Men's  
World Ranking

### Preparing and upskilling coaches for HP Cricket for Senior Men's and Women's National Team and U19 teams.

- Key initiative
  - Educating coaches; 2 Level 3 in the next 3 years / 6-8 Level 2 in the next 4 years
  - Contracting experienced international coaches to work with Cricket Brasil

# 8

Level 2 Coaches in next 4  
years

### Identifying HP players for exchange programs on England and Australia local leagues/teams

- Key initiative
  - Having 2 players per year on exchange program to gain experience and learn from coaches/team environment/players (e.g., Surrey/MCC Foundation/Australia)

# 2

Players placed on  
exchange



# 3) Training and Education

## Our Bold Ambition:

Cricket Brasil will offer first class training and ongoing support to enhance the quality of Umpires, Coaches and Scorers in the region.

Our focus will be on:

### Increase the number of local qualified coaches, umpires

- Umpires – Umpire Foundation: 40; Umpire Level 1: 40; Umpire Level 2: 4 (2026)
- Coach – Coach Foundation: 60; Coach Level 1: 60; Level 2: Availability based
- Scorers – 25 new CBC qualified scorers per year until 2028

### Improve the education programs through Committees

- Umpires – Establish a National Umpire Committee by 2026
- Coaches – Establish a National Coaching Committee by 2028

### Conduct Ongoing Training through Courses and ICC EdApp

- 200 ICC App courses completed per year
- Run one course a year until 2028 for scorers (paper and app).

### Continue to grow partnerships with universities and sponsors to maintain investment in the CBC University Program

- 4 new participants of University Program per year

### Create 10 new Black Shirts / Changemakers

- 2026: 10 new black shirts
- 2027: 10 new black shirts
- 2028: 10 new black shirts



2028 Growth Metric:

# 80|60|25

Coach | Umpire | Score  
New Participants p/year

# 2

New Committees by 2028

# 200+

Courses p/year

# 4

University Participants  
p/year

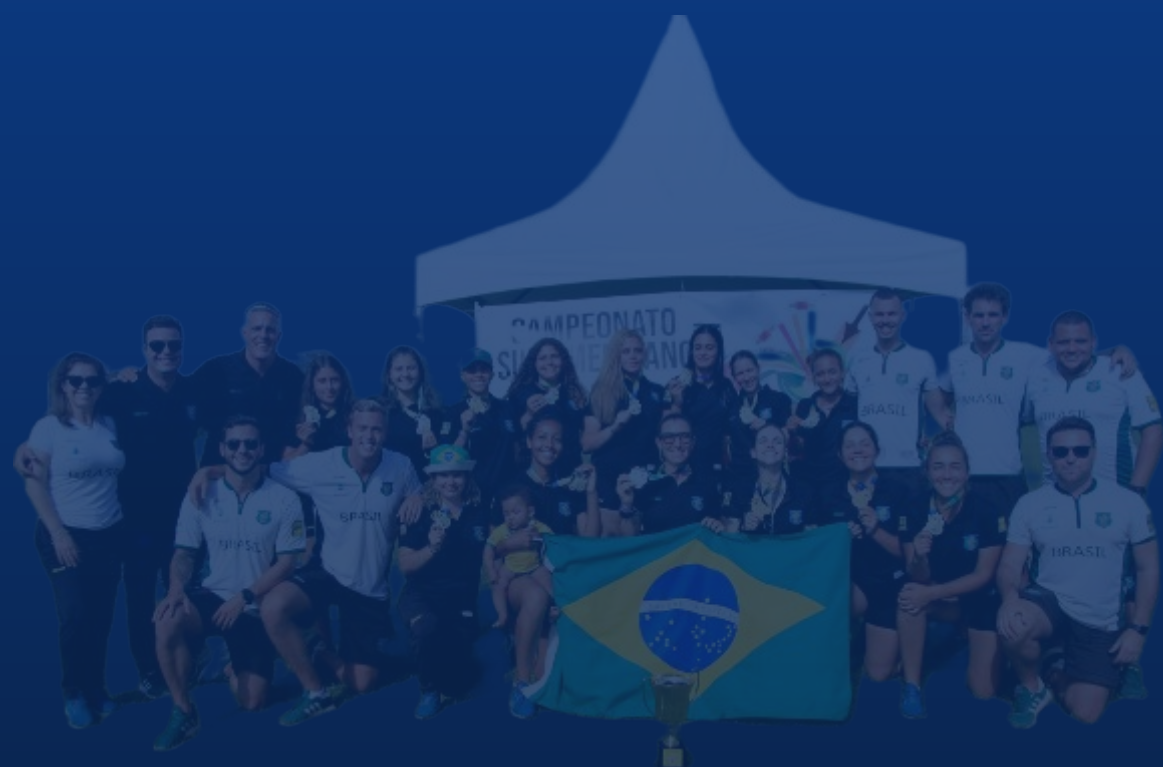
# 10

Black Shirts p/year

# 4) Fan Engagement & Commercial Growth

## Our Bold Ambition:

We will engage with fans, and create long term partnerships, with those that align with our values – Integrity, Inclusion, and Inspiration



Our focus will be on:

2028 Growth Metric:

### Develop a strategy and fund allocation for social media advertising

- Create and implement new marketing strategy by end of 2026
- Define and create budget for marketing awareness and fan growth

### Increase the social following of our key platforms:

- Instagram – 100k followers by 2028
- Twitter – 110k+ followers by 2028

### Establish a Marketing Team to drive marketing efforts

- Marketing Manager: 2025
- Marketing Analyst: 2027

### Retain current partnerships and add 1+ by 2028

- Develop a comprehensive Commercial Strategy outlining short-term and long-term revenue-generating initiatives
- Secure National Team Sponsorship deals
- Establish partnership with new clothing company by 2026

—

100%

Year on Year Growth

2

New roles

1+

New Long-term  
Partnership



# 5) Infrastructure, Facilities & Resources

## Our Bold Ambition:

Cricket Brasil will be a global destination for players and coaches by offering world-class facilities and resources to produce the best players in the world.



Our focus will be on:

2028 Growth Metric:

### Negotiate and establish access to two more full-size Cricket grounds with locally-Produced Artificial wickets in all CBC Federations

- 2 new full size cricket grounds (international) in Poços de Caldas: 2027
- 1 new full size cricket grounds (international) in Poços de Caldas: 2028

3

More Artificial Wickets in all CBC Federations

### New indoor facility

- Work with local Government support, establish new CBC-Managed indoor facilities in Poços by 2026

—

### Reduce costs of equipment through import and/or local supply of equipment

- Working with COB on import duties on specialist cricket equipment that cannot be locally sourced
- Continue to work, improve and develop local suppliers that can meet quality specifications; Local bats; Quick cricket sets; Artificial mat

—

### Develop long-term partnerships with supplies and discounted equipment

- Continue to work with National team sponsors, growing the partnership with Brasil (COB: 2026)
- Work with the Lords Taverners to receive equipment for 2025

—

# High Performance Values

2025 – 2028





# Our High Performance Player Traits

Filho seu não foge à luta

## Inspiration

Inspiring the next generation, to understand the legacy of being the first to wear the white, blue, and green jerseys. Be inspired by the team.

## Respect

Family and everyone are different, so respect each other to have a good environment, other teams, and the referees, win or lose. For the best of the team, be above disappointment and respect everyone. Respect the process in all phases and/or circumstances.

## Loyalty

To the jersey, the commandments, to the hard and good moments of training, and teammates.

## Compassion

Empathy and helping others who don't have the same conditions or aren't in the best positions, charity.

## Love

Being friendly with teammates, loving what you do – is a burden if you do things without love. Love helps you become a better person

## Honesty

Honoring your good and bad moments, being sincere, being truthful. Understanding what didn't work, forgiving, and not keeping it to yourself. Learning from mistakes and being humble.

## Courage

Leaving your comfort zone, giving yourself the chance to do bigger things, assuming that responsibility is everyone's, fear of making mistakes = opportunity to grow/courage to play.

