

Cricket Brasil Strategy

2025 - 2028





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 Brasilian 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 Brasilian cricket. This investment will leave a powerful and enduring legacy for generations to come.

The future of Brasilian 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

**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



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

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

High Performance & Olympic Team

We will deliver world-leading performance support for our athletes and coaches to become top 28 and 50 in the World for Men's and Women's teams.

Infrastructure, Facilities & Resources

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.

Training and Education

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

Fan Engagement and Commercial Growth

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

Social Responsibility

We will use cricket as a force for good—promoting access for underserved communities, while supporting initiatives in education, health, and sustainability.

Growth Plan



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

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

2 Educating and Upskilling

3 Preparing for the International Stage

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

5 New Facilities / Grounds

4 LA28 6 New Grounds

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

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 Brasilian 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 Brasilian cricket teams and promoting cricket as a sport for all Brasilians.
- **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.





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

Brasil is 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.

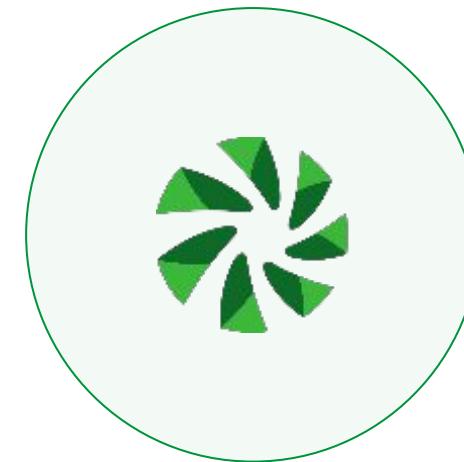
Our Key Partners



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



Brasilian Olympic
Committee



Australian Embassy in
Brasil

Our Team

Management and Board Members



Our Board



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



Roberta Moretti Avery
President



Alexandre Felippe
VP



Matt Featherstone
CEO



Tatiany Nicodemo Begalli
Treasurer



Greg Caisley
*Development
Director*

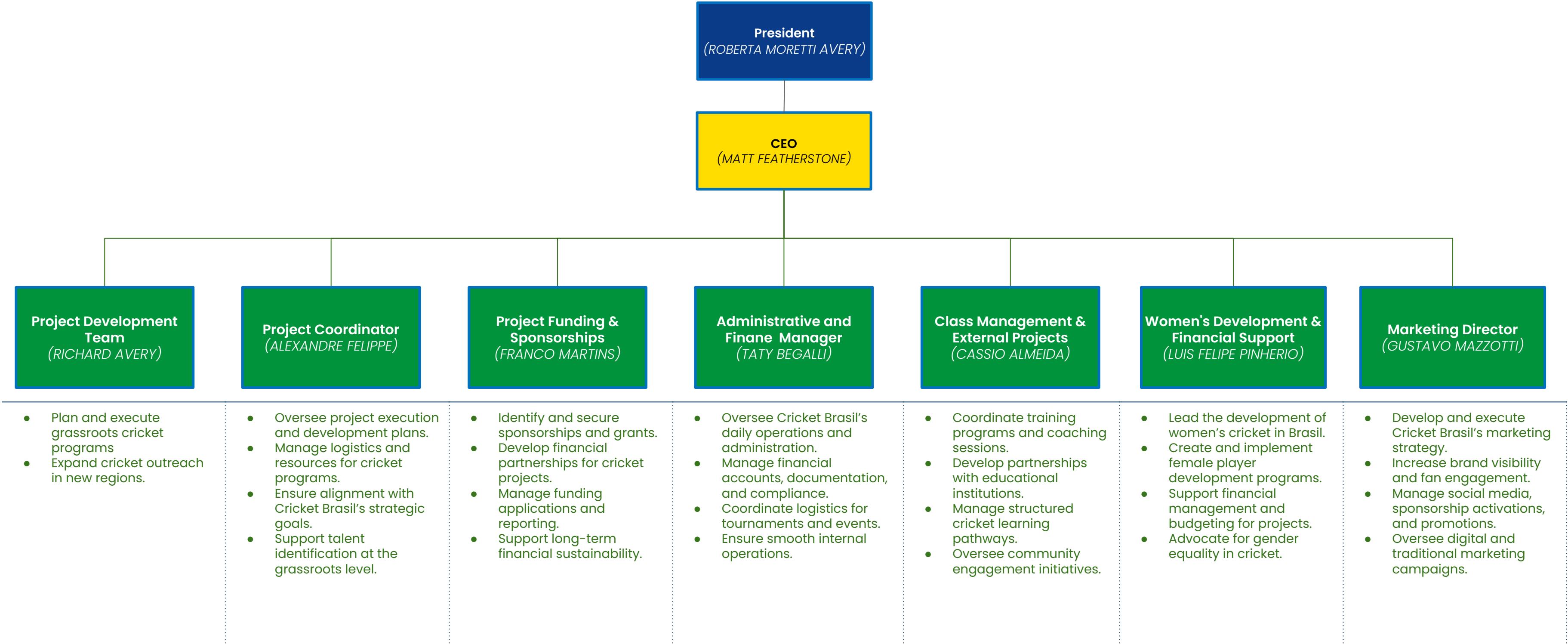


Tobias Hanbury
Secretary

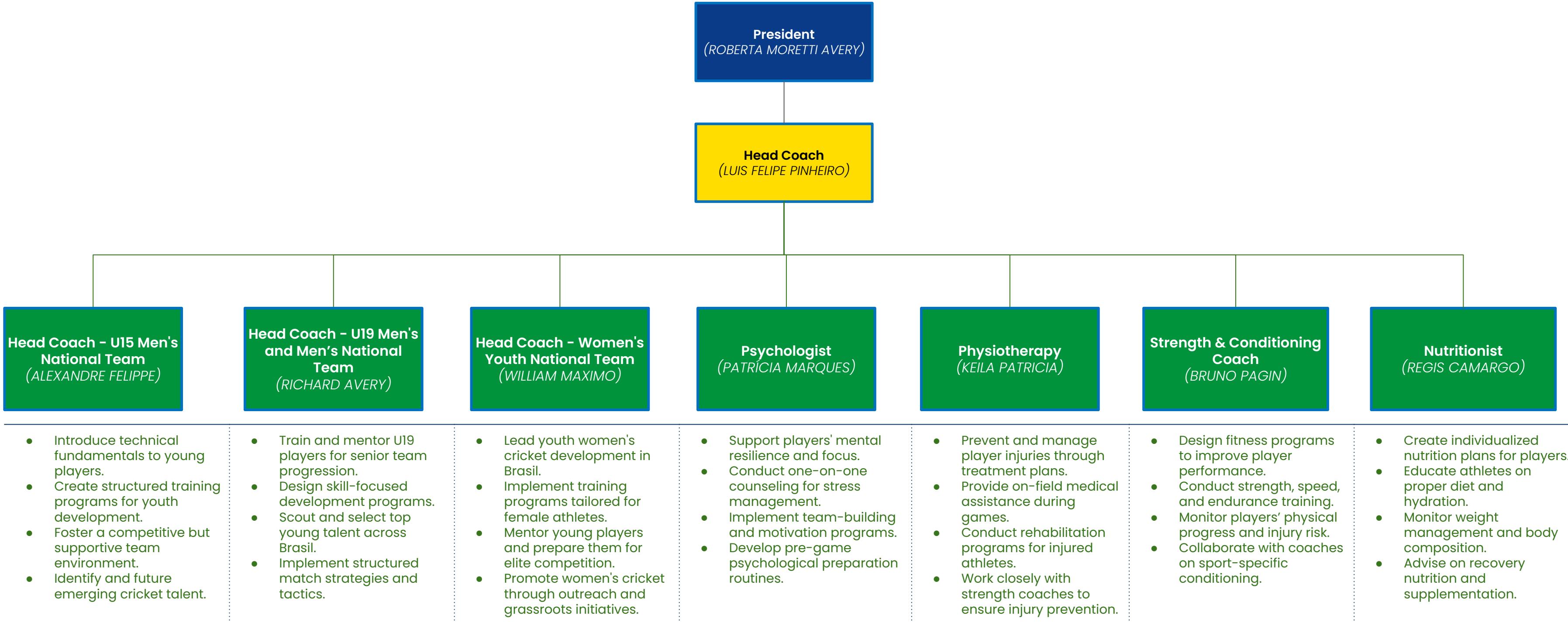
Our advisory board provides strategic guidance, expert insights, and external perspectives to an organization's leadership. Our advisory board includes:

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

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:

Implement the criio 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

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

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

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

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

2028 Growth Metric:

20,000+

New Participants p/year

100

New Qualified Teachers p/year

1

New “Cricket Hub” p/year

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:

Recruit one more second High Performance Coach for the Brasilian 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

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

2028 Growth Metric:

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:

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

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

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)

2028 Growth Metric:

28 | 50

Women's and Men's World Ranking

8

Level 2 Coaches in next 4 years

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

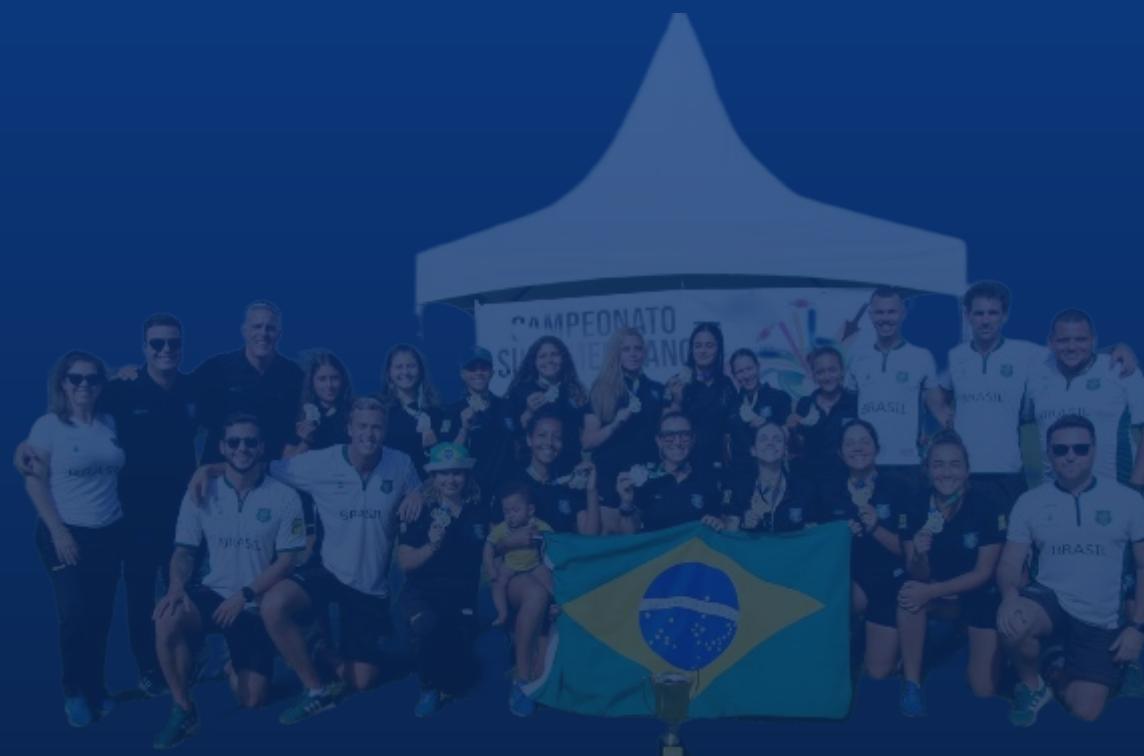
Black Shirts p/year



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:

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

2028 Growth Metric:

–

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:

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

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

2028 Growth Metric:

3

More Artificial Wickets in all CBC Federations

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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.



Loyalty

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

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

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.

Compassion

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

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.