8. YEARPLAN 2026



1. ORGANISATION 2026

FUTURE PROOF ORGANISATION



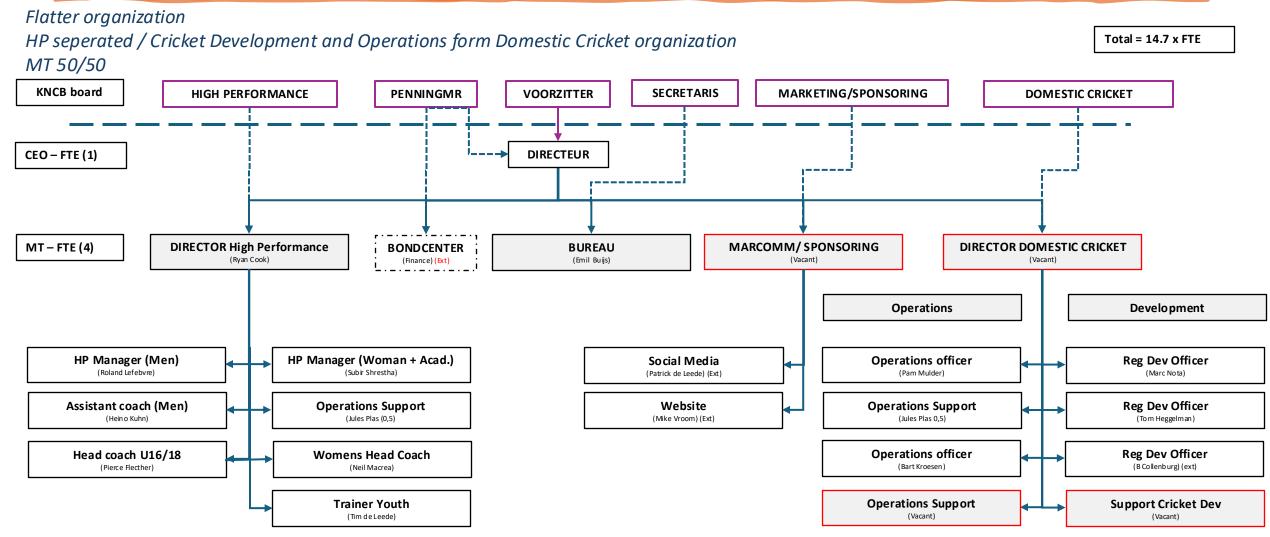
KEY ELEMENTS ORGANISATION 2026



- Board to mirror Management Team -> clear communication lines
- 2 main pillars; Domestic Cricket & High Performance
- Marcom/Sponsoring: in-house lead (with freelance support as needed)
- Extra hands-on resources foreseen to add to Operations and Cricket Development
- CEO succesion ongoing (conclusion expected before year-end)
- Director Domestic Cricket vacancy started rest to start a.s.a.p. (depending budget)
- Retirement Alex de la Mar already anticipated early 2025 via appointment Emil Buijs
- Quarterly communication between Board and clubs initiated and to be followed up in 2026

NEW ORGANIZATIONAL STRUCTURE





MISSION/VISION/STRATEGY



Current strategic ambition (2022-2025)

- Growth of domestic cricket with 40%
- National Team(s) to reach top 10 world ranking

Board has started review proces Mission/Vision/Strategy 2026-2030

- Target to finalize Q1/early Q2
- Involvement clubs in Q1
- More "actionable" strategic plan
- External proces support (free of charge..)

2. DOMESTIC CRICKET 2026



2a. COMPETITION

ADDING VALUE FOR OUR MEMBERS



PARTICIPANTS DOMESTIC CRICKET 2018-2025



KPI OVERZICHT OP BASIS VAN STRATEGISCH PLAN 2019 - 2023 - 2025								
Cricket in Nederland voor 6.000 leden, aangesloten bij de 50 KNCB-verenigingen. (SP 2019-2023 pag. 4)					ACTUEEL			
	J-metin	Result	Result	Result	Result	Result	Result	Result
0-METINGEN EN ONTWIKKELINGEN	2018	2019	2020*	2021**	2022	2023	2024	2025
Aantal verenigingen (Pelldatum 1 september)	42	43	44	45	45	45	50	51
Heren (geregistreerd in E-Cricket en vanaf 2021 in AU/IAS)	3.465	3.801	3.640	3.694	3.660	4.079	4.404	4.503
Vrouwen (geregistreerd in E-Cricket en vanaf 2021 in AU/IAS)	164	182	194	184	220	237	227	223
Meisjes (geregistreerd in E-Cricket en vanaf 2021 in AU/IAS) U17	150	171	151	120	112	137	138	155
Jongens (geregistreerd in E-Cricket en vanaf 2021 in AU/IAS) U17	1023	895	1.083	975	1.022	1.058	1.130	1.255
Aantal (spelende) leden (Pelldatum 1 september) Totaal	4.802	5.048	5.068	4.973	5.014	5.511	5.899	6.136
Mutatledatum: 2 oktober 2025								

LOCAL COMPETITIONS 2025



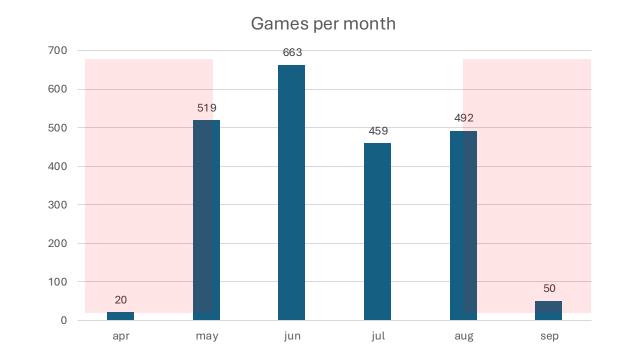
	one day		T2	20
	teams	games	teams	games
Higher Leagues	30	271	30	145
50 overs & T20 weekend	30	2/1	3	145
Lower Leagues	110	739	40	217
40 overs weekend & T20 weekdays	110	733	40	217
Women	8	25	10	46
30/40 overs & T20 weekend	0	25	10	40
Recreation	46	250		
35 overs weekend	40	350		
Youth	76	204	0	16
30 overs weekend & T20 weekdays	/0	394	8	10
	232	1779	88	424

FIELDS 2025



• 67 fields (43 locations)

- 15% playing time unavailable
- Mostly no further room April and September due to other sports



STRUCTURE 2027 Taskforce 2025 asked to do sanity check



	50 d	over	T2	20
	Team	Gam	Team	Gam
TK Higher Leagues 50 overs & T20 weekend 1e KL - A 1e KL - B	32	457 (14,3)	32	457 (14,3)
2e KL-A 2e KL-B 3e KL-A 3e KL-B 4e KL-A 4e KL-B 4e KL-B 4e KL-D 4e KL-E 4e KL-F Lower Leagues 40 overs weekend & T20 weekdays 75%	96	1344 (14)	40	335 (8,3)
ZOMI 1 ZOMI 2 ZOMI 3 (no promotion & relegation) ZAMI 1 ZAMI 2 ZAMI 3 ZAMI 4 35 overs weekend	44	456 (10.4)		

CONCLUSION TASKFORCE 2025 ON COMPETITION



- Stick to the advice of the Taskforce 2024:
 - 4 poules of 8 teams (1 TK, 1 HK and 2 EK) are best fit given level of "top-cricket" in domestic cricket
 - Too many practical boundaries to extend beyond 32 teams
 - ✓ umpires & scorers
 - ✓ 4 2nd teams and 1 3rd team in THE (2 teams in THE leads to 80% field use 1st field, which leads to little other activities, e.g. youth games)
 - √ Facilities
 - ✓ with 40 teams 31% then to play in the top (32 teams = 25%, already high)

TRANSITION 'THE' 2025 -2027 (AFTER BALV MARCH 2025)



THE set-up 2025	─	THE set-up 2026	─	THE set-up 2027
1 TK1 2 TK2 3 TK3 4 TK4 5 TK5 6 TK6 7 TK7 8 TK8 9 TK9 10 TK10	TK9 & TK10 relegate to the HK. TK8 plays Champion HK, winner will play TK 2026*.	1 TK1 2 TK2 3 TK3 4 TK4 5 TK5 6 TK6 7 TK7 8 TK8	TK 8 relegate to the HK.	1 TK 1 2 TK 2 3 TK 3 4 TK 4 5 TK 5 6 TK 6 7 TK 7 8 TK 8
1 HK 1 2 HK 2 3 HK 3 4 HK 4 5 HK 5 6 HK 6 7 HK 7 8 HK 8 9 HK 9 10 HK 10	Teams will be divided in 2 poules with TK9, TK10 & the loser TK8 vs HK1 and the top 4 from the 1eKL	1 HKA1 HKB1 2 HKA2 HKB2 3 HKA3 HKB3 4 HKA4 HKB4 5 HKA5 HKB5 6 HKA6 HKB6 7 HKA7 HKB7 8 HKA8 HKB8	HK1A vs HK1B for promotion**, HK4A vs HK4B**. Loser (4A - 4B) vs champion 1eKL will play for promotion/relegation***. 2x bottom 4 will relegate	1 HK 1 2 HK 2 3 HK 3 4 HK 4 5 HK 5 6 HK 6 7 HK 7 8 HK 8
1 1e KL 1 2 1e KL 2 3 1e KL 3 4 1e KL 4 5 1e KL 5 6 1e KL 6 7 1e KL 7 8 1e KL 8 9 1e KL 9 10 1e KL 10	Top 4 will be promoted to HK. 1eKL5 till 1eKL10 and the 2 champions 2eKL will play 1eKL	1 1e KL 1 2 1e KL 2 3 1e KL 3 4 1e KL 4 5 1e KL 5 6 1e KL 6 7 1e KL 7 8 1e KL 8	1eKL7 & 1eKL8 will relegate. Teams will be divided in 2 poules with the relegated HK teams and the promoted teams 2eKL	1 1e KL A 1 1e KL B 1 2 1e KL A 2 1e KL B 2 3 1e KL A 3 1e KL B 3 4 1e KL A 4 1e KL B 4 5 1e KL A 5 1e KL B 5 6 1e KL A 6 1e KL B 6 7 1e KL A 7 1e KL B 7 8 1e KL A 8 1e KL B 8

^{* 1} game on neutral venue, cost sharing for participants, if no result champion HK will be promoted.

^{**} best of three

^{*** 1} game on neutral venue, cost sharing for participants, if no result champion 1eK will be promoted

TRANSITION THE 2025 -2027 (AFTER BALV MARCH 2025)

Lower classes 2025

1	2e KL A 1	2e KL B 1
2	2e KL A 2	2e KL B 2
3	2e KL A 3	2e KL B 3
4	2e KL A 4	2e KL B 4
5	2e KL A 5	2e KL B 5
6	2e KL A 6	2e KL B 6
7	2e KL A 7	2e KL B 7
8	2e KL A 8	2e KL B 8

1	3e KL A 1	3e KL B 1	3e KL C 1	3e KL D 1
2	3e KL A 2	3e KL B 2	3e KL C 2	3e KL D 2
3	3e KL A 3	3e KL B 3	3e KL C 3	3e KL D 3
4	3e KL A 4	3e KL B 4	3e KL C 4	3e KL D 4
5	3e KL A 5	3e KL B 5	3e KL C 5	3e KL D 5
6	3e KL A 6	3e KL B 6	3e KL C 6	3e KL D 6
7	3e KL A 7	3e KL B 7	3e KL C 7	3e KL D 7
8	3e KL A 8	3e KL B 8	3e KL C 8	3e KL D 8

1	4e KL A 1	4e KL B 1	4e KL C 1	4e KL D 1	4e KL E 1	4e KL F 1
2	4e KL A 2	4e KL B 2	4e KL C 2	4e KL D 2	4e KL E 2	4e KL F 2
3	4e KL A 3	4e KL B 3	4e KL C 3	4e KL D 3	4e KL E 3	4e KL F 3
4	4e KL A 4	4e KL B 4	4e KL C 4	4e KL D 4	4e KL E 4	4e KL F 4
5	4e KL A 5	4e KL B 5	4e KL C 5	4e KL D 5	4e KL E 5	4e KL F 5
6	4e KL A 6	4e KL B 6	4e KL C 6	4e KL D 6	4e KL E 6	4e KL F 6
7	4e KL A 7	4e KL B 7	4e KL C 7	4e KL D 7	4e KL E 7	4e KL F 7
8	4e KL A 8	4e KL B 8	4e KL C 8	4e KL D 8	4e KL E 8	4e KL F 8
9	4e KL A 9	4e KL B 9				



Champions promote to 1eKL, all nr7s and nr8s relegate to 3eKL

Champions and the 2 best nr2s promote to 2eKL, all nr7s and nr8s relegate to the 4eKL

Champions and the 4 best nr2s promote to 3eKL

Lower classes 2026

1	2e KL A 1	2e KL B 1
2	2e KL A 2	2e KL B 2
3	2e KL A 3	2e KL B 3
4	2e KL A 4	2e KL B 4
5	2e KL A 5	2e KL B 5
6	2e KL A 6	2e KL B 6
7	2e KL A 7	2e KL B 7
8	2e KL A 8	2e KL B 8

1	3e KL A 1	3e KL B 1	3e KL C 1	3e KL D 1
2	3e KL A 2	3e KL B 2	3e KL C 2	3e KL D 2
3	3e KL A 3	3e KL B 3	3e KL C 3	3e KL D 3
4	3e KL A 4	3e KL B 4	3e KL C 4	3e KL D 4
5	3e KL A 5	3e KL B 5	3e KL C 5	3e KL D 5
6	3e KL A 6	3e KL B 6	3e KL C 6	3e KL D 6
7	3e KL A 7	3e KL B 7	3e KL C 7	3e KL D 7
8	3e KL A 8	3e KL B 8	3e KL C 8	3e KL D 8

1	4e KL A 1	4e KL B 1	4e KL C 1	4e KL D 1	4e KL E 1	4e KL F 1
2	4e KL A 2	4e KL B 2	4e KL C 2	4e KL D 2	4e KL E 2	4e KL F 2
3	4e KL A 3	4e KL B 3	4e KL C 3	4e KL D 3	4e KL E 3	4e KL F 3
4	4e KL A 4	4e KL B 4	4e KL C 4	4e KL D 4	4e KL E 4	4e KL F 4
5	4e KL A 5	4e KL B 5	4e KL C 5	4e KL D 5	4e KL E 5	4e KL F 5
6	4e KL A 6	4e KL B 6	4e KL C 6	4e KL D 6	4e KL E 6	4e KL F 6
7	4e KL A 7	4e KL B 7	4e KL C 7	4e KL D 7	4e KL E 7	4e KL F 7
8	4e KL A 8	4e KL B 8	4e KL C 8	4e KL D 8	4e KL E 8	4e KL F 8

CONCLUSION TASKFORCE 2025 ON PLAYER POINTS SYSTEM



In 2026 Player Points System will be introduced in THE classes

- All clubs have been informed in detail (Manual etc.)
- On 3 Sundays in November all THE clubs were invited for one-onone calls to answer any questions
- Not all clubs did attend (most without notice...); we will invite them to make an appointment
- Most questions clarified (small updates manual and translation) MEN'S THE
- Two attention points to work on coming months
 - Privacy (AVG)
 - Digital device to help team sheet at games

BIG THANKS TO MEMBERS TASKFORCE!







OTHER ELEMENTS COMPETITION 2026



- The Taskforce for Women's and Girls' Cricket is actively working, and relevant recommendations will be implemented in the competition structure.
- An additional FTE foreseen to be added to support the Competition Leader, improving follow-up on scoresheets, on-field incidents, umpire allocation and last-minute schedule adjustments.
- We are investing in modern competition software to enhance the user experience for everyone involved and all data to be managed from a single point. Roll out in 2027 assumed.
- KNCB and relevant clubs are in discussion how to handle absence of Internationals due to National Team commitments.

KEY ISSUES GOING FORWARD



Structural Improvements:

- Clear roles for committees; activation of THE and Lower Classes committees?
- Better rules enforcement and follow up on Code of Conducts

Operational Challenges:

- Umpire shortages and Fair Play concerns
- Incomplete statistics and lack of knowledge of playing conditions
- Limited ICT systems and education for coaches/captains/scorers

Strategic Focus Areas:

- Women & Girls competition growth
- Exposure and visibility for top-level cricket

2b. MATCH OFFICIALS

GIVE THE BEST SUPPORT TO THE GAME



UMPIRES 2026



Retention and Continuous Development active umpires

- Set clear expectations and build strong community
- Keep investing in our top umpires (coaching & 1-on-1's)
- Consistent and ongoing development all umpires (monthly training)

Recruitment of new umpires

- Organize ICC Umpire Level 1 Courses (minimum of 48 spots in total)
- Set clear expectations for what it means to be a KNCB "bondsumpire"
- We should start to hold clubs accountable for their responsibilities, following up in line with regulations

SCORERS 2026



- In 2026, the following scoring courses are planned:
 - -3 × ECB ACO Level 1
 - -1 × ECB ACO Level 2
 - 1 × Linear Scoring
 - 3 × Online 'Scoring in the App' sessions for our Match Centre
- The relationship with the ECB ACO remains challenging, as ICC Europe has discontinued its collaboration with this organization.
- We will continue our relationship with the scorer's manager of cricket Scotland in relation to scorers' development.

2c. CRICKET DEVELOPMENT

SETTING CONCRETE TARGETS TO GROW

COACHING EDUCATION

Recruitment of new coaches

• In cooperations with the clubs organize ICC Coach Level 1 Courses to grow the number of active coaches with at least 50 new coaches to raise the standard of play and improve player development across the country.

Retention and Continuous Development

- Target to organize an ICC Coach Level 2 Course to give 10 active coaches an opportunity to upscale their coaching qualities.
- Keep organizing coaching meeting in cooperation with the national coaches to share knowledge and engage the current coaches.

CLUB SUPPORT



- Host four in-person regional meetings and three online sessions each year to ensure structured communication and knowledge sharing with clubs.
- Strengthen this exchange by publishing at least four editions of the *NEXT OVER* newsletter annually including clear overview how CD team can help clubs
- Roll out the ICC Criiio Program to clubs, offering an easy and proven way to promote cricket and attract new youth players — without needing to develop new materials internally.
- In collaboration with the Accommodation Committee, continue to support clubs in maintaining and improving their facilities, including guidance on artificial pitches and cricket-specific training areas.
- Work **with** clubs to introduce cricket programs in local schools, providing both coaching support and cricket materials to encourage participation.

GOVERNMENTS



- Municipalities play a key role in allocating sports fields in the Netherlands. Because cricket is still unfamiliar to many local officials, we will organize information sessions during KNCB and international events for municipal policy officers in regions where we are helping clubs to start or improve their facilities.
- We will support new clubs—with help from the Accommodation Committee—in their discussions with municipalities to secure suitable grounds.
- We will also assist existing clubs in talks with municipalities regarding relocations or facility-related challenges, ensuring cricket's needs are clearly understood and properly supported.

WOMEN AND GIRLS GROWTH

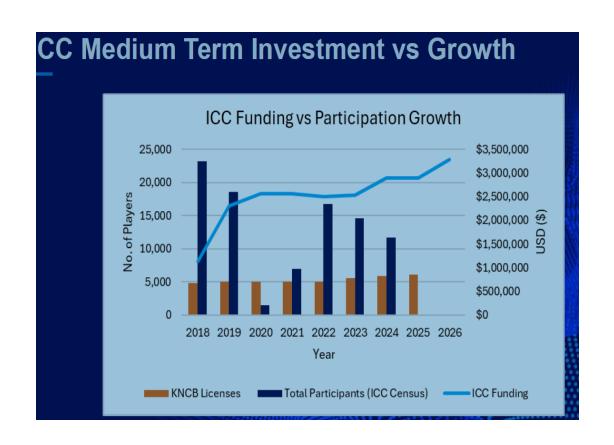


- The Taskforce for Women and Girls Cricket is currently active, with its findings expected in Q1. The outcome will include three practical initiatives to boost engagement and participation among girls and women in cricket and potential new competition forms
- A new full-time staff member to be appointed (depending budget) to implement these initiatives in collaboration with clubs aiming to attract more women and girls to the sport and retain those already playing.
- Success depends on close cooperation with the clubs, ensuring shared ownership and lasting impact.

PARTICIPATION DATA CRITICAL FOR ICC FUNDING



- We need support clubs to capture ALL cricket initiatives
- Last few year we missed a lot of activities in the ICC Capture Tool
- Could have big impact on Scorecard Grant (other countries very active/creative)



CHAMPIONSH 2026 HOSTED BY THE KNCB

TAPEBALL; MORE INVOLVEMENT KNCB



28TH OF FEBRUARY

SPORTHAL MARGRIFT IN SCHIFDAM

START TIME: 10:00 START GAMES: 10:30 **END TIME: 19:00**

COME. FIRST SERVE FULL = FULL







ENTREE FEE: €130,-

NR 1. CUP PLUS € 400,- AND TITLE 2026 DUTCH CHAMPION INDOOR TAPEBALL NR 2. CUP PLUS € 125,-

AWARD FOR: BEST BOWLER, BEST BATSMAN AND BEST F

 We want to get more involved with tapeball initiatives

- Facilitate moving into hard ball competition
- Also critical for ICC Sensus data!
- Small working group will be formed (KNCB Tapeball initiatives) to see how we can help each other (first meeting next week)

MATRIX ORGANISATION



- Matrix organisation RDO's
- Dedicated resource on women/girls' development

	Coaches	Club support	Governments
Region North/West	Marc Nota		
Region East		Tom Heggelman	
Region South			Bart Jan v Collenburg

Women / Girls

Vacancy

2d. EVENTS

MAKE THEM THE BEST THEY CAN BE



EVENTS 2026



- Organize the ICC WCL2 series including potential tri-series in 2026.
- Work together with HP in organizing potential other HP series in 2026 (to be decided)
- Organize global ICC Coach Level 3 Course in 2026 after receiving the dates



3. HIGH PERFORMANCE

- 2024- Broadening the Base
- 2025- Stabilising the Ship
- 2026- From Minors to Majors





HP PLAYING SCHEDULE 2026

Date	Team	Series	Host
12 Jan - 1 Feb	NL Women	ICC Women's T20 WC Qualifier	Nepal
7 Feb - 8 Mar	NL Men	ICC Men's T20 WC 2026	India & Sri Lanka
May/June	NL Men	CWCL 2 CAN, NED & USA	Canada
12 June - 5 July	NL Women	ICC Women's T20 WC 2026	UK
20 Jul - 31 Jul	NL Men	CWCL 2 NED, NEP & NAM	Netherlands
Aug/Sep	NL Men	ETPL	Netherlands & Ireland
Oct/Nov	NL Men	CWCL 2 UAE, NED & OMN	UAE
Dec	NL Women	ODI Series	T.B.C.
Dec	NL Women	Emerging Nations Trophy 2026	T.B.C.

WC women and ETPL not confirmed yet



66

YOU DON'T RISE TO THE LEVEL OF YOUR GOALS, YOU FALL TO THE LEVEL OF YOUR SYSTEMS

77

JAMES CLEAR

Men's ODI Rankings

Men's T20 Rankings

Pos	Team	Matches	Pts	Rating	Pos Team	Matches	Pts	Rating
01 •	INDIA	41	4940	120	01 • INDIA	67	18251	272
02 •	NEW ZEALAND	44	4956	113	02 • AUSTRALIA	42	11199	267
03 •	AUSTRALIA	38	4134	109	03 • ENGLAND	45	11609	258
04 •	C PAKISTAN	41	4294	105	04 ● NEW ZEALAND	53	13318	251
05 •	SRI LANKA	44	4392	100	05 • SOUTH AFRICA	49	11751	240
06 •	SOUTH AFRICA	40	3952	99	06 • WEST INDIES	61	14424	236
07 •	AFGHANISTAN	28	2657	95	07 • C PAKISTAN	73	17149	235
08 •	ENGLAND	40	3432	86	08 • SRI LANKA	48	10951	228
09 •	WEST INDIES	41	3173	π	09 • BANGLADESH	67	14925	223
10 •	BANGLADESH	38	2882	76	10 • AFGHANISTAN	45	9895	220
11 •	ZIMBABWE	24	1291	54	11 • RELAND	37	7438	201
12 •	(i) IRELAND	18	938	52	12 • ZIMBABWE	66	13190	200
13 •	SCOTLAND	33	1522	46	13 • NETHERLANDS	35	6366	182
14 •	USA	38	1668	44	14 • SCOTLAND	23	4178	182
15 •	NETHERLANDS	36	1425	40	15 • NAMIBIA	35	6344	181
16 •	OMAN	25	886	35	16 • UNITED ARAB EMIRATES	60	10584	176
17 •	NEPAL	36	959	27	17 • NEPAL	42	7384	176
18 •	NAMIBIA	33	707	21	18 ° USA	33	5769	175

Women's ODI Rankings

Women's T	20 Rankings
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Pos	Team	Matches	Pts	Rating
01 •	AUSTRALIA	28	4573	163
02 0	ENGLAND	36	4550	126
03 •	* INDIA	40	5041	126
04 •	SOUTH AFRICA	35	3471	99
05 •	NEW ZEALAND	23	2129	93
06 •	SRI LANKA	24	1965	82
07 •	BANGLADESH	24	1798	75
08 •	C PAKISTAN	25	1834	73
09 •	WEST INDIES	26	1836	71
10 •	(IRELAND	29	1467	51
11 •	THAILAND	12	529	44
12 •	SCOTLAND	12	525	44
13 •	NETHERLANDS	10	226	23
14 •	ZIMBABWE	18	253	14
15 •	UAE	8	81	10
16 •	PNG	11	104	9

Pos	Team	Matches	Pts	Rating
01 •	AUSTRALIA	31	9260	299
02 •	ENGLAND	46	12751	277
03 •	INDIA	44	11581	263
04 •	NEW ZEALAND	34	8600	253
05 •	SOUTH AFRICA	33	7954	241
06 •	WEST INDIES	35	8433	241
07 •	SRI LANKA	38	8672	228
08 •	C PAKISTAN	36	7790	216
09 •	(IRELAND	39	7818	200
10 •	BANGLADESH	34	6536	192
11 •	SCOTLAND	30	4712	157
12 •	THAILAND	53	8239	155
13 •	PAPUA NEW GUINEA	34	4995	147
14 •	NETHERLANDS	44	5809	132
15 •	ZIMBABWE	35	4587	131
16 •	UNITED ARAB EMIRATES	51	6601	129
17 •	UGANDA	70	7877	113
18 •	NAMIBIA	55	6057	110

HIGH PERFORMANCE HIGHLIGHTS





Men's team T20 World Cup Qualification

Women T20 World Cup European Qualification

Men's u/19 World Cup Qualification Performance

Coaches Connection

Men's Full Member Nation Tour to Bangladesh

Strong Structural Improvements

Broadening the Base

HIGH PERFORMANCE CHALLENGES



Local Talent Improvement U/17 Women Dispensation

Financial uncertainty

Player Availability

Support Staff

PPP

Fixtures



Key Activities

- 1. Performance optimisation
- 2. Expense management
- 3. Talent Identification
- 4. Talent Management
- 5. Player Development
- 6. Total Coaching

Key Resources

Core competencies

- Talent identification,
 management and nurturing.
- 2. Market analysis and speed of adoption

Distinctive competencies

- Personal engagement, communication and skills development.
- Employee knowledge and utilisation

Value Proposition

The High-Performance model aims to elevate the standard of cricket in the Netherlands to compete on a global scale while simultaneously fostering grassroots participation. By investing in state-of-the-art training facilities, expert coaching staff, and comprehensive development programs, we will create an elite framework that nurtures and equips emerging talent with the skills needed to excel at international levels. This approach ensures a strong pipeline of skilled players who can compete with the best in the world, enhancing the reputation of Dutch cricket on the international stage.

Our commitment to growing the local cricket community is vital for sustainable success. By implementing youth engagement initiatives, school/club programs, and community outreach, we aim to increase participation rates at all levels, especially among underrepresented groups. This dual focus not only democratizes access to cricket but also builds a vibrant base of passionate players and fans. Through strategic partnerships with local clubs and organizations, we will create a supportive environment where talent can flourish, ultimately leading to a stronger, more competitive cricketing nation that can sustain its achievements and inspire future generations.

Player Relationships

- Dedicated personal assistance
- 2. World class coaching
- 3. Local focus on coaching development to improve quality and standard of local cricket

Channels

Social Media: Instagram;

Facebook

3. National Radio

2. National Television

Player Segments

National Team Players:

- 1. Contracted
- 2. High Performance

Talent Development

- Players of national Interest
- 2. Academy and youth development

Player Retention

- · Low payer turn over
- Temporary contracts need to be made annual
- Primary focus on local player development, with the addition of global players

Cost Structure

Current lean operational model.
Limited cashflow to ensure a comprehensive HP program

Key Partners

KNCB HP aim to align

ourselves with best in

ensuring improved

1. ICC

class strategic partners

consistent performance

International Cricket

Boards- Focus on

CSA, PCA, BCCI &

Sponsors- Event +

HP Associates

Structural

Key cost drivers: Staff, general and coaching staff and players, contracts and daily fees

Key Metrics

- 1. World Ranking in ODI's and T20's
- 2. Player numbers
- 3. Players of national interest
- 4. Player performance

Revenue Streams

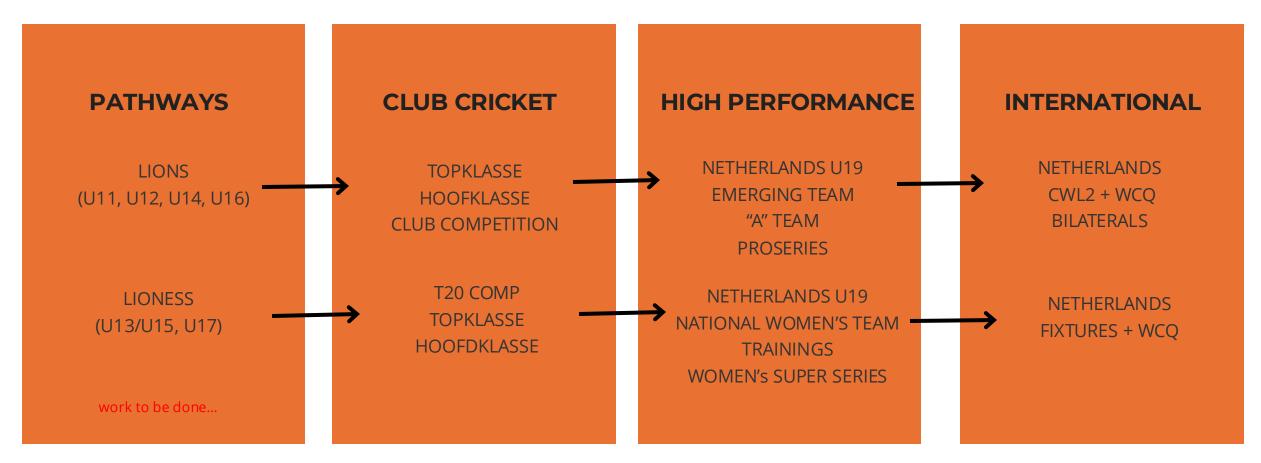
- 1. ICC funding for scorecard
- 2. Commercial sponsors: Event + Structural

Competitive Advantage

- · High Performance Culture
- Staff and player 'buy in' and willingness to go above and beyond

HP STRUCTURE - CURRENT





FUTURE GOAL-HP STRUCTURE



HP Director

HP Operations

HP Operations

National Men's Team

National Academy (Q2 2026)

National Women's Team

National Men's A Team

Men's Pro Series

Men's Emerging Series

Men's Academy Training Women's Academy
Training

Women's Super Series

Clubs u/17 Program

Clubs u/15 Programs

Lions/Lionesses

Clubs- Talent Acceleration Program

Talent Identification

Regional Training Hubs

Local 'Festival' u/12-u/14

Overseas Tours

Local 'Festival u/11-u/13

Regional Training Camps

Coaching Education

ADDITIONAL FOCUS POINTS



1

ACADEMY

To be able to complement what is being done at the top of the system through aspiration of the National Teams and the work being done in the grassroots, it is imperative that we are able provide players from ages 17 -23 a pathway to pursue their goals. With limited talent supply, we must nurture this group of players from both Men's and Women's and ready them for International Cricket

IMPROVEMENT

3

FIXTURES + DEVELOPMENT

Everyone throughout the pipeline cites fixtures as a common obstacle to our players and teams being the best they can be. We need to be proactive in sourcing these matches for all levels to be open and creative in making these games financially viable and sustainable moving forward.

CONCERN

2

MEDICAL

With the budget cuts of 2025, one of the first things to suffer was the physical and medical department. We managed to stick tape this together through the year, but this is not sustainable, and we are at risk in this element, and it needs more and quality resources to produce the athletes we need to perform throughout the pipeline

4

INFRASTRUCTURE

For Netherlands Cricket to continue a growth arc, it is going to require quality facilities and proper maintenance of various equipment to have training facilities and resources to reach the goals of the players and teams.

RIS

NEUTRAL

TALENT DEVELOPMENT



	Men	Women
Academy Program	 u/19+ Players Talent that has gone through the pathway system Future National XI prospects Targeted training program- Skills and S&C Emerging Men's Pro Series Opportunity for overseas placements 	 u/17+ Players Talent that has gone through the pathway system Future National XI prospects Targeted training program- Skills and S&C Included in the Women Super Series Opportunity for overseas placements
Talent Acceleration Program	 u/15-u/18 Players Best players aged 14-18 2 x 2-year cycle preparing for the u19 world cup Central & Regional Training program- Skills and S&C Young Pro Series & International fixtures 	 u/17-u/18 Players Best players aged 16 to 18 2-year cycle to feed players into the academy program Central Training Program- Skills & S&C Girl's Super Series & Tailored fixtures
	 u/11-14 Players Best Players aged 9-13 2 x 2-year cycle to broaden the base Regional Training Program- Skills & S&C Mini Pro Series 	 u/11 to u/16 players* Players aged 9 to 15 Regionally (clustered clubs) driven training program support by KNCB Regional Training program Skills Tailored fixtures arranged by KNCB

^{*}A significant regional growth in this age group is required in the coming 2 years to fulfil the ICC criteria to participate in the U19 Women's T20 WC 2028 and beyond events.



PPP - A CASE STUDY: Aspiration breeds growth

O1 Reduced PPP

02 Lack of player availability

Poor Performance

With 86 paid days on the Men's calendar for 2026 and 57 for the Women's (incl T20 World Cup +Pro Series), the **PPP needs to reflect consistency** and performance.

Without contracted players, the team's composition will fluctuate, the development of the players will suffer, and the cohesion will dip not to mention the aspiration and attraction to play for the National team

Competition in these leads is cutthroat, and you **require your best available players** throughout the year to compete against all teams. Failure to do so results in lower tier games and grants

04 Lost ICC Grants

With a potential of **\$1,5 million** in qualification fees over next 2 years plus sponsorship, this could have a huge impact on the system

PLAYER PAYMENT POOL

CHALLENGE EFFECTS



Total Pool: EUR570,000

Men: EUR405,000 (71%)

- 7 Contracts for 9 months
- 3 HP Contracts for 6 months
- Total Playing days: 86

Women: EUR165,000 (29%)

- 11 HP Contracts for 6 months
- 4 Senior HP Contracts
- 7 Junior Contracts
- Total Playing days: 57

NO FIXTURES IN SPECIFIC FORMATS RESULTS IN LACK OF EXPOSURE + INTEREST

REDUCED PROGRAMS RESULTS IN LIMITED TALENT DEVELOPMENT

LACK OF INFRASTRUCTURE
SPEND TO IMPROVE / MAINTAIN
NECESSARY ELEMENTS RESULTS
IN DECLINE





KNCB SUPPORTS ETPL:

- International player development
- Attractive high-level cricket to watch in Netherlands
- Income KNCB

STATUS:

- Promising signs for 2026:
- But ... seeing is believing. Still seen as upside in budget

4. MARCOM & SPONSORING



Vision & Ambition



- Clear strategy in place to strengthen sponsorship and funding for both national teams and grassroots cricket.
- Focus on building long-term, mutually beneficial partnerships that grow the game in the Netherlands.

Sponsorship Categories

- A. Event Sponsors
 - Targeting sponsorships for major events such as World Cup campaigns, bilateral series, and domestic competitions.
- B. Long-Term Development Partners Seeking multi-year (minimum 3-year) partnerships supporting cricket development and visibility.
- C. Funding for Inclusivity & Growth
 - Actively applying for programs that promote
 - Youth participation
 - Women & girls' cricket
 - Involvement of minority communities

Team and Approach



- Dedicated Sponsorship (& Marketing Team) established within KNCB to drive strategy and execution
- Marcomm/Sponsorship manager hired (Pieter Seelaar)
 - Core team established (Marcomm/Sponsoring manager, CEO, Board member and intern)
 - Structured approach established using agents (engagement letters signed with agents; no cure-no pay!)
- Started with Daily standup meetings, now moved to 3 times in a week.
- Structural approach established in sponsor activation commitments (learnings!)

Corporate Outreach

- Established contacts with a growing number of Dutch and international corporates.
- >10 Initial discussions held to explore sponsorship and partnership opportunities.

Results Sponsorship team Q4



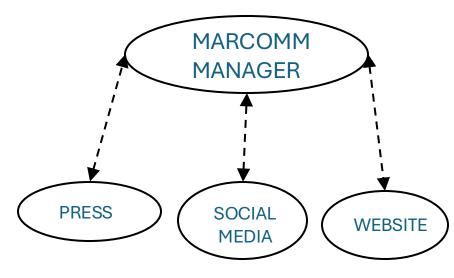
- Corporate outreach: established contacts with Dutch and international corporates.
 - more than 10 initial meetings held with organisations (virtually)
 - created tailormade proposals for interested organisations
- Relationship development: building an internal relationship database with a focus on long-term partnerships and projects related to domestic cricket.
- **Commercial progress:** Deadline for entering bids for World Cup sponsor and a sponsor for the women's team is Sunday 14 December.
 - aim to have sponsorship signed & sealed before New Year.
- **Domestic cricket engagement:** initiated contact with the Dutch Corporate League to explore opportunities for deeper involvement in domestic cricket and broader collaboration.

MARCOMM

Priorities Q1 2026



- **Sponsorship propositions:** setting up and finalize the inventory of rights and assemble packages by category (Event, Official Partner, Multi-year, Development)
- Sponsor activation: full focus on delivery of sponsor activation!
 - create a Q1 content calendar for each event (World Cup + Global Qualifier).
- Data & impact: develop a social media measurement plan for Q1.
- track the impact of the World Cup and Global Qualifier for commercial use and to inform the social media strategy.
- Marketing & communication plan: formulate marketing & communication plan 2026.
- focus on growing cricket in the NL and leveraging High Performance teams commercially.
- Website: separate websites for domestic cricket (informative and High-Performance cricket (commercial).
- Resources: allocate Marcomm resources for 2026 based on results Q1 (sponsorship, planned activities and tournaments results).



5. OFFICE

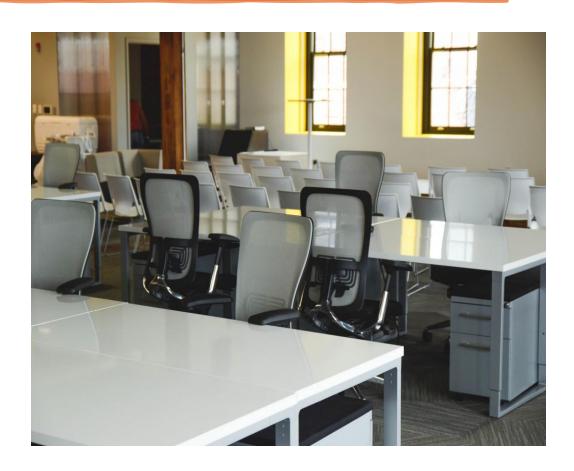


BONDSBUREAU



Further structuring key tasks:

- Coordination ICC data and requirements
- Coordination NOC*NSF data and requirements
- Insurance
- HR support
- All United
- Housing + facility service
- IT
- Organize AGM's, meetings etc



6. COMMITTEES



OVERVIEW KNCB COMMITTEES



ALV COMMITTEES Appointed by ALV

- Commissie van Beroep
- Financiële Commissie
- Tuchtcommissie

BOARD COMMITTEES Appointed by the KNCB Board

- Accommodatiecommissie
- Archief- en Bibliotheek Commissie
- Dispensatiecommissie
- Jeugd Commissie
- Medische Commissie
- Onderscheidingen Commissie
- Reglementen Commissie
- Vrouwen- en meisjes Commissie

REVIEW PROCES TO START



During Q1 2026 a review of all committees will be done

- Does it still serve its original purpose?
- Composition
- Clarity about activities and objectives
- Focal point within KNCB team/board clear?
- Organize volunteer gathering during WC26

7. COMMUNICATION



COMMUNICATION KNCB - CLUBS



51 Clubs invited for:

- Financieël vragenuurtje -> 4 clubs joined
- Questionnaire Women/Girls -> 16 clubs replied
- Update Cricket Developmen -> 14 clubs joined

24 Clubs (THE) invited for:

- Individual sessions for Q&A re. PPS -> 10 clubs did not join their call



COMMUNICATION KNCB - CLUBS



WE ARE COMMITTED TO IMPROVE COMMUNICATION IN 2026 AND ONWARDS!

PLEASE JOIN THE CONVERSATION!

LET'S MAKE 2026 A GREAT YEAR FOR DUTCH CRICKET!

THANK YOU

