

# **Cricket Victoria and the 2015 ICC Cricket World Cup: Community Involvement and Participation Legacy**

**Burgess, S; Bingley, S. and Unwin, G.**

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# Cricket Victoria and the 2015 ICC Cricket World Cup: *Community Involvement and Participation Legacy*



## Final Report February 2016

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## About the researchers

### **Institute for Sport, Exercise and Active Living, Victoria University**

Website: <http://www.vu.edu.au/institute-of-sport-exercise-and-active-living-iseal>

The Institute for Sport, Exercise and Active Living at Victoria University in Melbourne, Australia conducts research spanning human development to high performance sport. The major research programs of the Institute are sport science, sport in society, active living & public health and clinical exercise science. Associated with this project were:

- Assoc Prof Stephen Burgess, College of Business ([Stephen.Burgess@vu.edu.au](mailto:Stephen.Burgess@vu.edu.au))
- Dr Scott Bingley, College of Business ([Scott.Bingley@vu.edu.au](mailto:Scott.Bingley@vu.edu.au))

### **International Business of Sport research group: Centre for Business in Society, Coventry University**

The International Business of Sport research group, housed in the Centre for Business in Society at Coventry University aims to deliver high quality applied research, training, consultancy and networking outputs across a range of sports and in a number of different disciplines. The activities of the group include undertaking applied sport research; providing a range of consultancy activities to the sport industry; offering the services of retained sport academics; delivering generic and bespoke sport training programs; and creating opportunities for networking and collaborative exchange in sport. Associated with this project was:

- Dr Gerry Urwin, Faculty of Business, Environment and Society ([bsx026@coventry.ac.uk](mailto:bsx026@coventry.ac.uk))

### **Cricket Victoria**

Website: <http://www.cricketvictoria.com.au/>

Contact: [vca@cricketvictoria.com.au](mailto:vca@cricketvictoria.com.au)

Cricket Victoria is the governing body of Cricket in Victoria, and aims to maximise Victorians' passion for cricket; develop the best players and officials in Australia; increase participation substantially; inspire the next generations of Victorian players, fans and volunteers; provide first-class leadership and management to Victorian and Australian cricket; and grow investment in Victorian cricket.<sup>1</sup>

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<sup>1</sup> Source: Cricket Victoria 2015-2017 Strategic Plan.

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# 1. Executive Summary

This report focuses on a research project conducted by Victoria University, Australia and Coventry University, UK in conjunction with Cricket Victoria, the governing body for the sport of cricket in Victoria, a state of Australia. The project examined community participation in events conducted by Cricket Victoria in conjunction with the 2015 ICC Cricket World Cup (CWC2015), held in February-March in Australia and New Zealand. The report also addresses the effect of these events on 'grassroots' cricket participation. The project involved 220 brief interviews conducted with event attendees and 17 interviews conducted with representatives from Cricket Victoria, local government and event operational staff. Additionally, a further 25 follow up interviews were conducted with participants in November/ December 2015. Three activities were examined: the ICC Cricket World Cup Trophy Tour, the Cricket Victoria Community Cup and the MCG Fanzone.

## **ICC Cricket World Cup Trophy Tour**

This involved a tour of the actual trophy to various locations before the event commenced. The tour had international and 'domestic' (Australian and New Zealand) legs. The project concentrated upon when the tour visited Victorian locations.

## **Cricket Victoria Community Cup**

In partnership with the Victorian State Government, Cricket Victoria created the Community Cup grant for season 2014-15 to celebrate the ICC Cricket World Cup. Local governments could apply for grants up to \$5000 to support initiatives designed to raise awareness and inspire passion and participation in the lead up to the World Cup.

## **MCG Fanzone**

In conjunction with organisations such as Cricket Victoria, the ICC set up 'fanzones' in conjunction with many of the World Cup matches. In Melbourne, this was situated between the central business district (CBD) and the Melbourne Cricket Ground (MCG).

## **Summary of findings**

Overall, the events were regarded as being successful by Cricket Victoria and other stakeholders and were viewed positively by attendees. Attendees at the Trophy Tour particularly appreciated the chance to see the trophy and for children to play in inflatable cricket nets that were situated at most locations. The Community Cup events improved links between Cricket Victoria, local councils and clubs and encouraged community involvement. Attendees enjoyed the fun, active nature of the events and meeting new people. The MCG Fanzone allowed Cricket Victoria to establish links with major stakeholders in setting up events in the CBD and the chance to discuss cricket pathways with participants, particularly parents and females. Attendees enjoyed the inflatable nets, 'fun' activities and the 'general atmosphere'. Some participants felt that there could be more activities and better promotion.

Overall, the various events provided opportunities for SEDA students<sup>2</sup> and Cricket Victoria support staff to add valuable experience to their CVs. Some themes emerged from attendee and stakeholder interviews regarding the best aspects of the events:

- *Well organised.* One of the strongest themes that emerged across the three events was that they were generally very well organised.
- *People getting together.* Another strong theme across all events was the positivity of communities, friends, families or people in general getting together.
- *Free events.* A number of attendees at all of the events indicated that a really positive aspect of the event that they attended was that it was free.
- *Diversity & Cultures mixing.* The ability of the events to promote diversity and encourage the mixing of cultures was highlighted.
- *Females in Cricket.* Some attendees at all events raised issues in relation to how females would benefit from improved access to cricket participation.
- *Engaging children.* One theme that emerged was that the events helped parents to *engage their children occupied* or to *“tire them out”* (as one respondent quipped).

The following areas were identified for improvement:

- *Promotion.* Better promotion was a theme that came through strongly when participants were asked what could be improved at each event.
- *Timing.* The timing of events was specifically raised during the Trophy Tour and at the Community Cup – with suggestions about dates to avoid clashes.
- *‘Player’ attendance.* Events would be enhanced by the presence of established, representative or past players. Some attendees indicated that the presence of a player was advertised and were disappointed when a player did not turn up.
- *More activities.* Whilst some of the attendees at the different events complimented the number of activities, a few attendees suggested that a wider range of activities could be made available.
- *Food.* It was suggested that different food options could have been provided.
- *Seeding Teams/ Segregating activities at Community Cup events.* Suggestions were made to segregate activities for different ages and to seed teams.
- *Shading or Shelter.* Some attendees commented on the need for shading or shelter.

### **Participation legacy**

The results from this study suggest that there is evidence of at least a modest, positive impact from CWC2015 with regards to participation legacy. We believe that this could be stronger with better promotion of activities to attract more participants and an increased effort to provide opportunities for participants to gain access to the sport and inform them of the means to do so. We believe that there was strong, positive impact with regards to general awareness of the sport and a ‘feel good’ aspect brought about by the running of the event and its associated activities.

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<sup>2</sup> SEDA is an education program designed to transition students from school to employment or further study. As part of their course, they volunteer to assist with organisation and coordination of events such as those described in this report. SEDA students and Cricket Victoria casual staff were involved in all of the events attended by the researchers.

## 2. Background

As part of the bid for the 2015 International Cricket Council (ICC) Cricket World Cup (CWC2015), Victoria University was identified as the preferred Australian university partner for the event for conducting research. Under the theme of *cricket engagement*, the authors of this report submitted a plan for a research project that examined the effect of *activities surrounding the major event* on participation in cricket at the grassroots level. This is sometimes referred to as the participation legacy of major sporting events. The authors met with the local organising committee of CWC2015 in 2014, who introduced them to Cricket Victoria, the eventual partners in the project.

Cricket Victoria is the governing body of Cricket in Victoria, and aims to *maximise Victorians' passion for cricket; develop the best players and officials in Australia; increase participation substantially and inspire the next generations of Victorian players, fans and volunteers; provide first-class leadership and management to Victorian and Australian cricket; and grow investment in Victorian cricket.*<sup>3</sup>

As part of hosting CWC2015, Sport and Recreation Victoria<sup>4</sup> approached Cricket Victoria with the aim of leaving tangible outcomes ('legacy') at the grassroots level. Funding was provided to support this initiative and was directed to a number of projects. Events that were part of the research project included:

- The Victorian sections of the 2015 ICC Cricket World Cup Trophy Tour
- The Cricket Victoria Community Cup, and
- The MCG Fanzone, held at Birrarung Marr (a major park area) in the City of Melbourne before and during each match of CWC2015 held at the MCG.

In addition to participation legacy, Cricket Victoria were also interested specifically in *community participation* in the events that they were involved with in conjunction with CWC2015.

Other projects that were funded (but were not part of the research project) included the In2Sport Voucher System (a project to subsidise junior membership of clubs), 'country' (regional) cricket camps and coaching seminars.

Victoria University funded the data collection for the project, including the time of the main researchers and some of the time of university research assistants. Other data collection time was on a volunteer basis by university research assistants. Coventry University funded the time spent by Dr Gerry Urwin on the project.

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<sup>3</sup> Source: <http://www.cricketvictoria.com.au/about/strategic-plan>.

<sup>4</sup> A unit within the Victorian State Government whose aim is to maximise the economic and social benefits provided to all Victorians by the sport and recreation sector (Source: <http://www.dtpli.vic.gov.au/sport-and-recreation/about-sport-in-victoria/the-role-of-sport-and-recreation-victoria>).

## Conduct of the project

This project involved a multiple case study approach, with each event (Trophy Tour, Community Cup and MCG Fanzone) comprising a particular 'case'. The Trophy Tour and Community Cup events were held at different locations over a number of dates. The MCG Fanzone was held at Birrarung Marr in the City of Melbourne on World Cup match days. A selection of these dates (based mainly around the availability of the researchers and the level of involvement of Cricket Victoria) were used for data collection. Details of these are provided throughout the report.

The interview protocol was brief and most responses that were received from participants were also brief. However, most of the questions that were asked were open-ended – providing participants the chance to offer a range of responses that could be explored by the interviewers. The interviews with participants were conducted from late December, 2014 until the end of CWC2015 on March 29, 2015. In addition to demographic questions, a series of questions were asked around why participants attended the event, what activities they participated in, what the best aspects of the event were, what could be improved and whether they played cricket at any level.

As approval for the conduct of the project came from the Australian researchers' university human research ethics committee, certain restrictions were placed upon who could be interviewed. The approval allowed for adults over the age of 18 years to be interviewed and also teenagers aged between 12-17 years old (if they were accompanied by a parent or guardian who could provide written consent at the time). As such, the vast majority of participants in the study were over the age of 18. However, the researchers were able to determine details about children who attended the different locations through interviews with their parents.

It was virtually impossible to determine the 'population' of attendees at each event as each location had so many entry and exit points. Also, some people would wander by the event, see what was happening and then continue along their way. The authors and research assistants would interview someone if:

- They were of consent age and had participated in some way in the event (such as having a photograph taken with the trophy), or
- They were obviously an adult supervising one or more children participating at the event.

Table 1 provides some simple demographics for the study. Overall, 220 interviews were conducted across the three events. Around two out of three participants in the study were male. The vast majority of participants were over 25 as explained earlier. Just under six out of ten participants supported Australia in the Cricket World Cup, with 11% not supporting a team at all.



**Table 1: Participant demographics**

Event	Number of Interviews	Gender (%) (Female/Male)	Age (%)			World Cup team (%)					
			12-17	18-24	25+	Australia	India	Sri Lanka	England	Other	No team
Trophy Tour	100	35/65	4	9	87	64	15	3	3	2	13
Community Cup	68	43/57	1	4	95	72	7	8	1	2	10
MCG Fanzone	52	23/77	-	15	85	29	47	-	8	10	6
<b>TOTAL</b>	<b>220</b>	<b>35/65</b>	<b>2</b>	<b>9</b>	<b>89</b>	<b>58</b>	<b>20</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>11</b>

To assist with the interpretation of the results, interviews were carried out with various 'stakeholders' in Cricket Victoria and at the different events. At Cricket Victoria the interviewee was the Community Programs Coordinator. Also, local cricket clubs were involved in different aspects of the Trophy Tour and Community Cup events and local governments were involved with the Community Cup. Staff dedicated to organising the events and coaches participated across all of the events. Each of these groups is represented in the stakeholder interviews. Stakeholder interviews lasted longer than the participant interviews. Details of the stakeholder interviews are in Table 2.

**Table 2: Stakeholder interviews**

Event	Cricket Victoria interview	Number of stakeholder Interviews	Stakeholder		
			Local Government	Operational staff/ Coaches	Local clubs
Trophy Tour	1	5	-	3	2
Community Cup		7	3	4	-
MCG Fanzone		4	-	4	-
<b>TOTAL</b>	<b>1</b>	<b>16</b>	<b>3</b>	<b>11</b>	<b>3</b>

The results of the research project will be presented as follows:

- The results for each event will be presented separately. Themes that emerged out of the interviews that are specific to particular events will be discussed at each stage.
- A summary of all three events will be presented. This section will include themes that emerged for two or more of the events.
- There will be a brief discussion on the research results that are aimed at determining the participation legacy of the Cricket World Cup and in particular the events that were examined as part of this research project. These results served to set up the data collection that occurred in late 2015, during the following (regular club) cricket season.

### 3. ICC Cricket World Cup Trophy Tour

#### Event background and description

Most people know about the Olympic torch relay. The official purpose of the relay is to transfer the Olympic flame from Olympia to the Olympic host city, but it also provides opportunities for sponsors to promote their brands, publicise the Olympics and provides opportunities to a vast number of areas and locations to experience the Olympic 'spirit'. Sporting Trophy Tours are a relatively recent phenomenon and differ from the Olympic relay in that the actual trophy that is being (or was) contested is the focus of the tour. Such tours are usually associated with 'mega' sporting events (such as the ICC Cricket World Cup) or annual high profile sporting competitions<sup>5</sup>.

Recent Trophy Tours for 'mega' sporting events have been conducted for the FIBA Basketball World Cup, the FIFA World Cup, The FIVB World Volleyball championships, the Rugby Union World Cup and the AFC Asian Cup. An international Trophy Tour was arranged for the Rugby World Cup that was held in England and Wales.

Locally, Trophy Tours have been held by the Hyundai A-League, Australian Open tennis, the Clipsal 500 and the Emirates Melbourne Cup.

The ICC Cricket World Cup trophy had an international component and 'domestic' legs, visiting various locations in Australia and New Zealand. These latter legs were made easier as the perpetual trophy and the trophy being contested could tour separately.

Figures 1 and 2 show some of the activities available at the tour locations. One important point to note is that inflatable nets could not be used some locations.



Figure 1: The Trophy Tour bus, the big screen and the ICC Cricket World Cup Trophy

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<sup>5</sup> Refer Young (2004); Horne and Whannel (2010)



**Figure 2: The inflatable cricket nets**

Also, a prominent part of the Trophy Tour was a double decker bus, a highly visible bus (pictured in Figure 1) that assisted in highlighting the Trophy Tour and attracting fans.

## **Objectives**

### **Cricket Victoria**

Initially, the ICC approached the State governing bodies (in Australia and New Zealand) to request their involvement in the Trophy Tour. The main objective for Cricket Victoria was to use the Trophy Tour and other events to strengthen their relationships with local government and other cricket organisations. They also wished to support areas of the State that they felt needed extra support. Cricket Victoria suggested that Victorian towns such as Kinglake, Ballarat, Swan Hill, Mildura, and Wodonga would be good venues for the Trophy Tour. However, only some of these recommendations were followed by the ICC.

### **Operational staff**

There were three distinct groups of organising staff that were involved in this event. These were SEDA students, Cricket Victoria casual staff and local cricket club delegates. The strong theme from these groups was that the possibility of having the World Cup Trophy in their region was important for the area. The reasons for staff participation ranged, with some operational staff using the events to build their personal CVs or the event being “*wonderful for the club*” for local cricket delegates and providing a chance to create a community event. One heart-warming story in particular was in Kinglake. After major bushfires had devastated the area some five years earlier the club lost many of their junior and senior teams (as people did not see cricket as a priority at that time). The people who are running the club now are doing everything they can to promote the

club as people start to return to play cricket as a place for the community to meet. Events like the Trophy Tour help to bring the community together again.

## **Operation**

### **Cricket Victoria involvement**

Cricket Victoria concentrated on providing coaching and some organisation at the events to support the ICC. These included using their casual staff for organising the operation of the inflatable nets and making sure that various aspects of the event ran smoothly.

### **Operational staff involvement**

The 'on the day' operations fell into a number of categories. This included organising the inflatable nets, making sure everyone had a 'fair go' and managing junior staff on the day. One of the Cricket Victoria casuals was involved in helping with promotion for one of the events. In Kinglake, the local cricket club promoted the event by arranging for 1000 brochures to be distributed to households via a local Australia Post franchise (there was no cost as they were a community organisation). They knew that because the event was held just out of the main town area they would not get any passing traffic, so this was an important initiative to let people know about the event.

## **Evaluation**

### **Cricket Victoria**

Cricket Victoria thought their involvement in the Trophy Tour was successful. They had a chance to work more closely with areas that they identified as "*needing more support*". Also, better working relationships were developed across the board with both local clubs and local government. Another benefit was meeting local people who were genuinely excited to see the World Cup Trophy, with many of those unable to believe the World Cup Trophy had come to their town. Cricket Victoria noted that there was a lack of advertising and lack of *professional* cricket players at the events.

### **Operational staff**

In evaluating the event, there were a number of positive themes mentioned by organising staff and also some negative comments. Most of the stakeholders agreed that the events ran smoothly. They received a lot of positive feedback from parents. Another positive theme was when the Trophy Tour event was located in the centre of towns (like Geelong, and Wodonga), which helped increase the participation numbers with passing pedestrian traffic. Having the inflatable nets was also seen as a really positive initiative. The nets worked well with the big screen, as the provision of the screen gave parents something to watch whilst their children were playing in the nets.

One of the main negative themes was the lack of turnout to the events. The stakeholders thought this problem may have been attributed to a number of different factors, which include poor timing of the event (either because it was in school holidays,

the break in the middle of cricket season, or during a work day), and poor promotion/ advertising of the event. Another theme that came out of the interviews was the lack of a ‘famous’ player to attend the events, or selecting the wrong type of player, for example a footballer. One of the interviewees felt this was a missed opportunity to promote cricket in the local region. Another interviewee who had worked at the 1992 World Cup Trophy Tour said that having the trophy at local shopping centre worked much more successfully then as more people viewed it and had photos with it.

## Study conduct and results

The Trophy Tour visited numerous locations in Victoria. Five of these were selected for data collection as these had Cricket Victoria involvement and the researchers were available to attend them.

As indicated by the organisers, the Trophy Tour events were not heavily attended at any one stage, so two of the researchers (assisted by one research assistant at some locations) covered each event adequately. The number of interviews conducted at each location does not reflect the number of attendees. For instance, one interviewee may also have been in attendance with a partner and their children. Initially, the researchers were concerned that the fact that they had to get signed consent for the interviews might discourage some participants. However, only a very small proportion of people who were asked to be interviewed throughout the entire study did not participate. Table 3 provides a summary of each location and the number of interviews conducted, as well as the activities at each location.

**Table 3: Details of locations and interviews**

Location	Number of interviews	Duration of event	Activities			
			Trophy photo?	Sporting activity	Big screen	Other
Geelong	22	All day	Yes	Cricket nets	Yes	Branded Bus; competition
Shepparton	22	4 hours	Yes	Open play	Yes	Branded Bus; competition
Wodonga	20	4 hours	Yes	Cricket nets	Yes	Branded Bus; competition
Kinglake	15	2 hours	Yes	Cricket nets	No	Branded bus
St Kilda	21	5 hours	Yes	Open play	Yes	Branded bus; competition
<b>Total</b>	<b>100</b>					

The similar number of interviews for each location occurred by chance, as was the overall number of interviews conducted. There was no ‘predetermined’ number of interviews that were specifically required. Even though the event at Geelong went for much longer (for the entire day – with the other events operating from 10am-2pm) there was a pattern at each event of attendance shortly after the event commenced and another surge of attendance near the middle of the day (after lunch). Other than those two times people tended to trickle in.

Whilst the ICC Cricket World Cup had a number of sponsors, the only visible sponsor at the Trophy Tour was Hyundai, who provided a car with a number of cricket balls in the boot area. This was the basis for a competition that involved guessing how many cricket balls were in the car, with the prize being tickets to World Cup matches.

## Interview results

As the study is exploratory in nature, the initial results are presented as simple frequencies, with some narrative presented in the form of ‘themes’.

### Demographics

Table 4 shows the demographics of the sample. There were similarities in the gender profile and team supported in Geelong and Shepparton. Wodonga (the furthest location from the Melbourne CBD – a three hour drive) had an equal gender split amongst participants and more local (Australian) supporters. Geelong also had a higher proportion of the young adults (18-24 years of age) than the other locations. This is mainly due to an influx of international students from a local university located across the road from the event who were passing by and saw the event by chance after their classes.

**Table 4: Trophy Tour participant demographics**

Location	Gender (Female/Male) (%)	Age (%)			World Cup team (%)					
		12-17	18-24	25+	Australia	India	Sri Lanka	England	Other	No team
Geelong	23/77	-	32	68	50	27	9	-	5	9
Shepparton	32/68	5	9	86	58	27	5	-	5	5
Wodonga	50/50	5	-	95	75	5	-	-	-	20
Kinglake	60/40	-	-	100	86	-	-	7	-	7
St Kilda	19/81	9	-	91	55	7	-	9	-	29
<b>Total</b>	<b>35/65</b>	<b>4</b>	<b>9</b>	<b>87</b>	<b>64</b>	<b>15</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>13</b>

## Finding out about the event

Participants were asked how they found out about the event (refer Table 5). As can be seen, just over half of the participants at Geelong and all of the participants at St Kilda were passing by the event. Whilst international students made up a good proportion of the participants in Geelong, both of these locations were popular local areas near Port Phillip Bay (the sea entrance to Melbourne) and thus attracted a number of people who were just walking by. The St Kilda location was near a popular beach area.

**Table 5: How participants found out about the Trophy Tour**

Location	Passing by (%)	Social media (%)	Local media (TV/ radio/ paper) (%)	Google search/ website (%)	Word of mouth/ cricket club (%)	Brochure in Letterbox (%)	Other/ N.A. (%)
Geelong	54	23	5	5	-	-	13
Shepparton	10	10	14	14	42	-	10
Wodonga	35	30	10	5	20	-	-
Kinglake	-	-	3	7	73	17	-
St Kilda	100	-	-	-	-	-	-
<b>Total</b>	<b>42</b>	<b>13</b>	<b>7</b>	<b>6</b>	<b>24</b>	<b>2</b>	<b>6</b>

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### Geelong Junior Cricket Association News

See the ICC World Cup Trophy in Geelong

As part of the build up to the ICC Cricket World Cup 2015, Cricket Victoria is pleased to officially invite you to enjoy the colour and excitement of the tournament at Steampacket Gardens, Eastern Beach on December 19.

Click here to read the invitation.

Clubs and schools are encouraged to organise a group to get their photo taken with the trophy, test their batting and bowling skills and show their support to the 14 nations competing in the ICC Cricket World Cup 2015.

The ICC World Cup trophy is coming to Geelong

For any questions regarding the Trophy Tour please contact Aaron Wharton (Community Programs Coordinator) on 9653 1108 or Julie Allan (Regional Cricket Manager - Barwon) on 0429 018 056.

CRICKET AUSTRALIA VICTORIA

APC 20 YEARS BIG BASH SMASH SEE HOW FAR YOU CAN SMASH A SIX! Available on the App Store

### TROPHY TOUR INVITATION - GEELONG

Cricket's most prestigious global tournament is returning to Australia and New Zealand after 23 years, the ICC Cricket World Cup 2015.

The ICC Cricket World Cup is one of the biggest sporting events in the world! In 2015 the tournament will be bigger and better than ever before as the best players from the best nations come together to compete for the ultimate prize.

To celebrate its return, the ICC Cricket World Cup 2015 Trophy Tour will be visiting selected locations across Australia with free family-friendly cricket activities available for all to enjoy.

If you're a fan of cricket or just want to be part of the action, then there's only one place to be:

**Date:** Friday, 19 December 2014  
**Time:** 11.00am - 7.00pm  
**Location:** Geelong  
**Address:** Steampacket Gardens, Eastern Beach

Participants will have the opportunity to get their photo taken with the ICC Cricket World Cup Trophy, test their batting and bowling skills and show their support to the 14 nations competing in the ICC Cricket World Cup 2015.

Attendees are encouraged to wear their favourite nation colours or traditional attire.

Don't miss this rare opportunity to be involved. For further information about Trophy Tour locations or the ICC Cricket World Cup 2015, including ticket information please visit [www.cricketworldcup.com](http://www.cricketworldcup.com)

Cricket World Cup 2015 Ltd  
 200 Albert Road  
 South Melbourne  
 Victoria 3207  
 Australia  
 Phone: +61 3 9547 6600  
[www.cricketworldcup.com](http://www.cricketworldcup.com)

The ICC Cricket World Cup 2015 is jointly hosted by Cricket Australia and New Zealand Cricket.

COMMERCIAL PARTNERS

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**The Cube Wodonga**  
 December 29, 2014 at 1:10am

Looking for something to do with the kids tomorrow?  
 Come down and have a coffee at The Cube Cafe and see the ICC Cricket World Cup Trophy.  
 The kids can do some free activities in the courtyard between 10am and 2pm

### World Cup trophy to bowl us over

Cricket's most prestigious global tournament, the ICC Cricket World Cup 2015, is returning to Australia and New Zealand after 23 years.

In 2015 the tournament will be bigger and better than ever before as the best players from the best nations come together to compete for the ultimate prize.

To celebrate its return, the ICC Cricket World Cup 2015 Trophy Tour will be visiting Wodonga this month with free family-friendly cricket activities for all to enjoy.

If you're a fan of cricket or just want to be part of the action, then make sure to be at The Cube Wodonga Courtyard on Tuesday, December 30 from 10am to 2pm.

Participants will have the opportunity to have photo taken with the ICC Cricket World Cup Trophy, test their batting and bowling skills and show their support to the 14 nations competing in the World Cup 2015.

Attendees are encouraged to wear their favourite nation colours or traditional attire.

Last updated: 19/12/2014

### TROPHY TOUR INVITATION - KINGLAKE

Cricket's most prestigious global tournament is returning to Australia and New Zealand after 23 years, the ICC Cricket World Cup 2015.

The ICC Cricket World Cup is one of the biggest sporting events in the world! In 2015 the tournament will be bigger and better than ever before as the best players from the best nations come together to compete for the ultimate prize.

To celebrate its return, the ICC Cricket World Cup 2015 Trophy Tour will be visiting selected locations across Australia with free family-friendly cricket activities available for all to enjoy.

If you're a fan of cricket or just want to be part of the action, then there's only one place to be:

**Date:** Tuesday, 15 January 2015  
**Time:** 4.00pm - 6.00pm  
**Location:** Kinglake  
**Address:** Kinglake Memorial Recreation Reserve, Main Road

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ICC Cricket World Cup Trophy Tour

**ICC Cricket World Cup 2015 Trophy Tour**

Clubs and local communities are encouraged to organise a group to get their photo taken with the trophy, test their batting and bowling skills and show their support to the 14 nations competing in the ICC Cricket World Cup 2015.

When: Friday 16 January, 2015  
 Where: Pier Lavin St Kilda Beach  
 Time: 1-6pm

**Figure 3: Examples of some of the online advertising for the ICC Cricket World Cup Trophy Tour**

At the other end of the scale, whilst the location of the Trophy Tour in Shepparton was in an open area near a popular lake, it was certainly not central in regards to the main shopping precinct. Similarly, at Kinglake the event was held out of the main town area. This was reflected in the lower numbers of attendees that were passing by. One participant in Shepparton even commented on how far back the event was set up from

the main road, an observation that the researchers can concur with as it took them some time to find it (even though they knew what they were looking for). It is also worth noting the low number of attendees that found out about the event via social media at Shepparton, Kinglake and St Kilda when compared to the other two locations.

The researchers searched for online references to the event at each location. Not surprisingly, they found that there had been substantial local advertising for the event at Geelong and Wodonga, but less at Shepparton. There was a letterbox drop of brochures in Kinglake which resulted in some attendees amongst participants. There was some advertisement of the St Kilda event on social media amongst local cricket clubs, but perhaps this occurred too close to the event to have the desired effect. Note that word-of-mouth, especially through local cricket clubs, was an important source of information for participants in Kinglake, Shepparton and, to some extent, Wodonga. Refer to Figure 3 for some examples of advertising found online.

The researchers also found a number of other references to the Trophy Tour in local media, on social media and on Cricket Victoria’s website after some of the events. Additionally, the ICC had a section on the ICC Cricket World Cup website that was devoted to the Trophy Tour, as well as a dedicated Facebook page. These were regularly updated with pictures of the Trophy Tour.

### Why attend?

For the next question, attendees were asked why they attended the Trophy Tour event at each location. The results are shown in Table 6. There were two major reasons as to why people attended with prior knowledge of the event – to view the trophy (and/or get a photograph with it) and/or because of their children. The one exception to this was in Kinglake, where quite a few of the participants were there to “help out” with organisation of the event or to support the local cricket club.

**Table 6: Reason for attendance at Trophy Tour (planned visits)\***

Location	See and or get photo with trophy (%)	Nets (%)	Keep kids busy/ kids cricket mad (%)	Other (%)
Geelong	70	-	40	-
Shepparton	70	-	15	30
Wodonga	31	15	85	8
Kinglake	53	-	20	53
St Kilda	-	-	-	-
<b>Total</b>	<b>57</b>	<b>5</b>	<b>36</b>	<b>26</b>

\*Totals for this question add to >100% as participants often mentioned more than one reason for attending the Trophy Tour.

Many of those who attended specifically with their children did so because they described their children as ‘cricket trags’ or ‘cricket mad’ or because they saw an opportunity to keep them occupied (or, in an number of instances, tire them out) during school holidays.



This question highlighted some of the differences between tour locations. At Geelong and St Kilda, most or all of the attendees arrived by chance. At Shepparton, most attendees came to see the trophy. At Wodonga, the majority of attendees came for their children’s benefit. At Kinglake, the main reasons for attendance were split between attending to see the trophy and supporting the local cricket club.

### What activities were tried?

Participants were asked what activities they were involved in. The results are shown in Table 7. Note that an extra section is included in these (and subsequent) results – whether the attendees planned their visit to the event or not. This is to ascertain if the two groups differed in any way.

The results show that the main activity pursued by attendees (by far) was to see the trophy and/or be photographed with it. This proportion was lower at Geelong. This was because the international students were mainly just interested in playing in the nets.

**Table 7: A list of activities that attendees participated in during the Trophy Tour**

Location	See and or get photo with trophy (%)	Play in the nets (%)		Big screen (%)	Other (%)
		Self	Kids		
Geelong	64	18	23	14	-
Shepparton	95	9*	14*	9	5
Wodonga	95	5	80	-	5
Kinglake	87	7	53	No screen	13
St Kilda	100	-*	-*	24	14
<b>Total</b>	<b>89</b>	<b>7</b>	<b>32</b>	<b>12</b>	<b>7</b>
Passing by	86	10	17	21	7
Planned visit	93	6	46	3	7

\*Play was on open ground as it was too windy to erect the inflatable nets

There was also a high proportion of attendees at Wodonga and Kinglake who came so that their children could play in the nets. These were typically families with (mostly) young children. Many of these children were already involved in organised cricket programs. These were MILO In2CRICKET and the T20 Blast. The researchers felt that the parents were generally quite well informed about these programs.

A higher proportion of participants who planned their visit did so to allow their children to play in the nets than those who arrived by chance. The latter group were more engaged with watching the big screen than the former group.

### What were the best aspects of the Trophy Tour?

The next question asked attendees to name the *best aspects* of the event. This question was again open-ended and provided a range of responses (refer Table 8). Of the activities that were available, the chance to view and/or be photographed with the trophy and the chance to play in the inflatable nets were seen to be the best aspects. This was probably highlighted the most in Shepparton and St Kilda, where the *lack* of nets (due to high winds) meant that the activities were restricted (see Figure 4 for an example of how the open play was set up in Shepparton).

**Table 8: The best aspects of the Trophy Tour**

Location	The trophy (%)	The nets/open play (%)	Big screen (%)	Fun/people, kids playing (%)	Good for local area (%)	People meeting/ community (%)	Cultures mixing (%)	Free (%)	Well organised (%)	Other (%)
Geelong	36	45	18	32	14	-	-	-	9	5
Shepparton	64	9 (no nets)	14	27	-	-	18	5	-	9
Wodonga	25	55	5	35	15	-	-	5	-	20
Kinglake	53	27	No screen	60	13	27	-	-	-	7
St Kilda	90	- (no nets)	19	10	-	-	-	-	-	5
<b>Total</b>	<b>54</b>	<b>27</b>	<b>14</b>	<b>31</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>9</b>
Passing by	57	19	19	24	7	-	-	-	-	5
Planned visit	52	35	10	37	9	7	7	4	4	13

Note the low result for viewing the trophy for Wodonga. At this location the trophy was located behind the bus – out of view of the main road. A number of people that were interviewed (mainly those had arrived by chance) were not initially aware that the trophy was there (refer Figure 5 for the Wodonga setup).



**Figure 4: The open play area in Shepparton. Note also how the area is shielded from view of the main road by the trees on the left**



**Figure 5: The Trophy Tour in Wodonga. The trophy is situated out of sight behind the bus. This image is taken from the main street viewpoint.**

Nearly one third of attendees commented that it was great to see people having fun, being active or just playing games. This was fairly consistent across all demographic categories. A small number of attendees at Geelong and Wodonga commented that it was good for the local area.

One interesting message coming out of Shepparton was how often participants mentioned that the area was a multicultural area. In fact, nearly one in five interviewees mentioned the mixing of different cultures in the games and activities as one of the best aspects of the event. A number of Kinglake participants placed a strong emphasis on the community aspect, which will be discussed later in this report.

Whilst those participants that had planned their visit identified a broader range of 'best aspects' of the Trophy Tour than those who arrive by chance, there was otherwise not a lot of difference between the two groups.

### *Good for local area*

Attendees at the Trophy Tour in the areas outside of Melbourne talked about how the visit of the trophy was good for the local area. For instance:

*"Its really good that they brought it to Geelong"*

*"Its (Kinglake) a fair bit out of Melbourne, so its good to see it local"*

*"These things don't come to Shepp (Shepparton) often"*

*"Excellent to have the cup in Wodonga".*

*"We are lucky and fortunate to have it here"* (Wodonga resident).

*"Its not something that happens very often in the area let alone the country"*  
(Shepparton resident).

Others felt that the presence of the trophy provided a boost to cricket (and sport in general) in the area.

## **What could be improved?**

After asking about the best aspects of the event, the next obvious question was to ask what could be improved. The results are presented in Table 9. Around four in ten participants indicated that *nothing* could be improved. This was a prominent result for those attendees that arrived by chance and also attendees at Geelong and St Kilda (there is some overlap between these groups as many attendees at Geelong found out about the event when they were passing by). It is reasonable to assume that as they were not expecting to see the event that their expectations would be lower.

The earlier results discussing how attendees at Shepparton found out about the events were confirmed, with 59% of participants suggesting that promotion or advertising of the event could be improved. This was perhaps a surprising result for Wodonga for promotion as the authors found a series of promotions on social media, local radio and local newspaper before the event – but some attendees had obviously not seen nor read these.

**Table 9: What could be improved at the Trophy Tour**

Location	N.A./ Nothing (%)	Promotion (%)	Food (%)	More activities (%)	Established player (%)	Timing (date) (%)	Location (%)	Other (%)
Geelong	77	5	9	-	5	5	-	5
Shepparton	18	59	14	-	18	14	5	9
Wodonga	20	40	15	35	-	-	5	5
Kinglake	7	33	13	20	40	-	-	13
St Kilda	57	29	-	-	-	-	-	14
<b>Total</b>	<b>39</b>	<b>33</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>5</b>	<b>2</b>	<b>9</b>
Passing by	55	29	5	12	2	-	-	10
Planned visit	28	39	15	11	17	9	4	7

One interesting finding was that a small number of participants at most locations suggested that food should be available, either as part of a *barbecue* associated with the event or vans selling food. Interestingly, cafes were nearby at Geelong and Wodonga. Other suggestions were that the event could be held on a more suitable day (such as a weekend). A number of participants at Shepparton mentioned that many of the residents would be away on holidays “*down the river*”. Another suggestion was that an established player could be present. The authors were aware that some of the Trophy Tour locations in Australia had past or current players attending, but not the ones selected for the data collection for this study. There was a suggestion by some participants at Shepparton that there was an expectation that a well-known player would be in attendance. Actually, at Geelong a well-known local sporting identity from another sport arrived at the event, but this was later in the afternoon, after the majority of attendees had left. A number of participants at Wodonga felt that there needed to be more activities to occupy the children. Some of these themes will be discussed in detail later in the report.

The next section discusses some of the themes that emerged out of the Trophy Tour.

## **Trophy Tour General Themes**

### **‘Day tour’ to event**

An interesting aspect of the Trophy Tour was the effort that some people put in to seeing the trophy.

One Melbourne resident travelled by train to Geelong. He knew that the trophy would visit Melbourne in the following week but thought that it would be too crowded. He took a few pictures of the trophy then pulled an Indian shirt out his bag and proceeded to take a few more. One of the researchers got to play the dual role of interviewer and photographer.

Some visitors from Brisbane flew down to see the Boxing Day test match at the MCG and drove up to Shepparton just to see the trophy. Three friends from Melbourne also drove up to Shepparton as they had missed the Trophy Tour in Melbourne.

A Melbourne resident drove his son and daughter to Kinglake to see the trophy because he thought the Melbourne events would be too busy. A resident of Ferntree Gully (some distance away) heard about the Trophy Tour when he was buying tickets to the World Cup and so drove there to see the trophy. Another family drove from Broadford (about an hour away) to Kinglake to see the trophy.

### **Local Issues (Kinglake)**

In 2009 the township of Kinglake and surrounding areas were ravaged by bushfires which lead to severe loss of life and property. One of the reasons behind Cricket Victoria's push to bring the Trophy Tour to Kinglake was to provide a boost to the area.

Some of the stakeholders thought that it was particularly good for the area. One of the interviewees from Kinglake said that after the bushfires in 2009, many players did not see cricket as a high priority and were lost to clubs in the local area. Thus, when the Cricket World Cup trophy came to Kinglake, they viewed it as an opportunity to bring the community together in the wake of such a tragic disaster.

Many of the participants talked about how good it was to see local people at the event and hinted that it would be good to have more events like this. Some of the interviewees discussed the feelings of isolation and the level of depression in the area since the bushfires and talked about how such events can allow people a chance to catch up with friends. Representatives from the local cricket club discussed their aim to try to become a resource for the community, where people are able to come together.

### **Trophy Tour Summary**

All in all the Trophy Tour events could be considered to be successful from both the viewpoint of Cricket Victoria and study participants.

Certain aspects of the Trophy Tour were especially highlighted as being successful, especially the chance to see and/or be photographed with the trophy and for children to play in the inflatable nets.

A number of suggestions for improvements were made, specifically in regards to promotion of the events but also in a number of other areas. These will be discussed in greater detail when all of the events are discussed at the end of the report.

## 4. Cricket Victoria Community Cup

### Event background and description

According to a recent report conducted for the Australian Sports Commission (Hume 2015), increased participation in sport and recreational activities provides a means for the achievement of objectives related to national sport, health and social policy. As part of this:

*“Most local government agencies and councils provide a broad range of grants to sporting organisations and individuals” (Hume 2015).*

In partnership with the Victoria State Government, Cricket Victoria created the Community Cup grant for season 2014-15 to celebrate the ICC Cricket World Cup. All local government authorities could apply for grants up to \$5000 to support initiatives *“designed to raise awareness and inspire passion and participation in the lead up to the ICC Cricket World Cup 2015 and further strengthen the relationship between clubs, associations, local councils and Cricket Victoria” (Cricket Victoria 2014).* Possible events such as friendly social matches, festivals, street parties with multicultural themes and Cricket World Cup themed trivia nights were provided as examples of initiatives that local government authorities could apply for. Additionally, initiatives had to align with Cricket Victoria’s *Strategy for Victorian Cricket 2012-2015.*

At the time of initial engagement with Cricket Victoria, the researchers were not sure from this brief as to what types of initiatives would make up the various Community Cup events.

Cricket Victoria received 12 applications for Community Cup grants, with eight being funded. Some of the initiatives had already been carried out by the time that ethics approval for the research project was received. Of the others, data was collected from three funded Community Cup initiatives:

- Wyndham City Council – a day with many activities, mainly involving skills sessions and formal matches involving children, as well as the inflatable nets. There were a number of other activities (such as a visit by the Melbourne Renegades<sup>6</sup> mascot and giveaways).
- City of Darebin Council – an opportunity for women aged 18 years and over to participate in a four week evening program at various Darebin clubs. The main activity was a cricket skills session on each night, with multicultural food offered as part of the Cricket World Cup theme.
- Combined Maribyrnong and Moonee Valley City Councils – a ‘grassroots’ cricket tournament involving community groups, children’s activities, multicultural performances and food vans, for juniors, seniors, males and females. The Cup was played under a modified 7-a-side version of the game to encourage participation and was open to all types of players (clubs and social teams).

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<sup>6</sup> A team in the Australian T20 cricket competition, the Big Bash.

Additionally, the researchers attended an Australia Day festival run by the City of Greater Dandenong Council. Whilst not actually part of the Community Cup initiative, Cricket Victoria had a presence at the festival and this has been included in this section.

## **Objectives**

### **Cricket Victoria**

The main objectives for Cricket Victoria were to build, and further strengthen the communication between themselves, local government and local clubs. Cricket Victoria wanted a targeted approach to direct the programs to some of the marginalised areas of cricket. These included targeting areas that had low socio economic standing, high multicultural numbers and/or low female or junior participation. The idea of the initiative was to match some of these aims with the aims of Cricket Victoria's strategic plan and specifically their *Harmony in Cricket*<sup>7</sup> initiative.

### **Local Councils**

Local government was heavily involved in the Community Cup through bidding for funds to host events. The major theme from the council interviewees was that they are always looking to encourage community engagement and/or participation in sporting activities. For instance, Darebin Council specifically wanted to encourage female cricketers to participate in their event and hopefully form or join cricket clubs. Two other councils (Maribyrnong/ Moonee Valley) wanted to engage with the community through sport. When the option for funding was proposed to these councils, they all thought it will be a good opportunity to help to achieve these aims.

## **Operation**

### **Cricket Victoria involvement**

Cricket Victoria's role was mainly that of high level organisation. They had to plan events, contact local media and ensure that there was an ICC presence where the World Cup trophy was present.

### **Local Councils**

The size and nature of the events differed markedly. Moonee Valley and Maribyrnong City Councils worked together to host their fixtured matches. They had to organise every detail of the event. This included organising suppliers, players, VIPs involved in a celebrity match, registration tables, food handling requirements, coffee vans, marking boundaries and so forth.

The City of Darebin Council organised training/ skill development sessions for their Community Cup initiative. The City of Darebin Council representative had to organise

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<sup>7</sup> CV's *Harmony in Cricket* ideal supports the notion that cricket clubs are a place where everybody, regardless of cultural background, religion, gender, age or ability feels welcome. See: <http://www.cricketvictoria.com.au/about/harmony-in-cricket>

the event, promote it and cater for the participants. Wyndham had skill development sessions and T20 matches for juniors that were organised through the local cricket club.

## **Coaches and Support Staff**

Coaches from the Australian Coaches Association and other support staff conducted the skill based games and taught the fundamentals of cricket at Wyndham, Darebin and Dandenong.

## **Evaluation**

### **Cricket Victoria**

Cricket Victoria thought that the event was “*overwhelmingly successful*”. The interviewee was pleasantly surprised by the links that had been created with multiple communities and groups, including refugee/ asylum seekers and Afghani and Bangladeshi communities. This event turned into a “*massive positive*” through reaching these communities and he felt that many of the aims of Harmony in Cricket and Local Government had been addressed. Community Cup players at the Maribyrnong/ Moonee Valley event who were not registered are now registered on MyCricket<sup>8</sup>. However, there were some aspects that could have been improved. These included a longer lead-in time to plan the Community Cup initiative, identifying key partners of the project earlier, and making sure that dates were chosen to maximise involvement.

### **Local Councils**

The Maribyrnong/ Moonee Valley City Councils Community Cup event was considered by the local councils to be “*really successful*”. The general theme from the stakeholders was that it was well supported by the community and there were over 70 people who were not linked to a cricket club that participated. It was also noted that the event was played in the right spirit of sportsmanship. However, there were some teething issues (as it was the first time it was undertaken), which included having the umpires manage the match scoring (as there was no scoreboard, players did not know it if the score in games was close), changing the timing of the event, having a female section, and engaging more sponsors.

The Darebin event organiser was “*quite surprised, in a good way, with the turnout*”. The interviewee commented that women are becoming more interested in cricket and the council wanted to provide them with a channel to try it without going to a club when not knowing how to play. It also provided an outlet for participation and fitness. This again was part of the Council’s strategic plan. The interviewee thought that running the event during school term was a good idea, as families are more structured with their time and less likely to be on holidays. Running the event over a few weeks meant that the women could attend most of the skills sessions. However, some of the things the interviewee would have liked to improve was the promotion of the event (two of the

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<sup>8</sup> an Australia-wide online player and results management system



women found out about it a week into the sessions), including promoting it more to schools and junior clubs.

## Coaches and Support Staff

Interviewees at Wyndham and Dandenong agreed that the events they were involved in were very successful, with one commenting that they liked the community feel, and the mixture of different cultures coming together. However, in each case they were expecting more people to have participated. This might be because both events were held on long weekends (the Australia Day and Labour Day both occurring on Mondays). However, the Dandenong event was held in conjunction with the local festival that had a very good turnout of people, but did not translate to participation in the Community Cup event.

## Study conduct and results

Table 10 shows details of the interviews conducted at the Community Cup events. As can be seen, by far most of the interviews were conducted at the Maribyrnong/Moonee Valley event. This event was conducted across two venues and ran in the morning and the afternoon. In contrast, the Dandenong and Darebin events had fewer participants and this is reflected in the fewer number of interviews that were conducted at these locations. Care should be taken in interpreting the percentages in the following tables for these locations as they can fluctuate wildly with such small numbers.

**Table 10: Details of locations and interviews at Community Cup events**

Location code	Number of interviews	Duration of event	Activities	
			Trophy photo?	Sporting activity
Dandenong	4	2 hours	No	Open play
Maribyrnong/ Moonee Valley	49	6 hours (morning/ afternoon)	Yes	7 a side matches
Darebin	5	4 sessions x 1 hour	No	Skills session
Wyndham	10	4 hours	No	Cricket nets/ matches/ skills session
<b>Total</b>	<b>68</b>			

As with the Trophy Tour, the demographics of interviewees are provided in Table 11.

**Table 11: Participant demographics at the Community Cup**

Location	Gender (%) (Female/ Male)	Age (%)			World Cup team (%)					
		12-17	18-24	25+	Australia	India	Sri Lanka	England	Other	No team
Dandenong	50/50	-	-	100	76	12	-	-	12	-
Maribyrnong/ Moonee Valley	33/67	-	4	96	78	5	3		2	12
Darebin	100/0	20	20	60	60	-	-	20	-	20
Wyndham	60/40	-	-	100	45	15	40	-	-	-
<b>Total</b>	<b>43/57</b>	<b>1</b>	<b>4</b>	<b>95</b>	<b>72</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>10</b>

## Finding out about the event

Table 12 shows how participants in the study found out about the Community Cup. In most instances this was either through word of mouth or through a local cricket club. The main exception was in Darebin, where four of the five interviews found out about the event through the local media.

These findings might suggest that there was a lack of promotion of the events online. In fact, the researchers found quite a few references to Community Cup events online. Perhaps these did not filter through to the types of participants who attended these events. Some examples of advertising found online for the Community Cup are provided in Figure 6.

**Table 12: How participants found out about the Community Cup**

Location	Passing by (%)	Local media (TV/ radio/ paper) (%)	Word of mouth/ cricket club (%)	Brochure in Letterbox (%)	Other (%)
Dandenong	25	-	50	-	25*
Maribyrnong/ Moonee Valley	2	-	86	-	12
Darebin	-	80	-	20	-
Wyndham	-	-	80	20	-
<b>Total</b>	<b>3</b>	<b>5</b>	<b>79</b>	<b>4</b>	<b>9</b>

\* Found about the activity via an announcement at the festival

## Why attend?

Table 13 shows the results that relate to why interviewees attended the Community Cup. The main reason was because they or their children were participating in the arranged activities, such as organised matches (as at Maribyrnong/ Moonee Valley or Wyndham) or participating in skills sessions (Darebin and Dandenong).

Another interesting reason for attendance was the number of participants that attended to help out the local club (as in Wyndham) or to assist with organisation (such as volunteers assisting with running the canteen at the Maribyrnong/ Moonee Valley event).

Note also that the vast majority of participants in the study at the Community Cup had planned to be there. Only two participants across the four events were passing by, so these results are not reported separately for the Community Cup events.

**Table 13: Reason for attendance at the Community Cup (planned visits)**

Location	Nets/ play match/ skills development (%)	Keep kids busy/ kids cricket mad (%)	Support club/ help organise (%)	Other (%)
Dandenong	67	33	-	-
Maribyrnong/ Moonee Valley	67	2	32	6
Darebin	100	-	-	-
Wyndham	70	-	40	10
<b>Overall Total</b>	<b>70</b>	<b>3</b>	<b>28</b>	<b>8</b>



**PITCH PERFECT FOR WOMEN'S CRICKET**

Don't be stumped for a fun activity this month – have a hit of cricket.

As the Cricket World Cup kicks off in Melbourne and Auckland this month, so too does Darebin Women in Cricket.

Cricket clubs across Darebin are meeting women, whether they've previously taken part in the sport or not, to come along and try out a game of cricket with other local women.

Darebin Women in Cricket is a free program for women aged 15 and over. It's suitable for all fitness levels and abilities so if you've never played cricket before or aren't sure what it involves, it's the perfect opportunity to try something new and meet new people. The program will be held alongside structured club training and facilitated by qualified local club coaches.

Don't miss out! Book your place now and get ready to go.

Cricket Victoria is proud to support the Darebin Women in Cricket program and the opportunity for more women and girls to take part in the sport.

"This is a great initiative from Council as increasing the numbers of female players is something our club has been looking at for years. We're a community focused club and very inclusive so the opportunity to encourage more women and girls to take part in cricket is important to us."

Carly O'Brien from Holy Trinity Cricket Club says she's looking forward to the Women in Cricket program and the opportunity for more women and girls to take part in the sport.

Darebin Women in Cricket will run over four weeks throughout February and March at four different Darebin clubs.

Participants can register for one or more of the sessions:

- Thursday 12 February 2015, 6.50-7.25pm at Hays Park, Flanders Street, Thornbury
- Thursday 19 February 2015, 6.50-7.25pm at Fisher Park, Corner Assaquin and Keith Streets, Alabaster
- Thursday 26 February 2015, 6.50-7.25pm at Cassel Reserve, Miller Street, Preston
- Thursday 5 March 2015, 6.50-7.25pm at Emerald City Oval, Craner Street, Preston

For more information or to register email [insurance@cricket.vic.gov.au](mailto:insurance@cricket.vic.gov.au) or call 6439 3166.

MANOR LAKES COMMUNITY

# CRICKET WORLD CUP EVENT

SUNDAY, MARCH 8, 2015  
HOWOUA SPORTS RESERVE 10.30-3.30PM  
celebrating our diverse culture through Cricket – WORLD CUP 2015

## FUN ACTIVITIES:

- T20 world cup cricket for kids of all ages
- Fast bowling pace-off competition
- Raffles
- Bushranger/Melbourne Renegades Player Appearances
- Harmony in Cricket/Melbourne Renegades/Cricket World Cup giveaways
- Face painting and Jumping castle
- Plus much more!

A special invitation for children with special needs and disabilities to participate as we have modified skills and activities available.




**facebook** [Sign Up](#)

MANOR LAKES COMMUNITY  
**CRICKET WORLD CUP EVENT**

MLCC Community World Cup Event

Public Hosted by Manora Lakes Cricket Club

8 March at 10:00–16:00 in UTC+11

Manora Lakes Cricket Club  
Howooua Lakes College, 2-10 Howooua Road (opposite Vale, Melbourne, Vic.)

Manora Lakes Cricket Club, Wyndham City Council, and Cricket Victoria, Harmony in Cricket, and the State Government invite you to celebrate our CRICKET WORLD CUP EVENT at Howooua Sports Reserve Manora Lakes on March 8th 2015.

The Cricket World Cup brings many nations together to rejoice in the Harmony of Cricket and this year the CRICKET WORLD CUP celebration is not to be missed! At Howooua Reserve there will be action packed fun for all of the community right through the day.

From 10.30am through to 3.30pm we invite you to play in the T20 Blast WORLD CUP games. Boys and girls from all ages are eligible to participate. Enter a full team from school (8 players required) or come along to register on the day. It...

See More



**Manora Reserve**

## Bat for community

Jack Williams, Moonee Valley Mayor travels through Northcote, North Melbourne and Hawthorn to promote the cricket tournament. Photo: Sarah Lewis

### EXCLUSIVE SEVEN-A-SIDE MATCH AS PART OF WORLD CUP

**Jack Byrne**

THE Cricket World Cup is coming to Maribyrnong and one of the highlights of the event is a seven-a-side tournament at Fairbairn Park in Ascot Vale.

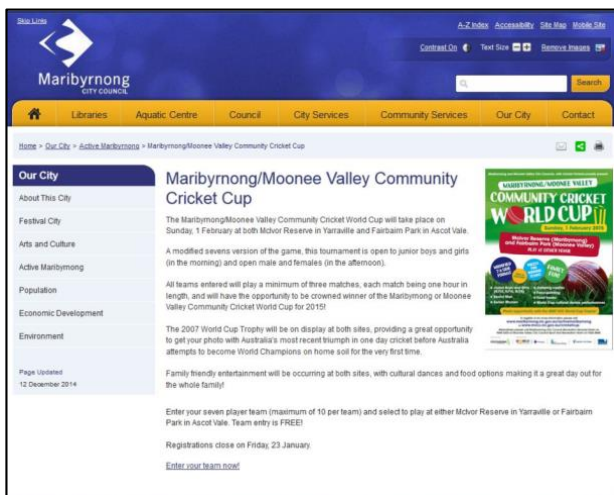
Maribyrnong will host a local collective game during the launch week. The event is part of the Active Maribyrnong campaign, supported by Maribyrnong Leader. There will also be cultural performances and food stalls from some of the competing countries.

There are prizes for winning teams such as cricket equipment and vouchers. Meanwhile, Melbourne Renegades will donate a Mary Hughes Oval for the club's official practice match and family day on Sunday. The team will square-off against the All Stars in the final game of the 720 Big Bash League.

Bookings for the Maribyrnong/Moonee Valley Community Cricket World Cup open on Friday 12 February. [www.maribyrnong.vic.gov.au/active](http://www.maribyrnong.vic.gov.au/active)

### AT A GLANCE

- Maribyrnong/Moonee Valley Community Cricket World Cup to be played on February 1
- Open to junior boys and girls and senior men and women of all ages
- Both councils received a total of \$200,000 from Cricket Victoria to host the event
- Bookings open on Sunday



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## Maribyrnong/Moonee Valley Community Cricket Cup

The Maribyrnong/Moonee Valley Community Cricket World Cup will take place on Sunday, 1 February at both Mavor Reserve in Yarraville and Fairbairn Park in Ascot Vale.

A modified seven-a-side version of the game, this tournament is open to junior boys and girls (in the morning) and open male and females (in the afternoon).

All teams entered will play a minimum of three matches, each match being one hour in length, and will have the opportunity to be crowned winner of the Maribyrnong or Moonee Valley Community Cricket World Cup for 2015!

The 2007 World Cup Trophy will be on display at both sites, providing a great opportunity to get your photo with Australia's most recent triumph in one day cricket before Australia attempts to become World Champions on home soil for the very first time.

Family friendly entertainment will be occurring at both sites, with cultural dances and food options making it a great day out for the whole family!

Enter your seven player team (maximum of 10 per team) and select to play at either Mavor Reserve in Yarraville or Fairbairn Park in Ascot Vale. Team entry is FREE!

Registrations close on Friday, 23 January.

Enter your team now!

Maribyrnong and Moonee Valley City Councils, with Cricket Victoria proudly present:

## MARIBYRNOG/MOONEE VALLEY COMMUNITY CRICKET WORLD CUP III

Sunday, 1 February 2015

Mavor Reserve (Maribyrnong) and Fairbairn Park (Moonee Valley)  
PLAY AT EITHER VENUE

- MODIFIED 7-A-SIDE FORMAT (OPEN TO FEMALE TEAMS)
- PRIZES FOR WINNING TEAMS!
- FAMILY FUN!

- Junior Boys and Girls (U/12, U/14, U/16)
- Senior Men
- Senior Women
- Jumping castles
- Face-painting
- Food trucks
- World Cup cultural dance performances

Photo opportunity with the 2007 ICC World Cup Trophy!

To register or for more information please call [www.maribyrnong.vic.gov.au/active](http://www.maribyrnong.vic.gov.au/active) or [www.mvcc.vic.gov.au/cricketcup](http://www.mvcc.vic.gov.au/cricketcup)

Alternatively please call Maribyrnong City Council Reception Services Team on 9688 0200 or Moonee Valley City Council Sport and Recreation Team on 9243 8888.




Figure 6: Examples of some of the advertising for the Cricket Victoria Community Cup

## What activities were tried?

Given the responses to the previous question, there were no surprises in relation to what activities were undertaken (refer Table 14). One of the ICC World Cup trophies won previously (in 2007) by Australia was made available at the Maribyrnong/ Moonee Valley event.

**Table 14: A list of activities that attendees participated in at the Community Cup**

Location	See and or get photo with trophy (%)	Play in the nets/ skills development/ play in match (%)		Other (%)
		Self	Kids	
Dandenong	No trophy	-	100	-
Maribyrnong/ Moonee Valley	27	37	35	27
Darebin	No trophy	100	-	-
Wyndham	No trophy	-	70	20
<b>Total</b>	<b>27*</b>	<b>34</b>	<b>41</b>	<b>22*</b>

\* This is the proportion of people who had access to the activity. +Watching 7%; organising 7% (eg run canteen)

## What were the best aspects of the Community Cup?

As with the Trophy Tour, participants were asked to describe the best aspects of the Community Cup event that they attended. Once again, a range of answers were provided (refer Table 15). By far the strongest message of participants was that it was good to see people having fun or being active, with other common responses being that the events were well organised and that it was good to see people and communities getting together. These latter two themes will be examined later in the report. An example of many of these aspects of the Community Cup in Wyndham can be viewed in Figure 7.

**Table 15: The best aspects of the Community Cup**

Location	The trophy (%)	Open play/ nets/ match (%)	Fun/ active/ people, kids playing (%)	Good for local area (%)	People meeting/ community (%)	Cultures mixing (%)	Free (%)	Well organised (%)	Other (%)
Dandenong	No trophy	25	25	-	25	-	-	-	25
Maribyrnong/ Moonee Valley	4	-	47	-	14	8	6	20	37
Darebin	No trophy	-	60	-	20	-	-	20	60
Wyndham	No trophy	10	50	-	30	-	-	20	20
<b>Total</b>	<b>4</b>	<b>3</b>	<b>47</b>	<b>-</b>	<b>18</b>	<b>6</b>	<b>4</b>	<b>19</b>	<b>35*</b>

\* Match format 6%; Informality 6%; Atmosphere/ Friendly 4%; Seeding/ grading 3%



**Figure 7: A view of the activities at Wyndham**

There were some specific themes related to what attendees felt were best aspects of the event that were specific to the Community Cup.

*Informal approach, no need for cricket gear*

One important theme that emerged from the Community Cup events at Maribyrnong/ Moonee Valley and Darebin was the importance of the informal nature of the events. For instance, one participant at Darebin described one of the best aspects of the event was that it was “*low key and not formal*” and was “*very happy that the training was aimed at people that were not very good as well*”. One parent at Maribyrnong/ Moonee Valley commented on the “*casual nature of the games and having other kids that were not part of the club playing*”. Another interviewee noted:

*“My husband participated because it is a fun way to play cricket. There is no formal game, because that is a bit intimidating I think, if you have to wear the full uniform and gear.”*

Another participant at Maribyrnong/ Moonee Valley discussed how the Community Cup provided a good opportunity for them to “*come down and maybe then join a club*”, also raising the need to wear white cricket gear:

*“...the all whites can be intimidating at times so the fact you could come down and not have to get kitted up in whites and stay all day was very appealing”.*

Similarly, another interviewee commented that “*It is nice that it is so informal; the guys don’t have to wear proper gear to have a go*”<sup>9</sup>.

One of the stakeholders that was interviewed from the Darebin event commented that they know that women are becoming more interested in cricket. The council thought it

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<sup>9</sup> The issue of having adequate cricket equipment was raised by a participant in a follow up interview: “*not having access to gear and borrowing from the other team was embarrassing*”.

would be a good opportunity for women to try cricket out in an informal environment without having to go to a club when not knowing the basics of cricket.

### *Hold more events like this*

Many of the attendees at Maribyrnong/ Moonee Valley talked about the need to hold more events such as the Community Cup – especially on an annual basis. Typical comments were:

*“Fantastic. Good if it ran every year”.*

*“Great. Should be an annual event”.*

One participant linked the event with how cricket could compete with other sports:

*“Hopefully they can keep having events like this, I mean soccer and footy is so popular so it is good to get kids involved in cricket and see how fun it is”.*

### *Format of matches*

The conduct of the matches at Maribyrnong/ Moonee Valley struck a chord with the participants, with quite a few interviewees commenting that they liked that the matches were quick and were of a different format. The following comments were typical:

*“It is good that the games are quick, movement is quick to the next game, it makes it exciting”*

*“It is a bit of fun for the kids, the different format, you know 6 overs, it is good fun and different”.*

Sometimes even the simplest initiatives can be popular with attendees. At each venue the different grounds were labelled with the names of Australia’s major cricket grounds – such as the MCG, SCG, etc. A few participants noted that it was especially great for the kids to be ‘playing’ on these venues.

### *Skills development*

An emphasis on the important development of cricket skills was particularly highlighted by participants at Dandenong, Wyndham and Darebin. Coaches and other support staff were available at all of these locations to assist attendees with skills development.

The Darebin event in particular was aimed at encouraging women to participate in cricket:

*“It was good exercise, and good skills training.”*

Another participant commented that she likes cricket and played some 20 years earlier in high school. She is now interested in playing again, but wanted to *“have a hit and learn some of the basics before going to a club”*.

One of the stakeholders at Darebin council was eager to run these training sessions. The aim of the sessions was to build the basic skills for women to play cricket. The idea was for them to have a basic level of skill and then being encouraged to join a cricket club.

## What could be improved?

Table 16 shows the response to the question **What could be improved?**. Just over one quarter of the participants did not have any suggestions for improvements. Most of the responses to this question occurred at Maribyrnong/ Moonee Valley and related to light-hearted responses from participants as the event was held on a cold and wet day...

Q: *“What do you think could be improved?”*

A: *“The weather”* [typically followed by a laugh].

To a lesser extent, other themes such as the seeding/ grading of teams and the timing and location of events were raised. These are explored in greater detail later. For the purposes of this analysis, responses that simply referred to the weather have been included with ‘no suggestions for improvements’ in Table 16.

**Table 16: What could be improved at the Community Cup**

Location	Nothing/ ‘weather’/ N.A. (%)	Promotion (%)	Food (%)	More activities (%)	Timing (date) (%)	Location (%)	Safety (%)	Other (%)
Dandenong	-	25	-	-	-	-	50	25
Maribyrnong/ Moonee Valley	57	14	4	2	-	2	-	24
Darebin	-	20	-	-	20	-	-	60
Wyndham	50	-	-	-	10	20	-	20
<b>Total</b>	<b>49</b>	<b>12</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>26*</b>

\*Seeding/ grading of teams 6%



**Figure 8: It was cold and wet at the Maribyrnong/ Moonee Valley Community Cup event. The weather threatened but the junior and senior competitions were run at both venues.**

## Community Cup Summary

Like the Trophy Tour, the Community Cup events were viewed by Cricket Victoria (and local government) as being very successful. From the viewpoint of Cricket Victoria the events improved their links with councils, crickets clubs and encouraged participation in local events. If anything, planning for the events might be started a little earlier and the timing of events could be reviewed. From a participant viewpoint, the fun and active nature of the events was highlighted, along with opportunities to meet new people. Once again, promotion was the main area identified for improvement.

## 5. Melbourne (MCG) Fanzone

### Event background and description

The notion of a 'fan zone' emerged during the FIFA World Cup in 2006. At that stage they were set up as a means of compensation for the fact that many fans were not able to get tickets for major events. A *fan zone* (alternatively known as *fanzone*) is generally located in an urban, public space and often provides a live broadcast of the event. The term 'fan zone' was actually adopted at EURO 2008. In these events, the actual match was seen as the place for people such as guests of honour, VIPs and corporate ticket holders, with local fans often left to watch the event at the fanzone<sup>10</sup>. This did not appear to be the case for the ICC Cricket World Cup fanzone area in Melbourne, with the MCG comfortably able to hold crowds of over 90,000 spectators.

The ICC Cricket World Cup had fanzones associated with a number of the World Cup venues. The website advertised it as follows:

*Melbourne is hosting the ICC Cricket World Cup 2015 and everyone is invited! Meet your family and friends at the Official Fan Zone at Birrarung Marr located on the banks of the Yarra River overlooking the Melbourne city skyline and the iconic Melbourne Cricket Ground.*

*Fans can watch the match on the big screen, enjoy a bite to eat from some of Melbourne's favourite food trucks, and try their luck and cricket skills with the exciting activations [activities] and cricket challenges throughout the Fan Zone. The participating teams of the day will be celebrated with national fare, and fans can show their support with themed face painting.*

*The Fan Zone will feature a grassy Backyard Cricket Zone, with space for groups to bring along a picnic and settle in to watch the matches, as well as a Beach Cricket Zone which will feature activations and cricket activities for fans of all ages. A stone's throw away from the action at the Melbourne Cricket Ground, the ICC Cricket World Cup Official Fan Zone promises to be a highlight on the 2015 Cricket Calendar!<sup>11</sup>*

Cricket Victoria were set up in the 'grassy Backyard Cricket Zone' for the first match, but were relocated to a more centrally located riverside area for later matches. Data was collected for the research project across four of the five matches, including the Melbourne quarter-final and the final of the ICC Cricket World Cup.

Other recent events to have fanzones were the Rugby World Cup in New Zealand, the AFC Asian Cup and the FIFA World Cup in Brazil. Interestingly, the term has also been coined for sections of the websites of sporting associations and major events. For instance, the ICC Cricket World Cup website had a 'fanzone' area for fans that led them to information about the Trophy Tour, social media and an online merchandise shop.

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<sup>10</sup> Refer Hagemann (2010)

<sup>11</sup> Source: <http://www.icc-cricket.com/cricket-world-cup/venues/51/melbourne-cricket-ground/overview>. Accessed 6 April, 2015.



## Objectives

### Cricket Victoria

Cricket Victoria's objectives for this event centred on 'giving back' to grassroots cricket. This mainly involved talking to parents of young players in an informal setting. They wanted to encourage cricket participation, particularly for children and females. They are trying to overcome the gender gap in cricket and thought that having female cricketers there as role models would assist this.

### Operational staff

The general theme from the operational staff was that they wanted to participate as it was something they could include in their CV, and it was also a great opportunity to be part of the Cricket World Cup. One of the interviewees commented that he "*just wanted to be part of the event. It is a once in a life time event*".

## Operation

### Cricket Victoria involvement

Cricket Victoria's involvement was generally focused around the inflatable nets in Birrarung Marr. They secured the area, staffed it and promoted it. They then organised female representative (from Vic Spirit<sup>12</sup>) player appearances, local female cricketers, SEDA students and Cricket Victoria volunteers to be involved on the day.

### Operational staff involvement

The general involvement from the organizing staff centred on looking after the inflatable nets and making sure people were having a 'fair go' in them. Another duty was to speak to parents and help to promote the game, particularly to females.

## Evaluation

### Cricket Victoria

Cricket Victoria viewed this event as being really positive as it was a great opportunity to work with other stakeholders like Victorian Major Events Company<sup>13</sup>, the City of Melbourne, the ICC and Sport and Recreation Victoria. The interviewee said that having the SEDA students volunteer was really good experience for them, and something they can add to their CV. However, he was a little frustrated with the location of the Fanzone. As they were situated in Birrarung Marr, they missed a lot of the foot traffic from people using the train to travel to the ground (for example, from the nearby Richmond and Jolimont train stations). He would have preferred the Fanzone to be located outside the MCG.

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<sup>12</sup> The Victorian Spirit are the women's representative cricket team for Victoria and compete in the Women's National Cricket League

<sup>13</sup> VMEC is a not for profit organisation with an entrepreneurial vision for creating and securing major sporting, entertainment and cultural event opportunities for Melbourne and Victoria. See: [www.vmec.com.au](http://www.vmec.com.au).

## Operational staff

The general consensus from the interviewees was that the event was very successful. There were a number of measures that were identified to indicate this. These included lots of people in the nets, people having fun, and having a number of different activities for them to participate in at the Fanzone area. Another positive theme which emerged was the level of interaction with the parents and the chance to discuss cricket pathways for their children. However, one of the negative themes that was identified was the location of the nets. As already mentioned, for the first game they were in a position away from the main area, and then later changed to be next to the Yarra River. One of the staff commented that it *“would have been much better to have it outside the front of the stadium”* (as also observed by Cricket Victoria).

## Study conduct and results

Overall there were 52 interviews conducted in the fanzone. As Table 18 shows, most of the interviewees were male and aged over 25 years. Two of the matches held at the MCG involved India and two involved Australia.

**Table 17: Details of locations and interviews at the MCG Fanzone**

Location	Number of interviews	Duration of event	Activities	
			Trophy photo?	Sporting activity
Birrarung Marr	52	Across 4 days	No	Inflatable nets, but other activities set up around the fanzone.

**Table 18: Participant demographics at the MCG Fanzone**

Location	Gender (%) (Female/ Male)	Age (%)			World Cup team (%)				
		12-17	18-24	25+	Australia	India	England	Other	No team
Birrarung Marr	23/77	-	15	85	29	46	8	11	6

## Finding out about the event

Participants were again asked how they found out about the event. Table 19 shows the results. Whilst the vast majority of participants just happened to be passing by the event as they were going to the match or walking through the area, there were differences between the group matches in February and the finals in March. By the quarter-final and final matches, most participants were aware of the Fanzone as they had already been to one, had heard about it from family or friends or had seen details on the ICC Cricket World Cup website. Figure 9 and Figure 10 show the Cricket Victoria setup in the first and subsequent weeks.

**Table 19: How participants found out about the MCG Fanzone**

Location/ Date	Passing by/ Going to match (chance)	Local media (TV/ radio/ paper)	Google search/ website	Word of mouth	Other
Birrarung Marr	62	-	13	12	13*
February	79	-	9	6	6
March	28	-	22	22	28

\*10% had already been to a fanzone at a previous match, so already knew about it.



**Figure 9: The Cricket Victoria setup in the first match. Whilst this was closer to the MCG (in the background), it was away from the other areas and, as it had been raining earlier, was quite wet early on.**



**Figure 10: The setup in later weeks was further away from the MCG but much closer to the official ICC area and more directly in the path of people walking from the City to the MCG.**

## Why attend?

Participants were asked why they attended the Fanzone (refer Table 20). Three quarters of attendees that had planned to visit the Fanzone had no specific activity in mind – they just knew that there would be activities there. A small proportion indicated that the inflatable nets were the reason for attendance.

**Table 20: Reason for attendance at the MCG Fanzone (planned visits)**

Location	Inflatable Nets (%)	Go to Fanzone (%)	Other (%)
Birrarung Marr	15	75	10

## What activities were tried?

After the Cricket Victoria area was relocated, attendees had a number of activities that they could participate other than the inflatable nets and watching the big screen. One of the popular alternatives was a game that gave attendees a free ice cream if they hit a set of stumps with a throw (refer Table 21).

**Table 21: A list of activities that attendees participated in at the MCG Fanzone**

Location	Play in the nets (%)		Big screen (%)	Other (%)
	Self	Kids		
Birrarung Marr	33	46	17	52*
Passing by	34	44	16	44
Planned visit	30	50	20	65

\*stumps game (to win ice cream) 37%; face painting 22%; bowling machine 6%; ICC area 2%.

## What were the best aspects of the MCG Fanzone?

The best aspects of the MCG Fanzone are shown in Table 22. There was a wide range of responses to this questions. As with the Trophy Tour and the Community Cup, seeing people having fun, being active and playing in the inflatable nets were popular aspects of the event. Participants also referred to the atmosphere of the area in general as being one of the best aspects of the event.

**Table 22: The best aspects of the MCG Fanzone**

Location	Inflatable nets (%)	Big screen (%)	Fun/ active/ people, kids playing (%)	People meeting/ community (%)	Cultures mixing (%)	Free (%)	Well organised (%)	Other (%)
Birrarung Marr	19	6	29	6	4	13	4	60*
Passing by	19	6	25	6	3	19	6	59
Planned visit	20	5	35	5	5	5	-	60

\*Atmosphere/ ambience 21%; Location/ access 10%; Music/ entertainment 8%; Kids busy 6%

## What could be improved?

Just over half of the participants in the study suggested possible improvements for the Fanzone, with no one particular suggestion standing out (refer Table 23). A number of

attendees who were passing by suggested that there could be more activities, with more of this group noting the fact that the activities were free as being one of the best aspects of the event.

**Table 23: What could be improved at the MCG Fanzone**

Location	N.A./ Nothing (%)	Promotion (%)	More activities (%)	Location (%)	Safety (%)	Other (%)
<b>Total</b>	<b>48</b>	<b>10</b>	<b>13</b>	<b>4</b>	<b>2</b>	<b>33*</b>
Passing by	40	6	22	6	-	34
Planned visit	55	15	-	-	5	30

\*Shaded areas 6%; Music 4%

Overall, less participants suggested improvements for the fanzone than for the Trophy Tour (refer Table 24). It was suggested that visitors to the Trophy Tour who were passing by had lower expectations. However, the proportion of those who were passing by as against those who had planned visits was reversed for the two events. This could possibly be because those that had planned to attend already had an idea of what activities comprised the Trophy Tour, whilst those that were passing by expected more activities (refer this to finding in Table 243).

**Table 24: Proportion of fans who suggested one or more improvements**

Location	Trophy Tour (%)	MCG Fanzone (%)
Total	61	52
Passing by	45	60
Planned visit	72	45

There were no themes identified that were specific to the MCG Fanzone.

## **MCG Fanzone Summary**

Overall, the MCG Fanzone was judged to be successful. It allowed Cricket Victoria to establish links with major stakeholders in setting up city events, assist in providing fun activities for attendees at the Fanzone and discuss cricket pathways and participation with parents and females.

As with other events, the Fanzone provided a good opportunity for SEDA students and Cricket Victoria volunteers to add participation in a high profile event to their CVs.

Attendees also considered the event to be a success, highlighting the inflatable nets, the fun and active nature of activities and the 'general atmosphere' as positives. Some participants felt that there could be more activities and (again) better promotion was mentioned as an aspect that could be improved.

## 6. Summary of all events

This section summarises and compares the findings for the three events.

### Finding out about the event

Table 25 summarises how people found out about the events. Just over one third of participants attended the events as they were passing by, without prior knowledge that they were being run. However, the main way others found out about an event was via word of mouth, either from friends or family or through their local cricket club.

Prominent results are highlighted in [blue text](#).

**Table 25: How participants found out about the event**

Event	Chance: Passing by or going to match (%)	Social media (%)	Local media (TV/ radio/ paper) (%)	Google search/ website (%)	Word of mouth/ cricket club (%)	Brochure in Letterbox (%)	Other/NA (%)
Trophy Tour	42	13	7	6	24	2	6
Community Cup	3	-	5	-	79	4	9
MCG Fanzone	62	-	-	13	12	-	13
<b>Overall</b>	<b>35</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>8</b>

However, it is important to note that even if a message is passed on via word of mouth that it has to be delivered in the first instance, so avenues such as social and local media and advertising via websites and letterbox drops had their place in specific locations of this study.

### Why attend (planned visits)?

Results shown in Table 26 indicate the main reasons for attendance for each separate event for those attendees that had planned to visit the event.

**Table 26: Reason for attendance at event from those who planned to visit**

Event	See and or get photo with trophy (%)	Nets/ play match/ skills development (%)	Keep kids busy/ kids cricket mad (%)	Go to Fanzone (%)	Support the club or players/ help organise (%)	Other (%)
Trophy Tour	57	5	36	-	-	26
Community Cup	-	70	3	-	28	8
MCG Fanzone	-	15	-	75	-	10

## What activities were tried?

Table 27 summarises the activities that attendees participated in whilst at the events. Over two-thirds of participants that had the chance saw and/or had their photos taken with a World Cup trophy. The main activities across the three events were playing in the inflatable nets, participating in skills development sessions or playing in organised matches. Nearly six out of ten attendees either participated themselves or brought their children along to do so.

**Table 27: A list of activities that attendees participated in**

Event	See and or get photo with trophy (%)	Play in the nets/ skills development/ play in match (%)		Big screen (%)	Other (%)
		Self	Kids		
Trophy Tour	89	7	32	12	7
Community Cup	27*	34	41	No screen*	22
MCG Fanzone	No trophy*	33	46	17	52
<b>Overall</b>	<b>68*</b>	<b>21</b>	<b>38</b>	<b>14*</b>	<b>22</b>

\*Not all venues had the activity. This is the proportion of people who had access to the activity

## The best aspects of the events

Participants in the study identified many aspects of the three events that they considered to be the 'best' aspects (refer Table 28). The one aspect that was consistently mentioned across all of the events was seeing adults and children playing, being active and having fun.

**Table 28: The best aspects of the event**

Event	The trophy (%)	Open play/ nets/ match (%)	Big screen (%)	Fun/ active/ people, kids playing (%)	Good for local area (%)	People meeting/ comm-unity (%)	Cultures mixing (%)	Free (%)	Well organised (%)	Other (%)
Trophy Tour	54	27	14	31	8	4	4	2	2	9
Community Cup	4	3	No screen	47	-	18	6	4	19	35
MCG Fanzone	No trophy	19	6	29	-	6	4	13	4	60
<b>Overall</b>	<b>38*</b>	<b>17</b>	<b>11*</b>	<b>35</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>33</b>

\*Not all venues had the activity. This is the proportion of people who had access to the activity

The best aspects of the events are now described across a number of themes.

### Well organised

One of the strongest themes that emerged across the three events was that they were generally well organised.

With the Trophy Tour, parents were especially pleased that there were Cricket Victoria support staff, coaches and SEDA students at different times to help to organise them and develop their cricket skills. This is a typical comment:

*"It is well organised. It is great to bring the kids along and see that there are some people there to organise them and even play with them. Other events don't have this".*

Having the support of staff was also appreciated at the MCG Fanzone, with a number of attendees commenting on their role. One participant said that the involvement of staff was “good to see” and another commented that:

*“...the fans are really into it, and the guys coaching the kids in the nets is great to have”.*

Similar comments were made about the Community Cup event at Wyndham, a typical participant said the following when talking about the best aspects of the event:

*“...especially the coaches looking after them and training them”.*

Participants at Darebin also appreciated the expertise of the coach, with one indicating that she was very satisfied with the event, that it was good exercise and had good skills training:

*“The coach was very good, and looks like he has done this sort of thing many times”.*

Other comments around the Community Cup events related to the type of event. A number of Maribyrnong/ Moonee Valley attendees commented on how well the entire event was organised and the rules explained:

*“The event is really good, you just turn up and everything is organised”.*

*“All we had to do was pretty much turn up. The rules were well explained”*

*“Its good that it engages the kids, and there are plenty of people to supervise and structure the activity”.*

However, not all comments about the organisation of the events were positive. At Maribyrnong/ Moonee Valley a few participants commented at Mclvor Reserve (one of the venues) that there could be a central hub (one person suggested a marquee) to make it obvious where to go on arrival. This was present at the other venue on the day, Fairbairn Park.

For the most part the organisation at the inflatable nets was carried out well, but some participants at Wodonga and Kinglake commented that the net area needed to be better organised when there were lots of children playing there. The Kinglake situation was interesting, as there were a lot of local cricketers standing around the inflatable nets who with a little direction could probably have carried out this task. About 30 minutes afterwards a MILO™ in2CRICKET session was running with ‘military’ precision. The contrast was stark.

## **People getting together**

As already mentioned, another strong theme across all of the events was that of people getting together, be that communities, friends, families or just people in general.

Trophy Tour: *“Diversity - just have to look around and see the diversity and different cultures at the event which is really good to see. The event brings people in the community together”.*



*“A good community event and nice to see the public engaging with it and kids playing cricket”*

Community Cup: *“It is really good to get the kids together, it is more about fun than competition so that it is better for everyone”*.

*“Everyone comes together, promotes and respects diversity, all the community is involved”*.

MCG Fanzone: *“The whole event really adds to the buzz so gets everyone pumped up. There is a buzz in the area. You feel part of the game and the whole match day experience. By playing in the nets you really get to feel part of the sport and included in it. This defines the whole Indian engagement and can change the perception of the culture being quiet”*.

*“Excellent, good to have, nice to see families and people getting involved and being part of the match day experience and atmosphere”*

In addition to these comments, a stakeholder from the Wyndham event added that he liked the *“feeling of community”*. These comments were also repeated by Cricket Victoria when discussing the Community Cup, indicating that it had turned into a *“massive positive”* for them because they got to reach so many marginalised groups.

## **Free events**

A number of attendees at all of the events indicated that one of the best aspects of the event that they attended was that it was free. A typical comment related to this was that this meant that the events were more accessible. Other comments related to the amount of entertainment that was available. Some typical comments were:

Trophy Tour: *“Great. Being a free event it makes it more accessible to create more interest”*

Community Cup: *“It is good that it is a free event for a group of people to come and play for the day”*.

MCG Fanzone: *“The kids can expend a bit of energy (and the Dads as well), and it is free”*.

## **Diversity and Cultures mixing**

The ability of the events to promote diversity and to encourage the mixing of cultures has already been mentioned and the theme was particularly strong amongst Community Cup participants and at the Trophy Tour in Shepparton.

A few attendees commented that Shepparton is a very multicultural area. One participant noted a best aspect of the event as seeing the trophy and also *“seeing people from everywhere mixing together”*. Another commented that Shepparton was very culturally diverse, especially with Indian and Bangladeshi communities.

The mixing of different cultures was also mentioned at Community Cup events at Maribyrnong/ Moonee Valley and Wyndham. One participant noted that a best aspect

of the event was “*playing cricket and harmonising with different cultures*”. Another commented:

*“Everyone comes together, promotes and respects diversity, all the community is involved”.*

A stakeholder at the Wyndham event also commented that he liked to see the mix of different cultures coming together.

## Keeping the kids occupied

One theme that emerged out of the Trophy Tour and MCG Fanzone events was that the events helped parents to *keep their children occupied* or to *tire them out*.

The Trophy Tour provided some parents with the chance:

*“...to find something to do during the school holidays”*

*“Mainly trying to exhaust a two-year old”*

*“[chance for] kids get to get out the house and have a run around”*

*“To wear out my children and keep them occupied!”*

One parent at the MCG Fanzone suggested that *“it stretches the day out longer/ you can do things from 12.30 onwards”*.

## What could be improved?

Table 29 summarises the responses of participants to the question **What could be improved?** There were a range of responses to this question, but perhaps the most important is that nearly four out of ten attendees suggested that nothing could be improved.

**Table 29: What could be improved at the event**

Event	N.A./ Nothing/ Weather (%)	Promotion (%)	Food (%)	More activities (%)	Established player (%)	Timing (date) (%)	Location (%)	Safety (%)	Other (%)
Trophy Tour	39	33	10	11	11	5	2	-	9
Community Cup	49	12	3	1	-	3	4	3	26
MCG Fanzone	48	10	-	13	-	-	4	2	33
<b>Overall</b>	<b>45</b>	<b>21</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>20</b>

Aspects of the events that could have been improved are now summarised across a number of themes.

## Promotion

As already mentioned, better promotion was a theme that was quite strong when participants were asked what could be improved at each event. As this has already been discussed in some detail, this section will concentrate upon suggestions that some participants had in regards to how promotion might be improved:

- Advertise it earlier to allow visitors the time to plan to be there (Trophy Tour; Community Cup). See the section devoted to timing later on.
- Advertise the event through primary schools (Trophy Tour; Community Cup – specifically Maribyrnong/Moonee Valley and Darebin)
- Better signage leading to the area (Trophy Tour; MCG Fanzone). This is not only for passing traffic who may not expect to come across the event, but also for those who plan to attend the event.
- Advertising in the major newspapers (MCG Fanzone)
- Advertising in local papers (Trophy Tour)
- Advertising via sports station SEN (Trophy Tour)
- Use the local cricket clubs better (Trophy Tour)

Looking at this theme from another perspective, one of the stakeholders in Wodonga highlighted a number of potential improvements and promotion was high on the list. She said that this was the key reason for the “really low” turnout. An opportunity may have been missed to promote cricket and the World Cup to regional people.

## Timing

The timing of events was specifically raised during the Trophy Tour and at the Community Cup. At Wyndham the Community Cup event was held over a long weekend and it was thought that people might be away. Similarly, the Trophy Tour in Shepparton was apparently held when people were on holiday “*down the river*”.

In the end, the researchers had the impression that it is nearly impossible to try to satisfy everybody in regards to timing. Here some examples of comments:

*“It is holiday season, and therefore a lot of people from Shepparton have left to go on holiday. So maybe a change of date”* (Trophy Tour – Shepparton).

*“Most of the kids were in school”* (Trophy Tour – Geelong)

Of course, the flip side of this (as already noted earlier in the ‘best aspects’ of the events section) is that some parents were quite happy that the event was held during school holidays as it provided an opportunity for them to occupy their children.

An event organiser at Kinglake wished the event had been held earlier so that parents were not back at work.

A number of the stakeholders also commented on the timeliness of the events in the Trophy Tour. These centred on having the event in school holidays, during the cricket mid-season break or during a work day. Another comment made by Cricket Victoria about the event in Wyndham was that the event should have been held during the start of cricket season, and not in March. However, the event in Darebin was intentionally held after school hours. The interviewee commented that the reason for this was that home life was more structured and there was less chance of people being on holidays.

## **‘Player’ attendance**

There was a suggestion by attendees at various locations of the Trophy Tour and the Community Cup that the event would be enhanced by the presence of established/ representative or even past players. Some attendees at Kinglake and Shepparton indicated that the presence of a player was advertised prior to the event and were disappointed that a player did not turn up. In fact, the ICC Cricket World Cup website indicated that some well-known past and present cricketers were part of the Trophy Tour at different locations. Although there was a current player at the St Kilda Trophy Tour location, the Cricket Victoria interviewee was frustrated by the lack of player representatives at the Trophy Tour events. Additionally, a stakeholder on the Trophy Tour suggested there was a lack of famous players attending.

Advertising for the Community Cup event at Wyndham indicated that players would be there on the day, although one attendee was appeased by the presence of the Melbourne Renegades mascot.

The MCG Fanzone was well represented by members of the Vic Spirit/ Southern Stars<sup>14</sup> women’s cricket teams, with a player available each day that the Fanzone was in operation. Cricket Victoria commented that during the MCG Fanzone they used female cricketers to help to address the gender gap in cricket.

## **More activities**

Whilst a few of the attendees at the different events complimented the number of activities that were available, a few attendees suggested that more activities could be made available. As with ‘promotion’, this section will concentrate upon the suggestions made rather than specific comments of attendees:

- Mist sprays during hot days (MCG Fanzone)
- More (and louder) music (MCG Fanzone)
- Bouncing castle (Trophy Tour)
- Ball pit (Trophy Tour)
- Giveaways/ handouts (such as balloons) (Trophy Tour – the researchers noted that balls were being given out during the Trophy Tour and at the MCG Fanzone, as well as free ice creams at the latter)
- Cricket training drills (Trophy Tour – this suggestion was made at Kinglake before the MILO™ in2CRICKET session started)
- Machine to measure bowling speed or accuracy (Trophy Tour – *“kids just love stuff like that”*).

A few people commented that activities could be considered for families with different age groups. An example of this is where older children might be playing in the inflatable nets and younger children playing in a bouncing castle. Another suggestion was separate training sessions for younger children. Wyndham had alternate activities for

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<sup>14</sup> The Australian national women’s cricket team

different age groups and an attendee (who had a son playing in a match and a daughter in the bouncing castle) suggested that this worked quite well there.

'Food' is discussed in the next section, but some interviewees mentioned that a barbecue could be held in conjunction with the other activities.

## **Food**

It was suggested that barbecues could have been provided at some events. This was mainly suggested for the Trophy Tour (Geelong; Shepparton; Kinglake and Wodonga), but also the Maribyrnong/ Moonee Valley Community Cup event, with the suggestion that a barbecue might encourage families to attend:

*"...having a BBQ would help and other things to attract families down"*

*"Make the event more of a family day, so get a barbie and snags<sup>15</sup> on the go"*

Other suggestions for food included having a variety of food and drink vendors:

*"Better food options and stalls would have improved the day"*

## **Seeding Teams/ Segregating activities**

The idea of segregating activities for different age levels was raised earlier in the report. This theme is picked up again here, with the extra suggestion of seeding of teams at the Maribyrnong/ Moonee Valley Community Cup event.

For instance, a parent at this event suggested that his son's team was well skilled and he felt that perhaps a better ranking would allow them to play other teams of similar skill level. Another attendee commented on the attitude of players, suggesting that some teams took the event more seriously than others – and that a grading system would allow the separation of 'serious' and 'social' teams.

On the other side of the argument, another interviewee suggested that a random mix of teams would allow them to get to know other people and forge more friendships!

According to one of the local council interviewees, the notion of seeding teams had been raised during planning of the Maribyrnong/ Moonee Valley event. However, it was seen as being too difficult to achieve when the composition of teams was not known until just before the event commenced.

Attendees at the MCG Fanzone again picked up the theme of segregating activities into age divisions. One attendee suggested separating out an adult net and a children's net. As per earlier suggestions, other suggested that separate activities needed to be set up for younger children.

The researchers felt that for the most part the support staff at all three of the activities did a reasonable job at splitting the players in the nets into various skills levels. This was made more difficult as different groups passed by the activity areas (such as parents/ children and groups of young adults).

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<sup>15</sup> Barbeque with sausages

## Shading or Shelter

Whilst certainly not a prominent theme emerging out of the study, some attendees at each of the events commented on the need for shade or shelter. For the most part this occurred on hot days, but in one instance (the Community Cup event at Maribyrnong/ Moonee Valley) the weather was wet and miserable. At this event an attendee suggested that a gazebo would be good in the hot or cold weather. This was a very open area with a number of open ovals next to each other.

Another open area was the Trophy Tour at Shepparton, with some attendees indicating that it was quite hot there. Similarly, the second day of data collection at the MCG Fanzone was quite hot and humid and a few attendees suggested that more shade would be useful. This was interesting as there were shaded seating areas right next to the inflatable nets.

## Safety

Another theme that emerged out of the study that was not strong, but was raised at each event, was that of the safety of participants. There were some instances at the Trophy Tour and the MCG Fanzone where attendees noted that some people had been hit by balls. The researchers noted a few instances of this, but each one of these was with a 'soft' ball (say a tennis ball) and did not cause any injury. Still, it was raised enough by participants for it to be mentioned in this report.

One attendee at the Dandenong festival commented that the area set up for open play was a little crowded: *"They could also take away a few wickets"* (there were four 'pitches' set next to each other – he felt that having two would be better).

Figure 12 shows the setup of wickets at Dandenong festival before play commenced. At that stage there were five 'pitches' set up. The researchers note that there were plenty of support staff available on the day and that there no instances of concern.



**Figure 11: The open spaces of Fairburn Park (Source: Google Maps).**



Figure 12: The setup at Dandenong festival

## 7. General themes

A number of general themes arose out of the study that apply to more than one of the events that were investigated. These are discussed in this section.

### Location

Across the different events the location that was selected was seen as both a positive and negative aspect of the event. For the Trophy Tour it was mentioned by both Shepparton and Kinglake attendees that the event was held out of town. As one Kinglake attendee noted, *“anybody that turned up meant to turn up”*. A Wodonga resident commented that the venue was *“ideal, not too big”*, in the middle of town. However, the downside of having the tour in central locations meant that there was often less space available, with a St Kilda attendee noting that there was not much space to set up the activities and a Wodonga attendee saying that:

*“They picked a location at the centre of town. It might have been better to pick somewhere with more room, more like a cricket ground”*.



Figure 13: The Kinglake Trophy Tour event was held at an oval out of town. Plenty of space, but no passing visitors and more difficult to get to.

The comments about Community Cup locations mainly came from attendees at the Wyndham event, who commented that it could have been closer to Hoppers Crossing to make it *“easier for all of Wyndham to attend”*.

With the MCG Fanzone, there were quite a few comments in regards to the first week’s location. One typical comment was that it was difficult to see and then was *“a bit of a walk”* to reach it on the other side of the field. There were more positive comments in subsequent weeks, with people noting the *“big space”* to play in. However, even then some interviewees commented that there could be better signage leading to the area. The views of Cricket Victoria and the operational staff about having the Fanzone positioned closer to the MCG have already been discussed.

## **International tourists**

A variety of international tourists were attracted to the Trophy Tour and the MCG Fanzone. For the Trophy Tour, most of them happened to be visiting St Kilda beach on the day that the trophy was there. These included tourists who were very familiar with cricket (from the UK) and those from other countries who knew very little about cricket but still had a picture with the trophy or watched the big screen (eg Norway and Sweden). Cricket followers from Canada and Malaysia also visited the Trophy Tour.

The MCG Fanzone attracted a number of international tourists who were originally from mainstream cricket countries (mainly India, but also Pakistan) but now lived overseas in countries such as the USA, the UK and the UAE. Attendees also included visitors from Canada and Singapore who currently played cricket in those countries. All of these visitors attended the Fanzone on the way to watching a match at the MCG.

## **Females in Cricket**

All of the events had at least a few attendees that raised participation of females in cricket. For instance, a local club administrator at Shepparton commented that it was good to have girls helping to facilitate the event and acting as role models. He commented that they had held previous events with female players and these had inspired new female players to sign up.

A Canberra-based girl visiting Wodonga had played school cricket but they did not have enough players for their team. She indicated that she would like to play cricket again, observing that *“cricket is a male dominated sport. There are lots of opportunities for boys to play”*.

At the Community Cup, most of the comments were centred on the Darebin initiative, which was specifically targeted at encouraging more women to play cricket. The participants talked about how enjoyable the skills sessions were and how it was good that they were pitched at a basic level. However, some attendees at the Maribyrnong/ Moonee Valley event also suggested that it would be good to have a specific competition for females.



At the MCG Fanzone, a female visitor from the UK said that she would like to “*get into cricket back home*” but that it “*was not that easy for a woman. I wouldn’t know where to begin to look for the opportunity*”.

A female visitor from Dubai commented on the activities that were offered, suggesting that women from cultures such as the Indian community would be less likely to have their face painted or play in the nets. She suggested that perhaps a tent where they could get their nails painted in team colours would be a possibility, describing the area as being quite *gendered* in the respect that it was heavily geared towards men.

The support of Cricket Victoria and the comments of local government and other stakeholder interviewees throughout this report have highlighted the importance of encouraging female participation in cricket. These are supported by the comments of attendees at the events.

## 8. Participation Legacy

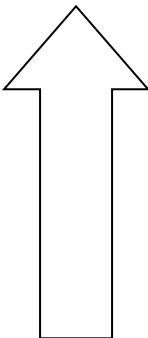
The main focus of this research project was on ‘participation legacy’, that is whether or not the attendees at events conducted in conjunction with the ICC Cricket World Cup were influenced to play cricket. The aim was to investigate this in the second part of the research project, which occurred at the commencement of the following cricket season in late 2015. However, an important part of this process was determining the level of participation of participants in the study (or the children in their care) in cricket during the first part of the study. Depending upon their answers to earlier questions, participants in the various events were asked about cricket participation of themselves or their children. Overall, there was a slight majority of adult participants (refer Table 30).

**Table 30: Cricket focus of participants**

Event	Adult (%)	Children (%)
Trophy Tour	55	45
Community Cup	53	47
MCG Fanzone	48	52
<b>Total</b>	<b>53</b>	<b>47</b>
Passing by	61	39
Planned visit	47	53

Early on in discussions with Cricket Victoria it was obvious that they, like the researchers, were interested in a measure that was more sophisticated than just whether people were regular club members or not. Initial attempts at developing a pathway or ‘ladder’ that represented the possible types of cricket that people could play as an alternative to (or on the path to) playing club cricket is shown in Table 31.

**Table 31: Initial grassroots participation ladder**


Level of ‘grassroots’ participation	Type of participation	Description
 <p>Maximum ‘grassroots’ participation</p> <p>No participation</p>	Club cricket	Member of a club and plays club cricket. This is the typical measure used to determine ‘legacy’. Clubs typically have adult and junior competitions (the latter often catering for 7-17 years of age).
	Indoor cricket	Indoor cricket is played on a rectangular, artificial-grass surfaced court with tightly tensioned netting <sup>16</sup> . Games are short, lasting typically between 1-2 hours.
	MILO™ cricket	MILO™ in2CRICKET is a program for children aged 5-8 years to learn cricket skills over 6-8 weeks. The MILO™ T20 Blast is for children aged 8-12 years and allows for participation in organised games, with an aim to progressing to playing more formal cricket <sup>17</sup>
	School	Organised competition (typically up to 15 years of age)
	Backyard/ friends	Playing cricket in the backyard, on the street, on a beach or in a park with family and/or friends.
	Not playing	Does not play cricket at all.

<sup>16</sup> Source: <http://www.playcricket.com.au/junior-competition/indoor-cricket/the-game>

<sup>17</sup> Source: [www.milo.com.au/milo-and-sport/cricket/](http://www.milo.com.au/milo-and-sport/cricket/)

This was the researchers' first attempt to produce a detailed participation ladder for the grassroots level of cricket. However, after attendance at only a few events it became obvious that there were two quite different pathways taken by children (who tended to play MILO™ or school cricket and adults (who also played semi-organised cricket as part of community groups). The revised, separate participation ladders are represented in Table 32.

**Table 32: Amended participation ladder**

Level of 'grassroots' participation	Adult participation ladder	Child participation ladder
Maximum participation  No participation	Club cricket	Club cricket
	Indoor cricket	MILO™ cricket
	Community cricket	School cricket
	Backyard/ friends	Backyard/ friends
	Not playing	Not playing

It is therefore important to examine the cricket participation of adults and children separately and in more detail.

Just over half of adult participants did not play cricket at all, with just over a quarter playing club cricket (refer Table 33). The remainder played other, less formal forms of cricket. Note the difference between attendees who were passing by and those who had planned visits to the events. The latter group were more likely to be playing cricket and, of those, predominantly club cricket.

**Table 33: Cricket participation of adults**

Event	Do not play (%)	Plays social/ backyard cricket (%)	Plays community cricket (%)	Plays indoor cricket (%)	Plays other cricket (%)	Plays club cricket (%)
Trophy Tour	51	13	9	7	4	16
Community Cup	56	3	3	-	-	38
MCG Fanzone	64	-	4	-	-	32
<b>Total</b>	<b>55</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>27</b>
Passing by	69	8	11	4	-	8
Planned visit	46	7	3	3	3	38

The pathway to club cricket in junior ranks was much more defined, with children playing formal cricket with their school and/or progressing through the ranks of MILO™ In2CRICKET and then the MILO™ T20 Blast. Some children were playing both school cricket and either MILO™ In2CRICKET or MILO™ T20 Blast. In these instances, parents typically spoke of a progression for children, such as from MILO™ In2CRICKET, through MILO™ T20 Blast, to playing club cricket.

Table 34 shows the results where the focus of cricket participation was on the children of study participants. The results show that there was a high level of participation in either club cricket (62%) or levels of cricket that provide a natural path to playing club cricket (that is MILO™ In2CRICKET/ MILO™ T20 Blast/ school cricket – 32%). Only 6% of the children of study participants played no cricket at all.

Note also that, as opposed to the adult result, differences between those who were ‘passing by’ and those where a visit to events had been planned were not as evident.

**Table 34: Cricket participation of children**

Event	Do not play (%)	Plays social/ backyard cricket (%)	Plays school cricket (%)	Plays T-ball/ skills/ MILO™ In2CRICKET/ T20 (%)	Plays club cricket (%)
Trophy Tour	10	20	10	17	43
Community Cup	6	3	3	22	66
MCG Fanzone	4	-	7	7	82
<b>Total</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>16</b>	<b>62</b>
Passing by	7	17	7	14	55
Planned visit	6	6	7	17	64

## Follow up interviews

As the main focus of this research project was on ‘participation legacy’, participants who were not playing club cricket themselves (or whose children were not playing club cricket) were asked if they would be involved in another brief ‘interview’, which would occur at the commencement of the following cricket season. These interviews were conducted via telephone or email, depending upon the preference of the participant. Table 35 shows the breakdown of participants with regards to the follow up study, which occurred in November/ December 2015, some seven to eight months after CWC2015 was completed.

**Table 35: 'Follow up' interview category of participants**

Participant category	Adults (n)	Children (n)	Overall (n) (%)
Already played club cricket	35	61	96 (44%)
Did not intend to play cricket	48	8	56 (25%)
Not interested in interview	13	7	20 (9%)
Agreed to follow up interview	20	28	48 (22%)
<b>Overall</b>	<b>116</b>	<b>104</b>	<b>220 (100%)</b>

Over two thirds of the participants were not considered for follow up interviews as they were either already playing cricket (44%) or were definitely not intending to play cricket (25%). The reasons given for adults not playing were:

- They were too old or retired
- They played other sports
- They were too busy
- They preferred watching
- They were tourists who typically knew very little about cricket!

There were two main reasons provided for children who did play cricket - they were too young or they played other sports.

In 2013, the Australian Sports Commission released a report that categorised the Australian adult population into different market ‘segments’ related to their level of participation in local sport or their likelihood to do so. Two major segments that were

identified were those who were members of clubs and those who were not. The latter group were further classified into subcategories:

- *Sidelined sportsters*. Enjoy sport but may be unable to be involved due to different priorities – perhaps with time or money limitations.
- *Club wary*. Enjoy sports and see the benefits they provide, but may have had bad prior experiences or sense that clubs require a commitment and are not flexible.
- *Ponderers*. Generally active people, but with commitments to work and/or family.
- *Self-focussed*. Do not enjoy competition but do see the benefits of physical activity, which tends to be a personal activity rather than a social one.
- *Sport indifferent*. Less engaged in sport and other activities. They are not necessarily negative to sport but do not see a benefit for them.
- *Sport atheists*. Generally disengaged and negative towards sports and sports clubs.

The first three categories certainly represent the comments by participants that they were too busy. Participant who played other sports would likely have fitted into the club member category, but not for cricket. There is no specific category that relates to participants who were too young or old or were retired, the latter groups especially being able to contribute to clubs in other ways, through volunteer administration, coaching, umpiring and so forth.

That left 68 participants who could be targeted for a follow up interview. Of these, 48 (71% of the potential group) agreed to another interview. Four people could not be contacted due to incorrect or invalid contact details, leaving 44 potential interviewees. Of these, the authors conducted interviews with 25 participants (57%), with a higher proportion (69%) answering on behalf of children than adults responding on their own behalf (39%). Details of participants in the follow up phase of the study are provided in Table 36.

**Table 36: 'Follow up' interview details**

<b>Participant category</b>	<b>Adults (n)</b>	<b>Children (n)</b>	<b>Overall (n)</b>
Participated in follow up interview	<b>7</b>	<b>18</b>	<b>25</b>
No response	11	8	19
Incorrect/ invalid contact details	2	2	4
<b>Agreed to follow up interview</b>	<b>20</b>	<b>28</b>	<b>48</b>

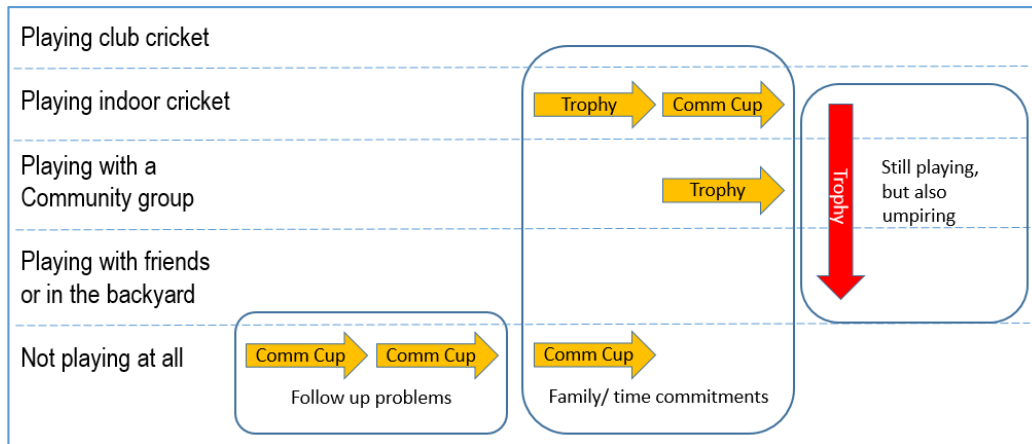
## **Changes in cricket participation**

The first aspect to be examined is the change in participation levels for both adults and children.

### *Adults*

Figure 14 shows the change in the level of participation for each of the seven adults who participated in the follow up interviews. Each participant is represented by an arrow in the diagram. A horizontal arrow indicates that the level of participation is identical to that of the earlier interview at the time of CWC2015. A downward pointing arrow means that the level of participation had decreased (in this instance, the participant had changed from playing more organised (indoor) cricket during CWC2015,

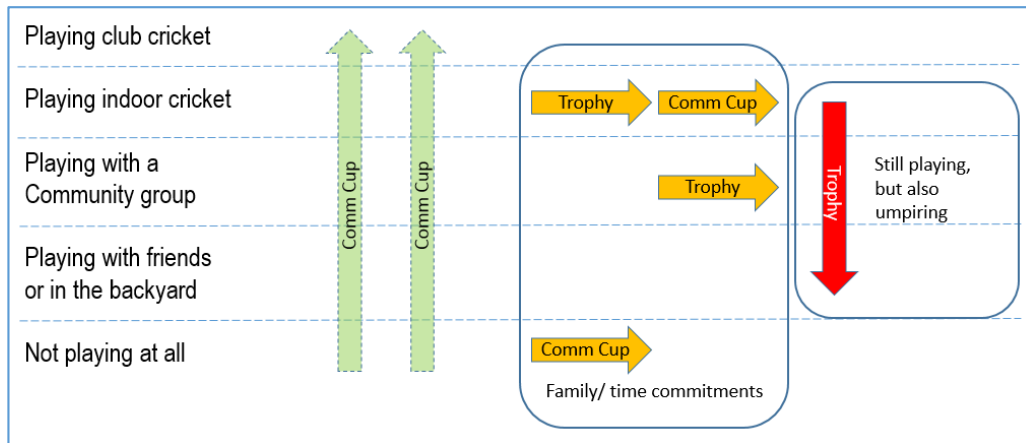
to just playing informally with friends). There were no examples of increased participation levels with adults.



**Figure 14: Adults: Change in participation levels across study period**

The participants shown in Figure 14 are divided into three categories. The first category represents those affected by family and time commitments and would likely fit into the *Sidelined sportsters, Club wary or Ponderers* categories of non-club member segments (Australian Sports Commission, 2013). The sole participant in the category whose participation in playing cricket had decreased was interesting. Although playing at a less formal level he had also taken up cricket umpiring. He indicated a love for the sport and probably still had the same or even an increased level of overall involvement in the sport. In a sense this can be seen as being an important facilitator of increased participation for others, with organisers and administrators also playing this role.

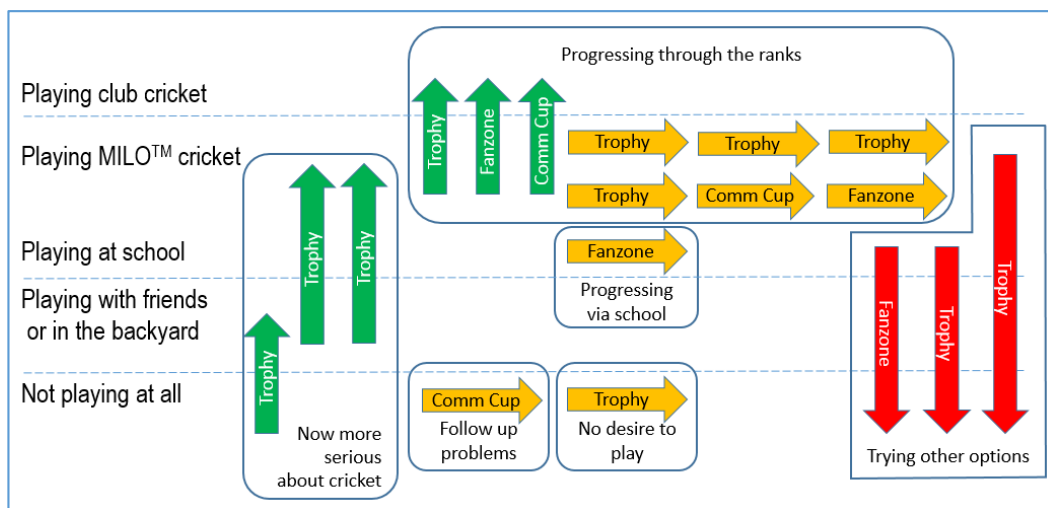
Two participants in the Community Cup indicated that they were interested in playing club cricket, but faced barriers to doing this. One female participant was interested in playing cricket with a club: *“I emailed and texted one the coordinators [of the event] about trying out with a women's team. I never heard back and to be honest I also have been quite busy so left it at that”*. The other participant in the group was also female. She enjoyed watching her son play cricket, but this did not allow her the time to play herself. She felt that if there was women’s team at the club that she would likely play in it. The possible lesson here is that for the true value of events to be achieved it is important to not only hold them, but then provide participants with the knowledge and means to actually engage with the sport afterwards. Figure 15 provides an indication of how the change in participation may have looked (with the upward facing arrows representing these potentially ‘lost’ opportunities).



**Figure 15: Adults: Potential change in cricket participation**

### Children

Figure 16 shows the change in participation levels of children across the study period. Note the upward facing arrows representing an increase in participation. These participants are separated into six different categories.



**Figure 16: Children: Change in participation levels across study period**

The first category involves three children who became more ‘serious’ about cricket over the study period. One of the children moved from not playing cricket at all to playing with friends, whilst the other two ‘graduated’ from playing with friends to the more formal environment of MILO™ cricket.

The next two categories encompassed those children who were progressing through the ranks, either through MILO™ cricket (nine children) or through the school system (one child). Once children have completed their junior pathway, they will typically make a choice as to whether or not they progress to club cricket. During the period, three children progressed from MILO™ cricket to playing club cricket, whilst seven others continued to play either MILO™ or school cricket. As they complete their MILO™ or school commitments, children can either progress to club cricket or choose another pathway. In this study, three children were ‘trying other options’ and had stopped

playing cricket. Two of these had chosen to play other sports – volleyball and football (soccer), with the other pursuing non-sport activities.

It is important to note that whilst MILO™ cricket is a good pathway for junior cricketers (say, up to age 12), the pathway for young teens is not as clear, as evidenced in the following example. One young teen was interested in playing club cricket after participating in the Community Cup, but as the event was held at the end of the season there was no particular club competition that she could progress to immediately. A potential opportunity was perhaps lost there (as represented in Figure 17).

The final child had no desire to play cricket. He was walking by the tour bus during the Trophy tour and had a picture taken with the trophy. In the follow up interview he indicated that he enjoyed seeing the trophy but had little interest in the sport.

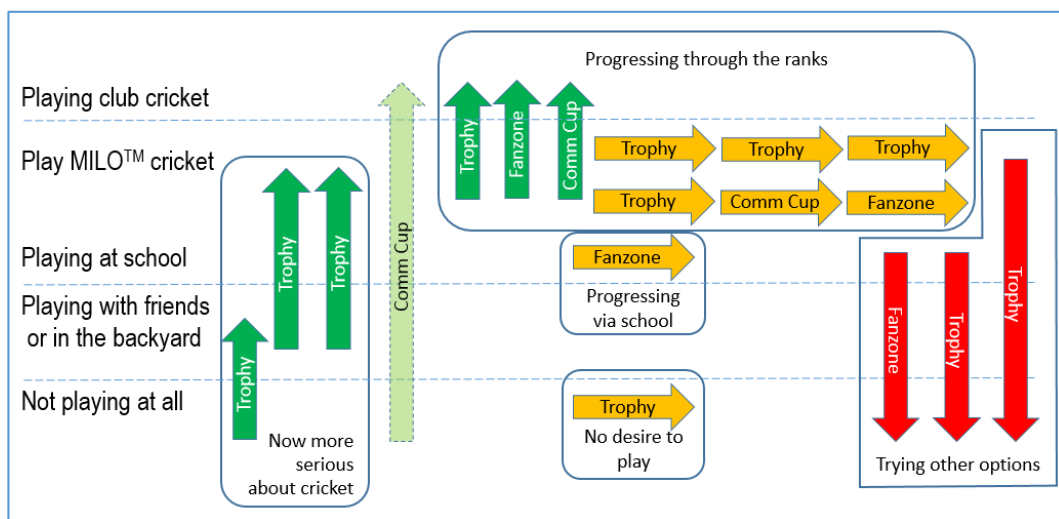


Figure 17: Children: Potential change in cricket participation

## Grassroots participation legacy

This section examines the notion of grassroots participation legacy for CWC2015, as indicated by participants in the study. Each participant, or his or her parent or guardian, was asked a single question to establish this:

*Did the [event] influence you or your child’s current cricket involvement?*

Table 37 classifies each study participant according to participants’ response to the question for themselves (adults) or their children. The table also indicates whether there had been an increase, decrease or no change in the level of involvement in cricket over the study period. There were some unexpected results.

First of all, six parents indicated that their children “already loved”, “were into”, “were keen on” or “were mad about” cricket. Often, but not always, this was due to a family involvement. For these parents, this passion for cricket seemed to make the legacy question redundant for their children. The Australian Sports Commission (2013) study would likely have described these children as being in one of the following club member categories: *loyalists* (for whom sport is a major part of their lives), *socially engaged*



(enjoying all aspects of sport) or *sports driven* (mainly interested in physical activity). Although only one of this group had progressed to club cricket during the course of the study, the suggestion was that the others would as well, given time.

**Table 37: Summary of grassroots participation legacy as indicated by study participants**

Legacy	Adults	Children
Already loved cricket		
Definite legacy		
Potential legacy		
Some legacy (restricted availability)		
No legacy		

Given the *lack* of previous studies supporting the notion that a grassroots participation legacy emanating from major sporting events actually exists, it was interesting that five participants indicated that the event had definitely influenced the involvement of them (or their children) in the sport. It is not surprising to find that this section had the most upwards facing arrows (three). Whilst two of these were MILO™ cricket children ‘graduating’ into club cricket, the other child actually increased participation from playing with friends to playing MILO™ cricket. This is where the subtleties of the more refined participation ladder come into their own as these effects would not register in studies that only examine changes in club membership. This therefore helps to explain ‘how’ and ‘why’ participation changes.

One of the parents suggested that even though her son continued to play MILO™ T20 blast, the fact that he was able to see, interact with and relate the World Cup trophy to the game had a definite effect on his level of interest in the game.

The one interesting finding in this section was the adult who had decreased his level of participation from playing indoor cricket to playing with friends. As suggested earlier, it is arguable as to whether this participant should be classified with a downward facing arrow as he had taken up cricket umpiring during the period. He indicated quite clearly that the trophy tour influenced his level of participation in the sport (as an umpire).

The *potential legacy* row of the table relates to two of the three participants described earlier in the report who were interested in progressing to play club cricket, but were not able to as they faced barriers to doing so (no competition to play in or no team available). They indicated that the event did have an effect on their desire to play cricket. Thus, grassroots participation legacy requires both the *willingness* and the *means* to play to be evident.

The next group (*some legacy*) indicated that they enjoyed the event but were prevented from becoming further involved due to time or family restrictions. One participant indicated that CWC2015 “played a more motivating effect on looking for a club”, but that unfortunately he was busy with work commitments and only able to play community cricket. The other participant was also keen to play after the event, but after having a new daughter his priorities had changed. These participants fit the category of the *Ponderers* market segment group and could potentially be candidates for more flexible forms of the game.

The final category was those participants who clearly indicated that there was no legacy from the event. Interestingly, two of these were children who had actually increased their level of participation in cricket over the study period. One of these involved a family who had started to play in the backyard - but this had not been inspired by the event. The other involved a girl who had begun to play MILO™ cricket as she was “happy to try any sport”.

One of the participants whose level of involvement had not changed was the other adult who had wanted to play in a club but was unable to. Her interest in cricket did not come from CWC2015, but from her being previously involved in the game. Other participants that had kept the same level of involvement indicated that the event had no effect on them, although some indicated that they really enjoyed being involved.

It is not a surprise that three of the participants whose level of involvement decreased indicated that there was no legacy from the event.

## **Summary**

The results from this study suggest that the measurement of grassroots participation legacy can be more refined than just seeing if people become new members of clubs on the basis of a major sporting event. The ‘ladder’ of grassroots participation for both children and adults provides a means to examine the phenomenon more closely. Our small sample showed that there were increases, decreases and no change in the level of grassroots participation across participants. We suggest that there is evidence of at least a modest, positive impact from CWC2015 with regards to participation legacy. We believe that this could be stronger with better promotion of activities to attract more participants and an increased effort to ‘close the loop’ by providing opportunities for participants to gain access to the sport and informing them of the means by which this can occur. Finally, we believe that there was strong, positive impact with regards to general awareness of the sport and a ‘feel good’ brought about by the running of the event and its associated activities.

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