



NZCPA
‘Hooked on Cricket’ Report
April 2010

Contents

Background	
NZCPA	Page 3
Hooked on Cricket	Page 3
Hooked on Cricket – The First 5 years	Page 5
The Hooked on Cricket Programme	
1. Pre Tournament Coaching	Page 6
2. Tournament Day	Page 6
3. Follow up Support	Page 7
NZCPA and Player Support	Page 8
Hooked on Cricket – Who do we Reach	
Participation Statistics	Page 9
School Decile Breakdown	Page 10
Scholarship Scheme	Page 11
Media Coverage and Promotion	Page 12
Funding Support	Page 13
School Questionnaire Results	Page 14
Hooked on Cricket – 2010 and Beyond	Page 17
Appendix - School Feedback Letters	
Waltham Primary School	Page 19
Aranui Primary School	Page 20
Pine Hill School	Page 21
Ngai Toa School	Page 22
St Josephs Primary School	Page 23
Porirua East School	Page 24
Bairds Mainfreight Primary School	Page 25
Papatoetoe South School	Page 27
Glenholme School	Page 28

Background

NZCPA

The New Zealand Cricket Players Association was founded in 2001 and is an incorporated society registered under the Incorporated Societies Act 1908.

The purpose of the NZCPA is to;

“Serve New Zealand’s Current and Past Professional Cricket Players”

NZCPA Objectives

- Ensure the best possible professional cricket environment for our players.
- Assist players in their overall development, both on and off the field.
- Ensure an efficient and effective communication, support and advisory network.
- Establish commercial relationships that assist the CPA in achieving its purpose.
- Ensure the CPA is well administered
- Contribute to the management and development of cricket.

Membership of the NZCPA is made up of New Zealand First Class and International cricketers. The membership focused on current cricket players, as well as past players and the women's White Ferns squad.

Hooked on Cricket Programme

One of the key objectives identified above is to

“Contribute to the management and development of cricket”.

The Hooked on Cricket programme was developed to fulfill this important objective, while providing players a chance to get more involved with cricket development within their community.

Analysis of cricket participation identified that while cricket was prospering in many areas of the community, there was a void in most non-traditional cricketing communities. The analysis pointed strongly toward the potential for cricket growth in ‘low decile’ schools and communities throughout the country. This presented the ideal opportunity for the NZCPA and was the catalyst to create Hooked on Cricket. The aim, to promote the game within schools and communities that do not have a strong traditional link toward playing cricket.

The Hooked on Cricket programme will introduce a wider group of children to cricket and encourage ongoing involvement by identifying and removing barriers to participation. Cricket has the ability to be a positive influence upon individuals and being involved in a team sport helps develop key values that apply within a workplace, family and community context.

The purpose of Hooked on Cricket is to;

“Introduce Cricket and its Players to new Communities”

NZCPA ‘Hooked on Cricket’ Objectives

- To encourage cricket participation in communities and schools where it previously did not exist
- Enhance the cricket experience for kids by providing coaching
- To overcome barriers to participation in cricket
- Encourage communication between children, schools and clubs to ensure cricket is a viable option for those who want to participate
- Promote cricketers as worthy ambassadors for the game

The NZCPA realised that low-socio economic communities had very little contact with and exposure to top level cricket and cricket playing numbers and the profile of cricket were correspondingly low. Cricket is not a traditional sport within these communities meaning there is little knowledge and understanding from parents and teachers about the game. Building confidence of teachers and parents so they can encourage cricket as a sport is a key outcome for Hooked on Cricket.

Taking the nations leading cricket heroes directly into these communities is seen as a vital step in cultivating future cricketers. The ability to see and learn from the best is as important as the motivation gained from engaging directly with sporting hero’s. These groups of children are often limited by opportunity, however they have a wonderful passion and natural talent for sport. Prior to the Hooked on Cricket programme, cricket in these schools was virtually non-existent, with no cricket equipment available from within the schools existing resources.

There is no doubt that Hooked on Cricket has had a profound impact in the schools that have been included in the programme.

Hooked on Cricket provides

1. The experience of playing and enjoying a game of cricket
2. Inspiration from the opportunity to meet with New Zealand’s best cricketers
3. Individual scholarships to support children who show talent for and interest in playing cricket regularly.

Hooked on Cricket – The First 5 years

Year 1

In October 2005 Hooked on Cricket was launched in two regions

- South Auckland (Manukau), and
- Wellington (Porirua)

The immediate enjoyment and enthusiasm for the programme by participants provided the best possible endorsement and measure of its relevance and success. This reinforced to the players and the NZCPA that this was a concept that was going to have a positive influence on this often isolated and unsupported group of children, well into the future.

The pre tournament coaching clinics provided by the NZCPA in the South Auckland and Porirua schools reached over 120 children. During the tournament day the children were able to display the skills they learned from the coaching session, while being coached and encouraged by a group of New Zealand's cricketing stars.

Year 2

After the outstanding success of the inaugural Hooked on Cricket programme, the NZCPA were excited to be able to expand the programme into two new regions for 2006. They were

- Bay of Plenty (Rotorua), and
- Christchurch (Aranui/Woolston)

The improvement in skills at the Manukau and Porirua tournaments was overwhelming, in what is only the second year of the programme. A number of kids from the previous season returned and the feedback from school teachers was that Hooked on Cricket was already having an effect on participation and enjoyment of cricket at their schools.

The expansion of the programme to include four regions went very well. The one major obstacle to complete a full six region programme was the resource required to expand the programme. Expansion to six regions was possible thanks to the continued grant funding from NZCT.

A total number of 1216 kids, from 48 schools were able to take part in the Hooked on Cricket coaching and tournament this year.

Years 3, 4 and 5

Reinforcing the rapid growth and success of Hooked on Cricket, the NZCPA was able to confirm the programme would run in each of the six Major Association regions in only its third year. The last two regions to be added to the programme were

- Taranaki (New Plymouth), and
- Otago (South Dunedin)

There is now in place a complete network of tournaments across each of the Major Association representation zones. These regions have been selected each of the past three years for Hooked on Cricket tournaments, with skill levels and participation developing very well.

A total number of 1824 kids, from 48 schools take part in the Hooked on Cricket programme each year.

The 'Hooked on Cricket' Programme

There are eight schools within each of the six regions selected to be involved in the Hooked on Cricket Programme. The programme involving year 5 and 6 students, is split into three phases.

1. Pre Tournament Coaching

Each school that is invited to be part of the Hooked on Cricket programme is visited in the weeks leading up to the tournament day to ensure kids have the basic skills of the game. The NZCPA work directly with the schools and invite a wider group of children, to attend and experience cricket, than will attend the tournament day.

The NZCPA invite 30 children from each school to be part of the Hooked on Cricket pre-tournament coaching session. The pre-tournament coaching exposes more than 1,400 children to cricket, most of these for the first time. Each school will then select a 'school team' from this group, to take part in the Hooked on Cricket tournament.

2. Tournament Day

Every Hooked on Cricket tournament is made up of teams of eight players from each of the eight schools taking part in the overall tournament. The teams will each play 3 matches during the day, with the first round matches determining the plate and cup divisions. This is followed by a semi final match and the finals round determining the final placing for each team, and the overall Cup winner and the Plate winner.

The professional cricketers are actively involved in the tournament day, with each team assigned a coach, along with a support umpire. The players work specifically with their team on tactics and provide coaching tips and inspiration to the teams they care for over the day.

Prizes are awarded for the following categories

- Tournament Cup winner
- Plate final winner
- Player of the day for each team
- Fielder of the day
- Most promising player of the tournament

3. Follow up Support

As well as linking with schools, the NZCPA has built relationships with the local club or cricket association in each area. This forms a natural pathway for Hooked on Cricket participants to continue playing cricket on a more regular basis. It is these established cricket networks that encourage continued participation and skill development of the Hooked on Cricket graduates within existing cricket coaching structures.

It is through the local clubs and associations that the NZCPA provides its scholarships for selected Hooked on Cricket graduates. The main aim of the scholarship is to ensure children who are interested to play cricket are not denied the opportunity due to circumstances. One area the scholarships cover is sponsoring participation fees to join a club. This is a key factor as social pressures that affect their families often mean payment of fees is a barrier to playing organised sport for these children.

Current Cricket Organisations linked to each regional tournament are

- Papatoetoe Cricket Club (South Auckland),
- Rotorua District Cricket Club (Rotorua),
- Taranaki Cricket Association (New Plymouth),
- North City Cricket Club (Porirua),
- Kelly Sports (Porirua),
- Lancaster Park Woolston Cricket Club (Christchurch), and
- North East Valley Cricket Club (Dunedin).

NZCPA and Player support

The NZCPA identified and developed the unique Hooked on Cricket format and it holds a strong affection with the players. Every season the players show tremendous commitment to support and attend the Hooked on Cricket tournament day, usually at a time when they are extremely busy with the final stages of pre-season preparation. The concept and values Hooked on Cricket provides, as well as the tangible benefits for the kids involved, is the reason the players are so eager to support the programme each year.

An example of player commitment to Hooked on Cricket was most recently shown this season by the Central Stags. The team was in pre-season camp in Napier, but the players were still willing to spend their two days off to commute to New Plymouth specifically for Hooked on Cricket. Unfortunately severely bad weather meant their flight was grounded in Auckland, putting their entire travel plans in disarray. To emphasize the importance of being able to attend the tournament, the Central players elected to drive from Auckland overnight in a rental, instead of going straight back to Napier the following day.

The NZCPA is extremely proud of the ongoing credibility and strength the players provide to the Hooked on Cricket Programme.

The 2008/09 NZCPA annual player survey asked the following questions

“Did you enjoy participating in the Hooked on Cricket programme?”

“Hooked on Cricket is important for the CPA as it gives the players opportunities to directly give back to the community and contribute to the development of the game”

The response to both of these questions was answered with 100% percent positive support.

This is the second year in a row the survey produced this statistic and is another indicator of just how important the Hooked on Cricket programme is to the professional cricketers in New Zealand.

Hooked on Cricket – Who do we Reach

Participation Statistics

Pre-Tournament Coaching	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Totals
Number of Regions	2	4	6	6	6	
Number of Schools	8	8	8	8	8	
Number of Children per School	30	30	30	30	30	
Total Number of Schools	16	32	48	48	48	192
Total Number of Children per Region	240	240	240	240	240	
Total Number of Children Nationwide	480	960	1440	1440	1440	5760

Tournament Participation	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Totals
Number of Regions	2	4	6	6	6	
Number of Schools	8	8	8	8	8	
Number of Children per School	8	8	8	8	8	
Total Number of Schools	16	32	48	48	48	192
Total Number of Children per Region	64	64	64	64	64	
Total Number of Children Nationwide	128	256	384	384	384	1536

Scholarships	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Totals
Number of Regions	2	4	6	6	6	
Total Number of Scholarships	32	64	48	72	72	288

Sixty eight professional cricketers were involved in the Hooked on Cricket programme across the six regions in 2009. Twenty of these were either past or present Blackcaps.

Over 11,000 students attend the 48 schools involved in Hooked on Cricket.

This amounts to a participation rate over 13%. A great result for a sport that had limited exposure prior to the Hooked on Cricket initiative.

School Decile Breakdown (2009 schools)

South Auckland	Decile	Wellington	Decile
Holy Cross	2	Tairangi	1
Bairds Mainfreight	1	Rangikura	2
Yendarra	1	Cannons Creek	1
Papatoetoe South	2	Porirua East	2
Rongomai	1	Corinna	1
Papatoetoe West	3	Ngati Toa	2
Puhinui	3	Russell	1
East Tamaki	1	Maraeroa	1
Rotorua	Decile	Christchurch	Decile
Aorangi	2	Bamford	2
Malfroy	3	Bromley	2
Awhata	3	Linwood North	2
Rotorua	2	Aranui	1
Selwyn	2	Waltham	2
Sunset	1	Woolston	2
Western Heights	2	St Annes	3
Whangamarino	3	Phillipstown	1
Taranaki	Decile	Dunedin	Decile
Puketapu	4	Port Chalmers	5
Westown	3	Pine Hill	3
Waitara Central	2	Forbury	2
Waitara East	2	St Patricks	3
St Josephs Waitara	2	Brockville	2
Bell Block	5	TeKura Otepoti	3
Te Piipinga	2	Corstorphine	1
Spotswood	4	Calton Hill	2

“Hooked on Cricket inspired us to get our teachers skilled enough so that cricket could be played and taught to our children. Our children LOVE it!”

Bairds Mainfreight School, South Auckland

“We love cricket!!!!!!”

East Tamaki School, South Auckland

Scholarship Support

The success of Hooked on Cricket is not solely about turning up once a year and running a successful tournament. The NZCPA has consulted extensively with the schools and has realised that there are many barriers to ongoing cricket participation that can be easily resolved.

While every region has its own challenges there are some common themes that are similar across all these communities.

- Parental support toward sport is often minimal (this is even greater for cricket).
- The cost of equipment is high.
- Teacher cricket skills and knowledge is limited.
- Teacher and parental weekend and after school time is valuable.

The NZCPA has created a scholarship scheme that is now a vital part of the overall Hooked on Cricket programme. Scholarships are awarded to children that show talent or a keen desire to participate in cricket. While the NZCPA is not able to assist every child, it is designed to assist families and overcome some of the barriers to participation that are evident within these communities.

Some of the areas the NZCPA provide scholarships toward are as follows

- Provision for cricket equipment within schools for use during breaks and as part of the PE curriculum.
- Sponsorship of subscription fees to play cricket in an organised competition
- Sponsorship of white clothing for children with no means to purchase their own.
- Linking with key contacts in local clubs to help with transport to and from training and matches.

Media Coverage and Promotion

Television

- Sky TV – Cricket Company
- TV3 – Network news
- TV One – Network news
- Otago TV – Channel 9 News

Radio

- Radio Sport
- Local Radio stations in each area

Website

- NZCPA website
- Stuff.co.nz
- Blackcaps.co.nz
- Each school website
- Cricket Club websites

Print

Extensive print coverage in each region

- Auckland - NZ Herald
- Rotorua - BOP Times
- New Plymouth - The Daily News
- Wellington - The Dominion Post
- Christchurch - The Press
- Dunedin - The Otago Daily Times

Funding Support

NZCT have been the only funding source for the Hooked on Cricket programme since 2006.

Without the support of NZCT the programme simply would not be feasible for the NZCPA to deliver. Ongoing funding is essential to both the delivery and improvement of the programme in the future.

NZCT Annual Report Quotes,

“Following the programmes success on the pitch last summer, the New Zealand Community Trust (NZCT) has stepped to the crease to help it reach even more players.”

NZCT Annual Report 2005/2006

“One of the early activities of the year was the continued NZCT Hooked on Cricket promotion involving the first class cricketers and the NZ Cricket Players Association”.

“NZCT is delighted with the success of the promotion.”

NZCT Annual Report 2006/2007

“For me the most successful grant for 2008 was to the NZ Cricket Players Association where our country’s best cricketers gave up their own time on a number of occasions as volunteers to offer opportunities for young people to meet them and learn something about the game.

Putting something back into sport is what every person should do so that those who come along in the future can enjoy sport in the same way. We say thanks Black Caps and your other first class colleagues. You are leading the way”

Peter Dale, Chairman

NZCT Annual Report 2007/08

Schools Questionnaire Results

Q1. Does your school have an active cricket coaching programme outside of the Hooked on Cricket Programme?

Of the 48 schools involved in the Hooked on Cricket programme, around a third have introduced some form of cricket coaching programme into their school. These programmes have taken various forms across all schools but include,

- Lunchtime coaching
- After-school coaching
- Cricket as part of Physical Education classes, to the
- Teams entered into local competitions.

Schools that have not implemented any coaching programmes identify the struggle to find enough teacher or parent support as a barrier to sustain such a programme.

South Auckland has experienced the best uptake of coaching and cricketing opportunities for their children. A major part of this has been the support schools have received from the Auckland Cricket Association who have appointed Ben Mailata as Pacific Development Officer.

The Hooked on Cricket Programme is one of the most significant catalyst programmes Auckland Cricket uses for attracting young Pacific Islanders to cricket.

Q2. What has the trend been over the last 5 years for students involved in playing cricket, and are children seeking out cricket opportunities at school?

Since the first year of the Hooked on Cricket programme five years ago, the trend in the number of children interested in and seeking out opportunities to play cricket has increased dramatically in the majority of schools involved. While numbers were not specifically provided, almost every school responded with a positive answer to this question.

Participation is often led by the children themselves at school break times, which never previously occurred. The availability of cricket gear was seen as an important component of this.

Bairds Mainfreight School in South Auckland, identified that five years ago there was literally no cricket at their school, but now over the last two years cricket has gone from strength to strength and children are playing before, during and after school throughout the summer.

Q3. How many students (approx) do you have playing cricket both formally or at lunch times currently who were involved in the 'Hooked on Cricket' programme?

The number of children playing any form of cricket does vary substantially from school to school, however there are a great number of Hooked on Cricket schools that are witnessing informal games of cricket being played during school break times.

The number of students involved in formal cricket is still relatively low, but is significantly better than the virtual nil rate of the past. Participation number accuracy is difficult to gauge as the vast number of Year 6 students who participate in Hooked on Cricket move onto Intermediate school over the holidays at the end of the year.

This issue has been raised by some schools as to whether Hooked on Cricket is available for Intermediate schools, and thus keep the interest in cricket high once their Year 6 students move on to Intermediate.

Q4. What level of support does cricket receive from parents and teachers in your school?

Teachers generally support cricket participation in their school, however there are very few parents or teachers who are willing to drive and co-ordinate cricket for these kids. Playing cricket is a low priority for these families and volunteering their time to help coach, score, umpire, or manage a cricket team is not common.

Limited parental and teacher support is a major barrier to children in these schools having the opportunity to grow an interest in cricket.

Feedback was pretty clear that cricket only exists in these schools thanks to the Hooked on Cricket Programme. Schools now even have the confidence and desire to include cricket in PE lessons, which is a great advancement as previously children in these schools were limited in sporting choice.

Q5. Have there been parents and/or teachers who have sought to increase their cricketing knowledge and coaching ability?

For the teachers who are directly involved in taking students to the Hooked on Cricket days, their confidence in coaching the basics of cricket has greatly improved, and they have also sourced Kiwi Cricket coaching materials to refer to.

The biggest barrier to increasing teacher and parent skills is the time required followed closely by the costs involved.

Q6. How often is the cricket gear that was donated to your school from the 'Hooked on Cricket' Scholarship programme used?

Of the schools who received cricket gear, the majority say that the gear is used often! The gear is in most in demand during school lunchtimes and breaks throughout the summer months.

A number of schools are in desperate need of new gear to either replace old equipment or increase the quantity within the school as demand outstrips supply.

It is not common for children to own any cricket equipment of their own, so to be able to come to school and play with the cricket gear that has been provided by the NZCPA Hooked on Cricket programme does have a real effect on these kids, with opportunities that would otherwise not be available.

Q7. How many sports are played at your school?

The comment is often made by teachers that their school has so many children just bursting with natural sporting talent that they try to give their students the opportunity to have a go at many sports. Even though all schools wish they could offer their students multiple sporting opportunities, due to the restrictions of time and money, each school has a core of team sports that they focus on.

These usually involve ripper rugby, netball, soccer, softball/t-ball, miniball/basketball, and now cricket!

It is encouraging that cricket has now become one of the core sports played at almost all Hooked on Cricket schools, compared with its non-existent state only five years ago.

Q8. How many teachers are at your school?

There is an average of 11 teachers per school, from those involved in the Hooked on Cricket programme.

It is not a surprise that bigger schools have the ability to back a greater number of sports than smaller schools. It has been in the smaller schools, particularly in Dunedin, that cricket has fallen out of favour simply because there are not enough students and teachers to support it.

One concern that has come up from teachers is the lack of male teaching staff. There are not many female teachers who are confident in their ability to effectively coach cricket, whereas it is felt male teachers may have a greater ability to do so.

Hooked on Cricket – 2010 and beyond

While the NZCPA see an opportunity to grow the programme beyond the existing six location format, this is not realistic goal given the current demands on players and the resources available to the NZCPA.

One of the key components of Hooked on Cricket is for the country's future stars to be able to engage directly with successful cricketers, inside their own community. The influence and motivation this provides toward these children is invaluable in a sporting and career context. It is unique and rare in the modern world of sport to have professional sportsmen donating their time in a bid to ensure future generations have opportunities within their sport. The fact our cricketers donate their personal time toward this programme during what is a very busy pre-season schedule is testament to the value of Hooked on Cricket.

Despite not looking to increase the number of Hooked on Cricket tournaments, the NZCPA is constantly working to improve the programme in other areas. One of the main areas the NZCPA are aiming to improve upon in the future, is the follow up support we provide to Hooked on Cricket participants via the schools and local clubs.

One future aim is for the NZCPA to further enhance the impression Hooked on Cricket has upon the children, schools and communities that are selected to be part of the programme.

Funding is the most significant issue for the NZCPA to be able to deliver Hooked on Cricket. While we are able to offer the support of the players and extensive event management, none of this has meaning without funding that enables children the length of the country to benefit.

Appendix

School Feedback Letters



Waltham Primary School

Hastings Street East Christchurch
Phone: 03 379 3137 Fax: 03 379 3870 email: admin@waltham.school.nz www.waltham.school.nz
Principal: Gordon Caddie email: principal@waltham.school.nz

22 February 2010

TO WHOM IT MAY CONCERN

As Principal of Waltham Primary School I am writing to endorse the 'Hooked on Cricket' programme that we have been fortunate enough to be involved in over the past four years.

The preparation and participation in this programme has been a real highlight for our Year 5 and 6 students in their sports and values programme.

As a keen cricketer myself it is a real thrill to see our low decile, inner city, multicultural children 'hooked on' to cricket at this early age. The talent and enthusiasm shown by our kids is amazing considering cricket is a sport that they would otherwise have very little exposure to.

Before the 'Hooked on Cricket' initiative cricket was not played in our school playground. Students chose to play rugby and basketball in their free time. As I look out the window now I see two separate games of cricket being played by a large number of students. They are doing this completely independently of adults and it is fantastic to see. Our playground is a much more peaceful and happy place with children playing cricket.

The 'Hooked on Cricket' programme is directly responsible for this positive change and is also responsible for our progression into competitive school cricket at the end of last year. For the very first time Waltham School competed in a weekly inter school cricket competition.

I look forward to the continued involvement of our school in cricket over the future years.

'Hooked on Cricket' has been hugely successful in lifting the profile of cricket in our community and we look forward to future involvement should we be given the opportunity.

Kind regards,

Gordon Caddie
Principal



19 February 2010

To whom it may concern,

I am writing to explain the influence that "Hooked on Cricket" has had on our students at Aranui Primary School.



When I first came to teach at Aranui in 2006, there was no cricket coaching, no cricket team and not a lot of cricket being played at lunchtime. In 2007, I received an email from Kerry Walmsley asking if we would like to enter a team in the Hooked on Cricket Tournament. As I am a keen cricket player myself, I jumped at the opportunity and quickly found a large group of students who wanted to be involved. The session that Kerry came and coached with 30 students was a huge success and the students spent the rest of the afternoon talking about playing cricket.

Since 2007, we now have cricket skills being integrated into the Physical Education programme, a Year 5/6 cricket team and this year will also be entering a Year 7/8 cricket team in the Milo competition.

Attending the first Hooked on Cricket day was amazing. To have a group of low-decile schools all playing cricket under the guidance of the Canterbury Wizards was a great thing to see. From experience, many students from these schools have previously not played a lot of cricket, and each year, I have seen the skills of these students improve immensely. From our perspective, in 2009 our Year 5/6 cricket team made the Milo Trophy Finals Day at Hagley Park, and came second at Hooked on Cricket. This was a huge achievement for our students, and watching them improve since the first training was fantastic. Last year, we even had some teachers come to part of the Hooked on Cricket day to see what it was all about, as the students of previous years had been raving about it.

A comment from one boy in Year 5 confirms why Hooked on Cricket is so important: "Until I went to the Hooked on Cricket day, I hadn't really been interested in cricket and didn't think that I was very good. After we came second and got to talk to some of the Wizards, I really want to keep playing cricket and I think I am getting better".

I am a huge fan of this programme and am happy to speak to anyone about why I believe it should continue.

Regards,

Tracy O'Neill
Aranui Primary School





11 Hislop Street,
Pine Hill, Dunedin.
Ph/Fax: 473 9148
e-mail: principal@pinehill.schoolzone.net.nz
www.pinehill.schoolzone.net.nz

26th February 2010

TO WHOM IT MAY CONCERN

RE: HOOKED ON CRICKET PROGRAMME

Pine Hill School has taken part in the Hooked on Cricket Programme for the past 3 years. The Hooked on Cricket Programme provides an excellent opportunity for our children to play cricket, receive quality coaching and take part in a schools tournament day. Children from our school look forward to Hooked on Cricket every year. Through our involvement in the Hooked on Cricket Programme the cricket skills of children and teachers have developed and attitudes toward the game of cricket have been very positive.

Each year we have been fortunate to nominate 2 children to receive sponsorship to play cricket as part of a club. For the children selected this has provided an opportunity to be part of a team sport outside of school and further develop their interest and skill in cricket. Through the sponsorship all financial barriers have been paid for.

Attending the Hooked on Cricket Tournament day has provided our school with an opportunity to take part in a tournament with other schools. All costs have been covered by Hooked on Cricket and this has automatically removed a barrier for some families in our school. At this day children have also had an opportunity to play in a team coached by an Otago Cricket Player, providing children with a positive role model to aspire to be like.

We are a small school which finds coaching sporting teams a challenge. We certainly appreciate the quality coaching programme that is delivered to our school through the Hooked On Cricket Programme.

We highly recommend this programme to other schools and hope that funding can be secured to enable our school to participate once again in 2010.

Yours Faithfully

Mel Jewiss
Principal

To Whom It May Concern

Ngati Toa School has been fortunate to have been involved in Hooked on Cricket on several occasions. Cricket is a new experience for many of our students other than the odd hit and run at lunchtimes.

The Hooked on Cricket programme has offered excellent coaching to the students, with batting, bowling and catching components. This has been followed by a Tournament that has been exciting for all concerned. It has stimulated their interest and increased their awareness of the strategies involving in playing this game. The organisation of this Tournament has been brilliant, and the presence of the Firebirds and some Black Caps has added another dimension. For our students it is a huge privilege to attend. Three of our students have received cricket scholarships. This enabled them to receive coaching, a uniform and to belong to a team playing competition cricket regularly. One of our ex students, now at College, plays regularly in the Manawatu and is still loving the game.

Communication with Kerry Walmsley from the N Z Cricket Players Association has been excellent at all times.

The programme has impacted very positively on our school, and the students continue to use the cricket gear given to us by the Players Association. It has given the students an appreciation of a sport they may not otherwise have experienced.

With regards

Barbara Smith

26 / 2 / 2010

To Whom it may concern,

I am writing this letter in support of the "Hooked On Cricket Programme" offered to schools.

Our primary school is set in a very low socio-economic community who uphold greatly the need for sport and its importance for children.

In particular, the children from St Joseph's Primary Waitara have the largest amount of children participating with the Waitara Cricket Club competitively on a Saturday.

Right the way through, from year 1 to year 8, these children absolutely LOVE the 'Hooked on Cricket' Programme. The young men that deliver this programme bring a breath of fresh air and spirit to cricket skills and the game.

We would be very disappointed to see this programme cease.

Children become enthusiastic when they see the 'BIG PICTURE' and teaching staff cannot always bring that enthusiasm or skill base. Hooked On Cricket brings Real people and real skill involved in the sport directly to our school.

I hope that you will consider our thoughts seriously.

Yours Sincerely,

Melanie Loft
(Sports Co'ordinator- St Joseph's Primary, Waitara)

Pride Excellence Success

**PORIRUA
EAST
SCHOOL**



Te Mana Te Whakaiti Te Angitu

19 February 2010

To Whom it May Concern

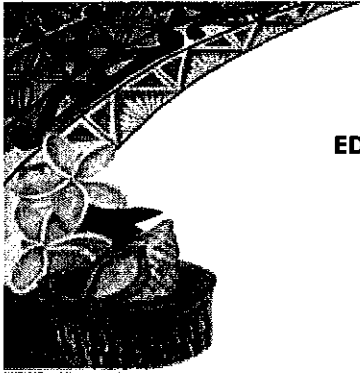
Porirua East School has been involved with the 'Hooked On Cricket' Tournaments since 2006. The children and parents appreciate the opportunity to participate. They enjoy playing and competing against their peers from other schools, and meeting and playing with members of the Wellington Cricket team. They spend the day with adults who are interested in them as well as the sport of cricket. The skills they practise while participating are an important part of the New Zealand Health and PE curriculum.

I would hope that the tournaments are able to continue as they are a valued part of our school calendar.

Yours sincerely

Irene Unasa

Principal



Bairds Mainfreight Primary School
EDWARD AVE, OTARA, MANUKAU CITY. PHONE/FAX (09)2748271
PRINCIPAL: Alan Lyth

Monday 22 February, 2010

Kia Ora, Kia Orana, Fakalofa lahi Atu, Malo e Lelei, Talofa, Greetings

To Whom it May Concern Re: Hooked on Cricket

About two years ago, our school was invited to take part in the 'Hooked on Cricket' programme. At that time, we had some cricket gear in our shed, but to be honest, it wasn't used. In fact, we didn't even take part in our cluster cricket competition.

When we had the sessions at school, our children just loved it, and it appeared that we had a few naturals, who got scholarships at our local cricket club. Our children then started asking for cricket gear at lunchtimes, and so the teachers decided that we needed to get some professional development, so that we could better support our children.

One of the other teachers and myself coached a boy and girl team, and took them to the cluster competition-where both teams came first-not bad for first timers! Since then, we have gone from strength to strength.

We have been able to contact the guys from Hooked on Cricket when we need support, ideas, or sessions for our children or staff. I believe that because of Hooked on Cricket, cricket is now common place in our school. If you were to come into our school grounds you would see:

- Children playing cricket before school
- 2 teachers taking cricket most lunchtimes
- Other children playing their own games of cricket at lunchtime
- A cricket focus in senior children's PE/Health time
- Cricket being played each week at after school games on a Wednesday
- Children between 5-11 in the Papatoetoe Cricket after school session on a Friday

I know that because of all of this, we have parents who have bought their children Kiwi cricket sets for Christmas. My five year old son comes to this school. He saw the older boys playing cricket, and decided he wanted to give it a go. He now goes to the Friday sessions with Papatoetoe Cricket, and got cricket gear for his Christmas. We take it everywhere-to the beach, camping, when we visit friends...and each time the cricket gear comes out, all of the adults and children get involved, and play a game. It's just brilliant. I believe that if that is happening in my house, then it is probably happening for some of the other families in our community.

At this time, we are talking with Papatoetoe cricket Club, to find out how we can support our children to get involved in club cricket, as we believe that having the inspiration and

learning from 'Hooked on Cricket' has now got us at a place where we have some great players who would do well in a club. We might even have a future Black cap!

We are very grateful to 'Hooked on Cricket' as they have opened up the world of cricket in our school.

Yours faithfully

Fiona McAree-Ngaau
Deputy Principal



PAPATOETOE SOUTH SCHOOL

Milan Rd, Papatoetoe, Auckland 1701 • Ph 278 5231 • Fax: 278 2480
E-mail: principal@papatoetoe-south.school.nz

New Zealand Community Trust
PO Box 10 875 The Terrace
WELLINGTON 6134

To Whom It May Concern,

Our school has been involved in the very successful Hooked on Cricket Programme organised by the New Zealand Cricket Players' Association for the past 4 or 5 years, and I would heartily endorse any funding application made by them, which would enable this programme to continue.

The NZCT Hooked on Cricket Programme not only offers our more talented sportspeople a chance to participate in a competitive and well-organised event, it also gives them an opportunity to interact with role models from New Zealand's professional cricket community. As a result of this programme several of our students have gone on to join the local cricket club so that they can continue to up-skill themselves in the sport, as well as participate in a game they enjoy. Hooked on Cricket also provides scholarship opportunities for students as well.

The coaching sessions offered in-school by the Players' Association before the tournament day also provide a valuable opportunity for school sports co-ordinators to benefit from the coaching advice of skilled and accomplished cricket players. As we have an active cricket coaching programme this opportunity to improve their cricket knowledge in turn benefits the students they coach. Hooked on Cricket has donated a variety of cricket gear to us over the time we have been involved with them. This is well utilised by our students on a regular basis during cricket coaching sessions, lunchtime cricket and sports afternoons. As a low decile school we are particularly appreciative of the donated sports gear.

I hope that you will look favourably on any application for funding the NZCT Hooked on Cricket Programme makes to your Trust.

Yours sincerely

Sue Berry (Mrs)
Associate Principal

15 November 2009



Dear Kerry

I am writing to thank you for inviting our school to participate in the recently run 'Hooked on Cricket' day. Our team and their coach has spoken highly of the event, and of how much they enjoyed the day.

I would also like to thank you for the information you sent regards the event and since the running of the event. It was very informative. The children were also excited to see themselves featuring in the Daily Post recently. We would be happy to continue in this event next year, as the skills and game plan that the children have learned has been very valuable to them in the local competition they are now involved in.

Lastly I would like to thank you for being able to subsidise our children so they are able to participate in the local competition. We look forward to continuing our association with your organisation in the future.

Yours sincerely
Morag MacKechnie- Owen
TIC Sport 2009

149 Ranolf Street
Rotorua 3010
Phone: 07 348 1489
Fax: 07 348 6305
Email: office@glenholme.school.nz