



# Annual plan 2024





---

## Table of contents

<b>1</b>	<b>Introduction</b> .....	<b>4</b>
<b>2</b>	<b>Foreword</b> .....	<b>6</b>
<b>3</b>	<b>Participation</b> .....	<b>8</b>
	● Services .....	<b>10</b>
	● Focussing on growth .....	<b>11</b>
	● Renewing the KNCB learning environment.....	<b>12</b>
	● Our club belongs to everyone .....	<b>12</b>
	● An inclusive, open and respectful cricket culture .....	<b>14</b>
<b>4</b>	<b>Top sport &amp; talent development</b> .....	<b>17</b>
	● Professionalisation .....	<b>17</b>
	● High performance and development framework.....	<b>18</b>
	● Good employer .....	<b>19</b>
	● Coaching and guidance, the Dutch Cricket Academy.....	<b>19</b>
	● 2024 .....	<b>20</b>
<b>5</b>	<b>Marketing, communication and partnerships</b> .....	<b>22</b>
	● Commercial partners .....	<b>23</b>
	● Partnerships .....	<b>24</b>
	● Friends of Dutch Cricket .....	<b>24</b>
	● Media, social media and communication .....	<b>24</b>
<b>6</b>	<b>Operational management</b> .....	<b>26</b>
	● Support to clubs.....	<b>27</b>
	● Focus on youth and girls/women .....	<b>27</b>
	● Integrity management .....	<b>27</b>





# 1

## Introduction

Thank you for reading the KNCB Annual Plan for 2024. It offers a concise, clear explanation of the progress we have made on our strategic multi-year plan and what we will be working on in 2024. The general objectives of the Dutch Cricket Board have not changed much compared to previous years. The KNCB is still working every day to put cricket on the map, and it is committed to growing the sport as a whole. There is very strong awareness that this is a good time to move forward and achieve success, partly in the wake of the sensational results of the Dutch men (Oranje-mannen). These are promising times for Dutch cricket, and that is good because there is still a lot of work to be done. This plan contains an outline of how we intend to move forward in 2024.





## Plan of attack

We have the momentum. It's an old sports cliché, but in cricket it's very true. Dutch cricket is on the rise thanks to the qualification of the men's team for the World Cup in India, and the T20 World Cup in prospect next year. And the ladies also won their first ODI match against Thailand last year. When I speak about this it gives me an enormous sense of inspiration and the self-confidence to take Dutch cricket to a higher level. If the recent performances of the Dutch men (Oranje-mannen) make one thing clear, it is that anything is possible if you believe in your own abilities and are prepared to go all the way. And this momentum is not limited to the top level; recent figures show a growth in members of approximately 7.5%.

The recent performances of the Dutch men's team did not go unnoticed in the media, and quite rightly. Now the Netherlands is becoming known on the world's highest cricketing circles, people are talking about "us". The newspapers, social media and TV, for example as part of the popular Dutch

talk show of Arjen Lubach, are abuzz with stories about our sport. This has also led to some great activities being held at our clubs, such as watching matches together and organising extra clinics.

But all this noise brings extra responsibility. As a governing body and sport that's been saying it wants to put itself on the map for several years, we must take action now. This is the time to throw caution to the wind and rely on our qualities.

We must take full advantage of the "buzz" about cricket we have seen due to the T20 World Cup. Now is the time to think about the right strategy and to make choices about how to do it well. And if we do it well, it will not only have an effect on High Performance, but the entire sport.

I can hear what you're thinking; talking about top sport is nothing compared to the challenges and activities faced by the average cricket club, such as how to attract more youth members, how to train scorers, how to get the necessary facilities? But I can

---

assure you that we are paying attention to this at the KNCB. In fact we are more than aware that Dutch cricket will stand or fall on the quality and strength of our clubs. They are the foundation, the engine of our sport. Ultimately, they are the origin of any success that can be enjoyed at any level, including the top. As a governing body, we need to offer more support and more emphatic guidance, with tailor-made solutions where possible. However, I am firmly convinced that we can also make great strides by leaning on this indispensable foundation and capitalising on our recent successes as much as possible now. The fact we are going to be competing at the World Cup where we will be able to show our best side is the best proof we are on the right track. I hope it will give all our club directors, members and volunteers a big boost. And – not unimportant – outstanding performances at the top level will also strengthen our financial foundation, which in turn benefits the entire sport. It is clear that the growing visibility of our sport also offers commercial opportunities.

We realise that without this foundation – the clubs – we are nothing. What the Dutch

men (Oranje-mannen) have shown is mainly confirmation that we must focus even more on membership recruitment, retention and development. We not only want to interest more people into our sport by taking a local approach via the Regional Development Officers, we also want to retain them and get the most out of their talents. There must be more emphasis on bringing youth, girls and women into the clubs – groups that are currently lagging behind when it comes to us meeting our objectives.

We cannot miss this golden time for Dutch cricket and the opportunities that are presenting themselves. Cricket is on the rise; it is more visible than ever before; it is growing. Let's continue our upward journey next year and seize the opportunities we have been given and capitalise on them. The KNCB and the clubs are working together to capture the momentum for cricket and take our wonderful sport to a higher level.

Kind regards,

**Guido Landheer**

KNCB Chairman

# 3 Participation



“Putting cricket on the map” can be described simply as “making more people interested in cricket and drawing them in by creating a thriving cricket community via our clubs”. The Dutch team top-level performance in 2023 and the associated media attention have contributed enormously to this.

The primary challenge now is to keep this attention on the sport of cricket and to convert the momentum into greater participation. The clubs are indispensable in this regard. It is only through vital and well-organised clubs that we will be able to attract more people into our sport and subsequently work together and capitalise on that interest in order to convert it into membership growth.

2023 will see us achieving a 7.5% growth in members together. 2024 requires the implementation of specific interventions and recruitment campaigns at the clubs for the focus groups (girls and women) because we see only limited growth in these groups. 2024 will also see increased focus on the provision of “demand-driven” support and the strengthening of the clubs.

---

**Our long-term ambitions, supported by objectives to create the frameworks to achieve these ambitions, are set out in the Multi-year Plan 2021 – 2025 as follows:**

- Put cricket on the map by increasing the number of active participants by 40%;
- Increase youth participation, especially among girls and women;
- Employ five regional teams with a Regional Development Officer (RDO) in each region;
- In consultation with the clubs, develop a sustainable policy
- focussed on the quantity and quality of cricket club facilities (fields);
- Use training and education (licensing policy) to increase the
- quality of both the technical and managerial framework;
- We are not only the most multicultural sport, but we must behave
- and broadcast our intentions that everyone is welcome at the club;
- Align our range of activities and competition with the wishes of the participants and our members.



Our shared ambitions are a work in progress. We are therefore aiming to achieve an attractive competition offering that offers something for everyone, with good competition management as the fundamental foundation through a well-functioning, high-quality club framework; and we intend to do this by recruiting as many coaches, umpires and scorers as possible via our training offer.

We will also strive to offer an attractive range of activities for athletes, clubs and training (BSO), as well as a tailor-made programme with great products for young people, including TTO, Cricket4KIDS and Cricket4YOU. This must be delivered in such a way that it provides a boost to the influx of the focus groups at our existing cricket clubs. In supporting our clubs, extra attention throughout 2024 will be paid to the customisation and development of facilities and the (re)introduction of the Club Score Card, with a focus on women's and youth cricket.

All this to ensure we create the foundation for vibrant cricket clubs and a thriving and growing cricket community. What is crucial here is the

one-on-one contact between the KNCB and the clubs, which we want to achieve as best as possible with our RDO network. Communication is and always has been the "key" to this.

### **Provision of services**

We intend to expand our RDO network from 2024 and place more emphasis on our club support. We will also strengthen our competition management with a full formation position. We want to use this to boost the quality of our services to the entire cricket community, and to our clubs in particular.

We will take a project-based approach to youth, girls and women's cricket using proven interventions and other elements that have proven to be effective. We will also make use of such themes as quality improvement of the Technical Framework/Match Officials (Umpires, Scorers) and projects focused on Inclusion, Diversity and Equality.

The extra capacity we deploy for this purpose will be focussed on the actual feasibility of plans and projects.

## Focussing on growth

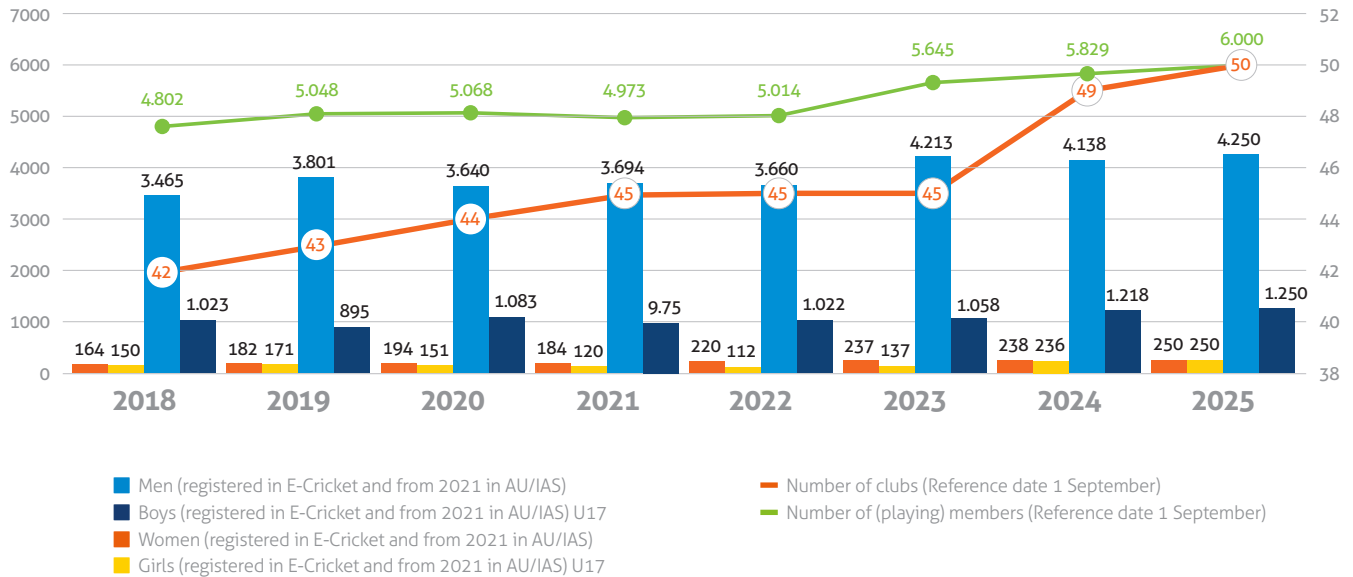
We want to entice more and more people into cricket and put the sport even more emphatically on the map; the number of (playing) members, and active participants in particular, are important indicators. We want to at least retain the 7,5% membership growth we saw in 2023 but our goal is to grow even further in 2024.

The figure below shows the growth in both clubs and members over the last several years

in the Netherlands, with 2018 being de starting point. We see a steady growth of the sport in accordance with our ambitions, although the number of women, girls and youngsters among our members is lagging. Therefore, we will primarily focus on these groups with member recruitment and retainment in 2024.

Due to the reference date of 1 September, the current statistics do not include the new clubs and members in Groningen, Eindhoven (2x), Zoetermeer and Maastricht.

## Member development



## **Renewing the KNCB learning environment**

### *(Coaches, Umpires and Scorers)*

Cricket that is sufficiently challenging while also keeping the fun in the sport to help people stay active is closely related to the qualities and skills of the coach. In addition to helping cricketers improve, coaches play an important role in retaining cricket members. To provide proof that the required skills are at the desired level, a valid licence will confirm the appropriate training and education have been followed on a regular basis. At the end of 2023, we entered into a partnership with Sportcampus Den Haag by seconding an employee from the campus to the KNCB for training. An Action Plan for “Strengthening Sports Governing Bodies” has been written for this, partly with additional support from NOC\*NSF. As part of this plan, we will continue to deploy a project employee specifically for Umpire developments.

The KNCB wants to create a new learning environment to stimulate formal and informal learning, both digital and physical. The KNCB

learning environment has a low entry threshold and is simple, accessible and challenging for both existing and starting Technical Framework and Match Officials (Umpires and Scorers). Ultimately we want to ensure all the clubs have a sufficient high-quality Technical Framework and can comply with the “delivery obligation” of Umpires and Scorers as described in the competition regulations.

### **Our club belongs to everyone**

Everyone (Cricketer and visitor) must feel welcome at a cricket club. That is the KNCB's big, bold objective for 2025. A vision of the future in which clubs open their gates to a broad target group, and where everyone feels welcome. The action plan for Diversity, Inclusion and Equality drawn up by the KNCB and based on the Charter with NOC\*NSF serves as a dynamic starting point.

We will use a project leader for its implementation and to focus on the initiatives and activities of “Our club belongs to everyone”, and possibly (if we are allocated a European subsidy) the “Citizens Equality



TOMMY JEANS

COACH

FIELD HOUSE

Rights & Values” project as well. We will work with “positivity scores” within the youth competition and introduce the blue card to make the various target groups aware of the importance of interacting positively with each other. The KNCB is directly involved in both of the initiatives described above.

### **An inclusive, open and respectful cricket culture**

Locally, we want and can help clubs with targeted activities and interventions concerning Inclusion, Diversity and Equality, for which local support options exist under the Sports Agreement II.

In order to encourage the sport of cricket to continue to flourish on all fronts, we are relying on the unique values and characteristics the sport possesses. For example, cricket is the second largest sport in the world, it is one of the most social, multi-disciplinary and multi-cultural sports, and it is one of the most

“individual” team sports. All the scores of the individual players are kept, but a good end result requires collaboration as a team. Moreover, inclusion, diversity and equality are central principles. Everyone must feel welcome at the cricket clubs, that is the foundation. Naturally we want to take full advantage of the successes of our national teams and the extra publicity and attention cricket in the Netherlands enjoys when we participate in international events.

---

**Based on these principles, and with the help of the aforementioned services, products and growth figures, the following objectives have been formulated for 2024**

- Strengthen our services and continue the decentralised approach based on five regions, each with a Regional Development Officer;
- Focus on developing and organising target group-oriented regional and central activities such as TTO clinics/Challenge, Cricket camps, Cricket Experience to intensify the cricket participation of youth/young people, specifically girls and women, in order to explicitly benefit from the successes of our national teams and the extra (media) attention placed on the sport of Cricket. We will continue with the “IEDEREEN IN ORANJE” [EVERYONE IN ORANGE] campaign launched in 2023, which is specifically aimed at youth;
- Investigate and develop a new education environment for Coaches, Umpires and Scorers and involve clubs in the regulation and responsibility of Umpires and Scorers;
- In collaboration with the Facilities Committee, follow up the “field availability” report and support the clubs with quality measurements (certification), pitches and expanding facilities (fields);
- Organise and manage the 2023 National Competitions (indoor/outdoor) for all target groups with a special focus on the weekday T20 Competition and new formats (target groups) such as supporting and offering Tapeball Cricket with the ultimate organisation of the NK Tapeball Cricket;
- We will develop a plan for the 2024 member recruitment campaign, describing our specific goals and approach.

These activities will contribute more generally towards achieving some clear results in 2024.

In addition to the already underlined importance of growth in the number of active participants and members, we would also like to see an increase in the number of clubs and cricket club facilities (fields), partly by focussing on promising initiatives in places such as Groningen, Eindhoven, Zoetermeer and Maastricht, more youth, women and girls in the clubs, a better geographically spread offer, increasing knowledge of the rules among competition participants, and an increase in trust and respect within the KNCB organisation.

# 4 Top sport & talent development

➤ “The ambitions of the KNCB in top sport are to (continue to) join the top countries in the world in both the male and female competitions and to be competitive at that level at world events.” For example, the KNCB's ambitions for High Performance were literally described in the 2023 Annual Plan. We can now conclude that the results are good, especially for the men. Proof of this comes from the spectacular qualification in 2022 of the Dutch men for the World Cup in India, as well as the direct qualification for the ICC Men's T20 World Cup in the United States and the West Indies. These successes offer new opportunities, but are also a motivation to keep working hard.

For the women, this meant a busy summer of cricket in 2023 with many matches and live broadcasts, as well as successful victories over Scotland and Thailand – teams that have a higher ICC ranking. The A team had a busy summer, during which they played against five different countries on Dutch soil. Despite a good preparation programme, the U19 team was unable to beat Scotland and Jersey, which unfortunately meant they failed to qualify for the World Cup. In the European T10 Championship, the A team tried to successfully defend its championship title from last year, but had to cede it to Great Britain with an honourable second place.

## Professionalisation

It is palpable in all areas of cricket. Recent successful performances have unleashed an energy and mentality that knows no bounds. Anything is possible if you are willing to go to extremes. This confirmation emphasises the importance of creating preconditions to maximise the chance of even more success. All national teams have their own long-term objectives and programmes towards performance at certain times, and this year is no different. However, creating the right preconditions for success lies much more in professionalisation, which the KNCB and the entire sport of cricket must develop to take full advantage of what has been achieved by our national teams.

The results of High Performance demonstrate the recognised need for a clear vision and a future-proof structure to bring about a plan that not only aims to deliver top performance, but also forms a foundation for building the "Dutch Cricket Brand" further. This brand not only represents performance at the highest possible levels, but is also linked to a total High-Performance organisation that strives for the absolute best in all respects, and achieves objectively better results than its surrounding countries.



## High performance and development framework

In order to achieve these lofty ambitions, the KNCB bears a huge responsibility for creating clear preconditions for teams and individuals to perform optimally, both on and off the field. These preconditions are part of a high performance and development framework.

It must become the foundation for the best players and teams to develop sufficiently in order to be able to compete internationally at the highest level.

Such a framework, and the policy that results from it, stand or fall on a strong, sustainable character, which means unexpected developments and incidental events can be dealt with relatively easily. It is important to stay on course with longer-term objectives, although it is also important to make a difference between short- and long-term objectives.

For 2024, it is important for us to have set up a High Performance management structure, to develop a player monitoring system including elements of talent recognition, progression



---

and development, as well as to bring the brand and “the story” of Dutch cricket to the masses and potential sponsors.

### **Good employment**

Also high on the agenda for 2024 is offering our top players the contractual (and therefore financial) security they need to fully focus on cricket and their role in the governing body. Their employment position is still too often insecure. For example, 6-month temporary contracts are often used and these provide little to no certainty for the longer term. For further professionalisation and structural building towards the future, it is important to retain people with exceptional qualities, who bring great added value to the organisation for a longer period of time, and to offer sufficient security. The current group of top players, also described as the “golden generation”, will be invaluable for the further growth of Dutch cricket.

### **Coaching and guidance, the Dutch Cricket Academy**

The development part of the structural approach as High Performance envisions it is mainly represented by the Dutch Cricket Academy. In addition to the aforementioned

frameworks for top-level performance, we pursue the same elevated objectives when it comes to training and development. In 2024 we will lay the foundations for the Academy, which will live and breathe top sport in everything it does and where teams and individuals will be given guidance about how to get the most out of their potential.

These ambitions also require clear preconditions, one of the most important of which will be appointing the right coaches and supervisors next year. By committing to the best coaches for the Academy and therefore to Dutch cricket, the quality of guidance and training will be guaranteed as far as possible. This is also important for women’s cricket, which is growing and deserves sufficient attention from the coaching staff in the near future.

In general, the emphasis on the deployment and development of coaches must not be limited to the national level, but at the local level as well.

In line with the decentralised approach with the Regional Development Officers described in the participation chapter, the further training of coaches who are active either nationally or

regionally within the clubs will be continued in 2024. This is aligned with a central philosophy from High Performance: “local strength, national power”.

## 2024

In concrete terms, High Performance in 2024 will naturally emphasise optimal performance at the ICC T20 World Cup for men in the United States and the West Indies, and qualification of the women for the T20 World Cup in April 2024 (UAE).

Furthermore, it is specifically important in 2024 to develop a suitable winter programme for the winter and the following spring, and to ensure optimal availability of our Dutch players for the coming season.

For the women, the selection and appointment of a new head coach is a priority. In the intervening period, as well as once the new coach has been appointed, it is important to create sufficient stability for sufficient continuation of the process, training and competitions.

In 2024, attention will also be paid to an action plan for a development team to form a bridge between the u19s and the A team. In recent

years there has been no targeted programme for much of the talent in this category, which has caused a delay in their development towards national selection.

## In short:

- For the men and women: gain a steady place among the world’s top-ten cricket countries
- A broader selection through programmes for A team and development team
- Women’s rise in the world rankings by competing in a large number of high-level competitions and targeted talent development programmes.
- Implementation of the action plan for the development team
- Targeted development paths from age 15 onwards (read preparing the successors to the current generation). This also means a good programme and guidance for the current u17 team, which will be participating in a qualification tournament again soon



# 5

## Marketing, communication and partnerships



Dutch cricket is making headway internationally and is becoming increasingly visible (partly due to good performances). This is ensuring Dutch cricket is becoming an increasingly stronger brand, which seems to be something by and for top sport. This is where opportunities lie in terms of marketing and commerce. It is also essential for recreational sports, the clubs. The growing attention being paid to Dutch cricket offers commercial opportunities that can benefit the entire sport of cricket. Moreover, the objective of “putting cricket on the map”, which we have been working on for several years, has everything to do with recruiting members, and we need the clubs for that. In addition, communication from the Dutch Cricket Board to the clubs and vice versa remains an important point of attention.

Communication can (and must) be used to keep the clubs informed of such KNCB initiatives as youth camps, open days, competition news and more. But also simply for clubs, the question: “what do you need?” is very relevant. It is important that we go around the country to meet the clubs and increase the contact we have with them. A start has already been made on this in 2023, but more emphasis must be placed on this in 2024. It almost goes without saying that intensive support from the KNCB is often tailor-made for the clubs. With the efforts of the Regional Development Officers, who now cover the entire country, there are more and more possibilities for this.

### Commercial partners

The qualification of the Dutch men (Oranje-mannen) for the World Cup in India has accelerated matters in many respects. The visibility of the Dutch team and Dutch cricket, and the subsequent opportunities that arose in a short time, require a clear central role for the KNCB in its commercial activities. It quickly resulted in a main sponsor

for the Dutch men, but there is still much more work to be done. Over the coming year, collaboration with various sub-partners will be further developed, and it is important to make relatively new sponsorship agreements future-proof. The clear definition of rights and obligations in activation agreements also requires a coordinating role from the KNCB.

**TACHYON**  
SECURITY

  
**TUPKER**TAAALTRAINING

van/uffelen

**GRAY-NICOLLS** 

  
**MASURI**

 **NORDEK**

 **NEDERLANDSE  
LOTERIJ**

**SISAR**  
WHERE SERVICE MEETS TECHNOLOGY

**HCLTech**

 **FAIRTREE**

## Partnerships

The KNCB considers partnerships not only valuable, but essential to the future of cricket. The starting point is: binding, captivating and creating relevance for the sport.

The search for a main sponsor for the Dutch men (Oranje-mannen) and subsequent agreements were the result of more than 150 meetings the KNCB held with commercial parties throughout 2023. We also consider this as preliminary work for the strengthening of the financial foundation of Dutch cricket in its entirety, from the clubs to the very top. It offers plenty of commercial collaboration with new sponsorship of specific components, such as a high profile sponsor for our national competition. The ultimate objective is to significantly increase our commercial revenues by 2024 to provide financial stability for the future.

Several major cricket events in our country, and events that mean our Dutch teams are high-profile contestants for the media, also create commercial opportunities. This means opportunities for fan experiences and hospitality, while the clubs can also benefit from the associated business and recruitment campaigns at these events.

## Friends of Dutch Cricket

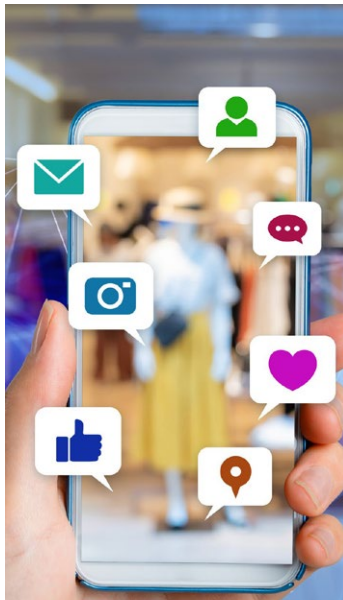
An important commercial step in 2023 that should bear its first fruits in 2024 is the creation of a business club under the name "Friends of Dutch Cricket". The objective of this is for a number of parties to visibly commit to cricket in order to take the sport to a higher level. With appropriate efforts, these parties will work together to raise the profile, quality and professionalisation of cricket in the Netherlands.

## Media, social media and communication

The qualification of the Dutch men for the World Cup and the matches they play there are a textbook example of what can be unleashed in the media. Visibility is guaranteed; the main question is how we use that visibility. It only further emphasises the importance of a clear strategy and working method for media and social media. The latter will be used more structurally by the governing body in 2024 to further increase the visibility of Dutch cricket. The men's performances have generated a lot of attention, followers and likes, all of which help to attract commercial parties to us. For 2024, "social media reporting" will now also be provided for other focus areas and/or Dutch teams.

With all these cross-media resources, the question is how and when they will have the greatest strategic effect. Plans based on further analysis must be made for this in 2024 so the use of these channels becomes less dependent on chance, and targeting becomes increasingly effective. Another important tool for this that should become more permanent in 2024 is a comprehensive content calendar with all the important dates and events for Dutch cricket.

The interactive newsletters about cricket under the name Cricket Chronicles are an interesting development that provide an attractive gateway for all kinds of cricket content and also serve the fan base appropriately.



## SOCIALS KNCB



 75.300  
FOLLOWERS

 106.300  
FOLLOWERS

 45.000  
SUBSCRIBERS

 146.500  
FOLLOWERS

 4.000  
SUBSCRIBERS

 1.820  
FOLLOWERS

### TARGET GROUPS

INTERNATIONAL

NATIONAL

# 6 Business operations



As the Dutch Cricket Board, we are mainly there to support the clubs and build a bright cricketing future for them. Further steps were taken in 2023 towards the transformation from governing body to Centre of Excellence, a foundation on which clubs can fall back and where they can go for knowledge and skills. This includes, for example, the temporary commercial appointments with which we have been able to add quality and expertise to our cricket board.

In 2024 we will work towards a healthy foundation for the KNCB. This means a decisive, competent and agile cricket board organisation. An organisation with committed employees who work with passion and professionalism for the visible and growing sport of cricket. In 2024, we will continue the transformation into a Centre of Excellence on the basis of a change plan.

Throughout 2024, as in 2023, we want to properly map out a number of business processes and streamline ourselves in order to increase the efficiency and effectiveness of the cricket board organisation.

In 2023, we were not able to sufficiently focus our attention on the IT environment of the KNCB, but we will make this one of our priorities in 2024 with the aim of ensuring that our technology and information systems are in order:

- Optimise the CRM policy and membership administration
- Evaluate, analyse and improve our current ICT systems
- Use more digital “tools” to support KNCB activities



### Support to clubs

Taking on the role of *Centre of Excellence*, we will be there for the clubs in every respect. We want to be an organisation that is even more visible “on the field” and that has the resources and capabilities to work professionally to provide appropriate support to clubs in all areas. We were more visible in 2023 than ever before, but the challenge for 2024 is to enjoy even more contact with clubs and to provide even more customised support. Intensifying the support to clubs has already partly been achieved using the decentralised approach via the Regional Development Officers described under Participation.

### Focus on youth and girls/women

The urgency of the lagging growth of youth and women in cricket also affects the options and effectiveness of the cricket board. In 2024, we aim to take an active role in organising all kinds of activities that should lead to a visible increase in women and youth members at the cricket clubs. We will provide customised support and assistance to achieve this growth within the clubs. We will use all the knowledge, expertise and tools that the KNCB, women and

youth committee has available to it, as well as the expertise and tools of the international network via the ICC that launched the 100% cricket campaign last year. The emphasis of this is on an active role for the cricket clubs in promoting, making available and unlocking information and tools, and offering tailor-made solutions to contribute to our growth ambitions in collaboration with the clubs.

Furthermore, organising a high-quality, attractive competition remains a core task of the KNCB, which will receive explicit attention and reinforcement from competition management in 2024.

### **Integrity management**

Integrity in sport, especially for administrators, is about good governance. The Good Sports Governance Code provides guidelines and agreements that we as a sport have made among ourselves for this purpose. It is about creating the preconditions for policy implementation, objective achievement and accountability to those involved. Good sports governance is above all about setting a good example, living a good example and enabling others to do so as well.

Although integrity is in danger of becoming a “catch-all concept”, we have made a number of clear agreements for the sport. In addition to Dutch law and common standards of decency, the behavioural rules are the central theme of any sport. By integrity, we mean partaking in the sport openly, honestly and transparently. Integrity managers have been working at 20 sports governing bodies since 2023. And they have been working at the KNCB as well. As part of their role, these integrity managers work to ensure and encourage safe and ethical sport in both top and recreational sports. This additional support enables us to properly fulfil our role in incidents and notifications regarding integrity and transgressive behaviour. The preventive policy will also receive a strong boost. The integrity manager will mainly work on developing and initiating prevention for cricket clubs, top athletes and the KNCB itself.

If you have any questions about integrity management please contact: Peter ten Hove  
[peter.ten.hove@kncb.nl](mailto:peter.ten.hove@kncb.nl)



NETHERLANDS

NETHERLANDS

NETHERLANDS

NETHERLANDS



## Colophon

The 2024 Annual Plan was drawn up in a collaboration between the KNCB and Arko Sports Media B.V.

Photo credits: Patrick Gorlee, Remco van Oosterom, Jos van Deventer, George Franks, Ian Rice, ICC.

