



AGM Chairman's Report

30th March 2020

Introduction

It has been a challenging year for Cricket Hong Kong.

Internationally, our Men's team performances have resulted in us being relegated to a lower tier of cricket within the ICC structure. The ensuing reductions in funds from the ICC have necessitated several difficult fiscal decisions to be made which have added to the other wider pressures that we have faced.

This fiscal year is the first year we have acted within the new professional sports body governance structure introduced at last year's AGM. I am delighted in the way the new Board and General Management team have operated over this period and am confident we are building a solid platform for growth and improvement in the coming years.

New Strategy

We have revamped CHK's strategy leveraging the brand depicted by Hong Kong's national flower.

The five pillars of our strategy are:

- To develop and grow a winning culture in our international teams and set the highest standards of cricket as a major sport in Hong Kong;
- To continue to support and develop a high-quality ecosystem of competitive cricket amongst our schools, universities and clubs in the Special Administrative Region;
- To nurture and build sustainable grassroots platforms to enable a higher participation in cricket across our wider society;
- To drive and transform women's and girl's cricket through awareness programmes that engender greater participation; and
- Create the benchmark for a national cricket organisation within the international cricketing community.

This strategy is at the core of all our programmes and development plans and we shall report on the progress of our improvements in these five areas in the years to come.

Financial status

As mentioned above it has been a tough year for us fiscally. We continue to be dependent on the funding we receive from the ICC and the HK SAR Government to enable us to run CHK and the numerous programmes we deliver. I am most grateful to both of these organisations for their ongoing support and commit to work within the parameters and governance requirements they have respectively set.

Owing to the social challenges we all faced in Hong Kong in 2019 we were unable to hold any international cricket events last fiscal. Going forwards we shall strive to put on international cricket events for the Hong Kong public with the help and support of professional promoters to mitigate the risk of encountering losses at such events. We are in ongoing discussions with a variety of promoters regarding their participation in T20 and Women's tournaments for the future. Profits and fees we receive from these events will serve to pare down the debt our subsidiary CCIL owes to CHK.

We have also set up a small board of Advisors from the cricket community to work with the Board to identify and acquire commercial sponsors for our cricket programmes to augment our finances.

International cricket

On the international cricket front we are now playing in the [ICC Men's Challenge League Division B](#) ~~ICC Men's World Second division~~. With the recruitment of an excellent new Men's coach, I am pleased to see tremendous progress within our Men's national team with the injection of an exciting group of young cricketers who have come up through our local programmes. Recent results in both ICC and Asian competitions bear out this progress.

Our Women have had a quiet year but through our reinforced focus per our CHK strategy we hope to grow and expand our participation and capabilities across the board.

We shall further explore how we can add international Junior programmes to enable us to compete at these levels within the ICC and ACC structures.

Domestic cricket

At the domestic level we remain extremely grateful to our Senior Members - the Kowloon Cricket Club and the Hong Kong Cricket Club - for their ongoing support through the use of their grounds and their participation in our league and cup competitions. We continue to see a strong demand for participation with over 1,300 registered cricketers on the CHK books during the last fiscal year. I am confident with the introduction of wider programmes we shall see a further increase in these numbers and the current trend I am seeing is most positive.

Resources

The CHK office is staffed with a small group of extremely dedicated individuals who work hard to provide the programmes and support infrastructure required for international, domestic and grassroots cricket. I am particularly proud of the way the three General Managers - Catherine, Mark and Ravi – have stepped up to run their respective departments. As a Board we see the excellent leadership these three individuals bring to the organisation and I am certain we are in safe hands with this triumvirate going forwards. We shall seek to recruit and appoint a new CEO in the forthcoming fiscal who will be very commercially focussed working with the Board and our Advisors to generate additional revenues for CHK through sponsorships and ancillary programmes. We do have a small group of faithful sponsors who continue to provide support even in these trying times. As ever, I am most grateful to the individuals within these companies for their ongoing support.

The future

Looking forward, I am confident we are on the right track to build a successful and sustainable CHK in the forthcoming years. We have a solid governance structure with a logical and attainable strategy through which we will continue to build on and enhance our brand. I am grateful for the support of our senior and ordinary members and look forward to working collaboratively with you all and help us showcase Hong Kong cricket to the world.

Tony Melloy, Chairman CHK