YEARPLAN 2027



Classification: Internal

1. ORGANISATION 2027



Classification: Internal

Core Values



Four values define how KNCB operates on and off the field — they are non-negotiable anchors for every decision in this strategy cycle.

We are...

TENACIOUS

Resilience & Discipline

We persist with conviction to drive the growth of cricket, even when challenges arise. Long-term development over short-term success.

CONNECTED

Community & Culture

We bring together people, cultures and communities across the Netherlands. Clubs, players, volunteers and the KNCB form one ecosystem.

FORWARD-LOOKING

Initiative & Vision

We take initiative and make deliberate choices for sustainable growth. We lead change — we don't wait for it.

RESPECTFUL

Integrity & Fair Play

The Spirit of Cricket in everything we do. Fair play, integrity and sportsmanship are non-negotiable.

Classification: Internal

Key Element Organisation 2027

Get the processes in place and take ownership. How can we help you to improve?

Getting the Basics Right



Action lines

01 Execution
Focus on excecution of strategy linked to targets per employee.

02 Connection
Continious club connection: though visits, calls, Townhallmeeting etc.

03 Issue solving
Round table talks to solve issues or explain policy.

04 Integration
Teamwork & Integration of HP & Domestic through regular team meetings.

05 KNCB Ecosystem updates
Quarterly Board & Officemeeting updates

06 Ownership
Emphasizing 'sence of urgency' and ownership.

07 Budgetcontrol
Strong focuss on budgetcontrol and paymentprocedures.

Classification: Internal

Key Elements Organziation 2027

Get the processes in place and take ownership. How can we help you to improve?

Getting the Basics Right

Action lines

08 **Fast and on-time communication**
Using all channels

09 **Risk management analysis**
Every quarter update of risk management register

10 **Privacy scan KNCB**
Privacy policy execution

11 **Data management & protection**
Accurate, secure, compliant with regulations, and accessible only to authorized users throughout its lifecycle.

12 **Profesionalizing HR framework**
Using external HR and legal advice

Staff:

- Hiring of a Social Media & Content Manager
- Hiring of a Sponsoring Manager
- Re-defining tasks and responsibilities witini current organization.

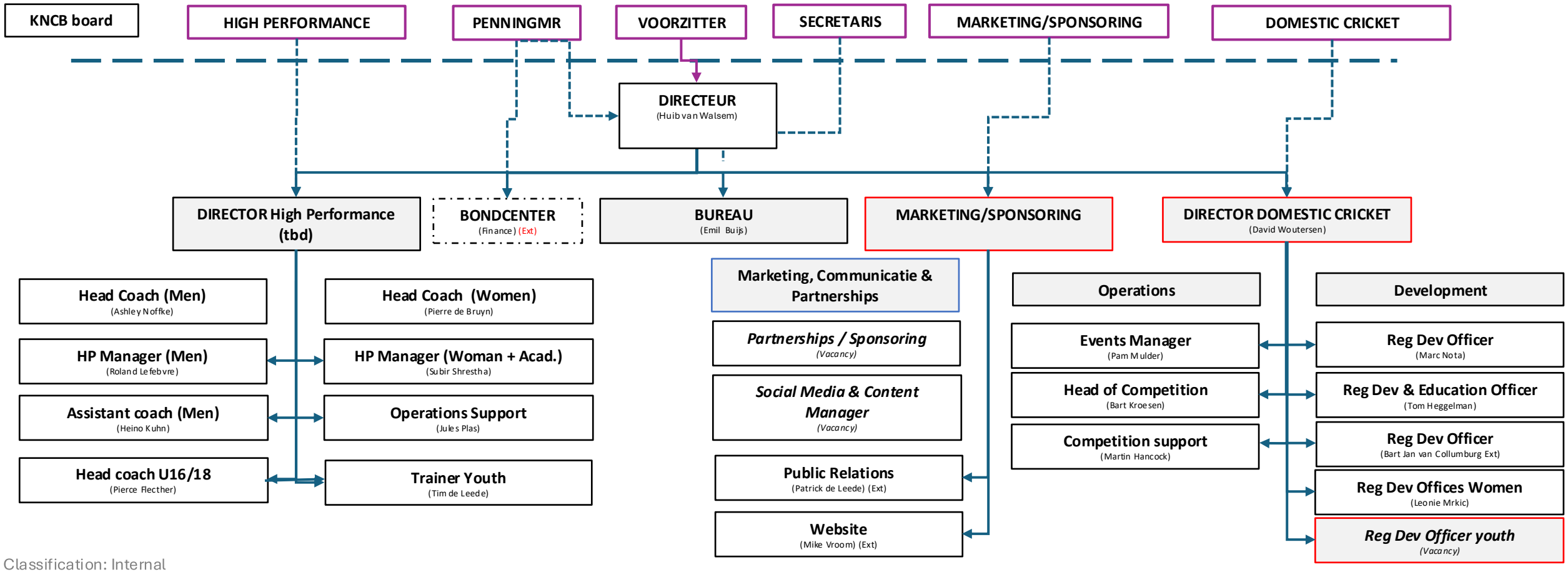
13 **Celebrate and Honour**
Celebrate special occasions and honour achievements within the cricket-ecosytem.

Classification Internal

2. ORGANISATION STRUCTURE

Classification: Internal

2027
ORGANIZATIONAL STRUCTURE



Classification: Internal

3. DOMESTIC CRICKET



Classification: Internal

Scorecardgrand ICC 2027 confirmed – same as 2026

Classified as Internal

Associate Member Funding Model – 2026

Funding Type	2026 (USD $)	% of Total
Scorecard Grant	29,149,000	53.1%
Cricket Grant	25,749,000	46.9%
Total Grants	**54,898,000**	**100%**

The AM Funding Model consists of two elements:

1. Scorecard Grants: awarded according to a Member's off-field performance
2. Cricket Grants: awarded according to a Member's on-field performance

For 2026 funding, Scorecard Grants were based on an average of each Members' 2023 & 2024 participation data, and Cricket Grants were based on standings as assessed on 31st October 2025.

Classified as Internal

KNCB = 8th

Scorecard Grants

- Each Member receives a Scorecard Grant, with the size of the grant determined by their ranking on the AM Scorecard.
- The AM Scorecard assesses each Member across 13 weighted KPIs* related to off-field development of cricket in their respective countries.
- All Members are ranked relative to each other, across each KPI, to produce a Global Scorecard Ranking which places each Member in one of 14 Categories (A – N).
- The table on the right outlines the Funding Categories and the funding value allocated to each Category

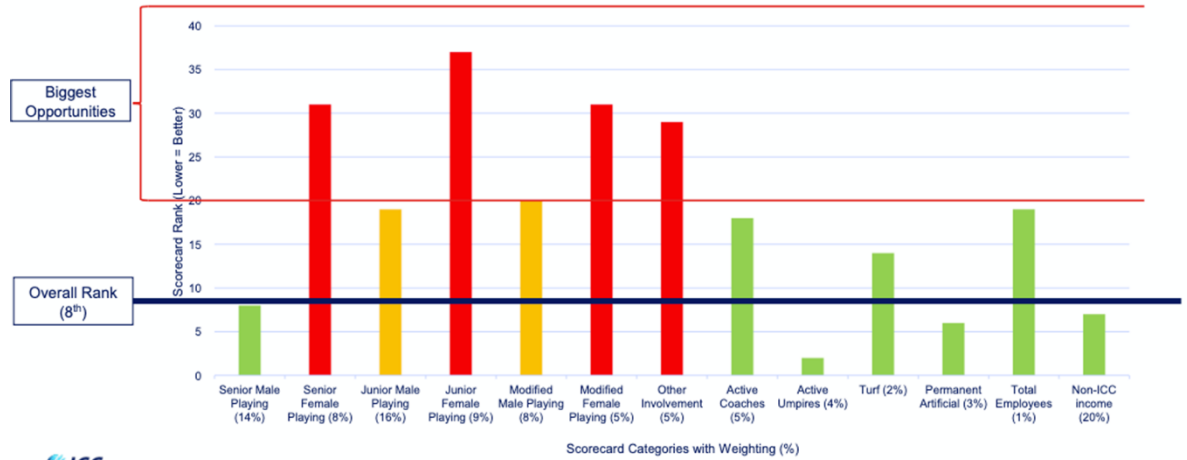
Scorecard grant	From	To	Amount	Members	Total	Differential
A	1	4	1,024,000	4	4,096,000	124,000
B	5	8	900,000	4	3,600,000	124,000
C	9	13	776,000	5	3,880,000	119,000
D	14	18	657,000	5	3,285,000	97,000
E	19	24	560,000	6	3,360,000	91,000
F	25	30	469,000	6	2,814,000	81,000
G	31	36	388,000	6	2,328,000	81,000
H	37	42	307,000	6	1,842,000	70,000
I	43	47	237,000	5	1,185,000	70,000
J	48	52	167,000	5	835,000	54,000
K	53	56	113,000	4	452,000	43,000
L	57	60	70,000	4	280,000	27,000
M	61	72	43,000	12	516,000	17,000
N	73	98	26,000	26	676,000	0
	Total Scorecard grant			98	29,149,000	

*See next slide for KPIs, Weightings and Definitions

Classification: Internal

Funding 2028 based on 2025-2026 data

Netherlands – Scorecard Opportunities



Scorecard KPIs	KPI %	KPI Definitions
Senior Male Playing	14%	Number of teams in hardball, outdoor competitions. Each competition must be at least 10 overs per side, and each team must play 4 matches on average. Competitions must last for more than two days.
Senior Female Playing	8%	
Junior Male Playing	16%	
Junior Female Playing	9%	
Modified Male Playing	8%	Competitive cricket which involves teams of at least 6 players playing at least 3 matches of at least 5 overs per side, per year but which do not meet the above criteria.
Modified Female Playing	5%	
Other Involvement	5%	Introduction to cricket playing activities such as clinics, festivals etc. Also includes modified cricket that is not played as structured competitions.
Active Coaches	5%	Qualified coaches who have coaches at least once in the year.
Active Umpires	4%	Qualified umpires who have officiated at least once in the year.
Turf Grounds	2%	Number of sports grounds with a turf wicket available for cricket.
Permanent Artificial Grounds	3%	Number of sports grounds with a permanent artificial wicket.
Total Employees	1%	Full or Part Time contracted employees employed for at least 6 months.
Non-ICC Income	20%	All income generated excluding any income received by ICC.

Classification: Internal

Strategic Pillar

01

of 03

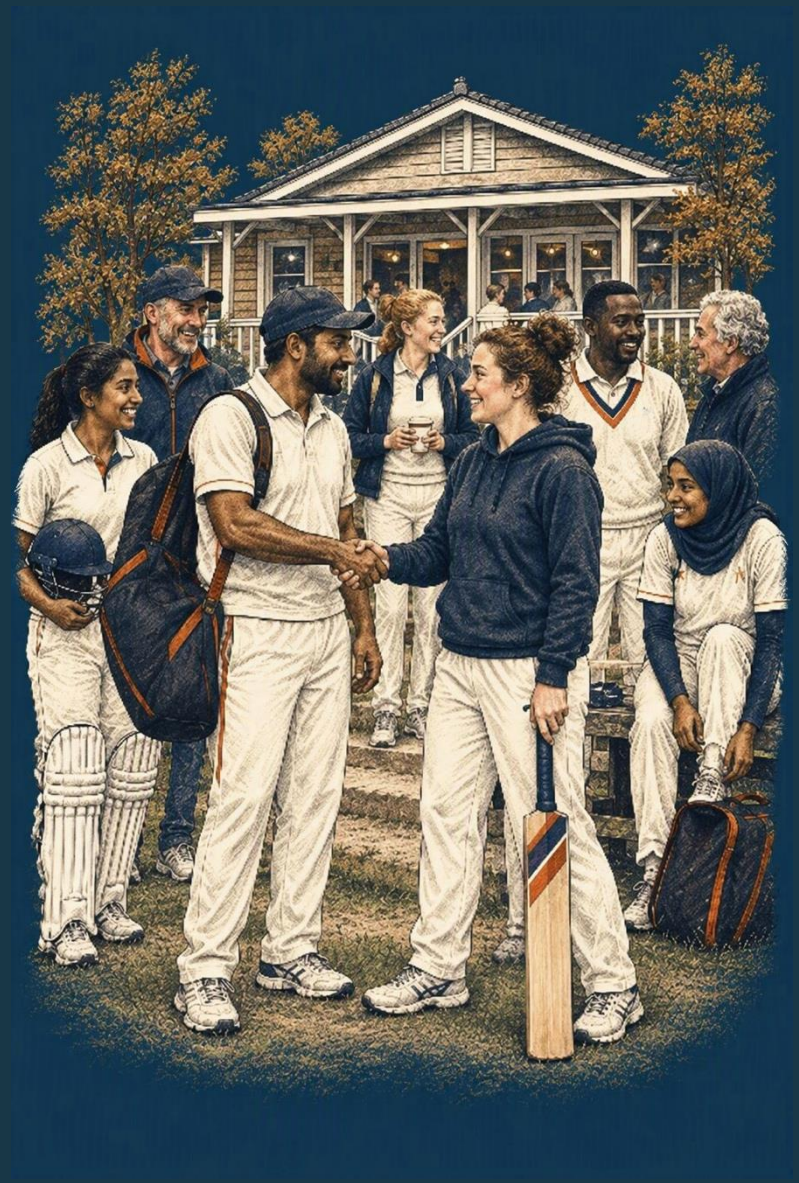
Clubs & Communities

Strengthening the Backbone of Dutch Cricket

Clubs are the heartbeat of Dutch cricket — this pillar defines how we strengthen, grow and professionalize them across the country.

Key Strategic Intent

"We grow the base — without strong clubs and communities, every other ambition is unsustainable."



Domestic Strategy — Action Lines

Anchor the foundations and grow the game simultaneously — neither can wait for the other.

Priority 1 — Action Lines

Getting the Basics Right

7 structural action lines



01 An 8 for Fun
Cricket must always remain fun — focus on retention across life stages

02 Clubs & Communities
Strengthen club vitality and integrate informal cricket communities

03 Domestic Competitions
A structured, year-round, multi-format competition calendar

04 Coaches
Better coaches. Better experiences. Better cricket

05 Officials
Sustainable pipeline of umpires, scorers, and match referees

06 Facilities
Identify new locations; raise quality standards; turf wicket development

07 Promoting the Game
"Cricket for everyone, cricket everywhere" — visibility, clinics, digital

Priority 2 — Focus Areas

Growing the Game

4 targeted growth focus areas



Women & Girls

Dedicated pathways, competitions, and promotion to close the structural participation gap

Youth (Girls & Boys)

Structured year-round calendar; clubs; school's programs; Criiio Cup

Tennis- & Tapeball (Softball)

New competition structures; clear pathway from softball to hardball cricket

Regional Focus

Randstad, Eindhoven, and municipalities beyond major cities

Classification: Internal

Actions per pillar

Clubs & Communities

Classification: Internal

Domestic | An 8 for Fun

Cricket must always remain fun — focus on retention across life stages

Getting the Basics Right

5 action lines

01 **Set up and implement a Spirit of Cricket strategy that includes preventive and curative measures**
A strategy focusing on 5 pillars: KNCB, clubs, captains & coaches, players & parents

02 **Get insights in the demands of the current players with a special focus on retention**
Having the demands clear we now where we have to change the product

03 **Get insight in demands of potential cricket players (45+) with a special focus on growth**
Looking into methods on how to get this group of cricketers back into the game

04 **Get insight in demands of potential cricket players (boys) with a special focus on growth (4 – 12 years) and retention (13-18 years)**
Insights will give back up information whether changes need to be made for junior competitions

05 **Training on Diversity & Inclusivity**
Growing more understanding between clubs and players

Classification Internal

Domestic | Clubs & Communities

Strengthen club vitality and integrate informal cricket communities

Getting the Basics Right

6 action lines

01 **Set out the principles for the Club License System**
A license system that should be operative from 2029 unwords for Topklasse & 2030 unwords for Hoofdklasse

02 **Create network with local club support organisations that also support clubs. Create a service overview who supports what**
Not all support needs to come from KNCB office – local organisations support clubs on specific areas as well

03 **Create an overview of all cricketcommunities**
Get insights in where several cricket groups are active. This would help to better support them

04 **Set up regional wintertraining sessions for youth & women in cooperation with the clubs**
Set up more collaboration between local clubs in winter periods

05 **Set up a toolbox for potential new clubs including processes, contacts & documents**
Group all information into one toolbox available for clubs to reach

06 **Roll out criiio toolbox for clubs to use for youth cricket**
Make all criiio materials available and well accessible for all clubs to use. Depending on Erasmus+ funding focus on criiio 4 good for girls program

Classification: Internal

Domestic | Domestic Competitions

A structured, year-round, multi-format competition calendar

Getting the Basics Right

6 action lines

01 **Run year-round possibilities to play cricket for youth**
Jan to April [indoor], May – July [hardball], Sept – Nov [Tennisball]

02 **Set up U19 Super league for girls**
Regional competition for all cricket players

03 **Start softball competition | men & women**
Formalize all softball cricket into KNCB competition

04 **Improve IT structure for competition together with partners**
Improve CoC, dispensation and tuchtproces plus set up a chatbot on KNCB website together with FusionAIX

05 **Promote schools competitions**
Set up TTO [bilingual schools] criiio Cup & International schools criiio cups

06 **Create stability in competition set up for the longer term**
By creating stability being able to be sooner with poules, fixtures, regulations and overall communications

Classification: Internal

Domestic | Coaches

Better coaches. Better experiences. Better cricket.

Getting the Basics Right

4 action lines

01 **Set up and communicate pathway for coaches including a ‘Player to coach’ route**
Formalize a coaches pathway that includes a special routes for former TK & national XI players. Have a focus on womens coaches

02 **Set up and run regional L1 & L2 coaching courses**
Run several L1 & L2 coaching courses divided on regions

03 **Organise coaches workshops throughout the year**
Set up 2 coaching workshops on specific subjects specifically for Dutch clubcoaches

04 **Train PE teachers with criiio training courses**
Have the criiio teachers course set up for PE teachers from TTO & international schools

Classification Internal

Domestic | Officials

Sustainable pipeline of umpires, scorers, and match referees

Getting the Basics Right

5 action lines

01 **Communicate pathway for umpires and set up a ‘Player to umpire’ route**
Communicate the umpires pathway that includes a special routes for former TK & national XI players. Have a focus on womens umpires

02 **Set up and run regional L1 umpire courses**
Run several L1 umpires courses divided on regions as per requests by clubs

03 **Execute the regulations on providing KNCB umpires**
Follow the regulations

04 **Set up at least two L1 scorings courses and investigate the possibility of an E-learning scoring course**
Start E-learning courses

05 **Have all 1e – 4e Klasse captains follow the ICC Umpire Foundation Course**
As part of the Spirit of Cricket campaign

Classification Internal

Domestic | Facilities

Identify new locations; raise quality standards; turf wicket development

Getting the Basics Right

5 action lines

01 **Have the Expert Pool set up to look for ‘White Spots’ and influence the Partners into developing grounds**
Growing the game means more accommodations to play on. Looking into white spots in area where cricket is growing will help facilitate the needs

02 **Have a yearly workshop with people from the municipalities to discuss cricket accommodations**
Create awareness with local municipalities on this topic

03 **Have a list of preferred suppliers of artificials matting**
Give clarity on artificial matting

04 **Set up an advisory norm on how many teams can enroll the competition per ground**
Advisory norm will help clubs & local municipalities on howmuch further they can grow / howmany grounds are required

05 **Support the Graswicket Clubs (GWC) both financial as in expertise**
GWC remain to be basis for cricket in Netherlands. By keeping support them we lay the foundations for growth of cricket

Classification Internal

Domestic | Promoting the Game

"Cricket for everyone, cricket everywhere" — visibility, clinics, digital

Getting the Basics Right

5 action lines

01 **Start cricketGo – platform to promote 'cricket everywhere at any time'.**
Set up of a platform where supply and demand come together for the 'new' cricketer. It's a new step in the customer journey from clinic to structural cricketer

02 **Communicate and promote criiio set up for youth via clubs and schools**
Inform clubs and communities and the possibilities of the ICC criiio program

03 **Collaborate with the ETPL franchises on promoting the game locally**
Set up aligned activities between

04 **Increase the visibility of Domestic cricket through weekly clips through socials**
Make better use of the Frogbox videos and promote via KNCB socials

05 **Create specific promotional cricket videos for men, women & youth [criiio]**
We now have the 'old' video – create a new clear set of videos for the different target groups

Classification Internal

Growing the Game — Targeted Growth Priorities



Women & girls, youth, and softball are the three engines of participation growth — targeted investment in all three is essential to reach 2030 targets.

Youth (Girls & Boys)

Regional focus on Randstad & Eindhoven; clubs, school programs and bridge platform to convert interest to registered play.

Women & Girls

Build on the 17/23 T20I wins in 2025; focus on clubs already with women's teams; create hardball pathway for girls.

Softball / Tennis / Tapeball

Nationwide rollout; the most accessible entry point for diverse and new communities.

Regional Facilities

Peripheral municipalities targeted for new grounds, outdoor training nets, indoor facilities and turf wicket development.

Promotions & Digital Bridge

Website, social media, clinics and a dedicated bridge platform connecting first-touch participants to club registration.

Clubs & Communities — KPIs 2027–2030

These KPI's are measured via the ICC scorecard metrix.

Category	2025 Baseline	2027 target	2030 Target	Change 2030
Senior male hardball	3.390	3.630	4.305	+27%
Senior female hardball	165	185	234	+42%
Junior male hardball	825	885	1.023	+24%
Junior female hardball	80	95	136	+70%
Modified playing male	3.650	3.800	4.234	+16%
Modified playing female	110	122	158	+44%
Total players	**8.220**	**8.717**	**10.090**	**+22.7%**
Active coaches	263	285	420	+60%
Active umpires	311	325	440	+41%

4. MARCOM & SPONSORING



Classification: Internal

Strategic Pillar

02

of 03

Partners

Funding and Amplifying the Growth of Dutch Cricket

The KNCB partner model is transitioning from fragmented, opportunistic engagement to an integrated, self-reinforcing funding architecture.

Key Strategic Intent

"We move from opportunistic deals to a structured commercial engine — diversified, repeatable, and built to scale."



Partners — 8 Funding Verticals - 2027

Eight structured verticals replace opportunistic deal-making — moving KNCB toward a repeatable, scalable commercial model by 2030.

01	**Friends of Cricket Business Club** Business membership network for cricket-aligned companies	Activation during cricket events
02	**Women & Girls Cricket Development** Dedicated sponsor for women's program growth	Multi-year partnerships for all assets
03	**Major Events Sponsors** Title and presenting sponsors for international matches	Sponsorship materials and campaign ready before each qualification.
04	**Infrastructure & Facility Donors** Grants and donations for grounds and facilities	1 major international event location (2027-2030)
05	**Youth Participation Partners** Sponsors for schools' program and junior cricket	Multi-year partnerships for all assets
06	**High-Performance Program Partners** HP program sponsors and equipment partners	Multi-year partnerships for all assets
07	**Events** Match-day and tournament commercial rights	KNCB Blueprint established
08	**Merchandising** Licensed product sales and brand merchandise	Official merchandise range across apparel, fanwear & cricket products Integrated online and event-day sales channels

Historic Baseline

€178k / yr

2021–2025 average · 50% concentrated in Nordek

2030 Total Revenue Target

€356k+

2× Historic Average — all 8 verticals active

Commercial Timeline

2026	Pre-baseline year
2027	Formal commercial launch
2030	All verticals active · €356k+ target



Media & Digital Revenue

Reach engine that will fuel Co-Investment Architecture

71M
Instagram Views
T20 WC — proven reach

500M
View Target
By 2030 across platforms

€160k
Revenue Target
Standalone by 2030

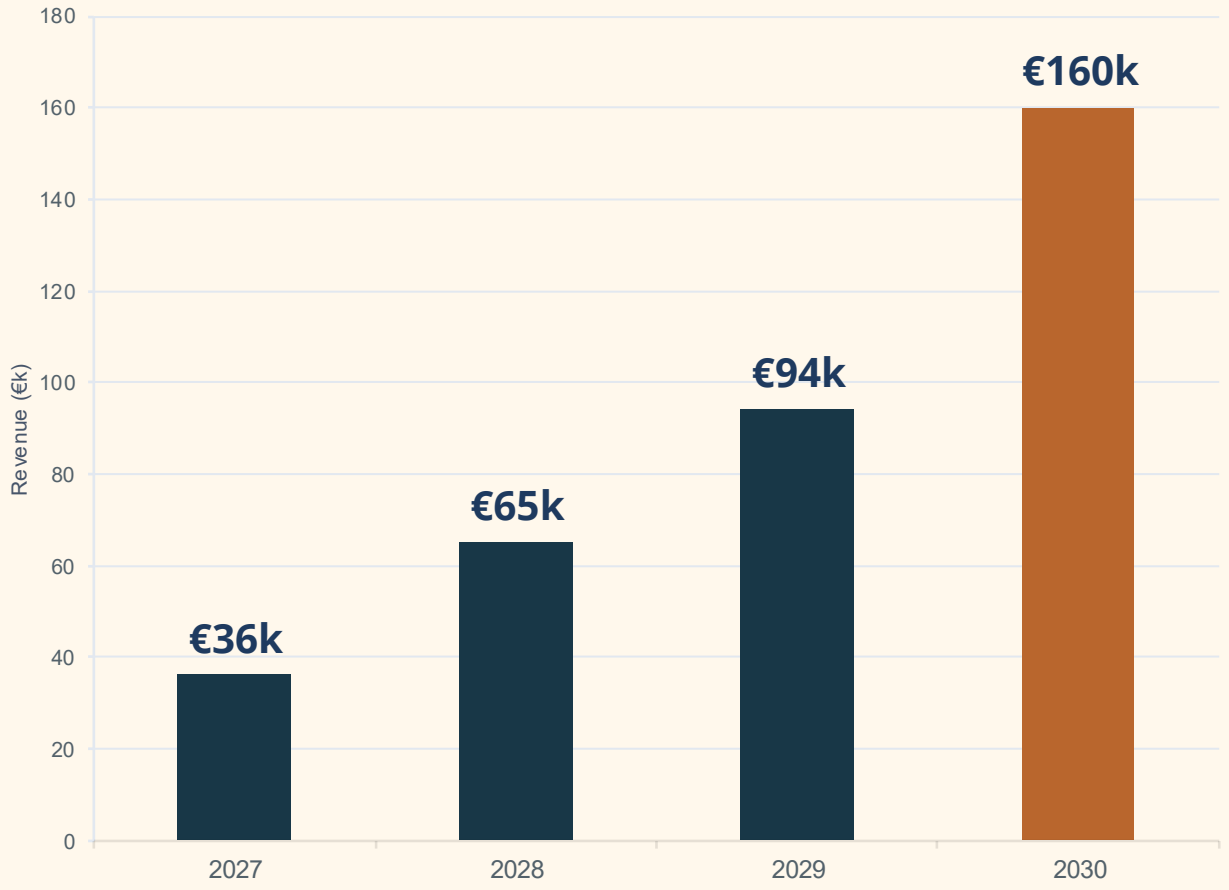
2030 Platform Breakdown

Platform / Item	Views	Revenue
YouTube Long-form	35M	**€123k**
YouTube Shorts	150M	**€18k**
TikTok	—	**€20k**
Cost base	—	**−€152k**
Net (standalone)	**—**	**+€8k**

Note: Cumulative 4-yr P&L approx. −€206k before sponsorship overlay. Positive well before 2030 when sponsorship is applied.



Digital Revenue Ramp (€k) — 2027 to 2030



Classification: Internal

Media & Communcications: The Strategic Hub

**Media and Communciations is the connective tissue of the entire partner model -
It amplifies every pillar and converts audience into commercial currency.**



Action lines

01 Revenue Generation & Monetisation
Convert proven reach into structured revenue

02 Player & National Team Profiles
Develop player/team into consistant pillars through storytelling

03 Brand Amplification & Visibility
Position KNCB as an internationally recognized cricket brand

04 Commercial Asset Creation
Build repeatable, sponorable content formats.

05 Fan Engagement & Audience growth
Drive sustained audience engagment through always-on, real time content.

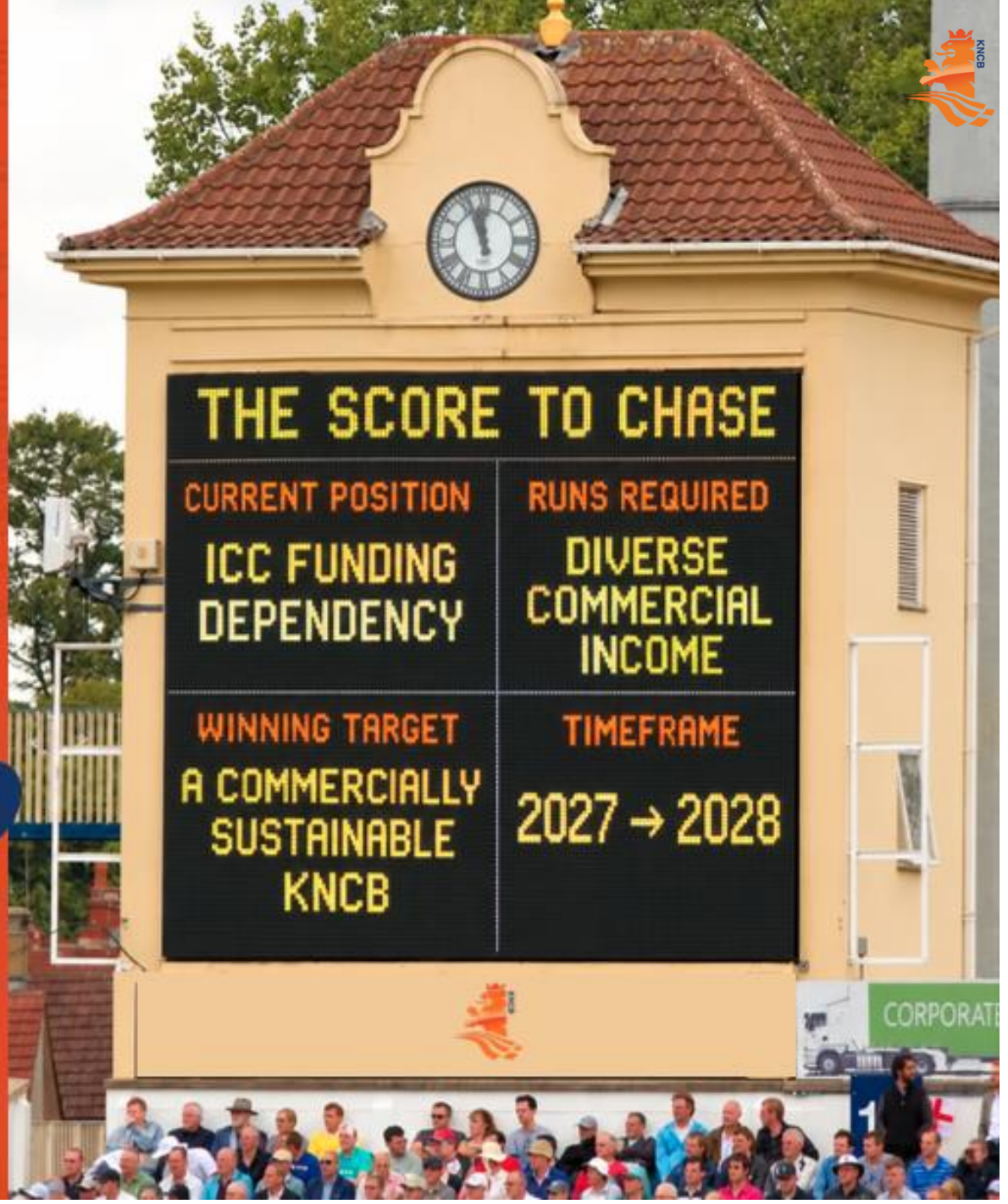
06 Narrative Control & Reputation
Maintain consistant, high quality communication across owned channels and key media rel.

07 Data & Insights Generation
Use platformdata for contentstrategy and sponsor negotiations and valuation.

Classification: Internal

THE SCORE TO CHASE

“HOW CAN THE KNCB DESIGN AND IMPLEMENT A SUSTAINABLE COMMERCIAL ECOSYSTEM BY 2027?”



SCORING THE RUNS: DIGITAL COMMUNICATION

Consistent coverage

Minimum 4 posts per week, Fixtures, results,rankings and points tables





Content for every Audience

Domestic, women's, youth and international cricket

A Stronger Content Process

Recurring formats, club coordination and content request form



Cricketinnl Content Request Form

Please use this form to submit content requests for CricketinNL social media channels. To ensure enough time for content creation and scheduling, please submit requests at least 3 days before the desired posting date where possible. Please provide as much information as possible and upload any relevant photos or videos.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

1. **Full Name**
   Email Address
   Department / Club / Organization

AGAINST THE GOALS SET IN APRIL

EVERY WORLD CUP GOAL HIT; THE ALWAYS-ON GOALS NOT YET

Goal (proposal Q2 2026)	Target	Result	Status
Women's WC reach, IG + FB	≥ 25M	25.4M	Achieved
Women's WC interactions, IG	300K – 600K	929K	Exceeded
New IG followers, WC window	+4,000 – 6,500	+6,550	Exceeded
Engagement rate, carousels	≥ 7.5%	7.6%	Achieved
Engagement rate, reels	≥ 7.0%	5.5%	Below
Weekly IG reach, quiet weeks	≥ 200K	42K – 89K	Below
Instagram followers	115.0K – 117.5K	110.5K	Below
Facebook followers	104.0K – 105.5K	102.5K	Below

Classification: Internal

TOP CONTENT · 1 APRIL – 18 OCTOBER 2026

LIVE CLIPS AND PLAYER STORIES TRAVEL FURTHEST

Instagram · top 10 by views

Date	Post	Views	Reach	Likes
17 Jun	Babette de Leede's diving catch	**4.55M**	3.31M	48.2K
14 Jun	Siegers and De Lange: double trouble	**3.42M**	2.41M	107.6K
18 Jun	Robine Rijke bounces back	**2.89M**	2.22M	59.3K
14 Jun	Caroline de Lange opens up the game	**1.75M**	1.23M	36.2K
26 Jul	Noah Croes' slip catch (home series)	**1.61M**	1.15M	17.4K
30 Jul	Kyle Klein makes the bails fly (home series)	**1.49M**	1.07M	18.1K
17 Jun	Hidden talents in the squad	**1.34M**	853K	41.7K
18 Jun	Sterre Kalis' full-circle moment with Harmanpreet Kaur	**1.33M**	963K	118.0K
29 Jul	Noah Croes, ready for anything (home series)	**1.20M**	890K	9.8K
6 Jun	Silver Siegers clips the top of leg stump	**1.11M**	791K	19.3K

Facebook · top 5 by views

Date	Post	Views
16 Jun	Happy 18th birthday, Lara Leemhuis	**158K**
13 May	Iris Zwilling: "Dutch enough?"	**105K**
27 Jun	"Do it for Neil": inside the final huddle	**87K**
13 Jun	Hannah Landheer, ready for the big stage	**70K**
31 Jul	Thank you, Scott; new skipper Bas de Leede	**67K**

YouTube · top 5 livestreams

Date	Stream	Views	Hours
14 May	Kampong v VRA	**17.0K**	1,808
18 Jul	Sparta v VCC	**13.6K**	1,527
18 Jul	RCC v Excelsior'20	**11.0K**	708
25 May	Kampong v VCC	**8.3K**	918
30 May	Kampong v HBS	**8.2K**	1,111

Classification: Internal

YOUTUBE AND AUDIENCE

YOUTUBE IS A DUTCH LIVESTREAM CHANNEL WAITING TO BE BUILT

366.9K
Views, 96% from livestreams

27.0K
Hours watched

+1,515
Net subscribers (53.9K total)

US$143
Estimated revenue

Where viewers are

Netherlands	30.9%
India	24.2%
Bangladesh	19.2%
Pakistan	5.5%
Nepal	2.3%

How they find streams

YouTube search	29.4%
Other sites	25.7%
Browse	13.8%
Channel page	12.8%
Suggested	8.0%

On which screen

Mobile	52.7%
Computer	25.2%
TV	19.5%
Tablet	2.4%

Domestic club livestreams carry the channel: viewers stay six to eight minutes per view and the best stream (Kampong v VRA) drew 17,000 views. **79% of watch time comes from non-subscribers** and 21% of views are streams embedded on other websites. People search for Dutch cricket on YouTube; we are not yet promoting it.

Classification: Internal

5. HIGH PERFORMANCE



Classification: Internal

Strategic Pillar

03

of 03

High Performance

From Competitive Associate to World Cup Contender

High Performance is the visible face of Dutch cricket — the ambitions here define what the whole strategy is ultimately building toward.

Key Strategic Intent

"On-field performance is both our goal and our biggest marketing tool — it funds the growth of everything else."



High Performance — Where We Stand in 2026

The Netherlands enters 2026 with genuine international credibility — but structural investment in contracts and coaching is required to deliver the next step.

Entering 2026 with international credibility — yet part-year contracts, thin coaching depth, and funding gaps cap the ceiling without structural investment.

8 Men	11 Women	8,000+	51 Clubs	T20 WC 2026
Centrally contracted (9-month)	HP assignments (6-month)	Cricketers in the Netherlands	National club footprint	Qualified — Men & Women

Strengths

ICC T20 WC 2026 Qualified — Both Men's and Women's teams have qualified

Full ODI Status — Recognised at the highest Associate level internationally

Multicultural Squad — Rich diversity enriches talent pool and team culture

Women's Momentum — 17/23 T20I wins in 2025; growing participation and program

Competitive Domestic Structure — Multi-format calendar underpinning elite pathway

Emerging NL-Born Talent — Academy pipeline developing; PONI system active



Challenges

Part-Year Contracts — Men on 9-month, women on 6-month; no full-year professional terms

No Full-Year Professional Contracts — Limits year-round training, retention and focus

Thin, Siloed HP Coaching — Men's and women's coaching not integrated; specialist gaps remain

Funding Gaps vs Comparable Nations — KNCB investment lags behind peer Associate nations

Player Retention Pressure — Overseas leagues attract talent away from national program

Inconsistent Academy Pathway — Pipeline from youth to senior squad not yet fully structured

High Performance: 2027–2028 & Beyond

WORLD CUP ACHIEVEMENTS BY 2028

Achievement 01 — ODI

2027

Men's ODI

Qualify and compete for a top-8 finish at the 2027 ODI World Cup

Achievement 02 — T20

2028

Women's T20

Qualify and win 2 matches at the 2028 T20 World Cup

Achievement 03 — T20

2028

Men's T20

Qualify and win 3 matches at the 2028 T20 World Cup

LONG-TERM AMBITION

Beyond 2029

TOP 10

Continue climbing ICC rankings: men and women, ODI and T20I

Illustrative outcome: men's ODI ~12th, men's T20I ~13th, women's T20I ~13th. Fixed October 2026 comparison, not a forecast. Assumptions in notes.

Requires stronger, sustained results beyond the current World Cup targets.

Structural Foundations



Foundation 1

Full-Year Contracts

Extend men's 9-month and women's 6-month terms to 12-month professional contracts for year-round training, retention and consistent performance.

Foundation 2

Integrated HP Coaching

One interchangeable coaching group across men's, women's and academy squads, sharing specialist expertise and removing silos.

Women's Program — Built for 2028



Illustrative T20I outcome: around 13th after qualification and two World Cup wins.
Top 10 needs stronger, sustained results. Long-term ambition: beyond 2029.
Fixed October 2026 comparison, not a forecast. Women's ODI needs a separate pathway.

Objective: 2028 ICC Women's T20 World Cup — Qualify & Win 2 Matches. Built on the momentum of **17/23 T20I wins in 2025.**

2028 Target **ICC Women's T20 World Cup — Qualify & Win 2 Matches**

Performance & Coaching

Dedicated women's lead · shared HP specialist support · individual programs · video analysis

Domestic Game

Women's T20 competition · Girls U15 & U19 competitions · tapeball-to-leather bridge program

International Exposure

Annual overseas tour · bilateral series against Full Member nations

Brand & Commercial

Women's team brand identity · focused social channel · home-match broadcast · ambassador visits

Program Roadmap

2026 **Domestic competition improved**

Women's T20 league launched
HP coaching structure live
T20 WC 2026 campaign

2027 **U19 pathway feeds senior squad**

Girls U19 competition structured
Bilateral series vs Full Members
Brand & commercial identity active

2028 **Full-year contracts active**

T20 WC — Qualify & 2 wins
Full professional squad embedded
Integrated HP coaching deployed

Academy, PONI & Implementation Roadmap

High Performance · Talent Pipeline to World Cup Squad

Foundations by 2027. World Cup delivery in 2028. An end-to-end academy-to-squad pathway.
Beyond 2029: top-10 ODI and T20I rankings for men and women require results beyond the current targets.

Academy Pathway

Senior Men's & Women's WC Squads

NL Academy Squad 20+

National U17–U18
ICC U19 pathway

National Youth U15–U16

Regional U13–U14

Regional U11–U12



2 regional centres — North & South
40–45 players per region

PONI & Enablers

PONI — Players of National Interest

High-potential players eligible for Netherlands based overseas

Annual scouting program

Dedicated relationship manager

Quarterly direct contact

Enablers

Full-year contracts
HP coaching group
ICC grants
NOC*NSF funding
Analytics & technology
Inclusion & diversity

Contract Progression

Men: 8 × 9-mo → 8 × 12-mo → 10 pro

Women: 6 × 6-mo → 6 × 12-mo → 6 pro

Coaching: Siloed → Shared → Cross-deployed

Implementation Roadmap

2026 FOUNDATION

Full-year contracts — Phase 1 launch
HP coaching structure live
T20 WC 2026 — men & women compete
Women's domestic T20 launched

2027 QUALIFY & COMPETE

Men's ODI WC 2027 **Top-8 push**
Contracts extended to 12-month
U19 pathways feeding senior squads
Women qualify for T20 WC 2028

2028 DELIVER

Men T20 WC **3 wins target**
Women T20 WC **2 wins target**
Full professional squads embedded
HP coaching fully cross-deployed

Classification: Internal

Let’s make it happen in 2027



Classification: Internal