



EQUALITY, DIVERSITY & INCLUSION (EDI) STRATEGY

For the game of Cricket in Ireland, 2024-2027





FOREWORD

As the national governing body for cricket in Ireland, we are committed to ensuring our sport is built on sustainable and solid foundations. Our purpose – to inspire a love of cricket across Ireland – will help us to achieve our vision of being a major sport in Ireland and a major nation in cricket. However, while there is huge passion for the game, we know we have more to do to create positive cricketing experiences for everyone involved, from grassroots to elite level.

In 2023, we completed a comprehensive review of equality, diversity¹ and inclusion (EDI) in cricket across Ireland, focusing specifically on the experiences and perceptions of diverse groups engaged in the game. This review, conducted by an independent expert EDI organisation, identified both challenges, as well as positive aspects of EDI culture in Irish cricket.

Despite strong growth in the past 15 years and the evident passion driving increased participation, those from diverse backgrounds, particularly different ethnicities, face barriers in advancing within the sport or engaging more deeply with club structures. Findings also underline the necessity for greater support at all levels of the women and girl's game, where there are disparities in access and equality of support compared to male counterparts. Additionally, more diversity is needed within leadership and decision-making roles at all levels to truly reflect and represent the communities we serve and the diversity of our players. To foster a more inclusive environment within the cricket community, focused efforts are needed.

In response to these insights, we have developed the EDI Strategy 2024-2027, in collaboration with a diverse working group representing all regions within Ireland. It sets out the approach we will take to begin our journey toward creating a more equitable and welcoming sport, ensuring that everyone enjoys participating in all aspects of cricket. EDI is firmly integrated within our broader strategy and ambition for cricket in Ireland as we recognise that it's an important driver for successfully achieving our ambitions for the game.

To deliver on this EDI Strategy 2024-2027, we are committed to working closely and collaboratively with Cricket Ireland staff, provincial unions, and clubs to ensure inclusivity, fairness, respect, equity and a welcoming environment are at the heart of our game. Together, our focused efforts will ensure we make strides in ensuring cricket in Ireland is a sport that truly belongs to all.

Warren Deutrom
CEO, Cricket Ireland

Brian MacNeice
Chair, Cricket Ireland Board

1. The diverse groups consulted represent those currently involved in cricket. We will continue to consult with people from diverse communities beyond those already playing cricket to broaden our reach and build a welcoming game.



VOICES OF CRICKET

We would like to thank every person across Ireland who contributed to our national gamewide EDI review and consultation process. Also to the EDI Working Group from Cricket Ireland who partnered and worked with the external experts to complete the review. The insights and findings from this report [available on the Cricket Ireland website] informed the approach we have taken in developing this strategy. In particular, the 14 recommendations made within the report have been instrumental in informing our priorities.

Overall, we have strived to produce a strategy that is ambitious, yet focused, prioritising the key challenges, with clear actions and deliverables – so we can begin to move the dial and build more inclusive practices and environments for our sport.

STRATEGY DEVELOPMENT

A very big thank you to our **EDI Strategy Working Group** who were involved in developing this document and the accompanying action plan. Strong, constructive discussions ensure we continue to make the right decisions, learning first hand from people’s experiences and knowledge on the ground. The guidance of this Working Group has been instrumental in shaping a clear, focused and impactful EDI strategy for our game.



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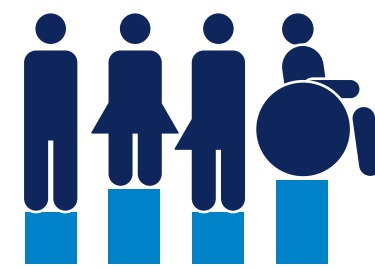


WHAT DO WE MEAN BY EQUALITY, EQUITY, DIVERSITY AND INCLUSION?



EQUALITY

is about providing equal access to opportunities, ensuring everyone is treated fairly, and with dignity and respect.



EQUITY

is recognising that people may start from different positions and may require different supports to achieve similar outcomes.



DIVERSITY

is about the variety of unique experiences, qualities, and characteristics we all possess. It's our differences, both seen and unseen.



INCLUSION

is about creating a welcoming environment where people feel they belong, where differences are embraced, respected and valued.

UNDERSTANDING DIVERSITY TERMINOLOGY

Diversity represents the mix. It is bringing people together from different backgrounds. In the context of cricket, diversity encompasses characteristics including race, age, religion, culture, colour, socio economic background, nationality, ethnic origin, sex, gender, sexual orientation, disability, marital status and/or maternity status.

An individual is not 'diverse'... that person is South Asian, Black, White, Two or more races, Male, Female, Trans, LGBTQ+, a parent, and or a Person with a Disability.

ROLE OF EDI IN DELIVERING OUR GOALS

Cricket Ireland recognise the value of creating an environment where everyone can perform at their best, have fair and equal access to opportunities and resources, and can contribute fully to the success of the game. Our ability to deliver on our goals and ambition for cricket in Ireland is driven by our ability to create an inclusive, diverse, fair, equitable and welcoming game.

GROWING THE GAME

We must build inclusive, fair practices, enabling everyone to be welcomed and feel welcome so they continue to play and participate and encourage others to do the same.

PERFORMING ON THE WORLD STAGE

We must nurture our diverse talent, developing inclusive pathways to broaden our player pool across the men's and women's games so everyone has equal and fair opportunities and access.

CREATING AN ENGAGED SPORT

We must be mindful that how we connect and communicate with our fanbase and potential fanbase fosters positive and welcoming experiences for everyone, ensuring diversity and inclusive experiences are promoted and celebrated.

BUILDING STRONG FOUNDATIONS

We must ensure that accessibility is a priority and that our people are equipped with the right policies, processes and knowledge to build a welcoming, fair and inclusive sport both on and off the field of play.

WORKING TOGETHER

The behaviours of everyone involved in cricket in Ireland will be guided by our values, ensuring that we cultivate a strong, healthy inclusive environment where people, communities and cricket thrive.

OUR VALUES ARE SHAPED BY OUR SHARED SENSE OF PURPOSE AND PASSION FOR CRICKET

1

WORKING AS A TEAM

We actively collaborate to make informed decisions that strengthen the game.

2

BRINGING OUR BEST

We constantly strive to improve and help others to be at their best.

3

ACTING WITH INTEGRITY

We are open, honest and professional, on and off the field.

4

WELCOMING EVERYONE

We welcome and embrace diversity as a source of strength and advantage in our sport.

5

RESPECTING EACH OTHER

We respect the game, all those involved in the game and the wider community.



We have identified **five values** that we believe should connect everyone involved in Irish cricket – from grassroots through to the international stage.

EDI STRATEGY

PILLAR 1

INCLUSIVE & DIVERSE CRICKET COMMUNITIES

Build more inclusive practices across our cricketing communities enabling everyone to be welcomed and have equitable opportunities irrespective of background or culture.

ACTION

- 1 Create an inclusive practice framework to equip clubs to build inclusive, welcoming environments for all.
- 2 Enhance diversity within Cricket Ireland, provincial and club leadership and decision-making committees to reflect the broader cricketing community.
- 3 Balance opportunity, equality and accessibility of resources and facilities to ensure fair access and treatment for women and girls.
- 4 Prioritise building more equitable progression pathways in selection processes, so all people have the same opportunities, irrespective of background or culture.

PILLAR 2

EDUCATION, TRAINING & COMMUNICATION

Enhance people’s knowledge, understanding and awareness of inclusion and diversity to foster respectful, welcoming behaviours at all levels.

ACTION

- 1 Enhance EDI knowledge and learning via mandatory training which is prioritised at all levels and adapted to be suitable for different audiences.
- 2 Elevate and prioritise EDI information, awareness and discussion across cricket.

PILLAR 3

POLICY, PRACTICE, REPORTING & ACCOUNTABILITY

Prioritise best practice by ensuring transparent and inclusive policies, processes and reporting mechanisms are in place to make sure cricket is safe and fair for all.

ACTION

- 1 Enhance policy and practice to be more inclusive, establishing an Anti-Discrimination Code of Conduct and practice guide as a priority.
- 2 Monitor and regularly share updates around building an inclusive and diverse sport.
- 3 Ensure accountability for implementation and delivery of the EDI strategy at leadership level within official structures.

ACTION PLAN

01

TIMELINE

Our strategy will run from 2024 to 2027. The pillars and aims define our strategy – why we have this document and the desired outcomes. Our action plan and deliverables are what will get us there. As with all plans, they may alter or shift depending on a range of internal and external factors. We commit to keeping our stakeholders updated.

02

ACCOUNTABILITY

The Cricket Ireland Board is committed to delivering on this EDI strategy. The action plan will be led by Cricket Ireland and driven by the EDI Steering Committee with the support of the Cricket Ireland staff, provincial unions, clubs and game wide stakeholders in order to deliver and promote inclusion across our sport and improve equity, equality, diversity and inclusion.

03

VALUES

We will ensure that EDI is embedded into our behaviours through how we live our values and the inclusive policies and processes to which we adhere.

04

REPORTING

We will ensure that EDI is wrapped into our annual reporting, and that we also communicate and provide regular progress updates to all stakeholders.





PILLAR 1

INCLUSIVE & DIVERSE CRICKET COMMUNITIES

Build more inclusive practices across our cricketing communities enabling everyone to be welcomed and have equitable opportunities irrespective of background or culture.

Key performance indicators [KPIs] short-medium term:

- All clubs will be in receipt of an inclusive practice toolkit and educated about contents and implementation by Q3 2025.
- Decision makers across cricket will be more diverse both in terms of ethnic representation and gender.
- Baseline data on the representation of diverse groups within player pathways, coaching staff, and officials.
- Undertake a review to better understand inequality gaps between men and women relating to supports, access and decision making.
- Examine and improve our policies, processes, and knowledge-building efforts to achieve greater fairness in the approach to identifying and developing talent.

ACTION 1

Develop a framework to equip clubs to build inclusive, welcoming environments for all

Deliverables

1.1 Develop an Inclusive Practice Toolkit (IPT) for clubs with steps and best practice guidance on inclusivity.

Define the scope of the IPT working in consultation with PU's and relevant diverse representatives from clubs. I.e. anti-discrimination, accessibility best practice, socio-economic differences, cultural competence training, etc.

Develop and design the toolkit, incorporating best practices and guidance that clubs can implement.

Distribute via communication strategies, workshops, and educational programmes to ensure adoption and understanding.

ACTION 2

Enhance diversity within Cricket Ireland, provincial and club leadership and decision-making committees to reflect the broader cricketing community

Deliverables

2.1 Develop a diverse hiring strategy for the game of cricket in Ireland: Priority focus on increasing diversity and knowledge at leadership and decision-making level i.e. nomination committees, selection committees, disciplinary committees.

A full review and assessment of current diversity at leadership and decision-making levels.

Enhance process to build a more inclusive recruitment, selection and hiring process.

ACTION 3

Balance opportunity, equality and accessibility of resources and facilities to ensure fair access and treatment for women and girls

Deliverables

3.1 Enhance pay parity for Women’s Internationals and domestic teams (expenses and access to support resources).

A full review and assessment of current diversity at leadership and decision-making levels.

Enhance process to build a more inclusive recruitment, selection and hiring process.

3.2 Improve gender diversity in senior roles to ensure more women have a voice at the decision-making table.

Conduct a review of all Club / PU / CI committee structures to understand splits.

Establish a clear approach to enhancing men/women balance at all levels of governance by 2027.

Provide support, guidance and training to equip clubs and PU’s to deliver. [E.g. Utilise the ‘On the Front Foot’ Leadership Programme].

3.3 Compare the current experiences of men and women in playing and participating in cricket.

Conduct a review of the current ‘norms’ and practices in clubs for men versus women to gain deeper insights into challenges.

Develop an action plan with priority steps based on insights into challenges.

ACTION 4

Prioritise building more equitable progression pathways in selection processes, so all people have the same opportunities, irrespective of background

Deliverables

4.1 Establish baseline data, building an action plan with KPIs to track and measure progress.

Review / establish current data on player / coach pathways.

Work in consultation with key stakeholders and diverse representatives to review current education programme.

Create an action plan that encompasses education (Unconscious Bias) communication, role models, sponsorship of players and additional activities to level opportunity for all.

Set KPIs to measure progress over short, medium and longer term.



PILLAR 2

EDUCATION, TRAINING & COMMUNICATION

Enhance people's knowledge, understanding and awareness of inclusion and diversity to foster respectful, welcoming behaviours at all levels.

Key performance indicators [KPIs] short-medium term:

- All leaders across NGB, and PU's will have undergone mandatory EDI training and learning by Q4 2024.
- All staff across NGB and PU's will have completed mandatory EDI training by Q3 2024.
- Cricket Ireland and Provincial Union Boards will have completed EDI Masterclass by Q2 2025.
- EDI Learning plan encompassing KPIs/learning mandates with targets on engagement by clubs covering core topics to be finalised by Q3 2024.
- Every club in Ireland to be provided with access to EDI E-Learning and core priorities Q1 2025.
- Dedicated location on CI website will feature EDI news and updates – operating as a resource for all stakeholders Q3 2024.
- EDI Strategy launched with communications plan to share key messaging with PU's and clubs in Q3 and Q4 2024.
- EDI Calendar dates promoted and shared, via an EDI communications plan which focuses on important cultural dates and celebrations Q3 2024.
- Campaign dedicated to Anti-Discrimination to roll out across PU's and clubs. New guidance supporting Disciplinary Committees by Q1 2025.

ACTION 1

Enhance EDI knowledge and learning via mandatory training which is prioritised at all levels and adapted to be suitable for different audiences

Deliverables

- 1.1

Training plan developed to encompass all of the below stakeholder groups, focusing on topics and timings.
- 1.2

Cricket Ireland: Leadership Team to undergo mandatory Inclusive Leadership Training to build understanding of inclusive decision making and behaviours – moving to a clearer understanding of the rationale for EDI. [Annually].
- 1.3

Cricket Ireland: All staff to take part in mandatory EDI training covering core topics such as unconscious bias awareness, anti-discrimination, anti-bullying and harassment training.
- 1.4

Provincial Unions: Leadership at PU's to undergo mandatory Inclusive Leadership Training to build understanding of inclusive decision making and behaviours. [Annually]
- 1.5

Provincial Unions: All PU Staff to partake in mandatory EDI training covering core topics such as unconscious bias awareness, anti-discrimination, anti-bullying and harassment training.
- 1.6

Clubs: Cricket Ireland to develop E-Learning modules to be available for all involved in cricket through clubs and coaching. Learning to encompass Unconscious Bias, core EDI topics, socio economic differences, cultural awareness and other specific learning as relevant for various groups – i.e. Handling Discrimination on and off the field of play, etc.
- 1.7

Board: Cricket Ireland Board and Provincial Union Boards to undergo EDI Awareness Training on an annual basis.

ACTION 2

Elevate and prioritise EDI information and awareness across cricket

Deliverables

- 2.1

Website: A Diversity and inclusion section is added to the Cricket Ireland website and updated as a comprehensive source of information and support for clubs and members to support and guide.
- 2.2

EDI Communications: Embed EDI within communications and marketing planning to ensure structured two-way engagement with clubs and members about important EDI activity and campaigns. Elevate and promote the positive work being delivered in clubs at grassroots. Ensure balanced approach is taken ensuring diverse groups are fairly represented and equally prioritised avoiding ‘tokenism’. Adapt and update the approach regularly.
- 2.3

EDI Calendar: Create an EDI calendar to promote culturally diverse and significant calendar dates – to celebrate and educate about the diversity of cricket.
- 2.4

EDI Campaigns: Build awareness and encourage two-way discussion on EDI topics relevant to cricket in Ireland – and relevant to delivering on the strategy. A specific focus on cultural awareness and sensitivity to deepen understanding and encourage respectful behaviours at all levels. Evolve awareness campaigns in line with strategic objectives of the plan.

- EDI Strategy Launch, what and why
 - Communicate effectively a clear zero tolerance stance to discrimination or any inappropriate behaviour via campaign to be rolled out across cricketing communities with social, posters, workshops, etc.
 - Learning/training roll out
 - Inclusive Practice Toolkit



PILLAR 3

POLICY, PRACTICE, REPORTING & ACCOUNTABILITY

Prioritise best practice by ensuring transparent, inclusive policies, processes and reporting mechanisms are in place, making sure cricket is safe and fair for all.

Key performance indicators [KPIs] short-medium term:

- Anti-Discrimination Code of Conduct developed and approved by the Board of Cricket Ireland by Q1 2025.
- Anti-Discrimination Action Plan encompassing Practice Guide for Provinces and Clubs and process outlined in 1.2 piloted by Q4 2024.
- Create a reporting mechanism where individuals can escalate beyond club or province to avoid under-reporting by Q2 2025.
- Develop and launch a Transgender and Non-Binary Participation Policy by Q2 2025.
- Membership diversity data gathered centrally by Q3 2024 with progress tracked and reported to key stakeholders bi-annually encompassing rationale for enhancing inclusive practices.
- Reporting on EDI progress bi-annually with stakeholders with timing aligned to key events or programming within the plan.
- Bi-annual 'check ins' with members and clubs around the country via 'activation workshops' to assess impact and experiences of different activities.

ACTION 1

Enhance policy and practice to be more inclusive, establishing an Anti-Discrimination Code of Conduct and practice guide as a priority

Deliverables

- 1.1

Establish Anti-Discrimination Code supported by guidance and procedures to support clubs and provincial unions to foster safe, inclusive experience both on and off the field of play in clubs.
 - Develop a game wide Anti-Discrimination Code which is approved and signed off by the CI Board.
 - Communicate and ensure it is adopted game wide.
- 1.2

Anti-Discrimination Practicing Guide:
 - Develop a framework for guiding the disciplinary process in clubs in consultation with PU's and EDI working group. Provide training for those governing this process to ensure alignment and consistency of approach and decision making.
 - Include 'Complaints under Anti-Discrimination Practicing Guide' in the Cricket Union Disciplinary Regulations (Similar provision for Safeguarding Policy and Guidance already contained in Regulations).
 - Expand Penalties/Sanctions to include EDI Training/ Relevant Training with panel to have discretion as to who should be directed to undergo it.
 - Review end of season breakdown of complaints and sanctions by each Disciplinary Panel.
- 1.3

Anti-Discrimination Reporting:
 - Put in place escalation processes to report inappropriate behaviour.
- 1.4

Transgender Policy: Develop Transgender and non-binary participation policy
 - Consultation and research phase complete
 - Draft policy and seek feedback from key stakeholders
 - Complete and start implementation
 - Launch training and awareness programme to ensure it is understood and implemented nationwide
- 1.5

Conduct a gap analysis of policies and procedures to assess where updates or changes are needed to ensure we are taking an inclusive, fair approach in how we operate. Set actions to address these gaps and make progress.

ACTION 2

Monitor and share progress in building an inclusive and diverse sport

Deliverables

- 2.1

Membership Diversity Data: Capture and track membership data to annually benchmark progress in building a diverse sport.

 - Set base-line parameters.
 - Develop appropriate reporting system to capture the information.
 - Review data on a bi-annual basis and report progress.
- 2.2

Reporting on EDI progress: Establish KPIs for our EDI action plan and adopt a process whereby we monitor and share progress regularly.

 - Implement processes (surveys, focus groups, etc.) to gather insights/data and feedback to understand progress, challenges and use these insights to adapt and continue to evolve our approach to EDI.
 - Bi-annual 'Activation Workshops' in each regions to get insights.
 - EDI an agenda item at Board level for Cricket Ireland and Provincial Unions where progress is shared/discussed.
 - Cricket Ireland and Provincial Unions to engage on progress at ManCom meetings with EDI an agenda item.
 - EDI annual progress update shared in Cricket Ireland Annual Report.
 - PU's and Cricket Ireland to collaborate in ensuring clubs and members are kept informed about key initiatives and progress.
- 2.3

Assessment / Experiences: Run a survey/conduct focus groups to assess experiences and whether the dial has moved on inclusion.

ACTION 3

Ensure accountability for implementation and delivery of the EDI strategy at leadership level within official structures

Deliverables

- 3.1

EDI Steering Committee to oversee the activation of the strategy in the short, medium and longer term working collaboratively with stakeholders in PU's and clubs.

 - EDI an agenda item for all Board, SMT, PU Board meetings.
 - PU's to identify EDI leads within organisations to support on the activation of the strategy.
 - Clubs to identify champion with the club (role similar to Safeguarding Officer) .
 - Clubs to complete EDI e-learning module and attain a certificate of completion..



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