

The background features a white central area with abstract, flowing, wavy borders in shades of orange, red, and maroon. The text is centered in this white area.

# **Amsterdam Cricket Academy**

“Coming together is the beginning; keeping together is progress; working together is success.”

— Henry Ford

# The start of the **Amsterdam Cricket Academy**

- 01** Why a new cricket academy
- 02** What to expect from ACA
- 03** Who will be involved

# 1. Why a new cricket academy

Providing quality sports development  
in a consolidating market place



The  
competition

## Vitality in the next decade

Kids are spending more and more time behind screens. Smart phones and game consoles chew up large amounts of the daily life across the globe and the Netherlands is no different. Getting kids to move more is a big topic in schools and health organisations. With the current technology draw and busy lives it is clear that organized forms of mobility in after school care and sports clubs are proven methods to improve the health of our upcoming generations.

Cricket is an old sports in the Netherlands but has always been very low in numbers. And due to this and the nature of the game (longer and more complex) it is harder and harder for cricket clubs to attract and develop youngsters, resulting in more scarcity which again results in loss of quality of development methods. Most of the coaching is performed by keen parents who have a challenge running the operation in their spare time.

But the demand is there. The Netherlands is a very multi-cultural society and particularly the urban areas are seeing more and more different nationalities.. Alternatives to soccer and field hockey, the No. 1 and 2 team sports in the Netherlands, are much appreciated yet economies of scale are very hard to reach unless we embrace the knowledge and skills abroad, for cricket this would typically be the Commonwealth countries. With modern technology and smart organisation the level of development in the Netherlands should be able to improve, helping more children move more all year through.

And this exactly where the independent cricket clubs in the region of Amsterdam are struggling. High quality well organized coaching (people and facilities) all year round. The number of members on a per club basis are too low to address this on a professional level. Time to put the hands together. And that is where the Amsterdam Cricket Academy can play a facilitating role.

## If all else fails, **innovate**

Why has this type of academy not been set up before? Well, it has. Yet the attempts so far have been of short success because the available skills are simply too expensive to attain in the Netherlands all year round for any single club. As such we rely on collaboration with the 'cricket playing nations' and these coaching skills will be available to the Netherlands only outside of the season of those countries and the coaches will be involved for only a couple of years, not enough to develop a sound and professional sports development environment.

How can the Amsterdam Cricket Academy be different? By activating the skills available in the cricket playing nations and combining new technology to achieve access to specialist knowledge and skills and make them available to young cricketers and future top cricketers in the Netherlands. By being independent of clubs and the cricket council the academy is able to have an entrepreneurial nature and can help multiple clubs in the region to learn and adapt to the state of the art practices developed in the cricket playing nations.

How do you get children to move more? To spend more time outdoors? To enjoy learning and growing confidence? Addressing these questions will require exploration and innovation and most of all, collaboration. The Amsterdam Cricket Academy will focus on new knowledge and technology and seek to apply it to the Dutch market place, adapting or adjusting where needed.

Cricket is the second largest team sports of the world. The cricket community in the Netherlands is a great mix of players from the Netherlands, Surinam, the UK, Ireland, Kenya, South Africa, Sri Lanka, Pakistan, India, Bangladesh, Afghanistan, Australia, New Zealand and still many others. Sports is a beautiful bonding factor for new inhabitants and the Amsterdam Cricket Academy will endeavour to bring more quality in the sports development for all sizes and all cultures.

# Coaching **Philosophy** of Amsterdam Cricket Academy

Our coaching philosophy will be based on putting people and society first. The main emphasis will be on building strong interpersonal relationships, whilst ensuring a constant desire for self-improvement for those associated with our academy.

People come first, players, families, coaches, facility administrators and everyone and anyone who is affiliated with the academy. The wellbeing and development of people will be of the utmost importance both within the academy and away from it. Working with the knowledge that there is more to life than just sport. The real goal will be to constantly evolve as individuals and ultimately as an organization.

*"Coming together is the beginning; keeping together is progress; working together is success."*

**Henry Ford**

Interpersonal relationships built around clear communication, trust and loyalty are the perfect ingredients for true teamwork to flourish. Thus sincere, long lasting relationships will be at the cornerstone of the future success of the academy.

*"In many ways, effective communication begins with mutual respect, communication inspires, encourages others to do their best."*

**Zig Ziglar**

Self-improvement, constantly looking to improve through self-reflection, with the notion that you never stop learning and as a result never stop growing.

*"Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming."*

**John Wooden**

## **Vision for the Amsterdam Cricket Academy 1/2**

I have been coaching cricket now for the last 12 years and this journey has taken me to many different countries around the world. Namely, South Africa, The Netherlands, England, Dubai and now currently India. I feel blessed to be in the position I am today where my passion, cricket has given me so much and it's only right that I give back to the game. The positive impact I have witnessed first-hand has put me in position where I feel strongly about the journey we are about to embark on. Opening of the first all year round cricket academy in Amsterdam the Netherlands.

Sport influences society and culture in major ways, by bringing together individuals, communities and on a larger scale a whole country. Sport occupies a special place within society because of the many admirable qualities found within athletes and teams. Great athletes and teams possess many traits, grace, determination, courage, selflessness and unity to name a few. These are all characteristics that people generally want to strive for but do not always obtain but through sport can get close to achieving them.

In the Netherlands the two biggest sports are football and field hockey. Cricket is a sport which has stagnated over the years but I feel has the potential to one-day rival these two sports. Cricket is seen as 'Gentleman's game' and is welcoming to all generations, sexes and different cultures. It is a hand-eye coordination game with many health benefits, improving physical fitness, endurance, stamina, balance and overall coordination.

At this present moment in time there are very few cricket academies in the Netherlands, (none in Amsterdam) so at a grass root level there is plenty of room for improvement. [continue]>>

## Vision for the Amsterdam Cricket Academy 2/2

The Netherlands men's national team is currently doing very well within the international arena for such a small associate country. They have recently qualified for the T20 World Cup which will be hosted in Australia later on this year. For a country that has a semi-professional setup they are really punching above their weight. The Dutch team is made up of predominantly overseas professionals with Dutch ties namely players from South Africa, Australia and New Zealand.

The goal of Amsterdam Cricket School will be multi-layered, to provide a platform for future local Dutch cricketers to be trained and be groomed within the Netherlands. To provide a safe, fun environment that all children and families will be welcomed into and where growth and well-being will be at the forefront of our project.

I believe we can achieve this through the improvements of coaching techniques throughout the world and the innovations of technology within the cricket environment all of which I have extensive knowledge and experience with. We will run an open-minded, professional academy where we will put the people of Amsterdam, namely the youth at the epicenter of all our planning and ideas and in time the greater population of the Netherlands. By combining the right outdoor and indoor facilities cricket will for the first time be seen as an all year round sport. Thus in the long term will be able to hopefully draw larger numbers of participants and the same quality of operations as football and field hockey are able to.

Written by **Takudzwa Ronald Kusano**  
Co-Founder of the Amsterdam Cricket Academy  
Qualified Level 3 Cricket Coach

## Did you know that in Cricket

- Kids from both teams have lunch together.
- Many kids also play other sports.
- Young and old often play together in one team, the fast being coached by the wise.
- You ask the umpire for a decision, you don't get told.
- Players also clap for good actions of the opponent.

# 2. What to expect from ACA

Going from “amateurism” to  
“professionalism”

# What **services** will the academy provide

## **FACILITIES**

Selecting facilities and enabling them for practice all year round. Enabling high-tech capabilities to roam between locations.

## **CLUB COACHING**

Assisting clubs in coaching youth, social and top teams. Advicing clubs on coaching practices and innovation.

## **PRIVATE COACHING**

Providing one on one and group coaching development for young players.

## **YOUTH CLINICS**

Organising seasonal clinics for young players across the region.

## **CORPORATE CLINICS**

Organising corporate clinics as team building events or ongoing health programs

## **TRAIN THE TRAINER**

Developing the next generation of cricket coaches



# How can the academy **innovate**

## **Modern Tools**

New technology is improving sports analysis by the day. And rapidly becoming more affordable as well.

## **Smart Operations**

By using cloud based event planning, coaching management and business administration tools that are well aligned the overhead of the organisation kept very low.

## **Swift collaboration**

Collaborating with specialists from around the globe can be quick (or real-time) if well organised. This will allow access to specialist skills otherwise not affordable.

## PHASE 01

### **Starting up - Q1 2020**

Setting up the entity, initial coaching contracts and facility agreements. Seek funding.

## PHASE 02

### **Kicking off - Q2&3 2020**

Commence with training, clinics, coaching and getting the outdoor operation up and running.

## PHASE 03

### **Growing on - 2020/2021**

Expand indoor training capabilities for the region. Involve partners for innovation and cross sports learning.

## PHASE 04

### **Seeding in - 2022/2023**

Collaborate with local soccer and hockey clubs to introduce cricket as an additional activity. Excel at getting interest of young children.

# 3. Who will be involved

Start small, focus on quality and continuity

# The founders



**Richard Wolfe**

Entrepreneur, tech expert and social cricketer. After some years involved in youth cricket coordination he learnt about the limitations of clubs in small sports in the Netherlands. Committed to start up and grow the academy.



**Taku Kusano**

Level 3 cricket coach with 12 years experience. Has coached in five different countries, at various different levels. Very passionate about the development and growth of cricket. Dream is to one day coach a National Team and build more academies around the world.



**The money (wo)man**

Until further notice this is a vacancy. The money man is one or a set of beneficiaries who are keen to see cricket development on an upward motion. Please note, he is not doing it for the money. He is doing it to help the next generation.

# Stakeholders that we will be engaging with

## CLUBS

Help local cricket clubs with coaching in different formats

## COMPANIES

Provide clinics for team building and vitality purposes

## COMMUNITIES

Help schools and universities with coaching and sharing knowledge about cricket



## KNCB

Collaborate with the Dutch Cricket Council to provide local assistance and national economy of scale

## OTHER COUNCILS

Share knowledge and resources with other sports in the Netherlands and cricket academies abroad

## BOARD OF RECOMMENDATION

Activate an international board of recommendation from the cricket and business society to ensure continuity.

# International **partnerships**



## **Sports Academies**

Share knowledge and resources and leverage network



## **Research Companies**

Apply best practices and contribute to data capturing



## **Technology Providers**

Professional tools are more and more affordable for small scale purposes



## **Social Impact Hubs**

Monitor social goals and collaborate to optimize impact



**Thanks**, does anyone have any questions?

[richard@wolfe.nl](mailto:richard@wolfe.nl)

[takukusano@gmail.com](mailto:takukusano@gmail.com)