



# Estonian Cricket 2021-2025

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Development Strategy



# Mission

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To promote and develop cricket in Estonia;  
To provide facilities to play cricket on.

# Vision

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- 1000 kids play cricket in Estonia
- Cricket is played in 4 Counties
- 4 grounds in 4 different Counties
- To develop women's cricket via international competitions and domestic league
- To develop junior cricket via international competitions and domestic league
- Competing in ICC events for ranking points
- Fulfill ICC criteria on growing the game in Estonia

# ECA as an organisation

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- Professionally managed and ran by the board members
- Follows the “fair play” rules in sport
- Respects all cricketers regardless of their level and gender
- ECA is operating as a complete sports organization and has an active general meeting, board, sub-committees, volunteers and has good communication with its member clubs

# Grounds

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1. Tiskre ground – build a clubhouse and indoor centre
2. Finalize Tartu grounds plans with local municipality
3. See if we can find a way to have a ground near NATO base in Tapa
4. Find options with local municipalities to have a cricket grounds in Rakvere and in Pärnu or surrounding areas.

# Coaches

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1. ECA to organize Cricket coaches training for all interested parties (free or for a fee?)
2. Work together with Tallinn University PE faculty to promote cricket and train cricket coaches?
3. ECA needs to have 5 paid coaches who can train kids, women and men.
4. For women's and junior trainings there must be 2 coaches with valid qualifications present at any given training

# Juniors

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1. Reinstate relationship with Eesti Koolispordi Liit (school sports union) and set up a schools cricket tournaments (indoor, so that we have interested kids to join Super8 league during summer)
  - a. Reintroduce ECA 5 week Schools program.
  - b. Visit all schools we have done during the past 10 years and donated kit to start cricket training there again.
  - c. Provide support to Tartu clubs to contact Tartu schools to arrange trainings and to recruit new players (Tartu Mart Reiniku School etc)
  - d. Set up cricket trainings in Rakvere and in Pärnu
2. Contact Tallinn/Rakvere/Tartu/Pärnu Youth Centers (Noortekeskused) to see what options there are to organize cricket trainings for kids so they can take part of Super8 and/or schools competition
3. Day city camps for kids during summer (linnalaager). 2 week camps for groups of 10, every work day from 9am until 3pm in Tiskre (play cricket and other ball sports, ground maintenance etc).
4. Agree on juniors international league with Finland and ?, minimum 3 matches during summer season

# Women

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1. Actively work together with Universities in Tartu and in Tallinn to set up cricket clubs in the schools for inter-university competitions to be held.
2. Set up relations with Firmsport.ee and Spordipilet.ee and set up a cricket league for companies with attractive prizes for winners (cash prizes for top 3 teams?). Min 5 team competition is the goal that we want to achieve within 3 years time.
3. Contact international companies to organize cricket events with a goal to invite female players to cricket training (Coingaming, Bolt, Wise, Pipedrive)
4. Promote women's cricket in Instagram and Facebook via paid and targeted ads.



# Men

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1. Actively work together with Universities in Tartu and in Tallinn to set up cricket clubs in the schools for inter-university competitions to be held.
2. Continue to participate and develop indigenous cricket league with Poland and Hungary (and potentially other European countries).
3. Set up relations with Firmasport.ee and Spordipilet.ee and set up a cricket league for companies with attractive prizes for winners (cash prizes for top 3 teams?). Min 5 team competition is the goal that we want to achieve within 3 years time.
4. Contact international companies to organize cricket events with a goal to invite male players to cricket training (Coingaming, Bolt, Wise, Pipedrive)
5. Promote men's cricket in Instagram and Facebook via paid and targeted ads.