

PURPOSE

Inspire and support all Victorians to love cricket.

VISION

Victoria's favourite sport.
A sport for all Victorians.

IDEALS & BEHAVIOURS

- I** Integrity
- C** Connection
- A** Accountability
- R** Respect
- E** Excellence

ENABLERS



CRICKET EXCELLENCE

The leading High Performance system in Australian Cricket.



FINANCIAL GROWTH

Our future is financially secure.



FAN PASSION

Big Bash inspires our next generation of fans and participants.



CRICKET COMMUNITY

Inspire more cricket by supporting players and volunteers, ensuring our game is accessible to everyone.