



# CSA HANDBOOK ON FAST-TRACKING AND FULLY INTEGRATING WOMEN INTO THE MAINSTREAM OF SOUTH AFRICAN CRICKET



Andre Odendaal, Mbali Phuza, Edward Khoza,  
Muditambi Ravele, Refentse Shinnars and Nonkanyiso Nyilika



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## FOREWORD



**Pearl Maphoshe,**

Chairperson of the CSA Board

Cricket South Africa stands at a defining moment in its journey. This report, *Fast-Tracking and Fully Integrating Women into the Mainstream of South African Cricket*, speaks directly to the future we must now choose to build.

Women's cricket is no longer a peripheral or emerging issue. It is one of the fastest growing and most dynamic forces in global sport. Globally, women's cricket has entered a new era of maturity and momentum. What was once limited in scale and exposure has developed into a well-structured, high-performance sport supported by professional tournaments, and expanding commercial partnerships. The growth in, participation, and standards of play reflects a clear shift in how the game is valued and presented, confirming women's cricket as an integral and permanent pillar of the modern global cricket landscape.

South Africa's recent performances and rising commercial interest confirm that the opportunity before us is real—but also time-bound. Without deliberate, structural change, we risk falling behind our global peers and repeating the costly delays of the past.

This report presents a clear and forward-looking assessment of the current state of women's cricket. It addresses entrenched structural and systemic barriers and articulates a compelling case for gender equity as a strategic imperative central to CSA's long-term competitiveness and institutional credibility. The recommendations call for coordinated action to fully integrate women across governance, development pathways, funding solutions, facilities and high-performance systems, and to prioritise timely investment in order to secure the future of the women's game. As the Board, we have already endorsed these recommendations. Our responsibility now is leadership – clear, unified, and visible leadership that translates commitment into execution. A substantial body of credible work has already been undertaken in this regard. Transformation cannot be episodic or symbolic; it must be systemic, measurable, and sustained.

This report marks the foundation for that next phase. It is a call to action for CSA to lead a modern, inclusive, and globally competitive cricket ecosystem – one in which women and girls are fully valued, fully supported, and fully integrated into the heart of South African cricket.



*Tumi Sekhukhune of South Africa celebrates after taking the wicket of Pratika Rawal of India (not pictured), caught by Tazmin Brits during the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.*

## FOREWORD



**Muditambi Ravele,**

Director Diversity, Equity and Inclusion, CSA

South Africa has always had a complicated relationship with its women's heroines. We celebrate them in song, in murals, in the sepia-toned nostalgia of public holidays, yet we recoiled when they appeared before us in the flesh-flawed, human, unvarnished. But beneath the rough edges lies a truth that many in the sporting fraternity quietly resent: women in sport are the real thing. They are genuinely gifted. In a country where struggle credentials have become political currency, sometimes inflated, sometimes forged, and often selectively remembered, the integration of women into the South African cricket tapestry is inconveniently authentic. And that authenticity has made them both a symbol and a target.

It is my honour to present this inaugural Report on Fast-Tracking and Fully Integrating Women into the Mainstream of South African Cricket. This report represents not only an important milestone in Cricket South Africa's transformation journey, but also an urgent call to action rooted in evidence, stakeholder voices, and a shared commitment to building a truly inclusive cricket ecosystem for generations to come.

Over the past two years, CSA's Diversity, Equity and Inclusion (DEI) agenda has matured into a coherent,

organisation-wide imperative. This report emerges directly from that mandate and is shaped by extensive consultation: the 2024 CSA DEI Indaba, the 2025 Women in Cricket Dialogue, and importantly, the CSA DEI Survey on Women's Cricket conducted in 2025. Together, these engagements provide a powerful base of insight confirming both our progress and the systemic barriers still holding women and girls back from full participation in our game.

The DEI Survey, in particular, offers a sobering yet constructive lens. Despite the remarkable advances of our national teams whose achievements have inspired the country and elevated the profile of women's cricket the survey reveals that deeply entrenched patterns of exclusion persist at almost every level of the cricket pathway.

The survey respondents highlighted five interlocking gaps with striking consistency:

- limited access to facilities, coaching and organised girls cricket, particularly at schools;
- persistent stereotypes and cultural norms that signal cricket as a male domain;
- insufficient visibility and media coverage of women players and competitions;
- inequitable resource allocation and unequal opportunities in both playing and administrative pathways;
- weak or inconsistent processes for addressing discrimination and ensuring safe, inclusive environments.

These findings echo the lived experiences shared during the Women in Cricket Dialogue stories of resilience in the face of inadequate support,

inconsistent structures, and invisibility. Yet, they also illuminate the extraordinary potential of South African women and girls when given platforms, opportunity, and recognition.

This report does more than diagnose the problem. It lays down 10 Board approve foundational recommendations that, taken together, set out a bold but realistic blueprint for systemic, sustainable change. These recommendations insist that gender equity cannot be treated as an add-on or an afterthought, it must be embedded into CSA's policies, budgets, talent systems, communications, commercial strategies, and everyday cricket culture. They also reaffirm that parity on and off the field is not aspirational rhetoric but a principle demanding immediate, practical steps.

Importantly, the report challenges all of us administrators, coaches, commercial partners, media, and provincial structures to speak with one voice. The fragmented and siloed approaches of the past cannot deliver the transformative impact South African cricket requires. We can only succeed if we align our actions, share resources responsibly, and commit collectively to building the social infrastructure, pathways, and opportunities that women and girls deserve.

As the CSA DEI Chair, I am deeply encouraged by the clarity, courage, and collaboration reflected in this report. But it's true value will lie in how we implement it. Our task now is to ensure that the insights from the survey and Dialogue and the hard truths they reveal translate into measurable progress, transparent accountability, and an unwavering commitment to change.

This is our moment to reshape the future of South African cricket. To ensure that every girl can see

herself in this game. To replace inherited exclusion with intentional inclusion. And to build a cricket culture where women are not guests, but full citizens respected, supported, and celebrated.

This publication makes a case for fast-tracking and fully integrating women into the mainstream of South African cricket. It chronicles the disingenuity of excluding women as equal partners in this noble endeavour. It is about women refusing to be ashamed of having fought. It is South Africa's story. Complicated, painful, heroic and flawed.

It paints a vivid picture of the giant gains that can be achieved when women lead the charge. It confronts the discomfort of those who possess inflated or inherited administrative credentials, and it confronts women whose heroism is not performative but lived. It is a reminder that women in cricket are not mythical beings but human beings. That the past cannot be sanitised to make the present more comfortable. That the truth of our history is not found in the polished narratives but in the lives of those who risked everything to enhance the fortunes of cricket in South Africa

Let us seize this opportunity with conviction, purpose and unity.



*Laura Wolvaardt of South Africa fields during the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.*

## FOREWORD



**Laura Wolvaardt,**  
Captain, Protea Women

Growing up, I didn't dream of being a female cricketer. I dreamt about being a cricketer. But like many before me and after me, I quickly learned that those aspirations had little to do with our talent or passion. Women's cricket had fewer games and coaches, limited facilities access along with less contracts available and smaller crowds in attendance.

And yet, we played. We won and lost, but we kept going.

Over the last decade, I've had the privilege of walking out onto the field wearing the Proteas badge, witnessing women's cricket rise from semi-professional standards to global competitiveness. Whether it's making three consecutive World Cup finals, professionalising our women's domestic league or performing in front of sold-out crowds at home, women's cricket has shown what's possible when given the platform to excel. These special moments have become the norm in the last few years but it's important to always remember that they were built on the back of years of perseverance in a system that wasn't created to cater for us.

That is why the 'Fast-Tracking and Fully Integrating Women into the Mainstream of South Africa Cricket' is more than just words in a report, it is a crucial point in our game.

We have a clear, strategic and bold roadmap that aims to put women and girls at the centre of cricket's future in South Africa. The recommendations raised in the report is what many of us have felt for years. Without an assertive effort to make real investments, structural change and adopt inclusive thinking, our beautiful game won't grow, not for women or anyone else.

What excites me the most about this report are the solutions it highlights. Solutions that include all levels of the game, from grassroots cricket to professional leagues and national teams. It also acknowledges the importance of visibility, leadership and equal opportunities, emphasising the impact transformation has on competing on the global stage.

As the captain of my country, I often think about what we will be leaving behind for the next generation. Will a young girl in a small town be able to play the sport she loves? Will she see herself on TV, celebrated as a professional? Will she believe she belongs to this sport too? If we follow the path this report lays out, the answer can definitely be yes.

We can all accept that change won't happen just because this report has been published. It'll take leaders, administrators and fans to decide that equity is a non-negotiable and action is needed.

So I call to all those who review this report and have power to make decisions in their relevant space, we need you, your investment and your voice. Not in the future when we win a World Cup. Now.

We can together build cricketing ecosystem, where girls from all corners of our beautiful land, knows they belong. When women thrive, the game shines.



*Sinalo Jafta of South Africa bats during the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.*

## ACRONYMS

<b>ANC</b>	African National Congress	<b>IWCC</b>	International Women's Cricket Council
<b>AU</b>	African Union	<b>ILO</b>	International Labour Organisation
<b>BCCI</b>	Board of Control for Cricket in India	<b>KFC</b>	Kentucky Fried Chicken (sponsor)
<b>BEE</b>	Black Economic Empowerment	<b>MOI</b>	Memorandum of Incorporation
<b>CEDAW</b>	Convention on the Elimination of all Forms of Discrimination Against Women	<b>PPP</b>	Player Performance Plan
<b>CGE</b>	Commission for Gender Equality	<b>SA</b>	South Africa
<b>CSA</b>	Cricket South Africa	<b>SACA</b>	South African Cricket Association (pre-1991 all-white)
<b>DEZAS</b>	DEZ Advisory services	<b>SACA</b>	South African Cricketers Association
<b>DSAC</b>	Department of Sports, Arts and Culture	<b>SADC</b>	Southern African Development Community
<b>DEI</b>	Diversity, Equity and Inclusion	<b>SASCOC</b>	South African Sport's Council and Olympic Committee
<b>DEIB</b>	Diversity, Equity, Inclusion and Belonging	<b>SAWCA</b>	South African Women's Cricket Association
<b>EPG</b>	Eminent Persons Group	<b>SARWCA</b>	South Africa and Rhodesia Cricket Association (pre-1991 all-white)
<b>FICA</b>	Federation of International Cricket Associations	<b>TMC</b>	UCBSA Transformation Monitoring Committee
<b>ICC</b>	International Cricket Council	<b>UCBSA</b>	United Cricket Board of South Africa



*Marizanne Kapp of South Africa reacts during the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.*



# INTRODUCTION TO THE CSA HANDBOOK

This Handbook is meant as a guide to help coaches, players and administrators engage with and understand the nuances of CSA's decision to ensure that girl children and women become full citizens in cricket for the first time in its 230-year history in South Africa.

We argue that it is time to cast aside once and for all the cancerous notion, fed for generations by patriarchy (and racism), that ours is "The Gentleman's Game" intended for men-only. Star players – like Laura Wolvaardt, Marizaane Kapp, Shabnim Ismail, Nonkululeko Mlaba, Ayabonga Khaka, Tazmin Britz, Nadine de Klerk and others – have shown in recent years that women belong at the same table as men in cricket.

This CSA Handbook follows on our *New Boundaries* report of October 2024 that made ten recommendations to Cricket South Africa on how to fast-track and fully integrate women into the mainstream of twenty-first century cricket (see Part One below). The recommendations proceeded from the argument that CSA cannot achieve its ambitious goals for women in cricket unless it takes steps first to LAY THE FOUNDATIONS FOR LONG-TERM SYSTEMIC CHANGE in South African cricket.

The CSA Board endorsed the Recommendations and the six key Strategic Focus Areas to ensure a solid base for sustainable future strategies, and they are now formally CSA policy and will become part of CSA's medium to long-term plans and budgets.

For the sake of impact and clarity, the number of recommendations were deliberately kept low. We attempted first to identify the core areas and issues we believe CSA needs to tackle in order to bring about effective change in what for centuries has been a men's-only game. Our main message was address the fundamentals head-on.

Having formally resolved to fast-track and fully integrate women into the mainstream of South African cricket, we envisage that the operational teams of CSA and its Members will now list and audit the relevant policies and operational actions already in existence, as well as prepare the detailed written future actions that will should be undertaken to implement the report and recommendations fully.

This SA Handbook is, therefore, an information guide and education manual to help cricket stakeholders better understand and explain why cricket has embarked on its game-changing strategies to include women fully in the mainstream of the game. The Handbook will hopefully also be of use to other sports people and codes in search of practical change-management guidelines.

The *New Boundaries* report and this CSA Handbook stem from resolutions adopted at CSA's Diversity, Equity and Inclusion (DEI) Indaba held at the Centurion Country Lodge on 26–28 July 2024. Over 100 delegates representing every level of CSA's constituency were brought together to plan strategically for the future. The inputs and discussions at the Indaba led to a consensus that CSA's policies of inclusivity should be deepened, particularly with regard to women and marginalised disabled cricketers. The DEI approach was initiated by the reconstructed CSA Board and Members Council

between 2021 and 2024 to extend in nuanced ways previous 'Transformation' initiatives.

The Indaba mandated Prof Andre Odendaal to draft a report on Fast-Tracking and Fully Integrating Women into the Mainstream of South African Cricket, including international best practice lessons in promoting gender equity in cricket. To align the report and its vision for the future in a maximum way with CSA operational plans, Andre invited Mbali Phuza (CSA Transformation Manager) and Edward Khoza (CSA Executive for Domestic Cricket) to join in the report writing. Ms Muditambi Ravele (Chairperson of the CSA Board's DEI sub-committee, and one of the originators of the concept in cricket) provided guidance as chair of the meetings of our group held between October 2024 and August 2025. We thank her, as well as CSA CEO Pholetsi Moseki, who attended several of our meetings, for their valuable inputs and time. We are also grateful to Kemetse Mathatho and Musa Gwebuwa and other CSA staff for initial feedback and support. Refentse Shinnars (CSA Public Affairs Executive) and her team administered the small Stakeholder Survey we conducted and also kindly agree to pool their resources from their successful 2025 Women in Cricket Dialogue event so that we could speak with one voice on the advancement of women under the CSA flag. Thereby lies a lesson: the absolutely essential need for more effective integrated communication and planning within CSA and cricket on this topic. Our mutual agreement not to work in silos led to us inviting Refentse and Nonkanyiso Nyilika, with thanks, to be co-authors of the Report and this CSA Handbook. Our thanks also to Andrew Breetzke, CEO of the South African Players Association, for the time he set aside to share SAPA's views with us.



The information contained herein is based largely on the DEI Indaba discussions and resolutions; CSA's own internal databases; Andre Odendaal's writings on the history of SA cricket, including women's cricket going back to the 19<sup>th</sup> century<sup>1</sup>; material provided by international cricket bodies, the South African Player's Association and the South African Sports Confederation and Olympic Committee (SASCOC), as well as the aforementioned informal Stakeholder Survey and the reports on the CSA Women in Cricket Dialogue held in May 2025 (see Appendix A and Appendix B below).

The purpose was not to reinvent the wheel; rather to draw on existing knowledge to help get the CSA engine running at full capacity along city highways and rural gravel en route to summiting cricket's Sani Passes. The *SASCOC Research report, 'An examination of the level of accessibility of funds to women and the impact of funds allocation to women in selected sporting codes, 30 May 2022'* has been especially useful and freely quoted from here. So, too, the England and Wales Cricket Board's "Inspiring Generations 2020-2024" report.<sup>2</sup> The CSA leadership and stakeholders, including players, have had three opportunities to respond and contribute to this Report via the Stakeholder Survey, an invitation for feedback on a working draft, and an on-line Teams sign-off meeting with Stakeholders on 2 September 2025, where the report was endorsed with enthusiasm. We thank all those who participated and those who provided support and assistance in the process of compiling this Report and Handbook. We thank CSA and trust the inputs here have managed to be both visionary and aligned with the positive operational progress that CSA has made

<sup>1</sup> See, for example, references to Andre Odendaal writings 2005, 2012, 2016, 2018, 2023 and 2024 in the 'Selected Readings' section.

<sup>2</sup> We are grateful to Clare Connor of the ECB for providing the material on this initiative. See chapter 20 of Report 2 (forthcoming).

in regard to developing women's cricket in recent years.

The challenges of implementing the recommendations are immense. We asked at the outset, is there truly the will in CSA ranks to integrate women fully into South African cricket? 'Are we serious about this task?'. CSA must provide answers to this questions honestly, at the outset – for the sake of itself and cricket's stakeholders. This they have done in clear terms.

Recent gains by women in sport have created a new momentum that cannot be ignored. New benchmarks are being set as we write. In April 2025, for example, the IOC announced that the 2028 Olympics will be the first in history to be "gender equal"<sup>3</sup> and the month before that women's basketball in the USA became the first women's billion-dollar-a-year sport. In September 2025, the Springbok women reached heights thought impossible only a year ago, when they mauled with precision to get over the tryline three times against of the previously near-invincible Black Ferns in the World Cup quarter finals in England.

How then do we develop our own home grown business model for a genuinely integrated South African game?

It will take nothing less than focussed, next-level strategies for CSA to end historical discrimination, and it will have to commit in terms of resources and action to realise the goal of making girl children and women once and for all fully part of the cricket mainstream in South Africa. Without "ifs" and "buts".

<sup>3</sup> See <https://www.olympics.com/ioc/news/la28-event-programme-marks-strong-commitment-towards-innovation-and-gender-equality>, edited IOC News release, 9 April 2025.

If implemented with inventiveness and determination, gender equity in cricket will help CSA go far, deepening unity, expanding opportunity, multiplying skills levels and helping to redress in cascading ways pressing demographic and cultural anomalies still currently burdening cricket in South Africa.

To succeed in making gender equity in cricket a reality, CSA will have to shatter some cosy long-standing cricket assumptions, even reinvent itself in some ways.

This is the time to lay solid foundation for the future.

**Prof Andre Odendaal, Mbali Phuza, Edward Khoza, Muditambi Ravele, Refentse Shinnars and Nonkanyiso Nyilika**

**11 February 2025**

## LAURA, TEMBA AND A HISTORIC NEW ERA IN SA CRICKET

Andre Odendaal

### WOMEN A NECESSITY FOR A HEALTHY NATIONAL CRICKET CULTURE

In the past decade, in a time of accelerated economic globalisation, the ICC and CSA have become increasingly aware that 'the universal involvement of women in cricket' is vital to the continued growth of the game as a whole. This is because competition between sports is increasing, women's rights are high on the agenda and multiple new leisure options are arising for young people in the fast-growing digital economy -

Indeed, the growth of women's cricket has been one of the two most distinguishing features of cricket's development in the twenty-first century. The other has been the birth and spectacular ascension of the instant T20 format.

For South Africans this change became visible in a significant way in 2023. Bright billboards, full houses and television coverage accompanied the successful launch of the new men's SA20 competition and there was an accompanying hype about the first ICC U19 Cricket World Cup for girls, followed immediately thereafter by the ninth ICC Women's T20 Cricket World Cup hosted by South Africa.

The Proteas led by Sune Luus became the first South African senior team to reach an ICC World Cup final. Thousands flocked to Newlands, St George's Park and other stadia. Many more watched on television. When



*New era: The Proteas' women, who have come to reflect the diversity of South Africa like few other national teams, have broken through historic barriers and grabbed the interest of fans in recent seasons.*

Player of the Match Tazmin Brits and Laura Wolvaardt successfully led that run chase in the semis against old nemesis England, taking calculated risks to hit over the top under pressure, the women's game in South Africa was turbo boosted to a new level. The national team emerged from the shadows to become a flagship for the future of South African cricket. The fact that the Proteas' women have come to reflect the diversity of South Africa like few other national teams has warmed the hearts of fans. The cricket success have also mirrored in a small way broader global sporting trends – such as the spectacular rise of women's football in the USA and the recent emergence of women's rugby as an exploding international product (underlined by the rapidly-

improving rugby Springboks under Nolusindiso Booib and Babalwa Latsha reaching the World Cup quarter finals for the first time in 2025).

Following up, the Proteas brushed aside Australia in an imperious way at the 2024 T20 Cricket World Cup in Dubai to reach a second final in two years, consolidating the growing brand of women's cricket in South Africa. In November 2025 in India it was the turn of old nemesis England to be swept aside, as the Proteas – powered by two Wolvaardt centuries and several other sterling performances – made it three finals in three years. In the same year, at the second U19 ICC World Cup, the junior Proteas under Kayla Reyneke reached their final as well. And, at the time

this CSA Handbook was being finalised, four South African stars were part of a spectacular next-level 2026 Women's Professional League T20 final in India, where one record-breaking innings was smashed by another.

Real progress is happening. Cricket South Africa has enthusiastically embraced women's cricket. New opportunities are everywhere becoming visible. There is confidence in the air about the women's game.

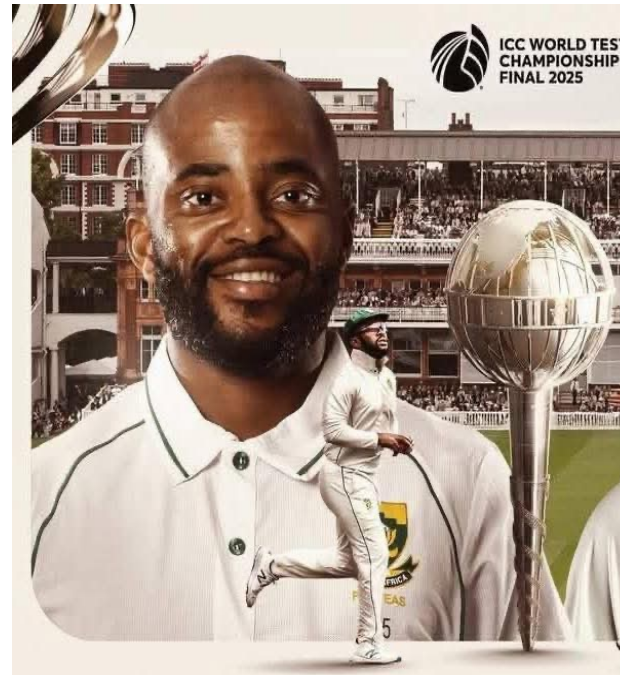
## SOMETHING HAPPENED AT LORDS

And, at Lords in June 2025, South Africa's men's team beat Australia by five wickets to become ICC World Test Champions for the first time. It was a captivating moment whose reverberations will last for a long time.

In the mind's eye one can still see Temba Bavuma walking to the wicket on the first afternoon at Lords, tiny against the backdrop of green and the Members Pavilion's behind him, a huge block-of-a-building seemingly portraying generations of unmovable colonial condescension.

But when Temba returns to the dressing room after his second innings, bat raised after his winning partnership with man-of-the-match Aiden Markram, our diminutive captain looks two times taller, the pavilion somehow normal, as the whole stadium including the members with their bacon and mustard ties stand in prolonged applause to recognise a great display of skill and focus.

The captain had for years faced unspoken questioning. Scepticism among the 'experts'. Open hostility on social media. To the extent that when the team for Lords was announced, one of those detractors posted that Bavuma being in the team was



*Lords 2025 represented something transcending for South African cricket. The crowds were still singing 'Ooh Temba Bavuma' as they went down the stairs into St John's Wood tube station.*

another case of CSA 'racism'. Here was a case of the beneficiaries of apartheid again blaming the victims of the system as if they are somehow 'the problem'.

In the age of Trump's dangerous political infantilism and the global rise of ugly authoritarianism, racists have crept out of their silos again. In South Africa, too. Feeling safe once more, they paint a twisted narrative of white victimhood which denies the lived realities of our country's history.

However, Lords 2025 represented something transcending for South Africa and its cricket. A team playing for the country and backing each other. Combining their individual skills, experiences and

values to win the game, they etched their names into cricket history. Like their captain who had handled intolerable pressure while maintain a dignified face, they withstood everything a very good Australian team could throw at them. And something shifted for our cricket that day.

Those excluded in the past took ownership of the game in this country, led by the coach, captain and star players. The crowds going home sensed this too. They were still singing 'Ooh Temba Bavuma' as they went down the stairs into St John's Wood tube station, packed tight as sardines, before dispersing into the bowels of the London Underground.

## TIME FOR A SECOND TRANSITION – GRAB THE OPPORTUNITY AND FACE THE CHALLENGE HEAD ON

South Africans are at their best when they stand together. The above performances by the Proteas men and women cricketers, and the breathtaking skills, strength and cohesion displayed by Siya Kolisi and the national rugby team in the last two rugby World Cups, have underlined the point.

However, South Africa is facing multiple crises. This cannot be denied. Somehow, South Africans need to make the dreams of the founding generation and the progressive 'bread-and-freedom' 1996 constitution real. How to build an inclusive and stable country in a time of pervasive poverty, exclusion, large-scale corruption and service delivery failure which has left many of the systemic features of apartheid intact?

Thirty-five years after democracy arrived the time has come for a second transition. The challenges that lie ahead are immense. But they have to be faced. In cricket, too. CSA has come a long way since Unity in 1991, but we cannot say yet that ours is a truly grassroots, united and inclusive South African game.

Perhaps the biggest indicator of this being that girl-children and women largely still remain outside the mainstream of South African cricket.

## RECOGNISE DEEP SEATED EXCLUSIONS

The recognition, support and wonderful displays of skill by the women's Proteas in 2023 and 2024 were something very new. The picture before was very different. For over a hundred years – until the arrival of democracy in 1994 and the new constitution in 1996 which prohibited gender discrimination – it was deemed almost “unnatural” for women to play cricket. Those who did were often ridiculed as not being ‘feminine’. For generations they played in a gender ghetto on the margins of the so-called “Gentleman’s Game”. They were segregated and sidelined in small organisations with little support. Gender discrimination and racial discrimination in cricket before democracy mirrored each other. They were flip sides of the same coin.

These deep-seated exclusions and attitudes have not gone away. They are still etched into South Africa's cricket environment in many ways. Undoing these has to be key part of CSA's planning for the future. As in society, girl children and women in many ways still feel ‘eroded’, questioned, even shamed in the cricket sphere. For many, feeling fully at home in the cricket space is a dream that still has to be realised.

## ACT DECISIVELY

The process of Fast-Tracking and Fully Integrating Women into the Mainstream of South African Cricket begs to be implemented in decisive, rapid and sustainable ways. It is time to grab the historical moment with both hands. A once in an epoch opportunity has presented itself to CSA. Repeats of

the painful journey Temba Bavuma made to get to the pinnacle of South African cricket – reinforced by the testimony of three-quarters of the black Protea players up to 2017 that they in one way or another felt out of place culturally or were racially discriminated against during their careers – must be avoided in the transformation journey of women into the cricket mainstream.

## PLACE THE MINDSET OF DRIVING OPPORTUNITY AT THE FOREFRONT & AVOID OLD MISTAKES

CSA cannot afford another 35 years of indecisive duality and ‘yes-but’ behaviour, unnecessary distractions, interminable negative gender debates and a lack of focus in certain areas before women achieve full citizenship in the game. Let us make sure young women cricketers do not face the same difficult, long journeys as Temba Bavuma and others before they get full accepted as equals in cricket. Let us make sure women do not have to prove themselves twice over before getting deserved cricket recognition.

For success, the mindset of driving opportunity for women needs to be in the forefront of CSA's integrated planning for the future.

## BE AWARE OF THE HIDDEN TRAPS

The authors have already heard from ‘informed’ sceptics and ‘realists’ that mainstreaming women's cricket in South Africa is ‘pie-in-the-sky talk’ and that ‘women's cricket as it stands is unsustainable’.

It must be expected that there will be those who doubt and double-check by default the feasibility of women playing cricket. However, considering the overall progress of women's sport globally in the



*Ayabonga Khaka of South Africa bowls during the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.*

past two decades, such attitudes must be strongly questioned rather than automatically assumed somehow to have merit. It will also be important for men to stand up and champion change, for timid, evolutionary more-of-the-same approaches will only entrench tired old attitudes and practices in what for generations has been taken for granted as the ‘gentleman's game’.



Nonkululeko Mlaba of South Africa celebrates with team mates after taking the wicket of Smriti Mandhana of India (not pictured) during the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.

In *Sex, Violence and Power in Sport*<sup>4</sup> (1994:204, 206), Michael Messner and Donald Sabo researched internal bias during the change process in college sports in the USA. The authors found that men who opposed women's inclusion in sport often continue to serve as gatekeepers after the principle of equality had been adopted. They underlined that one of the resilient features of old ideas in this new dispensation was what they called 'wounded-giant sexism'; people no longer openly opposing gender equity, but coming up with new negative sub-texts about

<sup>4</sup> Michael Messner and Donald Sabo, *Sex, Violence and Power in Sport* (Crossing Press, 1994)204, 206.

how equity will lead to lower standards, the erosion of excellence, sagging support bases and financial problems. Two decades after women's rights were guaranteed by the introduction of Title 9 regulations, more than 50 per cent of coaches and two-thirds of administrators in college sport remained male.

How this kind of pretend-support can act as a brake on progress should be familiar to all who have followed or experienced the opposition to the process of racial transformation in cricket in South Africa in the last 35 years. Having experience of the ways black cricketers' progress was often stifled in the

past, CSA must ensure that subtle 'negative blocking' does not distract it from purposefully breaking down the barriers to taking the very necessary steps to ensure the unconditional inclusion and advancement of women in cricket.

## TIME FOR THE SECOND TRANSITION – RE-INVENTING THE FUTURE

CSA has made good progress in the past few years. However, to succeed in making gender equity in cricket a reality, it will have to shatter some cosy long-standing cricket assumptions, even reinvent itself in some ways.

The time for the second transition has arrived. Effective leadership and immediate action are imperative. The rewards for CSA will be rich returns on investment and the benefits of a truly inclusive cricket culture in future.

# PART ONE

## ENSURING SUSTAINABLE, SYSTEMIC CHANGE: THE RECOMMENDATIONS TO BRING WOMEN INTO THE MAINSTREAM OF SOUTH AFRICAN CRICKET

As already explained, Part One in this Handbook consists of the ten key recommendations for fast-tracking and fully integrating women into the cricket mainstream in South Africa in the 'New Boundaries' report. These were accepted and adopted as policy by CSA.

The ten resolutions in this Part 1 were grouped into six key focus areas we identified as strategic priorities for immediate action because of their transformative potential. We hope to see a flowering of ideas and action emanating from these seeds planted here.

The focus areas and recommendations are:

*The Pre-Condition: Create a new social infrastructure for South African cricket (Recommendation 1)*

*Speak with one voice: Ensure organisational focus and commitment (Recommendations 2)*

*Embrace innovation and learning from international best practice (Recommendation 3)*

*Build a sustainable playing base for the future (Youth Cricket) (Recommendations 4 and 5)*

*Move straight away towards pay and general parity on and off the field (Recommendation 6)*

*Further strengthen SA elite cricket and maintaining SA's international competitive advantages (Recommendations 7 and 8)*

*Make more effective the implementation of Cricket and the State's mutual constitutional responsibilities (Recommendations 9 and 10)*

*For each of the above recommendations, a short summarised background motivation has been drawn up.*

*A footnote, in turn, indicates where the broader arguments and context relating to that topic are introduced and elaborated on in the Chapters below.*

*In this way the report will hopefully also serve as an information source, education manual and guide to key issues in the history and development of women's cricket in South Africa.*



*Nonkululeko Mlaba of South Africa bowls during the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.*



## 1 The pre-condition – Create a new social infrastructure for SA Cricket

The starting point for fast-tracking and integrating girls and women into the mainstream of South African cricket in definitive ways is of necessity to create a new social infrastructure for the game in this country.

This means reimagining our sport and developing new languages, understandings, power relations and spaces appropriate to the 21st century which will enable gender inclusivity and equity to become a holistic norm in cricket.

CSA must ensure that gender, inclusion, and empowerment considerations are embedded in all its policy and strategy initiatives and budgetary planning. This will promote equal opportunities for access, participation and the pathways to excellence for girls and women, and lead to an inclusive CSA cricket cultures<sup>5</sup>.

(Recommendation 1).

### BRIEF MOTIVATION *(See also Part 5 below)*

Cricket unity formally ended racial discrimination in South African cricket and democratic South Africa's constitution and CSA's DEI policies establish worthy broadly inclusive goals for its future. However, given cricket's historic context of systemic exclusion and marginalisation on the basis of it being a game for 'gentlemen', substantively implementing DEI and fast-tracking women into the cricket mainstream will require a massive effort from CSA.

At the heart of the challenge facing the equitable participation of women in cricket and sport generally are the patriarchal norms that still inform social perceptions in South Africa. Despite constitutional protections and enabling legislation women in South Africa continue to confront a range of gender-informed barriers at all levels of participation in sport – from the school level through to the senior management positions within sports decision-making bodies. Moreover, as has been noted exclusionary mechanisms are becoming more implicit and complex and are, therefore, more difficult to analyse, deconstruct, and transform.<sup>6</sup>

Patriarchy in South Africa and worldwide is still so strong and 'in-built' that subtle opposition to breaking down gender boundaries (beyond explicitly 'political' arguments) need to be anticipated, understood and challenged in the male-dominated cricket environment.

As mentioned in the Preface, Michael Messner and Donald Sabo found in their research for the study on *Sex, Violence and Power in Sport*<sup>7</sup> that one of the resilient features of old ideas in the new college sports dispensation for women in the USA was what they called 'wounded-giant sexism'; men no longer openly opposing gender equity, but coming up with new negative sub-texts about how equity will lead to lower standards, the erosion of excellence, sagging support bases and financial problems.

We repeat: how this pretend-support can act as a brake on progress, and should be familiar to all who have followed or experienced the opposition to the transformation process in cricket in South Africa in the last 35 years. Having experience of the ways black cricketers progress was often stifled in the

past, CSA must ensure that subtle 'negative blocking' does not distract it from purposefully breaking down the barriers to the very necessary inclusion and advancement of women in cricket.

SA needs to be alert to these sub-texts in SA cricket too, including the discourse of 'realism' and pragmatism. There have always been informed sceptics and 'realists; before every big step in history, including in SA cricket, who have been proved wrong. If CSA too easily accepts casually-expressed arguments embedded in past thinking, one of its core goals – women's advancement in cricket – might turn out to be just another one of the many politically shallow, opportunistic and doomed-from-the-outset transformation projects that South Africa has seen too much of in the past 30 years.

Language and Power go together. In transforming SA cricket into an inclusive game where women are full citizens, we have to create new languages for it – and spaces where all cricketers feel safe. Our Survey 2025 indicates this is still not the case for many or most girls and women cricketers. (see Appendix B below)

We are often hear how important "tradition" is in cricket. But tradition always comes with a whole set of assumptions and a set of behaviours that go with it. One of these, deeply ingrained in our sport, is that cricket is the "Gentleman's Game". This is a tradition rooted in sexism and patriarchy that we should interrogate, challenge and dump once and for all as a popular generalisation. It was the reason why women were for generations excluded from the clubs and matches of men's cricketers, and why they were not allowed to watch from the Long Rooms of the big stadia in our country – and at Lords, the 'home of cricket, until the 1990s. Together with race and class discrimination, this sexism in cricket reflected the

<sup>5</sup> With acknowledgement for partial wording from the SASCO Research report, 30 May 2022, page X)

<sup>6</sup> Edited quote from SASCO Research report, 30 May 2022, page X)  
<sup>7</sup> Messner and Sabo, *Sex, Violence and Power in Sport*, 204, 206.



social norms of a deeply patriarchal society. It was responsible for the generations-long exclusion of women from the mainstream of SA cricket.

Survey 2025 also raises strongly the need for CSA to develop educational and consciousness-raising programmes and clear communication and marketing messages that empower women and girls, sensitise men and boys, and help all cricketers feel comfortable in its ranks.

While the proposal might be met with derision from this milieu, boys' schools would in particular benefit greatly from nuanced and empathetic education on key sport and gender issues. This applies particularly to the traditional three dozen or so elite boys' sports schools, which have historically been the main providers for the men's national cricket and rugby teams, and which have traditionally served as both nursery and exemplifier of Victorian-rooted 'muscular Christian' sports mantras.

### Responses from Central Gauteng Lions to Recommendation 1: Creating a new social infrastructure for SA Cricket a pre-condition

We completely agree here. Please look into our own policies and documents that govern SA Cricket and transform the language. i.e. Batsman to Batter and so on. This way the game starts off on the correct foot and is inclusive from the "first page".

## 2 Speak with one voice and ensure organisational focus and commitment

To change deeply entrenched, systemic gender inequalities of the past in SA cricket will need more than words and good intentions. Only a committed organisational focus and consistent messaging and action by the organisation can make genuine change happen.

We recommend that CSA formally endorses the ten recommendations in this report and publicly re-commits itself to the core strategy of inclusion and gender equity in cricket. And that this should be done by carefully creating a mixed, triple bottom line, home-based model in line with CSA's Memorandum of Incorporation which is financially sustainable, attuned to South Africa's particular complexities and contradictions, and which is socially responsible in a country under reconstruction.

The International Olympic Committee earlier this year provided a new benchmark worth striving for: that cricket must become unambiguously "gender equal, [nationally and] globally appealing, cost and complexity conscious, and athlete focused"<sup>8</sup> – the latter aspect, in the South African context, would necessarily cover cricketers at both the grassroots youth and elite senior levels.

In line with the idea that gender, inclusion, and empowerment considerations should be embedded in all CSA's policy and strategy

initiatives and budgetary planning, we recommend for a start that i) CSA's 2026 organisational and budget review process should include restructuring proposals for the full integration of women into the system (instead of this issue being delayed until the current medium to long term budget period has passed) and ii) that CSA should henceforth also employ and monitored a gender analysis in its budget planning and reporting to ensure steady change over time.

The role of CSA's operational leaders in driving this process will be crucial. It will also be important that CSA speaks with one voice and builds consistent and effective communication and education strategies around women in cricket.

(Recommendation 2).

### BRIEF MOTIVATION *(See, for example, Chapter 28)*

While the goal of integrating women fully into South African cricket is simple and straightforward in concept, the challenges of implementation are immense. The race, class and gender inequalities resulting from colonialism and apartheid have become deeply systemic. Patriarchy, sexism and socio-economic inequality and their destructive impacts are still a reality in every aspect of South African life. We must recognise this – not pretend otherwise.

We urge CSA to grab the historical moment. The process of integrating women into the mainstream of SA cricket begs to be implemented in decisive, rapid and sustainable ways. Timid, evolutionary more-

<sup>8</sup> <https://www.olympics.com/ioc/news/la28-event-programme-marks-strong-commitment-towards-innovation-and-gender-equality> from IOC News release, 9 April 2025)



of-the-same approaches will only reproduce and entrench tired old attitudes and practices.

The answers cannot be along the lines that there is not enough money and we must in essence therefore go on as before. Within the constraints it faces, CSA requires a 'must-do' approach.

The rapid growth of women's cricket internationally requires forward-looking thinking and action so that South Africa can build on its current competitive advantages.

### Responses from Central Gauteng Lions to Recommendation 2: On the need for organizational focus and commitment

The onus is on Cricket SA to look within the ranks and decide what/who will be the best way to supply decision making for the women and girls' game effectively. In our view this cannot be a person who has a dual role. This means that if you have a director of cricket for the men's game like we do then the suggestion is to have a director of cricket for the women's game as well – one that does not report into the "men's" director of cricket but rather have the same reporting structure for the women's game. This is an example of many such positions [that this will apply to], but the point is until you have the person who sits in the boardroom who reflects what is for female cricket first then unfortunately the men's agenda will dominate the conversation as always.

## 3 Embrace innovation and learn from international best practice

The England and Wales Cricket Board outlined key issues that need to be considered when thinking about the future of cricket in its "Inspiring Generations 2020-2024" strategy<sup>1</sup>. Applied to South Africa, and paraphrased, this would mean CSA must make sure it draws on capacity that is diverse, inter-generational and capable of the innovative thinking required to produce cultural and structural change. This must ensure focussed investment, increasing representation of women in leadership roles and the cricket workforce, provide opportunities for children to develop beyond the softball stage, set up talent pathways, market women's cricket on an equal, integrated basis and, generally, promote a new 'language' of cricket that puts in the past the notion of the 'gentlemen's game' and the old traditions that go with it.

Cricket and its traditions originated in the pre-industrial age and the game has to come to terms with societal changes happening at unparalleled speed in the 21st century. To bring about systemic cricket change, attract new audiences and participants, and to grow in a sustained way in a rapidly-changing world and global economy, we regard it as essential that CSA goes beyond old school tie notions of the game which are rapidly becoming outdated to embrace new strategies and approaches based on a diversity of ideas, inter-generational communication and mastering the fast-changing demands and imperatives of the digital age.

CSA will need to develop focused, next-level strategies to realise the goal of making girl

children and women once and for all fully part of the cricket mainstream in South Africa – with no "ifs" and "buts". We recommend that CSA learns from current international innovations and best practice as it resets its compass in way suited to South Africa's particular needs. In this respect, we recommend:

- i) that CSA sets up an out-of-the-box Innovation Team consisting of members of senior management and invited different-thinking outside innovators, young and old, to develop new inter-generational ideas to mainstream the participation of girl children and women in South African cricket, and
- ii) that CSA registers and establishes as a strategic imperative its proposed Section 18A CSA Development Foundation to generate new tax-deductible income streams and cricket opportunities for girls and women's cricket and the inclusion of persons living with disabilities. As we have not had sight of this documentation, CSA should closely supervise the establishment of the Foundation and the way it will operate, taking care it works in cost-effective and aligned ways to directly reinforce CSA's funding drives, DEI goals and cricket programmes. The Foundation should complement, not replace CSA responsibilities for funding girls/women's cricket, and given recent reported cases of shadowy dealings involving NPOs and the lottery, CSA must ensure that prospective Directors are closely vetted and that individual conflicts of interest are avoided.

(Recommendation 3).



## BRIEF MOTIVATION

### i) Innovation-orientation at the core

An enlightened SA cricket culture must become the norm. Financial and other power players have to be won over or pushed through careful action. Whole new markets have to be tapped. Boldness and innovation are required. Otherwise, it will be difficult for SA cricket to stay competitive and fully integrate women into the game – which is one of the conditions for future success<sup>9</sup>. The earlier mentioned decision by the Executive Board of the International Olympic Committee (IOC) that the 2028 Olympic Games in Los Angeles will be “gender equal, [nationally and] globally appealing, cost and complexity conscious, and athlete focused” for the first time is the international best practice approach CSA should be following<sup>10</sup>. Another good example of best practice approaches (underlined by the success of The Hundred tournament in which our women’s cricketers have performed well) are the English Cricket Board strategies, based on a holistic plan, to radically stimulate British cricket and to make the game more gender-balanced.

**Responses from Central Gauteng Lions:** An innovative team is critical and cannot be ‘old school’ here. This mixing of minds will open doors of revenue not even thought of yet. This is extremely exciting.

### (ii) The Section 18A CSA Development Foundation to cover the following broad areas of youth, women and disabilities cricket:

1. Education: Bursary Scholarships, Mentorship programmes, Youth Development Programmes, Research Programmes ; 2. Health: Mental Health support programmes; Primary Health screening and support programmes; Sanitary towel and Puberty Education programme; Sport and pregnancy education programme; Physical Activities and recreational programme. 3. Job Creation and Access to income: Promotion of Economic Equality-support initiatives that foster economic inclusion and employment; Skills Development training- including Coaching, Officiating, Administration, Groundsman and Facilities Management; Entrepreneurial Skills Development. 4. Special Projects: Women and People with Disabilities Empowerment programmes; Transformation(DEI ) programmes; Social responsibility programmes dedicated to meaningful social change; Community Outreach programmes; Food security and supply programme in the Hubs centres; Cricket equipment and basic facilities programmes; Safeguarding programmes; Cricket Social and Recreational clubs and schools programmes.

## 4 Build a sustainable playing base for the future (Organised youth cricket for girls a key issue)

- Noting the current weaknesses in organised girls cricket in South Africa and noting the loss of talent from having ‘missing rungs’ in the climb up the ladder from introductory level mini-cricket to senior cricket and the pinnacle of international competition, we recommend that CSA launches a targeted ‘nationwide drive’ to encourage schools to start and normalise girls/women’s cricket, as well as ‘mixed’ team options at co-ed schools.

In addition to expanding successful grassroots projects like mini-cricket, CSA should encourage and incentivise schools to establish girls cricket at primary level, and get both primary and secondary schools to start regular ‘matches’ and leagues. Moreover, co-ed schools offering the option of both mixed and girls teams would be an excellent platform for strengthening the cricket base using existing sport infrastructures. (Recommendation 4).

- Mini cricket has become a unique, world-beating CSA asset. It should continue to be a catalyst for fundamental change and a key vehicle for building an expanding, sustainable grass-roots base for South African junior cricket. Further creative interventions should be considered:
  - i) to enhance the programme’s potential as a safe, educational, gender-affirming

<sup>9</sup> England and Wales Cricket Board’s “Inspiring Generations 2020-2024” report.  
<sup>10</sup> See <https://www.olympics.com/ioc/news/la28-event-programme-marks-strong-commitment-towards-innovation-and-gender-equality>, edited IOC News release, 9 April 2025.



home for girl cricketers as outlined in Chapters 29-30 and the Survey responses in Annexure B;

- ii) to ensure it is a mitigating tool to protect poor children from poverty and violence; and
- iii) to use it increasingly as a key tool for retaining young cricketers so that they can go on to play hard ball and schools cricket. (Recommendation 5).

## BRIEF MOTIVATION

As already recognized, CSA needs to advance to the stage where the pathway from mini-cricket to senior cricket remains essentially unbroken. Creative interventions need to be designed to better mine already-existing talent within and outside cricket. The introduction of girls and mixed cricket at schools is an obvious place to bring about systemic change which could provide a lasting base and untold benefits for the game.

The initial responses to our Survey were nearly uniformly clear about the key priority here. That a targeted 'nationwide drive' should be launched to encourage schools to start and normalise girls/ women's teams. Besides the expansion of grassroots projects like the successful KFC mini-cricket programmes, schools should be incentivised to buy into girls cricket at primary level and both primary and secondary schools needed to play 'matches'.

A cluster of enabling requirements for this to be successful were listed, including:

- building a supportive culture, helping the girls themselves become active agents – "nothing for girls without the girls' – and enabling them to have fun in safe and inclusive environments.
- marketing the game to young players. Firstly, among the top listed ideas, by CSA growing senior cricket and using top women cricketers as role models for the young cricketers, and as practical examples of how to challenge gender stereotypes. Secondly, by using social media effectively and also getting cricket on to the key SuperSport TV 2016 and SABC Plus channels so that children could get used to seeing peers in action.
- maximising in a structural sense the opportunity for access and facilities at co-ed schools and 'those with brother schools nearby', and ensuring the cricket clubs and facilities are welcoming for girls.
- the necessity for (greater) investment in girls junior cricket generally, noting also that poor and rural schools need facilities or 'Hubs' to be brought closer to them. (Only one respondent mentioned the importance of drawing in the Department of Basic Education to encourage participation, a sign perhaps of the historical absence of government in this key area).

### Responses from Central Gauteng Lions: Building a sustainable base for the future (youth cricket)

We already have successful primary school leagues and growing by the month in Central Gauteng Lions. There is a need to adapt the game and be creative at the u9 to u13 level to allow girls to be interested. Case studies are already available to copy and paste here.

SA Cricket is on it here. Keep creating platforms for cricket to be seen as 'cool' from a young age. If the experience is awesome then it is easy to pull anyone into the game long-term. Mini cricket brings that energy and excitement.

### Responses from South Western Districts Cricket

The DEI Committee of SWD Cricket fully endorsed the draft recommendations as presented in the annexure attached to your memorandum. The committee however stressed that regarding Recommendations 4 and 5, the following important key objective in achieving this needs to be unpacked making provision for specific important actions/ concepts namely:

- a) Resource allocation for all program needs to be addressed in order to achieve these objectives.
- b) Under19 league program needs to be implemented at schools' level.



## 5 Move straight away to entrench the principle of pay and general parity on and off the field

*“Gender parity matters because women make up more than half of the world’s population, and excluding them from full participation has economic and social costs. Closing the gap is not only a matter of fairness. It’s a condition for sustained growth, innovation and societal wellbeing”.*<sup>11</sup>

We recommend that CSA moves towards entrenching the notion of pay and general equity on and off the field from the outset. This recommendation is made knowing that it will present CSA and its Members with budget and other challenges they might not yet have fully considered when adopting CSA’s DEI strategies.

CSA should in the process:

- i) Communicate its commitment to pay equity clearly and start reprioritising its budgets without being too-easily tempted to resort to ‘asinamali’ fall-back positions which mean maintaining a system weighted heavily in favour of men’s cricket as before. (While CSA has already made substantial progress in this direction, the process will be more difficult at the Members level).
- ii) Introduce a gender analysis when monitoring its annual budgets to ensure steady change over time.

iii) in line with the ideals outlined in these recommendations, devise clear plans to put South Africa’s international players on an equitable level with their men’s counterparts, lifting them from their current status on par with B level contracted domestic provincial men’s cricketers. Also that these elite cricketers should as soon as possible have access to the same conditions as their male counterparts, for example no unjustifiable differences in class of travel, accommodation, support development resources, allowances, marketing or the opportunity to play international matches in the best stadia<sup>12</sup>.

- iv) Monitor representativity of women in administrative and Board structures
- v) In order to inform CSA’s budget review processes, the organisation must make provisional projections of the estimated short, medium and long term costs of these recommendations.

(Recommendation 6).

Note: The question from CSA’s EXCO is who will pay for implementation? The answer will have to come from careful co-operation between the mother body and Members, who are almost all in some way or another financially under pressure. Joint responsibility will be necessary.

### BRIEF MOTIVATION:

The vast gender imbalances existing in sport and society between men and women are highlighted by Roula Inglesi Lotz and her nine contributing scholars in their study, ‘Gender equality is the goal, but how do we get there?’. Quoting the World Economic Forum’s Global Gender Gap Report 2023, they conclude that, ‘It will take 131 years for the world to achieve gender parity, defined as equal access, opportunities and outcomes for women and men across economic, political, educational and health dimensions’.<sup>13</sup>

It is important, they stress, to understand the different approaches used to bring about gender parity, depending on the differing ‘histories economies and institutions’ of different countries. For example, while both South Africa and Australia ‘aspire to gender equality’, the former has necessarily pursued an ‘equity-based approach, rooted in redress after apartheid’ in order to dismantle persisting structures of deep racial and gender inequality. On the other hand, Australia with its relatively stable, more equal society and high-income economy pursues ‘an equality-focused strategy that emphasises workplace reforms, reporting and institutional mechanisms’. Equality, the study shows, implies treating all individuals similarly while equity involves differentiated treatment’ in order to create a new bottom line based on social justice ‘by assisting the most disadvantaged members of society’<sup>14</sup>.

Below, are various snippets from the well researched SASCOC *Research Report*, 30 May 2022 (chapters x-x) with various steps that can be taken by CSA to tackle this formidable challenge, including i) clearly

<sup>11</sup> Quote from Roula Inglesi Lotz et al, ‘Gender equality is the goal, but how do we get there? Case study of South Africa and Australia shows that context matters’, *The Conversation*, 9 September 2025

<sup>12</sup> Paraphrased quote from SASCOC *Research report*, 30 May 2022, page 65.

<sup>13</sup> Roula Inglesi Lotz et al, ‘Gender equality is the goal, but how do we get there? Case study of South Africa and Australia shows that context matters’, *The Conversation*, 9 September 2025.

<sup>14</sup> Roula Inglesi Lotz et al, *The Conversation*, 9 September 2025.

communicating the case for closing the pay gap and pay equality at all stages of the pathway; ii) providing equal conditions, rewards, and recognition, iii) Defining and measuring the gender pay gap and iv) setting clear timelines and processes to achieve pay equity:

The SASCOC report argues assertively that:

Elite female athletes should have access to the same conditions as their male counterparts ... Systems and policies should be progressively geared to show that male and female athletes will be recognised and rewarded equally when they are training, participating, and winning at the pinnacle of their sport. Players' associations and other representative bodies can contribute to the achievement of these aims<sup>15</sup>.

Also, that defining and measuring the gender pay gap is crucial.

The Report continues, saying the rules for players' salaries (whether minimum salaries or salary caps) inevitably have loopholes, and this applies to determining pay equity and pay equality. The solution is to 'let the sunshine in' through disclosure. People can rationalise their decisions but they can't argue with the numerical answer to a simple question: how much do you pay women in comparison to what you pay men? To answer this question, the method for analysis and baseline for pay equity should be articulated (for example, how work units are defined). Each sport's – and each team's – current pay gap for men and women should be calculated, and the outcomes should be openly shared to build stakeholder trust, support and buy-in for pay equity. Set benchmarks for salaries to be earned by

sportswomen. Open disclosure about salaries will also promote competition for the best talent in the future<sup>16</sup>.

As well as setting clear timelines and processes to achieve pay equity:

Phasing in identified changes over several years – and including tracking and monitoring of achievable commercial benefits – will ensure change can be sustained in the long-term.

Sports should therefore articulate the process and time frames they will set to achieve pay equity. This may include:

- Details of proposed staged increases towards pay equity.
- Differentiated investment for women's teams to help close the gap.
- Efforts to increase sponsorship and competitions.
- Strategies to build fan engagement.

And planning to move from the living wage concept towards stand alone pay<sup>17</sup>.

Finally, the SASCOC reports argues, there should be clear planning to close the gender pay gap in administrative roles, and strategies for the provinces to follow. In a space where institutional capacity for ensuring parity is weak, decisive steps can still be taken.

Identify opportunities to consider systemic change issues such as recruitment practices, employment branding and organisational cultures which may

be contributing to the barriers that limit women's participation.

Reduce the overall gap with an immediate priority to address unjustifiable differences in like-for-like roles within sports federations, players' associations, and sports clubs<sup>18</sup>.

### **Responses from Central Gauteng Lions to Recommendation 6: on moving toward pay and general parity on and off the field right away.**

All in favour here. When this actually materializes then the sport will truly be seen as a career choice for girls and then the sport will explode in terms of popularity. It is kind of one of those moments where we need to bite the bullet and go for it and the rest will fall into place.



*Laura Wolvaardt of South Africa pictured during the South Africa net session at DY Patil Stadium on October 31, 2025 in Navi Mumbai, India.*

<sup>15</sup> Quote from SASCOC Research report, 30 May 2022: 65.

<sup>16</sup> Quote from SASCOC Research report, 30 May 2022: 65.

<sup>17</sup> Quote from SASCOC Research report, 30 May 2022: 65.

<sup>18</sup> For further details see SASCOC Research report, 30 May 2022, section 8, page 67 quoted here.

## 6 Further strengthen SA elite cricket and maintain SA'S international competitive advantages

- Noting the SA 20 tournament has become one of the most successful domestic T20 competitions in world cricket and that it has spawned the national SA20 girls and boys schools tournaments, it is imperative that CSA lobby the SA20 to launch the proposed but not yet operationalised SA20 women's tournament; this would be an critical practical boost for gender equity in cricket and significantly increase the international competitiveness of South Africa's women's players and teams linked to the fast -growing SA20 brand and format.

(Recommendation 7).

- We suggest that CSA should also approach the South African Cricketers Association (who already co-subsidise two Proteas staff salaries and various other interventions) to assist by investing a portion of its income share from CSA in a joint venture with CSA which contributes specifically to the costs for building the still undeveloped 'pathway' for producing elite women's cricketers in South Africa.

Whereas elite schools to a significant extent subsidise the rise of elite young cricketers in the flourishing multi-million rand boys cricket environment<sup>19</sup>, CSA has a disproportionate responsibility in preparing girls and young

women for elite cricket in the absence of organised school cricket for girls. This fact is underlined by the high proportion of 75 per cent of national players who graduated from mini-cricket and initiatives in disadvantaged areas – almost exactly inverse in proportion to the boys/men.

Such a medium to long term CSA/SACA partnership would help build a sustainable platform for creating the level of player excellence amongst women that SACA seeks, engages with and will benefit from.

(Recommendation 8).

### BRIEF MOTIVATION

The ICC 2024 Global Insights Survey on women's cricket makes the point that in 2019 (the last full season before Covid-19 where stats were available) South Africa was one of three members who "dominate global participation", together with Australia and England. Add to this the stunning achievements of two World Cup finals in a row for the Proteas in 2023 and 2024 and the U19 (Proteas emulating them in 2025).

These recommendations for the future of elite women's cricket and its pathway are geared towards ensuring South Africa maintains its global top-tier position in cricket, makes the brand stronger and keeps up with the rapid changes happening at the global level.

### Responses from Central Gauteng Lions to Recommendations 7 & 8: On strengthening SA Elite Cricket and maintaining SA's International Advantages.

Recommendation 7 – Women's SA20 is certainly the next step. In favour and will be a huge boost in all aspects of the female game in SA.

Recommendation 8 – non-negotiable here. Must happen.

Responses from South Western Districts Cricket.

- a) A longer version cricket/competition for Division 1 needs to be implemented to address the transition to test cricket.
- b) Consideration must be given to introduce women's teams as part of the SA20 competition.



Laura Wolvaardt of South Africa pictured during the South Africa net session at DY Patil Stadium on November 01, 2025 in Navi Mumbai, India.

<sup>19</sup> It was claimed recently that the boys schools' rugby industry in South Africa is now worth around one billion rand per year

## 7 Make more efficient the implementation of cricket and the state's mutual constitutional responsibilities

- Cricket necessarily operates within a broader constitutional, legal and social environment. CSA has for the last thirty years sought to exercise its obligations in ways which have sought to promote South Africa's young democracy. Besides aiding social development, athletic excellence and promoting South Africa's international profile, we recommend that CSA continues to abide by the transformation scorecard system instituted by the government to eliminate inequality and facilitate redress and representivity in sport in an evidence-based manner. In fact, it should ensure that gender equity is part of this scorecard commitment.

(Recommendation 9).

- Noting, in turn, that Governments have historically been key actors in the development of sport world-wide and that it has constitutional obligations to provide facilities and services to ensure the health and welfare of their citizens and communities.

Noting also that:

- the lack of adequate recreational facilities is one of the key inhibitors that prevent cricket from becoming widely accessible to young people in South Africa;
- many schools and communities do not have the basic facilities to play the game;

- CSA lacks the resources to provide and pay for facilities on a societal level – this key task is simply beyond its capacity;
- municipal dysfunction and a lack of service delivery at local and other levels has become endemic in many towns and cities;

We recommend that:

- CSA audits government support for cricket at national, provincial and local levels on an ongoing basis in order to measure how cricket at different levels annually benefits overall from governments intervention, and on this basis to plan for and access government funding in a systematic manner;
- CSA strategises on how best to gain the co-operation of relevant government departments, such as the Dept of Arts and Culture, Dept of Basic Education, Dept of Social Development and the Office for Women and Disabilities, and to get more structured commitments from the state at local, provincial and national level for facilities and other assistance which can promote women's cricket at the youth and grassroots level.

(Recommendation 7).

Democracy and the new Constitution have brought many benefits to South Africans, starting with six free and fair general elections, presidents stepping down when they knew Parliament would reject them, and government stepping aside to let the opposition govern when it lost independently verified local and provincial elections. The new state implemented

policies and measures to affect historical redress on multiple levels. For example, a new system of social grant protection, which has been extended to some fifteen million people. South Africans openly speak their minds through song, comedy, theatre, art and social media, as well as through political parties and civil society movements. There is a robust critical media and strong investigative journalists and a bold judiciary. Books are not banned. South Africans are not detained without trial. The country does not have states of emergency, even when there is an emergency. There is no death sentence. Same-sex couples can openly express their love. These are not trivial things. By now most of these new constitutional protections are simply taken for granted by the citizenry.

But, South Africa and the public mood in the 2020s are very different than in the 1990s. Those upbeat moments seem far away. The country is troubled, facing multiple crises. People across the board are unsettled by revelations of corruption and daily experiences of governmental failure, together with the resurfacing of apartheid-era ideas in the age of Donald Trump and the international resurgence of far right-wing populism. Democracy has not distributed its benefits widely enough to meet the needs of the marginalised majority. Poverty and inequality remain endemic. As one commentator has noted, '[w]ithout fixing broken governance, an equitable and peaceful society is not possible'.

At a time when change institutional stability and change management leadership is crucial, CSA need to focus and redouble its efforts to work closely with government at all three levels – local, provincial and national – in order to maximise possible benefits to potential and current cricketers.

The collaboration agreement signed between CSA and the Departments of Sports Art and Culture and Basic Education to promote sport in school is an example of how to proceed in an area where more

efficient delivery from government in terms of facilities and community development is vital. See the Tables provided by Edward Khoza overleaf on this case study.

**TABLE Partnership with Department of Sports, Arts and Culture & Department of Basic Education (i).** (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.8.).

## PARTNERSHIP WITH DEPARTMENT OF SPORTS, ARTS AND CULTURE & DEPARTMENT OF BASIC EDUCATION – KEY MOMENT



CSA signed an OPERATIONAL AGREEMENT FOR A COLLABORATIVE APPROACH TO DEVELOP CRICKET IN SCHOOLS

- To enhance and develop an effective cricket pathway structure in previously disadvantaged areas.
- Create and nurture the love of the game of cricket amongst the black communities.
- Decrease disparity in the number of matches played between schools in disadvantaged areas and the traditional/ independent schools.
- Develop quality Black African cricketers who will contribute positively towards the CSA pathway.

To support the CSA Transformation Agenda and deliver on the set goals for transformation within CSA.

Access to cricket playing opportunities

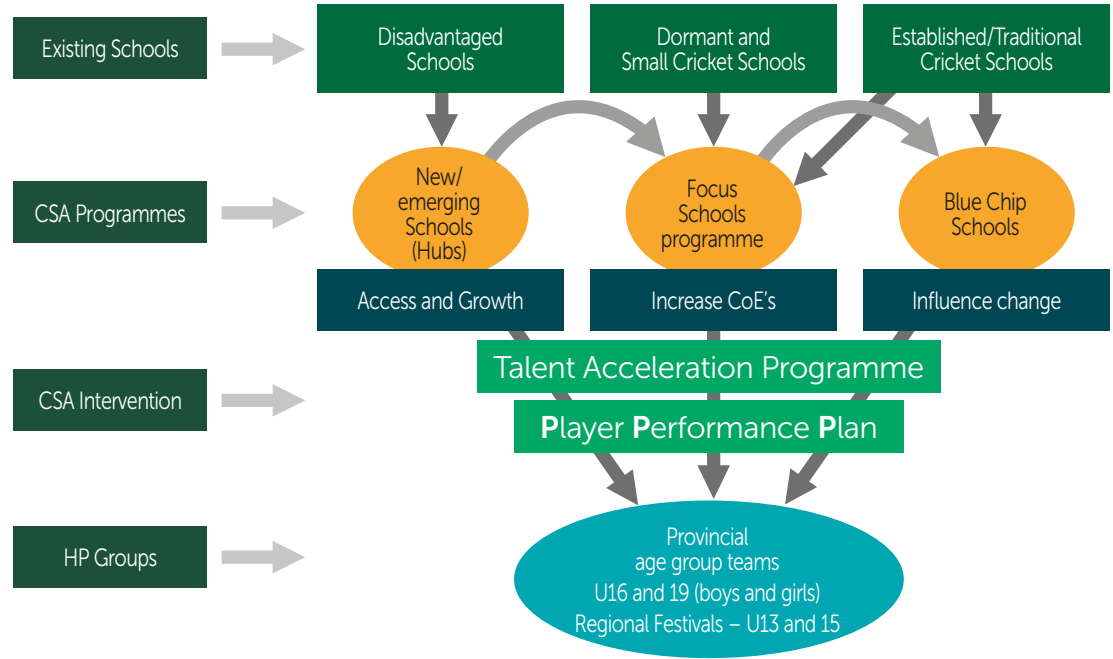
Address common Transformation goals

Build social cohesion

Encourage learners to take up cricket – active and healthy nation

**TABLE: Partnership with Department of Sports, Arts and Culture & Department of Basic Education (ii).** (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.9)

## PARTNERSHIP WITH DEPARTMENT OF SPORTS, ARTS AND CULTURE & DEPARTMENT OF BASIC EDUCATION – KEY MOMENT



### SCHOOL QUALITY INDEX (SQI)

The Schools "Schools Quality Index" provides a tool to measure cricket readiness which includes elements such as the level of facilities, coach qualifications, matches played, number of teams and the level of representation.

### DORMANT SCHOOLS

Schools who have played cricket in the past but because of varying circumstances don't play cricket but have facilities to do so.

### BLUE CHIP SCHOOLS

These are schools that has the ability to score high on the SQL. In order to achieve a Blue-Chip status (90% and above on the SQI) a school needs to have a certain specified level of representation within its top teams throughout it's pipeline.

### EMERGING SCHOOLS

These are schools that have just been introduced to cricket and have at least one team playing in some sort of league.

### FOCUS SCHOOLS

These are schools that have >70% Black or black African scholars and either are established cricket schools or dormant cricket schools. CSA assist these schools to either reignite cricket within these schools or enhance the cricket program currently provided. The SQI is a tool to determine the level and nature of the assistance.

### PLAYER PERFORMANCE PLAN (INDIVIDUALISED PROGRAMME)

The Player Performance Plan (PPP) was introduced during the 2016/17 season. Holistic development of High Performance athletes based on a number of enablers such as – Socio Economic (performance lifestyle); Technical/Tactical; Physical Conditioning; Psychological and Medical.

# PART TWO

## ALIGNING THE RECOMMENDATIONS AND NEW POLICY ON WOMEN'S CRICKET WITH CSA'S CURRENT OPERATIONAL PLANS

### 8 Actions required by CSA to align the recommendations on women with its current and future operational plans

[The plans for chapter 8 on how CSA will operationalise the recommendations have yet to be drawn up and will be added here when the operational team has gone through the process of aligning new policy and the process of implementation.]



*Marizanne Kapp of South Africa bowls during the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.*

# PART THREE

## CSA'S 35 YEARS OF STRATEGIC PLANNING FOR WOMEN'S CRICKET – THE CONTEXT, 1991-2024

### 9 Cricket unity changes the paradigm

A significant feature of the last few decades has been the growth of women's involvement in sport and the expansion of women's rights in society. We need to understand the context for these developments. In particular that CSA's policy of ensuring women become part of the cricket mainstream – that is, cricket citizens in the fullest sense – emanates from the arrival of democracy in South Africa and numerous related South African and international developments, conventions and policy frameworks inside and outside of sport.

South African cricketers united for the first time on 29 July 1991 to form the new United Cricket Board of South Africa. This brought to an end nearly two centuries of racial segregation and divisions in the game (including seven different racial based cricket controlling bodies at one stage). In contrast to this, the UCBSA – from 2006 simply CSA – was founded on principles of equality and non-discrimination. South African cricket started emerging from the dark ages of colonialism, segregation, apartheid and the systemic racial and social discrimination and division that underpinned those systems.

Cricket unity, going with unexpected political change, rejuvenated the game in South Africa. All South African cricketers were now unconditionally free for the first time to play together at schools, clubs, first-class and other representative levels, a fact long taken for granted in every other cricket playing nation. Integrated planning and united action between old enemies bound by a commitment to a set of inclusive and democratic values got off the ground. Unity and Development became the motto.

As a unified cricketing power, South Africa emerged from international boycotts and isolation and entered world cricket proper, competing against cricket playing countries like India, the West Indies, Pakistan, Sri Lanka, Bangladesh, Zimbabwe and Kenya for the first time. Previously the whites-only SACA had played 172 test in 40 series against only three countries, England, Australia and New Zealand, in what was a white old boys club of Empire. Within ten years the Proteas men's team played more international matches than the whites-only SACA and SARWCA did in a hundred years before. Initially women's cricket did not feature in this new flush of spring cleaning. But, by the second half of the 1990s, it would slowly started growing and finding direction.

On the whole, new income, opportunity and growth followed unity. The number of cricketers increased significantly. Enthusiasm for the game spread among all sectors of the community. Before long, the majority of television watchers were women.

## 10 Democracy and the new Constitution of South Africa

The second powerful impulse for the growth of SA women's cricket was the arrival of democracy in 1994 and the new constitution in 1996. Democracy turned the whole legal framework around: from one based on exclusion to one based on inclusion. The Bill of Rights, guaranteeing every South African a wide-range of human rights, was the cornerstone of the Constitution. Black South Africans became full citizens and could vote for the first time. The new constitution of democratic South Africa outlawed gender discrimination. It also made transformation and redress a core value and constitutional requirement.

Several supporting Independent Chapter 9 institutions were set up to help safeguard the individual human rights guaranteed by the constitution. These included the Human Rights Commission, The Commission for the Promotion and Protection of the Rights of Cultural, Religious and Linguistic Communities, and the Gender Commission, whose task is 'to stop laws, practices and customs that discriminate against people because of their gender'.

Black women, long subjected to multiple intersectional forms of discrimination and exclusion – including what was described as 'triple oppression' based of race, class and gender – started participating in domestic and international cricket for the first time. The UCBSA came to recognize women cricketers as part of the high priority 'targeted groups' earmarked for 'accelerated advancement because of historical imbalances', together with black African and disabled cricketers. Multiple opportunities opened up for previously disenfranchised South Africans, on and off the sports fields.

Former CSA President Advocate Norman Arendse pointed out that the Constitution (and CSA) explicitly recognised that our society remains inherently unequal, and abnormal, and that measures must be taken to affirm those who were previously denied the rights and privileges enjoyed by whites under apartheid.

Arendse added that the Constitutional Court had pronounced on this in various judgments, and anyone opposed to affirmative action 'is either in denial or in opposition to a fundamental principle underlying the new South Africa'. Therefore:

*It is incumbent on sports and cricket administrators to actively give effect to the demands of our Constitution and the pronouncements of the Constitutional Court, which has sanctioned legitimate means of redressing the historical legacy of apartheid based on white racism, and supremacy.*

*South African law also prescribes it: the BEE Act, the Employment Equity Act, the Promotion of Equality Act, are just some of the laws on our statute books that give effect to affirmative action<sup>ii</sup>.*

The massive constitutional and legal turn-arounds of the 1990s opened up multiple opportunities for women on and off the sports fields, just as the acquisition of meaningful political rights by women in other countries led to the first national associations and tests in the 1920s and 1930s.

The UCBSA's Development Programme and later the Transformation Charter became key to broadening the UCBSA's base among constituencies that had been side-lined previously.

## 11 UN and International Charters protecting Women's Rights

Besides ensuring Constitutional Democracy and the Rule of Law and in South Africa, the new democratic government also ratified many supporting international conventions promoting the rights of women, including UN and International Labour Organisation (ILO) Conventions such as the:

*Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), 1972.*

*Universal Declaration of Human Rights, 1948*

*Vienna Declaration for the Promotion and Protection of Human Rights, 1993*

*Beijing Declaration and Platform for Action, 1995.*

*UN Millennium Development Goals, 2000*

*UN Sustainable Development Goals, 2015*

*Optional Protocol to the African Charter on Human and People's Rights on the Rights of Women in Africa, 2004*

*AU Solemn Declaration on Gender Equality in Africa, 2004*

*SADC Protocol on Gender and Development, 2008 in ILO Conventions C 100, C111, C182, C004, C041, C045, C189<sup>iii</sup>*



## 12 CSA's six cycles of Cricket Transformation, 1991-2026

CSA celebrated its 33<sup>rd</sup> birthday during the 2024 Diversity, Equity and Inclusion Indaba. This moment, coming at the same time that South Africans were celebrating thirty years of Democracy and the watershed 2024 general elections, provided an apt opportunity for reflection. Where have we come from since unity and 'freedom? And where are we heading?

Strange as it may seem, the reality for CSA is that the new era of cricket unity with its aim of inclusive growth is still in its baby phase. South African cricketers had in 2024 played together under a single national controlling body for only 33 of the 226 years of cricket's existence in South Africa.

342 years of deep-rooted systemic exclusion under colonialism and apartheid against only 30 years of hard-won democracy so far! That means the backdrop of the past continues to cast a big shadow over the present. Small wonder the challenges are so big. Given this background, Cricket South Africa's key priorities since the landmark moment of unity in the 1990s have of necessity remained transformation, historical redress and full citizenship for all South Africans on and off the field.

The 33-year old organisation has passed through six cycles of transformation planning and strategizing since unity in 1991. Each of these eras of managing change in cricket had distinct features and outcomes, which are useful to understand as we plan for a sustainable inclusive future for cricket. They have been:

- **Cycle One:** *'Unity and Development', 1991-1998*

From 1991 to 1998, 'unity and development' were the key cricket priorities, reflecting the optimistic rainbow nation aspirations of the Mandela years. However, despite the big strides forward, there were by 1997 growing concerns about the lack of change and delivery in various areas of cricket. This applied particularly to the top administrative and playing levels. Only four black players were selected for the Proteas in the first seven years of unity and showcase provincial and national teams remained largely white. Administrators from the old system and the old business and media establishment with which they had close relations continued to exercise disproportionate power in cricket. Discontent was voiced about "glass ceilings" and entrenched old cricket cultures. This dissatisfaction was linked to the broader impatience about "delivery" at the societal level as new power realities after democracy revealed themselves after the initial post 1994 "rainbow nation" honeymoon period. Whereas initially the emphasis was more on the "development" of black cricketers on the margins without addressing power relations, representation and the culture of cricket as a whole, there was now a clamour for transformation which stood for fundamental change at every level of the UCB and the game.

- **Cycle Two:** *From Development to Transformation: A new 'Charter' with a clear set of values and the emergence of top Black Players and Administrators, 1998-2002*

To address these issues, the UCB embarked in April 1997 on an eighteen-month process of seminars and re-evaluation involving around 1 000 UCB stakeholders to develop a common vision for the

future. This culminated in a UCB National Vision Conference held in Johannesburg on 13 – 15 November 1998. More than 120 delegates adopted the Transformation Charter and a Pledge to the Nation, which committed the UCB to operating with a "new culture and ethos" in an "African context" so that cricket could become a dynamic reflection of South Africa's young democracy. The Transformation Charter covered ten main strategic areas or "thrusts" for the future. "Democratisation" and "Redress and Representivity" was the key ones. The others were the Role of the CSA Board; Constitution; Competitiveness and Revenue; Development; Closing the Gap; Funding and Distribution; Recording the full history of South African cricket; and, finally, Accountability and monitoring. A Transformation Monitoring Committee was appointed to monitor progress in each of these ten areas. A broad target was set of 50/50 representation at all levels of cricket within three-years, except the elite first class and international playing level, where the initial targets were lower. By 2002, the numbers of black first-class players had risen to 66 (far exceeding the third-year target of 44). A critical mass of black first-class players capable of feeding future national teams started coming through the system for the first time. Progress at the top administration level was rapid too, with the first black UCB CEO, Gerald Majola and 7 out of 11 black provincial presidents indicating not only quantitative change, but also the emergence of a new institutional culture in the UCB and cricket.

With new power relations at the top came new imaginations and ways of doing things, which significantly impacted on the directions CSA took. Transformation became the guiding thrust in cricket. Cricket was following in the footsteps



of national developments echoing the broader demands for deeper, thoroughgoing change in the economy and other aspects of life after the onset of the second administration under President Thabo Mbeki in 1998.

- **Cycle Three:** *Black leadership and internalising Transformation, 2003-2012*

At a “Consolidation Conference” at Kievietskroon in July 2002, the UCB decided it had largely been successful in resetting the agendas, debates and institutional culture of South African cricket via the Transformation Charter, though the TMC stressed that transformation needed to be an ongoing process because South Africa’s broad socio-economic inequalities would “take generations to eliminate”. CSA decided that transformation now needed to be driven operationally from within as part of CSA’s self-regulating core business, inter alia through full time transformation managers.

A survey appearing at the time clearly delineated future goals and sports markets. Of the total number of children in the 7-15 age group in 1999, 3,3 million were black African, 360 000 white, 233 000 coloured and 84 000 Indian. Ten percent of this market would give cricket a national character.

This third cycle of change management in CSA lasted from 2002 to 2012, the tenure of Gerald Majola as CEO, working alongside CSA presidents Advocate Percy Sonn, Ray Mali and Dr Mthuzuzeli Nyoka. Sonn and Mali also served as ICC presidents and Haroon Lorgat as its CEO in a golden period of growth for SA cricket. South Africa hosted its first highly successful World Cup in 2003 and also the first ICC T20 CWC in 2007. The national team led by Graeme Smith (and including some of SA’s best-

ever cricketers) beat Australia and England at home for the first time and emerged as the number 1 test team in the world in 2012, with their distinct brand of “Protea Fire”. Working closely with emerging giant India at the time that the T20 format exploded, SA broke through the one-billion-rand income mark and sat comfortably at the top table of world cricket.

- **Cycle Four:** *Government’s Charter, Administrative Centralisation and Africanisation, 2013-2017*

In 2012/13, CSA entered the fourth cycle of transformation. Having adopted a national sport Transformation Charter, government in May 2012 appointed an independent monitoring body, the Eminent Person’s Group (EPG), to develop and monitor a Transformation Performance Scorecard, which national sports bodies had to comply with (see Section 1.3.9 below)<sup>iv</sup>. Simultaneously, after a period of internal crisis, CEO Gerald Majola resigned as CEO and Jacques Faul served a short stint as acting CEO before Haroon Lorgat was appointed to the post in July 2013. He and CSA president Norman Arendse convened the *Mayenzeke* Transformation Indaba at Fourways in September 2013 to reassess and strategically reposition the organisation. The first major decision here was to review, professionalise and realign CSA’s governance structures and processes thoroughly from top to bottom, giving HQ greater powers to inspect, monitor and ensure corporate governance compliance from the provinces. The other were to speed up the ‘Africanisation’ of the game, inter alia to comply with the governments EPG targets. Six priority areas of focus were decided on: Governance; Procurement and the appointment of staff; Professional cricket; Amateur cricket; History and Legacy projects; and Funding<sup>v</sup>.

The 2013 model of transformation was to apply to how the whole system worked, not simply the racial dimensions of change, the CEO explained.

- **Cycle Five:** *Implosion of a Brand and a Game Ruptured by the Global Pandemic, 2018-2021*

The fifth cycle of change for CSA commenced when Thabang Moroe was appointed as acting CEO by the Board under President Chris Nenzani in September 2017, confirmed by a fixed contract in July 2018. As in the past, the new administration soon convened a National Transformation Indaba at Kwa Maritane Bush Lodge in the Pilansberg in April 2018 to strategise and plan for the next phase of CSA’s transformation and growth. The 2018 Indaba endorsed ‘the consolidation and solidification’ of the 2013 *Mayenzeke* (let it happen) resolutions, which it noted were not all achieved. The focus on governance issues and the importance of speeding up Africanisation, which was happening too slowly, were endorsed. The result was that the number of black, particularly black African, national players jumped significantly by 54 individuals in the three years from 2017. This more than doubled the number of black Protea cricketers from a low of 38 in the 25 years between 1991 and 2016 to 92 players in a short time. One of the five major resolutions taken at the 2018 Indaba was, moreover, ‘Address the Women Senior Provincial Structure to ensure sustained performance at National level through an effective High Performance feeder programme’<sup>vi</sup>.

However, despite this progress, the resignation of a second CEO amid internal tensions in a few years, triggered a period of prolonged instability in CSA which culminated in a damaging withdrawal of support by government, the media, sponsors, the

player's association SACA and the general public. To make matters worse the Covid 19 pandemic forced the cancellation of competitions and international matches severely disrupting cricket and its income streams.

- **Cycle Six:** *A Restructured CSA picks up the pieces and adopts the Core Values of Diversity, Equity and Inclusion, 2021 to 2026, INCLUDING THE RECOMMENDATIONS AND NEW POLICY ON FAST-TRACKING WOMEN IN TO THE MAINSTREAM OUTLINED ABOVE.*

In a dramatic period in CSA's history, the CSA CEO and certain Executives were dismissed and the Board resigned. In October 2020, the Minister of Sport in tandem with the Members Council set up an Interim Board whose mandate was to”:

- ‘Reset CSA by stabilising the corporate framework of governance of cricket’;
- ‘Restore public confidence in the administration of cricket in South Africa’; and
- ‘Investigate and remedy’ matters raised in two major internally-commissioned reports by Judge Chris Nicholson and a forensic investigator<sup>vii</sup>.

The outcome of the IB's tenure and report, released in July 2021, was that the governance of CSA was restructured with the Board including a majority of independent directors.

A new era started for CSA. The finalisation of CSA's current MOI, the election of Rihan Richards as CSA president, the appointment of the new Board headed by Lawson Naidoo and the subsequent appointment of Pholetsi Moseki as CSA's fifth CEO gave momentum to the sixth phase of CSA growth

since its formation in 1991. Its annual report in 2024 looked back on a period of five years, including the disruptions of the Covid 19 pandemic, in which CSA stabilised itself in governance, as well as playing and financial terms. After several years of heavy losses, CSA reported a pre-tax profit of R815 million rand built on a billion rand of television revenue resulting from playing against India, increased ICC funding, the success of the new SA20 and the return of domestic sponsorship after the dramas of the preceding years. CSA cricket reached close to a billion viewers in 112 markets across the world and positive media sentiment went up from 11 to 44 percent in a year<sup>viii</sup>. CSA's men and women also reached a record three ICC T20 World Cup finals in 2023 and 2024, proceeding past the semis in any ICC competition for the first time. However, the excellent news about the innovations of SA 20 and growth of women's cricket as the global game reinvented itself was muted somewhat by the accompanying reality that Test cricket opportunities for the Proteas (and anyone else outside the world's Big 3) caved away dramatically.

Where does CSA go to from here? The CSA leadership under Rihan Richards (president) and new Board chairperson Pearl Maphoshe (who succeeded Lawson Naidoo in late 2024) and CEO Pholetsi Moseki faces big challenges in what has been described as a ‘VUCA’ (volatile, uncertain, complex and ambiguous) World’. At the DEIB Indaba, the senior CSA amateur manager summed up the roller coaster roll SA cricket was experiencing at it approached the end of the first quarter of the twenty-first century. He said, ‘Let's admit it, cricket has become commercial, basically a business, where you plug a business into a cricket and a social environment driven by volunteers’<sup>ix</sup>. The cricket environment had changed dramatically in the past few years. This is the context for the contradictory

challenges that CSA faces as it embarks on its DEI journey to address South Africa's historic social and political wrongs by fast-tracking women's cricket in the mainstream of the game in South Africa.



*Tazmin Brits of South Africa walks off after being dismissed during the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.*

## 13 The Government's Sports Transformation Charter and Eminent Person's Monitoring Group, 2012 onwards

From the first days of the democratic era, the new democratic government actively used its influence to unite previously segregated sports bodies and to promote sports transformation in line with the goals of the 1996 constitution. The first president, Nelson Mandela, was pictured in iconic fashion in many images using sport as a means of building national unity. Government followed precedent by appointing a Minister of Sport and setting up a Department of Sports, Arts, Science and Technology, who carefully followed and influenced developments. Cricket and other sports federations operated in an autonomous arms-length space from government, driving their own transformation plans.

In 2003 government rationalised the national sports system by creating two main umbrella controlling bodies. First, the Department, representing government, was renamed Sport and Recreation South Africa (SRSA), Secondly, six umbrella sport federations were merged into one South African Sports Confederation and Olympic Committee (SASCOC), representing non-governmental sports structures. Cricket South Africa and all other National Sports Federations (NSF) were required to affiliate to SASCOC, whose task it was to co-ordinate high performance sports, including participation in events like the Commonwealth and Olympic Games. Meanwhile CSA and other national sport-specific bodies continued to operate within the parameters set by their international governing bodies, such as the ICC, as well as in line with government policy as explained in occasional White Papers. This

system of co-governance between government and non-governmental bodies was cascaded down to Provincial and local municipal levels as well. Local and provincial sports forums or councils exist to deal with government authorities at those levels<sup>x</sup>.

In 2011 the government, frustrated by the slow pace of social change in sport, introduced the National Sport and Recreation Plan (NSRP). It emphasised the National Sports Federations should 'in all their activities' give prominence to priority groups, namely "the youth, the aged, women, rural communities and people with disabilities". As had happened in cricket in 1998, a national sport Transformation Charter which aimed to create "accessible, equitable, sustainable and competitive sport system" was adopted at a National Sport and Recreation Indaba in November 2011. And as had happened in cricket in 1998, an independent monitoring body, the Eminent Person's Group (EPG), was established to develop and monitor a Transformation Performance Scorecard for national sports bodies<sup>xi</sup>.

The first EPG was appointed by the Minister in May 2012. CSA had to reorganise its long-standing internal transformation plans and management to align with the new national government scorecard. CSA, therefore, built the dashboard designed by the EPG into its operational reporting system. Twelve years later, this database remains the key internal monitoring measure for cricket transformation and an important strategic management tool, as the presentation at the 2024 DEIB Indaba and the tables used in this report show<sup>xii</sup>.

## 14 CSA's MEMORANDUM OF INCORPORATION (MOI), 2021 ONWARDS

The outcome of the Interim CSA Board's tenure and report, released in July 2021, was that CSA was restructured with the CSA Board comprising a majority of Independent Directors and the relationship between it and the Members Council more clearly defined in a new Memorandum of Incorporation.

While the IB and MOI set out to provide a level of corporate governance appropriate to the highly commercialised 21st century world of international cricket, it underlined that:

*... in proposing measures for better corporate governance through a strong Board where independent directors are in the majority, it should not be assumed that the IB supported the uncritical corporatisation and commercialisation of the game. The adherence to South African constitutional values, including the Preamble, the Bill of Rights and the Equality Clause of the Constitution, and ongoing transformation were equally important and necessary<sup>xiii</sup>.*

It reported further that:

*... transformation has to be understood, internalised and made concrete in every sphere of CSA operations in the restructuring it has proposed – from Board level to the national team and down to the grassroots.*

'Considering the position of women in South African cricket' was one of the nine points listed in the 'turn-around' mandate given to the IB and the active

promotion of women's cricket was seen as a long overdue priority in the IB discussions. See Mandate Item 4, paragraphs 321-347 with their accompanying resolutions in the IB Report<sup>xiv</sup>.

These ideas were incorporated into CSA's new MOI adopted by CSA, particularly Clause 3 on the "Mandates, Objects and Powers of the Company", as well as the key Schedule 4 entitled "Vision, Mission and Values of the Company" and some other linked clauses.



Nadine De Klerk of South Africa celebrates after taking the catch to dismiss Amanjot Kaur of India (not pictured), off her own bowling during the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.

## 15 DIVERSITY, EQUITY AND INCLUSION (DEI) AS PART OF CSA'S INTEGRATED MANAGEMENT POLICIES, 2021 ONWARDS

CSA President Rihan Richards noted that one of the objectives for the 2024 DEI Indaba was to explain why CSA was 'moving away from transformation to Diversity, Equity and Inclusion'<sup>xv</sup>. By the 2020s, post the Zuma corruption years of state capture and the pandemic, politically driven 'transformation' in sport – and its (wrongly) supposed corollary, narrow 'quotas' – had lost much of their earlier power and had become stereotyped as part of tired liberation rhetoric by a large section of a conservative sporting community. During a national roadshow in 2024, CSA leaders became aware of the differences in thinking over transformation and the lack of co-ordinated action and clear messaging in the provinces following the cricket disruptions of recent years<sup>xvi</sup>. Also Influenced by modern business and organisational development theory, which had inter alia been adopted by the organisations such as the England and Wales Cricket Board, CSA switched to the closely related softer, holistic concept of Diversity, Equity and Inclusion to drive its ongoing transformation process.

DEI stresses the need for an integrated development approach in organisations, aligning sound corporate governance principles with the promotion of sound ethical approaches and social responsibility. Secondly, it promotes an organisational framework for promoting the fair treatment and full participation of all people, particularly groups who have historically been under-represented or subject to discrimination based on their identity or disability<sup>xvii</sup>.

South African College for Applied Psychology has given these thumbnail definitions for each of the three terms in DEI:

**Diversity** encompasses the full spectrum of human differences, including but not limited to race, ethnicity, gender, sexual orientation, age, socioeconomic status, physical abilities, religious beliefs, political beliefs, and more.

**Equity** refers to ensuring fairness and justice in all individuals' treatment, access to opportunities, and advancement, especially those from under-represented or marginalised groups.

**Inclusion** involves creating environments where diverse individuals feel welcomed, respected, supported, and valued, fostering a sense of belonging and empowerment<sup>xviii</sup>.

In the current climate, the CSA President explained, transformation with a big 'T' 'leads to varying interpretations and misalignment of efforts', but it would remain as 'initiatives that we take to realise these [DEI] objectives'<sup>xix</sup>. This was backed up by a presentation from a business leader, who emphasised that a diversity-led focus on organisational change and growth helped people to see 'diversity as a business imperative rather than a compliance consideration' [such as policed quotas]<sup>xx</sup>.

Recent business studies have shown that inclusive DEI-type organisations were higher performers than old-style ones, being three times more likely to be higher performing (with varied perspectives, leading to more creative solutions and inclusivity leading to higher staff satisfaction and retention); six times more likely to be innovative and agile; and, eight times more likely to have better business outcomes

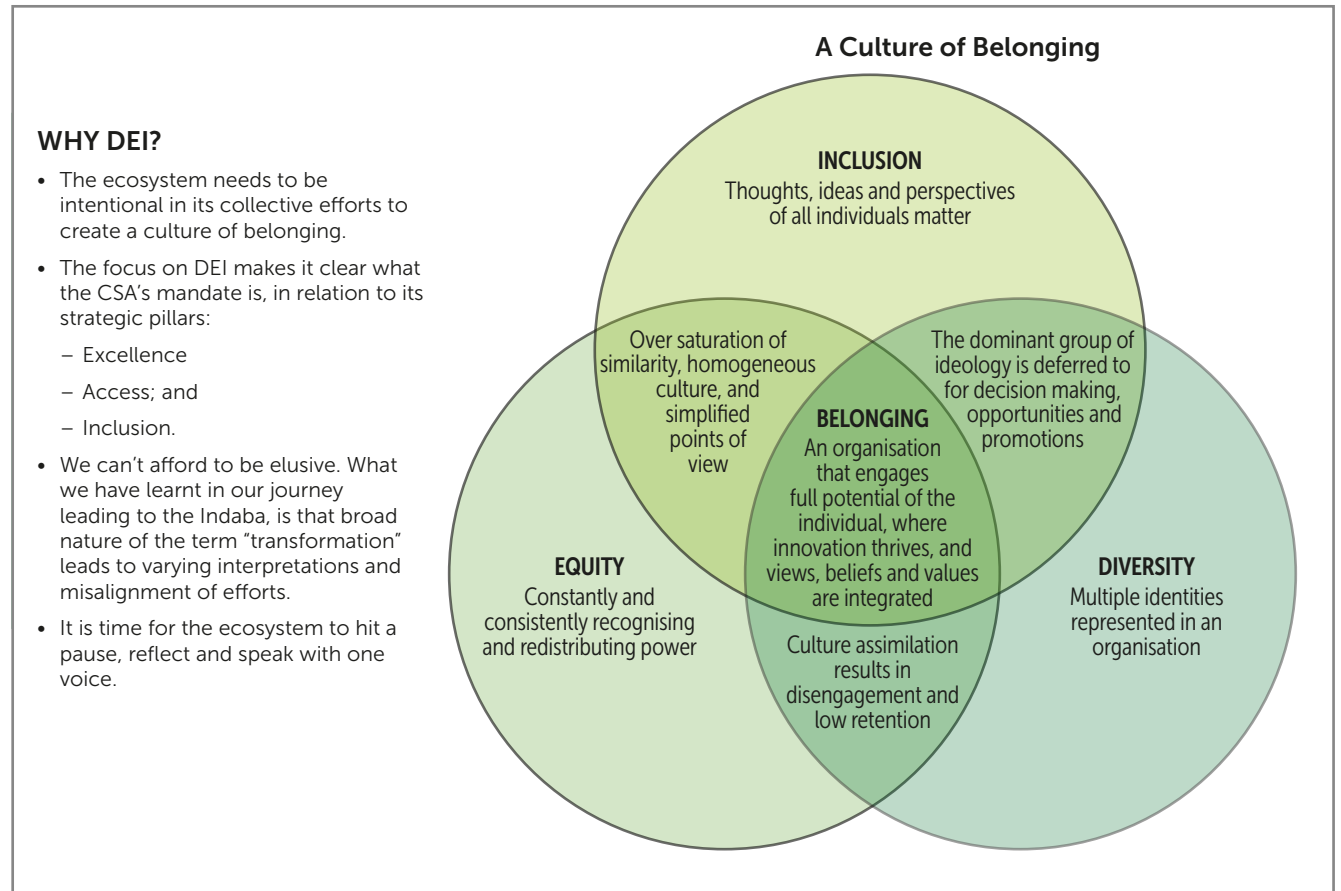
because of more thorough and balanced decision-making processes<sup>xxi</sup>.

New CSA Board chair, Pearl Maphoshe, mentioned in her presentation that DEI also took into consideration notions of 'intersectionality'. This idea, commonly used in gender debates since the Rhodes Must Fall student protests of the past decade, rejects definitive, generic 'either/or' binary explanations about identity and the experiences of women and other marginalised groups, seeking instead to understand the many nuanced ways in which each individual self-identifies and experiences and understands life<sup>xxii</sup>.

Strategically, the end objective of DEI is to promote Excellence, Access and Inclusion. 'We need to use the power of sport, Ms Maphoshe advised, to embrace diversity and work together to create social justice and foster a culture of excellence and belonging'. Thus, in 2024 – in its operations and public messaging – CSA shifted subtly but surely away from emphasising the often controversial and politically charged notion of transformation to what it regards as the softer, more holistic – but equally transformative – idea of Diversity, Equity and Inclusion.

The Tables 1-5 below from the presentations at the Indaba seek to answer in an easy-to-follow way important questions on DEI:

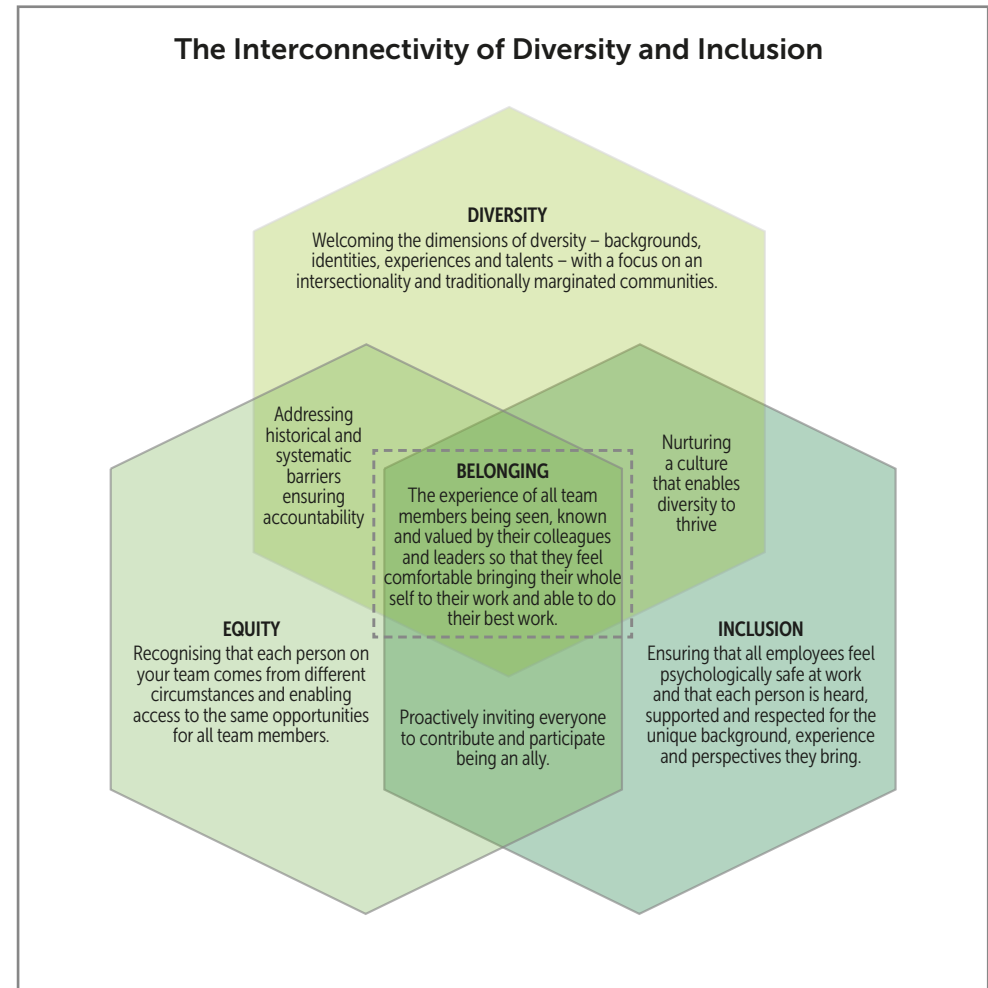
**TABLE 1: Why DEI?** (Source: Muditambi Ravele presentation on 'Our journey towards creating a culture of excellence and belonging', CSA DEI Indaba, 20-28 July 2024)



**TABLE 2: What are the Benefits of DEI?** (Source: Pearl Maphoshe, CSA DEI Indaba, 20-28 July 2024)

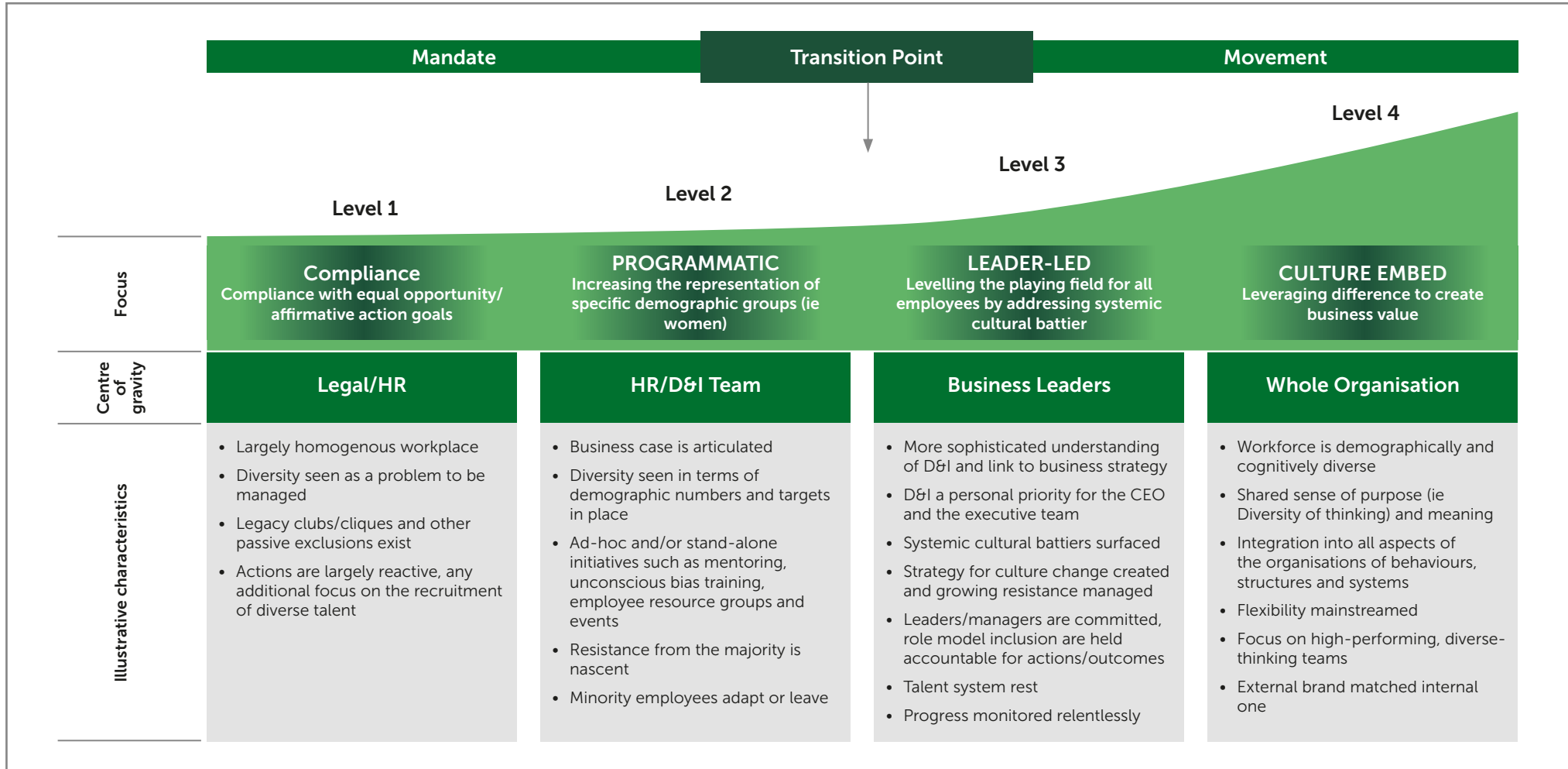


**TABLE 3: The Inter-connectivity of Diversity and Inclusion?** (Source: Pearl Maphoshe presentation, CSA DEI Indaba, 20-28 July 2024)





**TABLE 4: The pathway to creating a Diverse and Inclusive organisation.** (Source: Stavros Nicolaou presentation, CSA DEI Indaba, 20-28 July 2024)



**TABLE 5: Equality vs Equity in the short- and long term.** (Source: Pearl Maphoshe presentation, CSA DEI Indaba, 20-28 July 2024)

### Redress & Equity in a nutshell

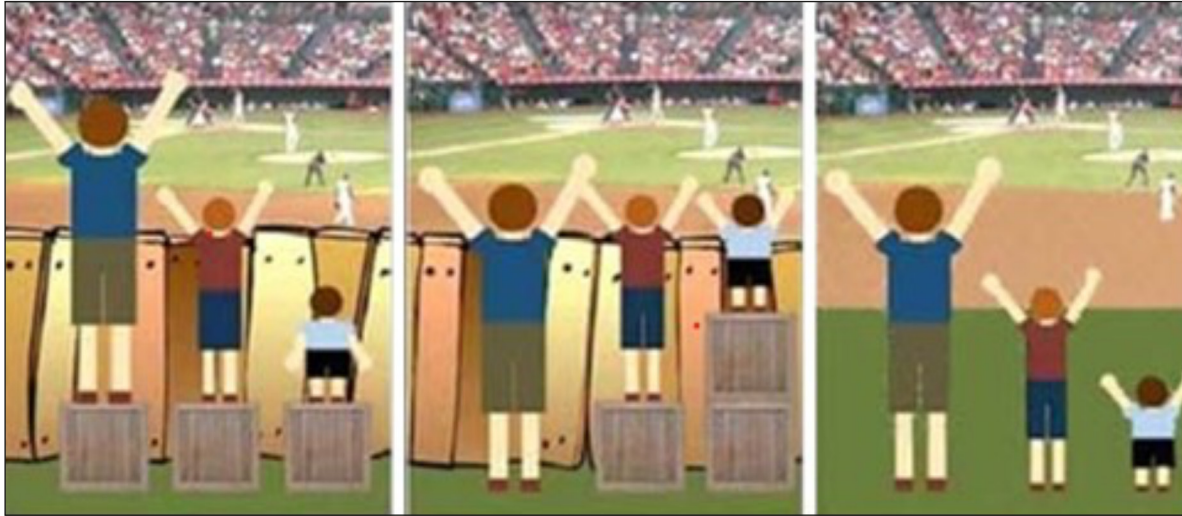
"The route to achieving equality will not be accomplished through treating everyone equally. It will be achieved by treating everyone justly according to their circumstances."

*Paula Dressel, Race Matters Insitute*

Equality

Equity

Ultimate Goal



# PART FOUR

## THE DEVELOPMENT TRAJECTORY OF WOMEN'S CRICKET SINCE UNITY, 1991-2026

### 16 Historical overview of playing numbers

Cricket unity and democracy led to a steady rise in the numbers of girls and women playing cricket.

In 1956 about 400 players were affiliated to the whites-only SARWCA, about 70 of whom participated in its inter-provincial cricket week<sup>xxiii</sup>.

Then the numbers dropped from 300 players in 1961 to a mere 130 in 1966, largely because of the debts incurred on the first international tour in 1960/61<sup>xxiv</sup>. The regular provincial weeks were downgraded to less competitive 'cricket weeks', involving also invitational and schools teams. Only a handful of provinces were able to field properly selected provincial teams. By the 1970s and '80s, sometimes only two provinces. Johannesburg with a league of six clubs and 80 players in 1973/74 became the main cricket centre in the country with Marks Park as the main venue<sup>xxv</sup>.

As a result of tightening international isolation, the cricket weeks were discontinued after 1985. SARWCA became dormant. In all these decades of racial exclusion there were no league or provincial cricket opportunities for black women though they had been enthusiastic supporters from the beginning<sup>xxvi</sup>.

The UCBSA resuscitated women's cricket after unity in 1991. The numbers grew to more than 9,000 participants by 2001, the cricketers for the first-time drawn from all communities. UCBSA reported that 1,109 schools and 269 clubs were playing<sup>xxvii</sup>.

These numbers grew to 22,355 participants by 2022, broken down into 320 provincial players, 2,164

club cricketers, 16,271 school children and 2,600 participants in the development Hubs or Regional Performance Centres<sup>xxviii</sup>. Black children, marginalised completely in the past, now form the majority of junior players. Given the continuing absence of organised girls cricket in schools, mini cricket has been the main nursery for women's cricket to date (see chapters 29-30 below for details).

The figures for adults reflect the same decisive necessary historical progression. There are currently 5,000 club players and the wholly new phenomenon of 66 professional players operating in a rapidly developing elite Cricket South Africa pipeline. The national senior and junior teams today comfortably reflect South Africa's diversity.

## 17 Domestic Competitions

A new South African Women's Cricket Association (SAWCA) gave impetus to the re-organisation of women's cricket in the 1990s. It was launched by the UCBSA in December 1995 during what was described as the 'inaugural women and under-19 girls Inter-Provincial cricket week' at Marks Park in Johannesburg.

SAWCA held eight annual centralised Inter-Provincial tournaments between December 1995 and April 2003, each one in a different city. The provinces were divided into two groups and the two top teams in each competed against each other in the semi-finals and finals. Underlining the stepchild nature of women's cricket, the statistics for these eight centralised tournaments were not recorded in the *South African Cricket Annual*, but we do know that Western Province won four times and Gauteng and Northerns twice each<sup>xxxix</sup>.

From the 2003/04 season, a decentralised CSA National Women's League involving home and away games was introduced. This was a sign that women's cricket was coming into its own. UCBSA provided a small annual grant for teams to travel, sometimes by air and women's domestic cricket received coverage from official statisticians for the first time. In the 18 seasons up to 2021/22 – no cricket because of the Covid-19 pandemic in 2020/21 – Western Province won the title 8 times, with North West second best as three-times winners. SM Benade of Griqualand West/Northern Cape has the singular achievement of so far having scored the highest individual score (212), the most runs in a season (673 average 96.14), as well as the most runs and the most wickets in a career, tallying 5,134 runs at 51.34 and 204 wickets at 14.07

overall.<sup>xxx</sup> Marizaan Kapp 8 wickets for 2 runs was the best bowling analysis for a single innings and at one stage batting prodigy Jo-Marie Logtenberg averaged 134.91 over a four-season period.

A CSA Women's T20 League was started in 2012/13. Western Province won 7 out of 9 times up to 2021/22 with Lizelle Lee hitting the highest individual score of 169\*, Tazmin Brits the most career runs (1178 average 42.07) and Robyn Appels taking the most wickets with 37 at an average of 14.78. The introduction of the league in the new format helped the Proteas to reach the semi-finals ICC T20 World Cup within two seasons<sup>xxxi</sup>.

In 2012/13 a short-lived CSA Zonal tournament was added to the two above competitions. It was an attempt to match for women the men's franchise system based on strength versus strength. For example, Boland and Western Province combined as Coastal, and Gauteng and North West likewise played as one team.

In 2019 both the CSA Women's League and the CSA Women's T20 League were restructured. The first mentioned was turned into a double-round CSA Women's National League with six teams participating (again copying the men's franchise idea). The CSA Women's T20 League domestic league became the CSA Women's Super League with four composite sides chosen to accommodate the 48 best players in the country. The idea was to close the gap between nationally-contracted players and the next level of provincial talent<sup>xxxii</sup>.

As the women's game grew internationally in the 2020s, CSA continued its efforts to strengthen the domestic pipeline as we shall see in Part Four below. The next imperative is for a women's SA20 tournament

## 18 South Africa in International Cricket

SAWCA formally affiliated to the UCBSA and the first official South African team of the democratic era toured England in 1997. Later that year South Africa participated in the World Cup in India for the first time, reaching the quarter finals. In 2001 South Africa reached the semi-finals of the CWC in New Zealand.

The first SAWCA captain was Kim Price, a survivor from the old pre-unity Cricket Weeks. All-rounder Denise Reid became the first black player to represent her country on the tour to England. With the significant selection of batter Nolubabalo Ndundzu for the ICC CWC in 2000, the first Black African player made her debut. The first South African to be ranked in the ICC's international top ten ranking when these started in the 2000s was all-rounder Ashlyn Kilowan.

South Africa played its first international in the new T20 format in 2007 and participated in the first ICC Women's T20 World Cup held in England in 2009. These steps laid the basis for the current era of international women's cricket and that first tentative decade of participation paved the way for the rainbow team that represents South Africa today.

In the 25 years from the first ODI in 1997 to the 2023 T20 World Cup event hosted in this country, SA played in 224 ODIs, 123 T20s and a mere 7 times in the declining format of test cricket against a dozen countries.

Compare this quota of cricket to the whites-only SARWCA record of only 7 tests against three countries only in the three decades before cricket unity and the arrival of democracy in 1994.

Australia and England have historically been far and away the two most dominant countries in world cricket since the first women's test match between them in Brisbane in December 1934. Between 1997 and 2022m the Aussies beat the Proteas 14 out of 15 times (1 tied) in ODIs and 5 out of 5 times in T20s. South Africa won for the first time in both T20s and ODIs in February 2024, Marizaan Kapp scoring 75 and taking 3/12 in the ODI. England's win record against SA has been 33/9 in ODIs and 19/3 in T20s. The other two countries to have better records than SA in all formats of the game are New Zealand (11/6 and 10/2) and India (15/12 and 8/4).

In the contest for the fifth place in the international rankings in the last quarter of a century up to 2022, South Africa has a 16/12 lead over the West Indies in ODIs, while the cricketers from the Caribbean have a 14/5 advantage in T20s.

South Africa has a better win/loss ratio in both ODIs and T20s against its seven other international opponents so far, Bangladesh, Denmark, Ireland, Netherlands, Pakistan, Sri Lanka and Thailand.

In seven One-Day World Cups SA has reached the semi-finals three times, in 2000, 2017 and 2020. In nine T20 World Cups since 2009, the Proteas have reached two semis (2014 and 2021) and those historic finals at home in 2023 and again in Dubai last month, October 2024, after imperiously muscling out Australia in the semis.

As the stunning victories against Australia in 2024 and England in 2025 underlined, the Proteas win/loss ratio has improved against all countries in recent years. The Proteas are currently ranked fourth in the world in ODIs – best-ever 3rd in 2021- and fifth in T20 cricket, which is their best ranking so far<sup>xxxiii</sup>.

The following individual playing records to date need to be recognised:

**Most appearances:**

*ODIs Mignonne du Preez (154) and T20s Mignone du Preez (114)*

**Most captaincies:**

*ODIs Dane van Niekerk (51) and T20s Mignone du Preez (50)*

**Highest individual scores:**

*ODIs – Laura Wolvaardt (184\* vs Sri Lanka 2024) and T20s Shandre Fritz (116 in 81 balls Netherlands 2010)*

**Most runs in a career:**

*ODIs – Laura Wolvaardt, who still has many seasons of playing ahead of her, has scored an impressive 5,477 runs at an average of 52.47. Only three other players have reached 3,000 ODI runs, namely Mignone du Preez, Marizanne Kapp and Lizelle Lee. Wolvaardt scored the most runs (577) at the 2025 ICC World Cup in India and already counts among the top ten ODI centurions of all time*

*T20s Laura Wolvaardt has also scored the most T20 runs for South Africa. Her current total stands at 2,225 and her average for the Proteas (36.47) is the only one exceeding 30.*

**Best bowling figures**

*ODIs Shabnim Ismail (6-10 vs Netherlands 2011/12) and T20s Sune Luus (5-8 vs Ireland 2015/16)*

**Most wickets in career**

*Like Wolvaardt in the batting, Shibnam Ismail has dominated here. Though small in stature, Shibnam has bowled the fastest recorded ball in international*

*women's cricket at 132 mph. In ODIs, the recently retired Protea took 191 wickets at an average of 19.95 and in T20s 115 wickets at an average 18.72.*

**Best record as an all-rounder:**

*Marizanne Kapp stands out as the outstanding all-rounder in the first three decades of Proteas cricket. Her 181 ODI wickets and 3,511 runs make her one of the most feared cricketers on the international circuit.*

*Next to Wolvaardt and Kapp, (who made her debut in 2009) experienced veterans like Dane van Niekerk (debut 2009), Masabata Klaas (2010), Chloe Tryon (2011), Ayabonga Khaka (2012) Sune Luus (2012), Nadine de Klerk (2017) and more recently hard-hitting Tazmin Brits and left arm-spinner Nonkululeko Mlaba have provided the backbone to a rising national team in recent years.*



*Laura Wolvaardt, Captain of South Africa talks to media ahead of the ICC Women's Cricket World Cup India 2025 match between India and South Africa at DY Patil Stadium on November 01, 2025 in Navi Mumbai, India.*

## 19

## Global developments turbo boost women's cricket worldwide into the mainstream of 21<sup>st</sup> century sport.

Women's cricket has grown faster in the past two decades than at any other stage in history. The catalyst for this was the decision by the ICC and the women's IWCC in 2002 to amalgamate. This finally happened in 2005, bringing men and women cricketers under one global co-ordinating body for the first time.

The ICC's Women's Cricket Committee took charge of all aspects of women's cricket worldwide. Likewise, the old South African Women's Cricket Association (SAWCA) was dissolved and in September 2005 South African women became fully part of CSA.

In a world of economic globalisation, where women's rights are high on the agenda and competition between sports is increasing, the ICC and CSA realized that 'the universal involvement of women in cricket' was vital to the continual growth of the game.

The base of women's cricket soon expanded from the 15 countries affiliated to the old IWCC to 78 (out of 101) ICC member countries 'with some form of women or girls cricket'. Amalgamation was a defining step forward. Women became part of the institutionalised mainstream of cricket. From being purely a small-scale amateur sport, women's cricket has expanded and become professionalised in ways previous generations would have found unthinkable.

The English Cricket Board announced the first 18 professional playing contracts in 2011 and this practice has now spread to all the major cricket playing countries, with a particular upsurge of activity

and interest since around 2018. The final of the 2021 T20 Women's World Cup in Melbourne was watched by a crowd of 86, 174. Television audiences for ICC tournaments including the T20 event in South Africa have grown into the hundreds of millions. This has led to increased funding, further innovation, the growth of grassroots participation and a high profile for women cricketers.

Following the path-breaking Big Bash in Australia (2015/16), new domestic tournaments for professional cricketers have burgeoned in the last five years. The Big Bash was followed by the likes of The Hundred in England in 2021, the FairBreak Invitational in Hong Kong with players from 35 countries competing in 2022, the Women's Caribbean Premier League (WCPL) in 2002 and the TATA WPL women's edition of the IPL behemoth in India in March 2023. South Africa is set to catch up with the proposed launch of a women's version of the SA20 in the next few seasons.

South African stars, such as Laura Wolvaardt, Shabnim Ismail, Marizanne Kapp, Nadine de Klerk, Ayabonga Khaka, Sune Luus and Chloe Tryon now shuttle across the world every year to participate, earning good incomes and picking up valuable experience playing alongside the likes of Alyssa Healy, Meg Lanning, Dorrence Dotton, Hayley Matthews, Smriti Mandhana, Harmanpreet Kaur and Pat Scriver Blunt, to name only a handful of global superstars.

Thus, like the men's game, the emerging global women's circuit for professional domestic cricket since 2021 has ushered in a whole new era of play for women. CSA will have to manage carefully this new dimension of opportunity which is soon likely to threaten traditional international cricket schedules for women in the same way as the men.



*Laura Wolvaardt of South Africa bats during the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.*

# PART FIVE

## THE NECESSITY OF CHANGING THE SOCIAL INFRASTRUCTURE OF SA CRICKET (RECOGNISING HOW THE GAME HAS PERPETUATED SYSTEMIC INEQUALITIES AND EXCLUSIONS)

### 20 Deconstructing the Notion of “The Gentleman’s Game”

At the heart of the challenge facing the equitable participation of women in sport are the patriarchal norms that still inform social perceptions in South Africa. Despite constitutional protections and enabling legislation women in South Africa continue to confront a range of gender-informed barriers at all levels of participation in sport – from the school level through to the senior management positions within sports decision-making bodies. Creating equitable and conducive conditions in sports – in other words a “level playing field” – is an evolving process that requires a confluence of new legislation, advocacy and awareness raising, mobilisation of sportswomen and their allies, and strategic litigation. This needs to happen in tandem with increasing social and economic pressure on the entities that provide the resources for sport, including umbrella sports associations, the media, corporate investors, and advertisers.

*[SASCOC, Research report, 30 May 2022]*

Language and Power go together. In transforming SA cricket into an inclusive game where women are full citizens, we have to create new languages for it.

We are often hear how important “tradition” is in cricket. But ‘tradition’ always comes with a whole set of assumptions and set of behaviours that go with it. One of these, deeply ingrained in our sport, is that cricket is the “Gentleman’s Game”. This is a tradition rooted in sexism and patriarchy that we

should interrogate, challenge and, as a package, dump once and for all. It was the reason that women were excluded from the clubs and matches of men’s cricketers, and (as happened at Lords, the ‘home of cricket, until the 1990s) that they were not allowed to watch from the Long Rooms of the big stadia in our country. Together with race and class discrimination, this sexism reflected the social norms of a deeply patriarchal society and was responsible for the generations-long exclusion of women from the mainstream of South African cricket.

The notion of cricket as a men’s-only sport originated in the heavily patriarchal time of W.G. Grace, the cricket star of the 19<sup>th</sup> century Victorian age when the argument was made that cricket was ideal for boys and men, particularly those belonging to the upper classes, but should be strictly out of bounds for girl children and women.

Commenting on a travelling team of women players, called The Original English Ladies Cricketers, who played in front of big crowds at test grounds in England in the 1880s, W.G. Grace declared, ‘They might be original and English, but they are neither cricketers nor ladies’. The message was clear: a women’s place was in the home, not in public life, the professions, politics or sport.

These ideas were widely held at the time. Even the founder of the modern Olympics, Pierre de Coubertin shared the idea that sport was not ‘natural’ for women.

The ‘Gentleman’s Game’ was redefined in a specific way in the mid-1800s, at the very time that sports like cricket, rugby, football and athletics were taking on their modern shape in Britain. The notion took root that exercise and sport were essential in shaping young British boys into muscular Christians destined to lead the world in an age of Empire and expansion.



Sport toughened them up for the job. It cultivated respect for rules, a subordination of the self in service of the greater whole. It taught young boys skills and restraint and imbued them with a sense of gentlemanly 'honour', as well as inbuilt superiority in carrying out the "civilising mission" that entailed ruling over "barbarous hordes" in the colonies. It became like a set of rules for how British public schoolboys should conform and conduct themselves.

At the same time that these new notions of cricketing masculinity were being articulated, frightening Victorian images and stereotypes of what would happen if women were allowed to participate in sport were being developed as well. Doctors, teachers and ministers of religion warned that athletics was 'a corrupting influence for a "properly brought up girl"'. They feared it would 'produce an unnatural race of amazons' who would contribute to the 'deterioration of the human race'. Cycling was 'an indolent and indecent practise which would even transport girls to prostitution'. Similarly, hockey could 'disable women from breastfeeding' and horse-riding was said to lead to 'an unnatural consolidation of the of the lower part of the body, ensuring a frightful impediment to future functions ...'.

While for boys exercise and cricket in particular bred a healthy mind in a healthy body – and prepared young men to be leaders in life – for women 'rude health ... was considered quite vulgar'. It is difficult to credit such views today, but the prim and proper moralists of the time believed that sport, generally, was 'likely to do irreparable damage to the adolescent girl'.

In polite society and schools, girls were expected to do nothing more strenuous than crocodile walks, callisthenics, croquet and social dance, all done

according to self-conscious protocols. Their place was to be at home as delicate child bearers and care-givers. Public life, politics, higher education and the professions were not something women should aspire to.

Even at universities, where young women experienced greater freedom than usual, some as late as the 1880s banned cricket and hockey and had strict rules for bicycle riding.

In the heavily patriarchal climate of that time there was not the space to challenge the notion of cricket as a man's game. This applied to South Africa as well. These kind of arguments and exclusions created South African cricket's deeply sexist, classist and also racist 'culture', well watered and nurtured in the big colonial boys schools – largely imitations of the British system – which produced most of South Africa's whites-only test cricketers before 1991 and which continue to be the main supply route to the national team.

As the women's emancipation movement grew demanding the vote and other rights, and the success of the boys' public school system of a 'healthy mind in a healthy body' showed itself, women educational reformers started fighting to extend sport at girls schools too. They turned the old arguments around and said that far from hampering girl's education, exercise was good for learning and 'the best training for motherhood'.

Dr Muriel Ritchie, captain of Southern Transvaal in SARWCA's 1950s Cricket Weeks chipped in somewhat subversively:

*I have never had the time to get married – but have had it to play cricket... It is the best game that a woman can play. It gives you excellent exercise,*

*without over exerting one. It is a physically and emotionally healthy relaxation. It teaches you to concentrate, and it develops the co-ordination between brain and body... it has no negative effects<sup>xxxiv</sup>.*

Christine Bald also applied a simple logic in relation to the ideologically constructed 'gentleman's game' argument when she said, 'I see nothing unfeminine about cricket; it is no different from women playing tennis or golf'.

Today we take it for granted that exercise is an essential part of a healthy all-round lifestyle children, but it took a long time to get to this point. The past still casts long shadows over us. Until we interrogate the history of this language of class gentility – 'ladies' and 'gentlemen' – and unpack the outdated culture of Victorian sporting traditions we will, even if unwittingly, reproduce the exclusions of the past, making the exclusion of women sound natural when in fact they were, and are, not.

Just as gender neutral terms like 'batter' instead of the old 'batsman' have become standardised in recent years, so we must let go the term of the quaintly comforting notion of the Gentleman's game and the accumulated baggage it represents. At its heart was a class snobbery, sexism and racism that lead to a narrow and bigoted culture.

Language matters a great deal when dealing with the embedded cultures and practices of sexism which became established over a long time in modern sports. From snide comments about LGBTQI+ identities and lesbians in the game to understandings of patriarchy and intersectionality, SA cricket will be required by South Africa's constitution to learn and normalise a whole new vocabulary regarding gender equity in future.

## 21 Patriarchy and the lack of opportunity for women in sport

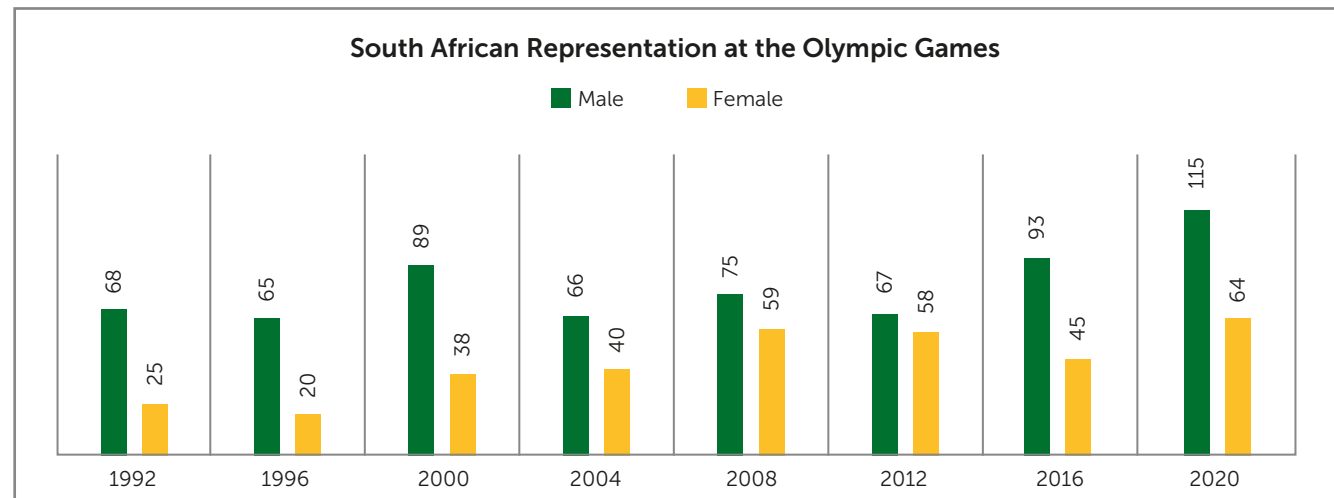
Historically, the exclusions and prejudice that women faced in cricket applied to sport in general as well.

For example, the Football Association in Britain banned women in 1921 from playing on its professional grounds and instructed its accredited referees not to officiate in women's matches. This ban was only lifted in 1971. Strange as it may seem now given the current ubiquitous television coverage the first women's football international took place as late as 17 April 1971 when the Netherlands travelled to in Hazebrouck in France play on a non-descript ground. The first professional club for women in Europe was started only in 1997.

Similar, slow progress happened for women participating in the Olympics. It took 124 years until this year in Paris for the numbers of men and women participants to even out at 50/50%. The slow boat to equal numbers moved from 2.2% in 1900 to 9.6% in 1928; 13.2% in 1964; 28.9% in 1992 and, finally, reached port with 50% in 2024<sup>xxxv</sup>.

Below are the unequal figures for South African women and men participants at the Olympics since the 1990s:

**TABLE 6: Chart comparing the participation of South African men and women at the Olympics.** (Source: SASCO report, 30 May 2022, p. 47)



The following randomly put together scorecard of inequalities in global and South African sport, taken from the 2022 SASCO Research Report gives one a sense of the massive disparities that have existed and are only now slowly being addressed:

### SOUTH AFRICA

- 2015 SASCO supported 9 women out of 30 Olympic athletes (30%) and only 3 of the 20 coaches it supported were women (15%).
- 2018 The salary bill for national rugby players in South Africa amounted R101.6 million. The women sevens team received R2,887 600 and there was no national women's 15.
- 2019 Banyana Banyana players receive a match bonus of R5 000 for a win in an official match, while Bafana Bafana were paid R60 000 for a win and R40 000 for a draw.

- 2021 The contract amounts for Protea's women cricketers in 2020/21 ranged between R292,000 – R550,000 at the pinnacle. The comparable men's figures men varied from USD75 000 – USD 350 000, at least fifteen times more. Men's provincial players also received more than national women's cricketers<sup>xxxvi</sup>.

### GLOBAL

In the USA, 99% of all sponsorship money in 2018 went to men's sport and the following year male athletes in the major sports still averaged 15% to over 100% more than women, for example:

- Basketball (USA NBA and WBA ) men USD 8 321 937, women 75 181
- Golf (USA PGA and LPGA) men USD 1 235 4958 321 937, women 75 181

- Football (MLS and NWSL) men USD 410 730, women 35 000
- Tennis (ATP and WTP) men USD 335 946, women 283 635<sup>xxxvii</sup>.

These patterns of exclusion of women from sport in many ways followed the patterns of racial discrimination that marked international and South African sport for much of the twentieth century.

As with life in general, the wage gaps in sport globally are also key indicators of built in gender inequalities. More than half the respondents of a 2018 SAWASF study of women desiring to pursue a professional career in sport cited a lack of funding and sponsorships as the biggest obstacle for them<sup>xxxviii</sup>. The SASCO 2022 report on funding for women's sport warns that there exist complacent patriarchal ideas that take as normal these huge gender gaps in sponsorship and funding, arguing for example that men are stronger and more skilled, don't attract audiences and women will take a long time to catch up. The counter arguments on behalf of women's sport in this study and broader need to be internalised by CSA and its stakeholders. Just as Siya Kolisi would never have become the super successful and wealthy global sports star had apartheid still been in operation, so CSA will need to apply careful reasoning and targeted pressure to articulate how properly funded women's sport will grow the game and benefit society and business in general if funding becomes equitable.

Athletes like the Williams sisters in tennis shone and earned big money but remain the exceptions in the world of sport. In many countries, women's roles are so rigidly defined that very few opportunities arise for any participation. The current global cricket stats underline the point. No less than 54 out of 99

surveyed ICC member countries had no junior female cricketers in 2022 and 40 had no senior women's cricketers, an astounding figure of the gender inequalities in our sport<sup>xxxix</sup>.

Even today, women are banned from playing cricket in Afghanistan. The national squad was disbanded when the Taliban returned to power in 2021.

The historical discrimination against women in sport continues to be reflected in every sphere of life and throughout the world, almost without exception, today.



*Laura Wolvaardt of South Africa looks on prior to the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.*

## 22 Gender discrimination pervasive in South African society

There have been many positive developments in advancing gender equality since democracy under the rubric of an enabling Constitution, which promotes gender equality and non-discrimination.

Women artists, intellectuals, writers and media professionals are at the heart of the national debate and South Africa has one of the highest rates of involvement in politics by women in the world. Whereas only one woman is pictured in the last apartheid cabinet of FW de Klerk in the early 1990s, a 50% figure was reached under President Ramaphosa in 2019. Parliament has a women Speaker and is a hive of diversity. The country's figure of 48.6% for women in top civil service positions currently ranks second out of all the G20 countries, tied with Australia and behind only Canada. The Auditor General has in her office over 100 senior managers who are women, up from only six in 1998. Women university graduates have grown from under 60,000 in 2000 to around 150,000 in 2022, outnumbering men by a distance, with the gap increasing yearly. Similarly, women accounted for 7,025 out of 12,918 Masters and doctoral degrees in 2020<sup>xl</sup>. These are important indicators for the future.

However, huge gender and pay equalities persist in all spheres of life in South Africa and globally.

If progress of women in the state sector has been significant since 1994, the same cannot be said about the private sector. Although women make up 51% of South Africa's population, only 3% of CEOs and 20.7% of board members of JSE companies are women. Men hold 68% of all senior management positions.

Pay disparities are high. Kemetse Mathatho, who was present at the DEI Indaba, has written about gender inequalities in the auditing profession because of pervasive patriarchal attitudes that cause the ‘women workforce to be forever marginalised’<sup>xii</sup>. According to a World Economic Forum report, at the current rate of change it will take 134 years or five generations to end the economic gender gap. Business leader Irene Charnley was direct about the need for action, saying “systemic and unconscious bias” needs be confronted to short-circuit obstacles to change<sup>xiii</sup>. Only 5% of South African women fall in the category of self-employed or entrepreneurs, while the figure for the African continent is 58%. Unemployment ravages the country with 34% of women unemployed in 2021 compared to 31% of men. This gender inequality compounds historical problems of poverty and marginalisation, especially of black women, on the basis of race, class and gender.

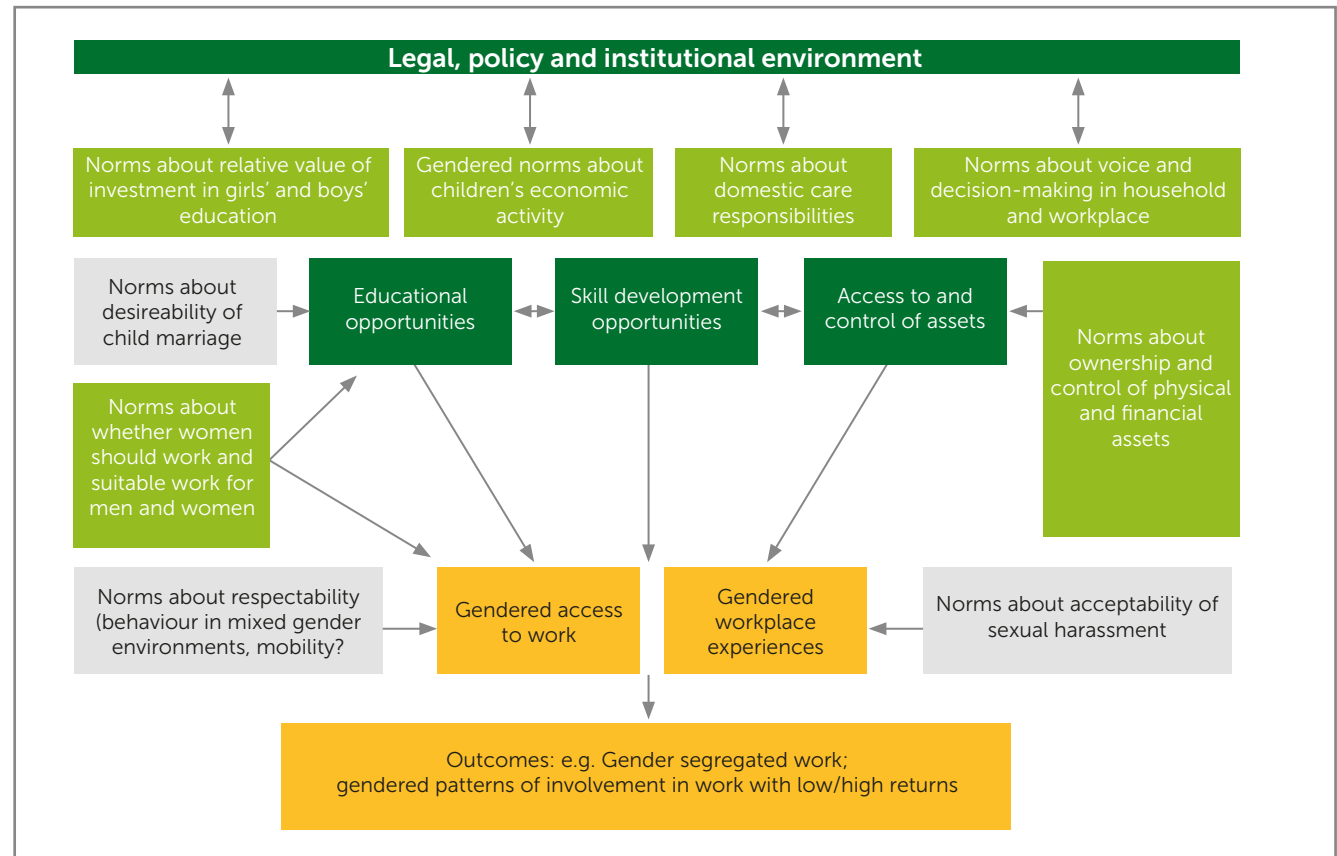
SASCOC’s 2022 report on funding for women’s sports underlines the fact that for gender parity in work and society to be realised ‘society itself needs to be restructured to accommodate the multiple roles that women can play, beyond the accepted reproductive and care-giving roles’. Government, the private sector and NGOs all have a role to play ‘to support not only [women’s] right to entry into and equity in the workplace, but also into the sports sector as a workplace’<sup>xliii</sup>.

In general there are myriad complex social issues to be dealt with in opening up opportunities for women in a traditionally male dominated worlds of work and sport. The World Health Organisation has estimated that one in three women have at some stage experienced experienced physical violence. In South Africa over 42,000 women reported being raped in 2023. Starting with socialisation in the home,

to education, the work-place and the sports fields, poverty, domestic violence, closed institutional cultures and many other factors have to be considered as CSA proceeds on its DEI journey to open previously closed cricket doors for girl children and women.

The Table below gives an indication of the complex inter-connected legal, policy and institutional environment and the challenges that need to be grappled with and overcome on the road to gender equity.

**TABLE 7: The framework for engaging with and changing old gender norms. (Source: SASCOC, Research report, 30 May 2022,**



p.46)

# PART SIX

## THE STATE OF PLAY TODAY – STRENGTHS AND WEAKNESSES OF SA PROFESSIONAL CRICKET IN GLOBAL CONTEXT

### 23 The global growth of professional international cricketers

The International Cricket Council's '100% Global Data Insights Project' report issued by Holly Colvin (Women's Cricket Manager) in February 2024 provides a benchmark for assessing how well SA women's cricket is doing in relation to other countries.

It reveals that in 2019, the last full season (before COVID) for which global stats are available, the twelve Full Member countries offered 183 professional

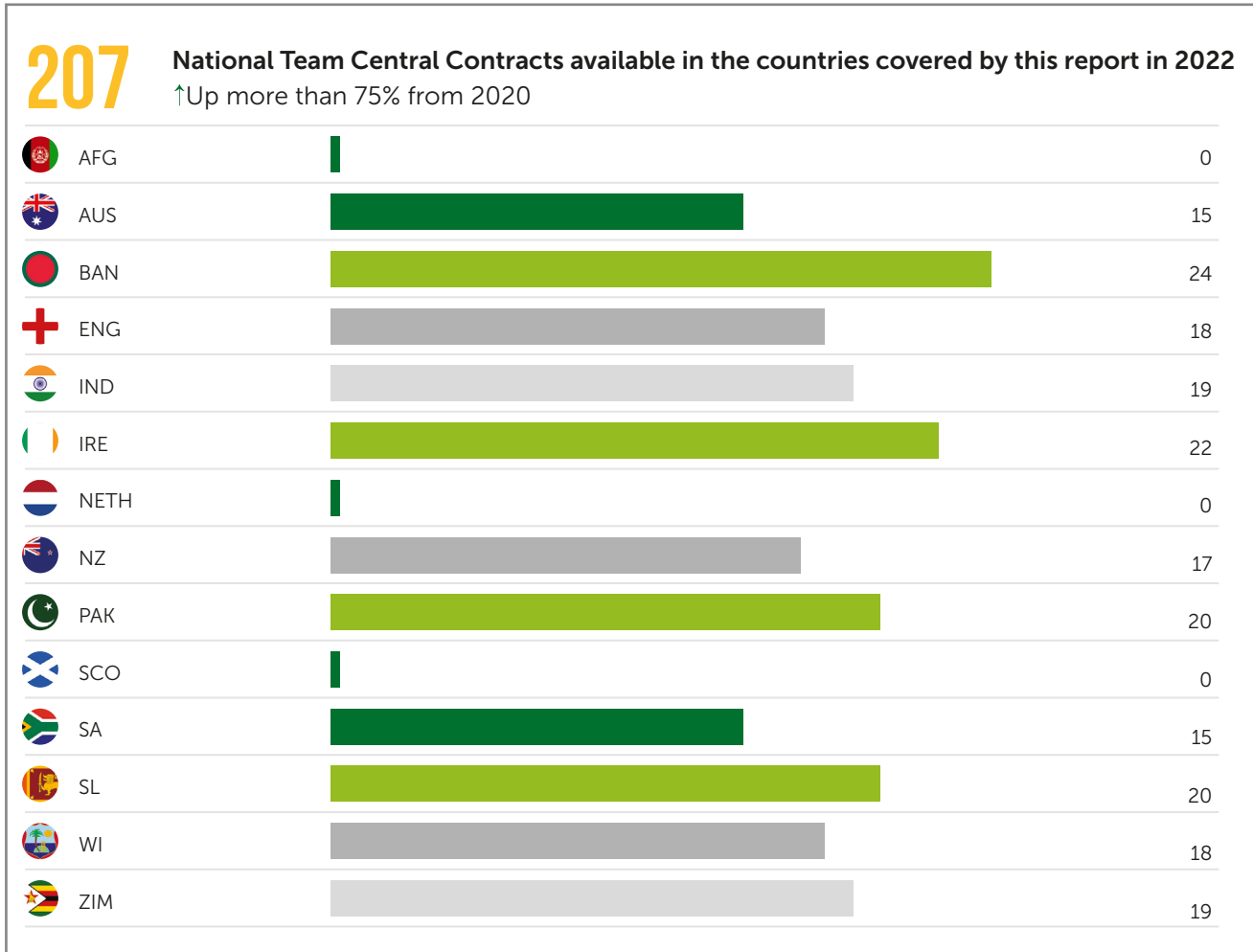
contracts to their international cricketers. Five Associate Members – Nepal, Brazil, Myanmar, Papua New Guinea and Thailand – offered 74. South Africa with 14 contracts ranked thirteenth on the consolidated list, behind Sri Lanka at the top (35) and affiliated members like Nepal (22), Brazil, Myanmar and Papua New Guinea, ahead only of Zimbabwe and Thailand on the list. The top five were all Asian countries with India also on 22. FICA's report for 2022, which contradicts the above figures, reported a total of 207 national team central. contract for the Full Members, 'up more than 75% from 2020'.

See Table 8 overleaf. According to FICA, the list was as follows:



A general view as Chloe Tryon of South Africa looks on in the field during the ICC Women's Cricket World Cup India 2025 Final match between India and South Africa at Dr. DY Patil Sports Academy on November 02, 2025 in Navi Mumbai, India.

TABLE 8: ICC members' National team contracts for women's players, 2022. (Source: Fica report, 2022, p.x)



## 24 The global growth of professional domestic cricketers

In 2019, according to the ICC, 11 countries offered 328 full, part time and short-term contracts for Domestic Players. Only the top three these countries were Full ICC members (England and Australia 120 each and New Zealand 54). South Africa and India did not even feature on the list.

This growth was due to the recent emergence of a number of new domestic leagues around the world. As mentioned earlier Australia's Big Bash League (WBBL), The Hundred in England and India's TATA WPL head a host of new tournaments open to cricketers from throughout the globe. FICA reported that the number of major domestic league T20 contracts had grown by more than 30% to 493 players by the end of 2022.

Of these 192 were 'overseas contracts' for players from other countries, showing the massive increase in mobility and professionalism that is now a feature of the top levels of global T20 women's cricket.

Further, FICA estimated that there were more than 400 additional domestic contracts outside of the major global leagues. Clearly these are vital for building the professional game globally.

**TABLE 9: Major domestic League contracts for women worldwide, 2022.** (Source: FICA report 2022)

# 492

## Major Domestic T20 League Player Contracts available worldwide including 192 Overseas layer Contracts

↑ Up more than 30% from 2020

WBBL	24	120
HUNDRED	24	128
FAIRBREAK INVITATIONAL	90	90
WPL (scheduled for 2023)	30	90
WPSL (scheduled for 2023)	24	72
<b>OVERSEAS</b>		
<b>TOTAL</b>		

### NOTE ON OTHER UNDERPINNING DOMESTIC CONTRACTS

FICA estimates that there are more than 400 additional domestic contracts available worldwide, outside of the major domestic leagues, including for example, 120 in England, 98 in Ausutralia, 72 in New Zealand, 30 in South Africa, and 42 in the West Indies. Whilst generally not yet constituting full-time professional status (with some exceptions) these contracts are an increasingly important part of building the foundations of the professional game globally.

## 25 The South African Financial Model: Professional cricket contracts, 2011/12 onwards

The first women's professional football team in Europe was started only in 1997 and it took another 16 years before the first SA women's national cricketers were awarded semi-professional contracts in the 2013/14 season. Six players were awarded contracts of R120,000 per annum. To the credit of CSA their income has grown steadily since then, with the highest paid players earning R550,000 in 2020/21 (See Table 10 below). But, in keeping with trends in other sports where the wage gaps remain wide except in a few cases, these figures trail far behind their male counterparts and, indeed, male provincial players.

The argument used is that women do not attract the same amount of sponsorship in men and sometimes, echoing old attitudes that they don't have the same strength and skills as men. The Commission for Gender Equity found, in a complaint levelled against the South African Football Association (SAFA) in 2012, that SAFA had shown 'inadequate commitment ... to eliminate gender discrimination 'regarding remuneration, management and opportunities. As SACA has pointed out, despite reaching the final of the ICC World T20 World Cup amidst public enthusiasm, not one new sponsor came aboard for men's cricket until Betway's entry more than a year later in mid-2024.

Not surprisingly the FICA survey into investments made by national boards and sponsors into the women's professional cricket in each country have had a direct impact on their international ranking. (See Table 11 – below)

Two big steps forward were taken in 2024 when the ICC announced that it had decided to equalise match fees and prize money for men and women in ICC tournaments. CSA followed by equalising fees in international matches outside of ICC World Cups as well.

**TABLE 10: Proteas Women contract improvements, 2013/14 to 2020/21.** (Source: Cricket South Africa, Considering the position of women in South African Cricket and identifying aspects that will require attention – Point 8 of the Interim Board work plan, no date.

Women's Contracts – Category										Objective Ranking System									
2013/14		2014/15		2015/16		2016/17		2017/18 (May to September)		2017/18 (October to April)		2018/19		2018/19		2019/20		2020/21	
Category A		Category A		Category A		Category A		Category A		Category A		Category A		Category A		Category A		Category A	
1	R 120 000	1	R 127 200	1	R 134 832	1	R 142 922	1	R 92 430	1	R 180 000	1	R 381 600,00	1	R 490 000,00	1	R 519 400,00	1	R 550 564,00
2	R 120 000	2	R 127 200	2	R 134 832	2	R 142 922	2	R 92 430	2	R 180 000	2	R 381 600,00	2	R 470 000,00	2	R 498 200,00	2	R 528 092,00
3	R 120 000	3	R 127 200	3	R 134 832	3	R 142 922	3	R 92 430	3	R 180 000	3	R 381 600,00	3	R 450 000,00	3	R 477 000,00	3	R 505 620,00
4	R 120 000	4	R 127 200	4	R 134 832	4	R 142 922	4	R 92 430	4	R 180 000	4	R 381 600,00	4	R 430 000,00	4	R 455 800,00	4	R 483 148,00
5	R 120 000	5	R 127 200	5	R 134 832	5	R 142 922	5	R 92 430	5	R 180 000	5	R 381 600,00	5	R 410 000,00	5	R 434 600,00	5	R 460 676,00
6	R 120 000	6	R 127 200	6	R 134 832	Category B		6	R 92 430	6	R 180 000	6	R 381 600,00	6	R 390 000,00	6	R 413 400,00	6	R 438 204,00
Category B		Category B		Category B		6	R 101 124	7	R 92 430	7	R 180 000	Category B		7	R 370 000,00	7	R 392 200,00	7	R 415 732,00
Tour Fees per tour	R 15 000	7	R 90 000	7	R 95 400	7	R 101 124	Category B		Category B		7	R 318 000,00	8	R 350 000,00	8	R 371 000,00	8	R 393 260,00
6	R 720 000	8	R 90 000	8	R 95 400	8	R 101 124	8	R 65 082	8	R 150 000	8	R 318 000,00	9	R 330 000,00	9	R 349 800,00	9	R 370 788,00
		9	R 90 000	9	R 95 400	9	R 101 124	9	R 65 082	9	R 150 000	9	R 318 000,00	10	R 310 000,00	10	R 328 600,00	10	R 348 316,00
		10	R 90 000	10	R 95 400	10	R 101 124	10	R 65 082	10	R 150 000	10	R 318 000,00	11	R 285 000,00	11	R 302 100,00	11	R 320 226,00
		Category C		Category C		11	R 101 125	Category C		Category C		Category C		12	R 275 000,00	12	R 291 500,00	12	R 308 990,00
		11	R 60 000	11	R 63 600	Category C		11	R 43 884	11	R 120 000	11	R 254 400,00	13	R 265 000,00	13	R 280 900,00	13	R 297 754,00
		12	R 60 000	12	R 63 600	12	R 67 416	12	R 43 884	12	R 120 000	12	R 254 400,00	14	R 260 000,00	14	R 275 600,00	14	R 292 136,00
		13	R 60 000	13	R 63 600	13	R 67 416	13	R 43 884	13	R 120 000	13	R 254 400,00	14	R 260 000,00	14	R 275 600,00	14	R 292 136,00
		14	R 60 000	14	R 63 600	14	R 67 416	14	R 43 884	14	R 120 000	14	R 254 400,00	14	R 260 000,00	14	R 275 600,00	14	R 292 136,00
		14	R 1 363 200	14	R 1 381 392	14	R 1 456 187	14	R 1 017 792	14	R 2 190 000	14	R 4 579 200	14	R 5 085 000,00	14	R 5 390 100,00	14	R 5 713 506,00
										Match Fees	R 816 000,00	Match Fees	R 816 000,00	Cell Phone	R 133 000,00	Cell Phone	R 140 980,00	Cell Phone	R 149 438,80
										Commercial Payment	R 500 000,00	Commercial Payment	R 750 000,00	National Contract Upgrades					
								Commercial Payment	R 224 732,00	Commercial Payment	R 750 000,00	Commercial Payment	R 750 000,00						
								Increase in contracts	in the 2nd half of year	Increase in contracts	R 2 183 576,00			Increase in contracts	R 630 000,00				

**TABLE 11: International Rankings alongside professional cricket investments and numbers, 2019-2024.** (Source: FICA and CSA Document on Proposal – Professionalisation of domestic women’s cricket, no date.)

	2020 Professionalisation maturity curve rating	2022 Professionalisation maturity curve rating	Combined ODI/T20 rating*	Professionally contracted players**	Key milestones/notes
AUS			469	123	All 123 players are contracted under the same MOU and receive the same terms and conditions as men, and include those with one or a combination of Australian central contracts, WBBL and the domestic competition agreements.
ENG			398	80	An increase to 80 full-time professional contracts in 2023, from 67 to 2022, with a salary pool rise of 131% while The Hundred salary pool increased by 108% between 2021 and 2022 editions.
NZ			375	89	Women’s and men’s players under the same collective agreement for the first time in 2022, which sees equal match payments across international and domestic formats, and flexibility for the 72 domestic and 17 international players to pursue careers outside cricket.
SA			375	55	Introduced a further 100 high performance & 30 provincial women’s semi professional contracts, joining the existing 15 full-time central contracts.
IND			369	60	Equal match payments across men and women’s national teams announced in 2022, launch of, and significant investment into WPL in 2023 looks set to employ 60 local professional players.
WI			324	18	Launch of women’s CPL in 2022 with further expansion planned for 2023, 18 centrally contracted professional players, introduction of A-Team tours, youth bilateral series and the reintroduction of regional u19 tournament.
PAK			285	48	WPSL launch in 2023 looks set to employ 48 local professional players, introduction of a new Parental Support Policy in 2021
BAN			270	24	Centrally contracting 24 players, with a 20% increase in remuneration implemented in 2021.
SL			253	20	Centrally contracting 20 players, however the level of remuneration and player views on status is unknown.
IRE			219	22	Increase from six to 22 central contracts, including six full-time.
ZIM			162	19	19 central contracts offered for 2022/23 season, however the level of remuneration and player views on status is unknown.
SCO			143	4	ODI status granted in 2022. Loss of earnings model introduced to compensate players who miss work to play international cricket, four Scottish players contracted in UK.
NET			109	1	ODI status granted in 2022. DCA women’s player representation from 2023, one Dutch player contracted in UK.
AFG			0	0	Centrally contracted 25 players, only for these to be cancelled after the Taliban takeover in Sept 2021.

## 26 Strengthening the base of senior domestic cricket in South Africa

In the past few years, CSA has begun to make up for its modest start in creating a professional and semi-professional cricket environment, and the pathway that leads to the top level. Several big steps forward have been taken.

Indicative of this was that while 2018 MOU between CSA and the South African Players Association (SACA) catered for women as a sub-section of the bigger agreement for professional cricketers, by 2022 the two parties signed a separate 'Women's MOU'; SACA was taking women's cricket seriously. As members, women cricketers receive 'comprehensive benefits and career advancement support' from SACA, as well as player well-being courses. SACA amended its constitution to include a women's player on its Players Executive Committee. SA women's cricketers are now also represented on the Federation of International Cricketers (FICA) Women's Player Advisory Group<sup>xliv</sup>.

The beginnings of the professional era for women's cricket go back to 2013 when CSA awarded its first six national contracts. These jumped to 14 in 2014. A national Academy programme was also started that year. Salary increases continued in 2015 to 2017 and plans were made to restructure domestic cricket and develop blueprints for coaching<sup>xlv</sup>.

Following the 2018 Mayenzeke Indaba resolution to develop 'an effective High-Performance feeder programme' for women, CSA introduced the Women's T20 Super League in 2019, providing opportunities for the best 48 players in the country and thereby helping to close the gap between

nationally contracted and provincial talent. At the same time 50-over Domestic Cricket League was restructured with the introduction of double round of matches for the top 6 Provincial Teams participating in the National League. The establishment of the second tier Regional League followed, with ten provincial teams playing on a regional basis and the winner being promoted to the National League. This brought the number of Senior Provincial participants to 320.

In the 2021/22 season, CSA introduced 40 new contracts to complement the 15 national contracts and strengthen the women's pathway. Ten of these were for players identified as ready for national selection. The other 30 were five each for the six Women's Super League teams in the national women's league to establish themselves on a semi-professional basis. A 52-player draft system was introduced. This development, funded by government in the run-up to the T20 World Cup in South Africa, provided a substantial R5 million injection into the women's game. In addition, CSA that season also ensured all match officials were women, women's coaches came to the fore and CSA appointed coach developers to fast-track the development of women's coaches<sup>xlvi</sup>.

These developments went with the introduction of a player ranking system, the introduction of 'top-up' contracts and match fees (where parity with the men in all three formats has now been achieved). The national team started travelling business class and being put up in single rooms during bi-lateral tours. A support staff for the team including an assistant manager, medical doctor, team manager, media manager and, later, a physiotherapist and skills coaches were introduced.

In 2022/23, CSA welcomed Hollywood Bets as the inaugural sponsor of the Women's National League. Suzuki are the current sponsors of the national team. The SA20 – in charge of the successful SA20 for men – announced that it is planning a professional SA 20 for senior women along the lines of other such competitions in the rapidly expanding international domestic T20 circuit.



*Miane Smit of South Africa arrives at the stadium prior to the ICC Women's Cricket World Cup India 2025 match between India and South Africa at Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium on October 09, 2025 in Visakhapatnam, India.*



| TABLE 12: CSA Financial Model for Women's Cricket. (Source:

**Professional Cricket Financial Model**

Item	Key components	Per team	Amount	Amount funded in the system currently
Player Costs	Minimum 11 contracts: • Salary • Medical aid • Provident fund	R3 000 000,00	R18 000 000,00 Including Provident fund	R5 000 000,00
Admin Cost - national league	Provide dedicated service	R300 000,00	R1 800 000,00	
Coaching - national league	Full time Head and Assistant Coaches	R600 000,00	R3 600 000,00	R1 281 661,80
Centralised Strength and Conditioning - 50% subsidy from CSA	Full time S&C dedicated to service the elite identified players (provincial, academy and U19)	R240 000,00	R1 440 000,00	R327 600,00
Centralised Physiotherapist - 50% subsidy from CSA	Full time S&C dedicated to service the elite identified players (provincial, academy and U19)	R200 000,00	R1 200 000,00	
Clothing Subsidy	Playing, practice and travel kit	R150 000,00	R900 000,00	R378 000,00
Competition costs (One Day and T20 double round)	Hosting fee, travel, accommodation and meal allowances	R750 000,00	R4 500 000,00	R3 200 000,00
Prize money (competition and individual)	Incentivise performance both team and individuals		R732 000,00	
<b>Total expenditure</b>		<b>R5 240 000,00</b>	<b>R32 172 000,00</b>	<b>R10 187 261,80</b>

**TABLE 13: Financial support for national men's and women's teams.** (Source: Cricket South Africa EPG Database [2022])

DIRECT FINANCIAL SUPPORT TO NATIONAL REPRESENTATIVE SENIOR AND UNDERAGE MALE TEAMS LAST SEASON - 2021		
	RAND	Number Individual Participants
Senior National Representative Male Teams	57 040 261,00	34
Under 23 National Representative Male Teams (SA A)	297 852,94	17
Under 21 National Representative Male Teams (SA Emerging)		
Under 20 National Representative Male Teams		
Under 19 National Representative Male Teams SA U/19	558 585,09	22
Under 18 National Representative Male Teams (SA Schools and Colts)	1 833 717,00	24
Under 17 National Representative Male Teams (National Camps)	1 796 004,43	27
Under 16 National Representative Male Teams		
Total	61 526 420,46	124

DIRECT FINANCIAL SUPPORT TO NATIONAL REPRESENTATIVE SENIOR AND UNDERAGE FEMALE TEAMS LAST SEASON - 2022		
	RAND '000	Number Individual Participants
Senior National Representative Female Teams	44 504 708,00	20
Under 23 National Representative Female Teams: SA "A"		
Under 21 National Representative Female Teams: SA Emerging Team		
Under 20 National Representative Female Teams		
Under 19 National Representative Female Teams: SA U/19	2 573 858,45	15
Under 18 National Representative Female Teams: National Camps	4 053 902,31	
Under 17 National Representative Female Teams:		
Under 16 National Representative Female Teams		
Total	51 132 468,76	35

## 27 Post-school pathways to senior domestic and international cricket

There have been some significant steps in creating a post-school pathway to senior provincial and professional women's cricket in the past decade, but it is a fragile one with the road still under construction and plenty of rough detours on the way.

In 2017, CSA introduced a Players Performance Plan (PPP) which could in a practical way help identify and provide 'the best possible opportunity' for players who displayed the 'necessary cricket attributes and mental acumen' to perform at the top levels in the CSA pipeline. The goal was to:

1. Produce a larger pool of players at professional level who could perform above the benchmarks set by CSA;
2. Increase the pool of Black African players ready for national selection;
3. Create a strong and sustainable base of successful players<sup>xlvii</sup>.

The PPP was funded by a bursary plan set up by CSA and sponsors Mometum and Sunfoil.

New incentives were put in place to attract top post-school talent. The National Academy started an annual three-month programme for 15 to 20 women, four talented young players were given the opportunity to be both members of the CSA Academy and to study at the University of Fort Hare at the same time, and Provincial Academies for women were started at the provincial affiliates level.

In May 2020 three new additions to this programme were announced. Under 16 and Under 19 Regional



Camps were started with the aim of identifying talent for the inaugural ICC Under 19 Women's World Cup T20 to be held in South Africa at the end of 2022. Former Proteas player Dinesha Devnarain was appointed head coach of the National women's academy and U19 team. Thirdly, Sixteen coaches were appointed to drive the Players Performance Plan and coach the Senior and U19 provincial teams in each affiliated province.

The next step forward was in the 2021/22 season, following a review of the Schools Cricket System. Regional Festivals were started for the Under 13 and Under 15 levels and used as trials for the selection of junior provincial teams at a cost of R1, 6 million. Using money reallocated from boys' cricket programmes, a CSA National Girls Under 16 Cricket Week was started. A second former Proteas cricketer was added to the junior cricket administration.

In the 2023/24 season CSA followed up by organizing the first club championship for women. Then in 2024, the SA20 announced that it was launching an SA 20 for schools, including girls schools, in 2024/25 to expand its brand. It was also announced that planning was underway for a SA 20 for senior women.

Thus, over the past five years, as part of a recovery plan after the Covid interruptions and administrative implosions that accompanied the pandemic, CSA has been steadily building a new cricket pathway for women.

It is not a coincidence that while this groundwork was happening, the performance graph of the Proteas has been pointing steadily upwards. After featuring in only three semi-finals in 11 World Cups in the two formats in the 23 years up to 2020, the Proteas reached the semi-final of the ICC One Day World Cup in 2020, the semis in the T20 World Cup

in 2021 and the two historic T20 finals in 2023 and 2024.

But for South Africa to improve on these performances and break through to the pinnacle, the Proteas will need to beef up a team which lacks capacity in certain departments. There appears to be a thinness of very top cricket talent currently. Also, the current pathway from junior mass participation to competitive cricket that must produce international-ready players remains fragile. In a real sense, CSA has been playing catch-up since the professional era for women burst upon us from 2018 onwards.

Given the similar rapid growth of the professional game in other countries, CSA will need to strengthen the entire South African cricket eco-system in a planned way to ensure it remains globally competitive on the field of play in the long term, while at the same time promoting social development through gender equity approaches in a country in transition.

As explained by the Amateur Cricket manager at the DEI Indaba, the Pathway or Pipeline in the CSA High Performance System currently covers five stages of development and transition for girl-children and women's players, starting with the base of mini-cricket to the pinnacle of the pyramid and retirement. These are:

**Transition 1:** *Softball to hardball. Attract, retain and develop* – PROGRAMMES: *Mini-cricket; Meso cricket; Regional Performance Centre's and Hubs*

**Transition 2:** *Retain and Develop* – PROGRAMMES: *School's cricket, Regional Performance Centre's and Hubs; SA Under 19 and individual acceleration programmes*

**Transition 3:** *Prepare cricketers for professional cricket* – PROGRAMMES: *Club cricket; tertiary cricket; provincial academies; professional cricket*

**Transition 4:** *Prepare cricketers for international cricket* – PROGRAMMES: *professional cricket; National Academy; High Performance Group, SA 'A' and the Proteas*

**Transition 5:** *Prepare players to transition out of the game* – PROGRAMMES: *SACA individual support and training programmes*

The rise of Proteas star Ayabonga Khakha is an example of hard-earned success in South Africa's still fragile development Pathway for women. Starting in Grade 1 with mini-cricket playing with boys in the rural village of Xesi in the Eastern Cape, her career was disrupted in high school as her school didn't offer sport. She opted for club football playing in the SASOL League 'alongside future Banyana Banyana stars'. In Grade 9, Ayanbonga got back into cricket playing for the Middledrift Women's CC and she soon connected back into CSA's development pathway by being selected in succession for Border U19s, then the senior provincial team and then South Africa's U19s. This led to her being invited to attend CSA's Fort Hare University Cricket Academy, where she was given the opportunity to complete her BA degree in Human Movement Studies while being mentored in a focussed way with her cricket. The next step was becoming professional, representing South Africa and being signed for the glamour of The Hundred tournament in England. She has also now taken more than one hundred wickets for South Africa<sup>xviii</sup>.

For future DEI and gender equity planning, it will be necessary for CSA to ensure women are fully catered for in this Pathway and to look closely at international

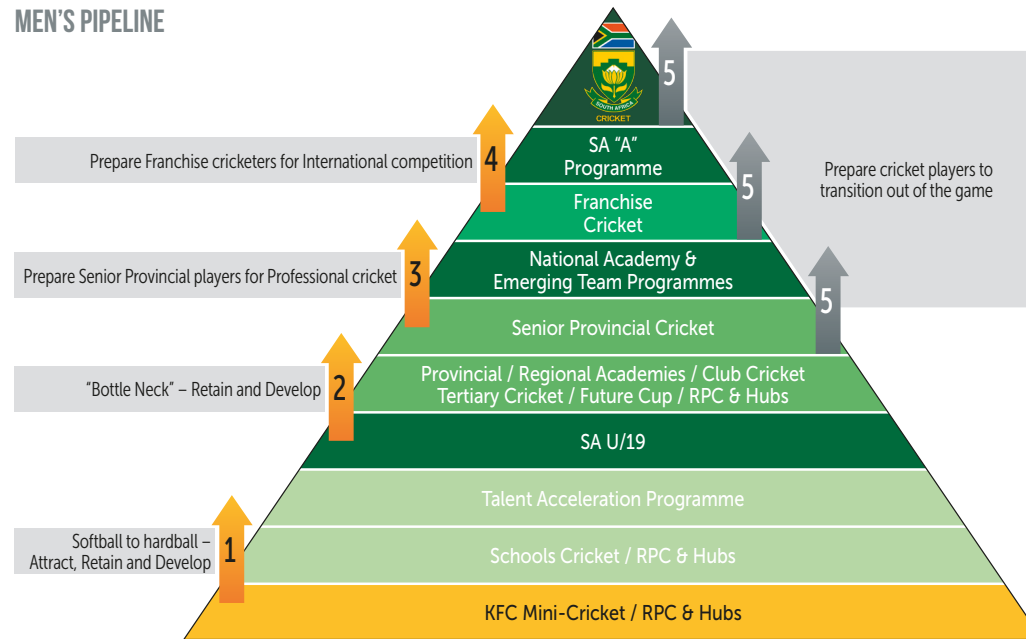
best practices in promoting the game and growing cricket talent.

In order to maximise cricket knowledge within a still inadequately resourced women’s cricket environment, CSA and the affiliates should seek to retain appropriate human resources and cricket knowledge through the continued use of elite women’s players in the cricket ecosystem after they retire from playing.

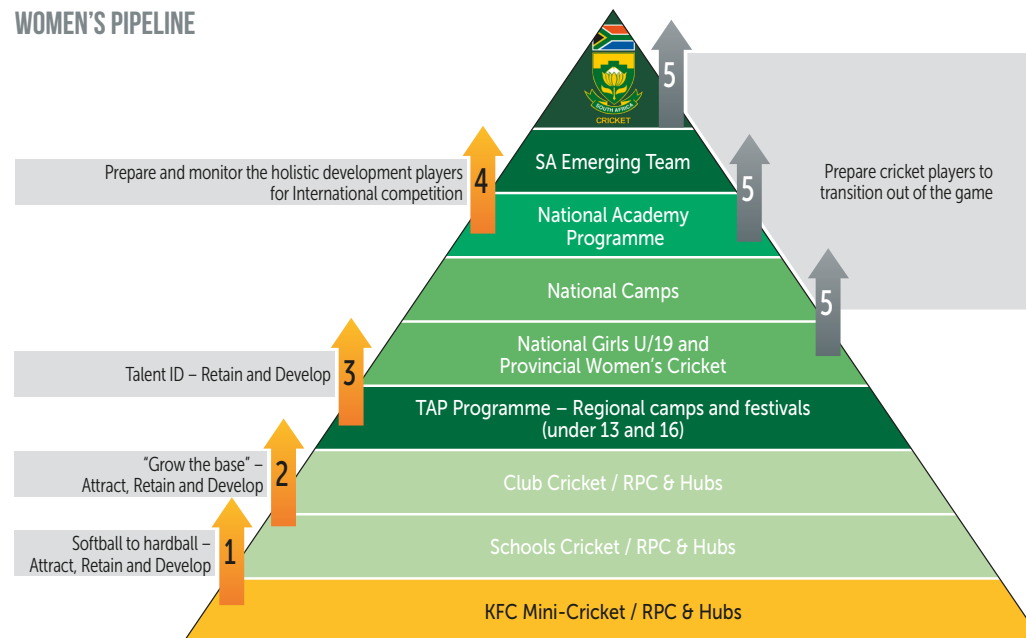
Like Ayabonga Khaka, three-quarters of the current Proteas team started with mini-cricket, underlining the need for a strong development pathway from mini-cricket to school, to provincial U13, U16 and U19 age group teams to mentoring at provincial and national academies and, finally, to the professional and international ranks to be build and sustained. The full integration of women into the mainstream is essential for these pathways to be successful in the long term.

**TABLE 14: CSA Cricket Pipeline for Women and Girls.** (Source: SASCO, Research report, 30 May 2022, p.50, quoting Cricket South Africa, Integrated Report 2020/21)

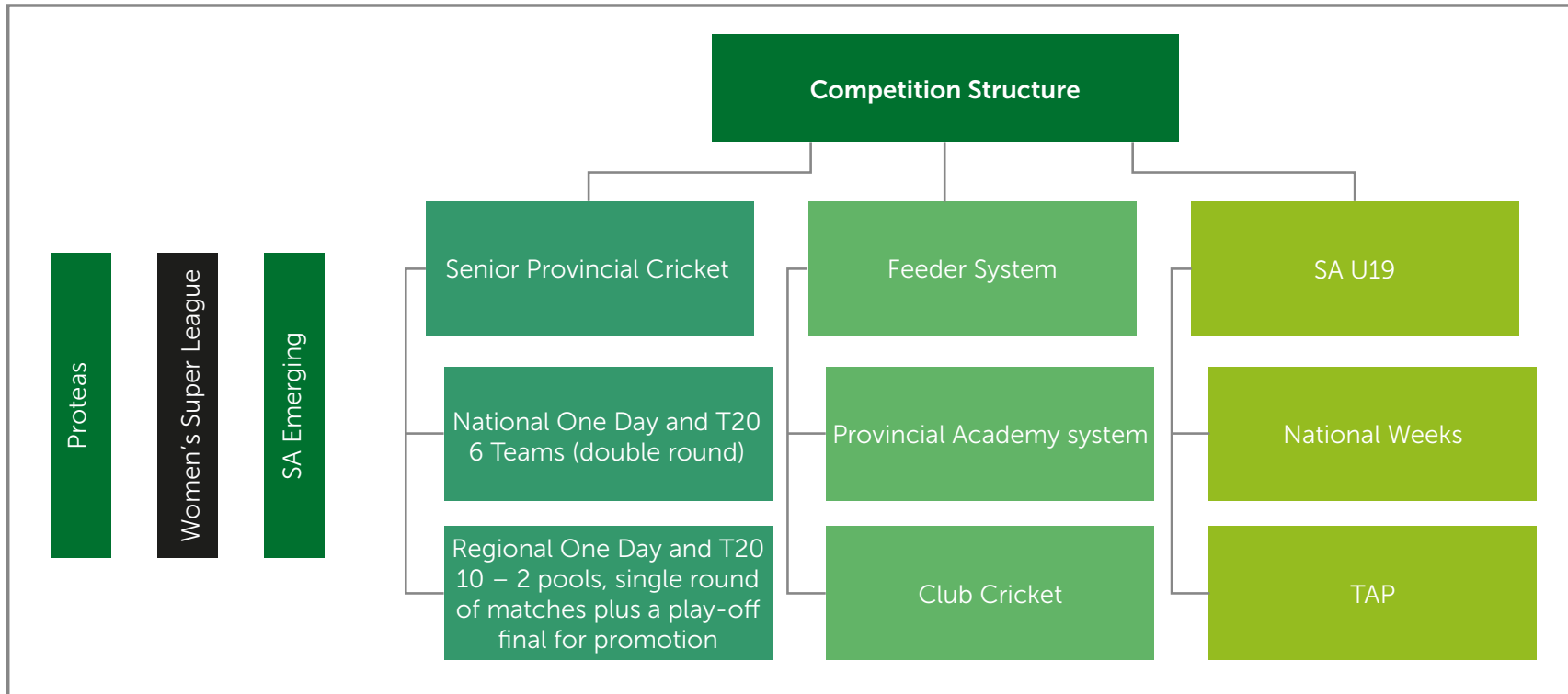
**MEN'S PIPELINE**



**WOMEN'S PIPELINE**



**TABLE 15: SA Women's Domestic Cricket System (2022)** (Source: CSA Proposal document – Professionalisation of Domestic Women's Cricket)



**TABLE 16: The five Transitions in the CSA Development Pathway, 2024.** (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024), p.3.

## CRICKET POPULATION

Individuals **actively** involved in for formal Member Pathway Cricket Programme

## VIALE CRICKET POPULATION

Potential growth prospects of CSA cricket population provided **adequate coaching, playing opportunities and access to facilities is granted**

## THEORETICAL POPULATION

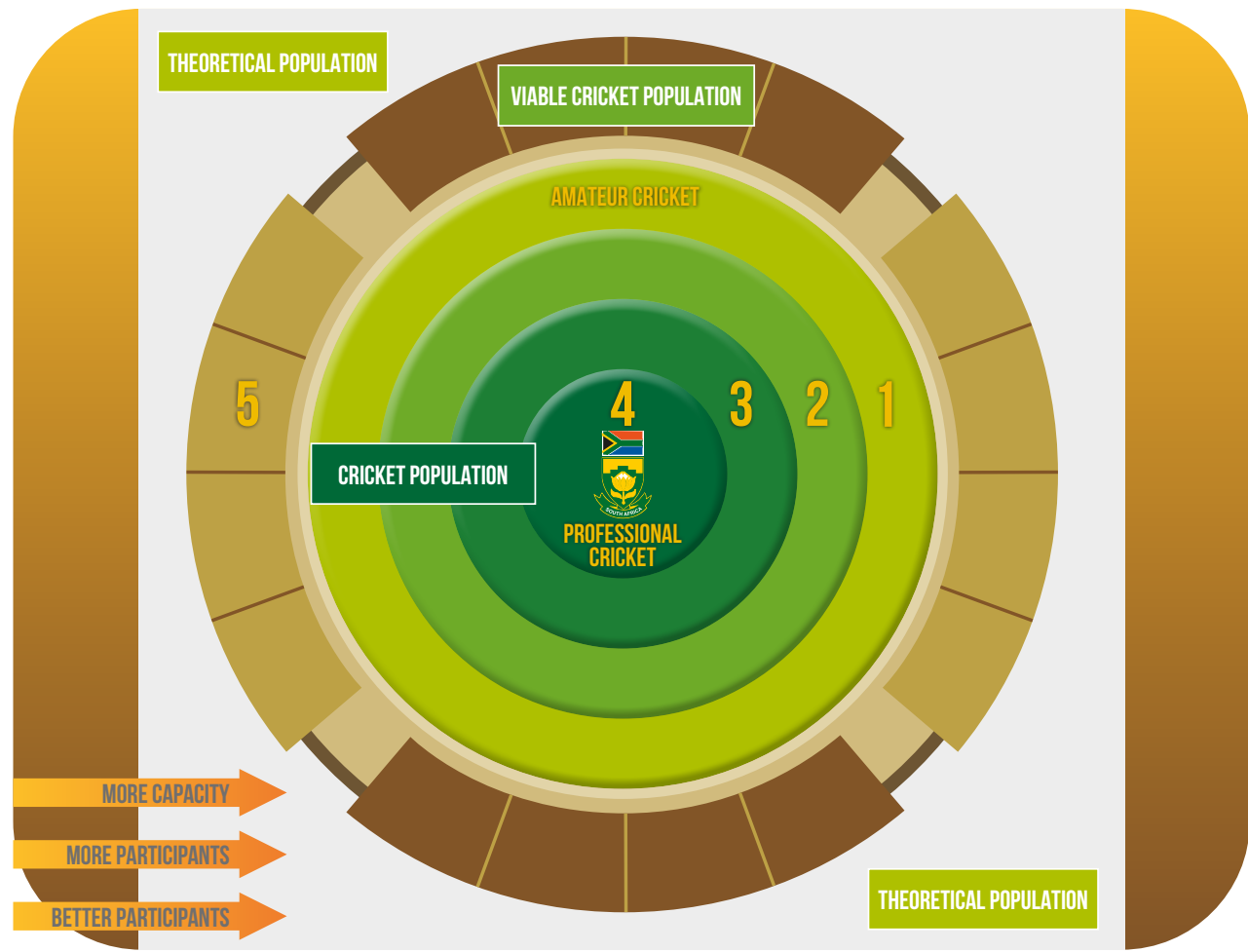
Comprises of geographical population in SA within a given age bracket and within **each CSA Member Structures**

CSA must identify which of the Population Outcomes can be achieved through their **own direct investment, as opposed to facilitation and oversight of work already done or still be done** by other stakeholders such as SRSA, Local Authorities, Other Sports, Schools and Clubs

A well functioning development pathway will:

- Seek to maximise the Viable Cricket Population
- Improve conversations of the viable Cricket Population
- **Deliver services** to the actual cricket playing population

# PATHWAY STRUCTURE



## TRANSITION 1

Softball to Hardball – Attract, Retain and Develop

### Programmes

Mini-Cricket, Messo Cricket, RPCs and Hubs

## TRANSITION 2

Retain and Develop

### Programmes

Schools Cricket, RPCs and Hubs, SA U19, Talent Acceleration Programme, Blind, Deaf, Forces Cricket, Learners with Special Educational Needs, Intellectually Impaired, Indoor Cricket, Sporting Chance and Veterans Cricket

## TRANSITION 3

Prepare Cricketers for Professional Cricket

### Programmes

Club Cricket, Tertiary Cricket, Provincial Academies and Professional Cricket

## TRANSITION 4

Prepare Cricketers for International Cricket

### Programmes

Professional Cricket, National Academy, HP Group, SA A and Proteas

## TRANSITION 5

Prepare Cricketers to transition out of the game

## 28 The rapidly changing world of cricket: Keeping up with international best practice in the digital age

CSA's 2024 DEI Indaba resolved that this report on fast-tracking women into the mainstream of cricket should look also at international best practice. There is a great deal South Africa can learn from other countries. A ready example of international best practice exists in the efforts made by the England and Wales Cricket Board to restructure its cricket through its "Inspiring Generations 2020-2024" strategy, which included "Transforming Women's & Girls' Cricket" as one of the key priorities.

The ECB strategy is based on a holistic plan to radically stimulate British cricket and to make the game more gender balanced. The plan for the regeneration of women's cricket focussed on five areas of the cricket ecosystem: Participation, Pathway, Performance, Profile, People with a sixth aspect, Finance, crucial for its implementation.

Rapid progress has been made in a short time. 'The Hundred' (100 balls per innings) competition was started in 2021, becoming an instant success and a key part of the global domestic cricket circuit. Alongside that also a new elite 50 over domestic competition. Cricket clubs with a women's or girl's section have grown from 98 in 2019 to 933 clubs (Participation); What was described as 'unprecedented investments' were made into girls county age groups and the launch of Talent Development framework (Pathway); Eight new Regional Directors of Women's Cricket were appointed in 2020 and 40 new professional contracts were added, besides the national player contracts (Performance); in September 2020, a record one

million television viewers watched an England T20 international for the first time, up from an average of 70,000 per match in 2018 (Profile); and the first women headed England Women's cricket administration and more than 600 South Asian women were trained as activators for the junior all-stars programme (People).

An innovative dimension of the "Inspiring Generations 2020-2024" strategy was the realisation by the ECB was that if cricket was to 'thrive' it would have to put adapt to the major changes and trends unfolding at a societal level and adapt to new ways of thinking and working as traditional old school tie notions of the game were rapidly becoming outdated. Thus, in its planning for the mainstreaming of women's cricket in a focussed way, CSA needs to be acutely aware of the changing external environment and realise like the ECB did that, 'If cricket is to grow, we must be aware of the ways in which the world is changing'.

For South Africa, this angle of analysis is imperative. It would mean looking beyond cricket-as-usual, or the necessary narrower imperatives of politically-informed post-democracy transformation, to consider also deeper changes affecting cricket in today's fast-changing globalising digital world.







In planning forward CSA must look closely at the English and other international innovations to see if there are lessons for us in our attempts in Africa/South Africa to creatively grow and mainstream women's cricket. We therefore elaborate here on the trends identified and the planning insights and strategies adopted by the EWCB.

The EWCB identified five broader trends that were fundamentally impacting on the future of the game. And considered how cricket could make sense of and use them to give the game a competitive advantage.

They were that: a rapidly urbanising and connected world is changing at an increasing rate; connectivity is transforming choice; customer expectations are changing; business is exploring new commercial perspectives, and, linked to this, 'commercial powerhouses' are being disrupted.

The following EWCB info graphic succinctly summed up the changing world that cricket needed to catch up with, including the 'Growing Female Economy':

TABLE 17: England and Wales Cricket Board “Inspiring Generations 2020-2024” report

OUR SIX OBJECTIVES						
	MAKE CRICKET DIVERSE, INCLUSIVE AND ACCESSIBLE	TRANSFORM WOMEN'S & GIRL'S CRICKET	MAKE CRICKET DIVERSE, INCLUSIVE AND ACCESSIBLE	INSPIRE THROUGH WINNING ENGLAND TEAMS	THRIVING AND SUSTAINABLE MEN'S AND WOMEN'S PROFESSIONAL GAME	WIN THE BATTLE FOR ATTENTION
OUR 2028 TARGET	EI DASHBOARD GRADE D->B+	INCREASE PERCEPTION OF CRICKET AS GENDER EQUAL TO 65%	600K U16s PLAYING EACH WEEK	ENGLAND MEN AND WOMEN EACH WIN AT LEAST ONE ASHES SERIES AND ONE WORLD CUP	18 HIGH-PERFORMING, INCLUSIVE AND FINANCIALLY SUSTAINABLE PROFESSIONAL COUNTIES BY 2028	14M PEOPLE ENGAGING WITH CRICKET
OUR AREAS OF FOCUS	<ul style="list-style-type: none"> <li>Ensure cricket's culture is welcoming to all</li> <li>Strive for diverse representation in every part of the game</li> <li>Remove barriers for aspiring cricketers of all backgrounds</li> <li>Tackle discrimination and inequalities</li> </ul>	<ul style="list-style-type: none"> <li>Grow the visibility of women's professional cricket</li> <li>Grow the appeal of women's professional cricket</li> <li>Progress towards a commercially viable women's game</li> <li>Grow the number of clubs with girls' section</li> </ul>	<ul style="list-style-type: none"> <li>Develop a participant centred club &amp; league network</li> <li>Provide access to young people who are missing out</li> <li>Engage and support ethnically diverse communities</li> <li>Leverage the impact of cricket through Trusts and Foundations and charity partners</li> </ul>	<ul style="list-style-type: none"> <li>Entertain fans through a positive brand of England cricket</li> <li>Win the big series and events</li> <li>Support talent pathways to produce future England stars</li> </ul>	<ul style="list-style-type: none"> <li>Make The Hundred the #1 challenger to the IPL</li> <li>Grow audiences through high quality domestic competitions</li> <li>Foster effective player pathways in all formats</li> <li>Support high performing &amp; financially sustainable clubs</li> <li>Deliver the domestic &amp; international season</li> </ul>	<ul style="list-style-type: none"> <li>Continue to deliver the "Road to 4M" attendees</li> <li>Get more people watching cricket more often on TV</li> <li>Grow the marketable UK digital audience to 2M.</li> </ul>
CRICKETS CORE VALUES	RUN ON RESPECT		EMBRACE ENJOYMENT	BUILD BELONGING		PROGRESS WITH PURPOSE
ENABLERS	FACILITIES		ENVIRONMENTAL SUSTAINABILITY	VOLUNTEERS	SAFEGUARDING	THE CRICKET REGULATOR

The ECB strategic insights point to why cricket is increasingly following the T20 route and they are also highly relevant to South African cricket as it plots its future DEI course. We thank Clare Taylor of the ECB for the above information. A few years ago this author

was privileged also to engage with women's cricket administrators from New Zealand and the West Indies boards, and it follows that similar lessons can be learned from other countries.

# PART SEVEN

## CREATE A SUSTAINABLE COMMUNITY AND MASS BASE FOR WOMEN'S CRICKET IN SOUTH AFRICA (YOUTH AND CLUB CRICKET A KEY ISSUE)

### 29 Expand the niche area of KFC Mini-Cricket

Mini cricket in SA celebrated its 40<sup>th</sup> year in 2024. Started as an act of opportunism by the cricket establishment in the late apartheid years, it has become a foundation stone of CSA's 'Pathway' strategy.

Widely covered in the media, KFC-sponsored mini cricket seeks to create a safe, supportive and fun environment for children aged 6-12 to have their first exposure to the game. More than 2 million children have passed through this phase of soft ball cricket at an average of 40,000 per year since 2010. Forty percent or 800 000 of these children have been girls. Participant numbers have grown by 10 per cent annually and around 15% of those involved go on to play some form of provincial cricket<sup>xlix</sup>. KFC Mini-cricket is currently the biggest sports development programme in South Africa.

A detailed KFC Mini-Cricket Impact Assessment undertaken by DEZ Advisory Services, completed in January 2024, underlined that big positive social impact that CSA's mini-cricket programme has had. Besides introducing children to the fundamentals of cricket, it has measurably promoted a host of healthy personal and social values and behaviours, including teamwork; learning through play; enjoying non-competitive participation; traversing class, gender and disability barriers; building confidence, trust, integrity, discipline and resilience; providing families with opportunities for inter-generational bonding; being active in order to lead a healthy life; building mini communities, and; developing respect for others and nurturing friendships.

The DEZAS table overleaf highlights 24 ways in which mini-cricket has provided significant skills and opportunities for the participants:



**TABLE 18: DEZAS Impact Assessment of KFC Mini-Cricket outcomes** (Source: Dr Tracy Toefy presentation, CSA DEI Indaba, 27 July 2024).

<b>HIGH</b> Provides an opportunity for parents to bond with their children	<b>HIGH</b> Promotes equality amongst participants, regardless of background	<b>VERY HIGH</b> Interaction with people from different class backgrounds	<b>MEDIUM</b> Advancement to hardball	<b>HIGH</b> Encourages diversity and inclusion	<b>HIGH</b> Equal opportunities despite skill level
<b>VERY HIGH</b> Opportunities for all genders to participate	<b>HIGH</b> Increased understanding of different cultures and backgrounds	<b>HIGH</b> Equal opportunities for people with disabilities	<b>HIGH</b> Equal opportunities despite gender	<b>VERY HIGH</b> Interaction with diverse race groups	<b>MEDIUM</b> Exposure outside hometown
<b>HIGH</b> Collaboration skills across diverse backgrounds	<b>VERY HIGH</b> Developing respect	<b>HIGH</b> Developing resilience	<b>VERY HIGH</b> Developing team work	<b>HIGH</b> Developing leadership	<b>HIGH</b> Developing adaptability
<b>HIGH</b> Fosters a sense of inclusion	<b>HIGH</b> Developing communication skills	<b>HIGH</b> Developing trust	<b>HIGH</b> Developing strong morals and values	<b>HIGH</b> Developing accountability	<b>HIGH</b> Builds confidence

The DEZA Impact Assessment study shows that mini-cricket's DEIB goals and nature also falls within broader International and South African sustainable development goals, ensuring the impact goes beyond cricket.

These include compliance with the United Nations Sustainable Development Charter, covering number 3 Good health; number 4 Quality Education; number 5 Gender Equality; number 10 Reduced Inequalities; number 11 Sustainable Cities and Communities; number 16 Peace and Justice and; number 17 creating 'Partnerships' to achieve the overall goals.

Similarly, the CSA mini-cricket programme with KFC aligns closely with South Africa's own National Development Plan 2030 in seven ways: Fostering inclusive participation; Community upliftment and social cohesion; Education and skills development; Health and well-being; Youth empowerment and leadership development; Crime reduction and social development, and; Corporate Social responsibility.

The study points out how mini-cricket has impacted positively in ten ways on the broader social environment by contributing to:



**TABLE 19: Ten positive impacts of KFC Mini-Cricket.** (Source: Dr Tracy Toefy presentation, CSA DEI Indaba, 27 July 2024).

Healthier lifestyles	Improved mental health	Supports cognitive development	Culture exchange and diplomacy
Creates social cohesion	Inclusive communities	Enhancing community resilience	Promoting leadership and creating positive role models
	Prevention of criminal involvement	Long-lasting cricket legacy	

Besides these positive social impacts and promoting interest and ongoing involvement of the youth in cricket, mini-cricket has also become a distinct base for producing international players. In the 1990s, limited influences – the family environment of parents and brothers who loved cricket and indoor Action Cricket – were often the triggers for young cricketers to become involved. However, a distinct new trend has now become discernable. As Eddie Khoza reported at the DEI Indaba, 75% of the cricketers who represented the Proteas women’s team between 2021 and 2024 were introduced to the game through from Mini-Cricket.

This highlights the fact that the women’s pathway to the top, starting from a mass base with a majority of black children playing, is distinctly different from that of men’s cricket pathway. In the men’s case, the route to the top has generally been via the elite boys route based on the 25-30 ‘traditional’ former white-only boys sports schools which have produced a huge percentage of the national cricket (and rugby) players.

Mini-cricket is also the reason why SA has the unique record of having more women’s than men’s coaches in the cricket environment: 8,903 women’s coaches, mainly involved in mini-cricket, versus 7,893 men. Moreover, demographically, 74% of the women’s coaches are Black African and 90% are generic Black, meeting one of the most important ICC benchmarks

from its Global Insights study, namely that the second biggest need listed globally was for coaches close to the developing cricket communities that speak the local languages.

This base clearly provides the trajectory along which CSA wishes to grow along DEIB values and it gives women’s cricket a distinct ‘new South Africa’ marketing and selling point. Women’s cricket, therefore, occupies a distinct niche in the transforming South African landscape and markets, which should be invested in and used as a base for the future growth and promotion of the game.

## 30 Introduce organised Schools and Junior cricket

These positive mini-cricket developments described in the previous chapter should not lead to complacency or an easing off of development programmes. For two reasons. Firstly, the numbers who have gone on to play hard ball cricket do not nearly match those who were introduced to the game through soft-ball cricket, so much more needs to be done to retain young participants in the pipeline. Also, despite the relative jump in the success rate of South Africa in international cricket in recent years, the pathway preparing SA women cricketers for international play is still relatively weak, a young work in progress.

It is self-evident given the above facts, that this rich source of early participation in mini-cricket must be better utilized in future to make sure girls continue to stay involved in the transition to hard ball cricket after the soft-ball phase ends at age 13. The retention rate of players must be increased through innovation and greater incentives in mini-cricket and specific interventions at the high school level. The pathway from mini-cricket to senior cricket must remain unbroken. Creative interventions need to be designed that will enable CSA to better mine already-existing talent both within and outside cricket. The youth department has already shown the way. But much more needs to be done to broaden the player pathway system. Institutional bases for growth must be established, for example, by identifying and piloting a recognized secondary school to champion cricket in every province where focused coaching can happen. (See chapter 4 above). An outstanding example of success in this respect has been Vorentoe High School from Johannesburg, which has become

a centre of excellence in athletics, producing stars like World Junior Champion sprinter Bayanda Walaza and other upcoming national stars Johannes Morepe and Naledi Makgatha by actively recruiting young talent from poor and rural areas.

The following statistical figures show how South Africa currently compares to other countries globally. We are world leaders. However, given the massive backlogs faced by women and girl cricketers indifferent areas of sport and life, there is no reason to take the foot off the pedal in a complacent way.

**Junior Players aged 13-18 playing Globally:**  
*11-a-side outdoor hardball cricket of 10 overs per side or more:*

Following the high participation rates of girls in Mini-Cricket between the ages of 6-13 years, ICC statistics show that South Africa is also a world leader in youth hard ball cricket between the ages of 13-18 years. The global total of girl children playing hard ball schools cricket stands at 67,326 juniors with SA top of the table with 18,871, followed by Australia on 17, 351.

These two countries account for 54 per cent of the global total in this age group. As many as 54 ICC member countries have no organised junior female cricket.

### **Junior Players in South Africa's**

Thanks to the transformation monitoring system of CSA since 1999, followed by the introduction of the national EPG template and reporting system since 2012, CSA has an excellent grasp of the situation pertaining to youth cricket in the country. There are 15,483 primary schools and xxx secondary schools in South Africa. Mr Khoza's department is able to statistically show that over 2 000 schools in these

two categories are playing cricket in 52 districts in all nine provinces in the country.

These statistics help us to understand both which provinces are the strongest and where growth is

currently happening; the number and locations of schools not playing girls cricket; the discrepancy between the number of girls and boys-playing schools in each town and province etcetera.

**TABLE 20: Primary Schools Profile in CSA's Area of Jurisdiction, 2022.** (Source: Cricket South Africa EPG Database [2022)

SUMMARY PRIMARY SCHOOL PROFILE IN AREA OF JURISDICTION – 2022	
	NUMBER
Number of all Primary schools in area of jurisdiction	15483
Number of all Primary schools (Excluding Township based Primary schools) participating in your code in area of jurisdiction	4283
Number of facilities available to Primary schools (Excluding Township based Primary schools) in area of jurisdiction	794
Total estimated number of Primary school facility (Excluding Township based Primary schools) shortfall in area of jurisdiction	823
Number of 'Township' based Primary schools in area of jurisdiction	1425
Number of 'Township' based Primary schools participating in your code in area of jurisdiction	7823
Number of facilities available to Primary schools in 'Townships' participating in your code in area of jurisdiction	666
Total estimated number of Primary school facility shortfall in 'Townships' in area of jurisdiction	156
Number of accredited coaches available to Primary schools (excluding Township based Primary schools) in area of jurisdiction	1530
Number of accredited coaches available to Primary 'Township' based Primary schools in area of jurisdiction	1936
Number of new Primary schools (excluding 'Township' Primary schools) that have started participating in your code during last season in area of jurisdiction	838
Number of Primary schools (excluding 'Township' Primary schools) that have stopped participating in your code last season in area of jurisdiction	3
Number of new 'Township' based Primary schools that have started participating in your code during last season in area of jurisdiction	35
Number of 'Township' based Primary schools that have stopped participating in your code last season in area of jurisdiction	14
Number of Primary school (excluding 'Township' Primary school) participants form part of a High Performance program in area of jurisdiction	42
Number of Primary school ('Township' Primary school) participants forming part of a High Performance program in area of jurisdiction	0
Number of Primary Schools (excluding participating Township Primary schools) participating in your code that have girl participating Teams	79
Number of Township based Primary Schools participating in your code that have girl participating Teams	96
Direct financial support given to a Primary schools (excluding participating Township Primary schools) in area of jurisdiction. R'000	R98 947
Direct financial support given to Township based Primary schools in area of jurisdiction. R'000	R104 405

**TABLE 21: Senior Schools Profile in CSA's Area of Jurisdiction, 2022.** (Source: Cricket South Africa EPG Database [2022])

SUMMARY SENIOR SCHOOL PROFILE IN AREA OF JURISDICTION – 2022	
	NUMBER
Number of all Senior schools in area of jurisdiction	8672
Number of all Senior schools (Excluding Township based Senior schools) participating in your code in area of jurisdiction	2733
Number of facilities available to Senior schools (Excluding Township based Senior schools) in area of jurisdiction	472
Total estimated number of Senior school facility (Excluding Township based Senior schools) shortfall in area of jurisdiction	758
Number of 'Township' based Senior schools in area of jurisdiction	253
Number of 'Township' based Senior schools participating in your code in area of jurisdiction	3788
Number of facilities available to Senior schools in 'Townships' participating in your code in area of jurisdiction	352
Total estimated number of Senior school facility shortfall in 'Townships' in area of jurisdiction	104
Number of accredited coaches available to Senior schools (excluding Township based Senior schools) in area of jurisdiction	711
Number of accredited coaches available to Senior 'Township' based Senior schools in area of jurisdiction	1438
Number of new Senior schools (excluding 'Township' Senior schools) that have started participating in your code during last season in area of jurisdiction	429
Number of Senior schools (excluding 'Township' Senior schools) that have stopped participating in your code last season in area of jurisdiction	15
Number of new 'Township' based Senior schools that have started participating in your code during last season in area of jurisdiction	17
Number of 'Township' based Senior schools that have stopped participating in your code last season in area of jurisdiction	12
Number of Primary school (excluding 'Township' Senior school) participants form part of a High Performance program in area of jurisdiction	11
Number of Primary school ('Township' Senior school) participants forming part of a High Performance program in area of jurisdiction	0
Number of Primary Schools (excluding participating Township Senior schools) participating in your code that have girl participating Teams	122
Number of Township based Senior Schools participating in your code that have girl participating Teams	92
Direct financial support given to a Senior schools (excluding participating Township Primary schools) in area of jurisdiction. R'000	R5 102
Direct financial support given to Township based Senior schools in area of jurisdiction. R'000	R7 519



TABLE 22: Overview of CSA Cricket-playing schools in South Africa by Province and region (Source: Cricket South Africa EPG Database[2022])

District in Area of Jurisdiction	No. of All Participating Clubs	No. of All Participating Junior Clubs	No. of All participating Primary schools (Hardball)	No of All participating Modified Primary schools (Without Hardball)	No. of All Participating Senior schools (Hardball)	No. of All Participating Private Primary schools (Hardball)	No. of All Participating Private Senior schools (Hardball)
Alfred Nzo	1	5	44	90	33	0	0
Buffalo City	34	3	11	170	33	0	0
Chris Hani	9	0	0	52	8	0	0
Joe Gcabi	14	1	2	136	1	0	0
O R Tambo	7	8	7	106	29	0	0
Amathole	37	10	22	210	27	0	0
Nelson Mandela Bay	39	4	53	199	76	36	43
Sarah Baartman	35	2	26	148	11	21	13
<b>EASTERN CAPE (TOTAL)</b>	<b>176</b>	<b>33</b>	<b>165</b>	<b>1111</b>	<b>218</b>	<b>57</b>	<b>56</b>
Fezile Dabi	6	0	14	58	11	1	1
Lejweleputswa	5	0	29	53	13	4	4
Mangaung	11	0	21	116	11	0	0
Thabo Mofutsanyana	7	0	15	74	9	0	0
Xhariep	4	0	2	30	2	0	0
<b>FREE STATE (TOTAL)</b>	<b>33</b>	<b>0</b>	<b>81</b>	<b>331</b>	<b>46</b>	<b>5</b>	<b>5</b>
City of Johannesburg	35	17	156	105	44	55	19
Sedibeng	20	3	21	16	12	1	0
West Rand	8	5	28	20	8	5	5
Ekurhuleni	29	26	98	168	57	21	6
City of Tshwane	23	22	119	208	67	20	11
<b>GAUTENG (TOTAL)</b>	<b>115</b>	<b>73</b>	<b>422</b>	<b>517</b>	<b>188</b>	<b>102</b>	<b>41</b>
Ethekeini	47	47	207	235	121	11	13
iLembe	14	5	17	49	8	0	0
Ugu	13	0	20	114	19	2	4
Umkhanyakude	0	0	31	37	1	2	0
uThungulu	12	0	20	23	14	2	4
Amajuba	11	0	10	46	15	1	1
Sisonke	5	0	7	7	6	0	0
uMgungundlovu	18	8	36	36	35	5	7
uMzinyathi	11	1	2	2	4	0	0
uThukela	13	0	4	26	10	0	0
Zululand	9	0	7	44	6	0	0
<b>KWAZULU NATAL (TOTAL)</b>	<b>153</b>	<b>61</b>	<b>361</b>	<b>619</b>	<b>239</b>	<b>23</b>	<b>29</b>
Capricorn	7	1	14	129	15	5	4
Mopani	4	2	25	74	25	2	2
Sekhukhune	1	0	3	84	4	1	0
Vhembe	5	3	1	28	1	0	0
Waterberg	2	1	8	41	2	0	0
<b>LIMPOPO (TOTAL)</b>	<b>19</b>	<b>7</b>	<b>51</b>	<b>356</b>	<b>47</b>	<b>8</b>	<b>6</b>
Ehlanzeni	15	6	12	102	13	1	0
Gert Sibande	6	3	15	55	14	3	0
Nkangala	4	1	15	67	14	1	2
<b>MPUMALANGA (TOTAL)</b>	<b>25</b>	<b>10</b>	<b>42</b>	<b>224</b>	<b>41</b>	<b>5</b>	<b>2</b>
Bojanala	4	1	13	171	8	0	0
Dr Kenneth Kaunda	15	6	26	93	13	0	0
Dr Ruth Segomotsi Mompati	5	1	5	96	3	0	0
Ngaka Modiri Molema	10	1	8	87	3	0	0
<b>NORTH WEST (TOTAL)</b>	<b>34</b>	<b>9</b>	<b>52</b>	<b>447</b>	<b>27</b>	<b>0</b>	<b>0</b>
Frances Baard	17	6	42	87	22	1	1
John Taolo Gaetsewe	7	2	17	42	6	1	1
Namakwa	6	0	5	15	5	0	0
Pixley ka Seme	5	0	8	31	9	0	0
Z F Mgcawu	9	0	8	26	8	0	0
<b>NORTHERN CAPE (TOTAL)</b>	<b>44</b>	<b>8</b>	<b>80</b>	<b>201</b>	<b>50</b>	<b>2</b>	<b>2</b>
Cape Winelands	31	0	82	194	24	3	4
Overberg	10	0	19	72	10	1	0
West Coast	20	0	17	75	14	0	0
Central Karoo	1	0	2	19	4	0	0
Eden	29	0	29	185	49	7	4
City of Cape Town	72	31	249	478	117	14	10
<b>WESTERN CAPE (TOTAL)</b>	<b>163</b>	<b>31</b>	<b>398</b>	<b>1023</b>	<b>218</b>	<b>25</b>	<b>18</b>
<b>TOTAL</b>	<b>762</b>	<b>232</b>	<b>1652</b>	<b>4829</b>	<b>1074</b>	<b>227</b>	<b>159</b>
MODIFIED CRICKET + HARBALL SCHOOLS							
<b>GRAND TOTAL</b>	<b>762</b>	<b>232</b>		<b>6481</b>	<b>1074</b>	<b>227</b>	<b>159</b>

**TABLE 23: Talent identification vs Development** (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.5).

## TALENT IDENTIFICATION VS DEVELOPMENT

### TALENT IDENTIFICATION

"recognising and selecting players/athletes who show potential to excel at a more advanced level"

(Cobley, Schorer, and Baker, 2012)

### TALENT DEVELOPMENT

"provision of the most appropriate **environments** for athletes to accelerate their learning and performance"

(Abbott and Collins, 2004)

### WHAT RESEARCH IS TELLING US

- Negative impact of early specialisation
- Selection systems kicking in too early
- The **importance of the environment** which in the early development stages is primarily created and maintained by the coach.
- The critical importance of **mind-set**
- Individual differences and differing rates of development
- Need for **collaboration and connectivity**
- Lack of clearly defined development pathways
- **Importance of education** and understanding talent especially key audiences and influences (parents/ coaches)



TABLE 24: (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.13).

## EXAMPLES OF THE 3 MODELS OF THE SCHOOLS' SYSTEM



Focus school cricket environment  
"Dale College"



Disadvantaged cricket environment  
"Hubs – Gelvandale, Langa, Eersterust"



Established cricket environment  
"Wynberg Boys High"

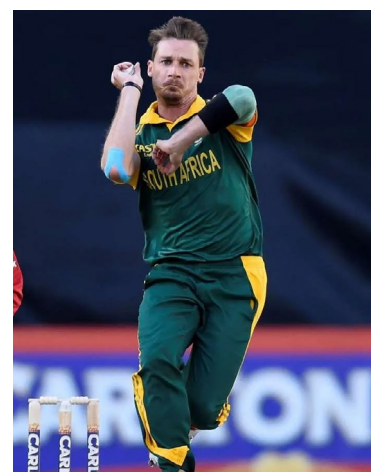
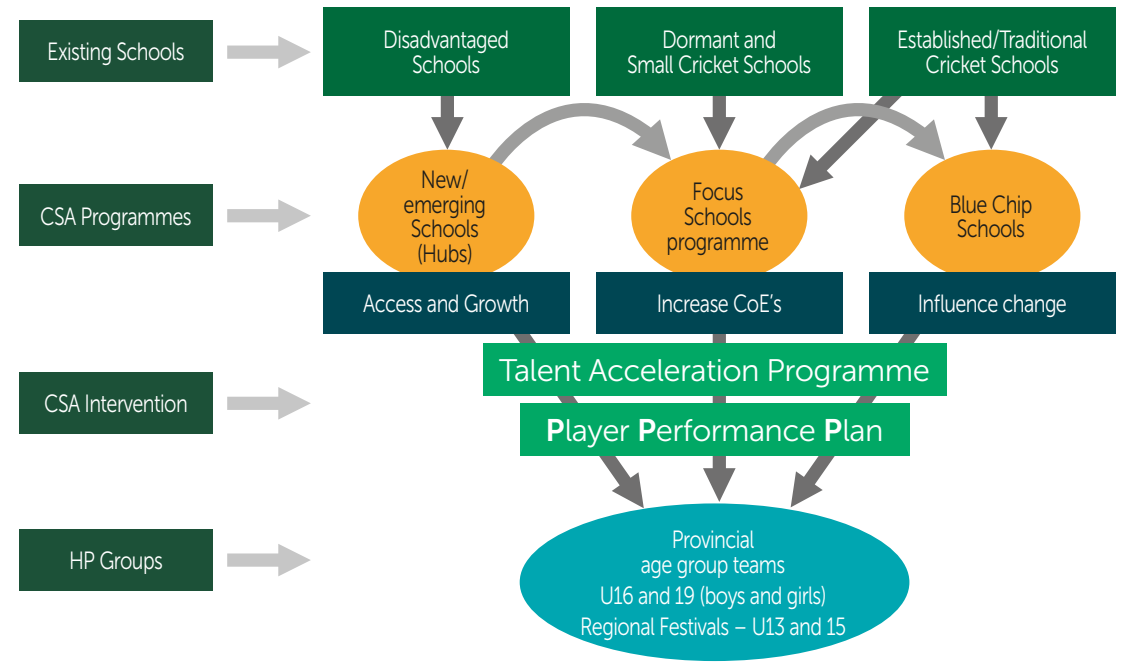


TABLE 25: (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.14).

## EXAMPLES OF THE 3 MODELS OF THE SCHOOLS' SYSTEM – CURRENT CONTEXT

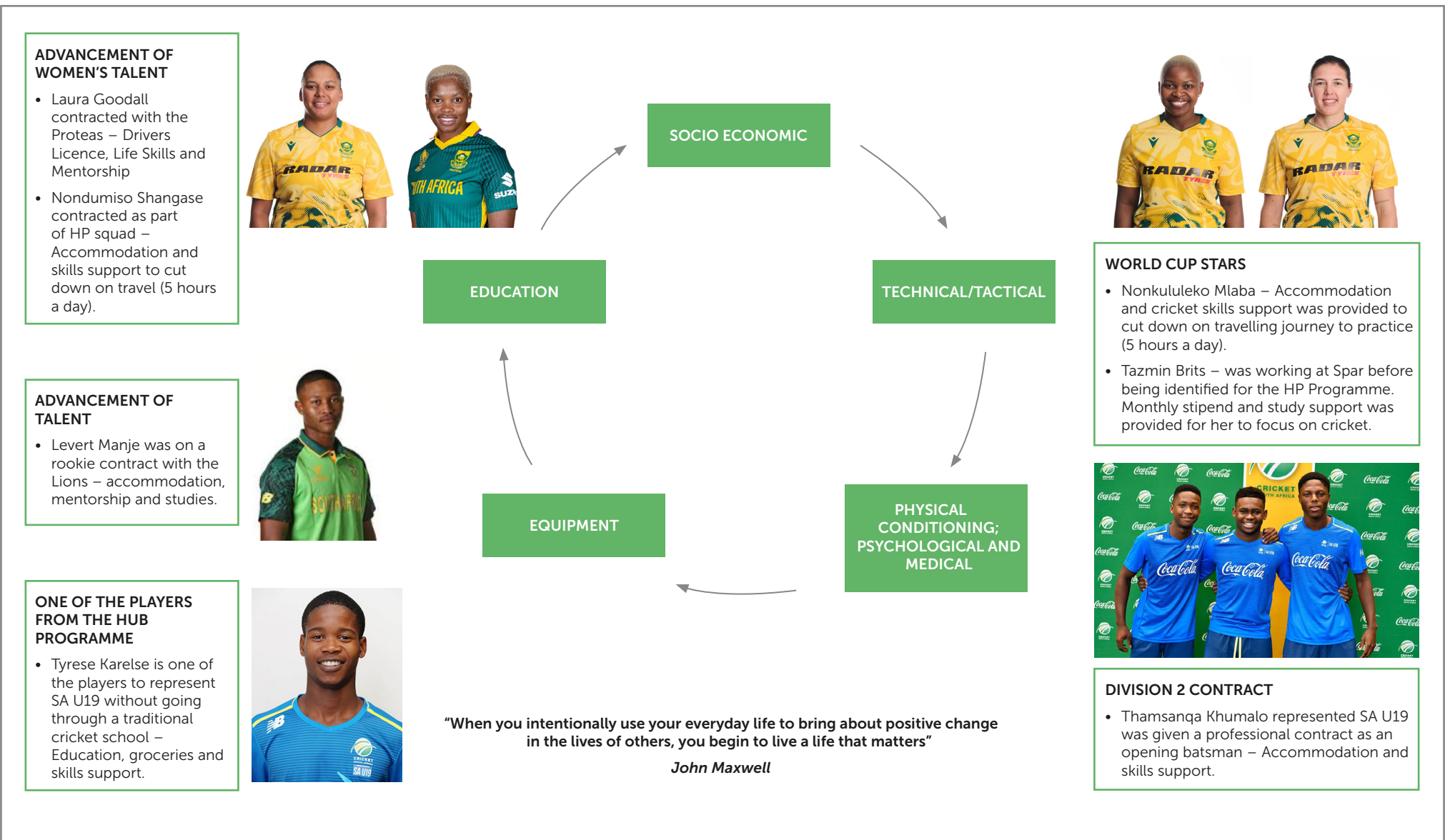


2023  
15 Squad Members  
(12 Schools)



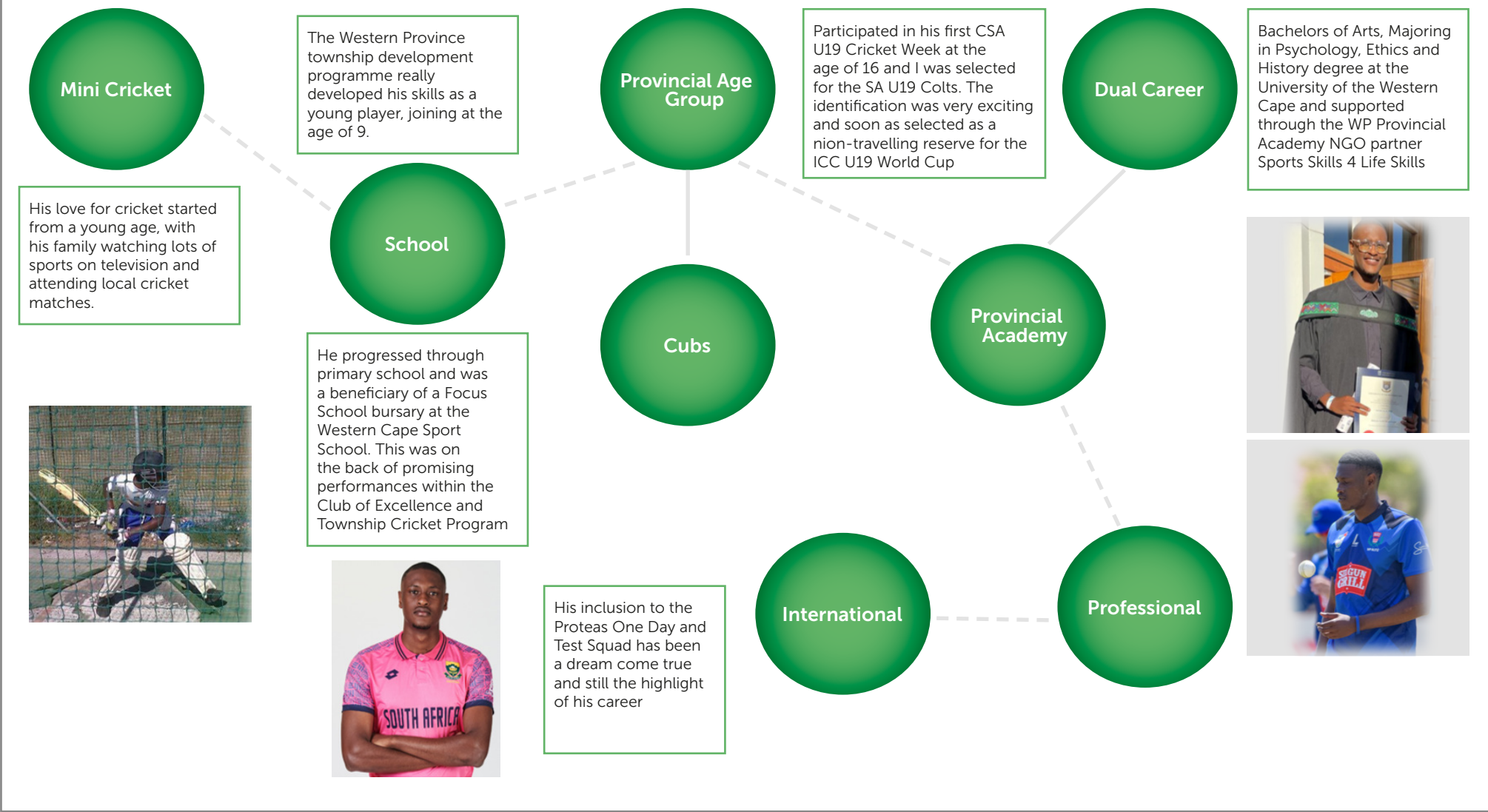
- IMPACT ASSESSMENT (POSITIVES GAINED)**
- Support from Members (especially where there is synergy between CEO and CSM)
  - Talent Acceleration Programme
  - Influence to established cricket schools (continue with initiatives that assist the cricket strategies)
  - Focus school programme has enhanced the pool of players available for selection
  - Quality and number of match opportunities at Hub level
  - Investments – human capital/funding (2015-19)/facilities or maintenance equipment

**TABLE 26: Examples of the Player Performance Plan helping to close performance gaps** (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.14).



**TABLE 27: Illustration of the deal Pathway Model** (Source: Edward Khoza, presentation on '2024, "Development of the pathway", CSA DEI Indaba, 20-28 July 2024, p.14).

## MIHLALI 'POPOS' MPONGWANA – LIFE AND CAREER THROUGH CRICKET (24 YEARS)



## 31 Protect Club cricket as a social base and nursery

Club cricket is a major cause for concern for the overwhelming number of cricket players and fans in South Africa, and has come under increasing pressure financially in recent years. Clubs are not only social safety nets for post-school senior players, but also increasingly nurseries for the growth of youth and women's cricket. This as CSA seeks to develop programmes outside of official schools cricket to give opportunities to youngsters disadvantaged by South Africa's particular historical circumstances.

### SENIOR PLAYERS

Globally there were 41,924 registered senior players in ICC member countries playing 11-a-side outdoor hardball cricket of 10 overs per side or more in the surveys referred to. South Africa ranked third in the world with 3,504 players, behind Australia (14,477) and England (8,987). No other country besides Papua New Guinea had over 1,000 players, with India standing at a meagre 979 senior cricketers (showing a heavy focus on high-paid professionalism above the grassroots cricket level). 40 member countries had no senior women players.

### CLUBS

South Africa currently has 3,164 cricketers, up 8% from two years ago. More than half of these cricketers are from Township Clubs, a very significant new demographic in SA cricket.

Tables 29 and 30 below give a breakdown of the number cricket clubs in SA province by province and district by district throughout the country. The second provides a summary of the categories of clubs that exist, including those for women cricketers.

**TABLE 28: Clubs Province by Province and District by District in South Africa** (Source: Cricket South Africa EPG Database (2022))

SUMMARY CLUB PROFILE IN AREA OF JURISDICTION – 2022	
	NUMBER
Number of clubs (excluding 'Township' based clubs) participating in your code in area of jurisdiction.	244
Number of 'Township' based clubs participating in your code in area of jurisdiction.	410
Number of registered male club members (excluding Township based clubs) in area of jurisdiction.	14 957
Number of registered male club members in 'Township' based clubs in area of jurisdiction.	12 681
Number of registered female club members (excluding Township based clubs) in area of jurisdiction.	1 072
Number of registered female club members in 'Township' based clubs in area of jurisdiction.	1 418
Number of league participating teams (excluding 'Township' based clubs) in area of jurisdiction.	735
Number of league participating teams ('Township' based clubs) in area of jurisdiction.	596
Number of facilities available to clubs (excluding 'Township' based clubs) in area of jurisdiction.	324
Number of facilities available to 'Township' based clubs in area of jurisdiction.	219
Estimated total facility short fall at club level in area of jurisdiction.	175
Number of new 'Township' clubs started last season in area of jurisdiction.	7
Number of Township based clubs that have stopped participating last season in area of jurisdiction.	60
Number of new clubs (excluding 'Township' based ) that have started participating in your code last season.	4
Number of clubs (excluding 'Township' based clubs that have stopped participating in your code last season.	12
Number of club players (excluding 'Township' based clubs) forming part of a High Performance Programme last season.	3
Number of club players, from 'Township' based clubs, forming part of a High Performance Programme last season	2
Number of accredited coaches available at club level (excluding 'Township' based clubs) last season.	318
Number of Teams accredited coaches available at 'Township' based clubs last season.	380
Number of Clubs (Excluding Township based Clubs) in your code that have participating Women Teams last season	46
Number of Township based Clubs participating in your code that have participating Women Teams last season	78
Total direct financial support provided clubs (excluding 'Township' based clubs) in area of jurisdiction last season. R'000	R4 997
Total direct financial support provided to 'Township' based clubs) in area of jurisdiction last season. R'000	R4 651

**TABLE 29: A Summary of women's and Men's Club profiles in SA.** (Source: Cricket South Africa EPG Database [2022], p.15). p.

SUMMARY CLUB PROFILE IN AREA OF JURISDICTION - 2022	
	NUMBER
Number of clubs (excluding 'Township' based clubs) participating in your code in area of jurisdiction.	244
Number of 'Township' based clubs participating in your code in area of jurisdiction.	410
Number of registered male club members (excluding Township based clubs) in area of jurisdiction.	14 957
Number of registered male club members in 'Township' based clubs in area of jurisdiction.	12 681
Number of registered female club members (excluding Township based clubs) in area of jurisdiction.	1 072
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Total direct financial support provided to 'Township' based clubs) in area of jurisdiction last season. R'000	R4 651

# PART EIGHT

## CREATE AN ENABLING ENVIRONMENT FOR WOMEN IN SA CRICKET

### 32 Resources in women's cricket globally (Coaches, Operational staff, Board members)

Until the mid-2010s 'growing women's cricket' was low amongst strategic priorities for ICC member countries. However, in 2019 it jumped to fifth and in 2020 to first. In that year, twenty ICC members placed it as the number 1 priority, 47 had it in their top three priorities. 95% said it was a very or extremely important priority.

At the DEI Indaba in July 2024, CSA therefore became part of the club of 21 national associations who made the growth of women's cricket their number one priority, as per these ICC statistics.

However, a focus on resources is necessary to meaningfully bring women into the mainstream of South African cricket. The starting base for growth has been low. In 2019, 45 ICC members said they had an 'active strategy for women's cricket'; while 16 had no strategy staff or advisory group. Ten of the 12 full members had three or more staff dedicated to women's cricket and 11 of them a Women's Cricket Committee or Advisory Group.

#### COACHES

In 2019, there were 10,984 Female coaches globally. Australia accounted for 50% (5,492) of the global total with Asia providing only 1% and SA in between at 662 coaches, of which 62 were involved in CSA's system.

#### QUALIFIED OFFICIALS

There were 2,272 women who fell into this vaguely defined category in 2019, 50% of them from Australia

and England. No numbers were given for SA, but today we have the likes of Shandre Fritz (match official) and Lauren Agenbach (umpire) currently officiating at the ninth ICC Cricket World Cup in the UAE and taking the lead at international level. Agenbach became the first SA women to umpire an international match in February 2019 when she stood in the T20 encounter between the Proteas and Sri Lanka at Newlands. Fritz, the first Protea to score a T20 century played in 85 matches for the Proteas and, after becoming a match official, broke new ground by officiating in her first three-day (men's) first-class match at the Wanderers between the Lions and Dolphins in October of the same year<sup>1</sup>.

#### OPERATIONAL STAFF GLOBALLY

The 12 ICC Full Members have a total of 394 female staff between them, 45 or 30% of whom were in senior management. Including the Associate members, 38 countries had 0 female staff. However, 94% of ICC members indicated that they would like specific woman's participation resources, more than any other option, especially a ICC certified coach or umpire program in the local language.

#### OPERATIONAL STAFF SOUTH AFRICA

CSA's head office has in the past few years become impressively representative in demographic terms, with provincial figures also following the trend. Of the 256 staff at provincial and national levels, management is 90% and 82% generically black respectively, although in the provinces African managers are still at a low of 33% on average. In terms of gender representation, the figures are still far from being equitable, varying from the 20 and 24% managers respectively.

## BOARD MEMBERS GLOBALLY

The 12 ICC Full Members had a total of 22 women on their Boards, a poor total of 15%, with 2 Boards having zero representation.

## BOARD MEMBERS SOUTH AFRICA

Following the CSA DEIB Indaba, four women were elected to the CSA Board (30%), including the Chair and Lead Director. However representation on the large Members Council of provincial presidents stood at a round zero, underlining the virtual universal exclusion of women in the corridors of cricket power still. The following were the overall figures at provincial and national level in 2022:

**TABLE 30: CSA National Administration Profile** (Source: Cricket South Africa EPG Database [2022])

CRICKET : NATIONAL ADMINISTRATION DEMOGRAPHIC PROFILE – 2022													
Category	African	Coloured	Indian	White	Women	Disabled	TOTAL	% Black African	% Generic Black	% Coloured	% Indian	% Women	% Disabled
President	0	0	1	0	0	0	1	0	100	0	100	0	0
CEO	1	0	0	0	0	0	1	100	100	0	0	0	0
Full Time Employed Staff Members	38	5	5	8	29	1	56	68	86	9	9	52	2
Part Time Employed Staff Members	19	5	5	8	6	0	37	51	78	14	14	16	0
Board Members	7	1	2	5	3	0	15	47	67	7	13	20	0
Exco/Management Committee Members	6	1	0	1	2	0	8	75	88	13	0	25	0
Finance Committee	3	0	1	3	1	0	7	43	57	0	14	14	0
Audit and Risk Committee	2	0	0	2	1	0	4	50	50	0	0	25	0
Transformation Committee	4	0	1	1	3	0	6	67	83	0	17	50	0

## BARRIERS TO GIRL'S AND WOMEN'S PARTICIPATION GLOBALLY

FICA's 2022 survey indicated that the biggest problems to participation globally were seen to be:

- Lack of 'awareness of cricket' (86%)
- 'Lack of female coaches' (72%), and
- Limited Access to facilities (63%)

COVID-19 (between April-December 2020) also drastically affected women's cricket. The Full ICC member countries lost 81% of scheduled international cricket and 55% of scheduled domestic cricket. The pandemic also impacted heavily on recreational cricket, Pathway Programs, fan engagement and funding.



## 33 SA and Global trends in Finance, Sponsorship and the media in Women's Cricket:

In the past few years countries such as England and New Zealand have been marketing women's cricket on an equal, integrated basis with men's cricket. This trend is rapidly catching on. This can be seen in CSA's much more vigorous selling of women's cricket since 2023. The 2024 CSA DEI conference, the informal 2025 Survey and the Women in Cricket Dialogue have all underlined the importance of the Marketing and Commercialisation of the women's game.

In this section we will restrict the discussion to the issues raised in the report of the Panel at the Dialogue that discussed 'the strategic levers that can be used to accelerate the visibility, marketability, and commercial sustainability of women's cricket'. Inputs were made by representatives of Nielsen's Sports, Suzuki and SuperSport. (Note that the rest of the discussions are reported on in Annexure A below).

Discussions unpacked challenges and best practices across branding, media, sponsorship, and fan engagement – all critical factors in growing the women's game in South Africa.

### Packaging and Storytelling are Central to Marketability

- The narrative surrounding women's cricket needs to evolve beyond comparison to the men's game. Stories that spotlight player journeys, community impact, and inspirational leadership resonate more deeply with audiences and sponsors alike.

- The call was to "centre the player" in storytelling while celebrating authenticity and relatability over performance metrics alone.
- Players need to take a central role in facilitating storytelling.

### Women's Cricket Has a Unique Brand Identity – and Needs to Own It

- Instead of replicating the men's model, stakeholders were encouraged to define a distinctive identity for the women's game – bold, inclusive, purpose-led, and community-driven. This aligns with Matyeshana's thesis findings that women's sport presents an opportunity to disrupt traditional sponsorship and media models by offering deeper purpose and emotional connection.
- "This is not about mimicking the men's game – it's about carving out a fresh, bold product that speaks to new fans."

### Brands Are Ready – But Need a Clear Value Proposition

- There was strong consensus that brands are willing to support women's cricket – especially when aligned with social purpose and inclusion. However, rights holders must articulate a compelling commercial value proposition. As Matyeshana argues, a brand's return is no longer only about impressions and exposure but also about *alignment with values* and *creating shared cultural capital*.
- "Commercial partners want more than a logo – they want meaning and measurable outcomes."

### Data and Insight Must Drive Strategy

- To pitch effectively to partners and understand audience behaviours, stakeholders need better data collection around viewership, fan demographics, digital engagement, and attendance patterns. This was cited as a current gap and a key enabler for professionalising the women's game's commercial strategy.
- "It's hard to sell what people can't see regularly – we need rhythm, not randomness."

### Insights from the Thesis: Unlocking Commercial Value in Women's Sport

Nkosana Matyeshana's thesis provided a theoretical foundation for the panel's practical insights. Key findings that enriched the dialogue include:

#### Purpose-Led Sponsorship is the Future:

- Women's sport offers brands a chance to align with societal values, inclusivity, and empowerment. When leveraged authentically, this can build deep loyalty and differentiate brands in a crowded sponsorship landscape.

#### The Flywheel Model of Value Creation:

- Matyeshana outlines a "flywheel" approach: visibility leads to fandom → fandom leads to commercial investment → investment improves quality and reach → improved reach grows visibility. This self-reinforcing model must start with intentional visibility and access strategies.

## Unbundling the Women's Product:

- Rather than bundling women's rights with men's properties (which often sees the women's game treated as a "bonus"), he advocates for building standalone commercial strategies that highlight the women's game as a premium, differentiated offering.

## Cross-Sector Collaboration is Key:

- Growth won't come from cricket alone. Partnerships across government, corporate SA, education, and media are necessary to create an ecosystem that sustains and elevates women's cricket.

## Final Thoughts

- The marketing and commercialisation of women's cricket is not just a revenue play – it's a brand transformation opportunity for South African sport. It's a moment to reimagine how sport connects with purpose, communities, and future generations.
- The challenge is not demand – it is delivery.



Marizanne Kapp of South Africa during the ICC Women's Cricket World Cup India 2025 match between New Zealand and South Africa at Holkar Cricket Stadium on October 06, 2025 in Indore, India.

# APPENDICES

## Appendix A

### KEY INSIGHTS FROM THE FIRST CSA WOMEN IN CRICKET DIALOGUE 2025

#### Refentse Shinnars and Nonkanyiso Nyilika

As noted above, Cricket South Africa hosted the inaugural Women in Cricket Dialogue on Friday 31 May 2025. The aim of the gathering was to reflect on the sport's journey, celebrating its present, and forging a visionary path forward.

Held in Melrose Arch, the full-day event brought together an influential mix of attendees, including Proteas Women players, SA U19 Women, domestic team captains, coaches, administrators, former national players, CSA leadership, staff, and key commercial partners.

Structured around three powerful panel discussions, the event also featured insight-driven keynote talks from industry leaders and player voices, aimed at sharing lived experiences and catalysing ideas and action to strengthen women's cricket from grassroots to the international level.

Moderated by broadcaster Crystal Arnold, the first panel, "The Evolution of Women's Cricket", featured ICC Women's Cricket Manager and former Indian cricketer Snehal Pradhan, who joined virtually to offer a global perspective. Former national players, including former captain Linda Olivier as well as Claire Terblanche, Dinesha Devnarain and Nolubabalo Ndzundzu, the first black African Proteas Women,

also gave powerful testimonies of playing through eras of limited opportunity, laying the groundwork for today's generation.

The second panel, "Marketing, Commercialisation & Sponsorship", focused on unlocking the commercial potential of women's cricket. Senior Commercial Manager at Nielsen Sports, Nwabisa Sauls, presented compelling data on the growth of women's sport audiences, while Suzuki SA's Megan MacDonald spoke about the purpose and impact of brand investment in the space. SuperSport Executive Producer, Vukile Majola, also provided further context on the growth of broadcasting in the women's game. (See the report of the Panel in chapter 33 above).

The third panel, "The Future of Women's Cricket", dissected what it will take to ensure long-term sustainability and high-performance success of the game in South Africa. CSA's Domestic Executive Edward Khoza and Head of High Performance Grant van Velden outlined plans for talent retention, national team depth and grassroots-to-elite alignment. Proteas Women captain Laura Wolvaardt and rising SA U19 star Kayla Reyneke offered powerful reflections from the athlete's perspective, highlighting the value of professional contracts, mental wellness support, and meaningful match opportunities.

The panel discussion also featured a video from Cricket Australia's Chief of Cricket, James Allsop, providing a brief outline of their various strategies to grow participation and player retention in girls' and women's cricket.

Podcast booths also captured real-time reflections from speakers and attendees, while "Did You Know?" digital displays across the venue celebrated various milestones achieved within women's cricket in South Africa.

CSA Public Affairs Executive, Refentse Shinnars, commented:

"This Dialogue marks a pivotal step in redefining the narrative of women's cricket in South Africa. It's not just about looking back at the challenges and celebrating progress, it's also about setting a clear vision for the future. We're committed to building a game where every girl, regardless of background, sees a place for herself and has the support to thrive from the first swing to the international stage<sup>20</sup>."

The CSA's 'Insights' report on the 2025 Women in Cricket Dialogue flagged the following key issues and suggestions:

#### Panel 1: The Future of Women's Cricket

This panel explored how the women's game has evolved and how to bridge the gap between different generations better. Responses came from current and former players, coaches, and key figures in the women's cricket landscape.

#### Key Milestones Identified

- Return from isolation and South Africa's re-entry into international cricket was seen as foundational.
- The first women's Test match (1960) and the 1999 World Cup win against England were iconic.
- Sponsorships from Momentum, Hollywoodbets and Suzuki and the growth of domestic competitions were widely celebrated.
- Introduction of professional contracts and televised games marked a significant shift in visibility and investment.

<sup>20</sup> CSA media release, 2 June 2025



### Biggest Challenges in Earlier Eras

- Limited access to cricket in schools, especially at the primary level.
- Lack of financial support and non-professional status of players.
- Minimal media coverage and societal perceptions that cricket is a “men’s game.”
- Players had to balance cricket with full-time jobs or studies with little institutional backing.

### Impact of Re-entry Post-Isolation

- Provided international exposure and a platform for competition.
- Momentum was slow initially, and women’s cricket lagged behind the men’s game.
- Led to eventual growth in opportunities, but with mixed early impact on retention and investment.

### Role of Pioneers & Preserving Legacy

- Pioneers were praised for “setting the ball rolling”, breaking barriers, and inspiring future generations.
- There is consensus that their stories must be captured through heritage projects and structured mentorship programmes.
- Share ideas on the type of heritage projects and the mentorship programme structure
- Calls for more visible recognition of past players and coaches in today’s system.
- How can we do this? Provide examples

### Perception Shift Over Time

- The perception of women’s cricket has improved significantly, with increased visibility, respect, and media interest.
- From being almost “invisible,” the game is now seen as competitive and entertaining.
- However, some noted that fundamental change is still needed in how the women’s game is positioned.
- How do we better position the women’s game?

### Bridging Generational Gaps – Practical Suggestions

- Structured mentorship programmes were the most consistent suggestion.
- Annual alumni gatherings and networking sessions to transfer knowledge and build camaraderie.
- Heritage initiatives to formally document and honour the contributions of earlier players.
- What benefits/support will these programmes provide?

### Knowledge-Sharing: Mixed Experiences

- Current contracts not performance-based; need for greater accountability.
- Players require international A-team tours to bridge the gap before senior national selection.

### Global Lessons for South African Cricket

- Mirror the investment and infrastructure of countries like Australia and England.

- Focus on equal opportunities and inclusive treatment.
- Establish a clear performance-driven domestic pathway from U19 to national team.
- Professionalise coaching, talent ID, and domestic contracts more thoroughly.

### Domestic Structure Gaps

- Lack of competition and depth in Division 2.
- Calls for more consistent playing opportunities, especially for non-contracted players.
- Some current contracts not performance-based; need for greater accountability.
- Players require international A-team tours to bridge the gap before senior national selection.

### Role of Media, Sponsors & CSA

- Increase storytelling and positive profiling of female players.
- Role of players and coaches in storytelling? Co-creation is needed
- Conduct market research to build tailored marketing strategies.
- Appoint more qualified women to leadership positions.
- Promote women’s cricket as a standalone, professional product.



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- Role of players and coaches in storytelling? Co-creation is needed.
- Conduct market research to build tailored marketing strategies.
- Appoint more qualified women to leadership positions.
- Promote women's cricket as a standalone, professional product.

## Final Thoughts

"We must build on the current momentum."

"It's time to professionalise properly."

"Recognition and celebration of past contributions will inspire the future."

Current gaps must be articulated to assist CSA in ensuring proper professionalisation.

## Panel 2: Marketing & Commercialisation of Women's Cricket

See Chapter 33 above for this Panel's report.

## Panel 3: The Future of Women's Cricket

Reflections and recommendations from current players, coaches, high-performance professionals, and cricket administrators. The insights focused on building a sustainable pipeline, ensuring athlete wellbeing, and strengthening the systems that underpin long-term success in South African women's cricket.

### Strengthening the Grassroots Pipeline

#### • Structured School Cricket

Investment at school level is essential. The call was clear: school leagues, national U13 tournaments, and engagement with parents and educators will drive early interest and retention. More female coaches at school level and investment in club cricket are crucial.

- "Offer cricket at more schools. Equip them with gear and ensure female coaches are part of the setup."

#### • Pathway Visibility and Clarity

The route from junior cricket to professional ranks must be well-defined. U19 cricket must feed into Emerging squads, SA A teams, and ultimately the Proteas. The creation of an SA U23 squad and more interprovincial exposure was strongly recommended.

- What does athlete wellbeing look like? Is what is currently in place not sufficient? How can we improve?

## Building a High-Performance Culture

### • Performance Begins with Mindset

- Professionalism and high standards must start at the grassroots level. A high-performance mindset, accountability, and discipline are as important as talent. Panellists called for a shift from amateur habits to elite habits – and for CSA to support this shift with investment.

- "Women's cricket is still in its infancy in high performance terms. It'll take time, but the mindset has to change."

### Fitness, Nutrition & Mental Health

- These were labelled "non-negotiables". Across responses, there was consensus on the need for qualified S&C staff, psychologists, and wellness support at provincial and national levels. Mental health care must be ongoing, not reactive.
- Hire the right people. Pay them properly. Compete with other sports like football and rugby to retain medical and performance staff."

### Creating Long-Term Financial Stability

#### • Domestic Contracts & Commercial Deals

While the introduction of professional contracts is widely applauded, players say there's still a long way to go. More match time, better contracts, and investment in Division 2 teams are needed to bridge the resource gap.

- "Division 1 keeps rotating players because Division 2 is neglected. We must build both."



## • Life After Cricket

Many panellists called for structured education around financial planning, career development, and life after cricket. A fund or structured programme to support athletes in transition is necessary.

- “Every player must have a backup plan – and the system should help build it.”

## Professional Leagues & Media Visibility

### • Call for a Women’s SA20 or Premier League

There was strong support for a dedicated T20 league for women, which would build exposure and professionalism. Until then, players suggest integrating U19s and provincial players into more senior domestic fixtures for high-intensity experience.

- “A SA20 for women would be a game-changer. We need more cricket and more visibility.”

### • Fan Engagement & Broadcast Access

- Players want to be seen and followed. From school clinics with national players to Q&A sessions, social content, and better scheduling – visibility was seen as the bridge between participation and aspiration.
- “The more girls see us, the more they’ll believe it’s possible.”

## Sustaining Growth Beyond 2027

### • Strategic Planning with Measurable Goals

- Multiple respondents emphasised the need for a 5- and 10-year plan with KPIs. This includes budgeting, commercial targets, infrastructure investment, and regular review points.

- “Keep improving the system. Track results. Be agile.”

### • Diversify Revenue and Reduce Reliance on Men’s Cricket

The women’s game must move beyond being supported by the men’s budget. This will require better commercial packaging, consistent performance, and a unified message about value.

- “The Proteas Women’s team must not only win ICC trophies – they must win consistently.”

## The Power of Nutrition and Fitness: The Car Analogy

- While fitness plays a key mechanical role in athletic performance, nutrition is the fuel. Without adequate nutrition, training adaptations cannot take place, recovery is compromised, and performance plateaus.
- “Fitness is the engine, the brakes, the tyres... but nutrition is the petrol. Without it, the car won’t go anywhere.”

## Evolution of Fitness in Women’s Cricket

- Massive strides have been made in recent years, especially post-2013 with the introduction of national contracts and more recently, domestic contracts.
- Teams used to train only twice a week. Now, they train 5–6 days weekly in-season.
- The shift to full-time staff, including SNCs and medical professionals, has changed the culture dramatically.

## Final Thoughts

- “Cricket must be fun – especially at entry level.”
- “The product is ready. It’s time to sell it properly.”
- “If I could change one thing? More cricket. More visibility. More support.”



## Appendix B

### A SUMMARY OF THE INFORMAL CSA STAKEHOLDER SURVEY ON WOMEN'S CRICKET 2025

Mbali Phuza, CSA Transformation Manager

#### 1 The survey and its aims

As part of an informal survey in February 2025, we sent out a questionnaire via CSA's transformation office to 120 CSA stakeholders, including the CSA Board, Members Council, CSA Member CEOs, CSA EXCO, players, coaches, administrators and cricket services managers. We asked, 'Please help us empower Women in Cricket by answering this short survey of twelve questions on women's Participation and Challenges. Your advice will be incorporated into a report commissioned by CSA of how it can do better in working to fully accommodate women in every aspect of its operations'. Despite two follow up reminders and guaranteeing participants confidentiality, the feedback was not as comprehensive as expected. We received a disappointing 62 responses, which were nevertheless very useful in helping us get a sense of the issues concerning people involved with women's cricket.

Below is a summary analysis of the responses. A full listing of each response to the questions posed is available and will be included in Report 2 in January 2026.

Questions asked:

Q1: What are the three main steps you would suggest are needed to get more young girls and teenagers to start playing cricket?

Q2: What are the three most important steps CSA should take to make sure women get equal opportunities within the South African cricket ecosystem?

Q3: What do you think are the main factors holding women & young girls back from participating fully in Cricket?

Q4: What are some of the particular challenges and needs faced by women in cricket, that should be understood by CSA?

Q5: What can be done to get more primary and secondary schools to start girls cricket teams?

Q6: What suggestions do you have for CSA to improve its 'Pathway' programmes to prepare young cricketers for elite and or professional cricket?

Q7: What suggestions do you have for CSA to improve senior cricket at club, provincial and national levels?

Q8: Do you think there are sufficient processes to address gender discrimination or discrimination at large, within the cricket ecosystem and what more should be done in this respect?

Q9: How do you think the media coverage and marketing of women's cricket could be improved?

#### Purpose and Context:

- The survey, commissioned by Cricket South Africa (CSA), focuses on understanding and improving the inclusion of women in cricket.

- It acknowledges the recent success of South African women's cricket teams, indicating a desire to build on this momentum.
- The survey explicitly aims to challenge the historical perception of cricket as a "gentlemen's game."
- CSA intends to use the survey results to inform a report and improve its strategies for accommodating women in all aspects of its operations.

#### Target Audience:

- The survey targets individuals with insights into women's participation and challenges in cricket. This includes the CSA Board, Members Council, CSA Member CEOs, CSA EXCO, players, coaches, administrators, cricket services managers, and other stakeholders.

#### Key Themes and Questions:

The survey covers a broad range of topics related to women's cricket, with a focus on identifying both opportunities and obstacles. Key themes include:

- Participation:
- How to increase the number of girls and teenagers playing cricket (Q1, Q5).
- Factors currently limiting participation (Q3).
- Equal Opportunities:
- Steps CSA should take to ensure equal opportunities for women (Q2).



- Improving “pathway” programs for young cricketers (Q6).
- Enhancing senior cricket at all levels (Q7).
- Challenges and Needs:
- Specific challenges and needs faced by women at different levels of cricket (Q4).
- Representation and Inclusion:
- Creating opportunities for women in administration and management (Q8).
- Addressing gender discrimination (Q9).
- Promotion and Visibility:
- Improving media coverage and marketing of women’s cricket (Q10).

#### Structure:

- The survey consists of 10 main questions, each with space for three responses.
- It concludes with an open-ended question for additional comments or suggestions (Q11).
- The instructions are clear, and a contact email is provided for submitting responses.

#### Strengths:

- Comprehensive Coverage: The survey addresses a wide range of relevant issues affecting women’s cricket.
- Action-Oriented: The questions focus on identifying concrete steps and suggestions for improvement.

- Clear Purpose: The survey clearly states its objective of empowering women in cricket and informing CSA’s actions.
- Open-Ended Responses: The format allows respondents to provide detailed and nuanced feedback.

The CSA Diversity, Equity & Inclusion Survey is a valuable tool for gathering insights and driving positive change in women’s cricket in South Africa. By addressing key challenges and opportunities, CSA can work towards creating a more inclusive and equitable cricket ecosystem.

## 2. Overview of the key issues identified, plus three proposed actions for each of them

The survey consisted of an analysis of 62 survey questions. The analysis done by Mbali Phuzza highlights a number of key interconnected issues for advancing women’s cricket and provides three important action points in each of the following areas of cricket activity.

#### Participation and Grassroots Development

- A key focus is on boosting participation among girls and young women through grassroots development.
- This involves improving access to facilities, coaching, and equipment in schools, and strengthening programs like KFC Mini-Cricket.
- Addressing cultural stereotypes that discourage girls’ participation is crucial for creating a supportive environment.

#### Equal Opportunities and Resource Allocation

- Ensuring equal opportunities is strongly linked to equitable resource allocation.
- Respondents emphasize equal pay, contracts, and funding for women’s cricket, along with quality training and mentorship.
- Fair recruitment policies and opportunities for women in administration are also highlighted.

#### Pathway Programs and Talent Development

- Improving pathway programs is essential for developing talent and creating a sustainable pipeline.
- This includes strengthening talent identification, providing quality coaching, and increasing matches and training camps.
- Creating U-23 or semi-professional leagues is suggested to bridge the gap between youth and professional cricket.

#### Visibility, Media, and Role Models

- Increasing visibility through media coverage and promotion is crucial for inspiring participation and gaining support.
- Showcasing female cricketers as role models and creating engaging content are key strategies.
- Respondents call for more TV broadcasts, social media coverage, and dedicated platforms for women’s games.



## Addressing Barriers and Discrimination

- Overcoming barriers and addressing discrimination are cross-cutting themes affecting all areas.
- This involves challenging stereotypes, promoting inclusivity, and creating safe spaces.
- Respondents call for anti-discrimination policies, diversity and inclusion training, and accountability.

## Representation and Inclusion

- Increasing representation of women in coaching, administration, and decision-making roles is crucial.
- Implementing gender equity policies, providing leadership development, and creating networking opportunities are suggested.
- Respondents also emphasize creating a women-friendly environment and opportunities for women as scorers and umpires.

## Professionalisation and Support for administrators and players

- Professionalizing women's cricket, creating dedicated roles, and ensuring equitable funding and resources are vital.
- Providing support and mentorship programs, along with women-specific training and career pathways, is essential.
- Respondents stress the importance of recognizing and addressing the unique challenges faced by women in cricket.

The consolidated survey outcomes underscore the need for a holistic and multifaceted approach to advance women's cricket, addressing issues ranging from grassroots development and equal opportunities to visibility, representation, and the eradication of discrimination.

### 3. Digging deeper – Additional observations and proposals for each areas of activity covered by the survey

Digging deeper in her analysis of the survey questionnaires, Mbali Phuza identified and unrolled further issues for attention and action in certain areas of cricket development (headings in green) in regard to specific survey questions (questionnaire numbers highlighted in yellow), as follows:

#### i) Participation:

*How to increase the number of girls and teenagers playing cricket (Q1, Q5).*

*Factors currently limiting participation (Q3).*

Factors Holding Women and Girls Back from Participating in Cricket:

- Lack of Access and Opportunities: Limited access to cricket facilities, coaching, and equipment, especially in rural areas.
- Societal Stereotypes: The perception of cricket as a male-dominated sport and cultural norms that discourage girls' participation.
- Lack of Resources: Insufficient funding, facilities, and financial support for kits.

- Lack of Promotion: Women's cricket not being marketed or prioritized as much as men's cricket.
- Lack of Role Models: The absence of visible female cricketers to inspire young girls.
- Logistical Challenges: Balancing family responsibilities and time constraints.

#### Suggestions to Increase Participation:

- Increase Awareness and Promotion: Conduct awareness sessions in schools, promote women's cricket through media, and showcase female cricketers as role models.
- Improve Facilities and Resources: Provide better cricket facilities, equipment, and coaching in schools, especially in underserved areas.
- Enhance Grassroots Programs: Strengthen and expand programs like KFC Mini-Cricket to introduce more young girls to the sport.
- Create Supportive Environments: Address stereotypes, promote inclusivity, and ensure safe spaces for girls to play cricket.
- Increase Investment: Secure funding and partnerships to support girls' cricket programs and provide financial assistance.

Improve Pathway Programs: Develop talent identification systems and create mentorship programs to support girls' development in cricket.



## ii) Equal Opportunities:

*Steps CSA should take to ensure equal opportunities for women (Q2).*

Suggestions to Ensure Equal Opportunities for Women in South African Cricket:

- Representation and Empowerment: Respondents emphasized the importance of increasing the representation of women in coaching, administration, and decision-making roles within CSA. This includes hiring women for key positions, empowering them to create opportunities, and implementing gender equity policies.
- Equal Pay and Resources: A recurring theme is the need for equal pay and contracts for female cricketers, along with equal access to training facilities, equipment, and coaching. Respondents also called for increased investment in women's cricket at all levels.
- Visibility and Promotion: Enhancing media coverage and promoting female role models are seen as crucial steps. This can be achieved through broadcasting deals, dedicated platforms for women's games, and highlighting the stories of female cricketers.
- Fair Policies and Practices: Respondents suggested creating fair recruitment policies, implementing inclusive policies, and ensuring accountability and transparency in addressing discrimination.

## iii) Improving "pathway" programs for young cricketers (Q6).

## Suggestions to Improve Pathway Programs:

- Talent Identification and Development: Strengthening talent identification systems, providing quality coaching, and creating mentorship programs are key suggestions.
- Increased Opportunities and Exposure: Respondents recommended increasing the number of matches and training camps, creating U-23 or semi-professional leagues, and improving connections between youth programs and provincial teams.
- Resource Allocation and Infrastructure: Respondents suggested increasing funding for pathway programs and improving facilities and infrastructure.

## iv) Enhancing senior cricket at all levels (Q7).

### *Suggestions to Improve Senior Cricket:*

- Quality and Professionalism: Respondents emphasized the need for better coaching, more quality practice time, and improved facilities. There were also calls for education on professionalism, nutrition, and financial planning.
- Competitive Structure: Creating more competitive leagues, increasing the number of matches, and revamping domestic competitions were suggested to enhance the standard of senior cricket.
- Administration and Support: Respondents recommended appointing directors of cricket, ensuring adequate communication personnel, and providing comprehensive packages for players.

## v) Challenges and Needs:

*Specific challenges and needs faced by women at different levels of cricket (Q4).*

Participation:

- Respondents highlighted the need to increase participation among girls and young women by improving access to facilities, coaching, and equipment, especially in underserved areas.
- Addressing societal stereotypes and promoting women's cricket in schools were identified as crucial steps.
- The KFC Mini-Cricket program was recognized as an important tool for introducing girls to the sport.

Equal Opportunities:

- A major concern was ensuring equal opportunities for women in cricket, including equal pay, contracts, and resources.
- Respondents called for increased representation of women in coaching, administration, and decision-making roles.
- Improving pathway programs and providing quality coaching were also emphasized.

Other Challenges and Needs mentioned

- Respondents identified various challenges faced by women in cricket, such as lack of role models, limited facilities, and financial constraints.



- Balancing professional needs with personal commitments and the need for a supportive environment were also highlighted.
- Gender discrimination and the need for mental health support were raised as significant concerns.

#### Suggestions for Improvement:

- To address these issues, respondents offered numerous suggestions, including increasing media coverage and promotion of women's cricket.
- Investing in infrastructure and providing financial support were seen as essential.
- Implementing diversity and inclusion training, creating mentorship programs, and ensuring fair policies were also recommended.

Overall, the survey outcomes indicate a strong desire for change and improvement in women's cricket, with a focus on increasing participation, ensuring equal opportunities, and addressing the unique challenges faced by women in the sport.

#### Increase Awareness and Promotion:

- Several respondents emphasized the need for increased awareness sessions in schools.
- Many suggested promoting women's cricket through media and showcasing female cricketers as role models.

- There were calls for more advertising, marketing, and visibility of women's matches.

#### Improve Facilities and Resources:

- A recurring theme was the need to improve cricket facilities and provide equipment in schools.
- Respondents also highlighted the importance of investing in better training facilities and resources for women's cricket.
- Providing financial support and funding for women's cricket programs was frequently mentioned.

#### Enhance Grassroots and Pathway Programs:

- Strengthening grassroots programs like KFC Mini-Cricket was suggested to introduce more girls to the sport.
- Improving talent identification systems and providing quality coaching in pathway programs were common recommendations.
- Creating mentorship programs and increasing the number of matches and training camps were also proposed.

#### Ensure Equal Opportunities and Representation:

- Respondents frequently called for equal pay and contracts for female cricketers.
- Increasing the representation of women in coaching, administration, and decision-making roles was a key suggestion.

- Implementing fair recruitment policies and gender equity policies were also recommended.

#### Address Discrimination and Create Supportive Environments:

- Many respondents emphasized the need to address gender discrimination and promote inclusivity.
- Creating safe spaces and providing support for women in cricket were also highlighted.
- Implementing diversity and inclusion training was suggested to create a more welcoming environment.

This frequency analysis indicates that the most emphasized solutions revolve around increasing visibility and promotion, improving facilities and resources, enhancing grassroots and pathway programs, ensuring equal opportunities and representation, and addressing discrimination to create a more supportive environment for women's cricket.

#### vi) Representation and Inclusion:

*Creating opportunities for women in administration and management (Q8).*

#### Representation of Women in Cricket:

- Respondents emphasized the importance of increasing the representation of women in coaching, administration, and decision-making roles within the cricket ecosystem.



- They suggested implementing gender equity policies and programs, providing leadership development and training, and creating networking opportunities for women.
- Some respondents also highlighted the need to create a more women-friendly environment and provide opportunities for women to be scorers and umpires.

#### vii) Addressing gender discrimination (Q9).

##### *Addressing Discrimination and Promoting Inclusion:*

- There were concerns about discrimination, bullying, and victimization within the cricket ecosystem.
- Respondents called for promoting diversity and inclusion training, implementing anti-discrimination policies, and ensuring accountability and transparency in addressing discriminatory behaviour.
- Creating safe spaces for women to express their emotions and feelings was also considered important.

##### Suggestions to Improve Representation and Inclusion:

- To create more opportunities for women in administration and management, respondents suggested enforcing employment equity, seeking qualified women for desired roles, and providing comprehensive packages.

- They also recommended launching women-first internship programs and recruiting women who exit the game to become administrators.

Overall, the survey outcomes indicate a strong need to improve representation and inclusion of women in cricket by addressing discrimination, creating supportive environments, and providing opportunities for women in leadership and administration.

##### Increasing Representation of Women:

- Several respondents emphasized the need to increase the representation of women in coaching, administration, and decision-making roles.
- Implementing gender equity policies and programs was a frequently mentioned solution.
- Providing leadership development and training for women was also highlighted.

##### Promoting Diversity and Inclusion:

- Many respondents suggested promoting diversity and inclusion training for all stakeholders.
- Creating a more women-friendly environment was also a common recommendation.
- Some responses called for creating safe spaces for women to express their emotions and feelings.

##### Improving Recruitment and Opportunities:

- Enforcing employment equity and actively seeking qualified women for roles were suggested to improve recruitment.
- Creating women-first internship programs and recruiting women who exit the game to become administrators were also proposed.
- Providing comprehensive packages and opportunities for career advancement were mentioned as ways to attract and retain women in administrative roles.

This frequency analysis indicates that the most emphasized solutions revolve around increasing the representation of women, promoting diversity and inclusion, and improving recruitment and opportunities for women in cricket administration and management.

##### Responses on Discrimination

Based on the survey outcomes, respondents expressed concerns and provided insights into discrimination within the cricket ecosystem.

- Some respondents believe that there are not sufficient processes in place to address gender discrimination.
- Respondents highlighted that discrimination, bullying, and victimization are common issues.
- There were calls for implementing anti-discrimination policies, providing diversity



and inclusion training, and ensuring accountability.

- Some respondents also emphasized the need for creating safe spaces for women to express their emotions and feelings.

Overall, the survey outcomes indicate a need for more proactive measures to address discrimination and promote a more inclusive environment within cricket.

#### viii) Promotion and Visibility:

*Improving media coverage and marketing of women's cricket (Q10).*

Suggestions to Improve Media Coverage and Marketing:

- Respondents emphasized the need to highlight stories and personalities of female cricketers to connect fans on a personal level.
- Increasing the frequency and reach of media coverage, including television broadcasts, was a common suggestion.
- There were calls for more targeted marketing campaigns aimed at women, children, and families to promote women's cricket.
- Some respondents also suggested creating more content, engaging with media regularly, and ensuring fairness in coverage compared to men's cricket.

Overall, the survey outcomes indicate a strong desire to increase the visibility of

women's cricket through enhanced media coverage and marketing efforts across various platforms.

Gaps Highlighted in Media Coverage and Marketing of Women's Cricket

- **Insufficient Coverage:** Respondents felt that there isn't enough media coverage of women's cricket, indicating a need for more frequent and widespread coverage.
- **Uneven Coverage:** Some respondents noted that while national-level coverage might be adequate, there's a lack of coverage at provincial and lower levels.
- **Need for More Content:** There's a demand for more content that highlights the stories and personalities of female cricketers to create a stronger connection with fans.
- **Marketing Focus:** Respondents suggested that marketing efforts should be more targeted, specifically aimed at women, children, and families, to broaden the appeal of women's cricket.
- **Fairness and Equality:** Some responses emphasized the need for fairness in coverage and marketing, advocating that women's cricket should receive similar attention and promotion as men's cricket.

#### 4 CONCLUDING OBSERVATIONS:

The most Common Categories mentioned by Respondents re Finding Solutions were:

- **Increase Awareness and Participation:** Respondents frequently suggested promoting

and marketing women's cricket more aggressively, enhancing participation at the grassroots level (e.g., Mini-Cricket), and conducting awareness sessions in schools.

- **Improve Facilities and Resources:** There were numerous calls for improving cricket facilities, providing equipment, and increasing financial support for women's cricket, especially in schools and underserved areas.
- **Ensure Equal Opportunities and Representation:** Respondents emphasized the need for equal pay and contracts, increasing the representation of women in coaching and administration, and implementing fair recruitment and gender equity policies.
- **Enhance Media Coverage and Visibility:** A significant number of responses focused on improving media coverage and marketing of women's cricket, including televising matches, highlighting player stories, and creating more content.
- **Address Discrimination and Promote Inclusion:** Many respondents stressed the importance of addressing gender discrimination, promoting diversity and inclusion, and creating a safe and supportive environment for women in cricket.



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