



QUEENSLAND
CRICKET

QUEENSLAND CRICKET STRATEGIC PLAN

2026 - 2029

WE ARE QUEENSLAND CRICKET



CREATED IN 1876, WE ARE THE CUSTODIANS OF THE GAME

We proudly and successfully fly the maroon flag on the national stage – our men, from 1926, and women, from 1930.

From Yugambah to Guugu Yimithirr, and Green Hills to the Gabba, we live and breathe cricket across our sun-drenched State.

We are the baggy maroon, the T20 teal and the junior cricketer striding out to bat on a Saturday.

We are the 76 years of Sheffield Shield heartache, broken in 1995, and the 2021 Ruth Preddy Cup triumph, celebrating the perseverance of Queensland's women since 1930.

We are the Brisbane Heat trailblazers inspiring new generations to love our game.

We are the boys and girls picking up a bat for the first time, and the coaches helping kids form a lifelong bond with cricket.

We are umpires, volunteers, curators, players and fans – whose love for the game will never die.

We are about enjoying the wins, commiserating the losses, but coming back next week no matter what.

We unite and inspire communities and we'll keep growing the game, because we live for cricket.

We are Queensland. We are Cricket.

PURPOSE

To promote and grow cricket ensuring all Queenslanders can play, participate and enjoy the game

VISION

To be Queensland's leading sport



OUR VALUES

We are Queensland Cricket:

WE CARE

We care for our people, our communities and we're passionate about supporting Queenslanders to play cricket

WE LEAD

We lead with integrity and honesty

WE DELIVER

We deliver on and off the field, always striving to do our best.

WE INNOVATE

We innovate, create and collaboratively solve problems.



SUCCESS METRICS

PARTICIPATION GROWTH

Highest registered Club participation growth in Australia

(For Cricket Blast participants)

BETTER TEAMS, PLAYERS & COACHES

Australia's leading High Performance system

(Championships & National representation)

FINANCIAL SUSTAINABILITY

Grow new & existing revenue to fund cricket aspirations

(Revenue growth & cost management)

STAFF ENGAGEMENT & DEVELOPMENT

Continuous reflection & improvement

(Engagement ratings)

INFRASTRUCTURE

Deliver State Infrastructure Plan

(New & refurbished facilities)

ENTERTAINMENT & COMMERCIAL

Sold out stadiums

(Maximise match day revenue opportunities)

STRATEGIC PILLARS

GROW PARTICIPATION



Sustainable Participation Growth

BETTER TEAMS, PLAYERS & COACHES



Develop great cricketers and coaches, successful teams and even better people

ENTERTAINMENT & COMMERCIAL



Inspire Queenslanders to play, participate and enjoy the game

ORGANISATIONAL CAPABILITY



Build a proactive, authentic and financially sustainable organisation to lead Queensland's cricket community

INFRASTRUCTURE & FACILITIES



Deliver a statewide infrastructure network supporting growth and elite cricket