

18 August 2015

Mark Price
Managing Director
Waitrose
171 Victoria Street
LONDON SW1E 5NN

Dear Mr Price

As a financial supporter of cricket via the England Wales Cricket Board (ECB), I would like to bring to your attention significant issues that relate to its administration.

Along with the national boards of Australia and India, the ECB has a stranglehold on management of the International Cricket Council (ICC) and, through this, the international match calendar and the game's international revenues. These three nations now control the ICC and receive 52% of the game's revenues. The other 102 countries that play cricket have access to just 48%, including the seven other Test-playing nations and 95 Associate cricket playing nations.

This implicit conflict of interest was referred to in a report by the former Lord Chief Justice of England and Wales, Lord Woolf, in February 2012 who described the ICC as a "members' club" with little real interest in developing the game globally. The ICC chose to consign Lord Woolf's report and recommendations to the dustbin. The Supreme Court of India also noted a conflict of interest in respect of Mr N Srinivasan, Chairman of the ICC and former President of the Board of Control for Cricket in India (BCCI), because of family ownership of a Twenty20 team implicated in a match-fixing investigation.

Once upon a time, Test cricket was the pinnacle of the sport – and a true test of skill and temperament in every sense. It is now almost neglected in favour of the Twenty20 and One Day forms of the game. These have their place in cricket, but they should not be at the expense of the traditional, original and respected form of the game. While other sports want to expand their marquee international events, the ICC under the control of Australia, England and India, are contracting the Cricket World Cup from fourteen to ten teams. The ICC has also resisted the inclusion of cricket in the Olympic Games, even though this would be a significant source of funding for developing cricket nations, a fact acknowledged by ECB President, Giles Clarke.

Even FIFA - with all of the issues it faces in respect of corruption and mismanagement - recognises the need to grow the game and to give each of its 209 member associations an equal and guaranteed level of funding.

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The consequence of the control of the game by England, Australia and India is that the game is not developing as it should. Indeed, it is withering on the vine outside of these three countries.

On Thursday 20 August, I am joining the producers of the recently released documentary film about the death of Test cricket, entitled *Death of a Gentleman*, British MP Damian Collins, members of the Barmy Army and others at a silent protest outside Hobbs Gate at The Oval from 10am. Our aim is to #ChangeCricket.

I am doing this because, as the owner of an Australian heritage brand I believe it is incumbent upon brands to live by their values. This is why I have also been involved in sports governance activism in relation to the UCI and FIFA. (As a cricket-loving Australian I am ashamed also of the part Cricket Australia is playing in this situation).

I would be pleased if we could meet and discuss how we might mutually stand up for the traditional values of cricket, and join our call for improved governance and management of the game internationally to help preserve and grow the game we love.

Please do not hesitate to contact me if you wish to discuss this further and advise when you might be available to meet. In the meantime, you can find out more at www.changecricket.com.

Yours sincerely

A handwritten signature in black ink, appearing to read 'J Fuller', with a long horizontal flourish extending to the right.

Jaimie Fuller
Chairman
SKINS Group of companies