



WA CRICKET FOUNDATION
IMPACT REPORT
2025

Transforming Lives &
Connecting Communities





Together, we are **creating a future** where cricket is **more than just a game.**

As we reflect on the year that was, it's the stories behind the numbers that inspire us most. These are the stories of individuals who have found opportunity, hope, and purpose through our programs - stories of resilience, passion, and the power of sport to unite.

In the past 12 months, the Foundation has made an indelible mark on the lives of more than 3,000 participants across a diverse spectrum of programs.

From the energetic enthusiasm of Deadly Cricketers, to the inspiring determination of cricketers with disabilities, we have witnessed how sport transcends barriers, fosters inclusion, and ignites potential.

Each participant has been empowered not just to play cricket, but to build confidence, leadership, and a sense of belonging. We have seen firsthand how cricket can provide a platform for young people to step into leadership roles, with individuals such as our Emerging Leaders showing us the way forward.

Through programs like the Kambarang Youth Carnival, we continue to celebrate the unique cultural contributions of Indigenous communities, creating a space where young people can shine and connect with their heritage.

Our Star Blast program has been a special highlight this year, introducing cricket to a new generation of youth, while our ongoing commitment to the Autism in Cricket program has provided tailored opportunities for participants to thrive on their own terms.

The numbers tell a powerful story of impact, but it's the human connections that truly define our work. Team Connect has been instrumental in fostering collaboration across communities, helping young women from diverse backgrounds find common ground and work towards shared goals. And through our Daughters & Dads initiative, families have forged stronger bonds, using cricket as a tool for positive connection and empowerment.

This report is not just a snapshot of our progress; it's a celebration of the individuals who make it all possible. To the players, coaches, families, and supporters who have joined us on this journey, we extend our deepest gratitude.

Above all, we thank our generous donors - your belief in our mission is the reason this impact is possible. Your support isn't just appreciated, it is transformational. You are the heartbeat of this Foundation.

Together, we are creating a future where cricket is more than just a game - it's a catalyst for personal growth, community connection, and a brighter tomorrow.

Thank you for believing in the power of cricket to transform lives.



John Stephenson
WA Cricket CEO





LOCKER ROOM



Over the last 12 months the
WA Cricket Foundation made
meaningful impact by supporting:

1,026

Deadly
Cricketers

1,612

Cricketers
with a
Disability

98

Kambarang
Youth
Carnival
participants

212

Young
Leaders

106

Star
Blasters

375

Aboriginal
Leadership
Participants

45

Daughters
& Dads
Participants

Program Partners

**Autism
in Cricket**

**Team
Connect**

KAMBARANG CARNIVAL





Tackling a plane ride, the bright lights of Perth city and a game of cricket on the WACA Ground is a lot to tick off across two days.

All this and more was on the cards for a team of Aboriginal children, who for some, was the first time they had left their community in our northern region of WA.

Across two days, the team from Newman and 86 other children from around the state, descended on Perth for Cultural learning and cricket.

Hosted at Swan Valley Adventure Centre, the Saturday was all about learning about the Aboriginal history of Perth and their fellow participant's culture.

Day two, the children walked across the Matagarup Bridge to the Nicky Winmar statue standing proud

outside of Optus Stadium, before they stepped out onto the hallowed turf of the WACA Ground, which for some, was a dream come true.

Playing before the opening Weber Women's Big Bash League game between Perth Scorchers and Melbourne Stars, every Kamarang participant joined in on Cricket Australia's largest Barefoot Circle.

“I love cricket, to grow up watching games be played on the WACA Ground on the TV and then to come here and see what the Ground looks like in real life was really cool.”

Kaid – 16 years old

ABORIGINAL
TALENT ACADEMY





Ashton Turner and Elise Simpson

Emerging as a standout out player and person during the Aboriginal Talent Academy season, 18-year-old Elise Simpson is a powerful example of the impact the Aboriginal Talent Academy can have on young Aboriginal teenagers.

The Aboriginal Talent Academy offered 14 Aboriginal cricket players the chance to train as a team in a culturally safe and supportive environment.

The program promoting cultural awareness, respectful communication, inclusive practises and community engagement, the program has helped to create environments where Aboriginal cricketer's feel respected, valued and empowered.

For Elsie, having that support from her teammates, coach Zoë Goss and assistant coach, Alex Stewart, means she greatly benefited across the season from

the program, so much so that her passion has been allowed to flourish.

Elsie was awarded the Haywood Scholarship in recognition of her dedication and commitment to bettering herself as a player and community leader.

It was through her selection into the Aboriginal Talent Academy and being named as the Haywood Scholarship holder that Elsie was invited onto Optus Stadium to help flip the bat ahead of the Perth Scorchers Aboriginal match against Sydney Thunder during the KFC Men's Big Bash League game.

“It was probably the most surreal experience being out on the Optus Stadium ground.”

Elsie Simpson – 18 years old

DEADLY CRICKET





Red dirt, community spirit and youngsters picking up a bat, some for the very first time.

For Aboriginal children in our state's regional towns, the Deadly Cricket program offers structure and even introduce a sport to the community.

Not just a program aimed at getting participants involved in team sports, 60% of this season's cohort were present at school indicating that the Deadly Cricket program has a positive influence on school attendance and social interactions.



STAR BLAST





In his second season participating in Star Blast in Geraldton, 12-year-old Liam is thriving.

Having seen her son's confidence, social and motor skills grow over the last two seasons, mum Heather Prestage is a strong endorser of the program and its benefits.

"It is beneficial for the kids and beneficial for the whole family unit to have Star Blast, it gives the whole family a sense of belonging," she said.

"It is just so great to see your child participating in activities and they really do need that social outlet and be doing something fun."

For Heather, the Star Blast program in Geraldton is an incredible sporting program that ensures children of all ages remain active through their adolescence.

"It has just helped his self-confidence. It is great for him to mix with other kids, it's great for him to play sport."



BELT UP INTEGRATED CRICKET LEAGUE (ICL)





For Coolbinia Integrated Team coach Jason Hemsely, the Belt Up Integrated Cricket League (ICL) is an ideal place for young children and teenagers to express their sporting passions in a safe and meaningful way.

Coach PJ, as he is affectionally known within his team, has seen the tangible benefits that come with children taking part in the league.

“Integrated cricket gives these players a great opportunity to mix with other people at their clubs, as well as getting some exercise and achieving their potential,” he said.

A sport that is incredibly social, ICL offers plenty of time for players to gain confidence to build social connections that last far longer than the time spent on the ground.

“The off-field connections the players make are fantastic because most of our players will have either a support worker or parents come along with them, so we all get to know the whole family and everyone really gets involved,” Hemsely said.



INCLUSION ACADEMY



*“One of the most incredible
and emotional experiences
of my life.”*

Julie Cavallo-Henderson – Blind and
Low Vision Australian Player

DAUGHTERS & DADS



“The dedicated time with my daughter was one of the best parts, in addition to seeing her skill development each week.”

Dad Bryan Cake





Empowering teenagers to feel confident, connected, and capable — that’s the heart of the Social Leaders program.

For Yule Brook College student Shemahya, the experience was about more than simply getting active. It was a chance to grow.

“I joined because I wanted to be more confident in leadership and communication — to really understand what it means to be a leader,” she shared.

Programs like Social Leaders are helping to shape a new generation — providing young women with a safe, supportive space to step into their potential, develop key life skills, and realise that leadership isn’t about where you come from, but where you’re going.

Serena, another participant, summed it up perfectly.

“It’s really nice being in a group with people you wouldn’t usually talk to — you feel so much more confident because of it. You bond with friends, learn how to communicate, and grow in ways you didn’t expect.”



KAY LEVERINGTON
SCHOLARSHIPS



think
MENTAL HEALTH



Having moved through the WA Cricket Female Development Pathways to being named as the Kay Leverington Scholarship holders, Ines McKeon, Rebecca McGrath and Chloe Bartholomew show why dedicated support to our young women and girls is so crucial.

Speechless when she found out she was being named a scholarship holder, McKeon said the scholarship was a massive help to her achieving her dream.

“I’m pretty honoured to be part of the Kay Leverington Scholarship, and excited to have the opportunities coming my way as well as the support that we will receive,” she said.

With a dream of one day representing Australia, Inez says the support the

scholarship and the WA Cricket Foundation affords her allows her to get one step closer to wearing the green and gold.

“I feel it is possible now thanks to the support coming through and everyone helping me and the girls get to where we want to be, do our best and get better.”



Rebecca McGrath

RUN FOR A REASON



Season 2024-25 marked a special milestone for the WA Cricket Foundation, with the formation of our very first team in the 2025 HBF Run for a Reason.

More than just a run, it was a powerful moment of unity – bringing together staff, supporters, and generous donors to move with purpose and raise vital funds for our community programs.

With 53 passionate team members taking part, it was a celebration of connection, impact, and shared commitment.

We're already counting down to next year, with this now becoming a meaningful tradition to close out the cricket season together – side by side, stride for stride.



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Transforming Lives & Connecting Communities



Our Vision is to be an active and engaged leader in Australian Sport, who seeks to enrich, support and inspire our State to be a better, healthier and more inclusive community.

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