



# HOME OF HIGH PERFORMANCE CRICKET





# DUBAI SPORTS CITY

THE ULTIMATE SPORT-INSPIRED,  
MASTER-PLANNED COMMUNITY

While being the ultimate sport destination in the continent, Dubai Sports City is beyond sports. Envisaged as a premier sporting arena with full-fledged sporting facilities, Dubai Sports City is also a self-contained metropolis where the accent is always on staying ahead, be it in sports or life. A powerhouse of expertise and technologies, Dubai Sports City provides diverse training facilities in a variety of sports disciplines, and training is imparted not only to professionals but also for aspiring ones. Dubai Sports City is driven by the vision to bring world-class sporting facilities within the reach of everyone, and to bring together players and spectators in one location that is futuristic. In addition to internationally acclaimed sports venues, Dubai Sports City is an incredible mix of residential and commercial zones. This futuristically designed medley of sports, life and shopping facilities make Dubai Sports City a city that is like no other in the entire world.



# THE WORLD'S LEADING CRICKET DEVELOPMENT, EDUCATION AND HIGH PERFORMANCE INSTITUTE

The ICC Academy is the future of cricket. A purpose-built facility designed to improve cricketing performance; the ICC Academy is situated directly next to the headquarters of the International Cricket Council (ICC). It's strategically located in the heart of the Dubai Sports City community, just a stone's throw away from the 25,000 seater Dubai International Stadium.







# DEVELOPING PERFORMANCE

When you want to shape the stars of tomorrow, there is no room for compromise. That's why every detail at ICC Academy has been specifically designed to enable players' reach their potential. Be it an international superstar or a young player just starting out in the game, ICC Academy seeks to support every cricketer through its full-fledged facilities, rich resources and well-trained personnel.



## INDOOR FACILITIES

ICC Academy prides itself on indoor facilities that are unarguably the best in the world. They include:

- Multi-purpose, air conditioned training space which can be easily adapted to suit coaching requirements including center wicket training and indoor games
- 6 Indoor practice pitches and nets: 2 spin friendly nets, 2 pace friendly net, and 2 batting wickets with full length run ups.
- 3G Turf fielding area
- Dedicated Pro Batter batting simulator lane
- Integrated Hawk-eye tracking and video analysis cameras
- Bowling machines, fielding machines, and spin bola
- 2 Changing rooms with a fully equipped recovery area and ice baths
- 3 Physiotherapy treatment rooms
- ICC Academy Power Base Gym: the world's first cricket-specific indoor and outdoor functional training, conditioning and physical testing facility
- Classrooms and learning space
- Fully equipped cricket retail store
- Public food and beverage area serving snacks and beverages

## OUTDOOR FACILITIES

It is important to have reliable outdoor facilities that simulate real life cricketing situations. And ICC Academy has a world of them which includes:

- 2 Floodlit full-size ovals accredited for ODI and T20 cricket, both containing Asian and Australian turf wickets (Gaba and WACA wickets and electronic scoreboards with integrated video analysis)
- Floodlit practice area including; 38 natural grass turf practice pitches (17 Australian, 17 Pakistani, 4 English) plus 7 synthetic and 1 hybrid spin pitch
- Floodlit Cricket Cage area; multi-purpose training, coaching and game play area containing 6 retractable cricket lanes
- Air-conditioned pavilion with 4 fully equipped changing rooms incorporating player and spectator seating, plus match officials' changing rooms and officiating and analysis rooms
- Banked areas for spectators



# SPORT SCIENCE AND TECHNOLOGY



To sharpen the competitive edge, both individual players and teams need on-field performance and intense preparations. The Academy provides each player with various facilities that enrich them physically and mentally.

The ICC Academy Power Base gym includes:

- Indoor functional training space with:
  - Olympic lifting areas
  - Free weights
  - Push/pull and sprint track
  - Keiser
  - CV training machines
  - Boxing and push/pull bars
  - Plyometric apparatus
- Integrated outdoor functional area with:
  - Olympic lifting and push/pull rig
  - Sprint and plyometric areas
  - Push/pull track
  - Integrated testing markings
- Physical testing and monitoring equipment
- Technical Analysis
  - Hawk-eye tracking system
  - PitchVision mobile and underfloor tracking and coaching systems
  - Video playback screens





# PERFORMANCE SERVICES

The ICC Academy is not just a venue; it's a varsity of cricket. It provides a range of high performance services across coaching, sport science, medical support, high performance management and consultancy. These services are designed to support existing programmes, teams and individuals and the experts are always available to discuss performance-related requirements. Performance service relationships include:

- The Gatorade ICC High Performance Programme
- Emirates Cricket Board
- Danube Cricket
- The ICC Elite Umpires Panel
- Lancashire CCC







# CRICKET DEVELOPMENT

The Academy offers a comprehensive grass-root player pathway for players of every age and ability, both at the Academy venue and through satellite programmes and overseas tours. Players are able to access coaching, games, festivals, tournaments and much more, as well as 1:1 coaching, holiday camps and specialist camps. Besides having an own full time team of development coaches, the Academy has visiting and guest coaches who take part in the world-class programmes.

## Current programmes include:

- **Cricket Cubs:** an introductory programme for children aged 4 - 6 to learn fundamental movement, game play and social skills in a world class environment
- **The Warriors:** a comprehensive coaching programme with age group coaching at every level for players (girls and boys) aged between 6 – 18
- **The Senior Warriors:** an open-age (18+) coaching and game-play programme
- **ICC Academy School Warriors:** a satellite coaching programme taking the ICC Academy Warriors coaching concept into schools across the UAE and GCC region with opportunities for schools to compete in festivals at the ICC Academy







# LEARNING AND EDUCATION

Learning doesn't just stop with the player. People participating at every level of cricket can accelerate and develop their learning at ICC Academy through formally-accredited and globally-recognised Coach Education courses to informal workshops and Elite Coach Development Programme. The Academy works hand in hand with the ICC Gatorade High Performance Programme to support the development of staff in the top tier of Association Cricket.

## Current and aspiring coaches can access:

- Coach Education Courses at Levels 1– 3
- The ICC Academy Intern Coaching Experience
- The Elite Coach Development Programme
- Coach Development Workshops
- Specialist Skill Set Coach Development (Batting, Bowling, Fielding, Wicket Keeping)
- ICC Academy Professional Development







# SPECIALIST CAMPS AND TOURS

Within a short span of time, many international players and teams have been benefitted from choosing the venue as their off-shore training base.

## The Academy offers:

- Bespoke training and playing camps; including planning, management and scheduling, games and programme development for teams at every level
- Specialist development camps: short medium or long term opportunities for players to spend time at the ICC Academy and develop their game
- Skill set camps for bowlers, batsmen, wicket keepers and fielders
- Specialist conditioning camps
- A full range of travel services from door-to-door
- Accommodation and catering options to suit all budgets







# TOURNAMENTS AND LEAGUES

At the ICC Academy, every season is the cricket season. Throughout the year the Academy offers a range of competitions for teams and players at every level across indoor and outdoor venues. These immaculately organized competitions provide local clubs, overseas schools, organizations and professional teams with an opportunity to play cricket in international ambience using world-class facilities.





# SPONSORSHIP: BECOME A PARTNER

You can partner with the Academy to leverage your company's image among an influential and decision-making audience comprising of families, parents, executives, professional and International Cricket teams that use this unique facility.

The partnership opportunities are diverse and vary in price and style in order to appeal to a wide range of companies who wish to raise their profile and directly generate sales amongst their target segment.

Partnership with the ICC Academy will provide you with a high profile opportunity to strengthen market awareness of your products and services as well as highlighting your position as a key industry leader.

To ensure sponsors get the maximum return from their investment, sponsorships are sold with category exclusivity and opportunities are restricted and limited.

To discuss the unique sponsorship opportunities available at ICC Academy and all commercial partnership, please contact Will Kitchen at [Willk@iccademy.net](mailto:Willk@iccademy.net)

## CORPORATE EVENTS

Backed by a robust infrastructure backbone, the ICC Academy can turn corporate events into spectacles. The facilities at the Academy are tailor-made to host an organization's various cricket centric activities to provide an unforgettable and enjoyable experience.

To discuss your needs please contact Raihan Shaikh at [RaihanS@iccademy.net](mailto:RaihanS@iccademy.net)







## STANDING OVATION

### TESTIMONIALS FROM COACHES, PLAYERS



"I have never been to a facility like this, it's fantastic. There won't be any complaints if we lose (against Pakistan)"

*Australia's world cup winning coach  
Darren Lehmann*

"Facilities are crucial for practice. They (ICC Academy) can make pitches pretty much at will that can spin, bounce or stay low and that's extremely valuable."

*Peter Moores*

"I heard a lot about this center of excellence and wanted to be here. I am really impressed with the quality of the facility and just a place where everyone would like to come before a tour. It's absolutely perfect."

*Richie Richardson – Former captain and team manager of the West Indian cricket team*



"The ICC Academy is the perfect place to stage training camps for cricketers of all levels and abilities. I visited with the England Physical Disability Cricket Team and found the facilities and the staff first class, my Squad were very well looked after and we will be returning."

*Ian Martin, Head of Disability Cricket for the ECB*

"We were surprised to be able to train in conditions in Dubai that replicated different locations around the world... you can see the advantage of practicing here for a tour."

*Hashim Amala, South Africa's top order batsman*

"I am thoroughly impressed with the facilities. You can play golf on these fields (outdoor ovals)"

*Virat Kohli*





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COMMERCIAL PARTNER