

ICC ACADEMY COACH EDUCATION PROGRAMME



Level 1 - Coach Education Course

Basic Principles of Cricket Coaching

Purpose of the course

The purpose of the ICCA Level 1 course is to introduce the candidates to the basic principles of coaching cricket. In achieving this certification, the candidate will be deemed capable of coaching cricket to beginners with the primary focus on the skills and activities that lead to the game of cricket being played.

The ICCA Level 1 coach will be teaching the basic skills of cricket to beginners of the sport or those that are interested in learning more about the game of cricket. Additionally, the ICCA Level 1 coach will look to generate interest and encourage new participants to the game. By achieving the ICCA Level 1 accreditation, the coach should be able to do the following:

- Explain and describe the basic skills of cricket
- Show an understanding of the basic laws of cricket
- Demonstrate the basic skills needed by beginners for participation in cricket
- Show an understanding of good coaching principles and behaviors
- Understand and explain the safety requirements of cricket
- Understand, explain, and demonstrate the safety requirements when coaching beginners
- Show an ability to adapt the game of cricket to various learning environments
- Demonstrate basic planning of sessions
- Conduct basic coaching sessions for beginners

A beginner would be a person who has recently started playing cricket or somebody that has no experience playing the game. Further to that, a beginner could be somebody that plays cricket recreationally and purely for enjoyment.

Scope of the course

The ICCA Level 1 coach can coach the following players:

- Junior cricketers aged 13 and below
- Beginner cricketers (those new to the game or with minimal experience)
- New cricketers (those who have not experienced playing cricket previously)

Structure of the course

The ICCA Level 1 course takes place on site at the ICC Academy in Dubai, UAE. The course takes place over two days and includes theory, practical and assessment. All theory presentations are conducted in a classroom setting making use of various resources such as PowerPoint presentations, group discussions, and so forth. The practical sessions, along with the assessment, is carried out in the indoor arena and all equipment is provided by the ICCA. All participants can coach and receive feedback from the tutors regarding their performance and are assessed based upon the principles of coaching which is covered in the theoretical component.

We have also added an online offering for Level 1 due to the restrictions that were placed on us during the height of COVID. As the program was a success, we will continue to offer the course online.

Level 2 - Coach Education Course

Advanced Coaching Principles for Cricket

Purpose of the course

The purpose of the ICC Academy Level 2 qualification is to equip coaches with the relevant tools to be successful while coaching at the junior/senior representative level. In achieving this qualification, the candidates will be deemed capable of coaching cricket to players at a competitive level and prepare them for the next level which would be that of high-performance sport.

The ICC Academy Level 2 coach will be building upon the basic cricketing skills present and look to prepare players for a more competitive environment while at the same time introducing concepts like mental skills to and strength and conditioning. The ICC Academy Level 2 coach will also show a greater understanding of the technical aspects of cricket as well as how to analyze players with the aim of designing the appropriate interventions. By achieving the ICC Academy Level 2 qualification, the coach should be able to do the following:

- Explain, describe, and demonstrate the fundamentals of batting, bowling, fielding, and wicket keeping.
- Show an understanding of what is required from the modern coach.
- Design learning environments that are appropriate for skill acquisition.
- Demonstrate the ability to introduce mental skills to their players and implement them within their programme.
- Show an understanding of biomechanics in cricket and apply it when analyzing batters and bowlers.
- Demonstrate the ability to observe and assess cricket skills
- Show an understanding of the game-centered approach and apply it to coaching sessions
- Show an understanding of the physical demands of cricket
- Design and create sessions plans

Competitive cricket refers to any cricket in which performance is important and the aim is to compete/win. It is the next step up from playing cricket at the developmental level. However, the aim of the Level 2 coach is to find a balance between development and competitions as it is important to encourage those players who do not take the step to the next level to remain within the game as active participants.

Scope of the course

The ICC Academy Level 2 coach can coach the following players:

- Junior representative cricketers
- Senior representative cricketers
- Schools Cricket (all ages)
- Club Cricket (all ages)

Structure of the course



In order to be eligible for the ICCA Level 2 certificate, potential participants must hold a Level 1 certificate from a recognized body.

The application process requires potential participants to submit the application form which would include their motivation for wanting to do the course as well as their coaching CV along with a reference letter and acceptance to the course is at the discretion of the Head of Education at the ICC Academy.

The course is conducted in 3 phases. Once the participant is accepted to the course, they will be added to the online platform and will be required to complete the pre-course tasks which serve to prepare the participant for what is to come in terms of content.

Thereafter, the second part of the course takes place on site at the ICC Academy in Dubai, UAE. The face-to-face component runs over 4 days and includes the theory as well as the practical components. Assessment does not take place during the 4 days as the focus is on interaction between the participants and tutors.

For the assessment, the participants are given a set of assignments that need to be completed and submitted through the online platform within 6 months of the completion of the face-to-face component.

Once the assessment is complete and meets the necessary standards, certification will follow.

Level 3 - Coach Education Course

Elite Coaching Principles for Cricket

Purpose of the course

The purpose of the ICC Academy Global Level 3 qualification is to equip coaches with the relevant tools to be successful while coaching at the elite level. In achieving this qualification, the candidates will be deemed capable of coaching cricket to players at an elite level and prepare them to compete and perform at the highest levels of the game.

The ICCA Global Level 3 coach will be working with players looking to make the jump to elite level cricket and/or establish themselves at the highest level. After being introduced to components such as mental skills and strength and conditioning, the participants will learn more about how to apply these principles practically. There is greater depth into the analysis of performance both from a technical as well as a tactical standpoint while also emphasizing the importance of planning and periodization. The course focuses on equipping coaches with the tools to be able to successfully coach in different environments all around the globe. Ultimately, the ICCA Global Level 3 coach will be equipped to attain success at the highest level and compete for major honors.

By achieving the ICC Academy Global Level 3 certificate, the coach should be able to do the following:

- Demonstrate the ability to develop and drive a high-performance culture
- Show an understanding of basic periodization principles
- Demonstrate the ability to develop a high-performance plan for both teams as well as individuals
- Demonstrate the ability to observe and assess cricket skills and design the appropriate interventions
- Design and implement session plans that are specific to the team and/or individuals being coached
- Demonstrate the ability to communicate with players effectively and draw out information through good review practices
- Demonstrate the ability to take information gathered to design and implement meaningful sessions
- Demonstrate the ability to carry out team and individual debrief sessions
- Show an understanding of bowling loads and the strength and conditioning requirements of fast bowlers
- Show an understanding of what is required to lead a multidisciplinary team to achieve set objectives

Scope of the course

The ICC Academy Global Level 3 coach can coach the following players:

- Junior representative cricketers
- Senior representative cricketers
- Schools Cricket (all ages)
- Club Cricket (all ages)
- National Team Cricket (all ages)
- Franchise Cricket

Structure of the course



In order to be eligible for the ICCA Global Level 3 certificate, potential participants must hold a Level 2 certificate from a recognized body.

The application process requires potential participants to submit the application form which would include their motivation for wanting to do the course as well as their coaching CV along with a reference letter and acceptance to the course is at the discretion of the Head of Education at the ICC Academy.

As with the Level 2, once the participant is accepted, they will gain access to the online platform to complete the pre-course tasks which serve as a refresher to the principles and content previously covered as well as introduce them to new concepts that will be covered during the Level 3 course. Thereafter, they will attend the face-to-face component of the course which takes place at the ICC Academy in Dubai. This component takes place over 6 days and includes both the theory as well as the practical components. Opportunities are provided to coaches for them to practice and apply new principles and receive feedback from their peers as well as our world class tutors.

The assessment phase is done over the next year and coaches will submit their assignments on the online platform and achieve the certificate once the assessment is complete and all submitted work meets the necessary standards.

Frequently Asked Questions - Level 1

Q: Who is eligible for Level 1?

A: Anyone above 16 years of age and have interest to start their career in cricket coaching.

Q: How can I enroll myself for Level 1?

A: Level 1 selection is first come first serve. Booking will be guaranteed upon receipt of payment on a first come first serve basis.

1. Pay the course fee.
2. If paid at ICC academy, your booking for the course is auto confirmed.
3. If it is Online transfer, send the transfer receipts to education@iccademy.com

Once the payment has been received the accounts team will share the online transaction with us from which we can issue a receipt and confirm your booking.

Q: What is the course fee for Level 1?

A: Level 1 course costs 2650 AED (inclusive of VAT).

Inclusions: Resources (cricket equipment), Certification, F&B (Lunch, Tea and Coffee), Uniform (Shirt Only).

Exclusions: Visa, Travel, Accommodation, transport from Hotel to ICCA, Airport to accommodation transfer.

Q: What is the Level 1 course duration and structure?

A: Level 1 course is for 2 consecutive days. Level 1 course is a blend of theory and practical coaching delivered online (through Pre-Course) and face to face (in ICCA, Dubai).

Q: How are the participants assessed and when will I get my certificate?

A: For Level 1, coaches are assessed during the course on their coaching ability. The course is ICC Accredited, a combination of theory and practical sessions. Certification will be given after the 2-day course. We will be providing the Level 1 manual and Level 1 Handbook. A pre course e-learning Resource will also be given upon receipt of payment.

Frequently Asked Questions - Level 1

Q: Do I need to have any prior coaching experience for Level 1?

A: Not at all and it's open to everyone, 16 years old and above, who wants to learn how to coach cricket.

Q: Will it be possible to enroll me for all the levels at one go with higher discounts?

A: No.

Q: The course is only for 2 days. Will it be enough to understand?

A: The course is ICC Accredited, a combination of theory and practical sessions. It is a well-structured program assuring you that it will cover what it needs to deliver in 2 whole days. Certification will be given upon completion of the 2-day course.

Q: After acquiring Level 1 how should I proceed for Level 2?

A: To enroll in our Level 2 Coach Education Program, you need to have a recognized Level 1 accreditation and have been coaching for 12 months after that qualification.

Q: What should I wear for the course and what to carry?

A: All coaches should wear suitable sports clothing and should carry a valid ID's (i.e. passport copy, emirates ID, driver's license, company ID, etc.) to facilitate the registration

Q: Can I request to transfer my slot to the next batch if I am unable to attend the course due to unavoidable circumstances?

A: Yes. We can transfer if there are slots available in the next course. But it should be done at least 2 weeks prior to the course.

Q: How do we know the number of slots available?

A: You can mail education@iccademy.com enquiring about available slots

Q: Is the course offered online?

A: Yes

Frequently Asked Questions - Level 2

Q: How can I enroll myself for Level 2?

A: Level 2 selection is competitive and requires application (including Cricket CV - Coaching & Playing, Certificate/s) so that candidates with the best CV are selected to ensure the best possible learning environment for all participants.

1. Apply for Level 2 after receiving an invitation to apply for the course.
2. Acceptance to the course will be sent after Application closure.
3. If accepted, pay the course fee before the deadline.
4. If paid at ICC academy, your booking for the course is auto confirmed.
5. If it is Online transfer, send the transfer receipts to education@iccademy.com.
6. Once the payment has been received the accounts team will share the online transaction with us from which we can issue a receipt and confirm your booking.

Q: Who is eligible for Level 2?

A: You need to have a recognized Level 1 accreditation and have been coaching for 12 months after that qualification to be eligible.

Q: What is the course fee for Level 2?

A: Level 2 course costs 5250 (incl VAT) AED

Inclusions: Resources (cricket equipment), Certification, F&B (Lunch, Tea and Coffee), Uniform (2 Shirts).

Exclusions: Visa, Travel, Accommodation, transport from Hotel to ICCA, Airport to accommodation transfer.

Q: What is the Level 2 course duration and structure?

A: Level 2 course is for 4 consecutive days. Level 2 Course will be completed in phases and feature the ICCA online Learning Support tool.

Phase 1: PRE-COURSE REQUIREMENTS. You will be provided with access to the online platform and asked to complete all the tasks (don't worry they aren't too tough for a coach about to become level 2 accredited!) to ensure you are "warmed up" and ready to go when you get to Dubai!

Phase 2: IN COURSE RESOURCES and IN COURSE ACTIVITIES will be deployed on the online platform when the face-to-face Course in Dubai begins.

Phase 3: The "ASSESSMENT" phase will be completed post course on the online platform.

Q: How are the participants assessed and when will I get my certificate?

A: Participants will be assessed after the completion of course through ICCA Level 2 Learning Support Tool. You will get your Level 2 completion certificate after 6 months of the course provided all the assessments are successfully completed.

Q: I am a certified Level 1 Coach, can I proceed to the level 2?

A: Level 2 & 3 selection is competitive and requires application (CV-Coaching & Playing, Level 1 certificate / other related coaching certificates).

Q: After acquiring Level 2 how do I proceed for Level 3?

A: To enroll in our ICCA GLOBAL Level 3 Coach Education Program, you need to have a recognized Level 2 accreditation and have been coaching for 24 months after that qualification to be eligible.

Q: If I am a first-class cricketer, can I apply directly for Level 2?

A: To apply for Level 2, you need to have a recognized Level 1 certificate.

Frequently Asked Questions -

Level 3

Q: Who is eligible for the ICCA GLOBAL Level 3?

A: You need to have a recognized Level 2 accreditation and have been coaching for 24 months after that qualification to be eligible.

Q: How can I enroll myself for Level 3?

A: ICCA GLOBAL Level 3 selection is competitive and requires application (including Cricket CV - Coaching & Playing, Certificate/s) so that candidates with the best CV are selected to ensure the best possible learning environment for all participants.

1. Apply for ICCA GLOBAL Level 3 after receiving an invitation to apply for the course.
2. Acceptance to the course will be sent after Application closure.
3. If accepted, pay the course fee before the deadline.
4. If paid at ICC academy, your booking for the course is auto confirmed.
5. If it is Online transfer, send the transfer receipts to education@iccademy.com.
6. Once the payment has been received the accounts team will share the online transaction with us from which we can issue a receipt and confirm your booking.

Q: What is the course fee for the ICCA GLOBAL Level 3?

A: Level 3 course costs 13,650 (incl VAT) AED

Inclusions: Resources (cricket equipment), Certification, F&B (Lunch, Tea and Coffee), Uniform (3 Shirts and 2 shorts).

Exclusions: Visa, Travel, Accommodation, transport from Hotel to ICCA, Airport to accommodation transfer

Q: What is the ICCA GLOBAL Level 3 course duration and structure?

A: The ICCA GLOBAL Level 3 course is for 6 consecutive days.

The ICCA GLOBAL Level 3 Course will be completed in phases and feature the ICCA online Learning Support tool.

Phase 1: PRE-COURSE REQUIREMENTS. You will be provided with access to the online platform and asked to complete all the tasks (don't worry they aren't too tough for a coach about to become level 3 accredited!) to ensure you are "warmed up" and ready to go when you get to Dubai!!

Phase 2: IN COURSE RESOURCES and IN COURSE ACTIVITIES will be deployed on the online platform when the face-to-face Course in Dubai begins.

Phase 3: The "ASSESSMENT" phase will be completed post course on the online platform.

Q: How are the participants assessed and when will I get my certificate?

A: Participants will be assessed after the completion of course through the ICCA GLOBAL Level 3 online platform. You will get your ICCA GLOBAL Level 3 completion certificate after 1 year of the course provided all the assessments are successfully completed.

Frequently Asked Questions - Certification

Q: Is there validity for the certificate?

A: Unfortunately, the ICC currently do not have any internationally recognized standards of accreditation above level 1. (The ICCA Level 1 is recognized by the ICC but acceptance of any coach Accreditation certificate remains at the discretion of each individual cricket board.)

Q: Is there any kind of support provided post certification?

A: We can give you the opportunity to get in touch with our Head of Cricket Development at ICC Academy about working in the ICC Academy Warriors program.

Q: Can I coach anywhere in the world with this accreditation?

A: Level 1, 2 and 3 courses in ICC Academy, Dubai are designed to assist coaches to match international level and prepare them to coach in any country. But unfortunately, international standards are not established for these courses. So, it is up to the State or National body to decide whether to recognize Level 1/2/3 Coaching accreditation as stated above.

Q: Is there any Board which does not validate ICC Coaching Accreditation?

A: It would be at the discretion of each individual Board. However, we have graduated coaches who are working successfully around the globe.

Q: Lost certificate - any charges if new certificate is requested?

A: Yes. 100 AED will be charged to issue a new certificate.

Q: May I know the uses of the certificate after pursuing it?

A: Certificate will help others to recognize you as ICC Academy accredited coach and prove your competency.

Q: Can we pay the fee over the phone by a card?

A: As of now, we are unable to take any payments over the phone with the card details. We are accepting debit or credit cards at ICC Academy Reception in Dubai Sports City. If you have friends or relatives in the UAE, they can also pay on behalf of you if you can't make it personally. No other documents required to pay the Course fee, just mention that it would be for (Name – Course details)

Q: Can I pay the fee in cash on the day of the course?

A: No, fee should be paid in advance - Booking is ONLY guaranteed upon payment.

Q: When and how to make payment for non-resident of Dubai?

A: Course fee must be paid in advance to secure your position in course. You can transfer the course fee to the DSC – Cricket Academy account well in advance so that your booking for the course can be confirmed.

Q: Can I pay the course fee in other currencies (USD, GBP etc.)?

A: Yes

FAQs about Fees-Inclusions and Exclusions

Q: What are the inclusions and exclusions in the Course fee?

A: Inclusions: Resources (cricket equipment), Certification, F&B (Lunch, Tea and Coffee), Uniform, access to the Coach's Companion at Levels 2 & 3.

Exclusions: Visa, Travel, Accommodation, transport from Hotel to ICCA, Airport to accommodation transfer

FAQs-Visa and Accommodation

Q: How about Visa to reach Dubai? Is it a single-entry visa or multiple entry?

A: A 30-day tourist visa, available at the airport (depending on your country of origin, check UAE Government website for list of countries) will be fine, but it's up to you to decide whether you would like to stay longer in Dubai, or you'll be traveling anywhere else.

Terms & Conditions

The ICC Academy (ICCA) coaching programs are a service wholly owned and operated by ICCA and its parent, Dubai Sports City (DSC).

Registration for and bookings of these services must be made prior to any utilization, according to the Terms set out below:

1. Data Privacy

a. What information do we collect and why do we collect it?

The sole purpose for processing your Personal Data is to provide our Service to our clients. In order to provide our Service, we may ask you to supply us with certain personally identifiable information, including but not limited to first name, last name, and email address. Additionally, as with most websites and technology services delivered over the Internet, our servers automatically collect information when you access or use the Service and record it in log files. This log data may include the Internet Protocol (IP) address, browser type and settings, the date and time the Service was used, information about browser configuration and plugins, language preferences and cookie data.

b. We may share Information that we collect from you on a strictly confidential basis, including personally identifiable information, with third parties only to provide the services that you have registered for. We will not share your personally identifiable information to third parties for marketing or other such purposes without your prior approval.

2. Payment Mode & Terms

Payment will only be accepted by the following methods and must be accompanied with a completed registration form:

a. Payment by Cash: Cash AED currency only, 100% of the total fee will be required. Please ensure you collect a receipt at the time of payment.

b. Telegraphic Transfer to the following bank account:

Account Name : DSC – Cricket Academy
Account Number : 1012356278108
Bank : Emirates NBD
Bank Address : P.O. Box 777, Main Branch, Dubai,
United Arab Emirates.
Swift Code : EBIL AEAD
Currency : AED
IBAN : AE440260001012356278108

ICCA should be notified on the transaction, by emailing the bank transfer receipt to info@iccademy.com

All applicable bank transfer charges should be borne by the participant

c. Payment by Credit Card (In Person)

ICC Academy, Dubai Sports City, Sheikh Mohammed Bin Zayed Road, Dubai

1. Refund and Cancellation Policy

No refunds will be offered for cancellations instead a credit note shall be issued subject to discretion of the management. The issued credit note needs to be used within a period of 1 year.

2. General

- a. All communication during the sessions will be conducted in English.
- b. It is the responsibility of each participant to attend all planned sessions and be at the session venue, a minimum of 5 minutes prior to the start time. ICCA reserves the right to deny access to any participant that does not join in time for the published start of the session. No make-up session will be arranged for any session(s) missed by the participant unless due to exceptional circumstances and/or discretion of ICCA management. Please email in advance all justifications for missed sessions to education@iccademy.com.
- c. Participating in the course doesn't guarantee a certification. Participants will be issued certificates based on the assessment conducted along with the judgment of the ICCA Education Team.
- d. An acknowledgment email or notification will be sent out before the start of the relevant course.
- e. For, and on behalf of the participant you agree to grant to us the worldwide right in perpetuity, without approval or compensation, to use the participant's name, photographic or video image or likeness for our reasonable commercial purposes.
- f. The ICCA reserves the right to verify all submitted documents with respect to applications and assessments.
- g. We do not allow any video or other filming or recording equipment on courses and accordingly the participant cannot record or attempt to record (whether permanently or transiently) or transmit moving images or voices of anyone at the course
- h. Participants shall not disclose or use any aspect of our course for commercial purposes.
- i. Unless ICCA are notified, in writing, ICCA retains the rights to undertake photography and videography of all activities at ICCA and activities related to ICCA for the purposes of promotion and marketing. Such images may be used online or published elsewhere and each Participant and/ or their Parents and Guardians accept that these images remain the sole property of ICCA.