



**CENTURY
CHAMPIONS**

LEAGUE

FRANCHISE PROSPECTUS



**WHERE
CHAMPIONS
RISE.**

**A LEAGUE BUILT FOR
THE BOLD, THE SKILLED,
AND THE CHAMPIONS
OF TOMORROW.**



VISION

To redefine the future of cricket in Australia by building the country's most dynamic short-form competition, where players of all ages have a genuine opportunity to play, perform, and rise.

CCL connects juniors through to seasoned athletes within one national system, creating clear, accessible pathways at every stage of the game. From U12 to Masters, every player has a place, a team, and a platform.

Through city-based competitions across the country and a culminating National Championships, where the best teams from every state compete for national titles, CCL delivers a true progression model, from local competition to national recognition.

We exist to open the game up - to remove barriers, expand access, and give more players the chance to experience high-quality, short-form cricket in a professional environment.

WHERE CHAMPIONS RISE.



WHERE CHAMPIONS RISE



FROM GRASSROOTS TO ELITE, WITH NATIONAL REACH

Century Champions League purpose is simple:

TO CELEBRATE THE GAME, INSPIRE PARTICIPATION,
AND CREATE A PATHWAY FOR EMERGING PLAYERS
TO SHINE ON A NATIONAL STAGE IN SHORT FORM CRICKET.

SENIORS

U23
ELITE
LEGENDS
MASTERS

JUNIORS

U12
U14
U16
U18

4 DAY COMPETITIONS
JULY TO JANUARY

MACKAY
BRISBANE
SYDNEY
MELBOURNE
ADELAIDE

3 DAY COMPETITIONS
SCHOOL HOLIDAYS -
SEPTEMBER TO JANUARY

BRISBANE
SYDNEY
MELBOURNE
ADELAIDE
HOBART
PERTH

NATIONAL CHAMPIONSHIPS
APRIL - SUNSHINE COAST

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LEAGUE OWNERSHIP GROUP



OWNER Andrew
McRitchie

Andrew McRitchie is Managing Director and Head of Talent Management at Helix Group, where he spearheads the company's global talent and sports consultancy operations.

He brings over two decades of industry experience working with athletes, media and creative professionals to elevate performance, nurture potential, and build lasting partnerships.

Under his leadership, Helix has expanded into recruitment, sport-business consulting, and project management reinforcing its position as a versatile partner in both sport and business.



OWNER Adam
Crosthwaite

Adam Crosthwaite is the owner of The Brand Bar, a marketing agency renowned for building powerful sporting and lifestyle brands.

As a former professional cricketer and strategic leader, Adam brings a unique blend of business acumen and sporting insight to the Century Champions League. Adam's deep understanding of both the commercial and athletic sides of the game allows him to bridge the gap between players, fans, and partners.

His vision and expertise help shape the league's brand, fan engagement, and commercial growth.



OWNER Rocky
Zappia

Rocky Zappia is a Director and founding partner of Adelaide Wealth Management, bringing over 20 years of experience in wealth management and strategic financial advice. As a key advisor to the Century Champions League, Rocky provides financial guidance and strategic planning to ensure the league's long-term sustainability and growth.

Before establishing Adelaide Wealth Management, Rocky spent over 12 years as a Senior Manager at Macquarie Bank, advising private clients on investment and strategic planning.



OWN A FRANCHISE

OUR BRANDS ARE BUILT ON THE STRENGTH OF BEING PRIVATELY OWNED FRANCHISES.

Each Team is driven by individuals and organisations committed to growing the game, supporting talent pathways, and creating a lasting impact in their communities. Ensuring strong local identity, while uniting under a national league that presents a premier platform for high-quality and inclusive cricket.



WHAT'S INVOLVED

FRANCHISE RESPONSIBILITIES

Franchise set up + off field

1. Be aware of all deadlines and key dates
2. Set up business structure , incl. legal and accounting advice
3. Engage any management/staff
4. Confirm team name/logo/colours in conjunction with League
5. Sign team sponsors
6. Confirm apparel design for on field with League
7. Confirm any off field apparel design as required
8. Appoint coaches
9. Work with local clubs to enhance participation and awareness
10. Create social media pages

Pre draft/tournament

1. Liaise with coaches on team selections and planning pre draft
2. Attend draft with coaches
3. Prompt welcome comms with players post draft
4. Team meet up/training session to hand out uniforms

Tournament

1. Attend competition days where possible
2. Ensure team marquees are set ready
3. Capture content and post to social media
4. Water for players
5. Engage with parents, players, coaches, CCL management



WHAT'S INVOLVED

COVERED BY LEAGUE

- Player Draft
- On field apparel for all players
- All ground and competition set up, umpires, scorers, match managers, streaming
- Tournament marketing
- Competition insurance

ADDITIONAL FRANCHISE REQUIREMENTS/COSTS

- Provide team off field apparel for all coaches/management/staff
- Pay coaches, managers, any team staff
- Provide branded team marquees, 1 for each age group
- Launch event/training session fees as per your requirements

TERMS

- Must take Juniors(all age groups)plus Seniors and U23s in one city as minimum
- Legends and Masters are optional
- One year agreement
- Franchise fee must be paid in full to confirm participation

INVESTMENT

\$10,000 + GST per year.

Availability by city varies, wait list applies.



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JOIN US



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