

## Moody cautions CA on Twenty20 Big Bash

Former Australian player and coach of the Punjab Kings XI Tom Moody has a few words of caution for Cricket Australia (CA) as it prepares to have its own Twenty20 tournament.

'A franchise system (in India) has proven successful purely because it has the economy to drive that. Cricket does not have competition in India, where it is by far the No. 1 passion,' Moody was quoted as saying in The Age.

'In Australia, cricket is very much a first-love summer sport, but competes against many others. So, I think the answer is, it could work, but I don't think we will be seeing the same level of new revenue pushed into the game,' he said.

CA is studying the Indian IPL model as it seeks to expand the Twenty20 Big Bash for 2009-10, when it may comprise eight teams, including at least one from New Zealand.

It remains to be seen whether players will represent states, cities or brands, and whether big businesses or wealthy individuals - cricket-loving movie stars Russell Crowe or Hugh Jackman, perhaps - are willing to open their cheque books and splurge on a cricket team in an uncertain economic climate.

Cricket Victoria's chief executive Tony Dodemaide believes they will. 'I would be surprised if companies at the big end of town would not be interested. Cricket has a strong brand and according to Sweeney (Research) is Australia's favourite sport.'

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