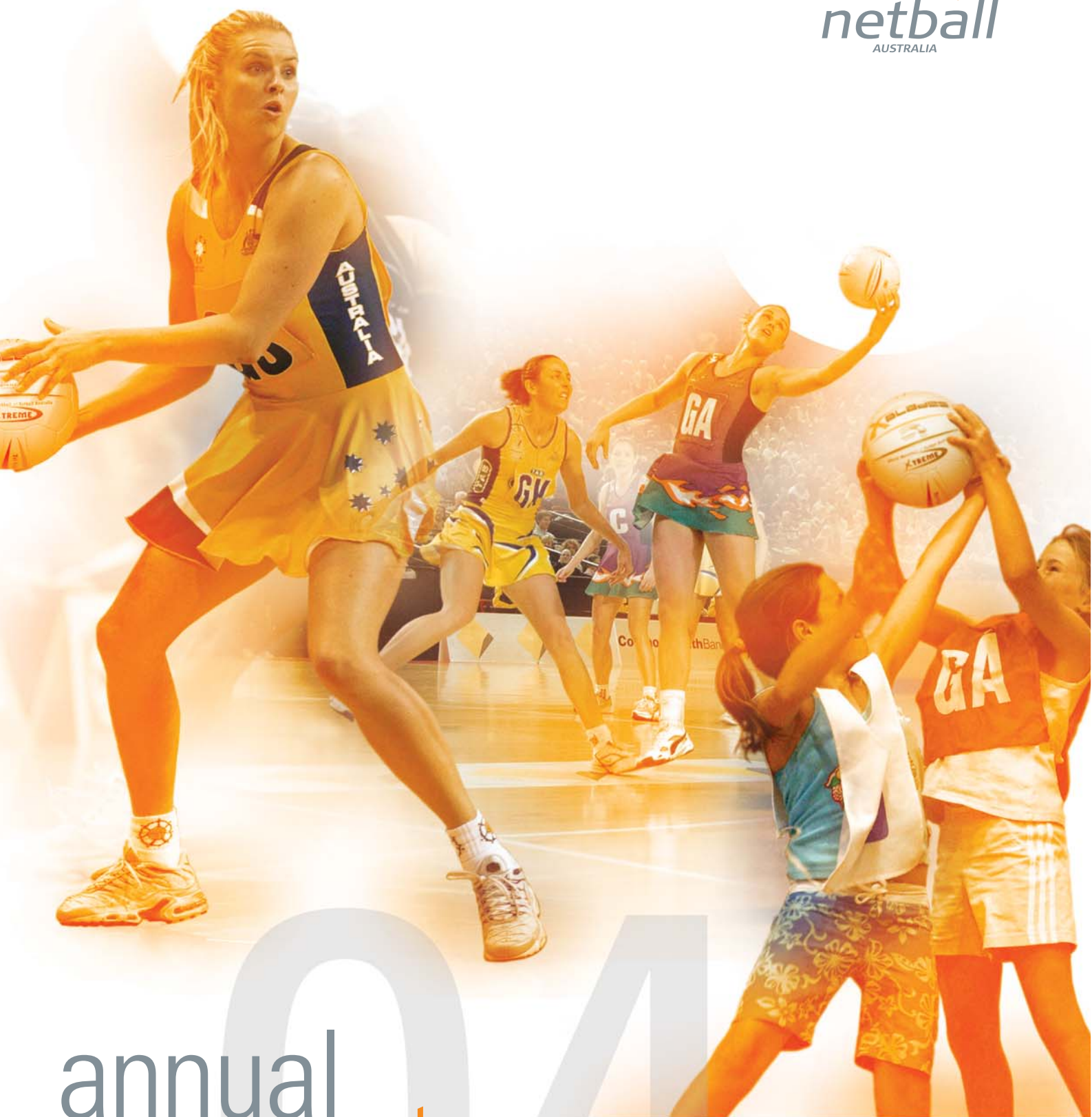




netball
AUSTRALIA



annual
report

04

Our Values

As a sport we value:

- Our position as Commonwealth Games Gold Medallists
- Our leading role in Australia's sporting and community life
- Our role in promoting healthy lifestyles
- Our commercial and legal responsibilities
- Our financial independence
- Innovation, enterprise and creativity
- Our volunteers, officials and administrators

Our Mission

As the governing body for the sport in Australia, our mission is to lead, manage and develop the sport of netball by:

- Facilitating national and international success and competition
- Building higher levels of participation and spectator involvement in the game
- Ensuring excellence, relevance and effectiveness within the sport and all associated business activities

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- Netball matches set two world records in 2004 – firstly the Commonwealth Bank Trophy double header in Round 13 of the season saw a record crowd of 13,436 attend the games. This record was broken only months later when a new world record netball crowd of 14,339 was set in Sydney in November at the first Australia vs New Zealand test. Leading the cheering courtside was the Prime Minister and the Federal Opposition Leader. The other two tests were attended by sell-out crowds at their venues.
- Australia won the Holden Astra Netball Test Series against current World Champions, New Zealand, in the deciding third test in Melbourne, by just two goals. The greatest margin in any of the three tests was eight goals.
- The Prime Minister of Australia made an official uniform presentation to the Australian Team and farewelled the team on its tour of South Africa and England.
- The Commonwealth Bank Trophy attracted increasingly large crowds and overall attendance at Commonwealth Bank Trophy matches for the season increased by 8.5%.
- Netball arrived in the “top end” in 2004. The first regional game of the Commonwealth Bank Trophy was played in Darwin in June and supported by a sell-out crowd of over 1000 enthusiastic fans, with people coming from as far away as Gove and Alice Springs.
- The High Performance Program was reviewed in 2004 to make sure it was aligned with best practice in sport. The review identified several areas where the program could be enhanced. The High Performance Program is the flagship program for the national organisation creating pathways for talented netballers to rise through the ranks and pursue their talent development to the highest level.
- National television audience numbers increased throughout the season. The three tests played against New Zealand in November were televised live by ABC Television and called live on ABC Radio, attracting more than one million viewers to the television broadcast.
- A more pro-active media relations strategy succeeded in engaging media interest and there was an estimated threefold increase in media exposure for the year.
- 337,506 registered participants were recorded by Netball Australia last year.
- In 2004 Netball Australia launched the National Insurance Scheme. This allowed all Member Organisations to “tap in” to a national scheme, using the large group “buying power” to help negotiate better insurance rates and pass on improved service to members.
- A new Chief Executive Officer and National President took over the reins at Netball Australia in 2004, leading and managing a significant year of organisational shift.
- In 2004 the international calendar was strengthened with 12 tests being played against - New Zealand, England and South Africa.
- Netball Australia finished the year with a sound financial result, turning a planned deficit of \$302,971 into a surplus of \$126,484. The better-than-expected financial result in 2004 allowed Netball Australia to provide a significant and surprise financial reward to each member of the national squad at the end of the year.
- Sponsorship support increased in 2004 with two new sponsors joining our team and one new promotional partner aligning with Netball. Several organisations approached Netball Australia throughout the year investigating new sponsorship opportunities.
- A new National Marketing and Communications Manager was appointed in 2004. The revamped Marketing Department was very active during the year and managed to increase the level of sponsorship for the Australian Team, Commonwealth Bank Trophy Competition and program levels throughout the organisation. It is planned to further develop current relationships and obtain new commercial partners in 2005 and beyond.
- At the end of the year Netball Australia rolled out a new-look logo that represents membership, community, movement and universality.
- Australian umpires again were among the top ranked in the world. Our international umpires are identified by IFNA criteria through a complex system of accreditation.

I note with tremendous pride and satisfaction that the year has been one of growth, development and invigoration. With a new Chief Executive Officer and new President taking on the leadership responsibilities this year, the organisation has seen a lot of change, much of which has challenged and excited us, and resulted in some great achievements.

Netball Australia, at the end of 2004, comprised of eight State and Territory Member Organisations and a total of 337,506 registered individuals. These people are the ones who make our organisation possible through their annual membership contributions, their physical presence within the communities we serve and the multitude of sport development programs they deliver each year. I would like to acknowledge and thank the thousands of volunteers who enrich our sport.

Whilst the best-known faces of Netball Australia are our national teams, we support a range of competitions, together with our Member Organisations, aimed at encouraging participation in the game and providing important opportunities for players, umpires and coaches with talent. Netball Australia annually supports the National Championship competitions for the Open and the 21, 19, 17 and Under age groups where more than 350 athletes compete, seeking selection and talent identification.

Our State and Territory Member Organisations and associations conduct State League, regional and club competitions and provide the underpinning talent identification programs for the Netball Australia high performance pathways. The Member Organisations play a fundamental role in attracting the youth of Australia to participate in netball programs.

At the international level, Netball Australia facilitates regular international competition against our four closest rivals in Jamaica, New Zealand, England and South Africa. In 2004 the international calendar was strengthened with Australia playing 12 international events. Netball Australia has committed to play a minimum of five tests in Australia in 2005. In 2004, the Australia vs New Zealand test series attracted record-breaking crowds to all three venues.

Netball Australia is proud of the role we play in fostering netball at an international level. In terms of performance at the international level, the Australian Team is currently placed second in the world, behind New Zealand and holds the Gold medal for the Commonwealth Games. Our 21 and Under National Team remains World Champions and will proudly defend their title in 2005 at the World Youth Championships.

Australia is a world leader in international coaching and umpiring development and we seek to provide substantial support, mentoring and development activities to other nations, with a particular emphasis on our own region of Asia. Netball Australia is a core member of IFNA and in 2004 supported the presence of two Directors on the international Board of Directors.

Within the organisation, the drive and guidance of our able Chief Executive Officer, Lindsay Cane, has seen several new initiatives introduced to ensure we have the necessary skills and capacity to deliver the high quality services our members deserve. We have looked at other sports administrations in examining how we can grow our organisation and I am delighted at the strengthening of our alliances in 2004 with other sports, including AFL and Cricket. Although netball has one of the highest levels of team participation in Australia, our sport remains less funded than some smaller sports. In seeking to address this, it makes sense to learn from the experience of colleagues in other sports and to form alliances that are of mutual benefit. In 2004 we improved overall media coverage and our media analysis demonstrates this.

The AANA Board and I will look to the Chief Executive Officer and the management team in 2005 to provide strong and clear leadership in bringing the AANA strategic plan to life and through this, deliver benefits, value and targeted services to our members. We will seek to find new ways to support our Member Organisations and associations at State and local levels to ensure the continued growth of the greatest participation sport in Australia.

Our key partner in government, the Australian Sports Commission, has been a powerful and supportive ally in assisting us to strengthen our organisational and governance capacities and I wish to acknowledge Mark Peters and Peter Bartels in particular for their assistance and encouragement.

I would also like to thank the AANA Council and Member Organisations for their commitment to working towards national goals and strategies and their encouragement throughout my term as President.

We will also look to our valued corporate partners to continue their support at both the elite and grassroots levels so we keep Australia at the forefront of netball development.

My sincere thanks go to the Chief Executive Officer and her fine team for their efforts in a year of great change. I also express my thanks to the individual members of the Board for their loyalty, endurance, direction and support throughout the year.

Marilyn Melhuish OAM
President



My first year at Netball Australia has affirmed my view that netball is a sport for all levels of skill and experience for all people and one that plays a pivotal role in providing women of all ages with essential leadership, social and life skills. Netball facilitates not only fitness and physical development, but teamwork, leadership and co-operation. If there was to be a theme to this 2004 Annual Report, it would be that of "One Sport" – one sport that brings great fun and great benefits to millions of Australians and great success to the Australian people.

Sporting Highlights

Undoubtedly a highlight of 2004 was the Holden Astra Netball Test Series against World Champions, New Zealand, watched by a world record crowd in Sydney and local record crowds in Melbourne and Perth, more than 30,000 fans in total. Our 2-1 win showcased the extraordinary talents of our national players, who we believe are ranked with many of the world's finest athletes.

At the community end of the netball spectrum, another highlight of the year was the establishment and implementation of the "Ready Set Play" community pilot program for kids and families, in conjunction with Australian Rugby Union and Cricket Australia. This pilot program illustrates our commitment to development programs in partnership with other popular sports as we seek to strengthen the reach of our sport and ensure that netball remains accessible for all Australians.

Supporting both grassroots and elite netball are the estimated three million players, coaches, umpires, officials, parents, friends and partners who play, watch or coach the sport on netball courts around the country every year.

Our flagship national netball league, the Commonwealth Bank Trophy, grows every year. The 2004 season welcomed the introduction to the competition of the newly formed Hunter Jaegers (to be known as the McDonald's Hunter Jaegers in 2005). Attendance at Commonwealth Bank Trophy matches for the season increased overall by 8.5%, and a world record crowd of 13,436 supported the last double-header of the season. We look forward to continued growth in this, the world's best domestic national netball league. For the eighth year in a row the Commonwealth Bank proudly partnered Netball Australia in presenting this premier competition. We are proud of our partnership with the Commonwealth Bank, together with our longstanding Commonwealth Bank Trophy sponsors and supporters in Avon, Asics, AIS, TAB, ABC Television, Powerade, X-Blades, Crown Relocations, Qantas and Crowne Plaza Hotels.

Netball Australia annually facilitates regular international competition against our four closest rivals Jamaica, New Zealand, England and South Africa. In 2004 the international calendar was strengthened with 12 tests being played against New Zealand, England and South Africa.

Organisational Change

After a short orientation period with the previous Chief Executive Officer, I commenced my duties in earnest in January 2004. With the support of the Netball Australia Board, our organisation initiated and managed a

significant year of organisational shift. Change is rarely easy or comfortable and I extend my thanks to the President, Board, staff, players and the Australian Sports Commission for their vision and support as we systematically examined the strengths and weaknesses of the organisation, the opportunities and challenges confronting us and the governance and leadership issues requiring netball's attention at this time.

High priorities for Netball Australia in 2004 included strengthening relations with all our key stakeholders, critically appraising and improving core member services and products, gaining clarity around short and medium term objectives for the sport, increasing revenue, improving the operational capacity of the organisation and implementing a strong and systematic rebuilding program for the National Team. The courage and inspiration of the new National Coach, Norma Plummer, in taking on the leadership of the National Team is worthy of particular comment and applause.

Also worthy of note is the high level of cooperation and collaboration established with our State and Territory organisations, resulting in achievements such as the strengthened commitment to a national membership administration system for netball, a National High Performance Review, a collective business review of the Commonwealth Bank Trophy competition, an agreed national approach to membership protection and the introduction of our new National Insurance Scheme. I extend my sincere thanks to the General Managers, delegates and staff of our State and Territory Member Organisations for their trust and support.

Financial Result

Netball Australia finished the year with a sound financial result, turning a planned deficit of \$302,971 into a surplus of \$126,484 after transfers from reserves. This was achieved through an increase in membership, increased sponsorship and business revenue and stringent management of all expenditure. This was an important result, given the need for additional investment in 2005 as the National Teams prepare for the Melbourne Commonwealth Games and compete in the World Youth Championships. A new National Marketing and Communications position was introduced in 2004 and approval for a Sports Operations Manager was gained for appointment in 2005.

The better-than-expected financial result in 2004 allowed us to provide a significant and surprise financial reward to each of the members of the National Squad. The amateur status of the players remains a challenge to the organisation, but Netball Australia's commitment to create greater opportunities and rewards for the players remains strong. My visits to the Australian Squad training camps and test performances throughout the year allowed me to understand more fully the demands on the players while also allowing me to witness first-hand the extraordinary commitment and contribution made by all the players and support staff of the Australian Team.

Media, Marketing and Sponsorship

In 2004 Michaela Crump was appointed to the role of National Marketing and Communications Manager with a brief to assist in raising the national profile of the sport at all levels of the community and recruiting more media and public support for netball. In her first six months Michaela has made a significant contribution to netball.

One of our overriding aims for 2004 was to make elite netball more accessible to the Australian public and media. We have sought to present the National Team to more people with more opportunities for people to see the team in action, making live appearances and through the media. We have actively engaged our sporting leaders at professional events and conferences. Through our Media Relations Co-ordinator, Heidi Packer, we have actively sought to engage our media friends – for the right reasons, namely the sport itself. Our clippings file shows the success of this strategy with an estimated threefold increase in print media.

The three tests played against New Zealand in November were televised and called live on ABC Television and Radio, attracting more than one million viewers to the television broadcast. The nation responded powerfully to the opportunity to witness and enjoy world class netball.

Our Partners

Throughout the year Netball Australia consciously worked at extending relations with our partners and fostering new relationships.

The Australian Sports Commission (ASC) is a primary partner and key stakeholder in Netball Australia, and provides valuable support in financial, intellectual and human resources, to assist netball to grow and prosper. The planning and monitoring functions of the ASC were powerful contributors to Netball Australia's change process and achievements in 2004. Both Netball Australia and the ASC share high expectations of netball, and the strengthening of the relationships and co-operation between the two organisations has had a positive impact on netball's outcomes over the past twelve months.

The Australian Institute of Sport's (AIS) contribution to netball is outstanding and is the envy of other competing netball nations. The netball program runs at two levels and provides a development arena for netball athletes and coaches. These are the National Training Centre program for the Australian Open Squad and the centralised training program for the 21 and Under Australian Squad. In 2004 netball benefited from a strong relationship with the science, technology and research divisions of the AIS, which has specifically advanced our knowledge and our innovations in elite training regimes and allowed netball to more closely align with recognised high performance best practice regimes.

The Australian Commonwealth Games Association (ACGA) is another key partner to netball. In 2004 the ACGA provided substantial financial support to both the Open and 21 and Under Australian Teams.

We are learning from our friends in other sports and using this knowledge in our aim to be more professional as an organisation and to improve the opportunities, acknowledgment and rewards for players at the elite level.

We extend our thanks to our corporate partners and sponsors, many of whom have been with us for several years. We trust they will stay with us and we look forward to increasing the benefits we can deliver within those relationships.

Finally I extend my personal thanks to the President, Marilyn Melhuish for her unflagging enthusiasm and generous support. I thank the Board for its direction, guidance and willingness throughout the year to challenge the status quo and embrace new ideas. I extend my appreciation and thanks to my staff who have been proactive in seeking to assist and support me in my first year and I thank my colleagues in State and Territory Associations for working with me to establish constructive working relationships and a shared vision for 2005 and beyond.

Lindsay Cane
Chief Executive Officer



"Whether as the local netball club secretary, the President of the regional association, the Director of the state Association or the national Chief Executive Officer, we all share a responsibility to be the very best we can be within our Federation, working towards a combined and unified sport. We represent a very large number of members who have put their trust in the Federation. In netball we must continue to improve our ability to work as one team. T.E.A.M. = Together Everyone Achieves More" Lindsay Cane Chief Executive Officer

Netball Australia Chief Executive Officer's Annual Report

2004 was a year of significant organisational change for Netball Australia and it is pleasing to report on an improved financial position.

A planned deficit of \$302,971 was turned around to a modest, but respectable surplus of \$126,484 (after transfer of \$823 from international reserves) – an overall improvement of \$429,455 against budget for the year. Careful management of expenditure together with the increases in revenue detailed below assisted with this turnaround.

Revenue

Netball Australia generated revenues of \$5.12 million in 2004 (compared with \$4.39 million in 2003), representing an increase of \$726,759 or 16.54% over the previous year.

Of these revenues 36.3% came as sponsorships, 24.3% from registration fees, with grants making up 19.3% of this amount. The very successful three test series against New Zealand helped boost event income to 12.8% of total revenues. Together these income

categories yielded 92.7% of the total revenue for the organisation in 2004. The sponsorship agreement with the Commonwealth Bank of Australia continued, underwriting the very successful Commonwealth Bank Trophy competition.

Our other commercial partners during 2004 were –

- ABC Television
- Asics
- Australian Plexipave Pty Limited
- Avon Products
- Coca Cola / Powerade
- Crown Relocations
- Crowne Plaza Hotels and Resorts
- Holden Ltd
- KOS Sports
- Paradise Lites
- P&O
- Qantas
- Schick
- TAB
- TravelPro
- Tucker Seabrook

Once again the Australian Sports Commission (ASC) and the AIS supported the organisation both financially and in kind. Whilst the ASC annual grant remained at the same level in 2002, 2003 and 2004, Netball Australia was pleased to receive additional grants for specifically funded projects totalling \$243,217 (2003 - \$365,861) bringing the total support in each of the last two years to over \$1 million. The Australian Commonwealth Games Association also continued to provide valuable assistance with funding support to our Australian Open and 21 & Under Teams.

Netball Australia is very appreciative of the support from all of these partners.

Operating Expenditure

Operating expenditure in 2004 was \$1,295 less than 2003 and \$786,170 more than 2002. Expenditure in 2003 included a heavy investment in the Australian Team due to World Championships and substantial legal costs (incurred in a

player eligibility dispute). In 2004 the major increases in expenditure related to the successful staging of bigger events, including the record-breaking three test series against New Zealand, and an increased investment in marketing and promotional activities. The Board was pleased to be able to share the financial success of the Holden Astra Netball Test Series by making a bonus payment totalling \$40,000 to all Australian Open Squad members and support staff. Additional investment was made in the Australian 21 & Under Team as a precursor to the 2005 World Youth Championships in Ft Lauderdale, Florida, U.S.A.

Expenditure in the marketing and promotions area was higher as the organisation sought to raise its profile in line with the strategic plan. The appointment of specialist personnel in this area helped to attract new sponsors including Holden who sponsored the test series against New Zealand. Netball Australia was excited to form a new partnership with such a successful and well-known Australian company.

In 2003 Netball Australia invested heavily in the Australian Team's preparation for the World Championships - an increase of \$293,680 on 2002, but was unsuccessful in retaining the crown as World Champions. The level of investment in the Australian Team varies depending upon the international calendar with higher investment necessary leading up to the Commonwealth Games and World Championships. Whilst we were able to reduce expenditure on the Australian Team marginally during 2004, the Board considers expenditure on our elite teams as a matter of strategic importance given our position as current Commonwealth Gold Medallists (which we are planning to retain in Melbourne 2006) and our plans to re-gain World Championship status in 2007.

Other

Memberships continued to grow, reaching a total of 337,506 registered players and officials and contributing additional revenue of \$30,959 over 2003 and \$230,830 over 2002. During 2004, the Board announced an increase in capitation fees to be staged over the next few years. The anticipated increased revenue will be used to improve services and member benefits while also strengthening the national leadership and support to all members.

Netball Australia launched the National Insurance Scheme in April 2004 enabling all Member Organisations to "tap in" to a national scheme using the large group "buying power" to help negotiate better insurance rates. JLT Sport, one of the nation's largest sport insurance brokers, manages this scheme, and already negotiations are underway to better assist all members with their insurance needs.

With a view to the future Netball Australia, together with its Member Organisations, is investing in a national administration system that will incorporate a national database

comprising all members, officials, contacts and members of the netball family. The Board and Council of Netball Australia has recognised the need for such a system for several years and it is pleasing to see the increased co-operation between Netball Australia and its Member Organisations in bringing this to fruition. It is expected that a national database when fully implemented will benefit netball at all levels in terms of increased income and services to members.

The Chief Executive Officer and Board of Netball Australia are committed to ensuring the ongoing financial and business success of netball in Australia, with financial strategies that will raise additional revenue from diverse sources. The increased revenues will be used to strengthen the operational capacity of the organisation, to respond to the changing needs of members and to attract new participants (players, umpires, coaches, administrators and spectators).

2004 has presented many challenges and I wish to congratulate our Chief Executive Officer Lindsay Cane, the Netball Australia staff and the staff of the Member Organisations on their collaborative approach and their many successes, as we move into the future together.

Lyn Clark-Duff FCA, FTIA, CFP, JP
Finance Director



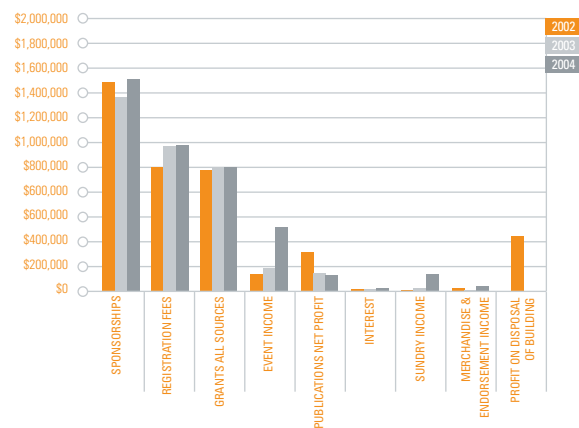
REVENUES 2004

SPONSORSHIPS	37%
REGISTRATION FEES	24%
GRANTS - ALL SOURCES	19%
EVENT INCOME	13%
SUNDRY INCOME	3%
PUBLICATIONS	2%
INTEREST	1%
MERCHANDISE & ENDORSEMENT INCOME	1%



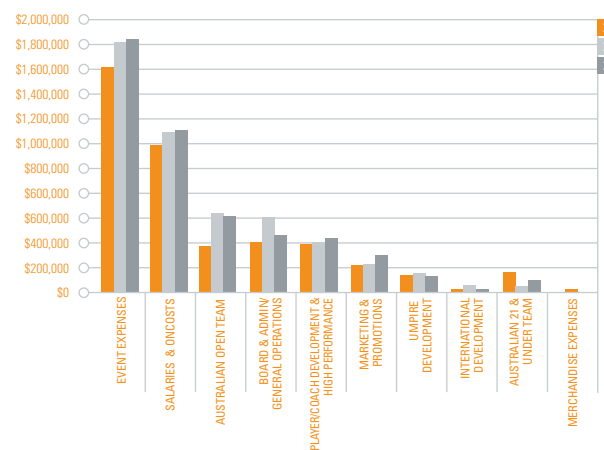
REVENUE COMPARISON 2002 - 2004

The chart **Revenue Comparison** shows the movements in individual categories of income over the financial years 2002, 2003 and 2004. In almost all categories, revenue has increased with the exception of Publications – net profit and profit on disposal of building, both of which were exceptional items in 2002.



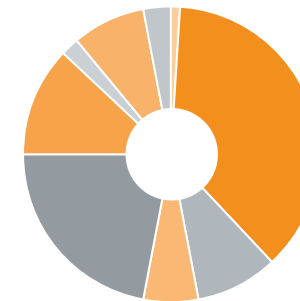
EXPENSE COMPARISON 2002 - 2004

The chart **Expense Comparison** demonstrates the movements in each expense category over the financial years 2002, 2003 and 2004



EXPENSES 2004 EXPENDITURE BY CATEGORY

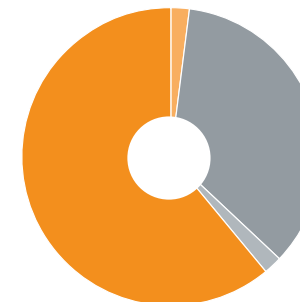
EVENT EXPENSES	37%
SALARIES & ONCOSTS	22%
AUSTRALIAN OPEN TEAM	12%
BOARD & ADMIN/GENERAL OPERATIONS	9%
PLAYER/COACH DEVELOPMENT & HIGH PERFORMANCE	8%
UMPIRE DEVELOPMENT	3%
AUSTRALIAN 21 & UNDER TEAM	2%
INTERNATIONAL DEVELOPMENT	1%



MEMBERSHIP ANALYSIS 2004

Membership Analysis 2004 indicates that juniors represent 61% of the membership and our challenge will be to retain these members in our sport as players, umpires, coaches and administrators.

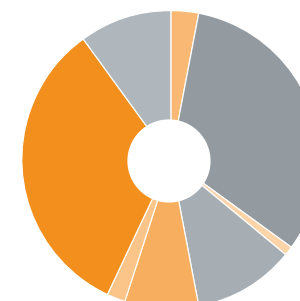
JUNIOR	61%
NON PLAYERS	13%
SENIOR	2%
FUN NET	2%



REGISTERED MEMBERS 2004

Registered Members 2004 shows the breakdown of registered members by State and Territory.

VIC	33%	SA	8%
NSW	32%	ACT	3%
QLD	11%	TAS	2%
WA	10%	NT	1%



Finance
Director's
Report 2004

The All Australia Netball Association Limited (AANA) is a company limited by guarantee that also operates under the business name of Netball Australia. Netball Australia is the national member association, comprising its eight State and Territory members and all members associated with these associations.

Directors on the Board serve a two-year term and are eligible to re-nominate for election at the end of that period. The Board comprises eight non-executive directors and one executive director (Chief Executive Officer). The full Board of Netball Australia meets formally around seven times per year. In 2004 the Board recorded 100% attendance by all Directors to all meetings. In addition to formal Board meetings, Directors met by teleconference and on site to consider various matters of business.

The Board and National Council adopted a National Code of Conduct in 2004. This Code is designed to ensure the maintenance of best practice governance and the highest ethical behaviour by all members of the AANA Board and Council.

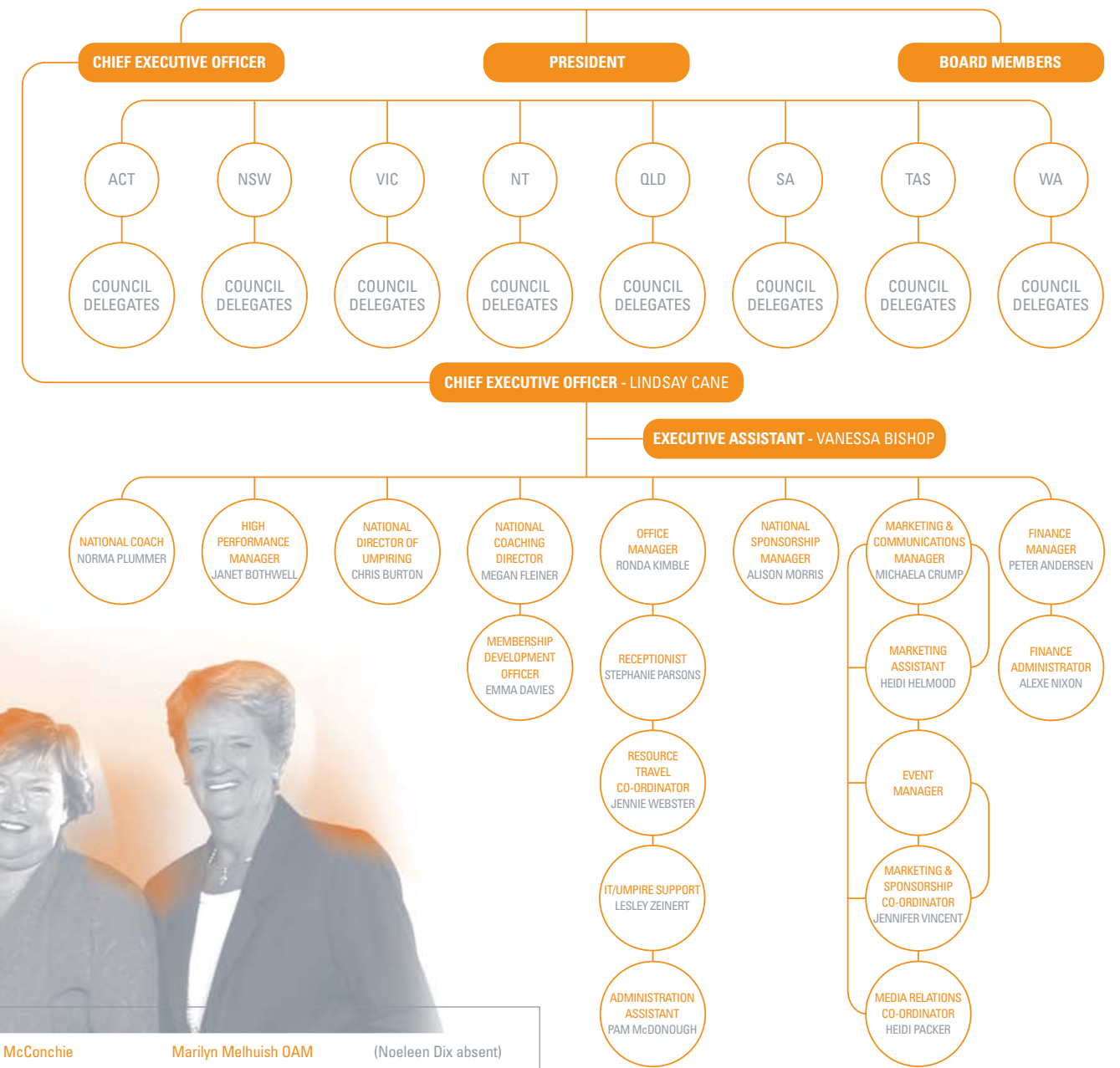
The Board of Netball Australia is committed to strong governance, sound decision-making and responsible and strategic national leadership.

As part of their responsibilities, Directors are required to declare any real or potential conflict of interest. All Directors provide a formal declaration in this regard and at any stage throughout their term where necessary.

In 2004 the Board committed to a strategic review of two of our major assets—the High Performance Program and the Commonwealth Bank Trophy—in the interests of advancing the quality, relevance and effectiveness of those programs. The Board also committed to reviewing its own performance on an ongoing and periodic basis in accordance with best practice procedures for non-profit sporting organisations.



Lindsay Cane Chief Executive Officer, Lyn Clark-Duff Finance Director, Marj Kerlake, Sue Taylor AM, Katrina Pewtress, Yvonne Rate AM, Brenda McConchie, Marilyn Melhuish OAM President (Noleen Dix absent)



Leadership - As the peak body for the largest women's sport in Australia, Netball Australia has a leadership responsibility within the Australian community.

CODE OF CONDUCT	Each Board and Council member of AANA recognises and agrees to uphold the following standards of behaviour:
	<ul style="list-style-type: none"> To have empathy with and to champion the organisation's inheritance To take personal responsibility for contributing impartially to the decisions of the Board/Council with no thought given to personal gain To be pro-active in managing the affairs of the Association To actively seek and retain knowledge about the business of the organisation To provide positive input into the development of organisational policy and the business at large To provide strong support in agreed strategies and decisions To support and respect all staff, members and volunteers To prepare for Board/Council meetings and contribute to informed debate and decision-making To perform the assignments delegated by the Board/Council To delineate and declare personal views as distinct from organisational views on controversial matters to ensure the Board/Council is able to make informed decisions for the betterment of the organisation To devote sufficient time to the duties of a Board/Council member To uphold ethical standards at the Board/Council level To demonstrate courage in reviewing the organisation and in making changes for the betterment of the organisation To engage in open and honest communications

Netball had an outstanding year with a greater number of test matches played in Australia, continued growth in the Commonwealth Bank Trophy competition, world record attendances at matches and strong growth at the club level.

Activity in the high performance area during the year focussed on the review, evaluation and development of Netball Australia's national programs and the delivery of a National Training Centre program.

At the open level, Australia had a successful year, winning the Holden Astra Netball Three Test Series in Australia against New Zealand, making up for the loss of the series played in New Zealand in July. Australia fielded a less experienced team in 2004 for some of these tests as a number of new players entered the squad.

The Australian 21 and Under Team played a three-test series against England in July and won all three matches by a clear margin. The Australian 19 and Under Squad and the Australian 17 and Under Squad participated in several talent development training camps during the year. These athletes are the future of the sport and Netball Australia sees an investment in their development as vital to the continued success of the sport at the elite level.

At the community level, one significant achievement was the implementation of the "Ready Set Play" community pilot program for kids and families, in conjunction with Australian Rugby Union and Cricket Australia, and the continued support for junior "Netta" netball, which is planned to be a uniform national program in the foreseeable future. We also achieved national agreement on a member protection strategy for all Associations and began the stage one implementation of our targeted participation program, Nextball. The national office continued to encourage the use of the ASC Club Development resource and began an investigation into the development of a CD ROM based educational product for coaching and playing.

National Programs

2004 was the first full year in the job for new national coach Norma Plummer. Norma was named National Coach in late 2003 and Michelle Wilkins was appointed to the position of National 21 & Under/AIS Head Coach. Two new team management support personnel also joined the national programs.

Both team's programs were tailored to address individual athlete preparations required to achieve world champion results at the 2005 World Youth Championships and a Gold Medal at the 2006 Commonwealth Games. The AIS staff involved in the netball programs in 2004 made outstanding contributions to both junior and senior national squads and ably supported the coaches in their initiatives with the athletes. Netball is proud and appreciative of the superior assistance provided by the AIS for the netball programs.

National Coaching

A priority for 2004 was the continual review and development of the new coach education framework. Focus group workshops were conducted by the National Coaching Director within Northern Territory, Queensland, Victoria and Western Australia. The workshops included representatives from the Member Organisations, the State and Territory Departments of Sport and Recreation, local clubs and associations, and the educational sector. Various recommendations from these workshops were included within the framework structure and corresponding Orientation To Coaching, Level 1 Bronze, Level 1 Silver and Level 1 Gold course outlines. In an effort to test the viability of the products, WA Netball conducted pilot courses across the Level 1 streams on behalf of Netball Australia. Valuable feedback was gained from individual participants relating to the content, structure and delivery of the courses. As a result, these recommendations were accommodated within the coach education framework and further work is currently being undertaken on the development of supporting resources.

In addition, continual management and servicing of the Netball Australia coaching accreditation program was undertaken, including the production of appropriate reporting processes and the dissemination of information to the Australian Sports Commission and Member Organisations.

National Training Centre (NTC)

Netball Australia and the Australian Institute of Sport (AIS) collaborated in the development and delivery of a National Training Centre (NTC) program to identify and prepare Netball Australia's elite and potential elite athletes to successfully compete in major international competitions. A quadrennial agreement was negotiated outlining the service provision to be provided by the AIS to Netball Australia's high performance programs.

Australian Sports Commission (ASC) High Performance Advisory Panel

With the support of the ASC Innovation and Best Practice Unit, Netball Australia undertook a review of its high performance programs and systems. The specialist High Performance Advisory Panel delivered ten recommendations and these were further progressed with a workshop of key stakeholders in December.

Four key areas in high performance have been targeted to be addressed in 2005:

1. Defining the daily training environment of netball's high performance athletes
2. Establishing National standards and benchmarks for all tiers of the national athlete pathway
3. Defining the roles and responsibilities of netball's key high performance stakeholders
4. Establishing a financial model to support the implementation of netball's high performance plan nationally

The 2004 Open Championships

The 2004 National Netball Championships (Open and 21U) were held at Challenge Stadium in Perth, Western Australia. Played over six gruelling days, each Australian State and Territory battled it out on court in the fight to be crowned National Champions.

The 2004 tournament showcased some of Australia's most talented and well-known players from the Australian Netball Team, including Captain Liz Ellis, Catherine Cox, Jane Altschwager and Mo'onia Gerrard, who played alongside gifted newcomers such as Natalie Medhurst, Kim Smith, Joanne Sutton, Johannah Curran, Susan Fuhrmann and Brooke Thompson.

Defending their 2003 champion status in the 21 and Under category, South Australia lived up to title expectations and proceeded to the final against Victoria, where they successfully retained the championship title with a 55 to 39 win.

The New South Wales team went into the Open division as red hot favourites and did not fail to impress. They met South Australia in the final and proceeded to an impressive 60 to 35 win over South Australia to claim the 2004 Open National Championship.

Congratulations to all the players representing their State or Territory in being a part of the National Championships. Thank you to WA Netball and all the volunteers, support staff and officials who assisted in bringing together the 71st National Netball Championships.

21 and Under Placings

1. South Australia
2. Victoria
3. New South Wales
4. Western Australia
5. Queensland
6. Northern Territory
7. Australian Capital Territory

Open Placings

1. New South Wales
2. South Australia
3. Victoria
4. Queensland
5. Western Australia
6. Tasmania
7. Northern Territory
8. Australian Capital Territory

The 2004 Underage Championships

The 2004 Underage National Championships were hosted by Netball Tasmania and held at the Silverdome in Launceston, attracting the best 17 and Under and 19 and Under netballers from around Australia. Representing their State or Territory, they were all vying to win the coveted title of National Champions.

The week-long competition saw all teams in both age divisions battle hard, with eventual winners Victoria making a clean sweep of both the 17 and Under and 19 and Under divisions.

From the tournament's outset the Victorian 17 and Under squad were the Team to beat and progressed to the grand final against New South Wales recording no losses, where they successfully defeated New South Wales 34 to 19.

The Victorian 19 and Under Team followed in the footsteps of their junior team recording a 37 to 22 victory against South Australia.

An important thank you is extended to Netball Tasmania, all volunteers, support staff and officials who assisted in bringing together another successful Underage National Championships. Congratulations to all the players who came together in competition.

17 and Under Placings

1. Victoria
2. New South Wales
3. Western Australia
4. South Australia
5. Queensland
6. Australian Capital Territory
7. Tasmania
8. Northern Territory

19 and Under Placings

1. Victoria
2. South Australia
3. Western Australia
4. New South Wales
5. Queensland
6. Tasmania
7. Australian Capital Territory
8. Northern Territory

Australian Tours in 2004

Australia vs South Africa March 2004 Results

Test 1: Port Elizabeth :
Australia 64 def South Africa 41

Test 2: Durban :
Australia 63 def South Africa 42

Test 3: Johannesburg :
Australia 47 def South Africa 34

A new-look 2004 Australian Team departed for South African soil with new National Coach, Norma Plummer leading an entirely new support staff. The Australian Team received an early set back, departing home soil without key shooter Sharelle McMahon, who was still recovering from arthroscopic surgery.

Catherine Cox took the stage on tour, winning the overall honour of Player of the Series. Australia continued its unbeaten record against South Africa. The South African Tour also saw the debut of Jessica Shynn and Mo'onia Gerrard in front of passionate South African netball crowds.

The tour gave the Australian Team the opportunity to run a series of coaching clinics for local school children. As Catherine Cox said, "We really appreciate being given the chance to assist the South African children with the development of their netball skills. They are the future of netball in this country and to see them smile and know that you are responsible, makes you realise how important these clinics are to them."

These clinics turned out to be an experience that touched the hearts of the Australian players, who witnessed a chorus of girls singing in harmony to thank them for the skills they had passed on.

Australia vs England March 2004 Results

Test 1: Manchester :
Australia 50 def England 32

Test 2: Birmingham :
Australia 50 def England 28

Test 3: Wembly :
Australia 53 def England 25

The three test series against England saw Australia battle not only the English netball team but also the cold English winter. These cold conditions however, were no indication of the red-hot form Australia was to show on court. The return of Sharelle McMahon and outstanding performances from Peta Scholz and Catherine Cox, gave Australia cause to celebrate as they recorded three victories over England.

The test series win in front of large English crowds with court attendances of 10,000 in Manchester, capped off a successful tour of England by the Australian Team, coaching and support staff, continuing the success of Australia at the international level.

Australia vs New Zealand July 2004 Results

Test 1: Christchurch :
New Zealand 54 def Australia 45

Test 2: Palmerston North :
New Zealand 52 def Australia 50

Test 3: Hamilton :
New Zealand 53 def Australia 46

The series in New Zealand was to be the first meeting of the two sides since the 2003 World Championship final in Jamaica. The new-look Australian team faced the formidable challenge of beating the "multi-talented" Silver Ferns, who had made only two changes to its World Championship winning team. These ingredients mixed with the fierce competitive nature of all the Australian players, saw three hotly contested and very physical encounters played in front of the passionately vocal New Zealand crowds. All three games saw New Zealand defeat Australia, in what were fast and furious contests marked by heavy contacts, outstanding shooting and an anthem singer who was lost for words.

Holden Astra Netball Test Series

Australia vs New Zealand November 2004 Results

Test 1: Sydney :
Australia 54 def New Zealand 49

Test 2: Perth :
New Zealand 50 def Australia 42

Test 3: Melbourne :
Australia 53 def New Zealand 51

The second three test series between Australia and New Zealand for the year saw the Australian motoring giant Holden throw its full support behind netball in Australia with the inaugural Holden Astra Netball Test Series. It was a sign of big things to come as the series witnessed sell out crowds at all three games, a world record crowd in Sydney of 14,339, physical and competitive encounters for every ball, and a test series victory for Australia.

The Holden Astra Netball Test Series saw the continuation of a very physical and competitive battle for every point between our trans Tasman rivals. Catherine Cox showed great on court leadership receiving Player of the Series for an outstanding display over the three tests. The series also highlighted the courage of Australian Captain Liz Ellis, with a stirring comeback from an injury suffered in the first test, seeing her miss the second to return in the third for an inspirational performance. The final test also saw the inclusion of Australian debutant Natalie von Bertouch, who lacked nothing in the face of big game pressure to assist in the Team's thrilling last-minute victory.

The Australian Netball Team played a total of 12 tests against New Zealand (6), South Africa (3) and England (3). The win/loss ratio for 2004 is 8 wins and 4 losses.

Australia 21 and Under vs England 21 and Under July 2004

Australia's most talented 21 and Under netball players took the court in three matches against the England 21U Team at the Australian Institute of Sport (AIS), Canberra. Only four of the named 12 Australian 21U Team members had previously represented Australia. The Australian 21U Team had eight new members to the Team as well as new Coach Michelle Wilkins and Manager Louise Pilling and a new medical team including Dr Leesa Huguenin, Physiotherapist Steve Hawkins and Massage Therapist Nina Heymansson.

The Australian 21U Team safely secured a three game clean sweep of the England 21U Team, with the Australian players not letting the English players settle into any rhythm, dictating the pace of all three games in every quarter.

The importance of these games should not be lost in the results as Australian 21U Coach, Michelle Wilkins said "International competitions provide a fantastic opportunity for the Australian 21U Team to showcase their experience and skills gained from playing in the Commonwealth Bank Trophy and from the development programs provided at the Australian Institute of Sport. Playing regularly against some of the best netballers in the world is essential in the preparation for playing at an international level."

The Athletes, Coaches and Support Staff of 2004

The following athletes and coaching and support staff represented Australia at the Open, 21 and Under, 19 and Under and 17 and Under levels during the year.

Australian Open Team 2004

Captain:
Liz Ellis

Vice Captain:
Sharelle McMahon

Other Team Members:
Jane Altschwager
Megan Anderson
Natalie Avellino
Alison Broadbent
Bianca Chatfield
Natasha Chokljat
Catherine Cox
Demelza Fellowes
Mo'onia Gerrard
Kristen Heinrich
Alex Hodge
Janine Ilitch
Susan Meaney
Cynna Neele
Peta Scholz
Jessica Shynn
Natalie von Bertouch

Coach:
Norma Plummer

Manager:
Margaret Molina

Assistant Coach:
Jane Searle

Doctor:
Dr Lyn Thew

Physiotherapist:
Wayne Rodgers

Massage Therapist:
Michael Jones

Caps

Since 1938 there have been 149 players who have had the honour of representing Australia in the sport of netball at international contests.

The top ten capped players for Australia are:

NAME	STATE	CAPS	YEARS
V Wilson	QLD	104	1985-1999
L Ellis	NSW	99 *	1993-2004
K Harby Williams	SA	94	1990,1992-2003
C Dalwood (Tombs)	NSW	91	1989-1999
M Fielke (Den Dekker)	SA	84	1985-86, 1988-95
S O'Donnell	VIC	80	1990-1999
J Borlake (Kennett)	SA	70	1989-1999
K Devery	NSW	63	1985-87, 1989-93
S McKinnis	VIC	63	1986,1988,1990-1998
S McMahon	VIC	63	1998-2004

* As this report went to print Liz Ellis achieved her 100th Cap playing for Australia against England in a February 2005 Test.

"The Team as a whole were united on and off the court and each game offered a better insight for the new players into the New Zealand style and positional opponents... winning the series was one small step going forward. I was delighted for the players and building on this win shows how much better we can get. The Team's tactical response on court has improved enormously with each session, but we still have a lot of work to do."

Norma Plummer, National Coach, after Australia's 2-1 victory over New Zealand in the Holden Astra Netball Test Series.



National 21 and Under Team

The National 21 and Under Team participated in a three (3) match series against England at the Australian Institute of Sport in July. The results were as follows:

Game 1: Aust 21U Team 58 def England 21U Team 29

Game 2: Aust 21U Team 73 def England 21U Team 19

Game 3: Aust 21U Team 55 def England 21U Team 31

The team that competed against the England 21 and Under Team was:

Captain:
Susan Pratley AIS/New South Wales

Vice Captain:
Chelsey Nash AIS/Victoria

Team Members:
Kate Beveridge AIS/Western Australia
Bianca Franklin AIS/Western Australia
Susan Fuhrmann AIS/Western Australia
Pia McGeoch AIS/Victoria
Jackie Murphy AIS/New South Wales
Kirby Mutton AIS/South Australia
Julie Prendergast Victoria
Nikala Smith Western Australia
Joanne Sutton AIS/New South Wales
Brooke Thompson AIS/Victoria

Coach:
Michelle Wilkins

Manager:
Louise Pilling

Doctor:
Dr Leesa Huguenin

Physiotherapist:
Steve Hawkins

Massage Therapist:
Nina Heymanson

National 17 and Under and 19 and Under Squads

The National 17 and Under and 19 and Under Talent Squads participated in a four-day joint training camp under the guidance of the National Coach, National 21 and Under/AIS Head Coach and State Institutes/Academies of Sport coaches. These athletes are the future of our sport and our investment at this level is critical to ensuring sustainable performances in the long term. The camps also provided Netball Australia with the opportunity to deliver an initiative in the area of high performance coach development. Two coaches from each Member Organisation were targeted to attend the camps and work with the talent squad members and were mentored by the National Coach and AIS/SIS/SAS coaches. The National 17 and Under and 19 and Under Talent Squads are listed.

National 19 and Under Squad

Sarah Ashmore Victoria
Emily Beaton South Australia
Kirby Bentley Western Australia
Kimberlee Green New South Wales
Amber Harvey Western Australia
Adelaide Johnstone New South Wales
Rachael Knight Tasmania
Helen McMurtrie Queensland
Jacinta Messer Queensland
Kyra Neal Western Australia
Lara Nilsson Queensland
Kate Pallister Australian Capital Territory
Tarryn Rankin Queensland
Leah Shoard New South Wales
Carolyn Simmonds Victoria
Susanne Smith South Australia
Kasey Stanaway Victoria
Lauren Tsharke South Australia
Jacinta Vaughan South Australia
Vanessa Ware New South Wales

National 17 and Under Squad

Caitlin Bassett Western Australia
Erin Bell New South Wales
Madison Browne Victoria
Andrea Dickson Victoria
Sarah Ebbott Western Australia
Gabrielle Fage Victoria
Laura Geitz Queensland
Nicole Hahn New South Wales
Jessica Hazel South Australia
Samantha Holt Victoria
Ashlee Howard Victoria
Josephine Janz Western Australia
Janelle Lawson Western Australia
Sharni Layton Victoria
Ashlee Mann New South Wales
Samantha May New South Wales
Brianna Marchbank Victoria
Chelsea Pitman New South Wales
Kara Richards Victoria
Lauren Russell New South Wales

National Selectors

Open
Norma Plummer (National Coach)
Susan Kenny
Carole Sykes

21 and Under
Michelle Wilkins (National 21 and Under/AIS Head Coach)
Norma Plummer
Janet Bothwell

19 and Under
Carole Sykes
Jackie Blyth
Natalie Potent

17 and Under
Susan Kenny
John Belton
Margaret Corbett



Sport Development In 2005 Netball Australia will work closely with our stakeholders in our key result areas of: elite development, sport development, international development, management and business development, marketing and communications.



Commonwealth Bank Trophy

The flagship national netball league, the Commonwealth Bank Trophy, saw eight teams participate in 2004. The season welcomed the introduction of the Newcastle-based Hunter Jaegers into the league, a team which enjoyed fantastic home town support in their first year.

This competition is the world's most prestigious national netball competition and it has been supported by continuous growth in spectator numbers. Since its inception in 1997, crowd attendances have continued to rise each year. Overall attendance in 2004 was up by 8.5%. Viewing audiences for the ABC Television coverage of the Commonwealth Bank Trophy have also grown with the competition and 2004 was no exception. The Commonwealth Bank Trophy was founded in 1997 to create an elite competition for the best netballers in the country. All members of the Australian Team play in the Commonwealth Bank Trophy.

In 2004 the Commonwealth Bank Trophy hosted its first ever game in Darwin with great success, and the very warm support and hospitality of the Northern Territory Minister for Sport and Netball Northern Territory.

The grand final between the Sydney TAB Swifts and the Melbourne Phoenix at the Sydney SuperDome was a predictably intriguing spectacle. The game recorded a thrilling last minute finale, with the Swifts coming back from a six goal deficit to overtake the Phoenix in the last fifteen seconds of the match to finish 52 to 51.

Netball Australia looks forward to continued growth in the world's best domestic national league. For the eighth year in a row the Commonwealth Bank proudly partnered Netball Australia in presenting this premier competition. Netball Australia is proud of our partnership with the Commonwealth Bank, and we acknowledge the tremendous support provided by Hugh Harley and Terri McClure and the Commonwealth Bank Australia team. We also thank our longstanding Commonwealth Bank Trophy sponsors and supporters in

Avon, Asics, AIS, TAB, ABC Television, Crowne Plaza Hotels and Resorts, Qantas, Crown Relocations, Powerade and X-Blades.

Sincere thanks are extended to all the people who participated in the 2004 Commonwealth Bank Trophy to ensure a successful season.

2004 Final Placings – Commonwealth Bank Trophy

1. Sydney TAB Swifts
2. Melbourne Phoenix
3. Adelaide Thunderbirds
4. Melbourne Kestrels
5. AIS Canberra Darters
6. Hunter Jaegers
7. Queensland Firebirds
8. Perth Orioles

Australian Umpires

Of course the competitions played in Australia could not function without suitably qualified umpires and officials. Australia is proud to have had our umpires again confirmed by IFNA as being amongst the best in the world.

In 2004 Netball Australia continued to support international umpiring development in various ways, both with opportunities within the country and with the support of Netball Australia volunteers and staff outside of the country. Numerous events throughout the year enjoyed the support and provision of Netball Australia personnel at an international level in conducting umpires camps and seminars and engaging in mentoring and exchange programs. Australian umpires travelled

to several countries including Wales and South Africa to provide development support.

National highlights in 2004 included the awarding of two new AA Badges, the endorsement of two AA Umpires in July and in December, the endorsement of five IUAs at National Championships and the awarding of two ASC Officiating Scholarships.

Congratulations to Maureen Boyle OAM, who received an Australia Day Honours Award for services to netball and the community.

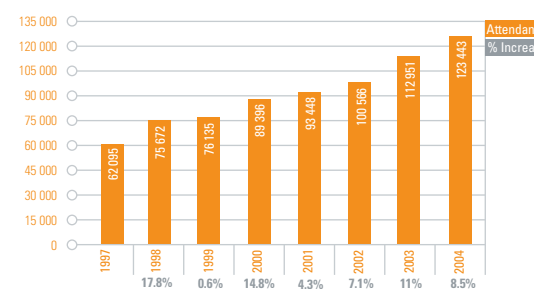
The National Pool of Umpires is supported by the tireless efforts of the National Grading and Endorsement Panel, and thanks go to Nola Goldman, Maureen Boyle, Jan Cross, Sharon Kelly and Chris Burton for their contribution to the development of umpires nationally.

The National Pool of Umpires is currently comprised of:

- Siobhan Aldridge
- Nikki Boyd
- Stacey Campton
- Kylie Cheetham
- Donna Davey
- Debra Farrelly
- Paula Ferguson
- Jacqui Jashari
- Sharon Kelly
- Clare McCabe
- Louise McMeeking
- Michelle Phippard
- Annette Smith
- Kate Wright



COMMONWEALTH BANK TROPHY ATTENDANCE TOTALS 1997-2004 INCLUDING FINAL SERIES



“In 2004 the national office recognised the need to strengthen our bond with our State and Territory member affiliates. We recognised the need and the opportunity to improve our National leadership. We sought to reinforce and invigorate our role and responsibility for national advocacy and promotion for the sport. We promoted collective effort. We set out to improve our own collaboration and knowledge sharing with our members and to increase the level of cooperation and engagement between the national and State and Territory offices.” Lindsay Cane, Chief Executive Officer



2004 Netball Australia Awards

The 2004 Netball Australia Annual Awards Dinner at Star City capped off a fantastic year of netball in Australia, with a night that brought together the netball family to recognise the outstanding efforts of players, coaches and officials and applaud the ongoing commitment of our many sponsors and media supporters.

The night raised in excess of \$7000 for the Australian Netball Team's preparation for the Melbourne 2006 Commonwealth Games, in the form of an auction with items including a signed Australian body suit, signed Sydney Swans' jersey, original Australian artwork and a mini Harley motorcycle paraded glamorously by Liz Ellis.

The prestigious Commonwealth Bank Most Valued Netballer award is presented to the player deemed the best and most valued netball player during the 2004 Commonwealth Bank Trophy season. Victorian Cynna Neele received the prestigious and valuable

award for her performance as an integral member of the Melbourne Kestrels throughout 2004. Catherine Cox received the Asics Australian Team Player of the Year award, which is awarded to the most outstanding Australian Team member.

Netball Australia Service Award
Val Morrison OAM

Travelpro & Cockatoo Ridge Coach of the Year Award
Julie Fitzgerald, Sydney TAB Swifts

Crown Relocations Umpire of the Year
Stacey Campton

Player Awards
Margaret Pewtress Team of the Year

Goal Shooter
Catherine Cox, Sydney TAB Swifts

Goal Attack
Sharelle McMahon, Melbourne Phoenix

Wing Attack
Laura von Bertouch,
Adelaide Thunderbirds

Centre
Sarah Barrett, Sydney TAB Swifts

Wing Defence
Peta Scholz, Adelaide Thunderbirds

Goal Defence
Alison Broadbent, Sydney TAB Swifts

Goal Keeper
Liz Ellis, Sydney TAB Swifts

Swarovski Players' Player of the Year
Janine Ilitch, Melbourne Kestrels &
Raegan Jackson, Hunter Jaegers

Asics Australian Team Player of the Year
Catherine Cox

Commonwealth Bank Best New Netball Talent
Julie Prendergast, Melbourne Phoenix

Commonwealth Bank Most Valued Netballer
Cynna Neele, Melbourne Kestrels

Media Awards

Each year Netball Australia and the Commonwealth Bank recognise and reward outstanding netball coverage by Australian media. The winners of those awards for 2004 are:

Commonwealth Bank Best Print/Electronic Story
David Turner, Leader Community Newspapers, Melbourne

Commonwealth Bank Best Photograph
Cameron Richardson,
The Advertiser, Adelaide

Commonwealth Bank Best Broadcast Story
Travis Winks, WSFM-Whistles & Hooters, Sydney

Commonwealth Bank Best Overall Media Coverage
Tanya Denver Award – Katie Peart,
Herald Sun, Melbourne

Community Netball

The administration of netball is carried out by many individuals belonging to associations across the country and without this grassroots level of community involvement the sport would not enjoy the massive participation that it does today. There are 569 regional associations across Australia.

These associations represent an estimated 5000 local clubs throughout the country.

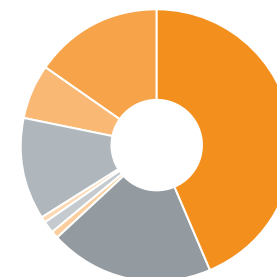
The sport of netball is underpinned by an extraordinary army of volunteers who provide loyal and expert support and service to their clubs and

associations. The strength of netball as Australia's largest sport for women is reflected in this complex nationwide "army" of volunteer personnel.

The critical importance of leading and inspiring the sport's volunteer supporters is not lost on Netball Australia. We will work hard in the coming months to improve the leadership within the sport through inspired communications, enhanced collaboration, and the production of supportive resources, education and administrative support.

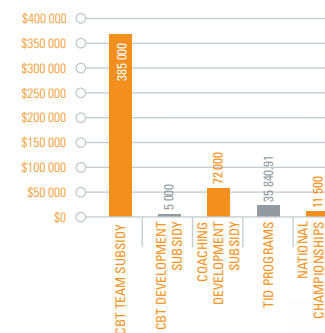
NETBALL REGIONAL ASSOCIATIONS AUSTRALIA WIDE TOTAL ASSOCIATION=569

VICTORIA	248
NEW SOUTH WALES	111
QUEENSLAND	87
WESTERN AUSTRALIA	69
SOUTH AUSTRALIA	37
TASMANIA	8
AUSTRALIAN CAPITAL TERRITORY	5
NORTHERN TERRITORY	4



NETBALL AUSTRALIA FUNDING TO MEMBER ORGANISATIONS

In 2004 Netball Australia delivered a total of \$509K in direct funds to our State and Territory Member Organisations for the purposes of Commonwealth Bank Trophy (CBT) team subsidies (\$385K), development subsidies (\$5K), coaching development subsidies (\$72K), T.I.D subsidies (\$36K) and National Championships allowances (\$11K). An additional \$70K was assigned to State and Territory Institutes and Academies of Sport for development purposes.



Netball Australia greatly appreciates the support we enjoyed in 2004 from our sponsors. We have been delighted in the past year to have new organisations approach us seeking opportunities to partner with Netball Australia.

Commonwealth Bank

Netball Australia's long-standing partner and naming rights sponsor of our national domestic competition once again played a vital role in underpinning the success of the Commonwealth Bank Trophy. In its eighth and most successful season to date, the Commonwealth Bank Trophy league and its multitude of players, fans, spectators, officials and volunteers enjoyed the immense support and investment made by the Commonwealth Bank.

The Commonwealth Bank's commitment to netball has ensured a world-class competition going from strength to strength.

The Commonwealth Bank provided awards at the Netball Australia Annual Awards Dinner including four media

awards, the Commonwealth Bank Most Valued Netballer and the Best New Netball Talent.

The Commonwealth Bank also continued to support grassroots community netball development through Commonwealth Bank clinics and local competition, working closely with the Member Organisations throughout Australia.

Avon

Avon's ongoing support of the Commonwealth Bank Trophy has resulted in a partnership with Netball Australia that ensures a strong level of support and commitment that filters down from the elite players to the grassroots level. Avon will continue to support netball in 2005.

Asics

Asics was the official footwear sponsor to Netball Australia in 2004, and their generous support assisted the Australian Open and the Australian 21 and Under Teams, Commonwealth Bank Trophy teams, and the national pool of umpires. Asics provided an award for the Australian Team Player of the Year at the Netball Australia Annual Awards Dinner.

Early in 2005 Asics increased its commitment to netball by also sponsoring the apparel for the Australian Netball Team, Australian 21 and Under Teams, the Commonwealth Bank Trophy teams and the umpires.

ABC Television

Once again ABC Television has ensured weekly, national coverage and support of both the International Test matches and the Commonwealth Bank Trophy competition. In 2004 ABC Television Sport worked closely with Netball Australia to ensure the Commonwealth Bank Trophy Final Series and the Holden Astra Netball Test Series against New Zealand went live throughout Australia. The audience watching netball on the ABC has increased annually. With the significant investment that ABC TV makes in netball and the community, ABC continues into 2005 as one of our major business and program partners.

Holden

Netball Australia was delighted to have Holden join the ranks of Netball Australia's partners with a major sponsorship as the naming rights sponsor of the three test Australia vs New Zealand International Series in November 2004.

In 2005 Holden will support all five international tests played in Australia including tests against England, South Africa and New Zealand.

Crown Relocations

Crown Relocations has continued its sponsorship of Netball Australia's umpires through investment in the national umpire pool, annual umpiring awards and official apparel worn by the umpires throughout the year. Crown Relocations is a longstanding and loyal corporate friend of Netball Australia and the umpires and Crown Relocations support provides an important platform on which we build our umpire development programs.

Elite Travel Goods

Through their TravelPro brand, Elite Travel Goods has made a commitment to netball by strong support of the Australian Open Team and 21 and Under Teams. The Coach of the Year was also sponsored by TravelPro at the Netball Australia Annual Awards Dinner.

Kos Sports

Kos Sports supplies X-Blades balls to all official Netball Australia matches throughout Australia including the domestic International Test Series, the Commonwealth Bank Trophy, the Open National Championships and the Underage National Championships.

Qantas

In 2004, Qantas continued to demonstrate its support of netball in Australia by their association as the official airline of Netball Australia.

Powerade

Coca Cola's support of netball in Australia is focused on their Powerade brand; the official sports drink of Australian netballers in the Australian Netball Team and the Commonwealth Bank Trophy teams.

TAB

The TAB has a long-standing naming rights sponsorship of the Sydney TAB Swifts, winners of the 2004 Commonwealth Bank Trophy. Their partnership has proved a great success for netball, both on and off the netball court, as TAB have provided in kind support to the team and coaching staff. The loyal support of TAB is warmly appreciated.

Plexipave

Plexipave's sponsorship of the Courtside Online magazine, has enabled Netball Australia's Internet magazine to return to its rightful place on our website for all members to access.

Crowne Plaza Hotels and Resorts

The Holiday Inn and Crowne Plaza Resorts chain of hotels is the preferred accommodation for Netball Australia, the Australian Netball Team and the Commonwealth Bank Trophy teams.

Australian Institute of Sport (AIS)

The Australian Institute of Sport once again highlighted their commitment to developing elite athletes through their sponsorship of the AIS Canberra Darters. This was the AIS's second year as naming rights sponsor for the ACT based team.

The Australian Institute of Sport is also the official training centre for the Australian Open Team and 21 and Under Teams.

Australian Sports Commission (ASC)

The Australian government, through the Australian Sports Commission is a vital partner in the development of netball in Australia. The provision of substantial financial resources, as well as the investment of its intellectual and human resources into netball, allowed Netball Australia to move ahead by being able to critically review our high performance program, add to the level of research undertaken at the elite level, provide extra scholarships to coaches and officials, and improve our monitoring and reporting functions as a national sporting organisation.

Sport in Australia enjoys the support of our federal government, and in the ensuing year Netball Australia will be looking to work closely with the ASC to ensure the sport retains and strengthens its position as one of Australia's premier sports.

Australian Commonwealth Games Association (ACGA)

The Australian Commonwealth Games Association provides valuable assistance to Australian netball through its financial support to our national Open Team in their preparations for the Commonwealth Games as well as our 21 and Under Team. The ACGA is a key partner in Australia's bid to retain the Commonwealth Games Gold Medal in Melbourne in 2006.

annual report 2004



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Netball Australia is looking at 2005 to continue to grow its corporate support and sponsorship revenue, riding on the back of the increased interest and participation generated throughout 2004. The realisation that netball can deliver to sponsors huge participation numbers, ever-increasing media exposure, and superb, elite athletes at the regional, state and national level should see increased support flow through to all levels of the game.

SPONSORS



Sponsorship

While 2004 was a year of great challenge and change, 2005 promises to be equally enthralling as we gear up for continued growth, development and improved member service.

Two major upcoming competitions in the World Youth Championships and the Melbourne 2006 Commonwealth Games will focus the attention of our elite teams in 2005. Recommendations from the high performance review and the Commonwealth Bank Trophy review will be bought forward and implemented to further align us with best practice sporting practices and standards. The national membership and administration program will be rolled out and will present exciting and awesome opportunities for the sport.

In February 2005 the Australian Team is scheduled to play England in Melbourne followed by a three Test Series against South Africa in Perth, Adelaide and Melbourne in March 2005.

Our trans-Tasman rivals will be back in Australia in June for a one-off test match and later in the year Australia will play a return match in New Zealand and travel on to Jamaica for a Three Test Series.

We will be busy with junior sport development and member protection strategies with a national focus as part of our commitment to excellence in sport.

We will review our merchandise practices, coming off the back of some very successful marketing of test series merchandise in 2004, and will look

for ways to capitalise on the value of our netball properties so that we can generate increased revenue from merchandise sales to reinvest in the sport.

Our media and marketing campaigns will continue to be driven energetically to ensure that netball receives its fair share of national media coverage.

Membership recruitment activities of the States and Territories will be supported by the national office to ensure the continued growth and development of the sport into future years.

The new, fresh corporate logo and image will continue its rollout in 2005 with the support of Member Organisations.

Thank you to all the people who so loyally support this great sport. We will seek to ensure that the sport of netball is enriched in 2005 through the focussed and enthusiastic effort of all Netball Australia staff, Directors and volunteers.

2005 Strategic Objectives

We aim to strategically advance the sport of netball in Australia by:

- Ensuring the continued success and domination of our Australian Teams
- Working with State and Territory Member Organisations to grow the membership and participation rates of netball throughout all parts of the Australian community
- Building allegiance to the sport through strong branding, marketing and a co-ordinated national effort
- Expanding the operational capacity and efficiency of the organisation through sound business and financial management

- Ensuring that the "inheritance" and fundamental strength of the sport is nurtured, to ensure an ongoing legacy for all netball members
- Facilitating high quality and robust international competitions, events and administration through supportive leadership and capacity building in targeted nations

Strategic Priorities

1. High Performance Pathway and Plan
2. Commonwealth Bank Trophy Competition and Management
3. Preparation for the Melbourne 2006 Commonwealth Games and World Youth Championships
4. Development and Implementation of a National Netta Program and Junior Sport Framework
5. Implementation of National Membership and Administration Database System
6. Board Education and Governance Program

7. National Member Protection Program
8. Organisational Capacity Improvement
9. Increased funding capacity
10. Membership and participation growth

Promote upcoming events We will use the preparation for Commonwealth Games, World Youth Championships and World Championships to showcase the Australian talent and depth within netball in Australia. In doing so, we will seek more opportunities to showcase the elite game through media and marketing, using the strong talent and media skills of our elite netballers.



	2004	%	2003	%
INCOME				
Sponsorships	\$1,860,720	36.34%	\$1,671,514	38.05%
Registration Fees	\$1,243,493	24.29%	\$1,212,534	27.60%
Grants - all sources	\$989,811	19.33%	\$986,861	22.46%
Event Income	\$652,981	12.75%	\$257,651	5.86%
Publications - net profit	\$112,646	2.20%	\$137,146	3.12%
Interest	\$66,428	1.30%	\$63,125	1.44%
Sundry Income	\$132,198	2.58%	\$44,703	1.02%
Merchandise & Endorsement Income	\$61,999	1.21%	\$19,983	0.45%
	\$5,120,276	100.00%	\$4,393,517	100.00%

EXPENSES				
Event Expenses	\$1,848,085	36.09%	\$1,817,160	41.36%
Salaries & Oncosts	\$1,089,237	21.27%	\$1,083,472	24.66%
Australian Open Team	\$623,219	12.17%	\$639,252	14.55%
Board & Admin/General Operations	\$466,707	9.11%	\$595,064	13.54%
Player/Coach Devel & High Performance	\$400,413	7.82%	\$384,746	8.76%
Marketing & Promotions	\$297,470	5.81%	\$228,917	5.21%
Umpire Development	\$134,582	2.63%	\$141,259	3.22%
International Develop	\$45,356	0.89%	\$56,582	1.29%
Australian 21 & Under Team	\$89,546	1.75%	\$49,457	1.13%
	\$4,994,615	97.55%	\$4,995,910	113.71%

NET SURPLUS (DEFICIT) FOR THE YEAR	\$125,661	(\$602,392)
Add: Transfer from International Development Fund	\$823	\$174
NET SURPLUS AFTER TRANSFERS TO AND FROM RESERVES	\$126,484	(\$602,219)

ALL AUSTRALIA NETBALL ASSOCIATION LIMITED ACN 003 142 818

Sustainable Netball - We aim to ensure the financial and business sustainability of Netball Australia by putting in place business models and financial strategies that will raise additional revenue and strengthen the operational capacity of the organisation.

Detailed operating statement for the year ended 31 December 2004

Our Vision

Our vision is to establish and maintain netball as the premier sport for women of all ages, and to secure netball's position as one of Australia's most recognised and well regarded sports.

Our Commitment

We will attain and maintain our mission and objectives by:

- Providing high quality service delivery
- Achieving high levels of public profile and engagement
- Implementing sound and responsive business and financial practices and systems
- Ensuring high levels of accountability and responsiveness to stakeholders
- Providing inspiration to the community at large
- Providing responsible leadership within the sports community
- Providing suitable attention to player development and welfare
- Being attractive in the marketplace

Commonwealth Bank Trophy 2005 Draw



ROUND 1					
6 May	7.30pm	AIS Canberra Darters	vs	McDonald's Hunter Jaegers	AIS Arena
13 May	7.30pm	Queensland Firebirds	vs	McDonald's Hunter Jaegers	Chandler Arena
13 May	7.30pm	Perth Orioles	vs	Sydney TAB Swifts	Challenge Stadium
14 May	8.00pm	Melbourne Kestrels	vs	Adelaide Thunderbirds	State Netball Hockey Centre
15 May	2.00pm	Melbourne Phoenix	vs	AIS Canberra Darters	Geelong
ROUND 2					
20 May	7.30pm	McDonald's Hunter Jaegers	vs	Sydney TAB Swifts	Newcastle Entertainment Centre
20 May	7.30pm	AIS Canberra Darters	vs	Melbourne Kestrels	AIS Arena
20 May	8.00pm	Adelaide Thunderbirds	vs	Perth Orioles	ETSA Park
21 May	7.30pm	Queensland Firebirds	vs	Melbourne Phoenix	Chandler Arena
ROUND 3					
27 May	6.30pm	Sydney TAB Swifts	vs	Melbourne Kestrels	Sydney SuperDome
27 May	8.30pm	McDonald's Hunter Jaegers	vs	Melbourne Phoenix	Sydney SuperDome
27 May	7.30pm	AIS Canberra Darters	vs	Perth Orioles	AIS Arena
27 May	8.00pm	Adelaide Thunderbirds	vs	Queensland Firebirds	ETSA Park
ROUND 4					
3 June	7.30pm	McDonald's Hunter Jaegers	vs	Adelaide Thunderbirds	Newcastle Entertainment Centre
3 June	7.30pm	Sydney TAB Swifts	vs	AIS Canberra Darters	Sydney Olympic Park Sports Centre
4 June	7.30pm	Perth Orioles	vs	Queensland Firebirds	Challenge Stadium
4 June	8.00pm	Melbourne Kestrels	vs	Melbourne Phoenix	State Netball Hockey Centre
ROUND 5					
10 June	7.30pm	McDonald's Hunter Jaegers	vs	Melbourne Kestrels	Newcastle Entertainment Centre
10 June	8.00pm	Melbourne Phoenix	vs	Perth Orioles	State Netball Hockey Centre
10 June	8.00pm	Adelaide Thunderbirds	vs	Sydney TAB Swifts	ETSA Park
11 June	7.30pm	AIS Canberra Darters	vs	Queensland Firebirds	Marrara Indoor Stadium
ROUND 6					
17 June	7.30pm	Sydney TAB Swifts	vs	Melbourne Phoenix	Sydney Olympic Park Sports Centre
17 June	7.30pm	AIS Canberra Darters	vs	Adelaide Thunderbirds	ACT Netball Centre
17 June	7.30pm	Queensland Firebirds	vs	Melbourne Kestrels	Chandler Arena
17 June	7.30pm	Perth Orioles	vs	McDonald's Hunter Jaegers	Challenge Stadium
ROUND 7					
24 June	7.30pm	Perth Orioles	vs	AIS Canberra Darters	Challenge Stadium
24 June	8.30pm	Queensland Firebirds	vs	Adelaide Thunderbirds	Townsville
25 June	6.30pm	Melbourne Phoenix	vs	McDonald's Hunter Jaegers	Vodafone Arena
25 June	8.30pm	Melbourne Kestrels	vs	Sydney TAB Swifts	Vodafone Arena
ROUND 8					
1 July	7.30pm	Sydney TAB Swifts	vs	Queensland Firebirds	Sydney Olympic Park Sports Centre
1 July	7.30pm	McDonald's Hunter Jaegers	vs	AIS Canberra Darters	Newcastle Entertainment Centre
1 July	8.00pm	Adelaide Thunderbirds	vs	Melbourne Phoenix	ETSA Park
2 July	8.00pm	Melbourne Kestrels	vs	Perth Orioles	State Netball Hockey Centre
ROUND 9					
8 July	7.30pm	Sydney TAB Swifts	vs	McDonald's Hunter Jaegers	Wollongong
8 July	7.30pm	Perth Orioles	vs	Adelaide Thunderbirds	Challenge Stadium
8 July	8.00pm	AIS Canberra Darters	vs	Melbourne Phoenix	Banyule Nets Stadium
10 July	2.00pm	Melbourne Kestrels	vs	AIS Canberra Darters	State Netball Hockey Centre
10 July	4.00pm	Melbourne Phoenix	vs	Queensland Firebirds	State Netball Hockey Centre
ROUND 10					
15 July	7.30pm	AIS Canberra Darters	vs	Sydney TAB Swifts	AIS Arena
15 July	7.30pm	Queensland Firebirds	vs	Perth Orioles	Chandler Arena
15 July	8.00pm	Melbourne Phoenix	vs	Melbourne Kestrels	State Netball Hockey Centre
15 July	8.00pm	Adelaide Thunderbirds	vs	McDonald's Hunter Jaegers	ETSA Park
ROUND 11					
17 July	2.00pm	McDonald's Hunter Jaegers	vs	Queensland Firebirds	Newcastle Entertainment Centre
22 July	7.30pm	Sydney TAB Swifts	vs	Perth Orioles	Sydney Olympic Park Sports Centre
22 July	8.00pm	Adelaide Thunderbirds	vs	Melbourne Kestrels	ETSA Park
ROUND 12					
29 July	7.30pm	Queensland Firebirds	vs	Sydney TAB Swifts	Chandler Arena
29 July	8.00pm	Melbourne Phoenix	vs	Adelaide Thunderbirds	State Netball Hockey Centre
30 July	7.30pm	Perth Orioles	vs	Melbourne Kestrels	Eaton Recreation Centre
ROUND 13					
5 August	7.30pm	McDonald's Hunter Jaegers	vs	Perth Orioles	Newcastle Entertainment Centre
5 August	8.00pm	Melbourne Phoenix	vs	Sydney TAB Swifts	State Netball Hockey Centre
6 August	8.00pm	Adelaide Thunderbirds	vs	AIS Canberra Darters	ETSA Park
7 August	2.00pm	Melbourne Kestrels	vs	Queensland Firebirds	Geelong
ROUND 14					
12 August	7.30pm	Sydney TAB Swifts	vs	Adelaide Thunderbirds	Sydney Olympic Park Sports Centre
12 August	7.30pm	Queensland Firebirds	vs	AIS Canberra Darters	Chandler Arena
12 August	7.30pm	Perth Orioles	vs	Melbourne Phoenix	Challenge Stadium
13 August	8.00pm	Melbourne Kestrels	vs	McDonald's Hunter Jaegers	State Netball Hockey Centre
19 / 20 August		Semi Finals		TBA	
26 / 27 August		Preliminary Finals		TBA	
2 / 3 / 4 September		Grand Final		TBA	

Please Note: Home team appears first. This draw is subject to change. TV matches are yet to be confirmed. Current as of 16.02.05

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