



Netball Australia

Annual Report 2008





One team One game One goal



Message from the Australian Sports Commission

Australia, for its small population and remoteness of location, continues to confound the world with its achievements on the international sporting stage.

Brent Espeland
Acting Chief Executive Officer
Australian Sports Commission



This position has been reached by the development of a comprehensive and effective national sport system that encourages sport and physical activity for all Australians and creates opportunities to enable those who are talented and motivated to reach their potential. This system has evolved with the strong support of the Australian Government, State/Territory and local governments, the private sector and sporting organisations at all levels.

At the national level primary responsibility for developing and directing sport lies with national sporting organisations. On behalf of the Australian Government, the Australian Sports Commission plays central leadership, co-ordination, funding and advocacy roles in the operation of the Australian sport system, largely through the national sporting organisations. Indeed the Australian Government, through the Commission, is the major investor in Australian sport.

In 2007-08 the Australian Government, through the Commission, provided Netball Australia with funding of more than \$3.4 million for the development of the sport and its continued enhancement at the grass-root and elite levels, including \$629,800 for the Australian Institute of Sport program and \$1 million for the ANZ Championships. In addition \$216,000 was provided directly to athletes as part of the Australian Government Sports Training Grant scheme.

A highlight in Australian women's sport was the commencement of the trans-Tasman ANZ Championship in April 2008. It was gratifying to see the NSW Swifts win the inaugural ANZ Championship trophy defeating their New Zealand opponents Waikato/Bay of Plenty Colourplus Magic in front of a 12,000 home crowd in Sydney.

The Australian Sports Commission recognises that Netball Australia has continued to work to build its membership base and has provided significant financial support to its Member Organisations and introduced a number of very worthwhile programs such as netball's Net Set GO! junior program.

Approximately one in five Australian girls, aged 14 and younger, participate in netball as an organised sport making it one of the most popular sports among children. The Australian Sports Commission is a strong and active supporter of the development of netball in Australia.

On behalf of the Commission, I look forward to working with Netball Australia in future for the betterment of Australian sport.

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Highlights

World number one

Under the direction of national coach Norma Plummer, the Australian Netball Diamonds retained the world number one ranking.

Breakthrough

In a breakthrough for Australian women's sport, elite netball was made available to millions of homes across the country with FOX Sports broadcasting the ANZ Championship and Network Ten becoming the official television broadcaster of the game for 2009.

Diamonds

After a 12-month branding process to create a name, brand and logo that reflects the values and tells the story of the national team, the Australian Netball Diamonds were launched.

ANZ Championship

The inaugural season of the ANZ Championship season exceeded expectations culminating in the NSW Swifts winning the first title in front of a 12,000 strong crowd at Acer Arena.

Diamonds Captain appointed

Revered Australian goal shooter, Sharelle McMahon was appointed captain of the Australian Netball Team, becoming the 19th captain in the sport's 80-year history.

Net Set Go! launch

San Remo Net Set GO! launched nationally with close to 13,000 participants and 370 centres involved in the program.

Australian Netball Hall of Fame

Netball paid homage to a rich history, inducting its first members into the Australian Netball Hall of Fame at the Netball Australia Awards.

Liz Ellis Diamond

Australia's most outstanding netballer in 2008, Mo'onia Gerrard, was honoured as the inaugural recipient of the Liz Ellis Diamond in another landmark announcement for the sport.

Partnership announced

The launch of the Looking Beyond partnership with Fernwood and *beyondblue: the national depression initiative* helped create awareness about depression among women and girls.



Strategic Direction

Strategic Priorities

Following the national strategic forum in September 2007, the Netball Australia Board approved six strategic priorities for netball nationally. These priorities are critical to netball's success as defined below.

Resources have been allocated to these priorities and implementation commenced. Management reports to the Netball Australia Board and the Member Organisations against these priorities.

- Rebrand netball so it is contemporary, relevant and compelling.
- Involve key business leaders, community and government and determine what role they could and should play, as an advisor or partner.
- Create a range of new products and merchandise which is appealing to a broad market.
- Use interactive, contemporary digital media to make netball a part of life.
- Implement Net Set GO!
- Create iconic events and products that generate economic benefits.

Vision

Netball – one team, one game, one goal.

Mission

Commercially driven, stakeholder focused and recognised as a world class sporting organisation.

Values

Passion

- We care about our organisation, our people and our purpose.
- We are motivated, high achievers and celebrate great outcomes.

Teamwork

We work together for a common goal and create a harmonious environment by:

- Contributing as individuals
- Being adaptable and flexible.
- Supporting others.

Integrity

- We act in an ethically responsible manner.
- We are honest and treat people with respect.

Excellence

- We perform at the highest level and benchmark against the best.
- We aim for continuous improvement and innovation in everything we do.

Accountability

- We are responsible and take ownership for outcomes.
- We find solutions and resolve problems.
- We are clear about our roles and responsibilities and decision making authority.



Definition of Success

One Brand for Netball

- Netball Australia is a trusted community leader.
- Corporate partners are chosen based on their alignment with Netball Australia's values.
- Netball is a global game due to Netball Australia's influence.

Netball is an Australian success story

- Australia is ranked world number one.
- There are sell-out crowds at all national and international events.
- Netball coaches, umpires and players are household names and positive role models.
- High profile people are actively involved with netball.
- The netball product is embraced by commercial media and its audience.
- Netball is a "key sport" on digital media and has high hit rates and downloads.
- Netball merchandise is a mass product, in high demand and a major revenue stream.
- Increased membership across players, officials, coaches and volunteers.

Members Share and Enjoy Netball's Achievements and Successes

- Everyone who plays netball is contributing to netball in Australia.
- Member's equity is increased substantially.
- Netball is essentially a top-down funded sport.

More People Experience Netball

- An accurate member profile and population demographics ensures facility and product planning and development anticipate changing requirements.
- Netball is relevant to new Australians and helps them engage with the community.
- Every child experiences Net Set GO!

We will achieve success by:

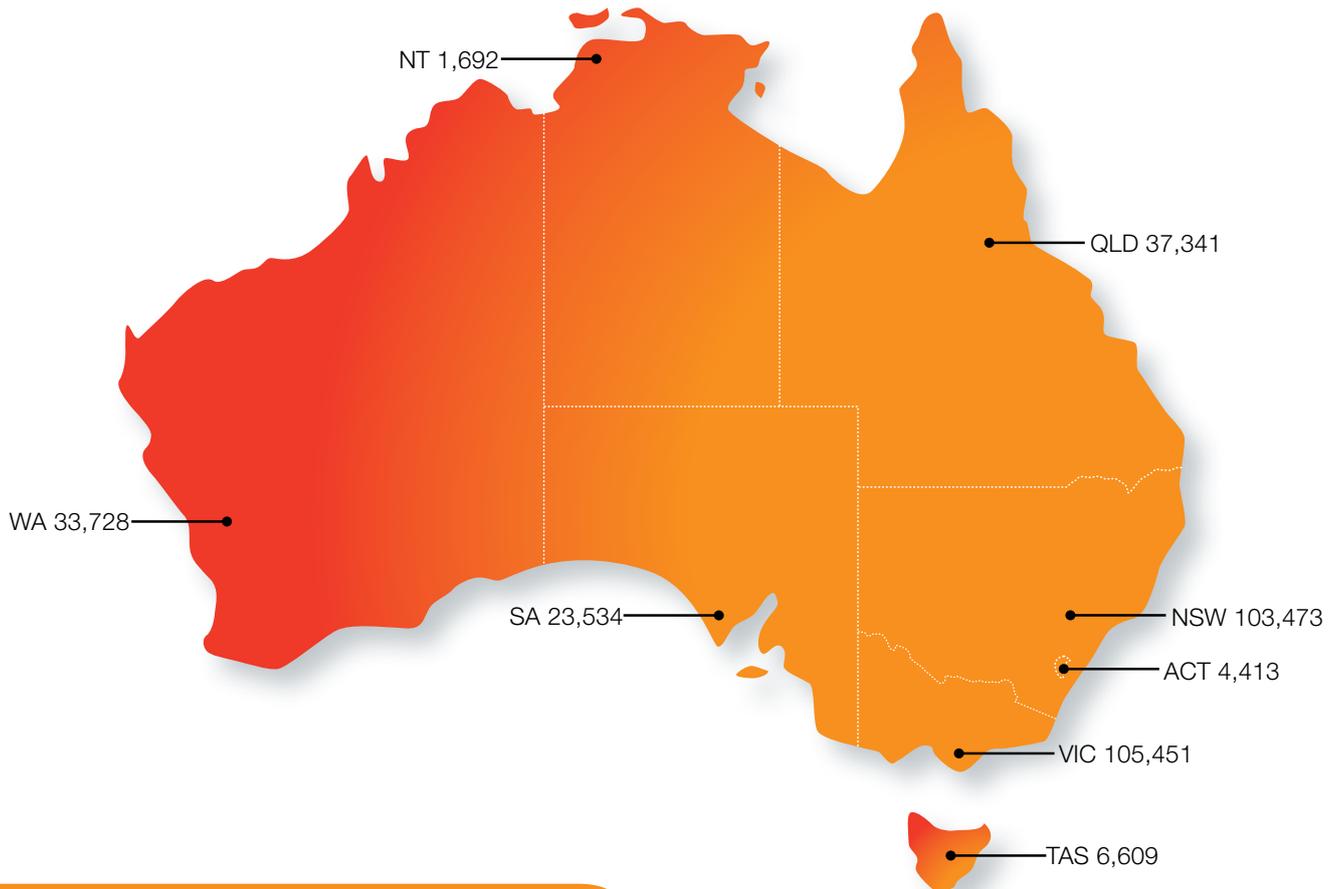
- Understanding the environment in which we operate.
- Being responsible financial managers.
- Focusing on our members.

Developing quality processes

- Developing quality people.
- Valuing our tradition and culture.
- High Performance excellence.

Everyone who plays netball is contributing to netball in Australia.

Structure



Key Figures

- Eight affiliated States and Territories
- 1.2 million participants nationally
- 318,241 registered members
- 546 affiliated associations
- 346 San Remo Net Set GO! centres
- 12,500 San Remo Net Set GO! participants
- 5,000 clubs
- 8,000 schools



President's Report

What a delight to report on such a groundbreaking year for Australian netball.

The success of the new ANZ Championship, the launch and acceptance of the Australian Netball Diamonds branding and the breakthrough television rights deal with Network Ten are just some of the highlights of a very productive 2008.

Noeleen Dix
President
Netball Australia



Strategic Priorities

The focus of the Board and Management in 2008 was firmly placed on achieving the agreed strategic priorities.

One of these priorities was the rebranding strategy that launched a new brand and look for the Australian Netball Team. The Diamonds brand was well received and very quickly adopted by fans around the country. A cry of 'Go Diamonds' from the stands at the first Test in New Zealand and the success of the new merchandise range, emphasised

the importance of this strategy. The next stage is completing research into 'one brand' for netball which will enhance the national identity of the sport.

The San Remo Net Set GO! program is exciting young netballers everywhere. The support from the Federal Government, through the Australian Sports Commission, and the hard work from Member Organisations resulted in a successful national launch in 2008. With an increased marketing focus in 2009 we aim to increase participation from 13,000 to 25,000 nationally.

The corporate functions held alongside the Holden Netball Test Series in Newcastle, Melbourne, Adelaide and Brisbane created an opportunity for netball to connect with key business and community leaders and government representatives to tell the netball story.

Netball's use of technology is making netball a part of life by improving communication and connecting our community. The next stages of the National Membership and Administration System (NMAS) will further develop the connections and interactivity and also integrate the brand and licensing strategies.



Member Organisations

The Board would like to thank and congratulate the Member Organisations – directors, staff members and volunteers for their ongoing commitment and dedication to the sport of netball. The launch of two new national events (the ANZ Championship and the New Idea Australian Netball League) and the NMAS contributed to this year being incredibly busy in all departments for all Member Organisations and the teamwork provided a wonderful result for the sport nationally.

International Tests

Congratulations to Norma Plummer, the Australian Coach, and to the Australian Netball Diamonds who retained the number one world ranking in 2008 following the successful Test series against England and New Zealand.

Netball Australia was proud to support this elite series of matches that showcased the world's three leading netball nations, with their contrasting styles of play, in front of Australian netball fans. It was also the first chance to watch the newly crowned 2007 World Championship stars on home soil. Fans from all three nations enjoyed this unique international sporting spectacle.

New free-to-air partner Network Ten broadcast the Holden Netball Test Series live or delayed into homes around Australia. Thank you to the management and marketing team at Network Ten who share our ambition to create more opportunities for netball and develop the sport into a high rating television product.

International Affairs

The international federation introduced a new governance structure during 2008. This governance change was launched by the International Federation of Netball Associations (IFNA) Board at Congress in 2007 and is aimed at streamlining IFNA's structure, policies and procedures.

The new model of governance recommended the introduction of three new strategic sub-committees to advise the Board in the areas of Game, Commercial and Finance and Audit. To support these committees, advisory panels have also been established to deal with the specialist and technical areas.

One of the key benefits of this model is to separate strategic and operational matters and identify individuals with the appropriate expertise and knowledge to contribute effectively to the development and management of netball.

The Board are pleased to report that Sue Taylor was appointed as Chair of the Game Committee. Norma Plummer and Jill McIntosh have been appointed to the Coaching Advisory Panel and Michelle Phippard and Jan Sutherland have been appointed to the Technical Officials Panel.

Congratulations to Urvasi Naidoo who was appointed as Chief Executive of the International Federation. Urvasi previously worked as Senior Counsel and Company Secretary for the International Cricket Council.

President's Report

ANZ Championship

The ANZ Championship exceeded expectations in 2008 lifting netball's profile through increased media coverage, live television coverage, an increase in spectator numbers and achieving sponsorship targets. FOX Sports delivered an excellent coverage of the exciting and sometimes nail-biting duels on court to a new audience across Australia.

Congratulations to all teams competing in the competition for the enormous commitment made to achieve this success. The final held in Sydney in front of 12,000 fans epitomised the rivalry between Australia and New Zealand with NSW Swifts prevailing over the Colourplus Waikato/Bay of Plenty Magic and becoming the inaugural champions.

The challenge for the ANZ Championship management team and each of the competing Teams, is to build on the success of 2008 and maximise the opportunities created for netball in partnership with sponsors, broadcasters, Netball Australia and Netball New Zealand.

In an exciting end to the year, a new broadcast deal was secured with Network Ten. Australian fans will be able to watch the games live on free-to-air television in 69 matches over 14 weeks of the 2009 ANZ Championship.

Acknowledgements

Congratulations to Sharelle McMahon and Natalie von Bertouch who were appointed captain and vice captain of the 2008 Australian Netball Diamonds. Natalie led the Diamonds as acting captain for the trip to New Zealand and the two tests against England. Congratulations to Mo'onia Gerrard who was appointed as acting captain during the Holden Netball Test Series against New Zealand.

Congratulations to Directors Andrew Scott and Pam Smith, who were elected at the Annual General Meeting in April and to Marina

Go who was re-appointed for a second term as the Appointed Director.

Lyn Quinn was awarded a Service Award for her services to Netball and the Australian Netball Hall of Fame was launched this year with the inaugural inductees being Joyce Brown OAM, Margaret Caldwell BEM, Jean Cowan MBE, Eunice Gill MBE (dec.), Deirdre Hyland AM, Anne Sargeant OAM & Vicki Wilson OAM. Congratulations to all these women for their contribution to the game over many years on and off the court.

I acknowledge on behalf of the Board and offer our sincere condolences to the friends and family of Service Award holders Flo Starcevich and Michele Buck and former Australian player Lyn Fullston. These women contributed an enormous amount to our game and will be sadly missed.

I would like to extend a personal vote of thanks to my fellow directors for their hard work and tireless contribution to the work of the Board. I have greatly valued their support and commitment to our objectives. Thank you also to Katrina O'Sullivan who retired from the Board earlier this year.

Congratulations and thank you to the management team and staff at Netball Australia for another outstanding year.

In a world that is facing many economic and social problems, the Board acknowledges the strength of this great sport. A strength that is the result of the contributions from many around Australia and one that will further develop the connections and interactivity and also integrate the brand and licensing strategies.



Noeleen Dix
President

Chief Executive's Report

It is now two years since Netball Australia relocated to Melbourne, and in that time the new staff members have developed and grown into a highly motivated, quick thinking and outcome focused team.

Kate Palmer
Chief Executive Officer
Netball Australia



Another outstanding 12 months is behind us. This report provides an overview of the many achievements from all parts of the organisation. These results have been achieved with the support, advice and assistance of our many partners. Notably the Australian Sports Commission (ASC) has pro-actively worked with the organisation to improve our business. We wish ASC Chief Executive Mark Peters, who resigned mid-year, good luck in his new career and thank him for sharing our vision for netball.

The management team has been working hard to improve the performance of the organisation, develop strong relationships with our corporate partners and build trust and respect with our State and Territory Associations.

Financial Performance

Once again our financial performance has been strong. Revenue for 2008 was \$7,144,164 up from \$5,995,600 in 2007 and \$5,626,777 in 2006.

It was pleasing to end the year with a surplus of \$617,890 (2007 \$317,979 surplus). This surplus includes profit from sale of the Harris Park property which was settled in February 2008 of \$351,752.

The Board agreed to hold in reserve the proceeds from sale of Harris Park until a final decision is made on the future accommodation of the organisation. However the Board is keen to invest interest on these funds in achievement of strategic priorities.

Our financial performance indicates a strong focus on commercial strategic priorities and reflects close monitoring by the Audit and Risk committee consisting of Pam Smith, Andrew Scott and Marina Go, strong governance from the Board and sound financial management by staff members.

ANZ Championship

Netball Australia was thrilled with the launch and success of the ANZ Championship. Primarily ANZ Championship operations were based in New Zealand. Event Operations Manager Andrew O'Loughlin and Media and Communications Manager Emma Robinson from Netball Australia were seconded to work with ANZ Championship. However all Netball Australia staff members, along with their counterparts in Netball New Zealand and the Australian Member Organisations made a significant contribution to the implementation of the competition.

Federal Government funding through the Australian Sports Commission provided support for the Australian ANZ Championship teams and Netball Australia to establish the competition.

Chief Executive's Report

Corporate Partners

We are indebted to the wonderful corporate partners and suppliers who help build our sport. I refer you to the Marketing report which provides an overview of the outcomes of these partnerships. The well attended sponsor workshop held by the Netball Australia commercial team was an indication of the commitment our partners have made to this organisation. Futurist Stephen Tighe led the thinking about what the future might hold for sport, and netball in particular, so that we can plan more appropriately to maximise our opportunities.

Government Relations

Netball Australia is the recognised National Sport Organisation (NSO) for netball by the Australian Sports Commission (ASC). A strong relationship with Government is of fundamental importance to the ongoing development of netball. In 2007-2008 the Australian Government, through the Commission, provided Netball Australia funding that included more than \$3.4 million for the development of the sport and its continued enhancement at the grass-root and elite levels, including \$629,800 for the Australian Institute of Sport program and \$1 million for the ANZ Championship. In addition \$216,000 was provided directly to athletes as part of the Australian Government Sports Training Grant scheme.

Heritage

We celebrated 80 years of Netball with a function at the newly opened National Sport Museum (NSM). The NSM includes a permanent display of netball memorabilia alongside the Australian Gallery of Sport and Olympic Museum, various Sporting Halls of Fame and sporting exhibitions. The display can be updated on a regular basis and when major events occur on the national netball calendar.

It was fitting in this celebration year that we also introduced the Australian Netball Hall of Fame. The Hall of Fame recognises and promotes the outstanding achievements of our people in our sport. It is an illustrious group of Australia's most respected and celebrated champions. The first inductees included Joyce Brown OAM, Margaret Caldwell BEM, Jean Cowan MBE, Eunice Gill MBE (dec.), Deirdre Hyland AM, Anne Sargeant OAM & Vicki Wilson OAM.

As part of the annual Netball Australia Awards Dinner the Liz Ellis Diamond was introduced to acknowledge our most successful international netballer and also recognise the significant contribution Liz Ellis has made to netball as a player, ambassador and leader. Congratulations to the inaugural winner Mo'onia Gerrard.

Acknowledgements

I would like to thank the entire Netball Australia team, including our partners, members and the volunteers, for their valuable contribution to the ongoing success of the organisation. We look forward to delivering an even better business in 2009.

Thank you to the Netball Australia Board and staff for their support and commitment to this great game. We are clear about our future, we are ambitious and creative and we are ready to meet the challenges and rewards that 2009 will bring.



Kate Palmer
Chief Executive Officer

Organisational Structure

Human Resources

The organisation welcomed new staff members Kristie Middleton (Executive Assistant), Phouty Sivieng (Technology Coordinator), Bradley Sang (Marketing & Sponsorship Coordinator), Annette Hatherley (Community Programs Manager) and Amy Petropoulos (AFL Sports Ready Trainee).

Event Operations Manager Andrew O'Loughlin resigned in December 2008. Andrew was integral to establishing the ANZ Championship competition event operations.

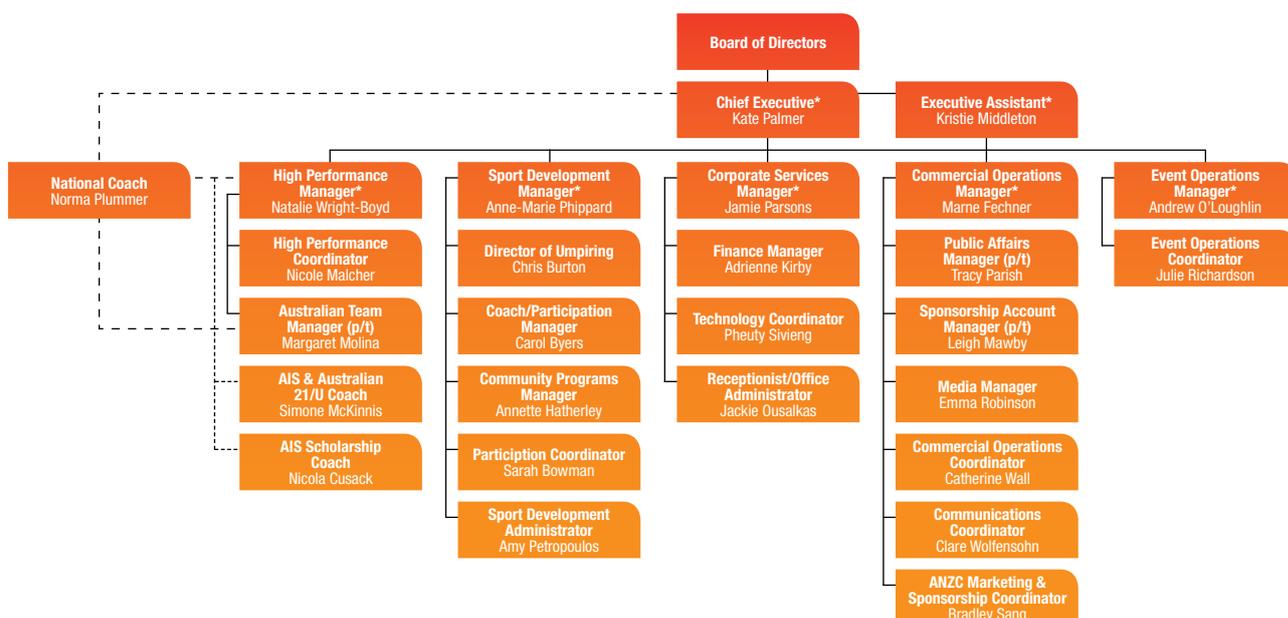
Member Organisations

Best wishes and good luck to General Managers Luke Wyatt (QLD), Lisa Bradock (WA), Janelle Entwistle (TAS) who all moved to new organisations and welcome to Cameron O'Hara (QLD), Scott Henderson (WA) and Corrina Travers (TAS) who were appointed during the year.



Left to Right:
Debra Tippett Director
Sue Taylor AM Director
Andrew Scott Director*
Noeleen Dix President
Kate Palmer Chief Executive
Pam Smith Director*
Jan Sutherland JP GAICD Director, Director
Marina Go Director*

* Indicates member of the Audit and Risk Committee





Mo'onia Gerrard

Results

New World International Netball Series

September 17

Westpac Arena, Christchurch.

Australia (53) def. New Zealand (51)

September 20

Vector Arena, Auckland.

New Zealand (38) def. Australia (31)

Holden Netball Test Series

October 4

Newcastle Entertainment Centre.

Australia (42) def. England (39)

October 8

Distinctive Homes Dome, Adelaide.

Australia (42) def. England (39)

October 26

Hisense Arena, Melbourne.

New Zealand (46) def. Australia (41)

November 2

Brisbane Entertainment Centre.

Australia (43) def. New Zealand (41)

Milestone Dates

August 2009

World Youth Netball Championship

Cook Islands

October 2009

World Netball Series

Manchester

October 2010

Commonwealth Games

Delhi

July 2011

World Netball Championship

Singapore

High Performance

Australian Netball Diamonds

In the first year of a four-year cycle, the Holden Netball Test Series gave coach Norma Plummer the opportunity to assess the depth of the Australian Netball Diamonds squad and provide opportunities for a number of young athletes.

The Australian Netball Diamonds retained the world number one ranking after six Test matches despite a period of significant player change through retirements and injury, opening the door for six new players to pull on the green and gold.

2008 Australian Open Squad

Sharelle McMahon (*captain*)
Natalie von Bertouch (*vice-captain*)
Caitlin Bassett (WA)
Kate Beveridge (WA)
Rebecca Bulley (VIC)
Bianca Chatfield (VIC)
Catherine Cox (NSW)
Susan Fuhrmann (WA)
Laura Geitz (QLD)
Mo'onia Gerrard (NSW)
Kimberlee Green (NSW)
Renaë Hallinan (VIC)
Clare McMeniman (QLD)
Natalie Medhurst (SA)
Lauren Nourse (SA)
Susan Pratley (NSW)
Julie Prendergast (VIC)
Kimberly Smith
(*nee Purcell*)(NSW)
Caitlin Thwaites (VIC)
Natalie von Bertouch (SA)
Vanessa Ware (NSW)

Coach Norma Plummer

Assistant Coach

Susan Kenny (*New Zealand*)
Jane Woodlands-Thompson
(*England*)

Manager Margaret Molina

Doctor Dr Kathryn Gaffney

Physiotherapist

Sean Mungovan

Massage Therapist

Matthew Durston

Video Analyst Lyndell Bruce

New World International Netball Series

Natalie von Bertouch (SA)
(*vice-captain*)
Kate Beveridge (WA)
Rebecca Bulley (VIC)
Bianca Chatfield (VIC)
Catherine Cox (NSW)
Laura Geitz (QLD)
Mo'onia Gerrard (NSW)
Kimberlee Green (NSW)
Natalie Medhurst (SA)
Lauren Nourse (SA)
Susan Pratley (NSW)
Julie Prendergast (VIC)
Caitlin Thwaites (VIC)
Natalie von Bertouch (SA)

Coach Norma Plummer

Assistant Coach Susan Kenny

Manager Margaret Molina

Doctor Dr Kathryn Gaffney

Physiotherapist

Sean Mungovan

Massage Therapist

Matthew Durston

Video Analyst

Lyndell Bruce

* *Sharelle McMahon unavailable due to injury*

Holden Netball Test Series

Mo'onia Gerrard (NSW)
(*acting captain NZ*)
Natalie von Bertouch (SA)
(*acting captain England*)
Caitlin Bassett (WA)
Kate Beveridge (WA)
Rebecca Bulley (VIC)
Bianca Chatfield (VIC)
Laura Geitz (QLD)
Mo'onia Gerrard (NSW)
Kimberlee Green (NSW)
Natalie Medhurst (SA)
Lauren Nourse (SA)
Susan Pratley (NSW)
Julie Prendergast (VIC)
Natalie von Bertouch (SA)

Coach Norma Plummer

Assistant Coach

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Jane Woodlands-Thompson
(*England*)

Manager Margaret Molina

Doctor Dr Kathryn Gaffney

Physiotherapist

Sean Mungovan

Massage Therapist

Matthew Durston

Video Analyst Lyndell Bruce

* *Sharelle McMahon unavailable due to injury*

Service providers to the national programs are: **Dietician** Kerry Leech (*Eat Smart Nutrition*) **Sports Psychologist** Dr Clark Perry (*RogenSi*) **Strength and Conditioning** Gavin Thornley (*Australian Institute of Sport*).

Australian 21/U Team

The Australian 21/U Team dazzled in 2008 with many opportunities to test their mettle against quality international players. The teams participated in a series of practice matches against the England and New Zealand 21/U squads in August, and then toured New Zealand in September. Coached by former Australian wing defence, Simone McKinnis, Australia outclassed New Zealand 74-35 in their opening encounter and backed it up with a similar winning margin in a closed-session duel in Christchurch.

2008 Australian 21/U Squad

Caitlin Bassett (WA)*
Shae Bolton (VIC / AIS)
Kimberly Borger (NSW / AIS)
Madison Browne (VIC / Captain)
Shannon Eagland (VIC)
Laura Geitz (QLD)*
Andrea Gilmore (WA)
Ashlee Howard (VIC)
Jasmine Keene (WA / AIS)
Kathleen Knott (VIC)
Sharni Layton (VIC / Vice Captain)
Samantha May (NSW / AIS)
Chelsea Pitman (NSW / AIS)
Kara Richards (VIC / AIS)
Laura Scherian (QLD / AIS)
Amy Steel (VIC / AIS)
Courtney Tairi (NSW / AIS)
Sheree Wingard (SA)

Coach Simone McKinnis

Specialist Coach Nicole Cusack

Manager Donna Monteath

Doctor Dr Bianca Scotney

Physiotherapist Steve Hawkins

Massage Therapist Gamal Darwish

**Selected for Australian Netball Diamonds*

2008 Australian 21/U Team

Caitlin Bassett (WA)*
Shae Bolton (VIC / AIS)
Kimberly Borger (NSW / AIS)
Madison Browne (VIC / Captain)
Shannon Eagland (VIC)
Andrea Gilmore (WA)
Ashlee Howard (VIC)
Jasmine Keene (WA / AIS)
Sharni Layton (VIC / Vice Captain)
Samantha May (NSW / AIS)
Chelsea Pitman (NSW / AIS)
Laura Scherian (QLD / AIS)
Amy Steel (VIC / AIS)
Courtney Tairi (NSW / AIS)

Coach Simone McKinnis

Specialist Coach Nicole Cusack

Manager Donna Monteath

Doctor Dr Bianca Scotney

Physiotherapist Steve Hawkins

Massage Therapist Gamal Darwish

**Selected for Australian Netball Diamonds*



The High Performance Unit will continue its long-term international planning and assess development opportunities for 21/U Squad members. In 2009, the unit will work toward the national co-ordination of specialist areas including sport science and sports medicine and develop a national communication framework in consultation with key stakeholders.

Australian Institute of Sport (AIS)

The 2008 Program included participation in the ANZ Championship pre-season in both Australia and New Zealand, a tour by the England 21/U squad to the AIS, a two-week tour to Jamaica, participation in the inaugural New Idea Australian Netball League (silver medallists) and the unique opportunity to train with the Australian Netball Diamonds. Six athletes will continue in the program in 2009, three athletes have joined ANZ Championship teams with others joining ANZ/ANL follow-on squads.

At the 2008 Graduation the following awards were made:

- **Anne Clark Award – Samantha May**
This award recognizes an AIS athlete who displays outstanding skills on court, demonstrates strong leadership skills and who conducts herself in an exemplary manner off the court.
- **Gweneth Benzie Award – Amy Steel**
The recipient of this award is the athlete considered to have the greatest potential to represent Australia as an Australian Netball Diamond. The athlete possesses a sound attitude, commitment and work effort; displays the attributes of good sportsmanship and is a worthy ambassador for netball.
- **Players Player Award – Shae Bolton**
This award is voted by the athletes, scholarship holders of the AIS Netball Program, as the athlete who demonstrates commitment, dedication and represents the values of the AIS.

The 2008 Australian Netball Diamonds boasted eight AIS graduates. The partnership with the AIS will continue to develop new Diamonds and support our talent identification programs with sports specialists, facilities and resources. Thanks to Jamie Cox, Group Sport Manager, Holly French, Acting Group Sport Manager and Phil Borgeaud, Assistant Director Sports Programs at the AIS for their support.

2008 AIS Scholarship holders

- Shae Bolton (VIC)
- Kimberly Borger (NSW)
- Sarah Ebbott (WA)
- Rachel Forbes (QLD)
- Maryanne Hamilton (NSW)
- Jasmine Keene (WA)
- Samantha May (NSW)
- Rachel Millwood (QLD)
- Chelsea Pitman (NSW)
- Kara Richards (VIC)
- Laura Scherian (QLD)
- Amy Steel (VIC)
- Courtney Tairi (NSW)



Talent Identification and Development Program

At the conclusion of the 2008 Athlete's Foot National Netball Championships, squads were announced to participate in the National Underage Talent Camp, a holistic development program at the AIS. These athletes were selected by panels led by national selectors Carole Sykes and Sue Kenny. Athletes had the unique opportunity of working with Diamonds coach Norma Plummer and AIS/Australian 21/U coach Simone McKinnis, as well as the netball head coaches from the State/Territory institute programs.

Australia 17/U Squad

Renee Cook (VIC)
Lyndall Crichton (SA)
Chanel Gomes (QLD)
Nicola Gray (NSW)
Abbey Holmes (SA)
Holly Anne Hood (VIC)
Ashton Hurn (SA)
Mary Livesey (VIC)
Danielle McGready (NSW)
Sophie Metcalfe (NSW)
Laura Packard (SA)
Samantha Poolman (NSW)
Stephanie Puopolo (VIC)
Kate Shimmin (SA)
Verity Simmons (NSW)
Jillian Townsend (NSW)
Mia Washbourne (WA)
Keira Wills (VIC)
Stephanie Wood (QLD)
Kate Yensch (VIC)

Australia 19/U Squad

Teagan Ashmore (VIC)
Georgia Beaton (SA)
Ashleigh Brazill (NSW)
Sally Butters (QLD)
Nikki Deegenars (NSW)
Shannon Eagland (VIC)
Emma Eggleston (VIC)
Julia Knott (VIC)
April Letton (NSW)
Alison Lovat (NSW)
Natarlia Manning (NSW)
Georgia Merrett (QLD)
Clare Pettyfor (VIC)
Shannon Priestly (ACT)
Fiona Themann (VIC)
Amy Wild (NSW)
Heidi Wilson (QLD)
Jessica Mansell (NSW)
Kim Martin (VIC)
Kimberly Walker (SA)

The National Netball Championships will once again be a combined event in 2009, featuring the 17/U, 19/U and 21/U age groups. The High Performance team will undertake a review of the structure and content of the Talent Identification and Development program. Thank you to the State Institute and Academy of Sport Network (SIS/SAS) and the Member Organisations for their continued support of this program.

Player Profile

Mo'onia Gerrard



What has been the highlight of your netball career so far?

There have been so many, but they all have different levels of excitement. The 2007 World Netball Championships were fantastic – especially winning the world number one title in front of all my family and friends. Moving to Adelaide was a big change and putting myself in an uncomfortable situation added a new challenge. It has really helped me to grow both as a person and a player and hopefully it may encourage some other players to realise that opportunities may not always be in their backyard. Another highlight was standing in as acting captain for the Australian Netball Diamonds this year. It was a big challenge but I learnt so much. I also will never forget winning the State Age Championship with the Manly-Warringah under 15 team. It was such a big deal for us to win in our local area and as a junior it gave me something to aspire to.

How do you think the sport has changed since you began your involvement?

The ANZ Championship has certainly shaken things up. There is more money being invested into the sport and it brought a new mentality to the game. The players are more professional both on and off the court; there is a different approach to training and playing which has made us, and the game, faster and stronger. Also playing the New Zealand teams regularly means that we are playing close to an international test level all the time.

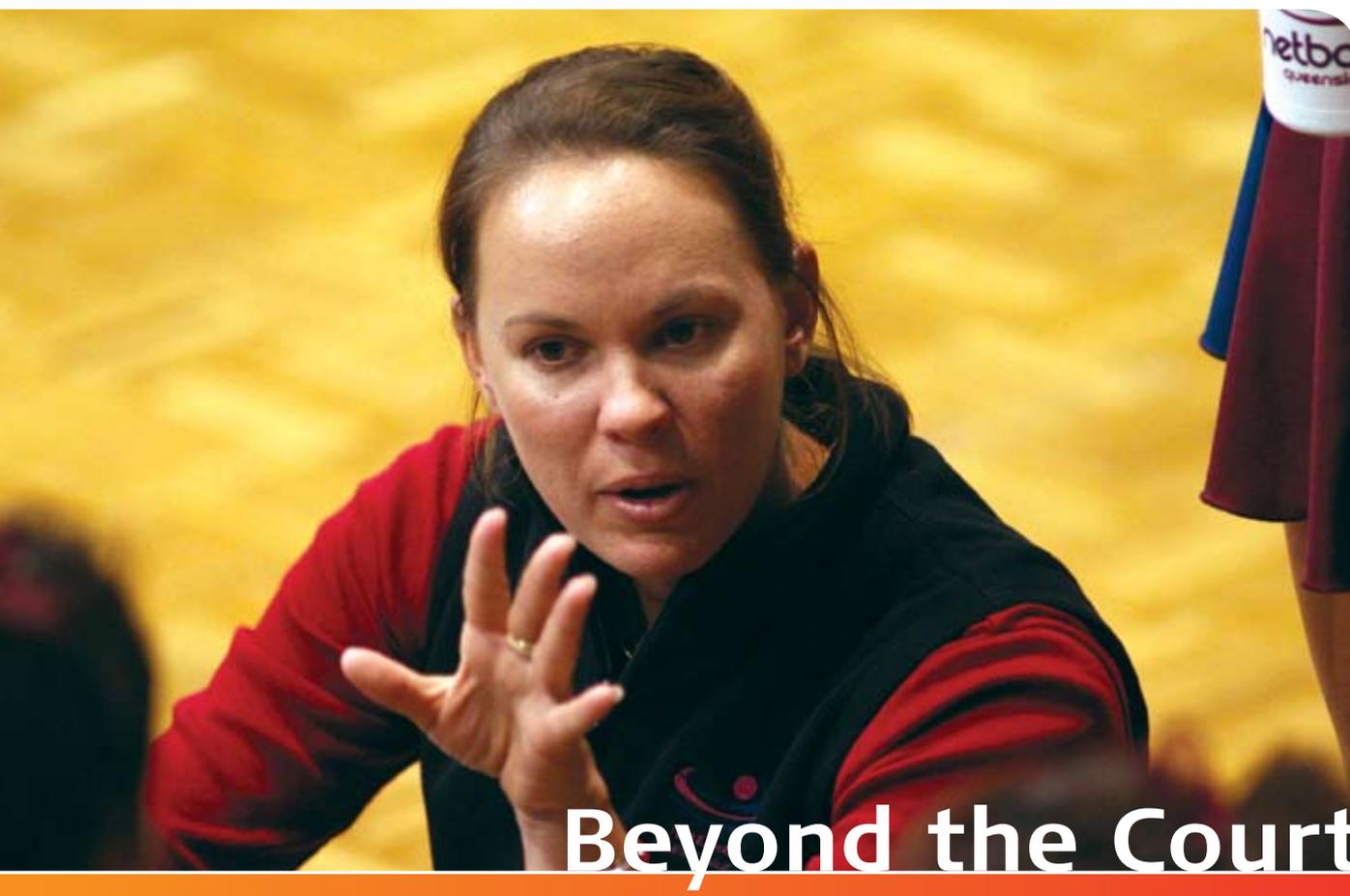
What will be your most significant challenge going forward in the sport?

I am really looking forward to the 2009 season in Adelaide. We have a few new team members, so we will regroup and work out some new combinations. I know the season will push me as a player and I hope that I can help bring the Thunderbirds to the 2009 Grand Final. I just want to lift my game even further, to bring a more intense and consistent game.

Of all the players in the Australia this year, how did it feel to be singled out and awarded the inaugural Liz Ellis Diamond?

I have to admit I was a little overwhelmed. I have a huge amount of respect for Liz Ellis. She really made her mark on netball in Australia, pushing the game forward and promoting it in everything she did. So that made the award really special. It was also nice to receive that kind of recognition from my fellow players and the netball community as a whole.

Sport Development



Beyond the Court

Coach Development

National Mentoring Program

The National Mentoring Program provides an opportunity for coaches who have limited exposure and access to high level coaching. Kate Worden (NT) and Debbie Daniels (TAS) were selected as the first participants in this program. The program was conducted in Adelaide from June 24-28 with the generous assistance of Marg Angove, South Australian Sports Institute (SASI) Netball Coach and Adelaide Thunderbirds Coach Jane Woodlands-Thompson.

High Performance Coaching Conference – Beyond the Court

A balanced approach to achieving sporting excellence was just one of the themes discussed at the inaugural Netball Australia National Coaching Conference in Melbourne from February 14-15. “Beyond the Court 2008” attracted Australia’s top 25 coaches who gathered to learn from each other as well as a range of high profile sports personnel including Geelong Football Club’s Neil Balme and CEO of Macquarie University Deidre Anderson and National Coach Norma Plummer.

Sport Development



High Performance Accreditation

Aaron Pidgeon (TAS), Megan Simpson (NSW) and Lenore Blades (NSW) successfully completed their High Performance Coach Accreditation in 2008.

2008 Coach Accreditation Statistics (new accreditations Jan 1 – Dec 31, 2008)

Foundation	1,940
Development	394
Intermediate	41
Advanced	54
High Performance	3

Participation

San Remo Net Set GO!

San Remo Net Set GO! was launched nationally with all Member Organisations offering the program. In 2008 there were a total of 369 San Remo Net Set GO! centres catering for 12,939 participants.

The San Remo Net Set GO! program will be expanded in 2009 with increased investment in human resources and marketing.

1Seven

In 2008, there were 1,416 schools registered with 1Seven nationally – a 45% increase on 2007. Thirty of these won a sports kit containing football and netball equipment. These kits were presented to the school by a high profile netballer or footballer within the State/Territory.

Netball Australia will develop a national schools strategy in 2009.



Participation



Community Engagement Skills D

Community Programs

Netball CONNECT

Netball Australia has established a variety of strategies to improve the capacity of the organisation to provide Netball participation opportunities for minority groups within the community. In 2008 these have included:

- Development of the "Netball for All" coaching resource.
- In conjunction with the ASC, development of netball specific, Sports Connect posters.
- A national audit to determine the current level of participation of people with a disability was conducted and results distributed to member organisations.
- Formalised relationships with a number of disability organisations – Deaf Sports Australia, Deaf Netball Australia and Ausrapid.

In 2009, Netball Australia will progress to the next level (Silver) of Project CONNECT.



Development Talent Identification

Indigenous

During the past 18 months, Netball Australia has undertaken extensive community consultation to develop a national strategy for Indigenous participation in netball. The major aims of the strategy are to:

- Provide coordinated, structured netball activities and initiatives linked to the needs of Indigenous communities;
- Assist in increasing the number of Indigenous people actively participating in netball; and
- Provide capacity building opportunities for Indigenous people.

To achieve these aims, Netball Australia has established three focus areas to implement a holistic netball program for Indigenous Australians.

- 1. Community Engagement**
- 2. Skills Development**
- 3. Talent Identification**

In 2009, the Sport Development Unit will establish an Indigenous Netball Advisory Group and manage the implementation of National Indigenous Participation Strategy.

Other key projects for the unit in 2009 will be the development of a National Volunteer Policy and Volunteer Management Plan as well as the National Bench Officials Accreditation.

Sport Development



Umpire Development

Congratulations to Rachael Ayre who achieved her International Umpires Award. Umpires Sharon Kelly, Jacqui Jashari, Rachael Ayre, Kate Wright, Clare McCabe and Michelle Phippard were appointed to international events during 2008 and ASC Scholarships were awarded to Tammy Corden (WA) and Collette Brennan (NSW).

2008 Umpire Accreditation Statistics

(new accreditations Jan 1 – Dec 31, 2008)

C Grade	917
B Grade	122
A Grade	14
AA Grade	0
IUA	1



2008 ANZ Championship Umpires

- Rachael Ayre
- Collette Brennan
- Pauline Francisco
- Helen George
- Jacqui Jashari
- Sharon Kelly
- Raechel Richards
- Kate Wright
- Dianne Cocker
- Sue Floro
- Tammy Howard
- Dusty-Lee Rea

In the umpiring arena, 2009 will see the implementation of online Section I Theory Examinations and the establishment of 'Class of 2009' Umpire Talent Squad. Netball Australia will also work to develop educational DVDs to assist with the grassroots delivery of umpiring courses.

Umpire Profile

Rachel Ayre



How did you first become involved in umpiring?

I started playing netball when I was seven years old. My mum was a NSW B Badge umpire and she taught me when I was around 11 years old. I played, coached and umpired with Lismore Netball Association until I moved to Sydney in 1996. I joined Sutherland Netball Association in 1996 and continued playing, coaching and umpiring. Most recently I have been in Melbourne, where I have just focused on my umpiring.

How did you progress to reach the level you are today?

I was awarded my National C badge in 1993 and I obtained my National B Badge in 2001. In 2003 I went to Perth for the National Schoolgirls Championships and then invited to the Underage Nationals in 2004. At that event I attained my National A Badge and went on to umpire the 19/U Final. In 2005 I was a scholarship holder in the ASC National Coaching Officiating Program and was selected to umpire an International Schoolgirls Championship in New Zealand. After two seasons of umpiring Commonwealth Bank Trophy I was awarded my AA Badge in 2006. In 2008 I umpired in the ANZ Championship and after a trip to the UK to umpire my first international test series, I was awarded my International Umpiring Award (IUA).

What has been the most memorable moment in your career so far?

There have been many, many memorable and some very funny moments. Attaining each of the badge levels has been memorable in its own right. I think the two internationals last year were pretty special moments – umpiring in Wembley Arena was one of the loudest experiences I have ever had and in New Zealand with a stadium full of Kiwi's is difficult to forget!

What is the most challenging aspect of your role?

I have a full-time office job, a part-time job instructing at the gym and I umpire too – so balancing all of that can be quite a challenge! On court, the change to the ANZ Championship brought a whole new aspect to the game – it was faster and there were team match-ups that we had never seen before – so every week brought something new, different and exciting to challenge my skills.

What is the most rewarding aspect of your role?

The whole experience has been very rewarding. I have met people through umpiring who I will be friends with forever and have travelled all over Australia as well as internationally. Working with such great people to give the players the best game we possibly can is by far the most rewarding aspect of umpiring. I am proud to be a part of such a fantastic game.

Commercial Operations



Sponsorship

With the renegotiation of the majority of Netball Australia sponsorships, 2008 was a year of consolidation. The appointment of Sport and Entertainment Limited provided additional expertise and resources to support growth in the area with great success. A number of new sponsors were signed in 2008, including San Remo, Fernwood, Red Rooster, New Idea, Kukri, Artline, Skins, Holloway Diamonds and Beiersdorf Australia.

The Australian Sports Commission continued their considerable support across all areas of the sport and once again GM Holden strengthened their partnership with netball, by extending the sponsorship to include the ANZ Championship

and each of the five Australian teams. At the launch of the Australian Netball Diamonds, a new-look Kukri dress was unveiled and Holden announced they would continue to provide each member of the Australian Netball Diamonds with a Holden Astra. Long-term support from Asics, The Athlete's Foot, Gilbert and Gatorade continued and Harris Coffee and King Gee were re-signed.

Significantly, San Remo launched their sponsorship of netball with the development of a television commercial integrating Australian Netball Diamond, Julie Prendergast which aired around the Holden Netball Test Series.

Commercial Operations



Media and Broadcast

Netball received significant coverage across Australia in 2008. Highlights included the free-to-air broadcast partnership with Network Ten, the partnership with New Idea and live ABC Radio broadcast of the Holden Netball Test Series in Melbourne against New Zealand.

The launch of the ANZ Championship and Australian Netball Diamonds created a new level of media interest in the sport, with all ANZ Championship games broadcast live on FOX Sports along with prominent coverage of the series. New Idea exclusively covered the announcement of the Australian Netball Diamonds and the Holden Netball Test Series once again attracted strong media coverage.



Communications

In 2008, the Netball Australia website remained the organisation's most valuable communication tool and was supported by the re-launch of the Net Set GO! site and introduction of the Netshape website. The launch of the bi-monthly eNewsletter, Game On! attracted 7,000 new subscribers and a number of eUpdates were introduced, including Umpiring and High Performance.

Throughout 2008, Netball Australia also worked with Member Organisations on various initiatives to support effective communication with the netball public. This included the first stage of 'MyNetball' development designed to enhance the capacity of the National Membership and Administration System (NMAS).

The Commercial Operations Unit will continue to develop communication tools that support the sport's overall objectives. In addition to maintaining and developing the Netball Australia and Net Set GO! websites, Game On! will be expanded to a monthly publication and Netball Australia will launch Netball TV. The MyNetball project will be piloted early in 2009 and is expected to be rolled out in the second half of the year.



Branding

Key to the re-branding program undertaken by Netball Australia in 2008 was the launch of the Australian Netball Diamonds brand and the refresh of the Netball Australia brand mark. After 80 years of searching for a suitable name for the team, the 'Australian Netball Diamonds' was approved as the name for the team and a new mark developed.

Branding continues to be a strategic priority for 2009. The focus for the Commercial Operations team will be to work with Member Organisations to roll out the refreshed netball branding and consider 'one netball brand' for the sport. Building equity in both the Australian Netball Diamonds and Netball brands will be a focus for the coming year.



Commercial Operations



Licensing & Merchandise

Velocity Brand Management (VBM) continued to manage Netball Australia's licensing program. With the introduction of the ANZ Championship, this only covered Netball Australia and the Australian Netball Diamonds. With the re-branding of the Diamonds completed in September, a limited range of replica clothing and leisurewear was developed for Holden Netball Test Series. For the fiscal year 2007/2008, the program returned \$71,625 to Netball Australia, with eight licensees covering replica and leisure clothing, books, personalised 'hero' products, stats counters and netballs.

The memorabilia program continued with a range of limited edition signed items auctioned on eBay and at the Netball Australia Awards dinner.

In conjunction with VBM, the Commercial Operations team aims to expand the current group of licensees and develop a range of products reflecting the newly launched Australian Netball Diamonds brand. Consideration will also be given to the expanding the licensing program to cover San Remo Net Set GO! Resources will be allocated to support licensees to secure an improved retail distribution footprint throughout 2009.

ANZ Championship

The ANZ Championship was launched successfully in 2008. It was great to see the NSW Swifts win the inaugural ANZ Championship and keep the trophy in Australia. The Commercial Operations Unit provided a range of support to TTNL in the launch and operations of the ANZ Championship including sponsorship and hospitality management, marketing collateral, advertising programs and research.





Cause Related Marketing

As part of Netball Australia's Charity Strategy and in line with our focus on 'Women's Health, Netball Australia launched a partnership with *beyondblue: the national depression initiative*. A major objective of the partnership was to deliver key messages about *beyondblue* and support the ongoing awareness and education about depression. The partnership was also supported by Netball Australia's sponsor, Fernwood.

In 2009 Netball Australia will expand its Charity Strategy through a specific initiative with the National Breast Cancer Foundation.



Research

Stollznow were appointed to support the Netball Australia's commercial research needs in 2008. The scope of work undertaken included a number of focus groups and online questionnaires to support numerous initiatives including the re-branding of the Australian Netball Diamonds and Netball Australia, the proposed national membership program and consumer analysis around the Holden Netball Test Series.

Netball Australia also participated in a research project with Splash Consulting, along with Cricket Australia and Australian Rugby League, which considered "increasing engagement with female spectators and mums – the gatekeepers to grassroots sporting involvement". Media Monitors was appointed to report on the value of media achieved for Netball Australia sponsors and partners involved in the Holden Netball Test Series.

The information has supported our future planning and development and provided valuable evidence for sponsorship reporting and future sponsorship negotiations. With a number of research programs undertaken throughout the year the database of potential participants for research has grown significantly.

Coach Profile

Julie Fitzgerald – NSW Swifts

When and why did you first start coaching?

Like so many others in netball, I started coaching when I was young as our club needed coaches for our Netta teams. I loved it and continued on from there, taking my first team when I was only 14 or 15.

How did you progress to the level you are today?

After coaching several junior representative teams for the Ku-ring-gai Netball Association, I continued when they moved into the State League. I was appointed coach of the NSW 19/U and 21/U teams, before coaching the Open State Team. In the early 1990's I became the coach of the Sydney Cenovis team which competed in the National League for the next four years. Then the Commonwealth Bank Trophy was established and I began my career with the Sydney Swifts. At various stages throughout this time I was given the opportunity to work within the Australian programme with Jill McIntosh, Norma Plummer and Lisa Alexander – great opportunities from which I learnt a great deal.

What do you think are the hardest and easiest parts of your job?

Without doubt the hardest thing is not being able to select players who give 100% commitment to the sport and their development, but for whatever reason, you can't find a place for them in your team. The easiest part is the relationship you have with your players and support staff. This is what makes the low points easier and all the hard work rewarding.



What has been your most memorable coaching achievement?

There is no denying winning the inaugural ANZ Championships in 2008 was a highlight. As so many had written us off following the loss of several key players, it was a very rewarding and exciting victory. The camaraderie of that team was something very special and a memory I will always treasure. Also defeating the Thunderbirds in the 2001 Commonwealth Bank Trophy semi-final in Adelaide in overtime. This win earned the Swifts the right to host the 2001 Grand Final in Sydney. The Thunderbirds had enjoyed almost total dominance over the Swifts until this game and from that point onwards the success of our team continued to grow.

Event Operations



International Series

In September, the newly named Australian Netball Diamonds toured New Zealand where they drew the New World International Test Series with the Silver Ferns in Christchurch and Auckland. In October, fans flocked to Newcastle, Adelaide, Melbourne and Brisbane to support the Diamonds in the Holden Netball Test Series as they beat England two games to nil and drew the series with New Zealand. This was the debut for free-to-air broadcasts by Network Ten who provided delayed broadcasts for the two tests against England and live coverage for the two New Zealand Tests. The series was well received by the netball public with strong attendance figures (2,824 in Newcastle, 4,554 in Adelaide, 7,896 in Melbourne and 7,753 in Brisbane). The support for

the team was phenomenal, with fans in the crowd chanting "Diamonds". The charged atmosphere demonstrated a high quality netball experience for all involved.





ANZ Championship

In 2008, the Inaugural ANZ Championship truly did showcase “Netball like you’ve never seen it”. The first regular trans-Tasman competition came to fruition in April, involving five teams from Australia and five teams from New Zealand. The teams embarked on 17 weeks of competition with all 69 games telecast (live and delayed) on FOX Sports in Australia and SKY TV in New Zealand with an average television audience of 56,581.

The standard of competition was extremely high with 35% of matches with a winning margin of five goals or less. The stunning Grand Final contest at

Sydney’s Acer Arena saw a battle between the NSW Swifts and the Waikato/Bay of Plenty Magic. In front of a crowd of 12,099 and a live television audience of 247,400, the Swifts became the inaugural champions, defeating the Magic 65-56.

With a change in leadership and the relocation of the ANZ Championship office to Australia, the aim is to continue to grow the competition both in the public eye and the high performance area. The priority in Australia is to further develop exciting and edgy event presentation at all Australian games.



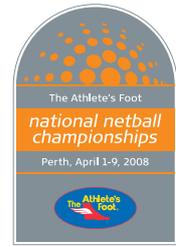
New Idea Australian Netball League

In 2008 Netball Australia was proud to present the inaugural New Idea Australian Netball League (ANL). Featuring 160 of the nations best up and coming players, 20 coaches and 27 umpires, the competition showcased the future of the sport. Ten teams, from all states and territories, vied for the title over six weekends, culminating in the Finals Series in Sydney from September 12-14. Victoria Fury was crowned the 2008 champions, defeating the AIS, 56-41.

The competition provided a valuable opportunity for our developing players, bridging the gap between State/Territory based competitions and the ANZ

Championship. Nine players who competed in the 2008 ANL were named in 2009 ANZ Championship teams and a further 12 were named in the 2009 Australian Institute of Sport squad, including seven new members. The competition also provides a pathway for the development and identification of elite players, coaches and officials.

The competition will again feature on the 2009 calendar, supported by naming rights sponsor New Idea. It will continue to provide an opportunity for developing players across the country and become an integral part of the national development pathway.



The Athlete's Foot National Netball Championships

Hosted by Netball WA in Perth, from April 1-9, the Athlete's Foot National Netball Championships brought together all three age groups for the first time in one location in a combined event. Tagged "Our future stars on show", the event featured 276 athletes, as well as 66 coaches and 26 umpires. New South Wales and Victoria emerged as the powerhouses, featuring in all three Grand Final match ups.

17/U

Grand Final:

Victoria (20) def.
New South Wales (19)

3 v 4 Playoff:

Queensland (40) def.
South Australia (38)

19/U

Grand Final:

New South Wales (19)
def. Victoria (14)

3 v 4 Playoff:

Queensland (34) def.
South Australia (33)

21/U

Grand Final:

New South Wales (41)
def. Victoria (40)

3 v 4 Playoff:

Queensland (71)
def. South Australia (43)

The 2009 National Netball Championships featuring the 17/U, 19/U and 21/U age groups will be conducted in Canberra, ACT from April 15-26.



Netball Australia Awards Dinner

The 2008 Netball Australia Awards Dinner returned to Melbourne's Langham Hotel on Saturday, November 29 hosted by Anne Sargeant. The event was truly a celebration of Australian Netball as the netball family honoured the inaugural members of the Australian Netball Hall of Fame and toasted Mo'onia Gerrard as the winner of the inaugural Liz Ellis Diamond.



Corporate Services

NMAS

The National Membership Administration System (NMAS) is a comprehensive information management system for netball that includes a website, a database, a competition module and other tools for the benefit of members. Member Organisations (MO's) have been working together to register all affiliates and individual members in each State and Territory. During 2008 more than 1 million registrations were entered onto the system including past and current members. Netball Australia undertook a MO survey to gain feedback on the system which indicated that the system was highly valued with wide scope to provide future benefit to netball.

Netball Australia will continue to work with MO's to ensure the NMAS is continually strengthened into netball's operations. Future plans include individual members having access to services and personal details on line allowing immediate updates to phone numbers and addresses.

National Insurance Program

The Netball Australia Risk Protection Program arranged by JLT Sport continues to operate for the benefit of members. The goal is to provide sustainable cover over a long period of time harnessing the collective bargaining power of MO's. In 2008 Netball Australia commenced the development of a National Significant Risk Register that will assist netball to manage high level national strategic risks.

Netball Australia will continue to source and manage the National Risk Protection Program and manage the Netball Australia Players' Injury Medical Expenses Discretionary Fund.

In 2008, NSW and ACT continued to use an alternate insurance provider to JLT Sport.

Human Resources

Netball Australia is responsible for the recruitment and development of its national head office staff. The Human Resources policy is based on our core values – Passion, Teamwork, Integrity, Excellence and Accountability. During 2009 Netball Australia had a very low staff turnover and this is an indication of the committed and passionate team of people employed by the organisation. In addition Netball Australia has utilised the skills of volunteers and contractors to assist deliver a wide range of organisational outcomes. Without the dedication of volunteers many of the programs and events Netball Australia is involved in would not be possible and these people continue to prove to be the backbone of netball.

National Office

Netball Australia's National Office is based in the heart of Melbourne at Level 2, 140 King St. During 2008 Netball Australia consolidated its office set up including an upgrade to reception and meeting rooms. The offices were chosen due to their ability to be easily re-configured if needed, their proximity to the centre of Melbourne and their ease of access to and from Melbourne Airport. Storage facilities have been consolidated and during 2008 minor works were completed to provide an area for ANZ Championship staff to be housed.

Volunteer Profile

Lynn Quinn – Bench Official

How did you become involved in the sport?

I started playing when I was at school, which was a very long time ago! I then played with the Catholic Youth Organisation and got my first Umpiring Badge at age 15. After playing in competitions in both New South Wales and Victoria, I took on some administrative roles with my local club, serving as club secretary for over 30 years. One thing led to another and I began volunteering for Netball NSW, becoming the Director of Competitions and events and working as a score bench official.

What has been the highlight during your long involvement in netball?

I loved the Commonwealth Games and World Championships. They create a whole new level and there are a lot more protocols and procedures to be followed. One highlight was sitting in front of the then – Prime Minister Bob Hawke at the 1991 World Championships in Sydney when we just pipped the post to win and then again at the 1999 World Championships when Sharelle [McMahon] shot that goal to win. It was thrilling to be so close to the action!

You have dedicated an enormous amount of time and energy as a volunteer, what motivates you to continue?

I think I was probably brought up to be involved in a volunteer or service role. Both my parents were involved in voluntary organisations and always encouraged me to serve others. For me it is a way of giving to others rather than seeking reward for myself. I've always done it and I've always enjoyed it. It is great to be involved in netball as I love the sport and I believe in its future.

What opportunities do you see for others to become involved “behind the scenes”?

I think some of the opportunities that existed when I first started are no longer available as the sport has moved into more of a professional era. The score bench is one of the few areas that still relies on volunteers. We have moved forward in leaps and bounds now in terms of educating volunteers and I am very excited about being a part of the Score Bench Technical Officials Advisory Group to develop a national accreditation system.



Awards

2008 Netball Australia Annual Awards

Australia's most outstanding netballer in 2008, Mo'onia Gerrard, was honoured as the inaugural recipient of the Liz Ellis Diamond at the Netball Australia Awards Dinner in Melbourne on November 29.

Named after former Australian captain and the most capped player of all-time, Liz Ellis, the sport's premier individual award was won by the player who received the most votes for outstanding achievement in both the international arena and ANZ Championship each year.

The Liz Ellis Diamond will create a tradition of excellence as the premier individual award for Australian netball. The prize for the Liz Ellis diamond was a stunning 18-carat champagne diamond pendant created by Holloway Diamonds.

Netball Australia also celebrated the sport's outstanding achievements in a dynamic year of change, including the launch of the ground-breaking ANZ Championship and the development of the New Idea Australian Netball League (ANL).

Australian Netball Hall of Fame

An illustrious group of the sport's most respected and celebrated champions have been honoured as the inaugural inductees, each having made a significant contribution to Australian netball and achieved excellence at the highest level.

Former legendary players and Australian captains, **Marg Caldwell BEM**, **Jean Cowan MBE**, **Anne Sargeant OAM** and **Vicki Wilson OAM** were inducted as Athlete Members.

Gatorade Umpire of the Year

Sharon Kelly

Coach of the Year

Julie Fitzgerald, NSW Swifts

Tanya Denver Media Award

Adrian Warren, AAP

New Idea Australian Netball League Player of the Year

Narelle Eather, NSW Blues

Australian Sports Commission Australian 21/U Player of the Year

Madison Browne

Australian ANZ Championship Player of the Year

Catherine Cox, NSW Swifts

Holden Australian International Player of the Year

Mo'onia Gerrard

Liz Ellis Diamond

Mo'onia Gerrard

Innovative and legendary coach, **Joyce Brown OAM**, pioneering administrator, **Eunice Gill MBE** (dec.) and former IFNA and Netball Australia President, **Deirdre Hyland AM** were inducted as General Members. All seven inductees are also members of the Sport Australia Hall of Fame.



Individual Milestones & Retirements

2008 Liz Ellis Diamond winner **Mo'onia Gerrard** also celebrated her 25th test cap for the Australian Netball Diamonds on October 4, against England. Several weeks later, fellow New South Wales teammate **Susan Pratley**, reached her 25th test cap on October 26 against New Zealand. On October 8, **Norma Plummer** achieved her 50th test as National Coach against England in Adelaide.

International Debuts

On tour to New Zealand on September 17, Adelaide-based shooter **Kate Beveridge** and New South Wales mid-courter **Kimberlee Green** made their debuts for the Australian Netball Diamonds. They were joined by NSW Swifts defender **Rebecca Bulley** on September 20. Queensland star **Laura Geitz** and shooter **Caitlin Bassett** of Western Australia made their Australian Netball Diamonds debut on October 4, in Newcastle against England.

Life Members/Service Award Holders

Lynn Quinn the 2008 Service Award recipient has been involved in netball administration and technical officiating for more than 50 years. A Netball NSW Life Member and Director of Netball NSW, Lynn remains an active international standard bench referee and scorer and officiated at the 2008 Holden Netball Test Series match in Newcastle in October.

Vale

Flo Starcevich

Flo was heavily involved with Western Australian netball as a player, coach, selector and board member of the West Australian Netball Association from 1994-1996. Flo was team manager of the Perth Orioles in the inaugural year of the Commonwealth Bank Trophy in 1997 and in 1998. Flo was also the Team Manager for the Australian 21/U Team from 1992-2000, where her empathy and understanding of athletes and support for team officials was second to none.

Michele Buck

A solicitor and former director of the Netball Australia Board, a National Executive/Committee member (pre-Netball Australia Board establishment) and past President of Netball Queensland from 1993-1999, Michele's service to the sport in both Queensland and Australia was extensive across a period of change. Michele was a larger than life character who was well-respected within international netball circles. Among her achievements, Michele was an AA Umpire, a member of the AA Umpire and AA Grading Committees and was also the National Liaison Officer and Delegate to the International Federation of Netball Associations (IFNA) for several years. Michele received a Netball Australia Service Award in 1997.

Lyn Fullston

Dual international athlete Lyn Fullston represented Australia in both netball and cricket. The South Australian was an inspirational all-round sportswoman. Lyn was a member of the 1978 Australian Netball Team that toured England.

Sponsors & Partners

The outstanding support of our sponsors and partners builds the financial foundation that underpins the success of netball in Australia. We acknowledge and thank every one of them for their contribution.

Netball Australia



Australian Sports Commission (ASC)

Principal Partner

The Australian government, through the ASC, is a vital partner in our development. The provision of substantial financial resources, as well as the investment of its intellectual and human resources into netball, allows us effectively review our high performance program, undertake research to increase participation through specific programs and improve our monitoring and reporting functions as a national sporting body. Netball Australia appreciates the ASC's recognition of the cultural significance as well as the sporting significance of netball.



HOLDEN

Holden

Official Car of Netball Australia

GM Holden continues to support netball as naming rights sponsor of the annual international Holden Netball Test Series in Australia, and this year has extended its sponsorship to support junior development through San Remo Net Set GO! Once again GM Holden rewarded each of the Australian Netball Diamonds with a Holden Astra for one year.



Fernwood

Official Health Centre of Netball Australia

Fernwood Women's Health Clubs support a number of events including the National Netball Championships, the Australian Netball League and the introduction of community initiatives to drive netball development at the local and state level.



San Remo Macaroni

Official Pasta of Netball Australia

Supporting the Holden Netball Test Series and as naming rights sponsor for the junior development program, San Remo Net Set GO! San Remo Macaroni supports national participation across the board. San Remo ambassador and Diamond Julie Prendergast are spreading the positive messages about netball and pasta far and wide.



Harris Coffee

Official Coffee of Netball Australia

In their second sponsorship year Harris Coffee continued their commitment to netball with support of the Holden Netball Test Series.



Australian Commonwealth Games Association (ACGA) **Australian Netball Diamonds Supporter**

As the national body responsible for Commonwealth Games operations, publicity and development in Australia the ACGA supports the Australian Netball Diamonds at each Commonwealth Games. The 2010 games are to be held from October 3-14 and netball will be one of the 17 sports on the Delhi program.



New Idea **Official Magazine**

New Idea became the Official Magazine for Netball Australia ensuring netball enthusiasts are kept informed, entertained and enlightened about netball and the Australian Netball Diamonds.



Network Ten **Official Broadcast Partner**

Network Ten took on the telecast rights for the Holden Netball Test Series this year increasing the exposure for the Australian Netball Diamonds. It was also announced Network Ten will cover the ANZ Championship season in 2009.



Kukri **Official Apparel Sponsor**

Kukri Australia created a 'new look' netball dress and training apparel for the Australian Netball Diamonds and supplies a range of merchandise to support each national event including the Holden Netball Test Series.



Australian Institute of Sport (AIS) **Official Training Centre**

As home of Australia's elite netball program for the Australian Netball Diamonds, 21/U squad, Australian coach Norma Plummer and AIS Head Coach Simone McKinnis, the AIS provides world class facilities and support to all our athletes and support staff.



ASICS **Official Footwear Supplier**

Asics is proud to continue their long running sponsorship of the Australian Netball Diamonds and the Australian 21/U Netball team.



The Athlete's Foot **Official Naming Rights Sponsor of the National Netball Championships**

In 2008 The Athlete's Foot supported the elite player participation program through their naming rights sponsorship of The Athlete's Foot National Netball Championships.

Sponsors & Partners



Gilbert Official Ball Supplier

Gilbert is the official match and training ball used by the Australian Netball Diamonds and Netball Australia.



Gatorade Official Sports Drink

Gatorade provides the Australian Netball Diamonds with the best possible hydration and recovery techniques to assist their performance.



Artline Official Pen Supplier

As our signature partner Artline supports the Australian Netball Diamonds during their autograph sessions.



Skins Official Compression Garments

Skins provide the Australian Netball Diamonds with the benefits of enhanced performance, endurance and recovery.



Beiersdorf Australia Official Sports Medicine Supplier

In 2008 Elastoplast Sport (a Beiersdorf brand) was the strapping and tape that supported the Australian Netball Diamonds and the Australian 21/U Team.



Red Rooster Official Sponsor

In 2008 Red Rooster, Australia's largest roast chicken operator, was the official sponsor of the Australian Netball Diamonds, Netball Australia and the Official Partner of the Australian Netball League.



King Gee Official Sponsor

The Australian Netball Diamonds proudly wore King-Gee off court uniforms.



beyondblue: the national depression initiative Official Charity Partner

beyondblue came on board as Netball Australia's official charity partner to drive the message about depression nationally, in particular to females. 2008 is the first year of a three year partnership to help our members in the community understand support and deal with depression within their communities and families.





Australian Government
Australian Sports Commission

Netball Australia

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