



TWENTY
TWENTY ONE

ANNUAL REPORT

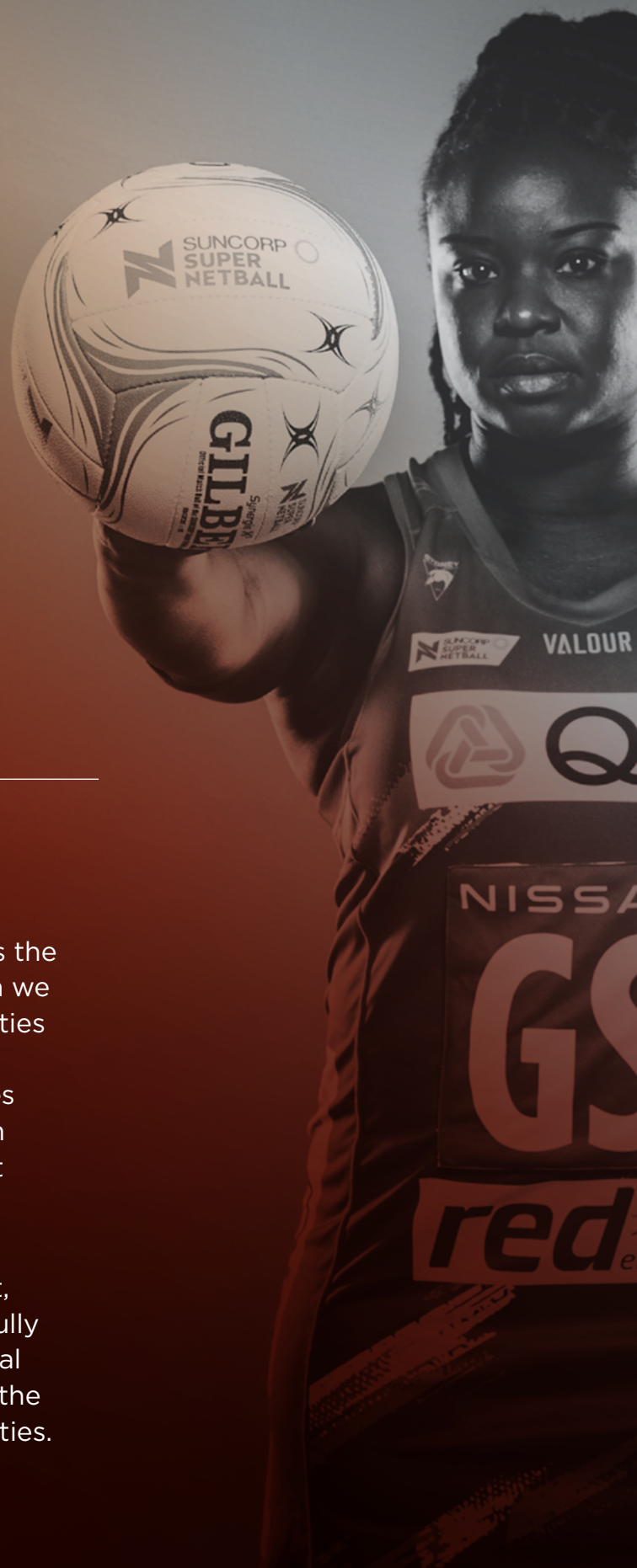
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Acknowledgement Of Country

Netball Australia respectfully acknowledges the traditional custodians of the lands on which we live and work. Netball is played in communities across Australia, and we acknowledge the Aboriginal and Torres Strait Islander peoples as the traditional custodians of the lands on which we play and recognise the significant contribution of Aboriginal and Torres Strait Islander peoples to our game.

We pay our respects to elders past, present, and emerging; commit to working respectfully to honour their ongoing cultural and spiritual connections to this country; and recognise the role and value of culture in all our communities.



A message from Australian Sports Commission Chair – Josephine Sukkar AM



The Australian Sports Commission (ASC), comprising Sport Australia and the Australian Institute of Sport (AIS), is proud to lead, support and grow Australian sport at all levels.

On behalf of the Australian Government, we nurture and develop community sport through areas such as volunteering, community coaching and governance. Our vision in high-performance sport is to create sustainable success that inspires all Australians.

We are living through tumultuous times and a global pandemic, but we are supporting Australian sport to thrive.

Across 2021-22 we oversaw an unprecedented four Olympic and Paralympic campaigns in the space of eight months. An equal-record 17 gold medals at the Tokyo Olympics, followed by a record four medals at the Beijing Winter Olympics, is testament to how our athletes and sports are excelling.

More so, it has been inspiring to see how our Olympic, Paralympic and Commonwealth Games athletes continue to represent Australia so proudly with humility and respect, reinforcing their status as important role models.

The upcoming Birmingham Commonwealth Games in 2022 provides another opportunity to inspire Australians to get involved in sport.

The unprecedented challenge of the global Covid-19 pandemic has required incredible resilience as a society and within our sport sector. We know sport is playing a crucial role in the nation's rebuilding efforts.

In March 2022, we welcomed our new CEO, Kieren Perkins OAM, who will oversee Sport Australia and the AIS. His role will be connecting Australian sport from our grassroots sporting fields to our international representatives.

This connection is crucial, and we are immensely proud of our many programs and initiatives that support this involvement with sport.

Through our Participation Grants, Sporting Schools program, Regional Sport Events Fund, Local Sporting Champions and Local Para Champions program we're helping Australians of all ages and abilities get active and lead happier, healthier lives.

The ASC is a strong advocate for greater diversity in sport. As one example, our Women Leaders in Sport (WLIS) programs, with support of the Office for Women, provides women with valuable leadership development opportunities on and off the field.

Our focus is on building sustainable success. Every action we take today must have positive and lasting impact well into the future as we lead a new era towards Brisbane 2032 and beyond.

A message from Australian Sports Commission Chair – Josephine Sukkar AM

Continued

Funding is critical to high-performance sport and we thank the Australian Government for their ongoing commitment. The AIS has already committed funding to sports for the entire 2024 Paris Olympic and Paralympic cycle. This \$257m announcement is historic and meets the needs of sports to plan ahead with greater certainty. By the end of this year, we'll give the same certainty to our Winter Games team for 2026.

We care about people in sport. We're putting athletes first because we want them to be successful in sport and life.

We are providing \$14.6m a year in direct funding to athletes via our dAIS grants, but this is complemented by world-class athlete support in mental health and wellbeing services. As one example, the AIS Mental Health Referral Network received 444 referrals in 2021, a rise of 68 per cent.

Additionally, the AIS is supporting our athletes and sport through innovation and technology, medicine and sport science, wellbeing and community engagement, coaching and leadership, as well as high-performance facilities.

The announcement of a home Olympic and Paralympic Games in Brisbane in 2032 provides an incredible opportunity to unite Australia through sport. It can be a catalyst to drive participation and strengthen our volunteer workforce, as well as identify, develop, support and progress talented athletes.

“We care about people in sport. We’re putting athletes first because we want them to be successful in sport and life.”

Brisbane 2032 has become a beacon to aim towards, aligning our sports, our infrastructure and our communities to leave a positive legacy for Australia.

This is a pivotal time for our sector and the green and gold runway provides an opportunity to consider the role that each of us can play in making Australia stronger through sport.

On behalf of the ASC, thank you to everyone who contributes to Australian sport with the aim of making it better for all.

Josephine Sukkar AM

A message from Netball Australia Chair – Marina Go



I am pleased to present the 2021 annual report to our members.

2021 was a significant year for netball in Australia as key stakeholders in the sport came together to deliver the new vision for the governance of our sport following the State of The Game Review, an independent review initiated by Netball Australia the year before.

It was also our most challenging year to date. The Netball Australia board was encouraged by the way in which stakeholders came together to ensure that netball remained a leading national sport while tasked with the ongoing Covid-19 related hurdles that resulted in the cancellation of key competitions for the Diamonds and national pathways championships, and the additional costs associated with Covid-19 compliance and border restrictions for our national league.

Despite having to cope with the second year of a difficult landscape, we are proud of the year's achievements, which included the delivery of a full season of Suncorp Super Netball (SSN), the signing of a new five-year broadcast agreement with Foxtel and Kayo, the development and retention of key commercial partners, and the growth and development in our digital engagement with fans and netball communities across the country.

I was appointed Chair of Netball Australia in May 2021, following the implementation of recommendations in the State of the Game Review. My appointment to the role followed a two-year tenure as Chair of the Super Netball Commission, which was disbanded concurrently. The new Netball Australia board comprises a group of experienced directors who were selected on the basis of skill to govern and lead the direction of netball as we deliver on the growth potential for the sport on national and international platforms.

The first job of the new board was to appoint a Chief Executive Officer. The Netball Australia board conducted a thorough search, facilitated by executive search firm Egon Zehnder, before appointing Kelly Ryan to the role in July. Kelly joined Netball Australia from the AFL, where she developed outstanding leadership experience in key growth areas for netball. Kelly's leadership of Netball Australia during her first six months was instrumental to the successful delivery of a full Suncorp Super Netball season. The board would like to acknowledge and thank Netball Victoria, Netball South Australia, Netball Queensland and the Sunshine Coast Lightning for their role in delivering games, often at short notice.

“Stay with us as we continue to write netball’s prosperous story through to our centenary and beyond.”

I acknowledge Tourism Events Queensland and Events South Australia for their active roles in the relocation of the Suncorp Super Netball competition which enabled the successful completion of the competition. I thank Sport Australia and Principal Partner - Suncorp, Major Partners - Nissan, Origin Energy, HCF and Woolworths plus Broadcast Partners - Nine and Telstra for their support during the most challenging of years.

Netball Australia and Suncorp have built an impressive team with a shared vision and values that have led to Suncorp re-signing as our national league’s naming rights partner, subsequently enabling the Suncorp Super Netball to make long-term plans. Suncorp embraces our commitment to facilitating netball competition and providing the holistic benefits for those who play, whether it be at community or elite levels.

This momentum, as we enter a very exciting decade, is founded on the dedicated leadership of Paolina Hunt, the former chair of Netball Australia. I would also like to acknowledge Ron Steiner, for his role as acting Chief Executive Officer for the first half of 2021.

Like many sporting bodies, we have suffered a blow over the past two years, but we are celebrating new strengths and exploring possibilities with a vision of 1-1-1-1...

- number 1 sport for women and girls;
- number 1 netball league in the world;
- number 1 ranked women’s and men’s teams;
- number 1 participation sport in Australia.

Stay with us as we continue to write netball’s prosperous story through to our centenary and beyond.

Marina Go



A message from Netball Australia CEO – Kelly Ryan



As Australia rolled over to the 2021 calendar, the common and optimistic belief was that we were leaving behind the pandemic and its disruption to life. However, as Covid-19 continued, so did Netball Australia's responsiveness to environmental impacts and government requirements, particularly for the Suncorp Super Netball season. Meeting our strong collective objective, we kept the show on the road. Within the league and the whole organisation we ducked and weaved through obstacles and implemented solutions to ensure the Suncorp Super Netball season was completed.

This wouldn't have been possible without the support of so many of our key partners and stakeholders. I would like to thank the Victorian, South Australian and Queensland governments for their hosting, before commending all teams on and off the court and the whole Netball Australia business for their compromise, collaboration and ingenuity in forging a workable way to deliver the full 2021 Suncorp Super Netball fixture. Congratulations to the New South Wales Swifts as 2021 champions.

I applaud Suncorp for walking with us through two challenging years, before committing to a multi-year renewal that helps the Suncorp Super Netball competition remain strong into the future whilst continuing their support for all women and girls to have the opportunity to play our game.

Overall, Suncorp and our portfolio of partners continued providing tremendous support to a myriad of products and services offered by Netball Australia. Netball Australia is proud and appreciative of all our commercial relationships, especially in light of challenges they may have faced themselves.

While the pandemic hindered spectator attendance and subsequent revenue at matches, I praise Nine and Telstra for facilitating the 2021 Suncorp Super Netball season becoming the most watched domestic female sports league in Australia, despite fierce competition from the rise of female leagues. The pandemic was the impetus for innovation in digital engagement and social media activity embraced by our audience. Young and eager netballers, already juggling disruptive changes to their education and work, had their games affected, yet kept themselves fit and healthy and engaged with our other digital tactics.

“Our momentum is building towards some exciting international events over the next decade.”

But We Pause

These initiatives were indispensable and generated significant qualitative benefit, yet they greatly impacted operating expenses and subsequently the profit and loss position. The 2021 financial year revenue was \$30m, up on the prior year by \$1.3m. We saw revenue growth of \$0.4m, which pleasingly related to an increase in NetSetGo registrations, Netball Australia also resumed collecting *Member Contribution Fees* in 2021 that totalled \$2.4m.

The 2021 financial year produced a loss of \$4.4m, which is \$1.6m greater than in 2020. The increase in revenue didn't reflect an improved profit from operations, as the extra revenue, together with cash resources, was invested into the business. In 2021 spend in High Performance for Diamonds activities, coaches and umpires increased with the expectation of hosting International Diamonds events. Unfortunately these events were not able to be held, due to covid restrictions. *Sponsorship, Digital & Media* spend increased by \$0.9m with increased spend on digital projects, and *Depreciation and Amortisation* by \$0.5m on the prior year. These movements are primarily due to the expensing of assets created from digital projects, due to a change in accounting treatment, along with the impairment of an existing intangible asset. Significant investment in 2021 was made in *Engagement & Social Impact*, which saw an increase of \$2.0m on 2020, through our support in growing netball within the Pacific region.

Netball Australia's balance sheet at 31 December 2021 shows positive net assets of \$0.2m, which is down on the prior year, primarily due to the loss in 2021 and increased Income Received in Advance. Cash reserves held at 31 December 2021 were \$7.5m. Netball Australia increased its bank borrowings by \$1.5m, to \$4.2m in total, with these two loans secured by property assets. Netball Australia with the support of our financiers are extending these loans out to 2025 ensuring we maintain an investment focus as we emerge from two covid impacted years.

The decrease in cash reserves and the increase in debt were required to enable Netball Australia to operate in support of the broader Australian Netball Community during the past two difficult years.

Transparent financial consolidation after the Covid-19 related demands of seasons 2020 and 2021 is sensible, yet I am confident that Netball Australia will generate positive cash from operations in the immediate and long term.

Before Emerging and Imagining

As we emerge reimagining netball in the new norm, we realise the enormous potential for growing this globally evolving sport, with Netball Australia proud to be leading the charge.

Our momentum is building towards some exciting international events over the next decade. Join with me in visualising the Origin Australian Diamonds on the top of the dais for the 2022 Commonwealth Games in Birmingham and the 2023 Netball World Cup in Cape Town. In 2027, the international sporting community will have their eyes on Australia as we host the Netball World Cup in Sydney.

Though Australia has hosted this international event previously—in 1967, 1991 and 2015—2027 will also provide a parallel celebration for the netball family - 100 years of our great game's achievement, advocacy and legacy in Australia. Then, at the 2032 Olympics in Brisbane, netball for both female and male teams will experience its baptism of fire. Valid expectation throughout this 10-year period is for the media spotlight to highlight the elite talent of our Origin Australian Diamonds squad, catapulting them into becoming household names.

Championing Our People

Some of our previous high-profiled players were rightfully acknowledged last year. Formerly of Victoria, Wilma Shakespear and from Western Australia, Dorothy Lavatar, were inducted into the Australian Netball Hall of Fame, in acknowledgement of their personal playing achievements and later commitments to our great game. Former Australian representative Wyn Hayward was also recognised on her 100th birthday.

Trailblazers such as these women have helped to build the momentum of netball to its current status of having the highest participation rates for females in our sport-loving country. Involvement during the stop-start nature of the 2021 community netball season was galvanised by the scores of incredible staff and volunteers within the member organisations.

I would to thank the Netball Australia Board and all our staff for the faith they have shown in me to lead this industry into a new era. I would also like to thank our netball community for embracing me in this position, as we tackle challenges along our journey and boldly frame them as opportunities, we thrive as individuals, teams, clubs and committees, collectively bolstering the benefits that our game brings to the sporting industry and wider community.

Our 2021 strategic ambitions were realised in the areas of culture, leadership, enhancing digital capabilities, customer engagement, influence, community participation, reinforcing the strength in our national footprint and high participation numbers. I am excited to be leading netball into an era of great potential, which is underpinned by almost a century of accomplishment.

Kelly Ryan



Director Profiles

CURRENT DIRECTORS WHO SERVED IN 2021



Marina Go | Chair

Director appointed 26 March 2021

Marina Go is chair of Adore Beauty, a non-executive director of Energy Australia, Autosports Group, 7-Eleven and Transurban, a member of the UNSW Business Advisory Council and the ANU Centre for Asian Australian Leadership Advisory Board, and author of Break Through: 20 Success Strategies for Female Leaders. Boss magazine named her as one of its Twenty True Leaders of 2016.

Marina has more than twenty-five years of leadership experience in the media industry, having started her career as a journalist. She was a founder of the female leadership website Women's Agenda and is a former chair of the Wests Tigers NRL Club and the Super Netball Commission.

In May 2021, Marina became the inaugural chair of the new Netball Australia Board, which was formed when the old board and the SSN Commission were merged.

She has an MBA from the Australian Graduate School of Management and is a member of the Australian Institute of Company Directors and Chief Executive Women.



Wendy Archer AM

Director elected 21 April 2018

Wendy's lifelong passion for netball started in her days as a junior player, and her achievements in senior ranks include being awarded the National A standard in umpiring and excelling in administrative roles. Wendy is currently the patron and a life member of her local association, a life member of Netball NSW and a director of Netball Australia. Wendy's strong leadership has been recognised through being

named Sportsperson of the Year within the Port Stephens LGA and as a finalist in the Administrator of the Year category in the NSW Sports Federation Awards.

In 2005, NSW Governor Marie Bashir, AD, CVO, made Wendy a Member of the Order of Australia (AM) for her services to netball. Wendy's vision during her time as president of Netball NSW included working closely with the NSW Swifts, and the creation of GIANTS Netball.

Wendy received a Parliamentary commendation for her outstanding service to netball and her work helping to establish the state of the art Netball Central in the Sydney Olympic Park precinct.

Wendy is currently the executive director of InteRisk Pty. Ltd., ComplyNet Pty Ltd and Australian Rescue Management Pty Ltd.

A passionate sports follower with strong community values, Wendy believes in the power of sport and community to create a sound environment for the nurturing of young people.

Director profiles

CURRENT DIRECTORS WHO SERVED IN 2021 *Continued*



Peter Legg

Director elected 13 April 2019

Peter Legg is a Chartered Accountant who has spent over 20 years as a Senior Finance executive in the sporting industry. Starting as the Chief Financial Officer for Sydney Turf Club, then one of Sydney's two metropolitan horse racing clubs, from 1998 and leading to his current role as the Chief Financial Officer for the South Sydney Rabbitohs in the NRL competition. The Sydney Turf Club as well as being a sporting club was a major venue operator and Peter was part of building and refurbishing two racecourses, including grandstands and exhibition spaces. He was then the Merger Integration Executive tasked with combining Sydney's two racing Clubs into one, forming the Australian Turf Club.

After 13 years in Racing he became the Chief Finance Officer for the NRL at the time of the formation of the new Commission structure which now runs the game of Rugby League in Australia. His time at NRL included the game's first billion dollar broadcast deal. Peter has spent the last seven years at the Rabbitohs helping the Club to being profitable and highly competitive on the field. Peter's passion for netball comes through his daughter's involvement at grass roots level. Peter is a member of the Audit and Risk committee since his election and is currently the Chair of that committee.



Jane Seawright

Director elected 18 July 2020

Jane has extensive experience as a corporate, commercial and sports lawyer, in private practice and in-house in the sport, health, research and technology start-up and not for profit sectors. She is also highly qualified in marketing and has previously run a marketing consultancy offering specialist advice to professional service providers across a wide range of sectors.

Jane is highly respected as a sports administrator and company director, having led netball at every level of the sport in Queensland. Before joining the board of Netball Australia, she was chair of Netball Queensland for five years, and was the QSport Volunteer of the Year in 2018. She is currently a non-industry board member of Racing Queensland, a Cricket Australia conduct commissioner, and an inaugural member of the National Sports Tribunal.

Jane is also Chair of TAFE Queensland, Chair of Buy Aussie Now Pty Ltd (an online marketplace for Australian-made products), Deputy Chair of The Australian Festival of Chamber Music and a non-executive director of QCN Fibre Pty Ltd, a Queensland Government-owned communications technology provider.

Jane chairs Netball Australia's Nominations Committee, is a member of Netball Australia's Audit and Risk committee, and is the Netball Australia board representative on the SOTG Participation Working Group.

Director profiles

CURRENT DIRECTORS WHO SERVED IN 2021 *Continued*



John O'Sullivan

Director appointed 12 May 2021

John has over 20 years' experience in sports and entertainment, tourism and travel and media sectors. He is the CEO and Executive Director of the ASX-listed adventure tourism company, Experience Co. Prior to joining Experience Co, John was Managing Director of Tourism Australia, the nation's tourism marketing agency, where he was responsible for driving Tourism Australia's strategies to increase

demand for Australia's tourism experiences.

Prior to joining Tourism Australia, John also held executive positions with Fox Sports Australia, Events Queensland, Football Federation Australia and the Sydney 2000 Olympic and Paralympic Games Organising Committee. John is also a Director of Tourism Tropical North Queensland.



Todd Deacon

Director appointed 12 May 2021

Todd is a managing director of Techstars, leading SportsTech investments for their venture capital fund. Techstars is one of the most active venture capital investors globally, making approximately 500 new investments every year in predominately seed stage start-up companies across the world.

More recently, Todd formed Wildcard Ventures with Tennis Australia as managing partner. Wildcard Ventures is the venture capital investment arm of Tennis Australia focused on SportsTech investments. Before Techstars, in 2013 Todd founded Unscriptd, a sports technology start-up that was acquired in 2018 by US-based media company The Player's Tribune.

Before founding Unscriptd, Todd had a long career in management consulting specialising in the sports and entertainment industry with clients such as Tennis Australia, Netball Australia, Cricket Australia, National Rugby League, Australian Sports Commission, Adidas, Quiksilver and Nike.



Gabbi Stubbs

Director appointed 12 May 2021

Gabbi is an executive full stack and foresight strategist and business advisor with senior experience in media, technology, innovation and transformation, and digital enablement. Her experience extends from corporates to small business and start-ups and has worked extensively through the Australian media industry, including at News Corp, Nine Entertainment Co and the ABC, and more recently in technology at Adobe.

Gabbi is a trusted, private sounding board for founders, CEOs, C-suite executives and boards, and has been a valued source of analysis, forecasting and commentary for the media and tech industries. She further advises and mentors students, women in business, social enterprises and start-ups spanning sport, media and advertising, data and analytics, AI, and the future of education, work and communities.

Director profiles

CURRENT DIRECTORS WHO SERVED IN 2021 *Continued*



Michael Thomson

Director appointed 12 May 2021

Michael is head of aviation at Canberra Airport.

A native Canberran, and avid sports fan, Michael has extensive international sports management experience working with FIFA on the 2002 World Cup as head of business and legal affairs and subsequently as Interim CEO FIFA Marketing.

Michael has held positions with Nike as the marketing director for Greater China, and head of Sports Marketing Australia and New Zealand. He has also occupied senior roles with the Australian Sports Commission (Sport Australia) and was CEO of the Brumbies Super Rugby team.

Michael graduated from Australian National University with economics and science degrees and received a post-graduate law degree from the University of Canberra.

Director profiles

CEASED DIRECTORS WHO SERVED IN 2021



Paolina Hunt | Chair

Director appointed to fill a casual vacancy on 1 June 2012

Elected to the board in April 2013 and appointed chair in April 2017

Ceased 12 May 2021

Paolina is a business manager with operational and strategic experience across a number of industries. The combination of her business and law degrees, extensive business background and creative approach make her a valued member of the

Netball Australia board. Paolina currently chairs the board and is a member of the governance committee and the nominations committee, both of which she has previously chaired.

Paolina is passionate about the contribution netball makes to the social fabric of communities and the support network it provides for young girls and women at every level of the sport. A former Australian Institute of Sport scholarship holder, she grew up in Sydney; has spent time in Canberra, Perth, Adelaide and Melbourne; and was involved in netball at some level in each of those locations. Paolina has a law degree and is a Master of Business Administration.

Director profiles

CEASED DIRECTORS WHO SERVED IN 2021 *Continued*



Terri Meadmore

Director appointed 9 March 2020

Director re-appointed 26 July 2020

Ceased 12 May 2021

Terri is a marketing executive with more than twenty years' experience in building brand and sponsorship strategies across multiple industries. Terri joined the board with experience in marketing and sponsorship, working across a diverse range of executive roles including sponsorships, brand, content strategy and customer experiences for the entire Suncorp network of brands over the past decade.

Sport has remained a constant throughout Terri's career and has given her extensive insights and experience in negotiating commercial rights across multiple sporting codes and broadcast partnerships. Based in Brisbane, Terri is an independent consultant working with brands and sporting bodies on their strategic approach in optimising sponsorship portfolios and partnerships. Terri has a Bachelor of Business, majoring in marketing. She is a director of the Confident Girls Foundation and is a member of Netball Australia's audit and risk committee.

She is a true believer in the significant role sport plays in people's everyday lives. Growing up in regional Queensland she felt lucky to have a family who valued sport and all the benefits that come with it.



Elizabeth Hunter

Director appointed to fill casual vacancy on 25 September 2020

Ceased 12 May 2021

Elizabeth has a business background across ASX listed, private founder and consulting businesses. With professional expertise in human resources, she has more than fifteen years' senior leadership experience, working with executives, boards and board committees as a member of the executive team of ASX 100 companies. In those corporates, she held cross-functional roles providing strategic and operational leadership, including major whole of company change programs in a range of complex business contexts. She has a deep understanding of people, culture and organisation development, risk management and the shift to digital environments across multiple industries.

Elizabeth has worked internationally, including in the UK and Ireland. She is a partner at Dealside, a specialist firm dedicated to the people dimensions of mergers and acquisitions, and is also executive director of Domus Private Clients.

Elizabeth holds a Masters of Business Administration and is a member of the Australian Institute of Company Directors.

Elizabeth is a member of the Netball Australia governance committee and chairs the Netball State of the Game Review Steering Committee.

Director profiles

CEASED DIRECTORS WHO SERVED IN 2021 *Continued*



John Lee

Director appointed 29 January 2020

Ceased 26 March 2021

John has enjoyed a highly successful career working in tourism, professional sport, major events, and transport. He has extensive experience in leading organisations in areas including operations, asset management and venue leasing, and has a detailed understanding of both the private and public sectors.

John's leadership experience includes previous CEO roles at Australian Sailing, NRL clubs Rabbitohs and Roosters, and the Tourism and Transport Forum (a national advocacy body).

John has previously held a number of senior positions at the state government level, including as director-general of the Premier's Department, and the Department of Commerce and Transport for NSW from 2003 to 2010. In 2018, John chaired the Queensland Government's stadiums taskforce, which reviewed the hiring practices for all major venues in Queensland. His interim and final reports contained a series of recommendations which are being implemented by the Government.

John is a former Australian sports commissioner, with extensive experience in governance from his time serving on the Australian Advertising Standards Board, Events NSW Board, and the Queensland Cross River Rail Authority Board.

He is currently a director of Melanoma Patients Australia and the North Queensland Cowboys.



Mitch Catlin

Director elected 18 July 2020

Ceased 5 November 2021

Mitch Catlin is a former journalist who has worked across the media, marketing and government landscape for twenty-five years. Before starting up his own company in 2020, Mitch held a number of senior executive roles with global and national brands.

In 2014, Mitch created Catchy Media Marketing and Management, which provides strategic marketing, brand and media consulting services, and he continues his weekly spot on 3AW analysing major issues and "news of the day".

Mitch is also the founder and chief marketing officer of Buy Aussie Now, which launched at the height of the pandemic as Australia's first marketplace for Aussie owned businesses selling Aussie made products.

Mitch is a taskforce member of the proposed 2030 bid for regional Victoria to host the Commonwealth Games and a member of Netball Australia's audit and risk committee and broadcast media rights steering committee.

Mitch grew up with the sport of netball with his late aunt, Carole Sykes, an award-winning coach. The Swifts and Giants play annually for the honour of holding the Carole Sykes Memorial Trophy. He is thrilled to be giving back to a sport he and millions of Australians love.



A NEW ERA FOR NETBALL

New Structure

Like all successful organisations, Netball Australia constantly evolves and reimagines. The 2020 *State of the Game Review* was the impetus behind unanimous support for Netball Australia's former structure being replaced by one that sees all aspects of the netball operations under one board and operating with aligned systems and processes. From May 2021, this new structure embodies greater stability, communication fluidity, clarity of responsibilities, plus time and fiscal efficiencies in administration and operations. Responding to change can be challenging, yet also liberating; it provides a medium to question and continuously improve.

New Chair & Board

Midway through 2021, Netball Australia announced as its chair, Marina Go, who with proven performance in the sport and media industries, possesses the experience to lead a reimagined journey. The new Netball Australia board is skills-based, with directors selected for appointment from the previous Netball Australia board and Super Netball Commission. Five former Super Netball Commissioners - Todd Deacon, John O'Sullivan, Gabbi Stubbs, Michael Thomson and Marina Go - joined four Netball Australia directors - Wendy Archer AM, Peter Legg, Jane Seawright and Mitch Catlin (retired from the board in November 5, 2021) - to form the new board.

New CEO

In July 2021, Kelly Ryan was appointed Chief Executive Officer. Focused and passionate, Kelly has generated outcomes in sports marketing and operations, equipping her to oversee the delivery of high performance across all levels of netball on and off the court. Key priorities have been creating a business structure that aligns to the strategy and stabilising the internal team after two years of disruption, developing collaborative relationships with stakeholders and managing the finances of the industry.

New Plan

Netball Australia's quality leadership team and a refined governance structure underpin the development and implementation of the Strategic Plan for 2022-24. Netball Australia proudly announced its future strategic leadership and direction to governments, the broader sporting industry, media, current and future commercial partners, Suncorp Super Netball teams, as well as member organisations. The strategic vision aims for rightfully earned prominence and commerce for netball as the number one female teams sport in Australia. The way forward champions invigoration in national participation, enhanced engagement from within and outside of netball, leveraging of commercial partnerships and international success.

New Broadcaster

Another major 2021 milestone was the announcement of 2022 broadcasting rights with the Foxtel Group. Its foreseeable investment in our game underpins the Suncorp Super Netball's renewed collective bargaining agreement, cementing the players as the highest-paid female domestic athletes in Australia.

New Deal

A highlight of 2021 was the renewal of the Suncorp Super Netball naming rights partnership, securing the league during a transformative and ambitious period that will culminate in the 2027 Netball World Cup and centenary commemorations.

New Stories

From 2022 to 2032 we will be spoilt for engaging content as a result of the abundance of national and international events to be played with intensity and passion. Our attention will not only be grabbed by the scoreboard results, but by the stories and voices of our community.

New Pathways

Over the next decade we will deliver on strategies to increase the inclusion of First Nations people, plus a broader range of ethnicities. The engagement and empowerment for players, coaches, umpires and administrators is crucial for development and elite pathway progression. Improved diversity that reflects society was one of eight recommendations from the State of the Game Review's rigorous consultation process. Reinforcing this vision is the 2020 Declaration of Commitment, signed by 20 netball bodies committing to providing culturally safer environments and removing conscious and unconscious barriers to participation.

The strength of our member organisations will be a driving force from the ongoing rollout of Woolworths NetSetGO through to diversified community level sport/recreation and onwards in advancing players, coaches, administrators and umpires towards investment-supported elite pathways.



State of the Game Review

2021 was the year to implement the recommendations created from the State of the Game Review. Foremost, the review catalysed the long-awaited modification to netball's governance framework, allowing entities of the sport to create a shared vision and strategic pathway, while still enabling flexibility for each member organisation to cater for their unique opportunities and challenges.

The new national strategic vision shared by Netball Australia and its member organisations ensures all entities are steering the sport in the same direction, bouncing back from unavoidable pandemic-related disruption, modernising digital engagement and reigniting participation.

Netball Australia is continuing to work with its member organisations and key stakeholders to continue to release the opportunities as part of the State of the Game Review.

Declaration of Commitment

In line with the Declaration of Commitment, we established a First Nations Advisory Group, charged with advising Netball Australia on methods to engage and develop First Nations people, plus foster culturally aware and safe netball environments throughout metropolitan, regional, rural and remote communities.

Netball Australia and its member organisations undertook an audit to better define First Nations representation in the netball community. The audit also highlighted the member organisations' and/or Suncorp Super Netball teams' existing partnerships and activities with specific First Nations organisations in each state and territory.

“Netball Australia champions its responsibility to provide a culturally safe environment for Aboriginal and Torres Strait Islander players, coaches, and officials to engage, lead and flourish.”

The audit indicated gaps within our system and where cultural awareness training and showcasing is occurring. This will contribute to enhancing acknowledgment and ultimately reconciliation. Netball Australia champions its responsibility to provide a culturally safe environment for Aboriginal and Torres Strait Islander players, coaches and officials to engage, lead and flourish.



SUPER NETBALL: BY THE NUMBERS



44,748

Average Netball
Live Streams



120,174

Average free-to-air
viewership



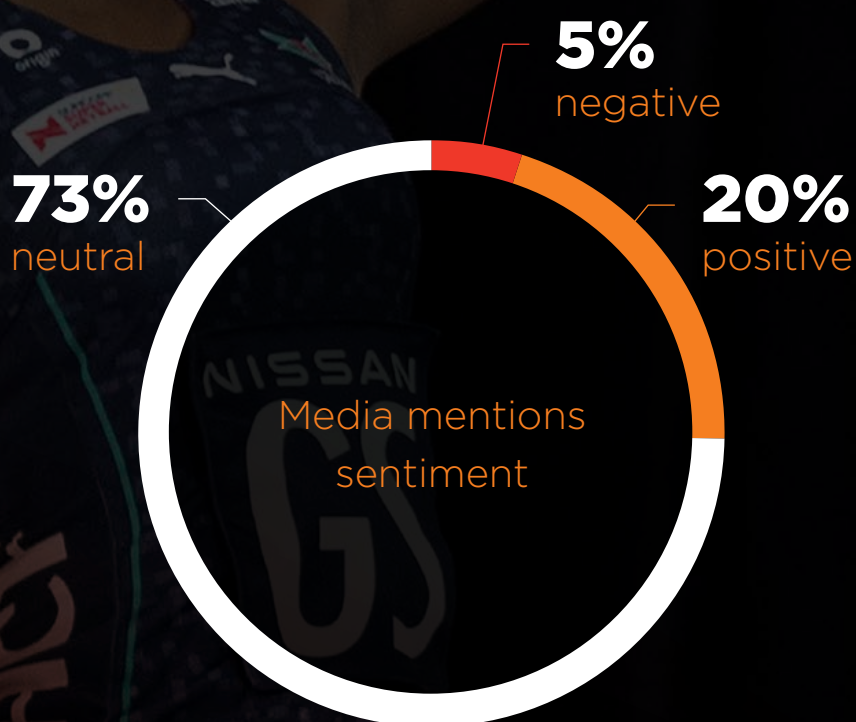
954,899

Users visiting the
Suncorp Super
Netball website



36,061,975

Total minutes streamed via Netball Live



67,128

Total media mentions



1,135,624 Up 5% on 2020

Digital reach



BUSINESS OF NETBALL

Commercial Performance

Commercial sponsorship has been 47 per cent of Netball Australia's total revenue on average during the two preceding years, with Suncorp Super Netball being the major product across the partner investment portfolio. However, during 2021 there were pandemic-related impacts and a severe reduction in attendance, which had a negative impact on sponsorship value, performance and ticket sales, amid a general economic downturn. We are forecasting increased support from partners once the league normalises and organisations rebuild from the impact of the Covid-19 pandemic, and are operating in a more stable and prosperous landscape.

At the international level, the Constellation Cup series against New Zealand allowed Netball Australia to deliver some fiscal benefits for the Diamonds' Naming Rights Partner Origin Energy and other partners including Nissan, Suncorp, Woolworths and Asics with broadcast of all matches live-streamed in Australia.

Major Renewals

During 2021 Suncorp, Netball Australia's principal partner since 2017, committed to a multi-year renewal, which is exciting for the development of the league. As the naming rights partner, Suncorp's support will continue to provide an integral platform for the national competition, as well as contributing to the growth and rise in prominence of women's sport in Australia.

Off the court, Suncorp's Team Girls campaign is committed to instilling confidence in girls, by partnering with three effective role models: Laura Geitz, Clare Ferguson and Gretel Bueta. These ambassadors personally attest to the benefits of team sport, supporting peers and doing their best.

Broadcasting In 2021

In 2021, Suncorp Super Netball averaged 120,000 free-to-air viewers per match in what was ultimately the last year of the five-year agreement with the Nine Network. Over this five-year period there has been a fifteen per cent growth in free-to-air viewer numbers as well as significant growth in online streaming numbers through 9Now.

In addition, the ending of the digital rights partnership with Telstra has seen 143 per cent growth in streams from 2017, finishing with an average of 44,748 streams per match in 2021 - a six per cent year-on-year increase on total minutes streamed live.

Impact of the New Broadcast Arrangement

During 2021 Netball Australia announced a new five-year broadcast partnership with the Foxtel Group to commence from 2022. Broadcasting rights with Foxtel and streaming rights with Kayo are designed to access new audiences and fan-friendly time slots, culminating in increased digital presence and media exposure.



Marina Go and Kelly Ryan with Amanda Laing and Rebecca McCloy from Foxtel/Kayo, our broadcast partner.

The inclusion of netball in Fox Sports' coverage portfolio places us alongside other prominent codes and ensures the national netball competition continues to be professionally and consistently delivered to a targeted audience of sports fans in all states and territories. In diversifying and leveraging digital opportunities, live matches will also be streamed on devices via Kayo, enabling our spectators to watch the action when they are on the go.

Suncorp Super Netball is currently in the top five Australian sports for broadcast ratings. Its average viewership per broadcast, since the league's inception, has increased at a compounding annual growth rate of 18 per cent. With data showing that Suncorp Super Netball fans are keen on streaming and pay TV, the realisation of this significant deal will be seen as we journey towards the 2027 Netball World Cup and Netball Australia's centenary celebrations.

Additionally, Suncorp Super Netball once again ranked first amongst followers of the league for the BenchMark Emotional Connection Score and second in the core values of respect and trust across the top 12 male and female domestic codes. It also leads on five 'values and management' attributes, three 'fan and community engagement' attributes, plus the supportive behaviour: 'trust in a crisis', according to the 2021 TrueNorth research report.

ON COURT PERFORM ANCE

Origin Australian Diamonds

The Origin Australian Diamonds 2021 campaign began in March in Christchurch with the Constellation Cup against the New Zealand Silver Ferns. It marked new head coach Stacey Marinkovich's first major tournament following her appointment. The global Covid-19 pandemic continued to present significant challenges for elite sport, with the Diamonds tour squad and staff adhering to strict health and safety protocols, including quarantine requirements.

The series was won by the Silver Ferns 3-1. In career-best form, Courtney Bruce went on to claim the highest individual accolade in Australian netball, the Liz Ellis Diamond, for her standout performance during the four-match event and her dominant Suncorp Super Netball season with the West Coast Fever.

“Our time together was targeted and purposeful and we made observations and measured performance to gain a greater understanding of our gaps and strengths, enabling us to continue a very targeted direction for the future.”

Stacey Marinkovich

Under coach Stacey Marinkovich's leadership, the Origin Australian Diamonds will be prepared for the gruelling competition of the 2022 Commonwealth Games.

“The Diamonds continue the build towards the Commonwealth Games by gaining an understanding of the environment we need to create and how to implement it. This involves building relationships, establishing role clarity and creating the brand of netball that will withstand the most intense pressure. It includes setting an elite mindset, integrating that mindset into the program and holding accountability for it.”
Stacey Marinkovich

With border closures and government requirements in place, scheduled test matches against the New Zealand Silver Ferns and the England Roses were unable to proceed. Netball Australia assembled the Diamonds squad, accompanied by performance staff, for a development camp on the Sunshine Coast in September. The camp helped build an on-and off-court connection between the athletes, with intra-squad matches, performance data analysis and testing all part of the high-performance program.

A highlight of the camp was announcing star wing attack Liz Watson as the twenty-fifth captain of the Origin Australian Diamonds, and Steph Wood as vice-captain. A squad of fifteen athletes was also announced for the Quad Series in January 2022 against England, South Africa and New Zealand.

“Our time competing at the Constellation Cup and our camp at the Sunshine Coast have enabled us to select our leadership and launch the next phase of our leadership development to ensure there is a shared ownership and voice across the Diamonds Squad.” —Stacey Marinkovich



On Court Performance

Continued

“As part of Netball Australia’s commitment to development and excellence, we found a solution to service this high-performance system.”

Development Pathways

The global pandemic also affected Netball Australia’s pathway programs, with the Australian National Netball Championships and the National Netball Championships both cancelled in 2021.

As part of Netball Australia’s commitment to development and excellence, we found a solution to service this high-performance system. Towards the end of 2021, decentralised camps were synced in Victoria (incorporating Tasmania), New South Wales (incorporating the Australian Capital Territory), Queensland, Western Australia, and South Australia (incorporating the Northern Territory). Approximately 100 of the best 17-and-under and 19-and-under netball players in the country attended. Video links facilitated performance reviews, talent identification and personnel interconnections. The camps also provided opportunities for coaches and umpires to be challenged and mentored.

The year, though played out differently, created the opportunity for Netball Australia to provide online development seminars, and to review and shine the light on good practice for players, administrators, umpires and coaches throughout the country.

Suncorp Super Netball

The Suncorp Super Netball League reaffirmed its status as the world’s best elite domestic competition in 2021. Despite the challenges and ongoing uncertainty of the global pandemic, we completed a full 60-game season of the 2021 fixture from Round 1 in May, through to the finals in August.

The season was played in multiple hubs across South Australia, Victoria and Queensland, to a condensed fixture including midweek matches. Incredible sacrifices were made to keep the season alive.

Netball Australia responded with speed and frequency of announcements regarding state border restrictions and protocols, yet did not lose sight of our commitment to the teams, their supporters, volunteers and umpires, and our stakeholders. As elite representatives of Australia’s number-one participation sport for women and girls, netball’s national-level players are influential advocates and empowering role models for community level participation. The continuation of the Suncorp Super Netball season was a motivating force in keeping junior netballers entertained and engaged, which was pivotal to their participation in their respective teams.

In June, Indigenous Round was successfully delivered in Sydney and on the Sunshine Coast. Played across two rounds, the matches featured pre-match performances and all players wore specially designed uniforms.



Following a thrilling Finals Series, the Grand Final was fought out between the NSW Swifts for winning the 2021 Championship - their second in three years, defeating Giants Netball 63 to 59 at Brisbane's Nissan Arena. It was a strong championship win, despite the Giants having finished on top of the home-and-away ladder.

The league announced a landmark pay deal in September, ensuring Suncorp Super Netball players are the highest-paid female domestic club athletes in the country.

Congratulations to the 2021 award recipients

- Player of the Year - Jhaniele Fowler (West Coast Fever)
- Rising Star - Sophie Dwyer (Giants Netball)
- Umpire of the Year - Andrea Booth
- Coach of the Year - Briony Akle (NSW Swifts)

Players announced in the 2021 Suncorp Super Netball Team of the Year

- GS - Jhaniele Fowler (West Coast Fever)
- GA - Jo Harten (Giants Netball)
- WA - Maddie Hay (Giants Netball)
- C - Kim Ravallion (Queensland Firebirds)
- WD - Gabi Simpson (Queensland Firebirds)
- GD - Sunday Aryang (West Coast Fever)
- GK - Courtney Bruce (West Coast Fever)
- Reserve Goals - Sam Wallace (NSW Swifts)
- Reserve Midcourt - Jamie-Lee Price (Giants Netball)
- Reserve Defence - Shamera Sterling (Adelaide Thunderbirds)



“Throughout Australia, Woolworths NetSetGO, plus club, school and social netball competitions rolled out to varying degrees, while adhering to health and safety protocols.”

On Court Performance

Continued

Community

Constantly re-imagining our game keeps netball's grassroots level evolving and attractive, particularly in light of the buffet of sporting choices available to young people. Despite intense and impressive competition between sporting codes, netball values, boasts and fosters its strong advantages - a long history, superior participation rates and extensive volunteer networks.

As the community began to move to a new normal, more support would be required in supporting member organisations to encourage participation. Play HQ was piloted in late 2021 and subsequently implemented by a majority of member organisations. In addition, the implementation of a new learning management system called Totara was timely for coordinated coaching, umpiring and general learning programs being delivered to participants around our Covid-impacted country.

Throughout Australia, Woolworths NetSetGO, plus club, school and social netball competitions rolled out to varying degrees, while adhering to health and safety protocols. There was strong desire among community and governments for local sport to be back on the court. As a team sport, netball returned in varying degrees in each state and territory, offering many health benefits to young people experiencing lethargy brought about by extended periods of home schooling. Reinvigorating interest in netball and all it involves, both during and after 2021 Covid-19 outbreaks, was paramount for the health of the game and the wellbeing of youth. Some effective digital engagement tactics included Pick Fresh Play Fresh grants by Woolworths to encourage healthy eating at netball clubs.



These digital tactics also embraced the steady increase in males playing, coaching and officiating our great game. Netball Australia is striving to build from a 2021 cohort of 80,000 men and boys involved, to create development pathways that align with the sport's strategic plan.

Netball is a game for all genders, all socio-economic groups, all active ages and abilities. The Confident Girls Foundation, Netball Australia's charity partner, exists to help vulnerable girls and their clubs to find opportunity and joy in our great game, by raising and distributing funds to those in need. The foundation held a virtual version of the Marie Little Shield, an annual netball competition for young women with an intellectual disability. However, the message remains that anyone, regardless of background or ability, is welcome in netball.

Inadvertently, the health pandemic of 2021 coupled with all its challenges, provided ongoing opportunities for Netball Australia as powerful advocates of sport and community, to positively contribute to Australia's social and economic health.

Financial overview

REVENUE

2021	\$30,004,232
2020	\$28,741,639
2019	\$29,835,698
2018	\$29,308,680
2017	\$26,830,272
2016	\$15,853,286
2015	\$27,563,112
2014	\$16,358,596
2013	\$20,584,663

INVESTMENT IN NETBALL

2021	\$34,373,068
2020	\$31,549,842
2019	\$29,788,538
2018	\$29,242,770
2017	\$27,222,383
2016	\$18,974,228
2015	\$27,185,587
2014	\$16,124,443
2013	\$14,648,148

NET FUNDS AS AT 31 DECEMBER

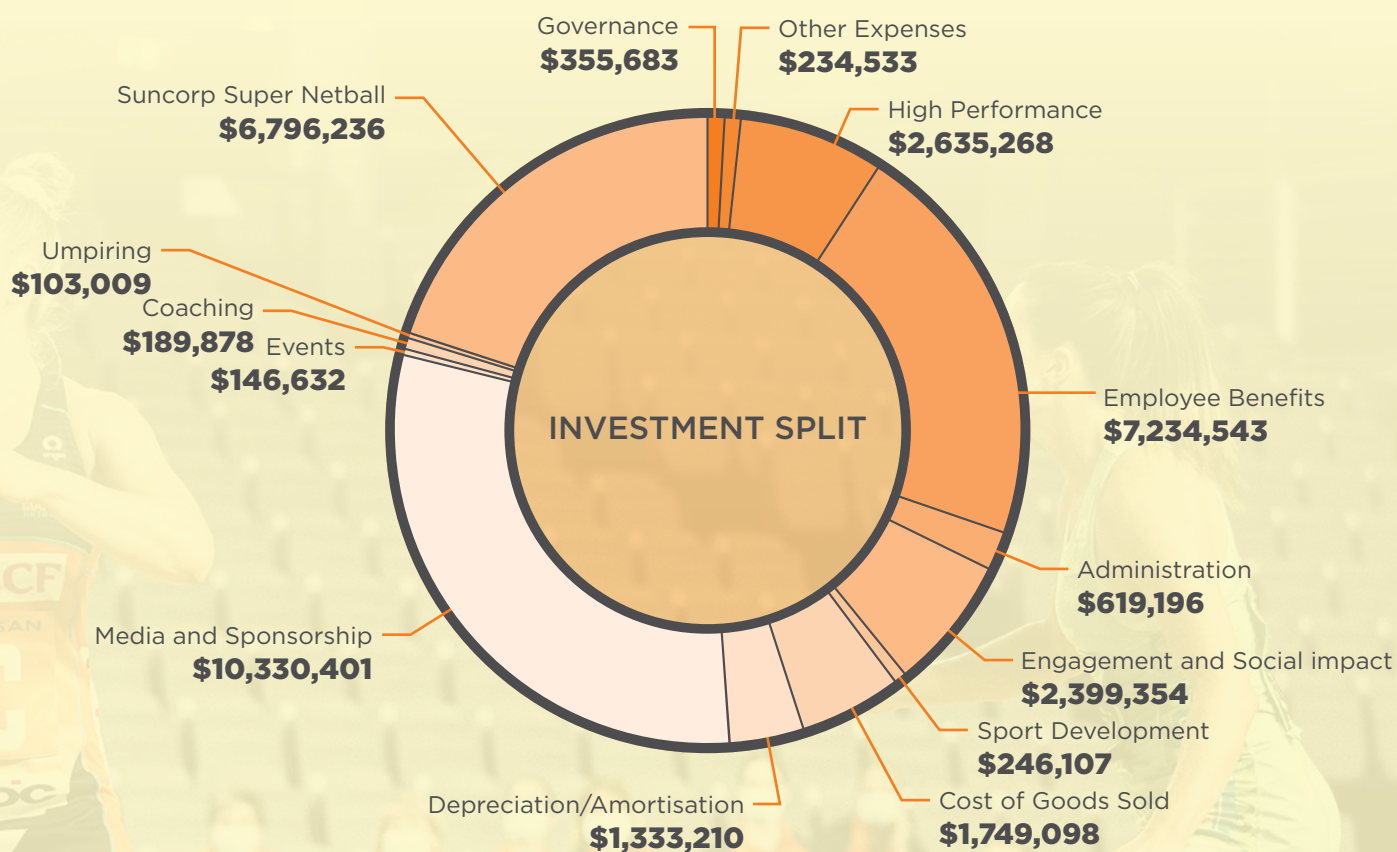
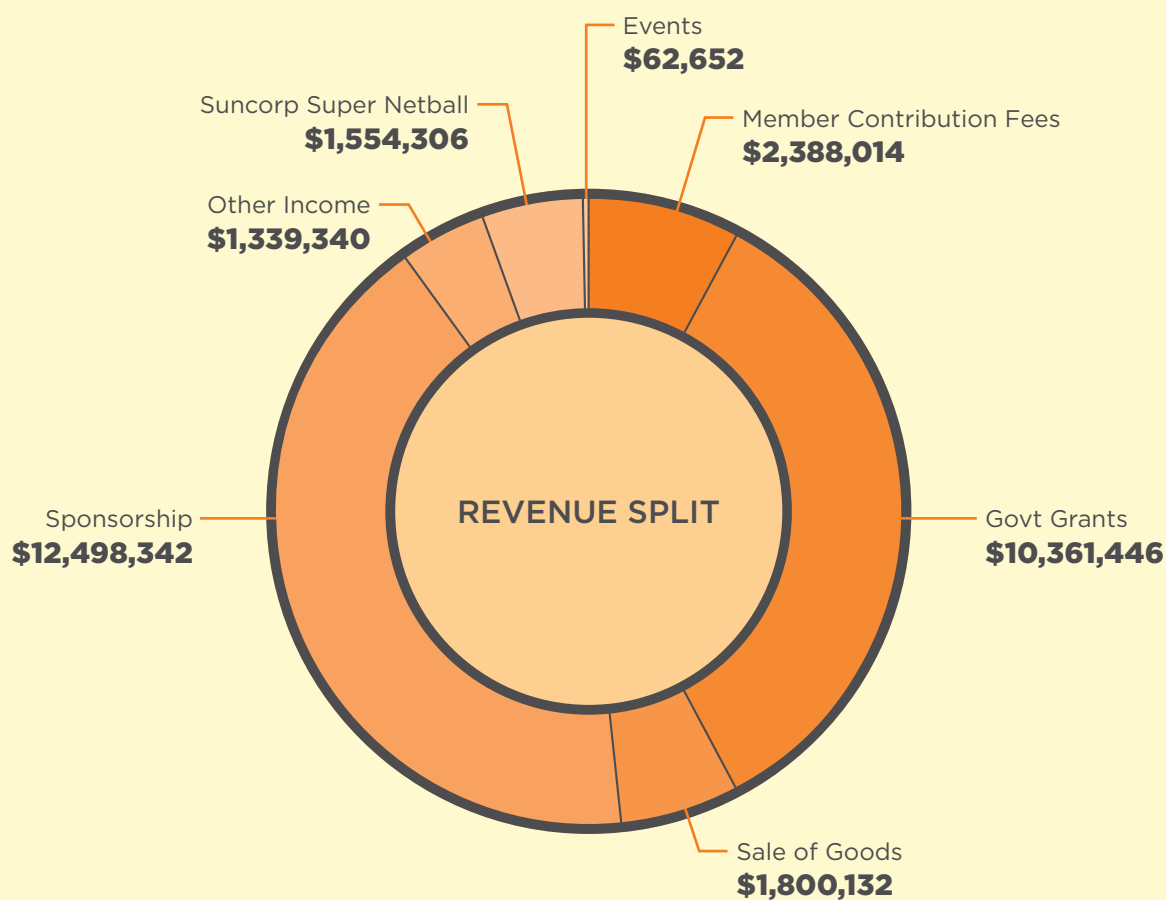
2021	\$158,718
2020	\$4,527,554
2019	\$7,332,216
2018	\$7,269,311
2017	\$7,182,553
2016	\$7,546,484
2015	\$10,598,412
2014	\$10,220,887
2013	\$9,986,734

EXECUTIVE REMUNERATION

2021	\$1,839,914
2020	\$2,433,787

OVERALL RESULT

2021	Deficit of \$4,368,836
2020	Deficit of \$2,804,661



PRINCIPAL PARTNERS



ASSOCIATE PARTNERS



GOVERNMENT AND COMMUNITY PARTNERS



MAJOR PARTNERS



BROADCAST PARTNERS



SUPPLIERS





PROUDLY SUPPORTING NETBALL AUSTRALIA

Commonwealth Games Australia is proud to support **Netball Australia** on the road to the **Birmingham 2022 Commonwealth Games**.

As a direct legacy of the Gold Coast 2018 Commonwealth Games, Commonwealth Games Australia is investing \$13 million in our Member Sports and Team Members across the 21 sports that will form the Australian Team in Birmingham.

We are proud to contribute \$206,500 to Netball Australia.

The funding is all designed to help our Member sports go from **Green2Gold2Great** and assist emerging Team Members to **Breakthrough2022** at the Birmingham Games to keep Australia as the No. 1 nation in the Commonwealth.

**GREEN
GOLD
GREAT** 

**BREAK
THROUGH
2022** 





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