

2022-24 STRATEGIC PLAN





Acknowledgment of Country

Netball Australia acknowledges the Wurundjeri people of the Kulin Nation who are the Traditional Custodians of the Country on which Netball HQ is based in Naarm/Melbourne.

We acknowledge the Traditional Custodians of Country throughout Australia. We recognise their continuing relationship to the land and waters and pay our respects to Elders past, present and future.

ACHIEVEMENTS

2022

- › Gold Medal – Birmingham Commonwealth Games
- › Record SSN Grand Final crowd
- › Sell out Origin Diamonds games on home soil
- › Delivery of a National Strategy for the sport
- › New and renewed commercial and broadcast partners
- › Increased delivery of Integrity measures for our game
- › Successful delivery of multiple programs for our Pacific neighbours
- › Roll out of two new community online systems PlayHQ and LMS
- › 95% NPS ‘Proud to work at NA’
- › On track to achieve our budget



NETBALL'S NEW ERA

2022 saw genuine progress against the new strategic plan. An increased commercial mindset, stabilising the financials, a Gold Medal win at the Commonwealth Games and the first display of International Men's games all signalled netball's progression into a new era.

Whilst much of the year was still spent consolidating the impact of the past two years, strong progress was made across a number of key strategic pillars providing the perfect springboard for our transformational years.

Our brightest moments and greatest achievements are still ahead of us.

**2020
PIVOT**

**2021/2022
CONSOLIDATE**

**END OF 2022
REIMAGINE**

**2023-4
TRANSFORM**

21-22



OPPORTUNITIES IN A TIME OF CHANGE

Netball faces fierce competition. The rise of women's leagues in other sports, coupled with the proliferation of new fitness, social and entertainment options, has created intense competition to grow our game, share of voice and revenues across grassroots, broadcast and digital audiences.

NETBALL AUSTRALIA

Our next step-changes in audience, participation, profile and commercial growth will be powered by our DNA – from club rooms to Boardrooms, along our pathways to the podium, our spirit will lift our vision, our partners, our athletes and our communities to new heights.

For nearly a century, netball has championed and provided for the rights and livelihoods of women and girls. The rest of Australian sport is catching up, and we're thrilled to see Australian women and girls explore additional and long-overdue opportunities.

Netball will remain the preeminent sport and a leading advocate for women and girls. As part of this commitment, we will provide safe, accessible opportunities and pathways for more diverse communities of women and girls to join our sport, with a focus on First Nations People.

But the time is right to play a bigger, more ambitious game, too.

Over the next ten years, we will continue to honour our heritage and celebrate the game's positive impact for women and girls, and we will also wrap our arms around a broader audience seeking to belong to our Netball Nation.

NA's Centenary will herald a once-in-a-lifetime moment to celebrate the game's achievements and legacy in unison with the global netball family that will descend on Sydney for Netball World Cup 2027.

NETBALL IN AUSTRALIA STRATEGY

NETBALL AUSTRALIA

State of the Game Recommendation One highlighted the need for the industry to align on one strategy. Throughout 2022, the CEO's of each State and Territory came together to define this strategy.

Armed with our collective learnings and collaboration mindset, a new path was forged. From grassroots to global, netball in Australia will align with a common purpose and direction.

Our Purpose: We are the Ultimate team sport. Netball is the place to belong, be your best and be yourself.

Our Vision: Our game is united and people are thriving on and off the court.

Our Cultural Statement: We respect and trust each other, leading to the best outcomes for Australian netball.

Our Game Plan: Grow - Play - Inspire.

Our Enablers:

- › Vibrant grassroots community supported by a strong Netball Federation.
- › Great People and Great Culture.
- › Elevate experiences through the power of digital platforms and data.

The Netball in Australia Framework has helped define Netball Australia's strategic plan 2022-2024.



**OUR NORTH STAR:
2032 BRISBANE OLYMPICS**



**OUR FLAG ON THE HILL:
OUR CENTENARY IN 2027**

**2026 COMMONWEALTH
GAMES**

**NETBALL AUSTRALIA
VISION + PURPOSE**



2022-24 STRATEGIC PLAN

- › The Australian netball community reflects Australia's diverse population
- › Suncorp Super Netball remains the world's number 1 netball league
- › Netball is the first sport of choice for female athletes
- › Netball athletes are household names
- › Inclusion into 2032 Olympic Games
- › Our Australian Women's and Men's teams are World, Commonwealth and Olympic Champions
- › First Nations People thrive and are celebrated at all levels of the game
- › Diverse, sustainable revenue streams are re-invested in powering the game and its impacts
- › Netball is the employer of choice in Australian sport
- › Netball World Cup 2027 is the most successful World Cup of the modern era
- › Netball is a leading voice on the achievement of gender equity
- › Fast5 has been developed and showcases the game to new audiences

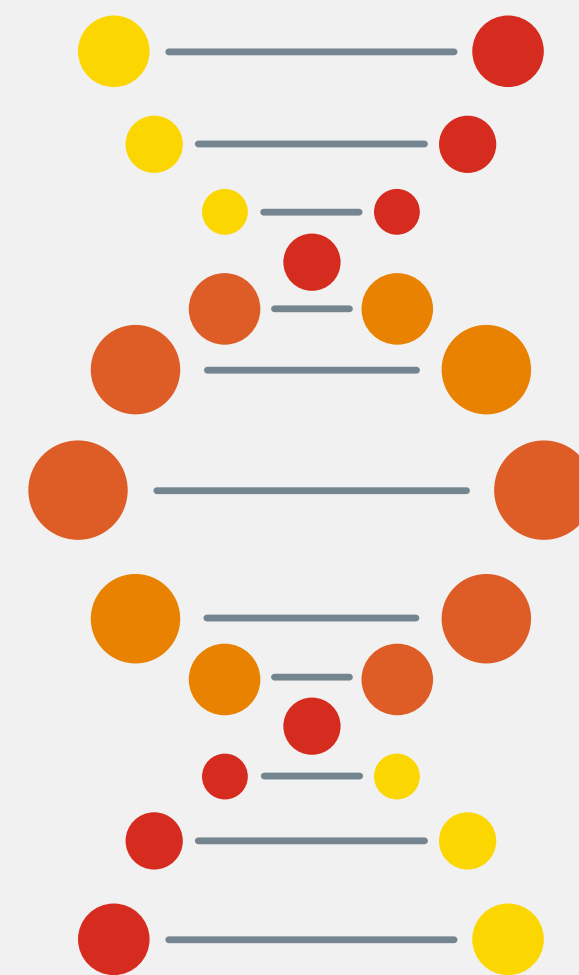
OUR AMBITIONS FOR 2032



Our Purpose and Values

Netball Australia's Purpose

We are the ultimate team sport. Netball is the place to belong, be your best and be bold.



Netball Australia's Values

- › **BELONG:** We create and foster a safe and respectful environment. We are united by a shared purpose but recognise and support differing opinions and identities
- › **BE YOUR BEST:** The ongoing pursuit to be better and bring out the best in others.
- › **BOLD:** We step outside our comfort zone and are courageous in our exploration of the new.

Our Community

Why we do what we do





Netball Australia's Vision

1 → 1 → 1 → 1

Netball Australia's Vision

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 team participation sport in Australia**





OUR GAME PLAN

GROW	Spark step-change in participation, engagement, revenue and capacity.
PLAY	Foster ways to play, deliver and watch the game that ensure our 1 - 1 - 1 - 1 success.
INSPIRE	Champion our game and its stars, and unleash the potential in our people.
LEAD	Using innovation and collaboration, we ignite change in netball across Australia and the World
ENABLERS	<ul style="list-style-type: none">› Our People› Culture & Leadership› Relationships with our States/Territories› Players – Past and Present› Data & Insights› Digital & ICT Capabilities

OUR 2022-24 PRIORITIES:

GROW



NETBALL AUSTRALIA

- › Rebuild the commercial model to grow revenue by 25% and enable further investment to achieve our ambitions through:
 - Incremental revenue growth
 - Delivering value based partnerships with current and new partners
 - Diversified revenue opportunities focussed on Kids & Youth, Digital, Consumer and Events
- › Win the hearts and mind of our children by reimagining the product and distribution channels for Woolworths NetSetGO as we grow beyond 100,000 participants.
- › Grow overall participation beyond 1 million Australians on our rise to becoming the number 1 team sport in the country.
- › Grow and deepen engagement with our digital audience that exceeds 1 million people.

OUR 2022-24 PRIORITIES:

PLAY



NETBALL AUSTRALIA

- › Evolve Suncorp Super Netball to extend its status as the world's best netball league, including the delivery of key actions from the Evolution project.
- › Celebrate the Diamonds as Commonwealth and World Champions and make the most of these moments across the sport.
- › Deliver strong and diverse pathways that underpin sustained success including the growth of opportunities for First Nations People and Boys and Men.
- › Transform the game through the elevation of Fast5 as a global growth product.

OUR 2022-24 PRIORITIES:

INSPIRE



NETBALL AUSTRALIA

- › **Share our compelling stories and insights that showcase our people and their impact.**
- › **Celebrate our successes and our impact on and off the court past and present.**
- › **Through the Confident Girls Foundation, continue giving girls the opportunity to thrive.**
- › **Showcase our international work in Asia and the Pacific and celebrate the health and social impacts it has on communities.**

OUR 2022-24 PRIORITIES:

LEAD



NETBALL AUSTRALIA

- › Build a robust strategy that improves our community's engagement with First Nations People.
- › Prepare the foundations for success through our marquee milestones including Commonwealth Games 2026, World Cup 2027 and our Centenary year in 2027.
- › Rally netball globally behind our 2032 Olympic ambition.
- › Bring the International Leadership Hub to life to support our current and emerging leaders across the sport.
- › Support the game globally using the resources Netball Australia has to offer.
- › Continue to lead the industry on our State of the Game Recommendations which underpins our future success.



GROW PLAY INSPIRE LEAD

