

ANNUAL REPORT 2023



netball
AUSTRALIA

ACKNOWLEDGEMENT OF COUNTRY

**IN THE SPIRIT OF RECONCILIATION, NETBALL AUSTRALIA
ACKNOWLEDGES ABORIGINAL AND TORRES STRAIT ISLANDER
PEOPLES AS THE TRADITIONAL CUSTODIANS OF THIS ANCIENT
UNCEDED LAND WHERE WE LIVE, WORK AND PLAY NETBALL ON.**

We honour the continuing cultures, languages, and heritage of Aboriginal and Torres Strait Islander peoples whose cultural, spiritual, and ancestral connections to the lands, sky, and waters has endured since time immemorial.

We pay our respects to Elders past and present, and we acknowledge and value the significant and continuing contributions Aboriginal and Torres Strait Islander people make within our community.

Netball Australia is committed to Reconciliation. We acknowledge the need to reflect on our shared history in order to build a vision for a reconciled and prosperous future for all within our sport. One built on mutual respect, equity, authentic collaboration, and genuine truth-telling.



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A MESSAGE FROM THE CHAIR OF THE AUSTRALIAN SPORTS COMMISSION JOSEPHINE SUKKAR AM



Sport has a place for everyone and delivers results that make Australia proud.

As we progress through this defining era in Australian sport, the Australian Sports Commission (ASC) is clear in our vision to lead and support the sector.

Our role is to provide opportunities for all communities to be involved in sport, while growing elite success and representation, inspiring future generations.

As the Australian Government agency responsible for supporting and investing in sport at all levels, we strive to increase involvement in sport and enable continued international sporting success.

We do this through leadership and development of a cohesive and effective sports sector, targeted financial support and the operation of the Australian Institute of Sport (AIS).

We play a unique role in the sport ecosystem and tackle the big challenges and opportunities with and for the sector.

We're proud to do so and through our vision, we aim to bring out the best in everyone involved in sport as we establish Australia as the world's best sporting nation.

Collectively, we've already made huge strides to set Australian sport up for success.

Australia's High Performance 2032+ Sport Strategy is an industry-wide approach to harness our collective strengths, talent and resources.

It is built on creating an environment where athletes and sports can *Win Well* – by balancing ambitious performance goals with a culture of care, integrity, fair play and pride.

Working hand in hand with this is the co-designed National Sport Participation Strategy which calls on Australians to *Play Well*.

Building safe, welcoming, inclusive and fun experiences is central to the Strategy which focuses on people of all ages, backgrounds, genders and abilities coming together to access the benefits of sport.

The sporting strategies, programs and facilities we deliver now have the capacity to shape Australia's long-term prosperity, well beyond sporting boundaries.

This is a defining era for Australian sport. We are well into the Green and Gold decade to Brisbane 2032, and we are focused on building sustainable success for decades to come.

As the national home of sport, we are proud of the role we play in supporting athletes, coaches and high performance staff to reach their potential.

In the past 12 months alone we've welcomed more than 5,000 athletes, coaches and support staff across 33 sports and 200 camps to the AIS campus and I look forward to seeing many of these athletes shine at the upcoming Paris 2024 Olympic and Paralympic Games and Milano Cortina 2026 Olympic and Paralympic Winter Games.

On behalf of the ASC, thank you to everyone who contributes to the sector as we work collectively to ensure every Australian sees a place for themselves in sport.

JOSEPHINE SUKKAR AMI

“WE PLAY A UNIQUE ROLE IN THE SPORT ECOSYSTEM AND TACKLE THE BIG CHALLENGES AND OPPORTUNITIES WITH AND FOR THE SECTOR.”



A MESSAGE FROM THE CHAIR OF NETBALL AUSTRALIA WENDY ARCHER AM



I am pleased to be able to present to our members the Netball Australia 2023 Annual Report which set us up for an exciting future.

The financial sustainability of the sport is a priority and the Board is happy with achieving an operating surplus for the second year in a row and our debt repayment is on schedule.

Netball Australia achieved 15 per cent revenue growth, digital audiences grew to more than three million, a 24 per cent increase year on year on social media engagement.

The Board has its sights firmly set on the opportunities that will help us to grow the sport. Our focus, in all that we do, is Our People, To Grow, To Play, To Inspire, To Lead and To Enable our sport.

As Chair and a lifelong fan, what excites me the most is seeing the young girls falling in love with our game for the first time. Netball has been a positive influence on the lives of many millions of Australians in suburbs. For some, netball has taken them to the extraordinary heights of world champions, or maybe it was simply fun playing with mates on a Saturday afternoon at the local court or after school or work.

New research confirms there are 8.2m Australians who are interested in netball, with four million core fans. We have more than one million participants across the country; the number one team sport for women and girls, and 52,000 Woolworths NetSetGO participants – a stronger pointer to future growth.

We're proud of our 33,000 First Nations participants in 2023, establishing a First Nations committee, amplifying First Nations Round, and continuing to build a robust strategy that improves our community's engagement with First Nations People. We continue to grow our global footprint through the successful PacificAus Sports program.

Our Member Organisations are strong in their support and delivery of the national programs. This is clearly evidenced by the 25,881 coaches, 11,261 umpires and 214 bench officials accredited throughout the year. It is important to note that through the Confident Girls Foundation we continued to give girls the opportunity to thrive.

In 2023, we celebrated our strong on-court performances internationally and domestically. We are so proud to be the Number 1 ranked netball team in the world. We have 12 World Cup wins, five Commonwealth Games gold medals and the best and strongest domestic league in the world.

Internationally, our Origin Diamonds had a spectacular year winning all tournaments contested throughout the year – Quad Series, Constellation Cup, South African Series, and who could forget the first Netball World Cup played on the African continent, hosted by South Africa in Cape Town.

Australian defender Courtney Bruce was crowned the winner of Australian netball's most prestigious award, the Liz Ellis Diamond for 2023. Pam Redmond (Diamond #64) and Sue Kenny OAM (Diamond #98) were inducted into the Netball Australia Hall of Fame and Jill McIntosh AM became a Hall of Fame Legend.

Domestically our elite competitions went from strength to strength, with record crowds, as well as growth in broadcast and online viewership, propelling strong participation and fanbase growth, both domestically and globally, and many commercial innovations.

These aspects will all need to keep improving as we push towards a new broadcast deal.

Our pathways were brimming with great performances through the National Netball Championships, the Marie Little Shield, the Australian Netball Championships and the Suncorp Super Netball which saw a memorable grand final between two great combatants in the Adelaide Thunderbirds and the NSW Swifts.

The game went down to the wire in the John Cain Arena with the Thunderbirds triumphing to break a 10-year drought. The establishment of our new Suncorp Super Netball team in the Melbourne Mavericks was also celebrated.

2023 saw Board change. We farewelled Michael Thompson, Marina Go OAM and Jane Seawright and we are indebted to them for the skills and expertise they shared at the Board table. We welcomed our first Athlete Director, Mo'onia Gerrard and our first First Nations Director, Cheryl Kickett-Tucker. We filled two casual vacancies with the appointment of the Hon. Gabrielle Upton and Kirrily Zimmerman. We are incredibly fortunate to have such skilled directors who are passionate about our sport.

None of the successes in 2023 could have achieved without the passion of the entire Netball Australia family and everyone involved in the game from the grassroots to the elite levels.

Our stakeholders and supporters are invaluable to our sport, and we thank them most sincerely for their continued support.

“NONE OF THE SUCCESSSES IN 2023 COULD HAVE ACHIEVED WITHOUT THE PASSION OF THE ENTIRE NETBALL AUSTRALIA FAMILY AND EVERYONE INVOLVED IN THE GAME FROM THE GRASSROOTS TO THE ELITE LEVELS.”

A MESSAGE FROM THE CHAIR OF NETBALL AUSTRALIA **WENDY ARCHER AM** CONTINUED

The Australian Netball Players Association is a key stakeholder that has a significant contribution to make to the future success of our sport. The landmark player pay deal achieved late in 2023 sets the game up for a period of true collaboration where we can pool our passion for the game.

The wonderful volunteers around our nation that contribute and give so freely of their time week in and week in are a priceless gift for our sport. Whilst we have National, State and Territory bodies who do a tremendous amount of work in support, we would not have our sport as we know it without our wonderful volunteers.

2023 was a year of huge successes and achievements, as well as meeting significant challenges which have seen us achieve changes which will set us up for the future.

We are entering a new stage of our development both internationally and domestically, and it is an exciting time to see what lies ahead.

As we close 2023 we can look forward with pride and confidence to what the future holds for netball. Moving into 2024, planning intensifies for the 2027 Netball World Cup where we will celebrate 100 years of Netball in Australia.

It will be 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 97 years, netball has led, served and supported opportunities and we turn our attention to how we'll commence our second century.

Netball Australia has championed, advocated and created pathways for women and girls to participate in sport, from grassroots to the elite, and welcomed other Australian sporting codes as they evolved and joined the movement.

We continue to honour our heritage and celebrate the game's positive impact for women and girls, whilst also wrapping our arms around a broader community seeking to be a part of our Netball Nation.

We need to be bold and innovative to transform what we offer, how we offer it and the audiences we offer it to.

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.

Our goals include sharing our compelling stories and insights that showcase our people and their impact.

We must work hard and smart to ensure netball remains 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.

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

Now more than ever, unity across the sport is required and will be a critical driver of success for netball. Our future relies on all stakeholders coming together for the betterment of the sport.

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

I acknowledge and thank our hard-working Netball Australia staff who over this period have been extended significantly but who have risen to the challenges.

I am very appreciative of the support that my fellow Board members have extended to me as Chair, and I look forward to continuing to work with them for the future success of Netball in Australia.

WENDY ARCHER AM

DIRECTORS



WENDY ARCHER AM CHAIR



Elected 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.

PETER LEGG DIRECTOR



Elected April 2019

Peter Legg is a Chartered Accountant who has spent over 25 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 for nine years. 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 Chair of that committee.

DIRECTORS CONTINUED

TODD DEACON DIRECTOR



Appointed May 2021

Todd currently serves as the General Partner at AO Ventures & Wildcard Ventures, the venture capital arms of Tennis Australia, with a specific focus on investing in internationally based

sports, entertainment, media and health tech startups. Before joining AO Ventures & Wildcard, Todd held the role of Managing Director at Techstars, a leading early stage US-based VC fund concentrating on SportsTech investments. In 2013, Todd founded Unscriptd, a sports & media technology startup that was acquired in 2018 by The Player's Tribune, a US-based athlete media company. Prior to establishing Unscriptd, Todd had a long career in management consulting, specializing in the sports and entertainment sector. His notable clients included Tennis Australia, Netball Australia, Cricket Australia, National Rugby League, Australian Sports Commission, Adidas, Quiksilver, and Nike.

GABBI STUBBS DIRECTOR



Appointed May 2021

Gabbi is an executive strategist and business advisor with over 20 years of senior experience in media, technology, and digital transformation. She currently leads product strategy and

executive management of data management and AI solutions across APAC for Adobe.

She further has extensive experience in the Australian media industry with previous senior media executive roles at News Corp, Nine Entertainment Co and the ABC. She is a trusted, private sounding board for founders, C-suite executives and boards, and further advises and mentors students, women in business, social enterprises and start-ups spanning sport, media and advertising, data and analytics, technology, and AI.

Gabbi is a Director of the Confident Girls Foundation, Chair of Netball Australia's Nominations Committee, and the Netball Australia board representative on the SOTG Digital Transformation Working Group.

JOHN O'SULLIVAN DIRECTOR



Appointed 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 Commissioner of Tourism Western Australia.

MO'ONIA GERRARD DIRECTOR



Appointed March 2023

Mo'onia is a former international netball player with a strong passion for the growth of Netball at both a grassroots and professional level. Mo'onia is currently involved with the game across a number

of areas including playing, coaching and mentoring both domestically and internationally. As the nominated Athlete Director, Mo'onia uses her experience to work closely with key stakeholders to ensure that all elite athletes in the game are provided the environment that offers opportunities for continual growth and support.

Mo'onia's professional playing career spanned 14 seasons having started with the Sydney Sandpipers in 1999 and included seasons with the Adelaide Thunderbirds and Sydney/NSW Swifts winning four championships across two teams. During this period, Mo'onia also amassed 68 tests for the national team including two world championships, one Commonwealth Games silver medal, an Australian International Player of the year award and a Liz Ellis Diamond award. During Mo'onia's playing career she held several leadership positions and overcame a number of significant injuries to return and play at the highest level.

Away from netball she is a proud Australian Tongan and mother of four children who enjoys living a healthy and active lifestyle with her family.

DIRECTORS CONTINUED

CHERYL KICKETT-TUCKER AM DIRECTOR



Appointed April 2023

Professor Kickett-Tucker AM is a highly respected Traditional Owner, research academic, community development practitioner and children's fiction author. She is a proud Wadjuk Noongar

Aboriginal from Western Australia with traditional ties to Ballardong and Yued peoples.

Cheryl has competed in elite level sports as a member of the Australia National Women's Basketball League, WAIS Rockets and the Western Australian State Basketball League as a player and coach for 20 years and has been a Western Australian representative in the Australian National Junior Basketball Championships. She has been inducted into the Sports Hall of Fame at Governor Stirling Senior High School where she attended as a student.

Cheryl has worked with Australian Aboriginal people all her life in the fields of education, sport and health and is very passionate about using her research to make a real difference to the lives of Aboriginal children and their families.

Cheryl's commitment to community development is important to her as she currently is a Director of Koya Aboriginal Corporation, a local not for profit 100% Aboriginal controlled and owned community organisation in Midland, WA. She is also a Director of WAIS.

DIRECTORS WHO RESIGNED AND LEFT THE BOARD DURING 2023



MARINA GO DIRECTOR *Appointed March 2021, resigned December 2023*

Marina Go has 20+ years in building commercially successful brands that connect deeply with consumer groups across the print and digital mediums. She is an inspirational and forward thinking publisher who has held a number of leadership roles at ACP, Pacific Magazines and Fairfax. Marina is Publisher of Private Media, an independent digital media company that publishes key media brands such as Crikey, Smart Company and Women's Agenda. She also lectures at the Australian Writers' Centre and was recently appointed to The Sydney Symphony Vanguard. Marina has a BA (Mass Communications) from Macquarie University and an MBA (Executive) from The Australian Graduate School of Management.



JANE SEAWRIGHT DIRECTOR *Elected July 2020, resigned October 2023*

Jane is a lawyer and sports administrator with extensive governance experience across a range of industries. She currently sits on a number of Boards and integrity bodies, and was Chair of Netball Queensland for almost five years prior to her election to the Netball Australia Board. Jane has held various administrative and leadership roles in netball and is a member of Netball Australia's Audit & Risk Committee.



MICHAEL THOMSON DIRECTOR *Appointed May 2021, resigned March 2023*

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.

2023 ACHIEVEMENTS



LAUNCH OF DIAMOND DAY SATURDAY AUGUST 5, AS WINTER COMPETITIONS OF NETBALL KICKED OFF AROUND AUSTRALIA. A GREAT INITIATIVE TO SHOW SUPPORT FOR THE DIAMONDS.



ORIGIN AUSTRALIAN DIAMONDS AS NETBALL WORLD CUP CHAMPIONS FOR 2023. SUCCESSFUL CAMPAIGN RUN IN SOUTH AFRICA. FINISHED BUSINESS!



COMMONWEALTH YOUTH GAMES FAST5 AUSTRALIAN TEAM TOOK TO THE COURT IN AUGUST IN TRINIDAD & TOBAGO, WINNING GOLD.

SUCCESSFUL MARIE LITTLE SHIELD

held at Waverley Netball Centre in September, won by team Victoria.

NETBALL SAMOA TRIP

In partnership with Netball Samoa and through the support of the PacificAus Sports program, 8 players from the Adelaide Thunderbirds spent one week in Samoa delivering grassroots and high performance netball clinics across the main islands of Upolu and Savai'i. The aim of the tour is to promote netball excellence in region and contribute to the growth of the game globally. Through clinics and activations, T'birds reached over 500 participants from clubs, schools and the netball community.

FAST5 NETBALL WORLD SERIES AUSTRALIA RETAINS FAST5 TITLE IN CHRISTCHURCH

Congratulations to our Australian Fast5 team, who secured back-to-back World Series titles, with a win against New Zealand in the gold medal match.

NETBALL WORLD CUP 2023

WINS AWARD Netball's flagship event has been recognised at the Sports Business Awards in London, claiming 'Best Sporting Event of the Year 2023'. Judges said the well-structured tournament continued to provide a strong legacy as a sport and achieved excellent cut through across audiences to make a major impact in the sporting landscape.

THE LATEST AUSPLAY DATA IS IN - SPOILER - NETBALL STILL #1

The most recent data analysis of AusPlay data (July 2022 - June 2023) sees netball retain its spot as the number one team participation sport for women, with over 1 million people participating or connected with netball across Australia. Netball has also moved to 4th in the top five team based sports around the country. There has also been consistent results across women, girls, men and boys in participation/association with netball considering 'cost of living' challenges and changes to sporting vouchers and discounts, which is great to see.



INAUGURAL GRAND FINAL LUNCH WAS INTRODUCED SELLING OUT AT 750 ATTENDEES AT CENTREPIECE, MELBOURNE AND OLYMPIC PARK.



THE 2023 SSN SAW RECORD ATTENDANCES AND GROWTH 2023 SSN GRAND FINAL WAS HELD IN MELBOURNE, AT JOHN CAIN ARENA. A SOLD-OUT ATTENDANCE WAS PRESENT, TOTALLING 9,622.

ORIGIN DIAMONDS WIN AT 2023 VIS AWARD

World Cup winning Netballers Liz Watson, Jo Weston and Kiera Austin joined the Victorian Institute of Sport honour roll as winners of the prestigious Victorian Institute of Sport Award of Excellence.

The annual VIS Award of Excellence event celebrates the national and international achievements of VIS athletes and, importantly, the manner in which they have sought to win well, in sport and life.

NETBALL AUSTRALIA INTRODUCED AN INCLUSIVE UNIFORMS POLICY

in conjunction with all Member Organisations. This policy extended to the Suncorp Super Netball League and was present for the first time at the Suncorp Team Girls Cup.

FOR THE 2023 HOME AND AWAY SEASON

Netball Australia introduced a new themed round, Inclusion Round. This round allows the league and all participating teams to highlight and reinforce netball as a safe space for all, irrespective of their gender, identity, cultural background or religion.

IN PREPARATION FOR THE AUSTRALIAN ORIGIN DIAMONDS DEPARTING FOR THE 2023 WORLD CUP IN SOUTH AFRICA

Netball Australia ran a public farewell event at Waverley Netball Centre, in front approximately 2,500 people. A morning full of player signings, photographs, presentations and Netball Australia's Clubhouse (activation zone).

THE 2023 AUSTRALIAN NETBALL CHAMPIONSHIPS

was held Morayfield Queensland, with the Collingwood Magpies taking out the tournament.

IN THE 2023 NATIONAL NETBALL CHAMPIONSHIPS

held in Darwin, South Australia were victorious in under 17's while South Australia took the gold medal in the under 19's.

KEY UPDATES

FIRST NATION'S PROGRAMS

In 2023 planning commenced for Netball Australia to establish an inaugural First Nations National team in 2024.

The team aims to provide equitable and accelerated opportunities for Aboriginal and Torres Strait Islander netballers underpinned by our commitment to increase representation and retention of First Nations netballers within the high performance pathway.

Work was also underway to establish and launch Netball Australia's First Nations Coaching Course in 2024. A first for the sport, this pilot First Nations Coaching Course is specifically designed for First Nations coaches who are actively coaching within a national sporting organisation or member organisation's high performance pathway across Australia. Underpinned by a culturally safe and centred program design, it seeks to foster culturally safe spaces

within our game that promotes and supports collaboration opportunities amongst First Nation High Performance Pathway coaches.

Netball Australia staff also completed a First Nations Walk on Country cultural immersion day in December 2023 that aimed to increase staff's cultural awareness and understanding of First Nations peoples, particularly of Naarm/Melbourne CBD.



CONFIDENT GIRLS FOUNDATION

The Confident Girls Foundation inspired, empowered and engaged a new generation of netball fans to embrace the sport across the nation in 2023.

Fundraising activities throughout the year consist of a variety of activities throughout the netball community. Individuals, teams, clubs, associations, corporate sponsors, and the Suncorp

Super Netball community all make up the generous donors.

The Confident Girls Foundation and Suncorp share a commitment to empowering women and girls in netball, both on and off the court. Suncorp generously donates \$100 for every Suncorp Super Shot scored throughout the Suncorp Super Netball season. These funds go towards providing recovery grants to netball clubs and associations throughout Australia. These grants help communities rebuild after adverse events like severe weather, pandemics, or financial hardship. Suncorp's support has already reached over 30,000 girls across Australia since inception.

With support from the Foundation, Netball Victoria expanded participation

opportunities for Culturally and Linguistically Diverse (CaLD) communities across the state through a collaborative four-to-six-week program with multicultural schools, English Language Centres, Western English Language Schools (WELS), Community Centres, and the Western Bulldogs Community Foundation (WBFC).

The tailored and holistic six-week program, spanning four terms and 482 students, began with classroom introductions to the court and progressed to practical skill development such as learning the rules and passing. Modified games led up to a Gala Day showcasing participants' skills, encouraging community involvement and celebration.

“FUNDRAISING ACTIVITIES THROUGHOUT THE YEAR CONSIST OF A VARIETY OF ACTIVITIES THROUGHOUT THE NETBALL COMMUNITY. INDIVIDUALS, TEAMS, CLUBS, ASSOCIATIONS, CORPORATE SPONSORS, AND THE SUNGORG SUPER NETBALL COMMUNITY ALL MAKE UP THE GENEROUS DONORS.”

At the Sunshine Coast Lightning, the Uplift program, supported by the Foundation, utilised netball to empower young women and prevent long-term social disadvantage.

This six-week initiative enhanced girls’ physical, emotional, and social well-being through activities such as physical exercise, team building, mentoring, and community engagement. The program aims to build a sense of purpose and belonging among participants.

Also in Queensland, the Burnside STEMM (Supporting Teenagers with Education, Mothering and Mentoring) program, offered pregnant girls and young mothers a dedicated curriculum to support their educational goals.

Sunshine Coast Lightning players conducted a baby sensory music session and morning tea at Burnside, providing tools for mother-child bonding and the opportunity to share their stories with players.

In New South Wales, the NSW Netball All-Abilities Challenge, with support from the Foundation, promoted inclusivity, community engagement, and leadership development across various initiatives.



Their All-Abilities Challenge at the Senior State Titles initially attracted four teams in 2023, all of whom registered for the 2024 competition. This initiative spurred increased interest in All-Abilities netball, leading to more registrations for 2024 and prompting associations to seek information on hosting inclusive events. Thousands of players and families were introduced to All-Abilities netball, extending the impact of inclusive sports initiatives.

The NSW Harmony Day event brought together 78 students from 12 multicultural backgrounds, introducing many to netball for the first time and promoting cultural respect and celebration. Its success led to plans for Multicultural Schools Gala Days and Schools Cups, offering more netball opportunities for students. Additionally, seven community groups attended, showcasing collaboration to expand netball’s reach into new communities.



The Leadership Program, conducted at Fairfield High School and Miller High School, aimed to introduce netball to new migrants, build community connections, and develop leadership skills.

The Northern Territory Indigenous Carnival in Darwin hosted 19 teams and over 180 players spanning age groups from U/13 to open division. Teams travelled from various locations across the Northern Territory, including Alice Springs and Kununurra. The event featured off-court activities, including a partnership with the NO MORE campaign, which involved a workshop on respectful relationships for youth. Teams also showed support for the campaign by taking solidarity photos, linking arms.

The Dragonflies program is Netball NT’s initiative to support All-Abilities athletes year-round, showcasing their remarkable journey of resilience and determination. It invites All-Abilities players,

KEY UPDATES CONTINUED

coaches, and supporters to join a community without boundaries, providing a platform to represent the Territory nationally. In 2023, the program saw a surge in participation, with twelve athletes supported by a dedicated team of officials.

The Netball Queensland Diamond Spirit Program, based on the principle of engage, empower, and educate principles, supports First Nations girls in remote Queensland communities. Over five years, it's reached more than 500 students, impacting 1500-plus lives in areas like Aurukun and the Torres Strait Islands. Using netball, it promotes healthy choices, education, and understanding of First Nations culture.

Netball South Australia's First Nations Clinics welcomed a total of 225 participants and made a substantial impact on the First Nations community, offering a broad-reaching opportunity for both newcomers and existing participants to engage in skill-based sessions. These clinics provide a supportive and nurturing environment where individuals feel safe and comfortable to explore and develop their sporting abilities.

The Victoria Police Netball Club INC Girl in Charge program successfully engaged 16 Year 9 girls at risk of disengagement

through a nine-week initiative. Using netball and the prospect of part-time employment, it supports them in navigating their mid-teen years. The program provides equipment for netball umpire qualification and conducts workshops on identity, teamwork, and empowerment.

PACIFICAUS SPORTS PROGRAM

Netball Australia is committed to advancing the sport of netball worldwide.

To achieve this goal, we have invested our resources in the Pacific region to encourage more people to participate in our great game. Our program provides training and development opportunities for players and staff, empowering them to make a positive impact in their communities and showcasing the power of netball to change lives.

In line with Netball Australia's 2023 priority to support the game globally using the resources that we have to offer, we have increased participation in the sport across the Pacific, built capability amongst Pacific Netball Federations and put women in positions of leadership, whilst growing the standard of netball globally.

Through a partnership with the Australian Government, Netball Australia's Pacific

programs implemented a range of initiatives and events to empower women and girls in the Pacific to grow through netball.

Strengthening organisational governance and administration and advancing women in decision making roles in the Pacific is crucial to the Official Development Assistance (ODA) program. We support women in positions of leadership through and professional development and capacity building initiatives. In 2023 Netball Australia held two Strategic Leadership Workshops for our Pacific partners including Presidents, CEOs, Sport Development Managers, High Performance Managers, Managers and Finance Managers and Media and Communication Managers. Participants indicated that 88 per cent had developed new skills and knowledge that they could apply to their current position.

Our PacificAus Sports Program, designed to strengthen the sporting ties between Australia and the Pacific hosted its third netball series. Taking place on the Gold Coast in April, this PacificAus Sports Netball Series was the biggest and most successful so far with 120 female athletes attending from Tonga, Samoa, Papua New Guinea, Fiji, Singapore, as well as first time invitees from



“ACTIVITIES SERVE TO DRIVE ASPIRATIONS AND EMPOWER PACIFIC FEMALE ATHLETES.”



African nations Malawi, Zambia and Kenya. The depth of teams undoubtedly providing high-level competition and increasing the standard of netball globally. In 2023 the Athlete Immersion Program created opportunity for two Fijian Pearls players to experience high performance training with IMB South Coast Blaze in New South Wales for a six-week period. Since 2021, the immersion program has exposed 32 emerging Pacific athletes to Australia’s high performance environment through coaching, training and competitions.

Along with the Series and athlete immersions, the program supports Pacific training camps, coach education and training, Pacific youth and 21s development

and increasing the presence of Australian netball clubs and personnel the Pacific. Activities serve to drive aspirations and empower Pacific female athletes and coaches to become stronger leaders and role models in their team environments, netball communities and family.

Through our Team Up Program, in partnership with Australian Government, Netball Australia has supported our Pacific partners to use netball as a way to bring people together, champion inclusion and create opportunity. The program delivered in Tonga, Samoa, and Papua New Guinea improves valuable life skills to benefit communities on and off the court. In 2023, grassroots participation programs improved participant

confidence, self-esteem, physical health, mental health, and an overall enjoyment of our great game of netball.

Additionally, through the Team Up program and in partnership with the Australian Defence Force (ADF), capacity building workshops in the Pacific have helped support the delivery of safe, inclusive, and accessible programs. By providing ADF coaching and umpiring workshops, we help officials become accredited in netball. In 2023, we successfully conducted ADF workshops in Tonga and Papua New Guinea, adding to the six workshops delivered since we began this partnership in 2021. We believe that our efforts are making a positive impact on people’s lives in the Pacific, and we will continue to deliver more workshops in the future.

We shared our compelling stories and insights from our work in the Pacific through human impact stories across our Netball Australia channels as well as networks in the Pacific, highlighting the deepening international relationships being formed through sport. Our strategy aims to strengthen the ties between Australia and the world through netball, so we can continue to bring out the best in each other, on and off the field.

BY THE NUMBERS



1.23M

number of SSN website users in 2023.



304,161

total season attendance in 2023.



16.3M

minutes of SSN content viewed in 2023. **up 274%**



10% YOY

increase in average audience viewers tuning into the Suncorp Super Netball matches across 2023.

197,000

average audience tuned into the Suncorp Super Netball Grand Final in 2023.

up 15% YOY

9,622

Grand Final attendance. **Sell out event** at the John Cain Arena (smaller venue than 2022).

750

attendees selling out the newly introduced Inaugural Grand Final lunch at Centrepiece, Melbourne and Olympic Park.



f 21.6%

increase of Facebook followers from 2022

@ 25.5%

increase of Instagram followers from 2022

X 6.2%

increase of X (Twitter) followers from 2022



415,882

participation numbers.



54,052

WWNSG registrations.



74,834

sporting schools participants.



25,891

accredited coaches.

ACROSS THE LEAGUE 31,310

club members. **42% uplift YOY**



FROM THIS

4 SSN CLUBS ACHIEVED

record membership in 2023.

**ATTENDANCE AT THE ORIGIN DIAMONDS
CONSTELLATION CUP AND SOUTH AFRICA SERIES**



28,456

across 5 International games in 2023.
(smaller venues in many locations).



BUSINESS OF NETBALL

ON THE COURTS OUR NETBALLERS HIT NEW HEIGHTS IN 2023 WHICH HELPED DRIVE SIGNIFICANT GROWTH IN COMMERCIAL PARTNERSHIPS.

Netball Australia saw strong momentum with many new organisations joining – and others renewing their long-term partnerships – reflecting the popularity and influence of the sport.

The increase in broadcast viewership resulted in uplift in all major partnerships across the SSN season and partners saw a significant increase in QI Media Values.

Visit Victoria started a new multi-year partnership, joining other first-time partners Flight Centre, Westfield, Guzman y Gomez, Best and Less, Witchery, High Sierra, Arnott's and Victor Sports. It was also a significant year for renewals with both Origin and HCF re-signing with the sport.

In partnership with Visit Victoria, Netball Australia delivered a program of activities to increase diversity and inclusion in netball which includes access to members of the Australian Origin Diamonds to take part in activities to grow participation by women and girls, First Nations people, Culturally and Linguistically Diverse (CALD) communities, and at-risk young people.

Both Netball Australia and Netball Victoria came together to target key schools that have a high population of children from this demographic to give them the experience of trying netball in a fun and engaging way, whilst also having the opportunity to meet and greet our elite Origin Diamond athletes.

The first event was held at the Shepparton Netball Association and gave 110 secondary school students (Years 7 to 9) from Greater Shepparton Secondary College including First Nations, multicultural and diverse students a netball experience they will never forget. The second event was at the State Netball Hockey Centre in Parkville where 110 primary school students (Years 2-4) from St. Michaels Primary School in North Melbourne were given the opportunity to learn netball from some of the sport's best.

Both events were hosted by Origin Australian Diamonds Joanna Weston and Kate Moloney, with Kiera Austin and Sophie Garbin joining them for the Parkville event.

Guzman y Gomez joined Netball Australia in 2023 – the first time they had entered into a partnership with a sporting organisation. They had game day activations at selected SSN matches and were a part of the Clubhouse with one of the most popular activations, Spin to Win.

This year was also the first year of the partnership with Flight Centre. They actively engaged with the Clubhouse with their Play it Forward activation inviting people to bring in their old netballs to be replaced with new ones. The old balls were sorted through and either reused or shredded into small pieces to be recycled into underlay, matting and shared with R&D companies for manufacturing trials.

The first year of Westfield's partnership focussed on the netball community. Westfield celebrated being a part of WWNetSetGO by giving participants the opportunity to redeem a beanie across Westfield centres nationally. Westfield also celebrated the Origin Diamonds winning the World Cup through LED screen takeovers across all Centres, as well as other engagements with Origin Diamonds players.

Netball Australia was proud to work on innovative collaborations with commercial partners, some of which included the following:

- Through its Naming rights partnership of the Suncorp Super Shot, Suncorp donated \$100 from every Super Shot scored to the Confident Girls Foundation. In 2023, this resulted in a donation of \$70,000, with the League recording a record number of Super Shots across the season.
- Woolworths was, once again, a big supporter of communities through their Pick Fresh, Play Fresh Community Grants. The grants aim to support grassroots netball clubs and associations around Australia and to help more young netballers to make healthier choices through sport.
- Nissan Net Points is always a fan favourite and in 2023 was the most engaged content on NA's SSN channels, achieving a 102% uplift on 2022.
- HCF produced an amazing series, the Team Behind the Team content series, with Vixens, GIANTS and Thunderbirds. Celebrating the efforts of off-court staff at the club and their roles within the elite and grassroots netball ecosystems, the wonderful stories were shared across NA, team and HCF channels.

NETBALL AUSTRALIA ALSO OFFERED AND DELIVERED A NEW CONCEPT, THE CLUBHOUSE, A FAN ACTIVATION ZONE AT THE SSN GRAND FINAL AND ORIGIN DIAMONDS MATCHES.

THE CONCEPT WAS A BIG SUCCESS WITH FANS ENGAGING WITH BRANDS GYG, FLIGHT CENTRE, ORIGIN, NISSAN, VISIT VICTORIA AND SUNCORP.

ON-COURT PERFORMANCE

**THE HIGHLIGHT OF 2023
WAS THE ORIGIN
AUSTRALIAN DIAMONDS
WINNING THE NETBALL
WORLD CUP AND
RETAINING THEIR
NUMBER ONE
RANKING AS THE
WORLD'S BEST
NETBALL
TEAM.**

IT WAS AUSTRALIA'S 12TH WORLD CUP TITLE AND REQUIRED ALL THE GRIT THE TEAM HAS BECOME KNOWN FOR.



After winning all three first-round matches in South Africa, the Diamonds fell just one goal short of England in the second-round.

Led by head coach Stacey Marinkovich, the Diamonds were formidable following the

defeat, beating Jamaica 57-54 in the semi-final to secure their spot in the final. Coming up against rivals England, the Diamonds dominated in the final as goaler Kiera Austin starred as player of the match in the 61-45 victory. Courtney

Bruce could not be stopped across the pinnacle event and was crowned defender of the tournament.

In preparation for the Origin Australian Diamonds departing for the Netball World Cup, Netball Australia, in partnership with Visit Victoria, ran a public farewell event at Waverley Netball Centre in front approximately 2,500 fans. The day featured player signings, fan photographs, presentations and Netball Australia's Clubhouse activation zone.



ON-COURT PERFORMANCE CONTINUED



The Victorian Government held a reception at Parliament House Victoria to congratulate the Diamonds on their World Cup win, with Premier Jacinta Allan and Minister for Tourism,

Sport and Major Events Steve Dimopoulos acknowledging the huge achievement as one of Australia's most successful sporting teams.

Now the Diamonds can look forward to the 2027 World Cup in Sydney.

ACROSS 2023, THE DIAMONDS ACHIEVED AN INCREDIBLE 16-3 WIN-LOSS RECORD.

THE TROPHY CABINET WAS STRAINING UNDER THE WEIGHT AS THE DIAMONDS ALSO SWEEPED THE NETBALL QUAD SERIES, SOUTH AFRICA SERIES AND RETAINED THE CONSTELLATION CUP.





In 2023, the Suncorp Super Netball League continued to grow with a new team, the Melbourne Mavericks, announced to start in 2024, replacing the Collingwood Magpies. The Mavericks are owned by Sports Entertainment Group.

Netball Australia introduced an inclusive uniforms policy in conjunction with all Member Organisations. This policy extended to the Suncorp Super Netball League and was present for the first time at the Suncorp Team Girls Cup.

And Netball Australia introduced a new themed round, Inclusion Round. This round allows the league and all participating teams to highlight and reinforce netball as a safe space for all, irrespective of their gender, identity, cultural background or religion.

The 2023 season also attracted record attendances at games and innovations to engage the growing army of fans.

Crowd highlights included 18,905 across the major and minor Semi-Finals, 9,437 at the Swifts v Fever Preliminary Final, 37,964 for the total finals series and 304,161 total league attendances for the year.

The 2023 Suncorp Super Netball Grand Final was held in Melbourne, with support from Visit Victoria, at John Cain Arena with a sold-out crowd of 9,622.

The Adelaide Thunderbirds went on to win their first-ever Suncorp Super Netball title, defeating the NSW Swifts in extra time 60-59.

The inaugural Grand Final lunch was introduced, selling out at 750 attendees at Centrepiece, Melbourne and Olympic Park.

**ACROSS THE LEAGUE,
THERE WERE 31,310 CLUB
MEMBERS, WHICH IS
42 PER CENT UP ON 2022.**

**FOUR TEAMS ACHIEVED
RECORD MEMBERSHIP
IN 2023.**

**CROWDS OF CLOSE TO 30,000
ALSO FLOCKED TO FIVE
INTERNATIONAL GAMES.**

Pathways tournaments continued to be popular.

The 2023 Marie Little Shield was held at Waverley Netball Centre, with Victoria taking out the tournament. The 2023 Australian Netball Championships was held Morayfield Queensland, with the Collingwood Magpies taking out the tournament.

And at the National Netball Championships, held in Darwin, Queensland was victorious in 17/U while South Australia took the gold medal in 19/U.



FINANCIAL OVERVIEW

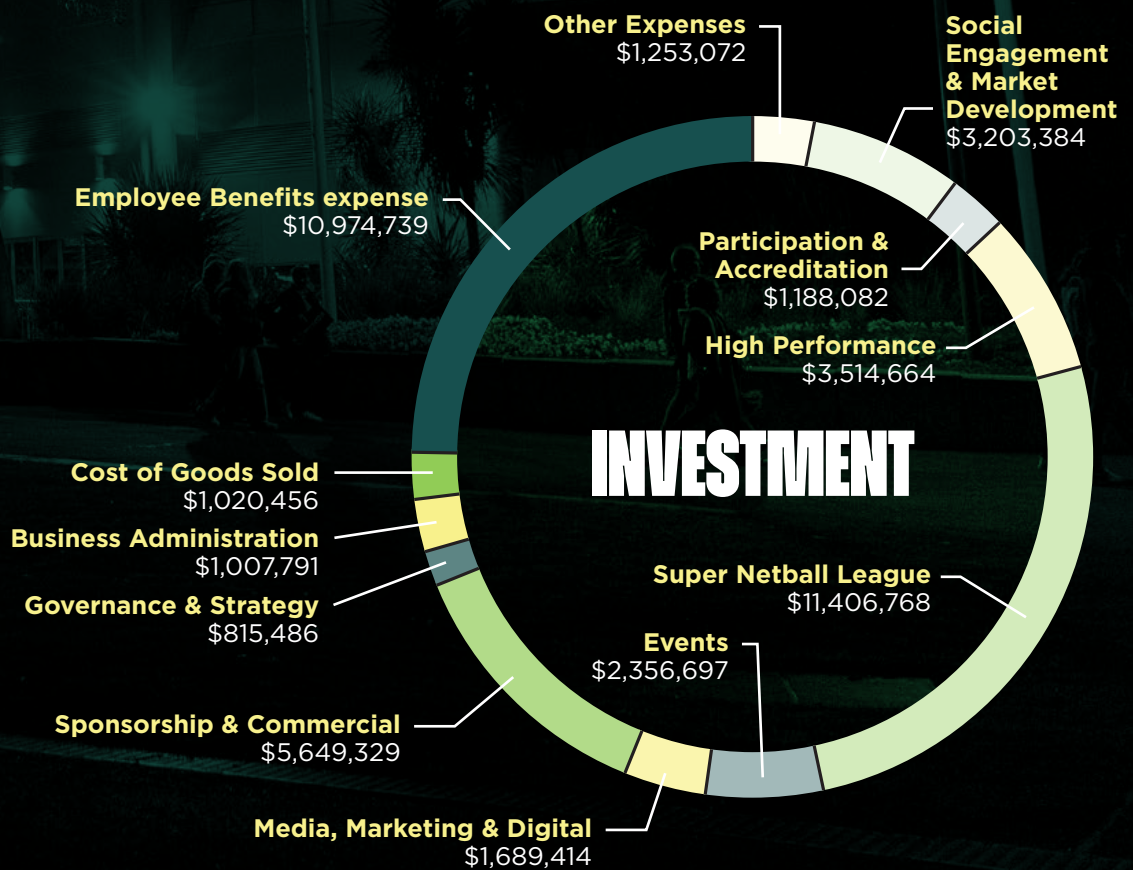
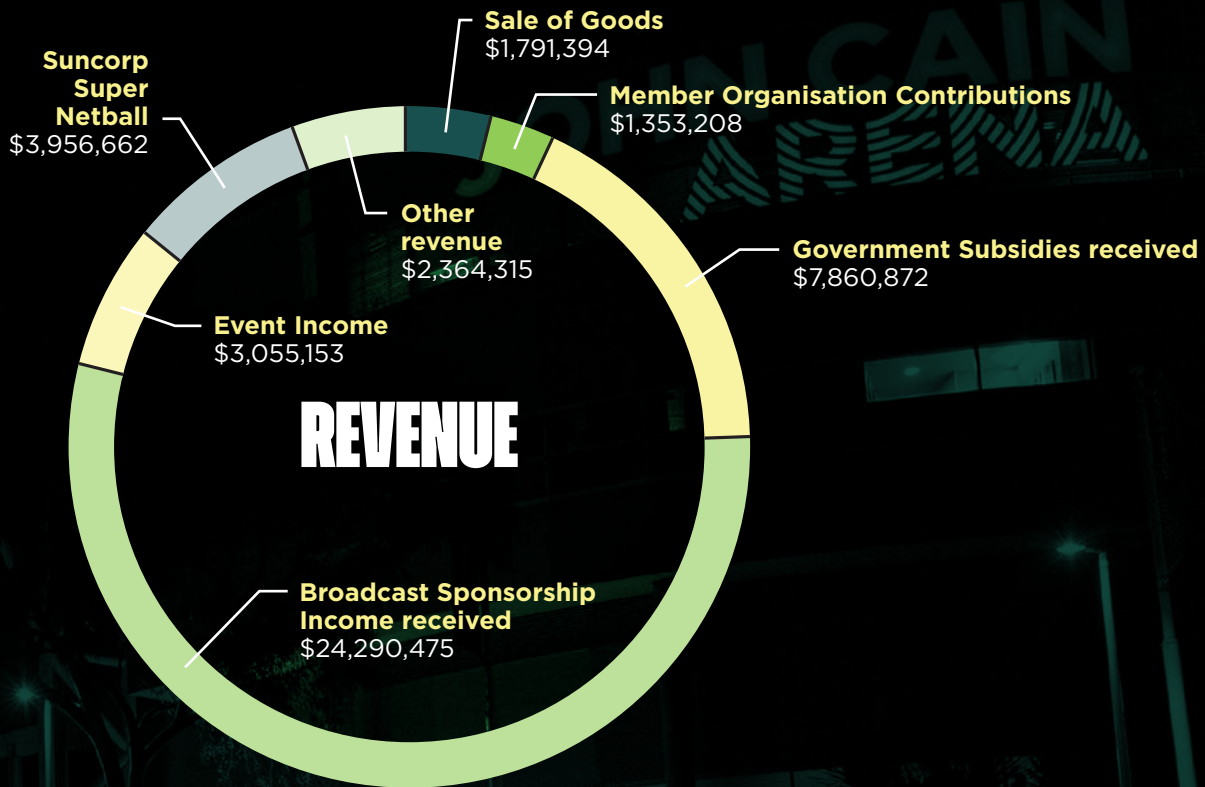
	REVENUE	INVESTMENT IN NETBALL	NET FUNDS AS AT 31 DECEMBER		
2023	\$44,672,079	2023	\$44,436,422	2023	\$694,276
2022	\$38,733,839	2022	\$38,433,938	2022	\$458,619
2021	\$30,004,232	2021	\$34,373,068	2021	\$158,718
2020	\$28,741,639	2020	\$31,546,301	2020	\$4,527,554
2019	\$29,835,698	2019	\$29,772,793	2019	\$7,332,216
2018	\$29,308,680	2018	\$29,221,921	2018	\$7,269,311
2017	\$26,830,272	2017	\$27,194,203	2017	\$7,182,553
2016	\$15,853,286	2016	\$18,905,214	2016	\$7,546,484
2015	\$27,563,112	2015	\$27,185,587	2015	\$10,598,412

EXECUTIVE REMUNERATION

2023	\$2,175,334
2022	\$1,963,442

OVERALL RESULT

2023	Surplus of \$235,657
2022	Surplus of \$299,901



PARTNER HIERARCHY

PRINCIPAL PARTNERS



Australian Government
Australian Sports Commission



PLATINUM PARTNER



MAJOR PARTNERS

NISSAN



FLIGHT CENTRE®



Woolworths 
The fresh food people

ASSOCIATE PARTNERS



BROADCAST PARTNERS



SUPPLIERS





**GREEN
GOLD
GREAT**

Australia's success at the Commonwealth Games is built upon our ability to plan, invest and deliver.


That's why Commonwealth Games Australia is committing \$13 million to **Green2Gold2Great**.

Green2Gold2Great is an investment program that supports athletes and their sports in the race for medal winning outcomes at the Commonwealth Games.

It combines direct athlete support and performance initiative investment to make our target of a finish atop the medal tally a reality.

We're proud to partner with Netball Australia, creating opportunities for athlete success on the global stage.



A netball player in a teal jersey is the background of the image. The jersey has "KASSAN" and "BK" on the front, and "RNE" and "CENTRE" on the sleeve. The player is looking off to the side with a serious expression.

NETBALL *We are the* NATION

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