



netball
NEW SOUTH WALES

Strategic Plan 2020–2022



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A diagram consisting of two large blue circles. The left circle contains the text 'Our Vision' and 'Netball is NSW's leading sport of choice and opportunity'. The right circle contains the text 'Our Purpose' and 'Lead and support our Netball community to grow and thrive'. Several thin blue lines connect the perimeters of the two circles, forming a web-like structure.

Our Vision

Netball is NSW's
leading sport of choice
and opportunity

Our Purpose

Lead and support
our Netball community to
grow and thrive

Values and Behaviours







Strategic Pillars

Governance and Culture

(overarching all pillars)

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Community Netball

Grow the Game

Competitions and Pathways

Strive to Shine

Facilities and Infrastructure

Secure the Future

NSW Swifts and GIANTS Netball

Fulfil our Potential

.....

Commercial and Delivery

(underpinning all pillars)

Strategic Priorities

Management will develop the Strategic Goals of Netball in NSW for the next three years within the following Strategic Priority framework. Management will also prepare operational plans, performance targets and budgets for Board review and approval.

Governance and Culture

- ① Align our culture to be an organisation that listens, learns, supports, empowers and connects with our people and the netball community
- ② Enhance best practice corporate governance structures and systems that reflect our underlying business
- ③ Build capacity and critical skills through influence and education
- ④ Expand relationships with all stakeholders to maximise opportunity for long-term growth of the sport

Community Netball

- ① As a netball community (Netball NSW, Associations and Clubs) we embrace “Play Your Way” to make netball more welcoming and inclusive
- ② Grow, foster and retain members and participants
- ③ Recruit, retain and develop the workforce (both paid and voluntary) and enhance their capability
- ④ Utilise technology, data and digital solutions to optimise the delivery of netball
- ⑤ Target school networks and enhance linkage to the netball community

Competitions and Pathways

- ① Optimise competition delivery
- ② Create and drive a winning culture that has long term, holistic, positive player growth at the core of all we do
- ③ Identify and develop talented players, coaches and officials
- ④ Connect and align with partners

Facilities and Infrastructure

- ① Strengthen government relationships at all levels to increase investment in the sport and leverage government support across the netball community
- ② Influence the development and use of community facilities for netball that aligns with the Statewide Facilities Framework
- ③ Maximise usage and commercial outcomes of venues (Netball Central, Ken Rosewall Arena, Swifts HQ, community netball facilities)
- ④ Innovate our facilities and infrastructure to deliver new and exciting outcomes for netball now and into the future

NSW Swifts and GIANTS Netball

- ① Design and execute a financial strategy, and maximise all revenue streams to create financially self-sustaining Clubs
- ② Operate our Clubs to make finals every year and consistently win championships
- ③ Cultivate an environment that supports team well-being and off-court career development
- ④ NSW Swifts and GIANTS Netball will lead the Suncorp Super Netball in all off-court metrics
- ⑤ Innovate and leverage relationships with all partners for mutual benefit and future growth and sustainability

Commercial and Delivery

- ① Diversify and increase revenue streams through all avenues
- ② Invest in technology, systems and data analytics to support revenue growth
- ③ Maintain best practice operational procedures to enhance efficiency of delivery model
- ④ Innovate, design and develop new opportunities for delivery in the future

Governance & Culture



Community Netball

Grow the Game

Competitions & Pathways

Strive to Shine

Facilities & Infrastructure

Secure the Future

NSW Swifts & GIANTS Netball

Fulfil our Potential



Commercial & Delivery

Business delivery





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