Strategic Plan
2020–2022
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

**Integrity**
We play fair and take ownership of our actions

**Fun**
We love what we do

**Welcoming**
We are an inclusive community for everyone

**One Team**
We respect and value each other

**Best Always**
We aspire to excellence
Strategic Pillars

Governance and Culture
(overarching all pillars)

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