



netball
NEW SOUTH WALES

STRATEGIC PLAN
2023 - 2025

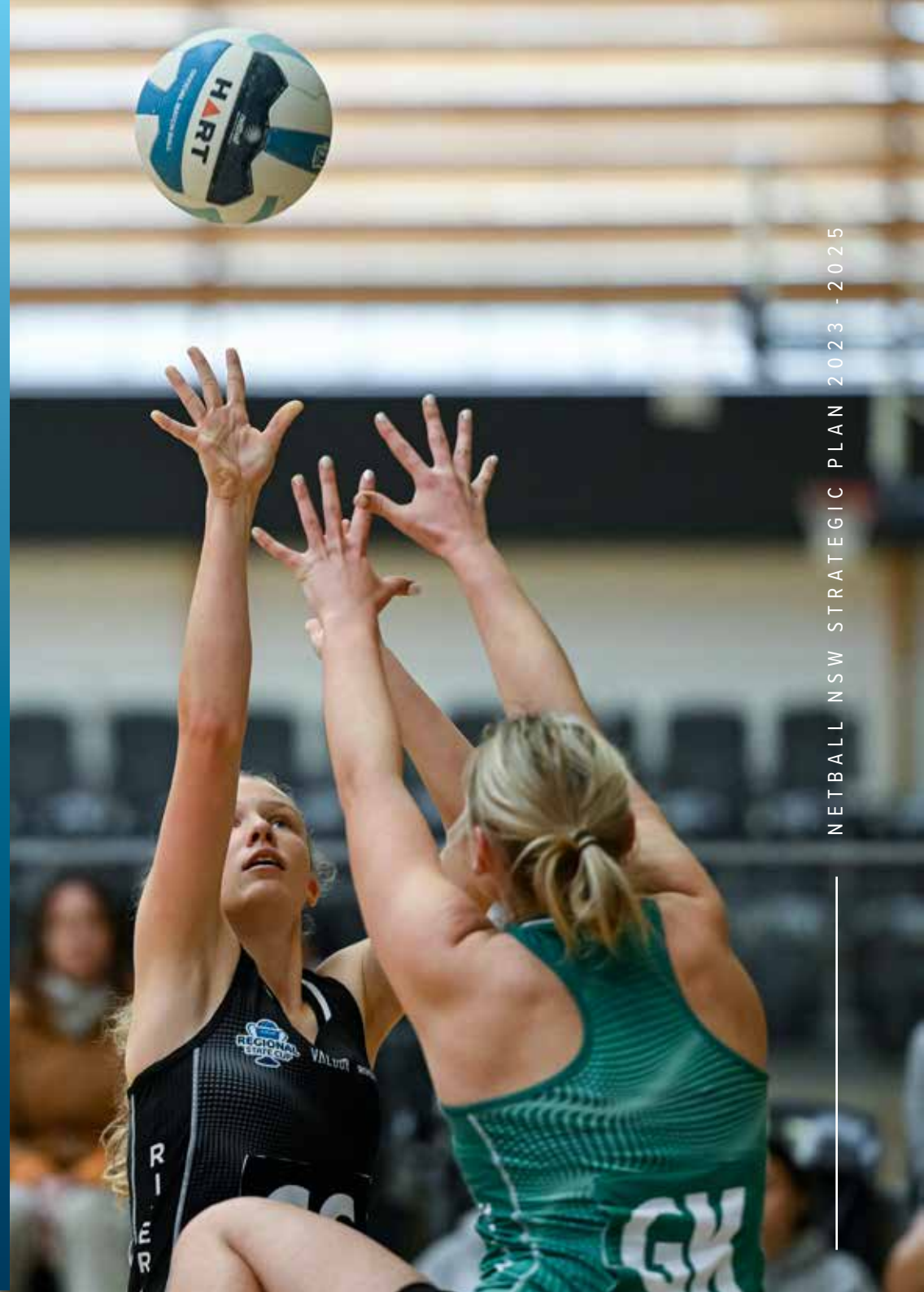


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ACKNOWLEDGEMENT OF COUNTRY

Netball NSW acknowledges and pays respect to the Traditional Custodians of the land, the Wangal people of the Dharug Nation, where Netball Central is based.

Netball NSW also acknowledges the various Traditional Custodians of the land across the wide netball landscape in NSW. We pay respect to their culture, history and Elders, past, present and emerging.

The Aboriginal lands and waters on which we build our courts, clubhouses, and facilities that are essential to our game are acknowledged as ancient and respected ground, and we acknowledge the significant and ongoing contribution of local Aboriginal communities throughout the Netball NSW community.

OUR VISION

**NETBALL IS NSW'S LEADING SPORT
OF CHOICE AND OPPORTUNITY**

OUR PURPOSE

**LEAD AND SUPPORT OUR NETBALL
COMMUNITY TO GROW AND THRIVE**

OUR MESSAGE

We are thrilled to share the Netball NSW 2023 to 2025 Strategic Plan with you.

Our ambition was to develop a strategic plan which prepares netball in NSW to both confront, and thrive in, a rapidly changing sports environment with many new entrants into the women's sports sector and people's lives being structured differently.

We are at a critical juncture, in terms of both challenges and opportunity and what we do next as a collective will meaningfully impact how netball in NSW looks in the next 5 to 10 years.

This new strategic plan prioritises our members and sustainability, whilst ensuring we are future fit through a meaningful commitment to being inclusive, bold and brave.

Understanding our responsibility as custodians of the game in NSW, we will approach delivery of our new Strategic Plan with excitement and passion and we are looking forward to working closely with our members, partners and the entire netball family to ensure we are NSW's leading sport of choice and opportunity.



Tracey Scott
CEO, Netball NSW



Louise Sullivan
President and Chair,
Netball NSW





NETBALL NSW VALUES AND BEHAVIOURS

WELCOMING

WE ARE AN INCLUSIVE
COMMUNITY FOR
EVERYONE

ONE TEAM

WE RESPECT AND
VALUE EACH OTHER

BEST ALWAYS

WE ASPIRE TO
EXCELLENCE

INTEGRITY

WE PLAY FAIR AND
TAKE OWNERSHIP OF
OUR ACTIONS

FUN

WE LOVE WHAT
WE DO



AMBITIOUS IN OUR EFFORTS TO
SUPERCHARGE STEP-CHANGE

GROW

STRATEGIC PILLAR: GROW

AMBITIOUS IN OUR EFFORTS TO SUPERCHARGE STEP-CHANGE

GROW our revenue streams

HOW...

- More effectively connect NSW Swifts & GIANTS Netball to the netball community to drive growth in participation and revenue.
- Expand commercial partnerships and maximise their value.
- Identify and pursue underutilised revenue opportunities and funding support.
- Bespoke business development and marketing plan for Netball Central.

GROW participation

HOW...

- Focus on format expansion, format standardisation and a mix of traditional and non-traditional participation products and competitions.
- Support Associations and Clubs to attract and retain participants.
- Identify strategic partnerships to be prioritised.

GROW capacity

HOW...

- Support volunteers, Clubs and Associations through technology/digital solutions and practical toolkits.
- Collaborate with Associations and Clubs to develop a workforce strategy to relieve pressure on volunteers.
- Ensure facilities are fit for purpose and supported through investment.

GROW awareness

HOW...

- Sharpened focus on leveraging NSW Swifts & GIANTS Netball brands.
- Bespoke approach to marketing our game through understanding our markets and audiences.
- More effectively collaborate with Associations, Partners and Government to deepen our engagement with existing audiences and reach new ones.



COMPELLING OPPORTUNITIES TO NURTURE
A LIFE-LONG LOVE OF THE GAME

PLAY

STRATEGIC PILLAR: PLAY

COMPELLING OPPORTUNITIES TO NURTURE A LIFE LONG-LOVE OF THE GAME

SSN Clubs and Pathway Development Success

Boys and Men meaningfully integrated

Inclusivity and accessibility practically activated

HOW...	HOW...	HOW...
<ul style="list-style-type: none">• Operate the two most successful Clubs participating in Suncorp Super Netball, on and off the court.• Review and refresh high performance strategy to achieve sustained success for players and officials, with a holistic approach to wellbeing.• Deliver strong, merit-based pathways for players, coaches, umpires, officials and administrators that underpin sustained success.	<ul style="list-style-type: none">• Provide participation opportunities for men and boys in competitions and events.• Data-led insights to examine historical barriers to participation by boys and men, using those insights to develop action plans to remove those barriers.	<ul style="list-style-type: none">• Provide both traditional and non-traditional formats to empower participants to choose how to engage with netball and bring new participants to our game.• Collaborate with experts, community groups and community leaders to remove barriers to participation and champion inclusion through safe and welcoming experiences.• Review of facilities strategy.



SHOWCASE OUR GAME AND OUR PEOPLE TO
UNLEASH OUR POTENTIAL

INSPIRE

STRATEGIC PILLAR: INSPIRE

SHOWCASE OUR GAME AND OUR PEOPLE TO UNLEASH OUR POTENTIAL

Be proud and ambitious

HOW...

- Celebrate our ongoing achievement of being the No.1 female sport.
- Develop a marketing and communications strategy which accelerates our ambition to be a high-growth sport for boys and men.

Showcase our game and our role models

HOW...

- Showcase netball in NSW's past and present role models to celebrate our history and enliven a new era of participation.
- Deliver engaging and vibrant storytelling which excites and energises participants, fans, partners and attracts new audiences.
- Leverage the 2026 Commonwealth Games and 2027 Netball World Cup to raise the profile of netball.

Our netball family welcomes everyone

HOW...

- Deliver programs and support Associations and Clubs to create environments that ensure participants from all communities, ages, genders and abilities feel welcome.
- Target strategic partnerships to reach new and diverse audiences.
- Support Associations and Clubs with marketing initiatives and content for their digital platforms.



SHARPENED FOCUS ON CAPABILITY TO
INSPIRE OUR NETBALL COMMUNITY

LEAD

STRATEGIC PILLAR: LEAD

SHARPENED FOCUS ON CAPABILITY TO INSPIRE OUR NETBALL COMMUNITY

Influence and Educate

HOW...

- Create education resources to support ongoing focus on diversity, inclusion and equity in netball environments.
- Ensure cultural practice is a key consideration in event, programs, competition and recruitment design.
- Champion a DNA of excellence, care and inclusion.

Partnerships Innovation

HOW...

- Development of a bespoke strategy to ensure netball in NSW capitalises on opportunities arising from the 2027 Netball World Cup.
- Accelerate investment through partnerships with businesses, government and Associations that are purpose-driven.

Prioritise sustainable development

HOW...

- Embed governance foundations which ensure that netball in NSW is future fit and able to respond to threats to growth and sustainability.
- Deliver tool kits, resources and training to support the sustainable development of Associations and Clubs.
- Audit operational practices across Netball NSW, Associations and Clubs to identify efficiencies and opportunities to streamline activities.



EMBEDDING SUCCESS FACTORS

ENABLERS

ENABLERS

EMBEDDING SUCCESS FACTORS

Data & Insights

- Use of data and insights to inform NNSW's decision making on key areas and initiatives to prioritise, as well as support, Clubs and Associations using this information in their strategic planning tactical initiatives.

Collaboration & Alignment

- Genuine collaboration and alignment across our ecosystem achieved through clear roles and responsibilities, ways of working and communication.

Capability & Culture

- Develop a high performing way of being through empowering and inspiring an engaged workforce.
- Reward and recognise positive role modelling of Netball NSW's values and behaviours.
- Prioritise initiatives which enhance our people, infrastructure and technology capabilities.



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