

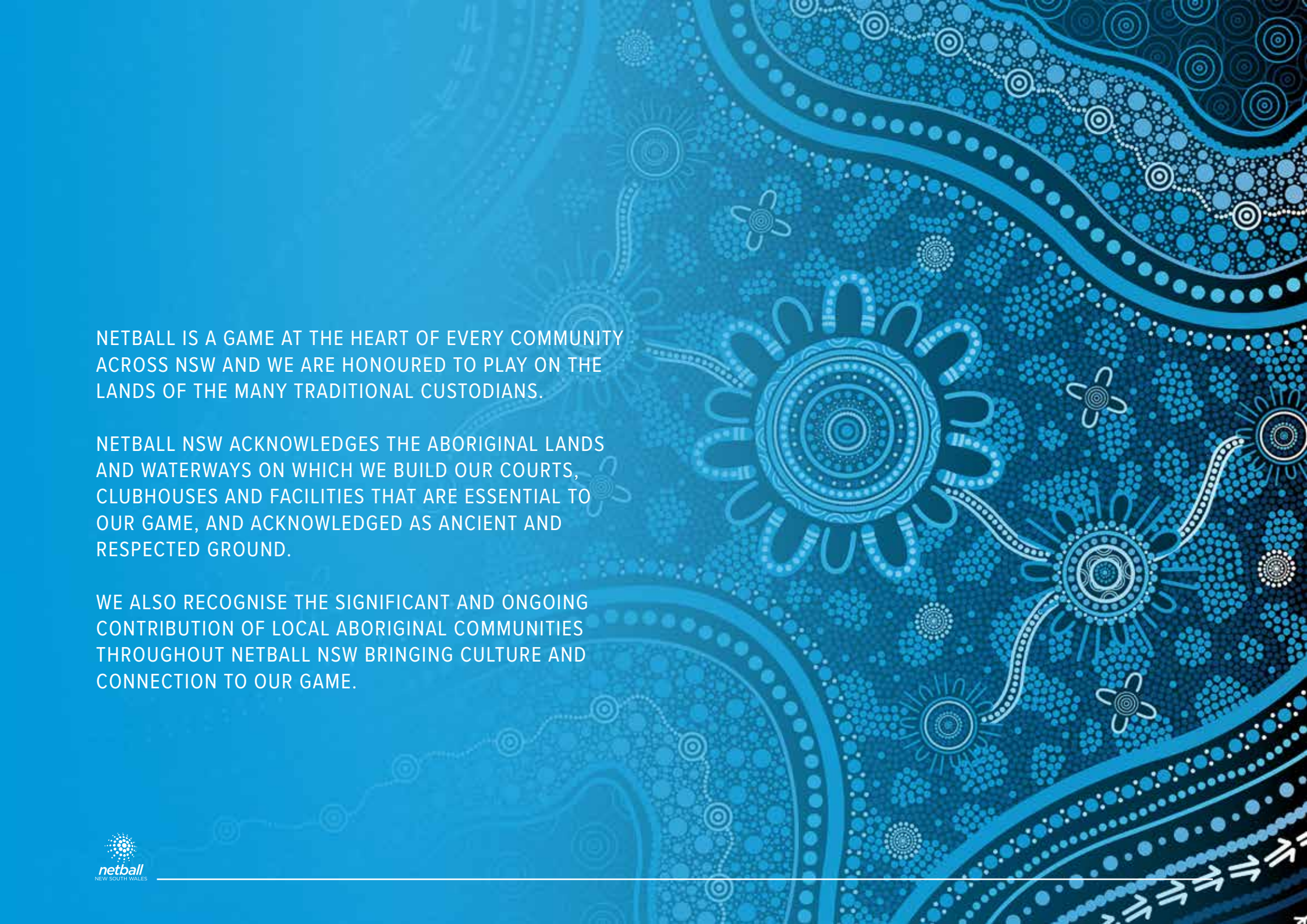


NETBALL IN NSW

STRATEGIC PLAN

2026-2028





NETBALL IS A GAME AT THE HEART OF EVERY COMMUNITY
ACROSS NSW AND WE ARE HONOURED TO PLAY ON THE
LANDS OF THE MANY TRADITIONAL CUSTODIANS.

NETBALL NSW ACKNOWLEDGES THE ABORIGINAL LANDS
AND WATERWAYS ON WHICH WE BUILD OUR COURTS,
CLUBHOUSES AND FACILITIES THAT ARE ESSENTIAL TO
OUR GAME, AND ACKNOWLEDGED AS ANCIENT AND
RESPECTED GROUND.

WE ALSO RECOGNISE THE SIGNIFICANT AND ONGOING
CONTRIBUTION OF LOCAL ABORIGINAL COMMUNITIES
THROUGHOUT NETBALL NSW BRINGING CULTURE AND
CONNECTION TO OUR GAME.

INTRODUCTION

As Netball In NSW enters a pivotal period with the Netball World Cup taking place in Sydney in 2027, I am delighted to present our strategic plan for the next three years.

In developing this plan it was important to recognise, first and foremost, what we do well. As our strong participation numbers demonstrate, netball is a game beloved in every community across the state.

I would like to thank the many stakeholders across all areas of the game who provided consultation and feedback in bringing this strategy to life. There is a shared recognition that innovation is our path to sustainable development and growth, whilst celebrating and supporting those volunteers who power our game across every community court in NSW.

This strategic plan aims to provide a balanced approach to enhancing netball's beloved status in this state; one that appeals to those already firmly embedded in the game as well as new audiences who are pivotal to its future.

The Netball World Cup will appeal to audiences old and new and with that comes unparalleled opportunity and responsibility for our great game. We are delighted to share this journey with you.



TRACY SCOTT, NETBALL NSW CEO



OUR CORE VALUES



WELCOMING

WE ARE AN INCLUSIVE
COMMUNITY FOR EVERYONE



ONE TEAM

WE RESPECT AND VALUE
EACH OTHER



BEST ALWAYS

WE ASPIRE TO EXCELLENCE



INTEGRITY

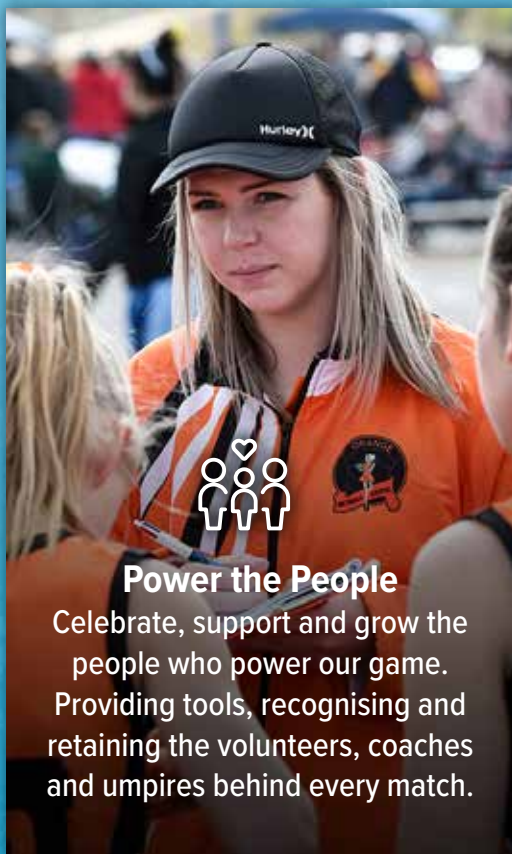
WE PLAY FAIR AND TAKE
OWNERSHIP OF OUR ACTIONS



FUN

WE LOVE WHAT WE DO

OUR GUIDE TO SUCCESS



PLAN WILL BE EXECUTED ACROSS 3 KEY HORIZONS

PRIORITISE FOR IMPACT

2026



Remember the Why

Unite the network behind a shared purpose, sharpen our priorities, and build the systems and experiences that will sustain growth and impact across horizons

2027



Unite, Ignite & Amplify

Show up loudly and deliver stand out experiences - using our systems and products to convert World Cup attention into participation, membership, workforce and partnerships

2028



Lock in Legacy

Convert the hype into a reimagined future - sustained growth through retention, pathways, facilities, volunteer capability and commercial strength.

CURRENT STATE OF NETBALL IN NSW

UNDERSTANDING OUR LANDSCAPE



122,586

REGISTERED NETBALL
NSW PARTICIPANTS



114
AFFILIATED
ASSOCIATIONS



446
FACILITIES



800+
NETBALL CLUBS



1,992
NETBALL COURTS



6,700
NSW SWIFTS
MEMBERS



7,889
AVERAGE NSW SWIFTS
HOME MATCH ATTENDEES



35,000
NETBALL VOLUNTEERS,
COACHES & MATCH OFFICIALS



55,000
PARTICIPANTS IN SCHOOLS
ACROSS NSW



420,000
TOTAL NETBALL NSW,
and NSW SWIFTS SOCIAL
FOLLOWERS

OUR STRATEGIC THEMES

1

**SHARING THE LOVE
OF NETBALL**



2

**MORE THAN A
GAME**



3

**NETBALL
EXCELLENCE**



4

**AMBITIOUS &
COURAGEOUS**



THEME 1: SHARING THE LOVE OF NETBALL

**GROW PARTICIPATION AND FANDOM BY OPENING DOORS
AND ENSURING THE GAME IS ACCESSIBLE, INCLUSIVE
AND BUILT FOR THE FUTURE**

1

REIMAGINE THE NETBALL JOURNEY

Guide every journey from first touchpoints in schools and community programs, to club registration, gamedays and lifelong fandom - ensuring each step is connected and engaging.

2

INNOVATE PRODUCT AND DELIVERY MODELS

Expand and modernise how people play - through social, mixed, school-based and short formats — so netball keeps pace with changing lifestyles and reflects the diversity of every NSW community.

3

UNIFY THE FAN AND PARTICIPANT ECOSYSTEM

Connect NSW Swifts, grassroots and our workforce - turning players, families and officials into supporters, members and advocates.

4

CHAMPION INCLUSION AND MULTICULTURAL GROWTH

Deliver programs, partnerships and communications that reflect the diversity of NSW. Remove barriers to access, and open the game to communities who haven't yet found their place in it

INDICATORS OF SUCCESS

- Growth in active participation and retention, with measurable uplift in fandom across viewership, digital engagement and gameday attendance.
- Netball's reach has expanded into new communities and audiences, and our participants and fans better reflect the diversity of NSW.
- Improved connected journeys - participants, parents, officials and fans can easily take the next step, whether that's registering, returning, buying a ticket or becoming a member.
- Growth in participants from culturally and linguistically diverse (CALD) backgrounds.

THEME 2: MORE THAN A GAME

WHERE COMMUNITIES CONNECT. WE CELEBRATE THE PRIDE, PASSION, AND BELONGING THAT LIVES ON AND OFF EVERY COURT

1

REFRAME THE VOLUNTEER EXPERIENCE

Equip volunteers with the tools and capability to thrive - building sustainable frameworks that ease workload, prevent burnout, and recognise and reward the people who keep our game running.

2

ELEVATE NETBALL'S STORY

Storytelling framework connecting community, competitions, pathways and elite teams, and using the World Cup spotlight to grow public interest and belonging across the sport.

3

INVEST IN PLACES OF CONNECTION

Champion the State facility agenda - partnering with associations, government and councils to deliver quality, accessible venues that meet growth and inclusion needs, and position netball as a driver of community infrastructure.

4

EMPOWER ASSOCIATIONS & CLUBS AS COMMUNITY LEADERS

Empower associations and clubs to lead in their communities - equipping them with the tools, education and resources to deliver brilliantly, grow, and connect across the sport.

INDICATORS OF SUCCESS

- Volunteers feel supported, recognised and equipped - with improved retention and a stronger pipeline of people powering the game.
- Netball is recognised as a driver of social impact, pride and connection - visible in public interest, government partnerships and media coverage.
- More safe, inclusive, future-fit venues delivered through netball-led partnerships with government and councils.
- Local associations and clubs are thriving with improved capability, growth and sustainability and support to lead in their community.



THEME 3: NETBALL EXCELLENCE

INVESTING IN PEOPLE AND PATHWAYS TO ENSURE WE CULTIVATE ELITE LEVEL TALENT AT EVERY STAGE

1

BUILD AN INTEGRATED PATHWAYS FRAMEWORK

A clear connected pathway from grassroots to elite - for athletes, coaches and officials, so all within the eco-system understand how they progress and their next steps in the pathway.

2

ENHANCE TALENT DEVELOPMENT AND SUPPORT SYSTEMS

Embed wellbeing, education, and holistic development across all athlete and workforce pathways to nurture people, to thrive on and off the court.

3

EXPAND ACCESS AND EQUITY ACROSS NSW

Establish regional delivery models and partnerships that give players, coaches and officials across the state equitable access to opportunities, wherever they live.

4

CELEBRATE AND CONNECT THE PERFORMANCE ECOSYSTEM

Strengthen strategic value of NSW Swifts in performance, fan engagement and commercial growth - flagship teams that inspire participation, build connection from grassroots to elite, drive our brand and attract investment.

INDICATORS OF SUCCESS

- Players, coaches and officials clearly understand the pathway and can access development opportunities - wherever they live in NSW.
- Stronger representation of regional, diverse and CALD communities across every level of the pathway, with development opportunities reaching beyond the metro centres.
- Sustained competitive success and connection with NSW Swifts, NSW athletes, teams and officials performing strongly and inspiring the next generation.
- Enhanced wellbeing, education and support across elite teams and pathways, driving higher retention and stronger performance.

THEME 4: AMBITIOUS & COURAGEOUS

CREATING A SUSTAINABLE SPORT THROUGH LEADERSHIP AND INNOVATION FOR LONG TERM IMPACT

1

MODERNISE GOVERNANCE AND LEADERSHIP STRUCTURES

Strengthen organisational governance, decision-making agility, and leadership capability across all levels of the sport.

2

ACCELERATE DATA AND DIGITAL TRANSFORMATION

Build a connected data and digital ecosystem - the tools and insights that power real-time decisions, operational efficiencies and better experiences across the sport..

3

INVEST IN SECTOR CAPABILITY AND EDUCATION

Equip Associations, clubs, volunteers, staff and partners with scalable tools and learning pathways to enhance local delivery across the state.

4

STRENGTHEN COMMERCIAL PARTNERSHIP AND INNOVATION

Become the partner of choice for Women's sport - building values-aligned commercial partnerships that drive investment, visibility and social impact.

INDICATORS OF SUCCESS

- Strengthened capability & governance reflected in transparent decision making, accountability and community confidence.
- Increased data driven decision making - driving efficiency, growth and better experiences.
- Improved associations and club capability, delivering outstanding local experiences, community connection and professionalism.
- Growth and diversification of revenue streams as Netball NSW recognised as a values aligned, innovative partner of choice in women's sport.

netball
NEW SOUTH WALES

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