

**Our Vision**  
One Netball Community  
driving Western  
Australia's leading sport

"Netball has a critical role  
in building communities  
throughout Western Australia;  
I am proud to be involved  
with this great sport."

**Colin Barnett - Premier**

**Purpose**

- ▶ Provide access to netball  
in Western Australia
- ▶ Grow participation and  
engagement in the sport
- ▶ Be a leader in the sport industry
- ▶ Empower our communities



**Netball WA (Inc)**

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**Strategic Plan**  
Building Our Future  
2013 - 2018





## Our Netball Talent



### KEY OUTCOMES

- All Regions have fulltime resources
- All coaches and officials are accredited
- All Regions and Associations are incorporated
- All State teams (17U, 19U, 21U & Western Sting) and West Coast Fever finish top 4 each year
- All participants and members utilise MyNetball

### Leading and developing our stakeholders through strong governance, workforce management and administration

- ▶ Establish contemporary governance policies and a clear succession plan for Netball WA's Board
- ▶ Ensure all Regions and Associations have structured governance models
- ▶ Build an achievement culture within Netball WA's paid workforce
- ▶ Establish a workforce development plan to guide the development of our volunteers throughout the sport
- ▶ Ensure operational plans and clear KPI's exist at each level of our sport
- ▶ Develop clear systems and policies within Netball WA, aligned with Netball Australia

### Achieving sustained high performing talent through education, training, recruitment and retention programs

- ▶ Ensure the West Coast Fever has effective recruitment and retention programs to secure talent
- ▶ Guarantee all coaches, umpires and officials have access to appropriate levels of accreditation and education
- ▶ Ensure all players have a pathway to State League and State & National teams through talent identification and player development

### Empowering our communities to build capacity

- ▶ Ensure Netball WA, our Regions and Associations are adequately resourced to build capacity and deliver our sport
- ▶ Ensure the effective use of technology across all Clubs, Associations and Regions

## Strength

## Integrity

## Unity

## One Netball Community



### KEY OUTCOMES

- One brand across Netball in WA
- Conduct a unique Western Australian International and mass participation event
- Over 200,000 members and participants in Netball in WA
- Inclusion programs integrated in each Region

### Growth and unity of our sport through increased participation and engagement

- ▶ Development of a framework around clean and transparent modes of communication across the whole of sport
- ▶ Drive the evolution of our sport, removing limitations on participation
- ▶ Develop and deliver events, competitions and programs to the highest standards
- ▶ Ensure our pathways are inclusive, innovative and connected

### Strengthening pathways of engagement with our sport

- ▶ Establish one brand across the sport in Western Australia
- ▶ Grow relationships with all netball providers across the State including Indoor centres, schools, commercial providers, community groups and education institutions
- ▶ Convert our supporters and grassroots community from fans and spectators to participants and members

### Promoting access to Netball in new markets

- ▶ Identify partners to deliver and grow the sport
- ▶ Promote Netball in Regional and rural Western Australia
- ▶ Enhance links with a range of diverse populations across WA



## The Netball Energy

### KEY OUTCOMES

- Secure \$5 million in sponsorship and grants to Netball in Western Australia
- Netball WA turnover to exceed \$10 million per annum
- All West Coast Fever home games held at Perth Arena
- All Regions receive royalties, commissions, grants and sponsorship greater than their membership fees



### Building a sustainable business across our sport through innovation, commercialisation, marketability and aggregation

- ▶ Explore and establish new business opportunities to drive our sport
- ▶ Ensure all business units of Netball WA are commercialised to achieve greater efficiencies and grow the business
- ▶ Position Netball WA as a leader in the business, community and sport sectors of Western Australia
- ▶ Identify opportunities for aggregation across the Netball community
- ▶ Incentivise Clubs, Associations and Regions to engage in, and grow, the One Netball brand

### Building capacity of our sport through greater integration and growth across our key assets

- ▶ Maximise commercial and high performance opportunities through the State Netball Centre
- ▶ Maximise the use of Perth Arena to grow our sport
- ▶ Ensure Netball WA is an influencer of local government and commercial operators to secure access and development of facilities for our sports current and future needs
- ▶ Generate revenues for the sport through utilising our demographic data and access for engagement