



Netball Tasmania

Strategic Plan | 2023 to 2025



Purpose

We are the **ultimate team** sport.

Netball is the **place to belong**, be your best and be bold.



Vision

Netball in Tasmania delivers **positive physical, mental and cultural health** benefits for all participants.

Values

Ambition

We are bold, daring and prepared to challenge the status quo for the good of the game.

Integrity

We act with honesty, care and respect in all of our interactions.

Collaboration

We win and lose together. We support each other, celebrate victories and share learnings.



Participation Projections

2021 Statistics	
Total Participants	12,495
TNL	168 (1%)
Registered Senior Players	2868 (23%)
Registered Junior Players	4329 (35%)
Net Set Go	630 (5%)
School Programs	4500 (36%)

Annual
Growth
Rate

Flat

2.8%

1.5%

+28.2%

+5.6%

2025 Statistics	
Total Participation Target	15,000
TNL	168 (1%)
Registered Senior Players	3000 (20%)
Registered Junior Players	4600 (30%)
Net Set Go	1700 (11%)
School Programs	5600 (38%)

Strategic Overview

01

Grow

Create generational growth in participation, engagement, and revenue.

02

Play

Deliver a diverse array of netball programs that affords everyone the opportunity to play in a fun, safe and inclusive environment.

03

Inspire

Champion netball as the ultimate team sport in Tasmania through building and developing our own pipeline of homegrown role models and ambassadors



Enablers

Priorities

Grow

- Increase sponsorship revenue by 30%
- Build a strong foundation for our sport by growing the number of associations running NetSetGO programs and increasing individual participation numbers
- Increase presence of Netball in Tasmanian schools through Sporting Schools and High School Cup
- Drive growth in digital consumption of Netball via live streaming of TNL and Kayo viewership in Tasmania
- State wide facilities development and utilisation strategy is in place
- Increase total number of registered participants through delivering a more diverse mix of netball programs to cater for all demographics and cultural backgrounds

Focus Areas	Key Initiatives	Success Measures
Commercial Performance	<ul style="list-style-type: none"> Build a sustainable pipeline of commercial partners that align to Netball Tasmania values Create new sponsorship assets driven by customer data and upgraded capability in digital marketing Enhance and innovate the traditional membership model to deliver better value for the customer and grow membership revenue Invest in development and delivery of sporting schools strategy to grow number of programs delivered 	<ul style="list-style-type: none"> All commercial assets sold prior to commencement of season Increase sponsorship revenue by 30% by 2025 Deliver new/upgraded membership product to increase revenue YOY 30% increase in sporting schools revenue by 2025
Participation	<ul style="list-style-type: none"> Develop and implement holistic participation strategy encompassing High School Championships, Net Set Go and registered netball participation in affiliated competitions Introduce new netball programs aimed at connecting with a more casual and diverse participant base including school holiday and after school programs Develop and deliver persuasive proposals to all current operators delivering unaffiliated netball competitions to align their competitions with Netball Tasmania 	<ul style="list-style-type: none"> Triple NSG participation by 2025 10% growth in junior club netball participation 25% growth in school program participation Convert all major unaffiliated competitions by 2025
Fandom	<ul style="list-style-type: none"> Partner with relevant SSN team to deliver initiatives to convert netball participants to fans Deliver an enhanced online streaming experience for TNL matches to build profile of league and its players Develop a centralized pool of customer data to utilize for marketing and commercial purposes 	<ul style="list-style-type: none"> Customer database solution in place and monthly edm schedule operational by start 2023 Host multiple clinics per year featuring SSN/Diamonds athletes to build fan avidity
Inclusion and Diversity	<ul style="list-style-type: none"> Deliver range of initiatives to specifically target growing boys participation in school environments indigenous athletes, LGBTQI athletes, migrant communities, and all abilities athletes. Engage and partner with Tasmanian aboriginal groups to develop Netball Tasmania's first RAP Targeted 'come and try' clinics being run in all regions to build the inclusion and participation of migrant communities and all abilities athletes Facilitate the delivery of cultural awareness education for Associations and Clubs. 	<ul style="list-style-type: none"> 30% increase in boys participation in high school champs RAP delivered and implemented by 2025 2 clinics/gala days delivered per year All clubs and associations to complete mandatory cultural awareness education annually
Facilities	<ul style="list-style-type: none"> Complete an up to date facilities audit Build relationships with all local government's where major netball associations reside Establish connection with relevant state and federal members of parliament to generate support for facilities upgrades/new builds Consult and support all associations to upskill key personal in the preparation and submission of grant/funding applications 	<ul style="list-style-type: none"> Facilities audit completed by start 2023 Quarterly meetings with relevant local government representatives Quarterly meetings with relevant state representatives and annual meetings with Federal members of parliament Deliver grant application workshops annually for all associations

Priorities

Play

- Netball Tasmania maintains an independent presence and improves performance in each age bracket for state championships and the ANC Championships
- Athlete development programs are run in the South, North and North West that are underpinned by the TIS
- Accreditation programs are accessible and delivering an annual increase in the number of accredited officials
- The TNL is recognized as a premier sports competition in Tasmania and is financially secure through the retention and acquisition of commercial partners
- A sustainable business model for a Tasmanian SSN is in place, including financial commitments from government and commercial partners

Focus Areas	Key Initiatives	Success Measures
TID, Development & State Team Programs	<ul style="list-style-type: none"> Centralized calendar for state wide talent ID carnivals Develop and implement a state-wide TID plan Athlete development programs are run in the South, North and North-West. Development programs are underpinned by the TIS or another elite sport service delivery partner. Program content is inclusive of both on and off court development opportunities. Netball Tasmania maintains an independent presence in each of the 15&U, 17&U, 19&U and ANC Championships and develops a holistic strategy and associated performance targets through to 2025 	<ul style="list-style-type: none"> Talent ID scouts present at all regional carnivals Number of elite level athletes trying out for representative teams increases annually Annual opportunity for match practice against elite level interstate opponents for 17&U and 19&U state teams State & ANC team performance meets and exceeds annual KPIs Tasmanian State athletes are genuinely identified for National camps and/or squads (not only invitees).
ANC	<ul style="list-style-type: none"> Establish a 3 year strategy with clear benchmarks, objectives and cultural standards for the ANC program Review current connection and relationship between TNL coaches and ANC program Secure partnerships with SSN club and/or VNL clubs to secure high performance development opportunities for ANC athletes and coaches 	<ul style="list-style-type: none"> HP Strategy completed by end 2022, implementation commences 2023 Annual match play opportunities for ANC squad against interstate elite level opposition Annual opportunity for top tier ANC athletes to train within SSN level or equivalent HP environments
Competitions and Members	<ul style="list-style-type: none"> Review and streamline user experience for registering to play netball/NetSetGO Review product matrix ensuring a variety of netball programs are offered to cater to a diverse mix of participants Develop a member benefits program that delivers tangible value to all registered participants Annual benchmarking of the cost of participation to ensure netball remains accessible for all Continue the progression of the PlayHQ roll out with a view to migrating to e-scoring for top tier competitions 	<ul style="list-style-type: none"> Establish annual benchmarking for user experience and participant satisfaction whilst establishing clear goals to achieve YOY improvement Establish benchmarks for % of first time registrations and annual retention targets Establish annual reporting framework to measure value perception amongst Netball Tasmania members Scoring utilized across all TNL and premier league comps by end 2023
Officials & Coaches	<ul style="list-style-type: none"> Accreditation programs are accessible and delivering an annual increase in the number accredited officials Accreditation update programs and online development initiatives are increasing retention of officials. Update respect for umpires policy to ensure officials feel valued and supported Introduce new initiatives to celebrate achievements in umpiring annually Create and deliver a new suite of practical coaching education sessions across the state Provide opportunities for top tier Tasmanian coaches/umpires/bench officials to gain experience in elite level/ national competitions 	<ul style="list-style-type: none"> 100% retention of advanced, elite & HP coaches 100% retention of A, AA accredited umpires Annual umpire exchange program in place by end 2023 Umpire recognition framework operational by 2023 Ave 130 new foundation coaches per year Ave 25 new C badge umpires per year Opportunity for min. 2 Tasmanian bench officials to take part in national tournaments
Tasmanian Netball League	<ul style="list-style-type: none"> Complete review of entire TNL structure Partner with media organizations and a streaming provider to boost the media exposure of the TNL and its athletes Migration of all aspects of competition management and game day scoring is migrated to PlayHQ Partner with TNL clubs to build out sustainable junior talent pathways and establish a regional footprint for each 	<ul style="list-style-type: none"> Review completed by end 2024 with recommendations implemented in 2025 Establish benchmark for media coverage benchmarking and drive annual increase Geographic representation is preserved with competitive teams in all regions.

Priorities

Inspire

- Netball is attracting and retaining the most talented staff and volunteers
- Celebrate and honor our heritage whilst raising our eyes to the future to ensure we are a sport of choice for the next generation of Tasmanian athletes
- Support our netball community to ensure that we deliver positive physical, mental and social health benefits.
- Tasmania to host at least 2 SSN matches per year and leverage partnership with SSN team to deliver a broad range of benefits to the netball community
- Tasmanian netballers are household names and generate a level of positive media coverage relative to our participant base
- Netball is held in the highest regard by State Government and is considered a critical area for investment

Focus Areas	Key Initiatives	Success Measures
Suncorp Super Netball/ Netball Australia	<ul style="list-style-type: none"> Formalise partnership with SSN team/ Tas state government to ensure elite level netball continues to be played in Tasmania Update/develop a sustainable business model for the operation of a Tasmanian SSN team Corporate support for a Tasmanian SSN team is secured. Government support for a Tasmanian SSN team is secured. Netball Australia and broadcasters are regularly lobbied for the inclusion of a Tasmanian SSN team 	<ul style="list-style-type: none"> Tasmania to host at least 2 SSN matches per year Updated SSN business plan completed by mid 2024 Secure rights for Tasmania to host a Diamonds game by 2025 Secure hosting rights for one of the ANC, SSN Pre Season Comp or National Netball Championships
People, Culture & Wellbeing	<ul style="list-style-type: none"> Netball Tasmania and Netball Australia strategic plans are distributed broadly with all associations to build a shared understanding of the overarching strategic goals and how this aligns with the strategy and vision at national level Associations state-wide have trained mental health first aid officers. Deliver a Volunteer Assistance Program (VAP) is in place, affordable and confidentially accessible. Modernize People & Culture policies in line with best practice standards Introduce individual team scorecards to showcase yearly achievements 	<ul style="list-style-type: none"> Support Associations to develop strategies that align to the national and state strategic framework Netball is attracting and retaining skilled and motivated staff and volunteers. Staff and volunteer satisfaction & engagement are measured and baseline KPI's established to be reported on annually People & Culture policies reviewed, and recommended updates submitted for board approval by end 2023
Recognition and History	<ul style="list-style-type: none"> Dedicated space is allocated to the recognition of history and achievement on the Netball Tasmania website. Outstanding achievements are recognized through the Tasmanian Netball Hall of Fame. Contributions from the Tasmanian Netball community are celebrated annually through the Tasmanian Netball Award evening. Netball participants are experiencing a lifelong connection to the game. 	<ul style="list-style-type: none"> New HOF honour boards created by end 2022 Netball Tasmania office to be re branded to celebrate the games history Updated criteria for HOF nominations process to ensure framework is inclusive of all major contributors to our game
Creating Role Models	<ul style="list-style-type: none"> Establish new brand and identity for the Tasmanian ANC team Increase owned content output from Netball Tasmania to feature and profile our athletes stories Develop community partnerships that help boost Netball's share of voice Deliver one marquee event game per season that attracts new/diverse audiences to boost the profile of the sport Develop closer relationships with key media figures to increase netball focused media content in local market Build stronger media partnerships to build the profiles of local netball athletes and share the proud history of our game. 	<ul style="list-style-type: none"> New ANC name and brand to be launched in 2023 2 new content streams/channels to be delivered by end 2023 Establish 2 new community partnerships by end of 2023 Deliver 1 marquee round/match by 2024 Secure at least 2-3 media netball ambassadors to generate more favourable netball content YOY increase of media value/exposure for netball in Tasmania

Priorities

Enablers

Focus Areas	Key Initiatives
Governance	<ul style="list-style-type: none">• Netball Tasmania is highly regarded by State Government and is considered a critical area for investment.• Board skills aligned to the strategic needs of the sport in Tasmania.• Decision making supported by research and consultation.• Constitutions, By-Laws, member/child protection and diversity and inclusion policies updated and comply with applicable legislation.• Risks are assessed and reviewed regularly, and policies and procedures are in place and monitored to ensure best practice.• Financial management is transparent, audited and meeting the needs of the sport.• Strategy development and progress reporting is aligned and shared between Netball Tasmania, Associations, Netball Australia and funding providers
Partnerships	<ul style="list-style-type: none">• Effective development and maintenance of strong and effective relationships with key stakeholders including;• Netball Australia• Affiliated Associations• Tasmanian Netball League Clubs• Communities, Sport and Recreation Tasmania• Ministers for Sport and Women• Other Tasmanian State Sports Organizations

Appendix

Benchmarking Grass Roots Participation:

Cricket Victoria 19/20

Category	Schools	Cricket Blast	Junior Club	Senior Club	Total
# Participants	23,295	15,500	4,803	4,623	48,221
% Of Participant Base	48%	32%	10%	10%	

AFL WA 2018

Category	Schools	Aus Kick	Junior Club	Senior Club	Total
# Participants	17,3568	43,726	32,075	17,175	266,544
% Of Participant Base	65%	16%	12%	6%	

AFL QLD 2017

Category	Schools	Aus Kick	Junior Club	Senior Club	Total
# Participants	125,048	28,273	11,762	7230	172,313
% Of Participant Base	73%	16%	7%	4%	

Football Victoria 2019

Category	Schools	Mini Roos	Junior Club	Senior Club	Total
# Participants	137,707	31,822	27,560	16,616	213,705
% Of Participant Base	64%	15%	13%	8%	