

Netball SA 2020 Strategic Plan



Netball SA Purpose:

As guardians of the sport we will enrich the community through netball.

How we will operate:

We will be bold, relevant, inclusive, accountable and enduring.

Strategic Intentions:

By 2020 we will:

1. Double our membership to 60,000
2. Expand and diversify our community engagement with current and new participation groups
3. Increase our revenue to \$10 million
4. Exceed all high performance bench marks in everything we do

2020 Strategic Initiatives:

Membership, participation, engagement and community

1. Develop and implement a flexible membership model.
2. Develop flexible products, services and experiences that maximises opportunities for current and new participation groups to be involved in the game.
3. Develop a state-wide facilities plan to ensure there are places to participate.

Technology, systems and processes

4. Integrate digital into everything we do.
5. Build a culture that drives improved business processes and systems across the entire organisation.
6. Develop and implement a technology plan for the business.

Workforce

7. Develop and implement a volunteer plan for the sport.
8. Attract and develop engaged staff who are invested in our high-performance, accountable and inclusive culture.

Revenue:

9. Maximise the productivity of the business to drive investment into the sport.
10. Create a venue that delivers an outstanding participant and patron experience and maximises revenue to invest back into the facility and the sport.

Brand and Communications:

11. Activate and connect the netball family and the wider community to the sport.
12. Create and communicate Netball SA's brand.
13. Sell netball as "more than a game".

Pathways

14. Develop a participation pathway for athletes, coaches, umpires and administrators.
15. Develop a Talent Identification (TID) pathway for athletes, coaches, umpires and administrators.
16. Foster and enhance the SPNC and drive its relevance to South Australia.