

# NETBALL SA STRATEGY

1 JULY 2022 – 30 SEPTEMBER 2023



# ***ACKNOWLEDGEMENT OF COUNTRY***

WE ACKNOWLEDGE AND CELEBRATE THE ONGOING CONTRIBUTION OF THE ABORIGINAL AND TORRES STRAIT ISLANDER NETBALL COMMUNITY.

WE RECOGNISE ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AS THE FIRST AUSTRALIANS AND CUSTODIANS OF THE LANDS, AND ACKNOWLEDGE THE CONTINUING RELATIONSHIP BETWEEN ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES WITH TRADITIONAL LANDS AND WATERS.

WE RESPECT THE CONTINUING CULTURES, LANGUAGES AND HERITAGE OF ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES, AND PLACE IMPORTANCE ON SHOWING THIS RESPECT.



# LETTER FROM THE CHAIR

HELLO ALL,

AS CHAIR OF THE BOARD OF NETBALL SA, I AM PROUD TO PRESENT NETBALL SA'S NEW STRATEGY DOCUMENT. I HOPE THAT YOU ENJOY READING IT.

DUE TO COVID, THE LAST TWO YEARS HAVE BEEN A STRUGGLE FOR OUR ORGANISATION, BUT THROUGHOUT THAT TIME THE GOAL WAS ALWAYS TO EMERGE STRONGER AND SMARTER.

WE HAVE CAPTURED THAT SENSE OF OPTIMISM IN OUR NEW VISION STATEMENT:

**AS CUSTODIANS OF THE #1 PARTICIPATION SPORT FOR WOMEN AND GIRLS, NETBALL SA EXISTS TO ENRICH LIVES, ENHANCE COMMUNITIES, AND INSPIRE GENERATIONS.**

OUR PLAN TO BE STRONGER AND SMARTER IS A FOCUSED, STAGED PLAN THAT IS BASED ON MEMBER FEEDBACK AND DESIGNED TO ENSURE WE ARE DIRECTING OUR EFFORTS AT THE "RIGHT" THINGS THAT WILL GROW NETBALL IN SA.

WE ARE A PROUD SPORT WITH A WONDERFUL HISTORY, BUT AS THE SPORTING AND ECONOMIC ENVIRONMENT CHANGES, WE MUST BE PREPARED TO ADAPT AND WORK TOGETHER FOR TODAY'S PARTICIPANTS AND TOMORROW'S.

SO, SOME THINGS WILL CHANGE – FOR THE BETTER – BUT OTHER THINGS WILL REMAIN VERY MUCH THE SAME.

NETBALL AT EVERY LEVEL HAS BEEN TOO QUIET, TOO MODEST, FOR TOO LONG, SO AS PART OF OUR STRATEGY WE WILL ENSURE THAT OUR VOICE IS STRONG FOR OUR MEMBERS AND MORE – **WE WANT TO BE THE VOICE OF WOMEN AND GIRLS IN SA.**

NETBALL SA HAS A NEW, ENERGISED BOARD MADE UP OF PEOPLE COMMITTED TO NETBALL AT EVERY LEVEL. AS THE NEW CHAIR OF THAT BOARD, YOU HAVE MY COMMITMENT TO THE SUCCESS OF OUR PLAN THAT WILL SEE OUR SPORT, AND OUR ORGANISATION THRIVE AND GROW.

A handwritten signature in black ink, appearing to read "Carolyn Mitchell".

CAROLYN MITCHELL



# ***SOUTH AUSTRALIAN NETBALL PURPOSE***

AS CUSTODIANS OF THE #1  
PARTICIPATION SPORT FOR WOMEN  
AND GIRLS, NETBALL SA EXISTS TO  
ENRICH LIVES, ENHANCE COMMUNITIES  
AND INSPIRE GENERATIONS.





# NETBALL SA VALUES



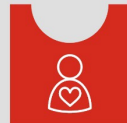
## WE ARE TEAM PLAYERS

- We are united and committed to meaningfully checking in with our team members
- We are engaged with the broader organisation and prepared to actively help each other
- We recognise professional and personal achievements, celebrating our successes, however great or small
- We provide a safe and honest environment for all team players to share their voice and to be actively heard
- We embrace our differences and recognise we are stronger in collaboration
- We promote and celebrate diversity and an inclusive environment
- We have each other's backs, and our doors are always open



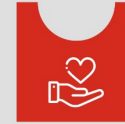
## WE PLAY OUR POSITION

- We know the company's game plan and our role's part in the plan
- We research, understand the industry, and come to work prepared
- We are resilient
- We are versatile, recognise and respond when the game plan needs to change



## WE ARE CUSTOMER CENTRIC

- We put our customers at the centre of everything we do
- We respect and acknowledge our customers with a positive attitude
- We treat others how they want to be treated
- We strive to satisfy our customer's needs in a timely and appropriate manner
- We deliver on our promises
- We create personal memorable experiences for our customers
- We listen to our customers and are guided by their feedback



## WE PLAY WITH INTEGRITY

- We do the right thing, even when no one is looking
- We value direct feedback, have courageous conversations, and always remember to confront the problem, not the person
- We recognise we are all human and support each other through the good and the bad
- We value each other's time, and we are present and engaged
- We encourage healthy debate and diversity of opinion
- We promote positivity and remember we are all responsible for the energy we bring to work



## WE ARE GAME CHANGERS

- We inspire each other through collaboration and support each other without fear of failure
- We are passionate about the development of our sport's future and are prepared to take risks to create change
- We empower each other to have the courage to be trailblazers in women's sport
- We accept and learn from our successes and our failures



# GROW

- SUPPORT SOUTH AUSTRALIAN CLUBS AND ASSOCIATIONS TO BE VIBRANT AND WELL EQUIPPED TO ATTRACT AND DEVELOP PARTICIPANTS
- BUILD COMMERCIAL OPPORTUNITIES THAT SPONSORS WANT TO BE PART OF
- BUILD A STRONG CONNECTION BETWEEN THE ADELAIDE THUNDERBIRDS AND THE SOUTH AUSTRALIAN NETBALL COMMUNITY IN ORDER TO GROW FANS, PARTICIPATION AND REVENUE.





# PLAY

- FOSTER COACHING AND UMPIRING CAPABILITY ACROSS SOUTH AUSTRALIA TO CREATE THE NEXT LEVEL OF SPORTING LEADERS
- DELIVER STRONG AND DIVERSE PATHWAYS THAT UNDERPIN SUSTAINED SOUTH AUSTRALIAN SUCCESS
- ENSURE THAT THE HOSPITAL RESEARCH FOUNDATION GROUP PREMIER LEAGUE IS THE PINNACLE OF SOUTH AUSTRALIAN NETBALL COMPETITIONS



# LEAD

- MAKE NETBALL A PLACE WHERE PEOPLE CAN THRIVE AND GROW, BOTH ON AND OFF THE COURT
- ENSURE NETBALL IS INCLUSIVE AND A SPORT FOR ALL
- BE THE VOICE OF WOMEN IN SOUTH AUSTRALIA





# INSPIRE

- HONOR AND INVEST IN THE NEXT GENERATION OF VOLUNTEERS
- MAKE THE ADELAIDE THUNDERBIRDS A DESTINATION CLUB FOR THE WORLD'S BEST PLAYERS AND ADMINISTRATORS

