

STRATEGIC PLAN

2023 - 2026



ACKNOWLEDGEMENT OF COUNTRY

Netball SA reaches across our great state, and we acknowledge the Traditional Custodians of all the lands on which we operate.

We acknowledge their Elders, past, present and emerging - and recognise their connections trace back tens of thousands of years.

Netball SA commits to listening to the voices of our First Nations athletes, coaches, officials and fans as we walk together to a better future.

INTRODUCTION

Netball in South Australia is facing a watershed moment in 2024. This three-year strategic plan has been designed to maximise the opportunities for both our sport and our organisation while delivering stability, ongoing growth, and increased member satisfaction.

Relocating the reigning Suncorp Super Netball champions the Adelaide Thunderbirds to the Adelaide Entertainment Centre offers an opportunity to significantly grow membership, revenue, and sponsorship, while we must also make real the State Government's commitment to redeveloping our Mile End Stadium – a vital step towards long-term success.

In an ever more competitive environment, we must also remain absolutely focused on our members by driving the Netball Next governance reform, embracing inclusivity, enhancing our competitions at all levels, and supporting all those who are involved in our great game whatever their role.

While there are many challenges ahead, and a lot of hard work needed, this strategy will reinforce our foundations while delivering the progress netball deserves.

-Netball SA Board

NETBALL SOUTH AUSTRALIA PURPOSE

Netball SA exists to enrich lives, enhance communities and inspire generations.



NETBALL SOUTH AUSTRALIA VALUES



We are connected to each other and our outcomes - we work together for the greater good of netball.

We are inclusive, respectful and have each other's backs.

We are solution-focused and play the ball, not the person.



We know our individual role and by performing the best we can, we lift our entire team.

We are versatile and resilient and can respond with agility if our game plan needs to change.



We push the boundaries to make our sport and organisation as good as it can be - no matter how big or small.

We collaborate without fear of failure - but if we do make a mistake, we support each other to learn and improve.



We are leaders of our sport and so must demonstrate high standards.

We are guided by a "see it, say it, fix it" ethos - we do it if it needs to be done and don't wait to be asked.



Our customer is at the centre of everything we do.

We strive to surpass expectations and deliver superior customer service.

GROW

- Grow netball participation in South Australia.
- Embed a sustainable business model.
- Increase Netball SA's venue usage and return.
- Invest in the next generation of volunteers to grow our sport.

PLAY

- Ensure clear, defined and connected pathways for all.
- Grass roots competitions and programs provide the opportunity for everyone to participate.
- THRFG Premier League remains the pinnacle competition in South Australia.

LEAD

- Ensure netball is inclusive and a sport for all.
- Build a strong, safe and sustainable netball community.
- We are customer centric in everything we do.
- Netball is a place where people can thrive and grow.



INSPIRE

- Elevate the Adelaide Thunderbirds to be the voice for women and girls in South Australia (inspiring & empowering)
- Increase the connection between grass roots and elite netball.
- Make Adelaide Thunderbirds a destination club for the world's best players, coaches and high performance staff.