

# 2020

## ANNUAL REPORT



**ADVANCING** NETBALL  
**ADVANCING** COMMUNITIES







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## FROM THE PRESIDENT

### GRANT ROBINSON

What a year and what a season we've had – certainly like no other we have seen before.

Netball in Western Australia is a family and in tough times families pull together. This year our netball family has never been more challenged but equally never stronger. There is no doubt our communities need our sport now more than ever. Netball has helped us stay connected, stay positive and remain resilient during one of the most challenging years in memory. Our members, players, coaches, umpires, officials, support staff and volunteers and the wider Netball community in WA have done a wonderful job since returning to training and competition, making sure our game continued to be enjoyed at all levels – in a safe and responsible way – given COVID-19.

Our team worked hard this year to make sure competitions for juniors right through to seniors continued to run. During the height of the pandemic Netball WA continued to work towards implementing a full Gold Industry Group WA Netball League competition. We succeeded and remain one of the only sports in WA to run the full season of a state competition, albeit with a shifted timeframe.

I'm also pleased to report that we have retained 85% of our membership and Suncorp NetSetGO participants in 2020, an incredible achievement and the envy of most other sports around the country. This is a testament to not only our Netball WA staff, but also the tireless work of the thousands of volunteers that make our game tick at the grassroots level.

Our West Coast Fever team did an incredible job of representing

our State in 2020. Especially after spending 3 months in the Queensland Hub and going all the way to the Grand Final. It may only be our second in history however, it is our second in three years, which is no mean feat. We remain positive a Premiership is just around the corner.

Although falling heartbreakingly short of victory, as I am sure we can all remember, we could not be more proud of the Team and all they did. It is appropriate to acknowledge the incredible sacrifice our Fever players, coaches and support staff made to compete in 2020. We should also congratulate our athletes Verity Charles, Jess Antiss and Courtney Bruce in their selection to the National Squad. Also we should be so proud that Stacey Marinkovich has been selected as the Australian Diamonds Coach.

That said we need to acknowledge that as an organisation we fell significantly short of your expectations in regards to the WCF compliance breaches. For that we have much to do in order to regain your trust and confidence – and we are committed to doing so. Much has been done already in this regard but we acknowledge there is more to do.

Our NAIDOC Carnival and Association Championships achieved near record participation.

Shooting Stars, our Aboriginal educational program encouraging young girls to stay in school in WA's remote communities, has been another beacon of strength in 2020, providing a constant source of support for the communities in which it operates.

Now operating in eight sites across the State, Shooting Stars is working to address significant gaps in gender in remote Aboriginal communities, where we know young girls are 40% less likely to finish school.

Fran Haintz and her team have continued to set the benchmark in this space and we look forward to what will be a big year for the program in 2021.

I'd like to take this opportunity to acknowledge our partners who have continued to support our great sport through the toughest of times – thank you. We could not have achieved the success we have had this year without your support and we look forward to working with you all again next year.

To our members, Clubs, supporters, and fans, you have been a foundation of strength for our sport in its most challenging year, and we thank you for everything you have given and continue to give.

We could not be prouder of what you've all achieved in 2020.

On your behalf I would like to extend to the Board members of Netball WA, West Coast Fever and Glass Jar and the fantastic staff of these organisations thanks for your dedication, commitment and professionalism – in this the most extraordinary of years.

In particular, I would like to extend a huge thank you to Jill Powell and Emma Chinnery who both retire from the Board of NWA at this year's AGM having completed their maximum terms. They have given so much to Netball WA over the last six years that we can never really thank them enough – their legacy however will live on. Importantly, they are not lost to us as Jill is now a director of WCF and Emma remains on the Board of Glass Jar.

Yes we have had our challenges in 2020 and we have faced them head on. To be honest we could not have risen to these challenges and achieved the things we have without the confidence that comes from knowing we have such a dedicated, passionate group of people, such as you, behind us. As we look forward to 2021 and beyond we remain focused on executing on our key strategic pillars – People & Culture; Participation; Pathway and Business Performance.

So thank you once again for everything you give to our sport, and I look forward to a bigger and brighter 2021 with you all, as we focus on pursuing our purpose of Advancing Netball and Advancing Communities.





## FROM THE A/CEO

### GARRY CHANDLER

Little could we have known this time last year the challenges we were to face in 2020. The impact of the COVID-19 pandemic that swept the globe was felt across our sport and community at all levels. The rate at which things moved, particularly from March to July, proved a significant challenge to the way in which we were able to deliver the sport across the state. For the most part, due to the amazing work by the team at Netball WA, our Associations and Clubs, we managed to ensure many of our competitions and events were delivered in some format throughout the year.

It was certainly the most rigorous test of our resilience, flexibility and commitment to the sport. The year was full of constant change, challenging us on a daily basis across all facets of our sport and the business. My sincere thanks and appreciation go out to all those involved in this huge effort, from our Community Netball team who drove our competition and program delivery, to our Corporate and Shared Services teams, always striving to innovate and be the best we can be. We are certainly looking forward to a less disruptive season in 2021.

At West Coast Fever, the pandemic also had a dramatic impact on the season. Forced into a 3-month hub in Queensland for the duration of the competition, the playing, coaching and support staff exemplified the grit and determination that is our trademark to again reach the Grand Final despite such adverse circumstances. The appointment of our Head Coach Stacey Marinkovich to the Diamonds was another highlight in 2020, a much-deserved reward and recognition for Stacey who has led the team so magnificently over the years.

It would be remiss of me not to reference the salary cap breach that engulfed the Club towards the end of the year. It rocked the club to its very foundation and since it was announced we have been developing and implementing significant changes to our governance and operational processes to ensure this can never happen again.

The Shooting Stars program, led by their tireless Executive Officer, Fran Haintz, continues to grow and make a significant impact on the lives of young Aboriginal and Torres Strait Islander women in our regional and remote communities. The work that Fran and her incredible team do in supporting the education and learning of these young women is truly inspirational. 2021 will see us double the number of programs operational in Western Australia and excitingly see the program commence its first interstate program.

I would like to take this opportunity to recognise and thank all of our partners and sponsors whose support through this year, of all years, has been so highly valued. In particular, our Principal Partner, the Gold Industry Group and Major Partners Healthway (Lotterywest), the Department of Local Government, Sport & Cultural Industries and the Insurance Commission of Western Australia. We are so grateful for the support in 2020 and look forward to forging continued relationships into 2021 and beyond. I would also like to thank the coaches, players, umpires, officials, administrators, and volunteers for their dedication throughout a tough year, and we're looking forward to seeing you all back on court fully in 2021.

To the Board of Netball WA, thank you for the support during what has been the most tumultuous time in our history in my time as Acting CEO. Finally, to the team at Netball WA, your dedication, hard work and commitment to achieving excellence in all that we do continues to inspire. A sincere and huge personal thanks for all your support.



## BOARD OF DIRECTORS



### **GRANT ROBINSON** PRESIDENT

Grant joined the Netball WA Board in 2019 boasting a wealth of experience across a range of industries, including working as a Senior Partner at KPMG in the Audit, Assurance and Risk Consulting division for more than 30 years.

Grant is currently the Chairman of the Zoological Parks Authority, and a Board Member of North Metropolitan Health Services, Bethesda Health Care and Juniper. He is also Chair of the Audit and Risk Managements Committee of the Department of Biodiversity, Conservation and Attractions. Grant's skills in financial analysis, compliance, governance and risk management are of great value to Netball WA.

Grant is a keen supporter of community netball having actively supported his daughters' netball careers.



### **NATASHA ARISTEI**

A reputable businesswoman with experience in business management, strategic planning, and finance. Natasha also volunteers on the Broome Chamber of Commerce and Industry Board in the Secretary/Treasurer role and has been an active contributor in organising regional events such as the Kimberley Economic Forum.

Natasha has significant organisational skills and a passion for Sport and Recreation. Contributing on her local Broome Netball Association Committee for 30 years, she has volunteered for 21 years on the North West Netball Region Board and is the outgoing President. Natasha is a current player, coach, presenter, and umpire with a sound knowledge on the education pathways in all areas of netball.

Her involvement with the Department of Local Government Sport and Cultural Industries Regional Athlete Support Program gave her an insight into the variation of governance processes and player/official development across different state sporting bodies, and the effects of their commitment to contribute in regional areas.



### **EMMA CHINNERY**

Emma Chinnery is a partner at Jackson McDonald with 15 years legal experience. Her clients include government and corporate organisations, the not-for-profit and charities sector, Aboriginal trusts and corporations and private family organisations. Emma's legal experience brings a wealth of knowledge and expertise to the Netball WA Board, particularly in relation to governance, compliance, and commercial issues. A netballer herself for over 30 years, Emma is a life member of UWA Netball Club. She has held club coaching and committee positions and is currently on the selections committee. Emma's passion for sports development is further reflected in her role on the UWA Sports Advisory.

Emma's legal experience brings a wealth of knowledge and expertise to the Netball WA Board, as well as her passion for the development of female leaders in sport and her experience across governance and commercial issues.



### **BRENDON GRYLLS**

Brendon Grylls brings a wealth of knowledge in community development in regional areas after 16 years as a member of the Legislative Assembly of Western Australia and the 13th Leader of the National Party in Western Australia.

Brendon also played a significant role in the development of the transformational Gold Industry Group funding arrangement for netball in Western Australia.





#### **CRAIG HEATLEY**

Craig Heatley is a Partner at PricewaterhouseCoopers and brings over 20 years' experience in assurance and business advisory services, specialising in the resources, engineering, and construction sectors, with not-for-profit experience as the Chair of Red Nose Australia and a member of The Fathering Project Board.

Craig also has two young daughters participating in netball at the Matthews Netball Centre (or Perth Netball Association) on a Saturday morning and can be found on the sidelines playing a team role.



#### **JILL POWELL**

Jill has had a long and varied sporting career having been a triple international representing England in netball, cricket, and athletics. Since her playing days she has maintained an involvement in many sports having worked in the industry for the past 30 years.

Jill has worked and volunteered for Netball WA for the past twenty years including managing the Netball Development Unit coordinating all player, coach and umpiring development, and various roles for the event management team. She is the past President of the Leisure Institute of WA and has held positions on the Executive for a variety of organisations including Womensport West, YMCA, Healthway and Sports International WA.



#### **DANA SAWKA**

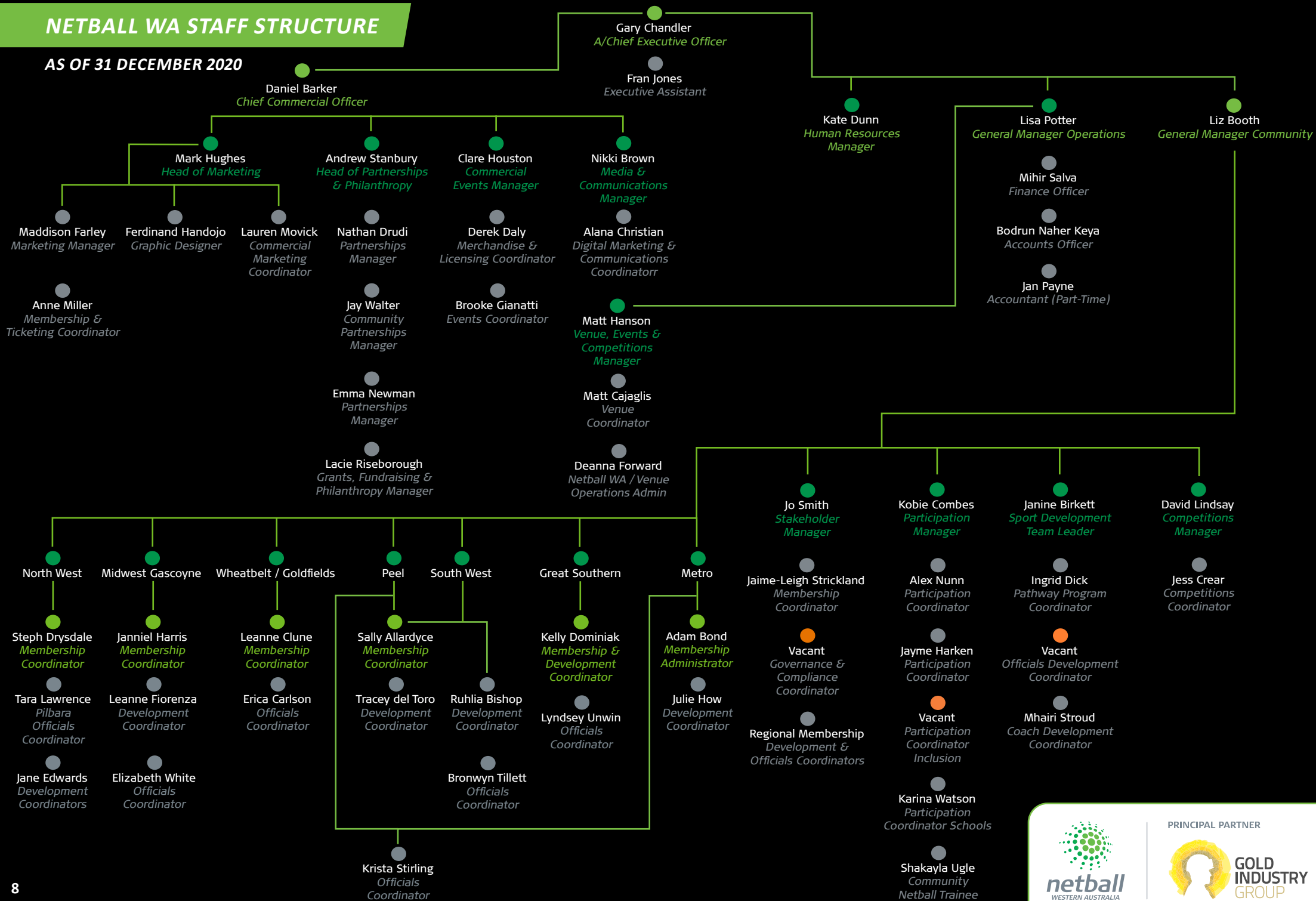
Dana is an experienced marketing and communications professional with specialist experience in digital technology. She has delivered strategic communications for a number of WA's major redevelopment projects within the urban renewal and planning sectors and has a strong background in sport and entertainment venues management.

Dana has a passion for netball, having played for many years at Wanneroo Districts Netball Association, and was a member of Netball WA's Marketing Advisory Committee in 2016.



# NETBALL WA STAFF STRUCTURE

AS OF 31 DECEMBER 2020





# Proudly supporting WA's netball community



Championing diversity and inclusion

Creating talent pathways

Empowering participants

Connecting regions



SUPPORTED BY GOLD INDUSTRY GROUP MEMBERS:

GOLD FIELDS | NORTHERN STAR RESOURCES | ANGLOGOLD ASHANTI AUSTRALIA | ST BARBARA | GOLD ROAD RESOURCES | NEWMONT | RAMELIUS RESOURCES | THE PERTH MINT

[goldindustrygroup.com.au/netball](http://goldindustrygroup.com.au/netball)



# OUR BEHAVIOURS

These are whole of sport behaviours, relatable to all participants from the grassroots through to the elite level, inclusive of our partners, administrators, players, umpires, officials and stakeholders.

Our ability to integrate them across all facets of our sport will be critical in our journey towards a common vision of becoming the sport of choice in Western Australia. It is essential that we both adhere to our agreed behaviours and, most importantly, hold each other accountable to them, in order for our sport and all within it to set the highest standards.

1

BE ON THE SAME SIDE AND ACT AS **ONE**.

2

ALWAYS **SUPPORT** EACH OTHER TO REACH OUR **GOALS**.

3

BE OPEN AND **HONEST**.

4

FIND A WAY TO **DO** WHAT WE SAY WE WILL DO.

5

LISTEN TO AND **VALUE** OUR PEOPLE.

6

BE THE **BEST** AT WHAT WE DO.



# STRATEGIC PILLARS

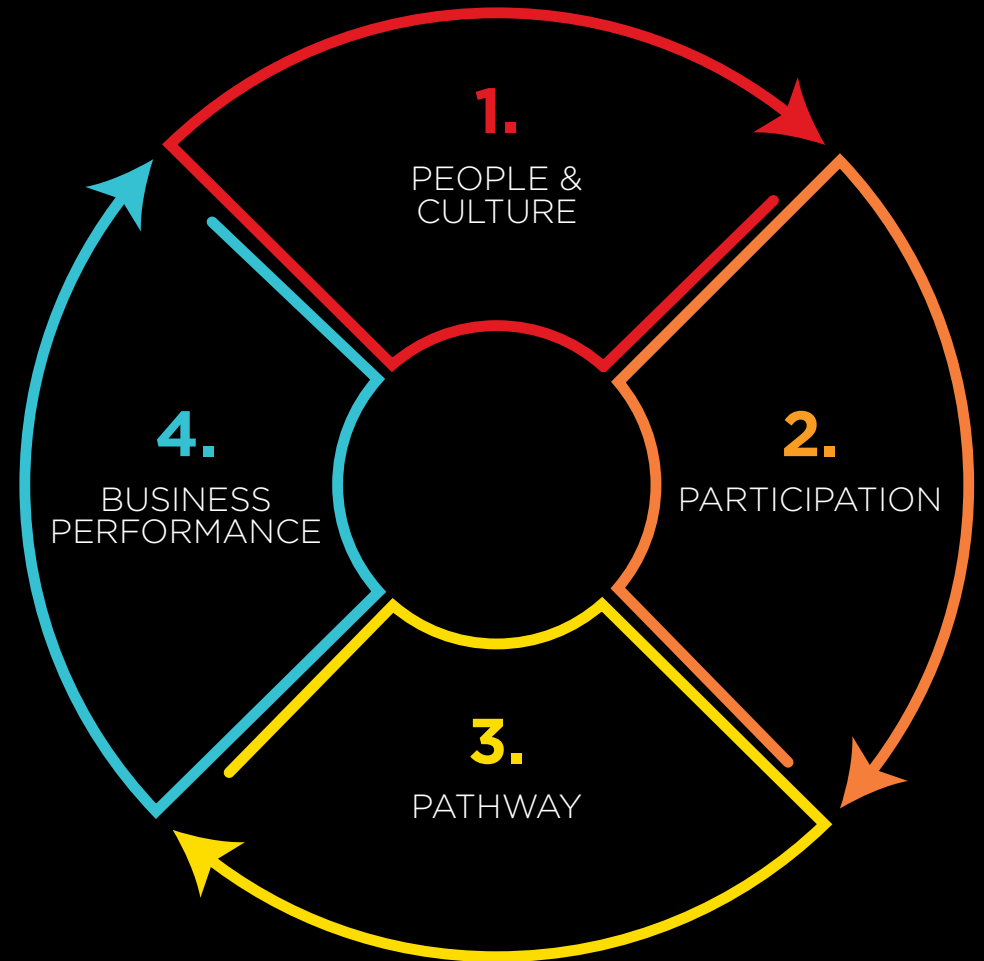
To achieve our 2018 – 2022 ambition, our Strategic Plan is built around four key strategic pillars:

1. People & Culture
2. Participation
3. Pathway
4. Business Performance

Defined within each are the goals and strategies that will drive a series of outcomes for the respective pillars, facilitating our ability to be sustainable and grow. The ability to focus our energies on these pillars will enable our organisation to further strengthen the pathway that sees our athletes journey from Suncorp NetSetGO through to West Coast Fever and national representation. It will allow us to invest the time and resources into delivery that our ever growing game now demands. Our strategies will set the course for a period of commercialisation that will ultimately support these pillars for the next two years.

While a volume of work has been required to set these critical paths, we must also promote an environment of flexibility and responsiveness that will enable our business to react appropriately to a constantly evolving world and market.

Central to this organisational agility and performance will be our ability to leverage the knowledge and expertise of our workforce, not only within our administration but amongst our broader netball community. We believe that every one of our Members and stakeholders has something valuable to contribute to one or more of these pillars. Consequently, the process of consultation across all facets of our sport that was so important to shaping this plan will continue over the next five years to ensure that it always reflects the needs of our community.



## STRATEGIC PILLAR 1: PEOPLE & CULTURE

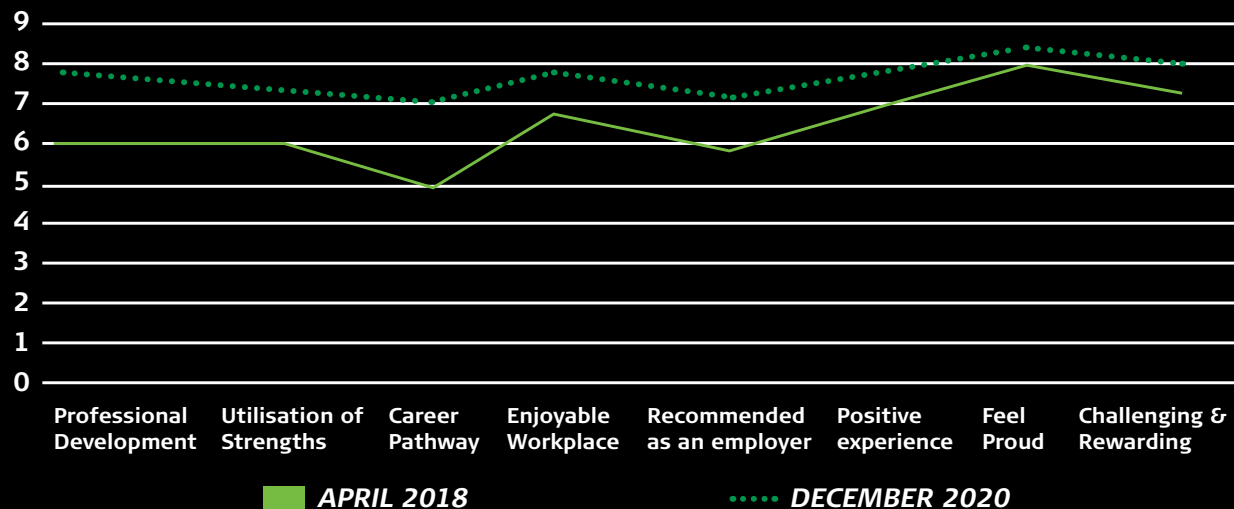
### Goal 1: Leadership, Management and Workforce Effective, accountable workforce that achieves outcomes through collaboration

Despite the challenges of 2020, the focus on our values, leadership, management, and staff remained a core focus throughout the year, particularly in relation to health and wellbeing. Indeed, this was even more so as the impact of COVID-19 peaked across certain months of the year, resulting in significant pressure across all aspects of the sport, our team, and our communities.

Delivery of our planned Professional Development program in 2020 was significantly impacted by the COVID-19 restrictions. Online programs continued and expanded as a result, including MS Office based programs and a range of webinars being offered to the management and leadership team relating to managing and leading remotely during this period. Certain mandatory (compliance based) learning occurred across the year, including OHS based First Aid and Fire Warden certification. Opportunities for professional development were also undertaken at AIM, with the support of the Department of Local Government, Sport and Cultural Industries (DLGSC).

The implementation of an expanded Human Resources Information System in 2020 (ELMO) has resulted in a range of benefits, including increased access to on-line learning, improvements in operational efficiencies and effectiveness, reducing the degree to which related processes were reliant on manual input and double handling across departments and resulting in a more fluid, professional, and automated process across Recruitment, Induction, Performance Management and Learning & Development.

### How Does it Feel to Work at Netball WA?





## **Goal 2: Performance, Development and Accountability**

Outside of COVID-19 and managing the substantial workload associated with it, the implementation of our ELMO HRIS (HR Information System) platform has remained a primary focus in 2020.

ELMO recruitment is now live. Job ads go directly to SEEK and Netball WA/Glass Jar/West Coast Fever Websites after requisition approval from the General Manager of the allocated department, General Manager of People and Culture and the CEO. Ads will update instantly, and candidates apply directly to the ELMO careers portal. Candidates will now be located in ELMO, with candidates that appear to be a good organisational fit being able to be added to a dedicated talent pool.

ELMO on-boarding is also now active, following testing of the system with current employees being used for feedback on ways to improve the system for our future on-boarding staff.

ELMO learning has been utilised for COVID related learning and a range of other modules with further learning in development phase.

The People and Culture team have utilised the services of our graphic designer to design the homepage for current employees and the on-boarding page for candidates joining the organisation. The on-boarding dashboard includes the NWA staff structure, our purpose, vision, values, and the on-boarding users' team, with a landing page specifically branded as per the relevant entity (NWA, GJA or WCF).



### Goal 3: Culture, Engagement and Recognition

Throughout 2020, our core values, behaviours and organisational culture have been tested like never before. As individuals and as an organisation we have come through this most challenging time stronger, digging deep to show amazing resolve and commitment particularly across the middle of the year when we experienced the biggest impact of the pandemic, resulting in all staff having to suffer reduction in hours, salary and with majority of our staff being stood down. We have never faced anything like this before and the organisation was incredibly proud of the way the team navigated their way through this most unwanted of experiences.

Outcomes from our Workplace Satisfaction and Culture Surveys continue to show incremental, positive progress and our staff retention continues its upwards trend.

Overall, through the most difficult of times, the team has shown terrific resilience over the course of 2020 and we are all looking forward to 2021 with great optimism and enthusiasm.

The Culture Surveys were undertaken across NWA, WCF & Glass Jar. Outcomes conducted this year showed that the level of employee satisfaction sits at the following:

Netball WA – 78%

West Coast Fever – 81%

Shooting Stars – 89%

This represents an increase in outcomes from the previous surveys conducted at the end of 2019. These results, given the trying circumstances under which we have been operating over the past few months, are encouraging and reinforce our strong performance in this area.

In July we held a workshop with the Management and Executive team aimed at identifying further improvement initiatives based upon the outcomes from the Culture Survey, resulting in a number of recommendations for development and implementation across the remainder of 2020. This focus on continuous improvement and engagement is one of the key factors that support our ongoing growth in outcomes.

Since the stand up of staff at the end of June, the Social Committee has been active in developing a range of events and activities to support staff engagement. In July we held a Christmas in July event and in August supported the Community Regional team with a trip to Holey Moley during their visit to the GNC as part of their annual planning & training week as well as a Melbourne Cup event and Staff Christmas function.

Following an absence due to COVID-19 our monthly Employee Recognition Award recommenced in July. This award is peer nomination driven, with nominations based upon a common set of values and behaviours (Professionalism, Collaboration & Innovation) & the recipient being determined by the Executive team. This is a popular initiative amongst the staff, with over 30 different individuals being nominated for the award across September & October.

**Recipients of the Award in 2020 were;**

**January**

**Sophie Marshall, Senior Finance Officer**

**February**

**Latoya Bolton Black, Shooting Stars Regional Manager, Greater WA**

**July**

**Maddison Farley, Marketing Manager**

**August**

**Clare Houston, Commercial Events Manager**

**September**

**Rose Whitau, Shooting Stars Research Manager**

**October**

**Fran Jones, Executive Assistant**

**November**

**Jayne Harken, Participation Coordinator - NetSetGO**

Values	APR 2018	DEC 2018	JUN 2019	DEC 2019	JUN 2020	DEC 2020
Professionalism	7.7	8.2	8.3	8.5	8.6	8.6
Innovation	7.7	8.4	8.2	8.4	8.7	8.7
Collaboration	7.0	7.8	7.9	8.0	8.2	8.0
Combined Average	7.5	8.1	8.1	8.3	8.5	8.4

Behaviours	APR 2018	DEC 2018	JUN 2019	DEC 2019	JUN 2020	DEC 2020
Listen to & value our people	6.3	7.4	7.5	7.7	8.0	7.7
Find a way to do what we say we will do	7.8	8.3	8.4	8.5	8.7	9.0
Be the best at what we do	7.6	8.2	8.2	8.3	8.6	8.6
Be open & honest	6.7	7.5	7.8	7.9	8.2	7.9
Be on the same side and act as one	7.5	8.2	8.2	8.2	8.3	8.3
Always support each other to reach our goals	7.1	7.9	7.8	7.9	8.2	8.0
Combined Average	7.2	7.9	8.0	8.1	8.3	8.3



### Award and Recognition Program

There were five (5) Award and Recognition meetings held in 2020.

The key achievements by the Committee in 2020 included:

- The completion and implementation of the Netball WA Service to Sport Award Policy and the awarding of the inaugural three recipients in Vicki Chadwick (Narrogin & Districts NA), Don Leyland (Royals Netball Club & Perth Netball Association) and Tanya O'Connor (Bunbury NA). This award recognises the significant, sustained, and lasting contribution and quality of work or service consistently initiated, performed, or undertaken for netball in WA by a member over a minimum of thirty years. Between all three volunteers, there are over 150 years of service and contribution to our sport and their local communities. The recipients were presented with their awards at the 2020 Fuel to Go & Play Association Championships Opening Ceremony and were acknowledged at the 2020 NETBall, both held at RAC Arena.
- The completion and implementation of the Court of Champions Award Policy. The Court of Champions celebrates West Australian developed players who have reached the ultimate pinnacle in the sport by representing Australia at the highest International level of competition available at the time, and who have made a significant contribution to the sport in Western Australia. The first inductees will be presented with their award in 2021.
- Netball WA made a significant contribution to two galleries within the newly opened WA Museum - Boola Bardip, these being the Ngalang Koort Boodja Wirn - Our Heart, Country, Spirit and Reflections - Our People, Our Stories. All three Netball in WA Organisations - Netball WA, West Coast Fever and Shooting Stars are represented in these exhibitions, which highlighted our rich history, our people and their communities, our programs, and competitions and those who continue to make our game as great as it is.
- Even with a COVID interrupted year, some progress was made on the Netball WA History & Heritage Framework outlining the proposed key activities in the lead up to and during our Centenary year

in 2024. Netball WA used the services of a local historian to undertake this process. In 2020:

- » Our History & Heritage Working Group made the Gold Netball Centre their base, where for the first time, all major memorabilia are housed within the home of Netball WA.
  - » Netball WA undertook oral histories of five past Association office bearers. These recordings will be made available to the public in due course.
  - » We surveyed our Past Players & Officials to ascertain what their current engagement with the sport was and to see how they would like to continue or re-engage with our community.
  - » The development of comprehensive biographies of all Life Members commenced.
- The Awards & Recognition Committee said goodbye to Marita Somerford and Michelle Cattalini and welcomed Tash Aristei (Netball WA Board Member) and Helen Riolo (Arividis), a past Perth Orioles and State Open Team player.



#### Goal 4: Social Integrity and Footprint

Netball WA completed its first Innovate Reconciliation Action Plan (RAP) including the reporting required by Reconciliation Australia. There were many achievements across the two-year life span of our RAP. A sample of these highlights include:

- Netball WA staff, including the new initiation and maintenance of a RAP Working Group;
- Integration of RAP agenda items, including Welcome to Country or Acknowledgement of Country into Board, Executive, Annual General Meetings, Presidents, Regional Advisory Committee and Staff Meetings;
- Organisation of National Reconciliation Week (NRW) activities for all staff including the participation in external NRW activities across both years of the RAP;
- Increased cultural learning and education opportunities for our community and completion of the RAP Measurement Impact Survey from years 2018-2020;
- Participation in NAIDOC Week activations both internally and externally across all years;
- Undertaking an Indigenous Round with supporting activations during the Gold Industry Group WA Netball League. Encouraged our local Associations to do likewise with many starting to rollout their own activations. Most notably, in 2020 Belmont Netball Association conducted an Indigenous Round for their entire Association which included a Welcome to Country, guest speakers and cultural dancers;
- Held NAIDOC Netball Carnivals with specific activations in Perth, Broome, and Geraldton, with participation in these events growing year on year;
- Continuation of flying the Aboriginal and Torres Strait Islander flags everyday outside the Gold Netball Centre each day and having visual displays of the Acknowledgement of Country Plaque, artwork, and photo imagery within the Gold Netball Centre;
- Dissemination and education of the netball cultural protocol document to our stakeholders and community;
- Engagement with key stakeholders, to continue to build our relationships and understanding of

reconciliation;

- Procurement of Aboriginal and Torres Strait Islanders suppliers and providers in our business activities;
- Continued investigation of opportunities to improve and increase Aboriginal and Torres Strait Islander employment outcomes within our workplace;
- Joint research between Shooting Stars and Netball WA to identify the barriers to participation and pathway opportunities within our Aboriginal and Torres Strait Islander community. This project is known as the 'Black Diamonds' project.
- Became a member of Reconciliation WA.

The Netball WA RAP has had a significant impact on our organisation, the staff, and our broader community. As a community-based organisation, engagement and relationships with our people is key to our business, and through our Innovate RAP, we have focused on ensuring our relationships at all levels have been meaningful, purposeful, inclusive, and most importantly, respectful. These relationships have been built on a greater understanding of the history and stories of our Aboriginal and Torres Strait Islander people who have so willingly shared their stories, provided support and direction, and encouraged each of us to undertake our own learning and be part of the reconciliation journey. We have learnt so much and there is so much more to learn. By committing to our RAP, we have continued to provide access to netball, grow participation in our sport, be a leader in the sports industry and advance the communities across our state. By committing to our RAP, we have developed key organisational values of Professionalism, Collaboration, and Innovation as well as several of our key behaviours, ensuring that the reconciliation journey remains a key focus for us all.

Netball WA has commenced work on the development of our next RAP and are currently engaging with RAP mentors at Reconciliation WA & Reconciliation Australia to support us in this process and to ensure that we undertake the necessary steps to bring our Boards, RAP Working Group, staff, and community along this very important journey.









## STRATEGIC PILLAR 2: PARTICIPATION

### Goal 5: Retention and Conversion

#### Driving the netball economy to its potential

##### Membership

A strong membership strategy was developed late in 2019 for 2020 with the Marketing and Community Department Stakeholder team responsible for the input and implementation. The onset of COVID-19 saw a change to our focus from March-June to include an engagement campaign through the Netball at Home videos. The re-engagement campaign included "It's Time to Play" with a return to netball focus after the COVID-19 lockdown.

Membership numbers were strong early in the year prior to our social media campaign and the COVID-19 lockdowns and restrictions. During the lockdown, all staff worked incredibly hard ensuring the Associations were in a position to restart their competitions when restrictions lifted.

Once restrictions were lifted, the It's Time to Play campaign began with a focus on returning to netball and a how-to guide. Once again we engaged Marketforce for our spring campaign which saw us implement the Grow Your Game tagline focusing on using spring to grow players' social circles, skill sets or love of the game.

All the campaigns over the year along with the commitment by Netball WA staff and Associations have allowed us to maintain 85% of our original membership player Key Performance Indicator (KPI).

The following primary financial registrations were recorded in MyNetball for 2020:

<b>Total Playing Juniors</b>	<b>19,855</b>
<b>Junior</b>	<b>18,331</b>
<b>Small Country</b>	<b>519</b>
<b>Short Season</b>	<b>1,006</b>

The Junior playing Membership KPI for 2020 was reforecast from 23,000 to 14,580, with Netball WA meeting 136% of this key performance indicator (KPI).

<b>Total Playing Seniors</b>	<b>8,621</b>
<b>Senior</b>	<b>7,415</b>
<b>Small Country</b>	<b>526</b>
<b>Short Season</b>	<b>680</b>

The Senior playing Membership KPI for 2020 was reforecast from 10,300 to 4,430, with Netball WA achieving 194% of this KPI.

Due to the COVID-19 restrictions, Netball WA adjusted its membership structure to include a primary and secondary competition and reduced its membership fees. Post the lockdown, we had the following second competition component returning to play Spring netball:

**4,389 Junior**

KPI was 2,500 (175% of KPI)

**909 Senior**

KPI at 540 (168% of KPI)

Through challenging times, our Non-Playing Members continued to deliver and support community netball in 2020. The following data outlines our total Non-Playing Membership.

- 6,567 Non-Playing Members, 811 Volunteers and 68 Life Members registered.
- The overall Netball WA Non-Playing Membership total was 7,446 (133% of KPI).







**15,765**  
TOTAL PARTICIPANTS

**12,590** Primary participants  
(125.9% of our reforecast KPI)

**1,902** Boys

**3,175** Secondary participants  
(317.5% of our reforecast KPI)

**400** Centres

**1,246** Programs delivered



**2,145** Net (5-6 years) participants

**297** Programs delivered



**5,850** Set (7-8 years) participants

**446** Programs delivered



**7,770** GO (9-10 years) participants

**503** Programs delivered

**559** Participants in 24 Netball WA NetSetGO Programs

**148** Participants in 7 Independent NetSetGO Centres

**108** Participants in School Holiday Clinics

**5,155** Participants in activations or 'Come and Try' events

**847** Aboriginal and Torres Strait Islander participants

**82** participants with a disability

**742** CaLD participants

**80** Community Coaches retained/recruited

Additionally, Netball WA, with the support of Netball Australia's Suncorp NetSetGO Growth Grants have created a suite of resources for our Coaches, Umpires and Administrators in Suncorp NetSetGO. A total of 57 videos have been developed to assist with those who run Suncorp NetSetGO. On top of the videos, a number of physical resources have been created which include:

- Suncorp NetSetGO Handbook;
- Suncorp NetSetGO Umpiring Handbook;
- Suncorp NetSetGO Rules Flyer;
- Modified Rules Flyers and Posters and additional support guides.

### Netball WA Suncorp NetSetGO Growth Grant 'Come and Try' sessions

**5,155** Participants across the state

**186** Sessions delivered

**67** Visits

*This figure is inclusive of 1,902 Male participants, 847 Aboriginal and Torres Strait Islander Participants, 742 CaLD Participants and 82 participants with a Disability*



### Regional Office Structure & Footprint Associations

2020 was certainly a challenging year for Associations with the COVID-19 pandemic and the impact it had on sport. Associations were resolute in working with Netball WA to ensure that netball competitions were delivered across the state, with 62 of the 74 Netball Associations managing to run some format of competition. COVID safety plans were developed and re-developed according to restrictions as the WA Governments COVID-19 road map phases were rolled out and implemented. The number of hours and amount of work undertaken by the Associations and their volunteer workforce cannot be underestimated and Netball WA thanks everyone for ensuring that the Netball community had the opportunity to play in 2020.

ZOOM became the primary form of communication and meeting platform. Netball WA Community Department and Association Presidents met monthly, and in the initial stages of COVID almost weekly whilst the COVID-19 protocols were being continually updated by our National Sporting body, Federal, State and Local Governments.

The Association Grants pilot was initiated in 2020 with four Associations. The Associations selected to pilot the Grants had existing staff in place as Administrators, and accredited Association Development Officers and Association Umpire Development Officers with structures and the expertise to deliver programs and courses. Although COVID-19 caused some alteration to the original KPIs, the Grants were successful in providing some additional funding resource for the Associations to carry out their roles, avoiding the duplication of delivery and resourcing from Netball WA.

### Regional Office Network

2020 was the second year of implementation of the Regional Office network from the Governance Review. Over the months of February and March the six Regional Offices delivered their Regional Forums which were well attended by Associations Presidents, Administrators, Association Development Officers (ADO) and Association Umpire Development Officers (AUDO). The Forums provided opportunity for Netball WA to deliver information and professional development through upskilling sessions and workshops to the Association personnel. It also provided opportunity for the Associations to network and share ideas.

Kalgoorlie was the host town for the Wheatbelt Goldfields Regional Forum and was run in conjunction with the West Coast Fever pre-season game against NSW Giants, providing the opportunity for participants of the Forum to view both games and speak to the teams coaching staff and Suncorp Super Netball umpires at the conclusion of the games. Port Hedland hosted the North West Forum with Associations as far away as Kununnurra, Broome and Derby attending. Denmark hosted Great Southern Regional Forum with all Associations attending. South West forum was held in Busselton and Peel held in Mandurah. Midwest Gascoyne Forum was held in Geraldton with the Associations that could not attend in person Zooming into the sessions. Sessions delivered at the Forums included:

- Netball WA update
- Membership Review
- Participation and Pathways
- Child safeguarding
- Volunteer Retention & Engagement
- Complaint handling
- Risk Management Planning

- Conducting effective meetings
- Succession planning and upskilling
- ADO & AUDO area specific upskilling

Despite COVID-19 and its impact on staffing in its initial stages, Netball WA staff continued to work with the Associations and Clubs in their regions.

As staff returned to work and Associations commenced planning for competition, innovative ideas and solutions for servicing were initiated. Many strategies to service and provide upskilling and engagement opportunities to Committees, coaches and umpires were implemented. Administration, coach and umpire upskilling and workshops were developed and delivered via ZOOM. Various governance topics were delivered via ZOOM including Working with Children Workshops and Social Media.

Regional office staff attended professional development training and planning days in Perth in March and August 2020.

### Regional Office - Coach / Player & Umpire Development

To ensure that there was still strong engagement with coaches, umpires and players, the Development and Officials Coordinators in conjunction with Sport Development Unit, developed a number of initiatives that were implemented online such as:

- Green Shirt Program;
- Rules discussions and updates;
- Umpire Rule of the Week;
- a variety of Coaching workshops;
- Umpire Mentoring workshops;
- Selectors Course workshop;
- Talent Identification workshop;
- Skills sessions for athletes;
- Training session that could be delivered in the various COVID restriction phases.

Where visits to Associations were possible, staff enjoyed working with the committees and volunteer workforce. We look forward to 2021 and continuing building the relationships with our Associations. Regional Staff held quarterly meetings with Association Presidents, Association Development Officers and Association Umpire Development Officers to ensure that they were well supported and continued to have the opportunity to network.

### Participation

Netball WA continued to deliver a range of programs and initiatives to primary and high schools throughout 2020, despite COVID-19 restrictions.

**WEST COAST FEVER CUP**   
**2,136** Participants  
**11** Competitions

**10,000** Participants  
**67** Sporting Schools programs



**SCOOINET**  
**1,733** Participants  
**14** Programs

**SEDA**™  
**5494** Participants  
**24** Clinics



Our Netball WA Specialist School Program engaged 11 endorsed Specialist Schools with 5 Tier 1 and 6 Tier 2 Schools:

#### Tier 1

- Atwell College
- Governor Stirling Senior High School
- Melville Senior High School
- Darling Range Sports College
- Warwick Senior High School

#### Tier 2

- Aranmore Catholic College
- Esperance Anglican Community School
- Emmanuel Catholic College
- Kearnan College
- Rockingham Senior High School

#### NAIDOC Netball Carnivals

The Perth NAIDOC Netball Carnival took place on Sunday 15 November 2020 at the Gold Netball Centre and Matthews Netball Centre. Given the COVID-19 restrictions the event was well supported with 106 teams participating in the competition. For the first time in recent years the MC duties throughout the Opening and Closing Ceremonies were conducted by Aboriginal woman Kerry Stack.

The North West NAIDOC Carnival took place on Saturday 28 November at Broome Recreation and Aquatic Centre. The competition reached new heights and hosted a record 20 teams.

The Mid West NAIDOC and Aboriginal Youth Gala Day were both cancelled in 2020 due to COVID-19 restrictions, both competitions will be delivered in 2021.

#### Multicultural Carnival

The Multicultural Carnival was held at the Gold Netball Centre and Perth Netball Association on Friday 28 August.

**931**

**Participants**

**97**

**Teams**

**20**

**Nationalities**

**25**

**Schools**

**80**

**Aboriginal  
and Torres  
Strait Islander  
Participants**

**616**

**Parents  
born  
overseas**

**49**

**Boys**

#### West Coast Fever Cup

The West Coast Fever Cup Program was the most impacted program for Netball WA, with only 11 total competitions delivered across the four (4) terms of 2020: engaging 2,136 total participants.

The largest carnivals were hosted by the Mid-West Regional Office Staff, hosting a High School and Primary School Regional Carnival as West Coast Fever Cups.

#### School Partner Engagement

Netball WA's support and engagement with Schools Sports WA (SSWA), Associated Catholic Colleges (ACC) and Independent Girls Schools Sports Association (IGSSA) continues to improve year on year. In 2020, 216 girls and 22 boys teams contested the SSWA High Schools Cup. Unfortunately, COVID restrictions prevented the Senior High Schools Country Week and the Primary School Championships from going ahead and both were cancelled as a result. However, 18 teams participated in the Districts High Schools Country Week in September.

The ACC Championship Senior Netball Carnival was held in 2020 with 28 teams participating in eight (8) divisions. And in a new initiative for 2020, SSWA, ACC and IGSSA contested the Tri-Series All Star Games, held at the Gold Netball Centre. The three (3) teams played in a round robin competition with the inaugural winners being ACC.

**140**

**Participants**

#### Netball WA Aboriginal Grassroots Sites

In 2020, this program continued to engage and empower young Aboriginal and Torres Strait Islander girls, providing them with an opportunity to participate in netball and gain exposure to the Netball WA pathway. This year, eight (8) sites attended the Perth NAIDOC Carnival, with six (6) sites participating in the Netball WA Aboriginal Grassroots Sites program.

The Sites that completed training and upskilling programs in 2020 were:

**Noranda Grassroots Site**

**Woola Woola Koolankas**

**Kwinana Yirra Djindas**

**Bunbury Moorditj Yorgas**

**Albany Grassroots Site**

**Narrogin/Cuballing Grassroots Site**

Two Aboriginal and Torres Strait Islander Coaches from Noranda Grassroots Site were also successful in obtaining their Development Coaching Accreditation.

### Goal 6: New and Emerging Markets

2020 has seen the ongoing engagement of the No Limits Netball Program with a total of four (4) sites running throughout the year with 59 participants taking part in a six-week training program. From there seven (7) teams from these programs competed in the annual FTG&P Association Championships. This saw the inclusion of one new Association in the program, Leschenault Netball Association, who had two teams participate in FTG&P Association Championships.



**59**  
Participants  
**4**  
Sites

**7**  
Teams  
competed



Our community netball carnivals saw the continued engagement of boys and mixed divisions throughout the year. The Multicultural Carnival saw 49 boys compete in the event.

The Perth NAIDOC and North West NAIDOC Carnivals also hosted a mixed division for the second and third years, respectively. This has seen some positive support with 13 mixed teams represented across these two carnivals.

Community netball has maintained some engagement with Walking Netball across 2020 via the support of upcoming programs in Albany and the Shire of Cranbrook.

Netball WA, in collaboration with Netball Australia, launched a revamped website early in 2020. The new design and

technological improvement enhanced the user experience and customer journey for the organisation, as well as the implementation of using digital programs which enabled users to be directed to both Netball WA and West Coast Fever websites. A growth of 114,899 new users and a total of 345,395 page views was seen in this year across Netball WA's website.



**114,899**  
New Users

### Goal 7: Infrastructure and Facilities

#### Facility Development

Throughout 2020 key facility upgrades and redevelopments were undertaken at various Associations across Western Australia ensuring that netball is being supported by local, state, and federal governments with quality infrastructure, thus enabling the continued delivery and service to our sport and community.

Some of these developments included the completion of new clubrooms at Wanneroo Districts Netball Association, new clubrooms and resurfaced courts at Busselton Netball Association, resurfaced courts at Eastern Goldfields Netball Association, redevelopment of the Esperance Indoor Stadium to include the upgrade of existing courts and the construction of several new courts and major developments at the Broome Netball Association including realignment and resurfacing of courts, shade coverage of courts, grandstand spectator seating and state of the art lighting.

Major projects also received approval to commence in 2021 including court

resurfacing at Narrogin & Districts Netball Association and a major redevelopment of Belmont Netball Association with new sports lighting to be installed and the resurfacing of courts.

Netball WA has been engaged in ongoing discussions in key facility developments or masterplans including:

- Bunbury Netball Association – South West Sports Centre (City of Bunbury)
- Rockingham Districts Netball Association – Mike Barnett Recreation Centre (City of Rockingham)
- Southern Districts Netball Association – Indoor facility at Langford Park Sporting Complex (City of Gosnells)
- Baldivis Sporting Centre (City of Rockingham)
- Armadale Regional Recreation Reserve (City of Armadale)
- Halesworth Park, Butler (City of Wanneroo)
- East Fremantle Oval Precinct Project (City of East Fremantle)
- Keirnan Park (Shire of Serpentine Jarrahdale)

#### Netball Community Raffle

The 2020 Netball Community Raffle was launched on Friday 24 April. Due to COVID-19 restrictions tickets for the raffle were sold online only, with 9,181 tickets being sold, raising \$18,362 in funds.

The Netball Community Raffle is a strong fundraising mechanism for our Clubs and Associations, thanks to the ongoing support of the Gold Industry Group, Nissan, Flight Centre, RAC Arena and West Coast Fever. The Netball WA Community Raffle proceeds also go towards supporting the Netball WA Community Facilities Fund (CFF). In 2020, a total of seven (7) CFF grants were awarded, five (5) large grants and two (2) small grants, with the successful applicants being Lake

Grace Pingrup Netball Club, Narrogin & Districts Netball Association, Belmont Netball Association, Geraldton Netball Association, Perth Netball Association, Fremantle Netball Association and Southern Districts Netball Association.



### Goal 8: Fever Impact

Building on the connection between grassroots netball and West Coast Fever has been a key focus in a year disrupted by COVID-19.

2020 required an agile approach to marketing and communications activities to navigate new and ongoing COVID-19 related restrictions which have impacted community and high-performance sport throughout the year.

In an environment which saw the early postponement of community netball activities and the working lives of many West Australians altered, the need to stay connected with our community was more important than ever.

In April, a Netball at Home Series launched, which included community generated content, including netball activities and content from West Coast Fever athletes. This coincided with weekly livestream interviews with Fever players, an online watch party via social media and Fever Flashback content.

These activities connected our community and importantly provided an avenue to celebrate what makes our sport special, highlighting that despite the challenges, the hunger and passion for netball remains as strong as ever.

Despite Phase 4 COVID-19 restrictions being in place, West Coast Fever, in collaboration with Netball WA was able to deliver a full game day experience at RAC Arena on 15th July, where Fever took on the inaugural WA All Stars, at a time where our community was starved of netball. This event provided a wonderful platform to celebrate our sport and showcase the Fever game day experience.

A netball watch party extravaganza was also held at RAC Arena on Saturday 26th September which coincided with the 2020 Fuel to Go & Play Association

Championships. All participating Associations for the championships were provided with a complimentary ticket to attend this event, which featured a live connected stream of the West Coast Fever vs Adelaide Thunderbirds game, along with a full sports presentation and family entertainment event. Over 5000 tickets were secured for this event.

The delayed Suncorp Super Netball and Winter netball seasons also provided the opportunity to amalgamate the two biggest WA netball awards nights of the year. Held on Saturday 14th November, The NET Ball hosted over 750 guests at RAC Arena in an event spectacular, which showcased the achievements of the Gold Industry Group WANL and West Coast Fever Suncorp Super Netball Seasons.

The WA community continues to support West Coast Fever by securing memberships and in 2020, 60% of all Fever members indicated in a 2020 survey that they are connected to a netball club in WA, with 30% securing a membership directly via one of the various membership offers in place which support the value proposition of being a Netball WA member.



**60%**  
*Members  
connected  
to a WA  
Netball Club*

**30%**  
*securing a membership directly via one of  
the various membership offers in place  
which support the value proposition of  
being a Netball WA member*



## STRATEGIC PILLAR 3: PATHWAY

### Goal 9: Competitions



#### Fuel to Go & Play Association Championships

The 2020 Fuel to Go & Play Association Championships were held on 26-28 September at Gold Netball Centre and Perth Netball Association.

There were 222 teams nominated from 29 Associations including seven (7) No Limits Teams and two (2) Boys teams, who participated in an exhibition match. Additionally, Netball WA entered two (2) Aboriginal All Stars Teams. For the first time in many years, no international teams participated in the 2020 event.

The Competition ran across the three (3) days with teams and spectators cooperating with entry and exit protocols and with much positive feedback surrounding the inclusion of 'Playing Hubs' each day. The event proceeded under a 4000-patron limit capacity at Perth Netball Association approved by the Town of Cambridge.

The Official 2020 FTG&P Association Championships Opening Ceremony was held at RAC Arena as part of the West Coast Fever Watch Party.

#### 2020 Fuel to Go & Play Association Championships Winners

- Open Div 1  
Peel
- Open Div 2  
Eaton 1
- Open Div 3  
Rockingham & Districts 2
- 17U Div 1  
Southern Districts 1
- 17U Div 2  
Southern Districts 2
- 17U Div 3  
Kalamunda & Districts 1
- 17U Div 4  
Joondalup 2
- 15U Div 1  
Fremantle 1
- 15U Div 2  
Fremantle 2
- 15U Div 3  
Fremantle 3
- 15U Div 4  
Mandurah 2
- 14U Div 1  
Fremantle 1
- 14U Div 2  
Fremantle 2
- 14U Div 3  
Fremantle 3
- 14U Div 4  
Perth 4
- 14U Div 5  
Denmark
- 13U Div 1  
Wanneroo Districts 1
- 13U Div 2  
Mandurah 1
- 13U Div 3  
Albany
- 13U Div 4  
Leschenault
- 13U Div 5  
Southern Districts 3
- 13U Div 6  
Eastern Hills
- 12U Div 1  
Fremantle 1
- 12U Div 2  
Wanneroo Districts 2
- 12U Div 3  
Kalamunda & Districts 2
- 12U Div 4  
Eaton 1
- 12U Div 5  
Noranda 2
- 12U Div 6  
Rockingham & Districts 3
- Boys 15 & Under  
Kalamunda & Districts vs Wanneroo Districts (Exhibition Match)
- No Limits  
Southern Districts Red Devils
- Masters  
Karratha



#### Origin Energy Metro League

Following a successful inaugural Metro League season in 2019, Origin Energy came onboard as naming rights sponsor for the 2020 season.

Unfortunately, the 2020 Origin Energy Metro League season was cancelled after five rounds due to the impact of COVID-19. As a full set of fixtures was unable to be completed, and no finals were played, there were no champions or Most Valuable Player awards disseminated for 2020. Umpire Coaching, Coach Mentoring and Athlete Talent Identification were key components of the competition again in 2020, however with the season cancelled, the impact of these actions was also limited.

65 teams competed in the 2020 Origin Energy Metro League season (an increase on 2019 numbers) in the following divisions:

- Open  
Division 1 - 8 Teams  
Division 2 - 6 Teams
- 18U  
Division 1 - 8 Teams  
Division 2 - 5 Teams
- 16U  
Division 1 - 8 Teams  
Division 2 - 7 Teams  
Division 3 - 7 Teams
- 14U  
Division 1 - 8 Teams  
Division 2 - 8 Teams

Following a review of the first two seasons of Origin Energy Metro League, a strategic decision has been made to move the competition to August and September 2021 to allow for better connection to the Netball WA pathway and entry to the competition will be restricted to metropolitan Associations only.





### Gold Industry Group

#### West Australian Netball League

Despite the season start date being delayed due to COVID-19 restrictions, the 2020 GIG WANL season was completed uninterrupted and included 14 Preliminary Rounds, and a three (3)-week Finals Series at Gold Netball Centre.

During Preliminary rounds, matches were played across five (5) venues including Gold Netball Centre, Mandurah Aquatic and Recreation Centre, Eaton Recreation Centre, Curtin Stadium and Mundaring Arena. Netball WA successfully ran three (3) themed rounds, including Gold Industry Group Round, Belt Up Round and Indigenous Round.

The Opens and Men's Semi Final matches and the Opens, Men's and 20U Preliminary Final matches and the Open, Men's and 20U Grand Final matches were livestreamed on CentrePass. Grand Final matches were watched by 5800 (20U), 6700 (Opens) and 6900 (Men's) people via Facebook livestreaming.

On Saturday 14 November Netball WA presented the NetBall – a combination of the West Coast Fever and Jill McIntosh Medal Awards.

### Clubs

- Curtin Hamersley Comets
- East Freo Sharks
- ECU Souwest Jets
- Rangers
- Southside Demons
- West Coast Warriors
- Western Roar

### Grand Final Results

**League:** West Coast Warriors 60 d Curtin Hamersley Comets 51 **MVP:** Donell Wallam

**20U:** Western Roar 54 d East Freo Sharks 36 **MVP:** Emma Putt

**Men's:** Western Roar 48 d West Coast Warriors 33 **MVP:** Stewart Burton



### Ladders - End of Preliminary Rounds

#### LEAGUE

Team	P	W	L	D	%	Pts
West Coast Warriors	14	13	1	0	160.41	26
East Freo Sharks	14	10	3	1	113.8	21
Curtin Hamersley Comets	14	9	4	1	112.52	19
Western Roar	14	9	5	0	106.59	18
Peel Lightning	14	5	7	2	86.14	12
Rangers	14	5	8	1	98.76	11
ECU Souwest Jets	14	1	12	1	74.95	3
Southside Demons	14	1	13	0	66.85	2

#### 20U

Team	P	W	L	D	%	Pts
Western Roar	14	13	1	0	140.5	26
Rangers	14	11	2	1	115.9	23
East Freo Sharks	14	9	4	1	122.18	17
Southside Demons	14	7	7	0	100.86	14
West Coast Warriors	14	5	9	0	92.39	10
Curtin Hamersley Comets	14	4	10	0	89.25	8
Peel lightning	14	4	10	0	83.31	8
ECU Souwest Jets	14	2	12	0	74.38	4

#### MEN

Team	P	W	L	D	%	Pts
Western Roar	12	10	1	1	129.56	21
West Coast Warriors	12	7	4	1	107.25	15
Southside Demons	12	4	8	0	87.30	8
Curtin Hamersley Comets	12	2	10	0	83.18	4

## 2020 Gold Industry Group WANL AWARDS

### Jill McIntosh Medal

Donnell Wallam (West Coast Warriors)

### Club of the Year

Western Roar

### Coach of the Year

Alexis Stevens (Curtin Hamersley Comets)

Karen Turnbull (Western Roar)

### Team of the Year

- GS: Donnell Wallam (West Coast Warriors)
- GA: Tess Cransberg (Western Roar)
- WA: Jessica Repacholi (East Freo Sharks)
- C: Helen Taylor (West Coast Warriors)
- WD: Natalie Bright (West Coast Warriors)
- GD: Jess Penny (East Freo Sharks)
- GK: Stephanie Cooper (West Coast Warriors)

### League Player's Player of the Year

Donnell Wallam (West Coast Warriors)

### Umpire of the Year

Christine Johnston

### Bench Official of the Year

Sue Neal

### Men's Best & Fairest

Mitchell Cook (Western Roar)

### 20U Best & Fairest

Ruth Aryang (Rangers)

### Player Milestones

**100 games:** Emma Cosh (East Freo Sharks)

**100 games:** Rebecca Tuckey (Rangers)

## Goal 10: High Performance

### Netball WA's High Performance Plan

Netball WA's High Performance Plan was reviewed at the beginning of 2020. However due to the impact of COVID, many of the plan's actions, and therefore outcomes did not occur. Most notably the cancellation of the 2020 Australian Netball League and the 17U & 19U National Championships, resulted in these teams not participating in any national competition this year. All team representatives and officials are outlined below:

### Australian Netball League Western Sting Squad

- Sunday Aryang
- Sloan Burton
- Stephanie Cooper
- Emma Cosh
- Jessica Eales
- Courtney Kruta
- Jessica Penny
- Helen Taylor
- Brittany Turnbull
- Donnell Wallam

### Head Coach

Tasha Richards

### Assistant Coach

Tracey Swami

### Manager

Suzanne Lennon

### Physiotherapist

Tim Barnwell

### Analyst

Gary Dawson

### Strength and Conditioning

Paul Goods

### Wellbeing

Jodii Maguire

## 17U & 19U STATE TEAMS

### 19 & Under State Team

- Chelsea Bartlett
- Sloan Burton
- Riley Culnane
- Elizabeth Dronfield
- Ella Eastaugh
- Meg Gallagher
- Brooke Gibson
- Brooke Repacholi
- Ella Sigley
- Giselle Taylor
- Montana Turnbull
- O'Shiarn Vale

### Head Coach

Nicole Prothero

### Assistant Coach

Alexis Stevens

### Team Manager

Janine Bennett

### Physiotherapist

Dave Moala

### Analyst

Dylan Wood

## 17 & Under State Team

- Emily Alexander
- Lily Anderson
- Ruth Aryang
- Madeleine Ash
- Chelsea Cook
- Madison Gauntlett
- Jasmah Haywood
- Abbey Hicks
- Cleo Kenny
- Emma Putt
- Trinity Rond
- Grace Sinclair

### Head Coach

Lyn Pemberton

### Assistant Coach

Samantha Lee

### Team Manager

Shelagh Newham

### Physiotherapist

Daniel Stead

### Analyst

Malcolm Wright





### Australian Representatives

Australian competitions were cancelled in 2020 due to COVID-19.

The following athletes were selected in the 2021 Australian Diamonds squad where a training camp was held in December 2020 in Noosa.

- Courtney Bruce
- Verity Charles
- Jess Anstiss
- Sophie Garbin \*\* (WA athlete playing for another SNN Club)
- Caitlin Bassett \*\* (WA athlete playing for another SNN Club)

The following athletes were selected in the 2020/2021 Australian Development Squad:

- Alice Teague-Neeld
- Olivia Lewis

The following athletes were selected in the 2021 Australian 21 and Under squad, with a training camp scheduled at the Australian Institute of Sport in Canberra in February:

- Sunday Aryang

Due to COVID-19's impact on border and travel restrictions, the 2020 National Centre of Excellence 21U, 19U & 17U National Squad Camps were conducted as virtual, home-based camps from 5-9 December 2020.

The following WA athletes were selected to participate in these camps which were led by Michelle Wilkins (Netball Australia Centre of Excellence Coach) and Belinda Reynolds (West Coast Fever Assistant Coach)

### 17/U

- Abbey Hicks
- Chelsea Cook
- Cleo Kenny

- Trinity Rond
- Ruth Aryang

### 19/U

- Giselle Taylor
- Brooke Repacholli
- Ella Sigley
- Chelsea Bartlett

### 21/U

- Sloan Burton
- Sunday Aryang

### Netball WA High Performance Umpire Program



The implementation of this year's High Performance Umpire Program saw seven (7) umpire coaches and 36 umpires across all tiers of the program participate in the 2020 GIG WANL season. Although some of the proposed development opportunities for this cohort were disrupted or cancelled by COVID-19, the program was adjusted to include more engagement with GIG WANL Clubs at their training sessions and more workshop sessions. The GIG WANL Finals Series saw the top 14 ranked umpires take to the court and Christine Johnston named GIG WANL Umpire of the Year.

### Netball WA WANL Umpire Coaches

- Sharon Bennett
- Paula Ferguson
- Jacqui Jashari

- Nicole McKennay
- Tarryn Mosina
- Darlene Regali
- Krista Stirling

### 2020 GIG WANL SQUAD

#### Tier 1 – GIG WANL Umpire Squad

- Georgia Burden
- Fiona Carpenter
- Nathan Cera
- Bethan Duffill
- Jerome Gillbard
- Christine Johnston
- Arnah Mallon
- Aidan McCartan
- Rochelle McKee
- Andrea Paini
- Amanda Wheeler

#### Tier 2 – Targeted Umpire Squad

- Morgan Adshead
- Michael Bawden
- Tahlia Bennett
- Capri Di Candillo
- Belinda Hares
- Jessica McKemmish
- Keenan McMahon
- Stephanie Smith
- Brooke Tkachenko
- Annie Toose
- Suqina Vanderput
- Rachel Williams

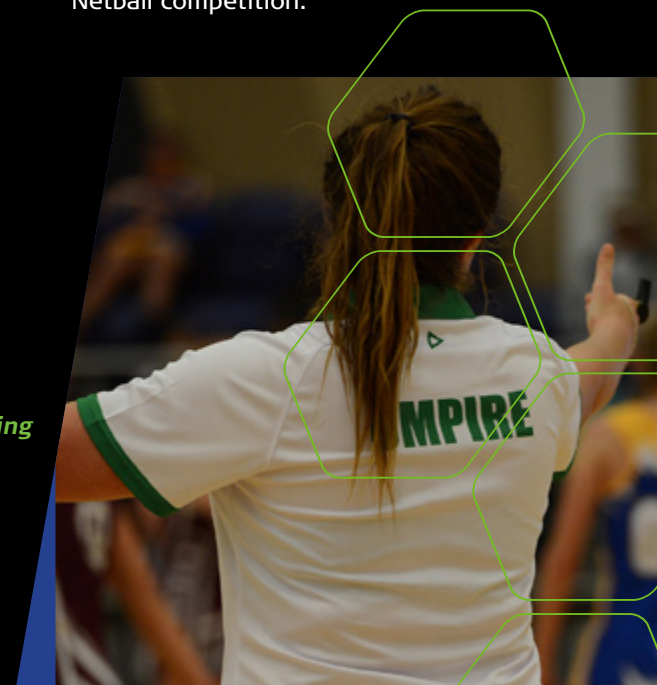
#### Tier 3 – Regional Academies + Emerging Talent

- Shanae Cammell
- Olivia Caubo
- Lauren Foy
- Renae Guthridge
- Samantha Hetherington
- Madeline Hughes
- Emily Porter

- Alicia Rogerson
- Kellie Rowe
- Monique Santostefano
- Kenisha Simiyu
- Eliza Thompson
- Meg Thompson

In November, identified NWA staff, umpire coaches and umpires from the High Performance Umpire Program engaged in two workshops with an independent consultant to review the 2020 season and overall program. A re-designed annual program, a new program/squad name have been developed and a new NWA staff structure to support this program will be put in place for 2021.

Three (3) National A Badges were awarded across the GIG WANL season, with a former member of the squad in Justin Barnes, awarded his National AA Umpires Award during the Suncorp Super Netball competition.



### Netball WA Targeted Coach Program

High Performance Coach, Jill McIntosh was engaged to work with the Gold Industry Group WANL and State Coaches. One-on-one coach mentoring sessions were held, with additional group upskilling sessions also offered. Due to COVID-19, upskilling sessions were moved to an online platform and were well attended by our coaches.

### Netball WA Bench Officials Program

COVID-19 provided some disruption to the NWA Bench Officials Program. There was a reduced capacity operating at GIG WANL with most round matches only having 3-4 bench officials on the score bench instead of the usual five (5). This was lifted to five (5) per bench for the GIG WANL finals series. NWA has undertaken a recruitment drive at the end of 2020 and early 2021 to increase the number of bench officials available for the 2021 GIG WANL season.

Sue Neal was awarded GIG WANL Bench Official of the Year.

**The 2020 Bench Officials Squad is as follows:**

#### Bench Supervisors

Shaunne Higgins

Helen Robinson

Di Williams

### GIG WANL Bench Officials

Leanne Bruce

Tracy Cappleman

Kerry Dallimore

Sue Douglas

Michael English

Shaunne Higgins

Jenny Maras

Annette Myers

Sue Neal

Shirley Nicholls

Deb Palmer

Karen Potts

Les Preedy

Wendy Preedy

Helen Robinson

Kim Stokes

Pam Whitfield

Dianne Williams

Kerryanne Williams

### Goal 11: Pathways

Despite the disruption of the 2020 year, there were many achievements made across all Netball WA Pathway Programs. These included:

#### National Coach Accreditation Scheme (NCAS)

The NCAS Key Performance Indicators (KPIs) were reviewed in early 2020, with the following numbers achieved for each level of coach accreditation as of December 31, 2020:

**644 (129% KPI)**

Foundation Coach  
Accreditation Actual

**109 (454% KPI)**

Development Coach  
Accreditation Actual

**32 (320% KPI)**

Intermediate Coach  
Accreditation Actual

**7 (233% of KPI)**

Advanced Coach  
Accreditation Actual

**1 (200% of KPI)**

Elite Coach  
Accreditation Actual

**High Performance Accreditation: Netball Australia did not run course in 2020**

Additionally, NWA delivered a series of online coach education sessions during the height of the COVID-19 period, which were exceptionally well received by the community. It is likely that these sessions will be continued to be developed and rolled out in 2021 where required.

### Athlete Identification

A guideline for athlete identification was developed and delivered at all events which took place in 2020. A clear process of how athlete identification is conducted at the various levels of competition throughout the State has also been developed. Overall a total of 280 athletes aged 14-19 years were identified at various state-based competitions from GIG WANL to Fuel to Go & Play Association Championship. Many of these athletes will be invited to trial for the 2021 State Teams and make their way into GIG WANL teams or underpinning programs.

#### Regional Academy of Sport Program (RASP)

The Department of Local Government Sport and Cultural Industries (DLGSC) Regional Academy of Sport Program (RASP) review was undertaken in late 2019, with the release of the review findings and recommendations in 2020. The Sport Development Unit and Regional Office staff continue to collaborate with DLGSC regional offices and RASPs to ensure regional athletes have opportunity to develop their skills and talent in their home environments and that identified athletes, coaches and officials secure regional scholarships and athlete travel subsidy funding. The South West Academy of Sport (SWAS) continues to lead the way in the RASP space, with several athletes selected in the NWA 17U and 19U State Teams, and the ANL/Fever Academy Programs. Netball WA continue to work with all the RASP providers to build on the current programming and netball opportunities available.

#### Workforce Development

The growth of our workforce is ongoing. Focus in 2021 will again be on growing the depth and quality of the workforce. There have been a number of new presenters (Development and Intermediate) upskilled in regional and metropolitan areas. More depth is still required particularly with





Elite Assessors (i.e., High Performance Coaches). Former High Performance coaches have been re-engaged and will continue to utilise their skills for Elite and Advanced assessments.

For continual improvement there has been a focus on upskilling NWA staff to ensure consistency with the delivery of assessments across Intermediate and Advanced.

Mentoring was conducted over the Fuel to Go & Play Association Championships, whereby Association Development Officers were upskilled on how to mentor coaches within their Associations. This was successful and will be expanded so that mentoring can continue within their own Associations.

#### **National Officiating Accreditation Scheme (NOAS)**

##### **Umpiring**

The NOAS saw major disruption due to COVID-19 impact. Associations and the High Performance Umpire Panel did some outstanding work in the short season to get umpires ready for assessment for their Badges with both A and C Badges exceeding KPI and estimates for further growth in these numbers before the end of 2020. The current NOAS KPIs as of 31 December, 2020:

**3 x National A Badges**  
(150% of 2020 KPI)

**10 x National B Badges**  
(100% of 2020 KPI)

**265 x National C Badges**  
(265% of 2020 KPI)

B Badge numbers are down with the shortened winter season and many Associations running shorter games being significant obstacles to coaching umpires for their badge and assessing the umpires.

**(1,138 – 227% of 2020 KPI)**  
**Rules Exam**

**(708 – 141% of 2020 KPI)**  
**Foundation Umpire Course**

#### **Bench Officials**

**18**  
**Bench Officials**  
**Completed the Course**

The completion rate for the Online Bench Officials course was higher than 2019. Overall, 18 bench officials completed the course.

#### **Green Shirt Program (GSP)**

**600** **20**  
**Umpires** **Associations**

600 umpires undertook the Green Shirt Program in 2020 across 20 Associations. The online delivery of the GSP proved successful for umpires from smaller associations to assist with continued engagement in a disrupted 2020.

#### **Umpire Identification & Depth Chart**

**179**  
**Umpires identified within**  
**Associations Across WA**

The final umpire identification list has been completed and will be used to establish a state-based umpire depth chart. Overall, 179 umpires were identified within Associations across the state. A percentage of these will make their way into the various tiers of the High Performance Umpire Program, whilst others will be monitored and invitations to umpiring development opportunities will be offered across the 2021 year.

#### **NWA Scholarships**

The following scholarships were not offered in 2020:

- Bette Alison Coaching Scholarships;
- Faye Bevan Umpire Scholarship;
- Flo Starceвич Manager Scholarship.

However, these scholarships will become available again in 2021.



## STRATEGIC PILLAR 4: BUSINESS PERFORMANCE

### Goal 12: Governance

If ever the strength of our governance processes and systems was to be tested, then 2020 was the year.

Two significant items caused a major impact across NWA in 2020 - COVID-19 and the WCF Compliance Breach, - testing and stretching our governance processes to their limits. Although vastly different in outcome and nature, both will ultimately result in significant learning and improvements at both operational and governance level regarding processes and systems.

COVID-19 saw the development of our CAT (Critical Advisory Team), implemented as a cross organisational committee to support effective decision making in the rapidly changing environment, we found ourselves in during the early months of the pandemic. This proved to be a most effective process at both a Governance and operational level.

The WCF Compliance Breach resulted in the establishment of a Compliance Committee to oversee and advise on related issues, while supporting Netball Australia and the Commission in its investigatory process. Regrettably the fact that these breaches occurred highlighted deficiencies in our Governance, culture and internal systems, process and controls which we already have and will continue to review, revise and enhance as necessary so as to ensure such will not recur.

Representation across our committee structure has broadened to include all our subsidiary organisations in 2020. The Nominations Committee continue to review Board skills and experiences necessary to lead our organisations into the next period of the sport's future. Our Governance and Risk, Finance and Audit Committees provide oversight of key areas of our operations in support of our

Boards, with the Awards & Recognition Committee continuing to promote and celebrate the rich history of our sport.

### Goal 13: Partnerships

It has been an exceptionally challenging year in which to attract new partners. The COVID-19 pandemic had a sudden and significant impact on investment decisions in the business sector. Marketing and sponsorship budgets, in particular, are typically amongst the first to be cut back in times of great uncertainty and this was certainly the case in 2020. The first priority of the Commercial team was to manage the impact of a rapidly changing situation, focusing on developing plans for the delivery of partner agreements under rapidly changing scenarios, with a view to delivering as much value, and retaining as much partner income as possible.

Partner Management Plans were developed for all Netball WA and West Coast Fever partners. They focused on:

- Delivering maximum value from assets still at the team's disposal;
- Enhancing and optimising digital strategies - giving partners additional exposure;
- Developing new and innovative campaigns to keep them connected to our broader audience;

Examples included the Gold Facts Campaign run over six (6) weeks, and live streamed interviews with Fever players presented by Linley Valley Pork.

As the threat to hosting Fever home games in WA became apparent, a great deal of work was done to develop alternative partner assets. Events formed a big part of this strategy:

- West Coast Fever v WA All-Stars exhibition game was staged at RAC Arena to a record non-competitive fixture crowd

of over 4,600, delivering most of the regular season game day partner assets;

- A series of 12 Green Rooms

Experience corporate functions, targeting partners and Centre Circle members, was run through the Suncorp Super Netball (SSN) season to replicate the value forgone in the Green Room functions at RAC Arena. This concluded with a Grand Final viewing party for over 300, principally partners and other stakeholders;

- A number of these events were complemented with community viewing parties, including partner activations, principally in Yagan Square;

When Fever's best efforts to secure an SSN mini-hub in WA for the latter part of the season were dashed, a further pivot in strategy was required. A significant investment was made in a print and digital campaign for partners across West Australian News platforms - principally The West and PerthNow - which included a 16-page magazine lift-out in The West, delivering considerable advertorial exposure and value to our larger partners.

A TV Commercial campaign was also undertaken for Gold Industry Group, UWA and Healthway across Channel Nine's broadcast networks, again delivering considerable partner value.

As such, the focus for the major part of the year was on partnership development rather than partnership procurement, in response to extraordinary circumstances. However, by necessity this was short term development planning to ride out the pandemic and maintain all the value we could in our partner portfolio.

The pandemic has brought the value of community connection, and the part sport plays in this, into sharper focus. West Coast Fever's recent success and

the positioning of netball as the largest female grass-roots community sport are reasons to be optimistic for what can be achieved in partner retention and procurement in 2021. Indeed, to date in 2020 it is a source of pride that across Netball WA and West Coast Fever, only one partner has been lost in the most challenging year that anyone can remember.

Our Government Relations Strategy has flourished over this period, including the launch of the Parliamentary Friends of Netball initiative at Parliament House, where more than 30 Members of Parliament attended. This was soon followed by the Friends of Netball Exhibition Match at the Gold Netball Centre on 6th November.

These activities are already strengthening our connection to government, with subsequent commitments being made to support both the expansion of Shooting Stars and our regional development footprint.



## 2020 NETBALL WA PARTNERS

### PRINCIPAL PARTNER



### MAJOR PARTNERS



Department of  
Local Government, Sport  
and Cultural Industries



Insurance Commission  
of Western Australia

**Belt up.**

### PARTNERS



**The West  
Australian**



### PREFERRED SUPPLIERS



**FLIGHT CENTRE**



**MARKETFORCE**



### CHARITY PARTNERS



### COMMUNITY PARTNERS







#### Goal 14: Financial Management and Commercialisation

##### *A sustainable sport through the commercialisation of our Participants, Programs, Events and Infrastructure*

Our sport's financial sustainability was certainly challenged and tested in 2020, with almost every revenue source impacted by the effects of the COVID-19 pandemic.

Despite these challenges, a number of significant achievements underpinned our commercial activity across the year and laid a foundation for strong growth and recovery in 2021.

2020 saw Netball WA take significant steps towards developing its own MarTech Strategy. A large part of this project is developing and maximising our data capture capabilities. Netball WA currently has a range of data sources such as MyNetball, EventBrite, the Netball Live App and Campaign Monitor.

The 2020 season also saw Netball WA launch a new merchandise website using Shopify, adding another data collection point to the stack. This data will soon underpin a new digital strategy that will enhance our participants experience of netball membership and provide a more tailored, quality journey across the netball journey.

The marketing unit of Shared Services continues to implement and deliver plans and strategies across the business, with these growing in sophistication each year, appropriately reviewing, and learning from previous campaigns to ensure they are improving and becoming more targeted in purpose and audience.

Expanding on the digital marketing initiatives from last year, targeting new memberships and membership retention in the Netball WA space, the marketing team were able to grow the Spring into Netball initiative established over the

previous two years with the development of the 'Grow Your Game' campaign. Using our partner in Marketforce to facilitate, this campaign sought to inspire potential netballers and returning netballers with the insight that Spring netball is the opportunity to grow gameplay, social circles, confidence and more.

The campaign ran for a month, targeting known and 'like' audiences across Facebook and Instagram with artwork and wording optimised to target pre-determined demographics. The campaign received 3,279 clicks across the two platforms, doubling the number of 2019 and making over 787,000 impressions. As a result, the Spring netball program for 2020 exceeded its participant KPI's.

Adapting to the uncertainty of 2020, the Marketing team were also able to develop and implement new digital initiatives to remain engaged with our Netball WA members and broader audience with the introduction of 'Netball at Home'. This campaign highlighted the Netball WA pathway across all digital channels through videos, featuring Gold Industry Group Western Australian Netball League athletes, A-badge umpires, coaches and even West Coast Fever players. Demonstrating their at home training efforts, how they stay court ready and how they are still playing the sport they love during a time we could not gather this campaign was a successful driver in keeping community members engaged and inspired to return when restrictions lifted, which they did in numbers that surpassed re-forecasted KPI's for 2020 Winter season.

Throughout 2020 the Netball WA's marketing and sales plans and strategies kept the participant at their core with the aim to not only grow the sport in numbers but to also grow and support the community that is Netball in WA.

# GROW YOUR GAME



3,279 Clicks  
787,000 Impressions



### Goal 15: Technology

2020 has highlighted more than ever, the critical role that digital plays within modern sport. This role is both core to service and support members, manage information and conduct research and analytics, however, importantly allows sports to build genuine connections with customers by tailoring targeted communications and products which meet the needs of customers, at the right time.

Agility has been required throughout a year of constant change, which has included COVID-19 imposed restrictions and the need to regularly adapt and review processes.

More than ever, our systems and communications channels have been critical to our ability to stay connected to our customers and our Martech strategies (major initiatives, efforts and tools that harness technology to achieve marketing goals and objectives), will play a critical role in 2021.

New platforms, including a digital publishing tool was implemented in 2020 which has enabled the digitising of event programs to improve the user experience and provide additional opportunities to integrate content and deliver additional value to commercial partners of netball.

Within the past 12 months, a new website has been implemented which boasts an improved user-journey and navigation platform, which has delivered an additional 114,900 new users to the Netball WA website.

This website has been key, alongside social channels to maintain the connection with the netball community in WA, and via content initiatives such as the #sharethenettylove campaign, which harnessed the power of social media to bring back memories of netball and connections during the height of COVID-19 restrictions in April.

Digital transformation remains a key priority for the sport and several key systems enhancements will take place in 2021, including a new participation platform which will replace MyNetball. Scheduled for implementation in Spring 2021, this new system will offer an enhanced user experience and greater flexibility in the development of competitions. An implementation plan will be developed and rolled out in consultation with key user groups.

Scoping of additional technologies alongside Netball Australia will also develop further in 2021 enabling greater connectivity between Netball WA's systems.

### Goal 16: Brand and Communications

Building on the foundation set in 2019 and development of the inaugural Netball WA Customer Value Proposition (CVP), the focus throughout an interrupted 2020 has been to stay connected, re-engage and develop further engagement with all members of the netball community.

This approach has been challenged throughout the year with COVID-19 related restrictions limiting the ability to engage with customers through traditional channels.

Digital innovation has played a key role throughout the year and initiatives such as the Netball at Home campaign, proved highly popular with netball drills, activities and light-hearted moments being shared across the Netball WA website and social media channels from April 2020, with over 8,000 views. This same period coincided with the launch of the #sharethenettylove social campaign, which experienced national exposure, with those most connected to netball taking to social media to share happy memories of the sport they love.

The ability for our sport to be agile, adapt and grow is based on a solid membership

model and in 2020, the process has begun to conduct a comprehensive membership review to understand our strengths, challenges, ambitions and review alternative membership models currently in market. This project will be conducted alongside leading brand and market research agency, Marketforce, with insights and findings to be presented to the Netball WA members in 2021.









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