



PRINCIPAL PARTNER

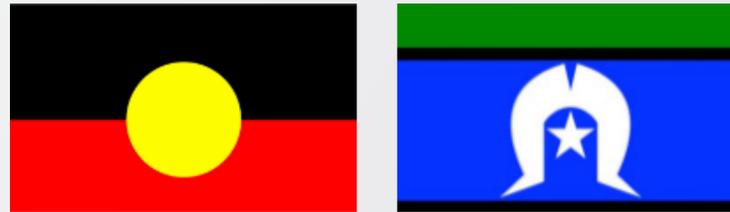


THINK 2030

2026 - 2030

NETBALL WA STRATEGIC PLAN

ACKNOWLEDGEMENT OF COUNTRY



Netball WA, West Coast Fever and Shooting Stars acknowledges the Traditional Custodians of Country throughout Western Australia and recognises their continuing connection to land, waters, sky, family and community. We pay our respects to them and their cultures; and to Elders both past and present, and future.

Ngalak kaaditj Wadjak moort keyen kaadak nidja boodja – We acknowledge Wadjak Noongar people as the original custodians of the land on which our office is situated.

WHAT ARE WE

We are the governing body of Netball in Western Australia, responsible for inspiring the sport at all levels across the state.

PURPOSE

To create a world of possibility for Western Australia through Netball.

VISION

To see netball played, supported or watched in every Australian home.

VALUES

Unwavering Passion.
Supportive Presence.
A Game For All.
Defiantly Resilient.

BEHAVIOURS

We are Front Runners.
We are Fearless Finishers.
We are Initiative Takers.

PROPOSITION

Creating Netball possibility across Western Australia



INSPIRING POSSIBILITY

Netball WA plays a role in empowering the next generation of Aboriginal girls and women by using netball as a vehicle to grow, connect and inspire.

NURTURING POSSIBILITY

Netball WA goes to extraordinary lengths to make sure everyone gets the most out of netball - from the young and aspiring players to the volunteers that make it all possible on a Saturday morning.

REALISING POSSIBILITY

Netball WA provides possibility to the next generation of netball heroes. And through West Coast Fever, they're showing the state (and the rest of the country) what's possible when you put endless hours of passion and dedication into delivering the highest level of the sport.



STRENGTHEN OUR FUTURE

Making Netball the number one sport of choice.



ELEVATE THE EXPERIENCE

Connecting with members, players and spectators in arena, in community, in home and in hand.



LEAD WITH INTENT

Continuously raising the bar for operations, governance, performance and systems.



STRENGTHEN OUR FUTURE

Making Netball the number one sport of choice.

We will grow our core audience, encouraging more people to play or participate in netball

- Increase participation & retention of playing and non-playing cohorts
- Strengthen our healthy & thriving participant pipeline

We will reduce barriers to participation to make netball more accessible

- Providing value and access to participants, Members and the Netball community
- Maintaining and growing places to play

We will grow & diversify our sources of revenue & expansion opportunities

- Continue to develop a broad range of strategic alliances and partnerships
- Establish an international presence for our brands

STRENGTHEN OUR FUTURE

Making Netball the number one sport of choice.



MEASURES OF SUCCESS

170,000
total participants

65,000
total netball
community membership

Minimum 30 Net
Promoter Score on
Association satisfaction
development & capacity

Achieve \$25m in total
revenue for NWA

40% of required facility
upgrades, new builds
or refurbishments
underway or
completed by 2030

Secure ≥ 5 strategic
partnership MOUs with
international organisations



ELEVATE THE EXPERIENCE

Connecting with members, players and spectators in arena, in community, in home and in hand.

We will create a more personalised experience for members

- Use technology and data to elevate the organisation and enrich the experience for members and participants

We will identify opportunities to expand the netball experience beyond traditional periods of participation

- Deliver year-round experiences to increase engagement with participants and fans at a grassroots and elite level
- Extend and amplify West Coast Fever's year round relevance beyond match day

Strengthen engagement & stronger connections between members, players & the game

- Create a strong community of netball supporters who want to attend games and help their local clubs
- Elevate WCF to further inspire & connect netball across WA

ELEVATE THE EXPERIENCE

Connecting with members, players and spectators in arena, in community, in home and in hand.

MEASURES OF SUCCESS

≥70% of 1st party data converted into consumers with active engagement

NWA achieves positive brand health score of ≥60

Average West Coast Fever home game attendance of 10,000

10,000 West Coast Fever paid Members



LEAD WITH INTENT

Continuously raising the bar for operations, governance, performance and systems.



We will continue to improve governance, performance & efficiency across the organisation

- Create & maintain a culture of continuous improvement (long-term)
- Embed innovation into our everyday working practices (short to medium term)

We will elevate the profile & influence of netball across Australia's sporting landscape & beyond

- Secure greater recognition, investment & opportunities for our members and participants
- Strengthen Netball WA's advocacy & it's role in establishing netball as a leading sport

LEAD WITH INTENT

Continuously raising the bar for operations, governance, performance and systems.



MEASURES OF SUCCESS

West Coast Fever to win multiple Premierships

The organisation achieves goals in a financially sustainable manner

Employee Satisfaction $\geq 80\%$

Increase presence and influence on key advisory boards and committees

Use targeted advocacy to secure long term funding commitments



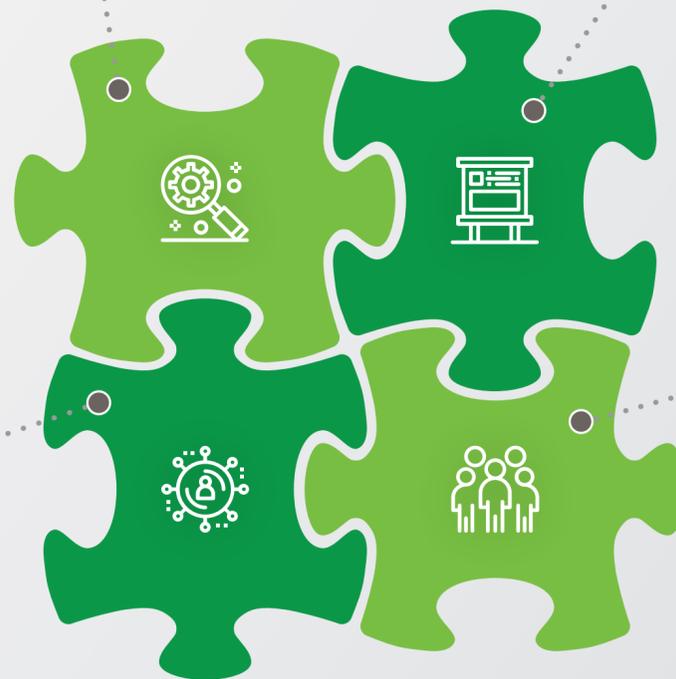
ENABLERS

TECHNOLOGY AND SYSTEMS

- Robust technology roadmap.
- Best in class UX for members.
- Use the latest technology and data processing systems to improve organisational efficiency.
- Adopt digital platforms to improve innovation.

PARTNERSHIPS, ADVOCACY & INFLUENCE

- Recognition as the leading voice in policy discussions.
- Advocacy driven funding outcomes.
- Grow, build and leverage sport and non-sport partnerships.



GOVERNANCE

- Industry leading organisational governance structures and practices.
- Enable growth and improvement through effective processes and systems.
- Industry leading risk frameworks.

OUR PEOPLE

- Foster and maintain strong relationships.
- Leveraging our collective love of Netball.
- Innovative and forward-thinking people at the heart of our organisation.
- Attract and retain the right talent.
- Embrace diversity by engaging and collaborating with a wide range of people with broad perspectives.



netball
WESTERN AUSTRALIA

PRINCIPAL PARTNER



**Gold Industry
Group**