

# Strategic Plan

2025-2027



## OUR PURPOSE

To grow and strengthen netball

## OUR PRINCIPLES

We embrace the culture of one team, including respect for tikanga Māori and manaakitanga in all that we do.

We respect the wairua of mana wāhine from our netball history.

We are a culturally aligned and cohesive organisation which embraces diversity.

We advocate for being local, affordable and accessible.

We empower dynamic leadership, innovation, performance and excellence.

01

### Increase participation & access

Broaden the netball community by engaging more players, coaches & officials from diverse backgrounds & age groups. Enhance the capability & development of coaches, officials, staff & volunteers.

#### OUTCOMES BY 2027

- Year-on-year growth in recorded participants, with total participation to exceed 50,000.
- More diverse participant base as measured by ethnicity, gender, age & abilities.
- An expanding & increasingly skilled group of coaches & officials with integrated NetballSmart practices.

02

### Enhance development pathways & performance

Build strong talent pathways from grassroots to performance levels to nurture the next generation of netball players, coaches & officials. Successful performance teams in the NNL and ANZP competitions.

#### OUTCOMES BY 2027

- Transition to Performance Strategy developed & implemented.
- Mystics make the ANZP finals series annually, with players transitioning from the Marvels.
- We are the dominant zone across all national teams/competitions for players, coaches & officials.

03

### Strengthen facilities

Improve the quality, accessibility & sustainability of netball facilities to create a better & safer environment for all.

#### OUTCOMES BY 2027

- 2024 Auckland Region Facilities Plan recommendations implemented within specified timeframes & facilities enhanced as a result.
- Northland Netball Facilities Plan developed, with implementation plan underway.

04

### Foster governance & sustainability

Empower & work alongside netball centres to enhance their governance, financial success & sustainability to ensure netball's long-term growth & success.

#### OUTCOMES BY 2027

- 75% of centre committees & boards are regarded as high-performing with excellent 'Centre Reflection' results.
- Netball Northern is financially strong & sustainable with minimum equity of \$215K (in line with the Reserves Policy).
- Mystics are profitable.

05

### Increase visibility & engagement

Continue to build a strong brand & fan base for netball through media, marketing, and community / centre engagement.

#### OUTCOMES BY 2027

- Interactions between centres & Netball Northern, & between centres, is reported as highly engaged & collaborative.
- Fan base for netball increases year-on-year as measured by social media reach, fan attendance & TV ratings.