

## CAG Topics

1. How do Centres tap into demographic growth for netball.  
Participation – declining numbers
2. Strategy development - to feed Zone and NNZ.
3. Balance is Better - season length and competition structures.
4. Volunteers – recruiting and retaining
5. Umpire development and recruitment
6. Pathway for rep players and Performance Space
7. Zone budget and resourcing.
8. Collective Purchasing power
9. Funding – reliance on gaming trusts/decline in funds

# What is the problem we are trying to solve?

## What do we need to understand about this “topic” to take action to positively impact netball?

1. How do Centres tap into Demographic Growth for netball

1.1 Participation - declining numbers

**Current demographic regional stats from Stats NZ**

how do we get accurate information into our CRM (sporty) databases - how to get participants to enter it correctly or do we ask the right questions

Diversity and Inclusion policies up to date. Centre regulations do not create barriers for different ethnicities

is the cultural competency of the people who work/volunteer at your centre important?

Work with local ethnic groups to ascertain leads with community leaders to get a face that the community respect and trust

**Diversity & Inclusion policy up to date**

Are competition structures suitable and is what centres offer relative? ie/sundays are a barrier

where is growth...transport barriers to mitigate. socio-economic demographic of areas - is netball affordable. how to mitigate cost of shoes (netball shoes are expensive)

school networks - covid related kids didn't return to school. which schools do not participate and can we approach and support them to deliver a netball programme.

**Parental support needs to be encouraged.**

identify the barriers so know what problem to address. coaches - lack of coaches, ensuring having a good quality experience

2. Strategy development - to feed Zone and NNZ

Zone hosts 1-2 sessions per annum - sometimes on specific topics sometimes general. CAG establishment another tool of engagement.

**good for centres to share strategies amongst themselves**

Wairoa - new to group and finding out comm channels from own committee at next meeting

Whangarei open about their strategy and plans with Zones so comms and info sharing happens

Waitakere: first step is having open relationship with Zone and open discussions enables ability to feed into strategy at centre and zone level

3. Balance is Better - season length and competition structures

**reps - player loading; work with schools and clubs in best interest of players.**

reps and uniss jam packed into short period of time - still playing club/school plus reps

school kids still need to have time for homework and some work part time - BiB needs to address holistic balance not just physical balance.

**can we spread out uniss and nationals ?**

centres stick with term 2 and 3 it may be possible? differences across Northland with Sport Northland pushing it hard, Auckland regional centres are different.

Lack of direction from national bodies - last two years have been survival not about change!

**we need more info from NNZ on what their strategy is**

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### 4. Volunteers - recruiting, retaining

**ageing  
volunteer  
population the  
replacement  
is not coming  
through.**

is issue about  
getting them or is  
the issue about the  
environment? ie/  
poor sideline  
behaviour

need to understand  
the barrier and what  
is holding people  
back? is this  
generic or are there  
differences between  
centres ?

### 5. Umpire Development and recruitment

**poor sideline  
behaviour ie/ the  
environment is a  
barrier - how do we  
rectify this?**

**Q: Is the system of  
training and  
qualification an issue  
or is it clear? what is  
NNZ strategy to  
address umpire  
decline in numbers -  
eg. marketing budget  
to promote? and  
what the quals system  
is...**

training - need  
practical teaching  
without the pressure  
of actually umpiring a  
game. helps to build  
confidence before  
doing a game. some  
centres do this  
already....

**what happens  
with training -  
share best  
practice  
across centres**

### 6. Pathway for Rep Players and Performance Space

**group not  
sure what this  
topic was  
about...**

**Zone: pathway is  
not well  
articulated....players  
can enter and exit  
the pathway at  
different times and  
ages.**

**Zone: working  
on a pathway  
diagram at  
moment**



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### 7. Zone Budget and resourcing - understanding priorities

AGM present financials and strategy - centres present can ask questions. Are the Zone presenting the info in the best way possible. Zone spends money mostly on people.

**Future budget presented at AGM in March, financial year Dec-Nov**

Need strategy input to priorities - if something else takes up more resource have to give something else up - what is consequence of a different/new priority

### 8. Collective Purchasing power

sharing what projects working on and centres can leverage off each other. benefits of using combined membership numbers for commercial pull.

Equipment - netballs, training gear - supplier agreement at one centre can this be leveraged to other centres. Member clubs/schools get beneficial prices and centre gets cashback.

identify where the opportunity lies and which centres may wish to be involved?

**Are centres open to exploring sharing ideas?**

**is resource heavy and resources gone to more important priorities**

Do NNZ think about this and offer deals? there is the odd opportunity but not at level that is enticing enough. good theory but more difficult in practice due to local sponsorships and relationships.

### 10. Funding - reliance on gaming trusts/decline in funds

sharing ideas on diversify revenues - sponsorship, venue revenue. get foundation north in as not a gaming trust.

What we spend money on using gaming trust funds? ie/ what centres choose to prioritise ...reps/equipment/people...?

Private communications platform for Centres to share info - an easier way to share info and opportunities? Is comms the bigger issue?

# Where to start? and Can we join any topics together?

Topics in order of importance:

5 Umpires

4 Volunteers

8/9 Funding and Collective purchasing

3 Balance is Better

1 Participation

**Good ideas,  
some people  
missing from  
the call today.**

**do we have a  
timeframe or  
is it organic?**

**Murray - either  
or both are  
relevant.  
Bees - funding  
first. Francie -  
ump/vollys.**

**what do we need to  
change so we don't  
have these  
conversations and  
will make a  
sustainable  
difference? let's try  
and be innovative.**

**Look at Governance  
level to change  
direction. be future  
focused - what will  
make a 5 year old  
today want to  
volunteer in the  
future?**

**understand whats  
coming - comms  
from NNZ/Zone as  
to what is pending  
in these spaces.**

**Topic each time to  
talk about - is this  
better than a task  
force? Task Force  
may make decision  
making more efficient  
- do the background  
work first then bring  
to group.**

**create a couple of  
task forces from  
CAG to work on  
these projects - 5/4  
umps/volunteer  
could be one topic;  
8/9 could go  
together.**