

2023 - 2026

Strategic Plan





ACKNOWLEDGEMENT OF COUNTRY

Netball Victoria would like to acknowledge the Traditional Owners and Custodians of the land and pay our respects to Elders past, present and future.

We recognise the tremendous contribution Aboriginal and Torres Strait Islander people make to netball (sport) and acknowledge the power of sport (netball) to promote reconciliation, enhance belonging and reduce inequality.



OUR MISSION

We exist to create and inspire a lifelong love of netball.

OUR VISION

Netball is recognised as the greatest team sport in Victoria.





OUR VALUES



**WE EMPOWER
EACH OTHER**



SUPPORT
ENCOURAGE
ADVOCATE



**WE STRIVE TO GO BEYOND
EXISTING BARRIERS**



COURAGE
CONVICTION
CONFIDENCE



**WE ARE
LEADERS**



INNOVATE
UPLIFT
DELIVER



OUR MESSAGE



Netball has a proud history in Victoria, having been played across the state for over 100 years.

Across that time our sport has continued to evolve, delivering important shared experiences for Victorians from grassroots through to elite levels and offering an accessible path for women's participation in sport.

We know that our game faces many challenges in an increasingly competitive market – we're committed to embracing that environment and striving to improve outcomes for every participant.

We believe our new strategic plan positions us well to tackle those challenges, driving innovation and change to ensure we consolidate our place as a leader for sport participation for all Victorians.

Netball has a bright future in our state and our country, and we look forward to working with our entire netball community to deliver on that potential.



Carol Cathcart
President

Steven Gatt
Interim Chief Executive Officer

OUR DRIVERS





PLAY

Objective	Key Activity	Measure
Netball Victoria's pathway provides a well-considered structure and support mechanisms to ensure the netball community excels.	<ul style="list-style-type: none"> Provide clear pathways for administrators, athletes, bench officials, coaches and umpires to reach their full potential through our competitions and programs Align to national framework 	<ul style="list-style-type: none"> Athletes, bench officials, coaches and umpires involved in pathway programs Athletes, bench officials, coaches and umpires progressing through the accreditation and development pathway Feedback across various pathway groups considered in future delivery of programs Victorian athletes, bench officials, coaches and umpires are consistently identified within the Netball Australia pathway and programs
There are greater opportunities in regional Victoria for everyone to be involved in netball.	<ul style="list-style-type: none"> Provide more targeted opportunities for everyone to participate across regional Victoria 	<ul style="list-style-type: none"> Victorian Netball League regional representation across athletes, bench officials, coaches and umpires Regional representation in pathway competitions and programs
Our grassroots competitions and programs provide a happy and safe place for everyone to be involved in our game.	<ul style="list-style-type: none"> Offer respectful, diverse and inclusive competitions and programs Embed the Child Safety Standards within our affiliates 	<ul style="list-style-type: none"> Education and training opportunities for our netball community Annual Affiliate Support Program
Our Melbourne Vixens and Victorian State teams are successful teams in their competitions.	<ul style="list-style-type: none"> Identify and nurture talent within our netball system with a holistic approach that supports athlete and team wellbeing Invest in program resourcing and support for Melbourne Vixens and Victorian State teams 	<ul style="list-style-type: none"> Our state home of netball provides a first-class training environment for athlete progression and performance Our Victorian teams dominate at all levels Melbourne Vixens and State team athletes and officials are identified within the Netball Australia pathway and programs Partnership with the Victorian Institute of Sport (VIS)



GROW

Objective	Key Activity	Measure
Increase participation and involvement in netball.	<ul style="list-style-type: none"> • Increase opportunities for people from diverse backgrounds to play netball • Retain Netball Victoria members through the provision of programs and resources • Provide the best introductory netball experience for young people • Promote netball as the sport of choice in school and education settings 	<ul style="list-style-type: none"> • Member retention and growth • Accurate and timely data to inform investment and growth opportunities • Regional engagement and staffing presence • Schools engaged in competitions and programs • Organisations delivering introductory programs
Create more opportunities for males to participate in netball.	<ul style="list-style-type: none"> • Increase competitions and programs for males to play netball • Develop partnerships with key stakeholders 	<ul style="list-style-type: none"> • Male membership • Male participation • Affiliates running male competitions
Increase our financial capacity to invest more in netball.	<ul style="list-style-type: none"> • Explore new opportunities that will generate a surplus for reinvestment • Expand on effective programs 	<ul style="list-style-type: none"> • Growth in revenue outside of membership and government grants
Increase capability and capacity of our affiliates.	<ul style="list-style-type: none"> • Increase the number of netball facilities to accommodate growth of the game • Provide tools and resources to support our affiliates • Empower affiliates to implement the most efficient and effective administrative practices • Motivate people to take on volunteer positions within the netball community 	<ul style="list-style-type: none"> • Netball Connect reflects the needs of the community • Affiliates engaging professional services • Volunteer engagement



INSPIRE

Objective	Key Activity	Measure
Netball is a welcoming sport for everyone.	<ul style="list-style-type: none"> Promote diversity across our netball community Partner with community groups, community leaders and organisations to enable participation Netball Victoria is committed to becoming a leader in inclusion 	<ul style="list-style-type: none"> Utilisation of Netball Victoria working groups to influence the organisation and the netball community Provision of well-used resources across the netball community Netball Victoria membership better reflects the diversity of the Victorian population
Celebrate and honour the rich history and heritage of netball in Victoria.	<ul style="list-style-type: none"> Celebrate the achievements, history and heritage of the Netball Victoria and Melbourne Vixens communities Appropriate recognition of contributions to netball in Victoria 	<ul style="list-style-type: none"> Recognition of our history and heritage and connection to those that have contributed Unveil the statues of iconic women from our sport
The people in our netball community are role models who inspire current and future generations.	<ul style="list-style-type: none"> Showcase our pathways Facilitate and encourage opportunities for First Nations engagement and participation through our Reconciliation Action Plan Facilitate and encourage opportunities for LGBT+ engagement and participation through our Pride working group Facilitate opportunities for people from diverse backgrounds 	<ul style="list-style-type: none"> Engagement of First Nations role models Reconciliation Action Plan accreditation Pride Index rating Stories from across our netball community highlighted and amplified
Galvanise our grassroots community to connect with our elite competitions and programs.	<ul style="list-style-type: none"> Grow engagement of the Melbourne Vixens by increasing profile and reach Increase awareness of the Victorian netball pathway in our grassroots community Leverage elite and major netball events to raise the profile of netball, including the 2026 Commonwealth Games 	<ul style="list-style-type: none"> Engagement between Melbourne Vixens athletes and the netball community Our Talent Identification programs are thriving across the state Awareness of the Melbourne Vixens and Suncorp Super Netball Participation and engagement in regions where major events are held



LEAD

Objective	Key Activity	Measure
Netball Victoria is a leader in equality, ensuring fairer access, investment and opportunities for all.	<ul style="list-style-type: none"> Netball Victoria sustains a thriving relationship with the State Government Netball Victoria is a leading voice for girls and women in sport Netball Victoria is leading in innovation for program and competition delivery Educate and advocate for environmental sustainability 	<ul style="list-style-type: none"> Successfully advocate for annual budget commitments from the State Government to grow revenue Build our knowledge and expertise through consultation and research to improve the sport of netball Quality and diversity of Parkville programs Improved sustainability practices in venues and programs
Collaborate with our Australian netball network to ensure netball remains Australia's number one team sport for girls and women.	<ul style="list-style-type: none"> Successful partnership with Netball Australia and all State bodies focused on remaining the number one female sport in Australia Support and advocate with Netball Australia for netball's inclusion in the 2032 Olympic Games 	<ul style="list-style-type: none"> Support Netball Australia programs and educational opportunities for all athletes, bench officials, coaches, staff and umpires
Netball Victoria and Melbourne Vixens staff, athletes and directors are capable of leading our sport into the future.	<ul style="list-style-type: none"> Drive operational activities in line with the strategic plan Netball Victoria understands the needs of the netball community Netball Victoria structure and operational activities reflect our future needs 	<ul style="list-style-type: none"> Rigorous process that ensures accountability on the objectives in the strategic plan Implement a professional development and growth plan Role model the Netball Victoria values and behaviours across netball and wider networks



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**THE COURT IS MY HOME.
MY TEAM IS MY FAMILY.
MY COACH IS MY MENTOR.
I CAN'T IMAGINE MY LIFE
WITHOUT NETBALL.”**

ELLA, 9 — NETBALL VICTORIA PARTICIPANT





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