



GOVERNMENT PARTNERSHIPS AND ADVOCACY

Positioning netball as a trusted partner
driving important community outcomes

Acknowledgement of Country

Netball Victoria and the Melbourne Vixens acknowledge the Traditional Owners and Custodians of the lands and waters netball is played on across Victoria and pay our respects to Elders past and present.

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

Netball Victoria's First Nations artwork, titled *Country, Community, Connection*, was launched in 2025.

Designed by proud Wagiman and Ngan'Gimerri woman, Tara-Rose Gonebale, the artwork features circles laid out in a court formation to represent team connectivity, and the diversity of our netball community.

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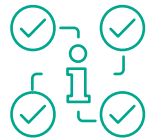
Why Engage with Government?

Governments actively seek credible partners who can help to deliver strong community outcomes, in alignment with public policy.

Advocacy enables Netball to:



Increase visibility and credibility



Build awareness of current issues and needs



Influence local priorities and decisions



Unlock funding and infrastructure support



Demonstrate measurable community impact

Other sports and community organisations continuously engage with governments and successfully advocate for funding and support. Netball needs to develop and maintain strong and positive relationships at all levels of Government in order to achieve our community goals.

Levels of Government Engagement

Effective advocacy occurs across all levels of government.



Local Government (Mayor, Councillors and Executive Leaders)

Community facilities, local participation, health and wellbeing outcomes

Partnering to develop and implement local programs



State Government (Local MP/s)

Capacity to have regional impact across participation catchments

Partnered facilities development and investment

Assisting to address local and regional community issues

Partnering to develop, resource and implement key community programs

Creating regional economic impact through events



Federal Government

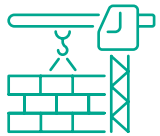
Major infrastructure investment, community-based programs, women's participation and economic impact



Seek opportunities for multi-layered investment and have a bipartisan approach

What Are You Advocating For?

Every advocacy request should clearly articulate



What you are seeking (one priority project)



Why it is required



Who benefits and what key community issues will be addressed



Alignment with Government public policy priorities



Confirm costs



Clearly state your organisation's capacity and contribution (funding, land, partnerships, in kind support)

Demonstrate alignment with your overarching objectives and strategies

Set Yourself Up for Success

Preparation builds trust and credibility.



Key Actions

Appoint a small team with clear responsibility

Define the project scope and accurate costings

Prepare a concise organisation overview and project brief (Word or PDF) - option is to outsource. Ideally you would have strategic plan also - if not include a SWOT analysis.

Seek support from Netball Victoria's Facility Team as required: facilities@netballvic.com.au



Include in Your Project Brief

Organisation snapshot

Community programs and activities delivered

Reach and impact:

- Number of families engaged
- Venue attendance
- Digital reach

Evidence of need

Use Netball Victoria's Statewide Facilities Strategy data (LGA and Electorate profiles available via the Facilities Team)



Align With Government Priorities

Position your organisation as a community partner, not just a sporting club, aligning with Government Policy, for example:

- Inclusion and diversity
- Physical activity and wellbeing for women and girls
- Economic and broader community benefit

Build Community Champions

Strong advocacy is amplified by community voices.



Request a letter of support from Netball Victoria's Facilities Team



Secure a letter of support from Council and community partners



Activate clubs, volunteers and families



Utilise social and traditional media



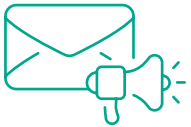
Provide a simple letter template for supporters to contact their local MP



Many voices = stronger influence

Promote the Project

Your community builds momentum and credibility.



Key Actions

Clearly communicate your ambition and community benefit

Use newsletters, social media and face to face outreach

Engage local media with:

- Participation demand
- Facility challenges
- Future-focused impact stories



Identify Government Stakeholders & Build Relationships



Identify Stakeholders

Create a database of key Local, State and Federal representatives

Record contact details and relevant portfolios



Plan Engagement

Develop a clear touchpoint plan, including:

- Regular meetings (quarterly where possible)
- Invitations to key events (AGMs, awards, marquee games, fundraisers)

Clearly outline how representatives can participate:

- Speaking roles
- Photo opportunities with club leaders
- Trophy presentations
- Community activities (e.g. BBQs, volunteering)



Share participation publicly via social media

Provide project information and seek follow up meetings

Seek Commitments

Advocacy should deliver outcomes.



Clearly ask
for support or
commitment



Determine
election and
budget funding
cycles and
structure your
campaign
accordingly



Confirm next
steps and
timelines



Use
announcements
and photo
opportunities
strategically



Publicly
acknowledge
supporters



Maintain
relationships
beyond the
initial win

*Advocacy is
ongoing — strong
partnerships deliver
long term impact.*



Support from Netball Victoria

Facility Team
(letters of support, project design and costings)
facilities@netballvic.com.au

Corporate Affairs Team
(media and Government advocacy)
naomi.barter@netballvic.com.a

Reach out directly to Netball Victoria's
Stakeholder Relations contact in your region.

