



INTERNATIONAL
NETBALL
FEDERATION

NETBALL

2020





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The power of sport, of women's sport, and of netball in particular, to change lives is extraordinary.'

Welcome to **NETBALL 2020**, the vision and plan that will drive world netball forward over the next four years.

Netball 2020 is built on three strategic pillars:

- **Governing with integrity**
- **Thrilling world class events**
- **Empowering through netball**

That is the blueprint for the work we at the International Netball Federation will be doing to lead world netball towards the next decade.

The three pillars stand on the firm foundation of our last four year plan, and at the end of those four years netball has never looked better. We are rightfully proud of our record of sound governance, and proud of our world class events – events that showcase our sport and our elite athletes, thrilling audiences, winning new friends and new supporters, and providing girls with powerful and positive role models.

But if there is one aspect of our ambition for the future of netball that I want to highlight, it's our commitment to empowerment. The power of sport, of women's sport, and of netball in particular, to change lives is extraordinary. We will continue our work to empower women and girls - but more than that, we will be changing the lives of their communities.

Our strategic plan outlines 9 high level goals and the Key Performance Indicators (KPIs) that will be used to assess our progress towards these goals.

In the next four years you will see world netball that is strong, confident, and inclusive, determined to grow and embrace change and diversity, and a sport that is truly a force for good.

President of the International Netball Federation



Our Strategic Priorities for 2016-2020 are:
Governing with Integrity | Thrilling World Class Events
Empowering through Netball

Vision (our strategic direction)

A socially responsible sports movement, recognised universally for its positive impact on people and communities around the world.

Mission (our purpose)

INF promotes empowerment by working with our Members, from grass roots to elite, to provide safe and supportive environments to develop life skills and to sustain growth.

Values (our culture and beliefs)

We aspire to **Excellence** in everything we do.

We hold the principles of **Fairness** and **Integrity** at the heart of our sport.

We create opportunities to foster lifelong **Friendship** through the love of netball.



Governing with Integrity

INF’s fundamental purpose is to promote, improve and grow netball globally, in accordance with the ideals and objects of the Olympic and Commonwealth movements.

INF believes in operating with high standards of transparency and good governance, drawing on a wide range of best practice from within the sports movement and outside.

The INF Board is accountable, to our Membership and our other stakeholders, for ensuring that the sport of netball is governed and regulated with honesty, truth, equity and reliability.

INF has responsibility to preserve the integrity of netball and to maintain an efficient administration to conduct, regulate and direct the sport.

INF remains committed to working with our Membership to promote safeguarding and the welfare of all of our participants including children, administrators, technical officials and coaches.

As an International Federation, our aim is to set the example for our Members in the establishment of good governance practices that will stand up to the scrutiny of all our stakeholders.

Within our governance systems we will continue to create opportunities for individuals to develop their leadership potential, so that they serve the Federation in a responsible and resolute manner that embodies our values of excellence, integrity, fairness and transparency.

“Good governance must be underpinned by a strong commitment to integrity, inclusiveness and accessibility. Today, more than ever before, culture, values and behaviours are vital to the performance and profile of successful organisations.”



Kereyn Smith MNZM

Chief Executive Officer of the New Zealand Olympic Committee and INF Vice President 2007-2011



GOAL 1

Maintain an exemplary Governance Framework that is the benchmark for the sport of netball

KPI:

- Governance framework and policies that are the ‘Best in Sector’ assessed through internal and external benchmarking utilising IOC and other appropriate guidelines

GOAL 2

Engaged and Proactive Members and Regional Federations

KPIs:

- Members and Regional Federations that are clear on their role and responsibilities within the overall Governance Framework for netball and are active and dynamic participants at Congress and Regional AGMs and within their local associations
- Member Federations engaged in safeguarding programmes

GOAL 3

Netball - a drug free sport

KPIs:

- No Anti-Doping Rules Violations
- Education programmes that promote drug-free sport and celebrate the clean athlete

“Netball is a thrilling and core highlight of the Commonwealth Games sports programme, with phenomenal demand for tickets at Glasgow 2014. However, it’s not only a favourite for fans, teams and broadcasters; it’s an International Federation with an inspiring and diverse outreach programme that aligns with the core values of the Commonwealth Sports Movement as a whole - creating peaceful, sustainable and prosperous communities through sport.”



David Grevenberg CBE

Chief Executive of the Commonwealth Games Federation



Thrilling World Class Events

INF has a portfolio of high quality international events including the **Netball World Cup**, the **Netball World Youth Cup** and the **FAST5 Netball World Series**. INF publishes a calendar of International Events that includes Member test series and regional competitions. INF maintains a world ranking system for international teams and appoints the match officials for all ranking matches from a pool of International Umpires.

Netball is increasing its profile through its inclusion in multisport games such as the ANOCA Youth Games and the South East Asian (SEA) Games. Netball is a core sport in the Commonwealth Games and strives for addition to the Olympic programme. INF aims to increase the global reach of the sport and increase the profile and visibility of sports and role models that appeal to women and girls.

Event management and participation in world class events provides empowerment opportunities for our Members, their administrators, players, coaches and officials. Alternative forms of the game such as FAST5, mixed netball, beach netball, walking netball and netball for those with a disability ensure we have broad appeal. We recognise the appeal of netball to men and boys and we welcome their growing participation in our sport.

In the next four year period our events include:

Netball World Cup Liverpool 2019
Qualifiers for the Netball World Cup 2018
Netball World Youth Cup Gaborone 2017
FAST5 Netball World series Melbourne 2016-18

We will be seeking bids for the Netball World Cup 2023, Netball World Youth Cup 2021, and FAST5 Netball World Series 2019-21.

GOAL 4

Ensure a profitable and engaging event portfolio delivered through capable event management

KPIs:

- Event income from INF events exceeds income for 2012-2016
- Increased sponsorship income
- Increased player, Member, fan and spectator satisfaction
- Increase in worldwide viewership
- Adherence to the standards defined in the INF Event and Commercial Operation Manual
- Transfer of knowledge programme that inspires and prepares our Members and Regional Federations to become successful future hosts
- Growth in regional competitions and national leagues
- Development of alternative forms of the netball game
- Inclusion of netball in the programmes of more global and regional multisport games

GOAL 5

Fair and transparent bid process

KPIs:

- Continuous improvement of the bid process in line with INF requirements and sector best practice
- Development of selection criteria that support the INF Vision and Mission

GOAL 6

World class standards in officiating for International Events

KPIs:

- Establish a benchmark for ‘world class officiating’ and create a target for future years against which we will measure our performance
- Create a programme to improve the standard of umpiring in all of our regions



Empowering through Netball

Netball has the power to change lives and inspire communities. INF promotes the empowerment of women and girls through its inspirational role models and award winning development programmes. We partner with governments, national sporting organisations and the sport for development community. Our programmes improve the health and wellbeing of their participants.



“Not only has netball empowered me to play a sport I love, it has given me the gift of seeing the world outside of Uganda and getting an education I could only have dreamed of. Through my journey, I hope I can inspire others to harness the power of netball in their lives to achieve their dreams too.”



Peace Proscovia
Loughborough Lightning
and Ugandan National Netballer

GOAL 7

To achieve recognition from our stakeholders, through our communications and actions that netball, the INF and our Members are seen as a force for good.

- KPI:
- Measure the percentage of respondents in an annual stakeholder survey who endorse the key statements relating to our vision, mission and strategic priorities



GOAL 8

Effective, frequent and meaningful dialogue with all our stakeholders, including INF Members, Regional Federations, sponsors, funders, media, key global organisations and opinion formers to ensure our activities remain attractive and relevant to their developing needs.

- KPIs:
- Annual key stakeholder survey to assess our relevance
 - Congress participation and satisfaction survey
 - Website/social media engagement metrics

GOAL 9

A Netball World Development Programme in place to grow membership and build capacity through the regions, particularly in countries with little or no opportunity for women and girls to develop outside the family home.

- KPIs:
- 100 Member Federations with a regional development manager in each region by 2020 with associated funding
 - Netball Development partners in place to assist in funding and delivery of our programme
 - INF accredited grassroots programmes available for our Members in Governance, Coaching, Officiating, Event Management and Sports Administration
 - Growth in Members’ grassroots events, local competitions and national leagues

Netball in Numbers



90%

FEMALE, WITH
A GROWING MALE
PARTICIPATION



20%

OF RESPONDENTS
PLAY MIXED
NETBALL

NETBALL DEMOGRAPHICS**

UNDER 18	-	16%
18-25	-	12%
26-35	-	19%
36-45	-	25%
46-55	-	16%
55+	-	10%



20
MILLION
PARTICIPANTS
WORLDWIDE*



Netball World Cup 7th – 16th August 2015



7.5M+
AUDIENCE

102,674
TICKETS SOLD



A World record crowd

16,849



Netball World Cup 7th – 16th August 2015



AUS
\$1.4M
MERCHANDISE SOLD



AUS
\$1.4M
SPONSORSHIP

3,895,935 FACEBOOK REACH



850
HOURS OF TV BROADCAST
IN OVER 100 COUNTRIES

INF Members



Full Members (11) – Botswana, Ghana, Kenya, Lesotho, Malawi, Namibia, South Africa, Swaziland, Uganda, Zambia, Zimbabwe

Associate Members (7) – Burundi, Cameroon, Central African Republic, Ivory Coast, Liberia, Nigeria, Seychelles

Other Netball Nations (8) – Angola, Egypt, Ethiopia, Gambia, Mauritius, Senegal, Sierra Leone, Tanzania



Full Members (13) – Argentina, Barbados, Bermuda, Canada, Cayman Islands, Grenada, Jamaica, St Kitts & Nevis, St Lucia, St Maarten, St Vincent & the Grenadines, Trinidad & Tobago, USA

Associate Members (2) – Anguilla & Dominica

Other Netball Nations (18) – Antigua & Barbuda, Aruba, Bahamas, Bonaire, British Virgin Isles, Chile, Cuba, Curacao, Guyana, Haiti, Paraguay, Peru, Saba, St Eustatius, Uruguay, US Virgin Isles, Tortola, Turks & Caicos



Full Members (10) – Australia, Chinese Taipei, Hong Kong, India, Malaysia, Pakistan, Singapore, Sri Lanka, Thailand, The Maldives

Associate Members (10) – Afghanistan, Abu Dhabi, Bahrain, Brunei, Dubai, Japan, Korea, Nepal, Philippines, Timor Leste

Other Netball Nations (6) – Iran, Indonesia, Mongolia, Myanmar, Saudi Arabia, Vietnam



Full Members (9) – England, Gibraltar, Israel, Malta, Northern Ireland, Republic of Ireland, Scotland, Switzerland, Wales

Associate Members (3) – Denmark, France & Sweden

Other Netball Nations (7) – Austria, Germany, Italy, Netherlands, Spain, Turkey, Ukraine



Full Members (7) – Cook Islands, Fiji, New Zealand, Papua New Guinea, Samoa, Tonga, Vanuatu

Associate Members (1) – Solomon Islands

Other Netball Nations (1) – Niue

*Over 90% of respondents play traditional netball but they also play these other forms of netball: FAST5, Fastnet 'nets', wheelchair, deaf, mixed, beach, walking.

** Demographic from 2016 participation survey.

www.netball.org





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Website: www.netball.org

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International Federation
recognised by the



INTERNATIONAL
OLYMPIC
COMMITTEE



INTERNATIONAL
WORLD GAMES
ASSOCIATION



ARISF
Association of IOC International Netball Federations



COMMONWEALTH GAMES
FEDERATION



spartaccord
INTERNATIONAL FEDERATIONS' UNION



WORLD ACADEMY
OF SPORT



uk sport



GILBERT

INF Affiliations, Sponsors and Partners