

NETBALL WORLD CUP SYDNEY 2015; OBSERVERS PROGRAMME



"Without the behind the scenes experience we would not have hit the ground running!"

Maggie Murray, CEO Netball Scotland
Delegate 2011 Netball Observers Programme

The Netball World Cup Sydney 2015 (NWC2015) promises to be the best ever in terms of teams, venue, ticket sales and broadcast. With innovative approaches to sponsorship and television in particular the NWC2015 provides an exceptional learning opportunity for netball and other major event organisers through the 2015 INF Netball Academy Observers' programme.

Within the overall schedule of the event, a dedicated observers' programme is being delivered which will provide an opportunity for the global netball community to acquire best-practice event management skills, drawing from the expertise and experience of the NWC2015 Sydney Organising Committee, Netball Australia and the INF. The curriculum builds on the successful WNC2011 Observer Programme in Singapore and offers an significantly expanded programme.

Programme Structure:

The programme has been designed to provide an intensive and continuous learning programme across three days from 10 to 12 August 2015 throughout key stages of the event itself. Each day addresses important aspects of the NWC2015 including:

- Day 1; NWC Event Services
- Day 2; NWC2015 Commercial
- Day 3; Using International Events for Netball Development

Within this unique programme a number of different delivery modules will be used to maximise experiential learning, such as guided venue visits, syndicate group work to encourage discussion and debate, seminar presentations and networking opportunities, as well as attending tournament matches.

The Netball Academy Observers Programme is delivered in partnership with the World Academy of Sport who have extensive experience in delivery of Observers Programmes for some of the world's largest and most complex sporting events including the Olympic and Paralympic Games.

Who Should Attend?

The Observers Programme is particularly designed for those involved in the delivery of future netball and other major events.

In order to maximise the opportunity of bringing the global netball community together the first day has been developed to appeal to a wider netball audience and a flexible package offered. The following organisations will benefit from the programme:

- NWC2015 Host & delivery partners
- Netball World Series hosts
- Regional Championship hosts
- Netball World Youth Cup host
- World University Championship hosts
- Commonwealth Games host
- INF member associations (focussing on Day 3)

Programme Schedule:

Monday 10 August NWC2015 Services

Fundamentals of event planning specific in relation to event services for NWC2015 is addressed on the opening day. Key requirements and assumptions will be discussed in both the planning and delivery phases of the event. The day concludes with a venue tour of **Allphones Arena** to observe various event functions.

Tuesday 11 August NWC2015 Commercial

The second day looks at NWC2015 commercial aspects from Media & Broadcast to sponsorship and ticketing. Key learnings throughout the days will be reviewed through syndicate work.

Wednesday 12 August Using International Events for Netball Development

Taking a broad perspective to understand the strategic approach to maximising benefits of hosting netball events the day aims to identify activities and projects that have been established as a result of NWC2015 to develop netball throughout Australia. Case studies will be presented along with a venue tour of **Netball Central**. The programme concludes with the **presentation of certificates**, an **Observers' VIP function** prior to the **evening match**, as we are working for the sport after all!

Monday 10 August 2015

Day 1 – World Cup Operations

Welcome & Introduction

Hon Molly Rhone OJ, CD; INF President
Chris Solly; Director, Netball Academy

Learning Session 1: Sport Competition Organization

Presenter: Lindy Murphy, General Manager - Tournament Operations

- Provide an overview of sport competition key elements, such as considerations for competition schedule development, requirements for sport areas and sport equipment
- Know what services are provided to athletes and technical officials at the venue, plus the medical services and doping control facilities and procedures
- Understand the role and operations of scoring & results for sport presentation

Learning Session 2: World Cup Services

Presenters: Adam Barnes, General Manager – Operations
Marcel Berger, NWC2015 Travel Office

- Provide an overview of the World Cup Services, such as accreditation, accommodation, transportation, catering, and security
- Identify key responsibilities such as client groups needs, operational planning, contracting, budget, etc. and discuss the main challenges
- Recognise the key services provided to clients

Learning Session 3: Workforce & Volunteers

Presenter: Melanie Brothers, Workforce Operations Manager

- Identify the LOC structure and roles
- Understand the workforce issues and main considerations (e.g. staff & volunteers requirements, recruitment, co-ordination and control, uniforms)
- Learn about staff and volunteer training & motivation

Venue Tour

Leads: Adam Barnes, General Manager – Operations
Emma Lappin, Competition Manager (Allphones Arena)
Complete tour within the Allphones Arena, with concurrent presentation and commentary of the function and interconnection of its various areas. Discussion on overlay adaptations that were required for hosting the event and other structural and operational considerations

Tuesday 11 August 2015

Day 2 – World Cup Commercial

Learning Session 4: Event Planning & Management

Presenter: Marne Fechner, Chief Executive NWC2015

- Provide an overview of the planning process and the key management considerations, such as the main objectives, planning schedules and milestones, organisational structure, and coordination with the INF
- Identify the main elements of budget and finance including main sources of income, financial management and expense control procedures
- Realise the interaction with local authorities and their contribution to the event

Syndicate group work

Learning Session 5: Sponsorship & Licensing

Presenter: Marne Fechner, Chief Executive NWC2015

- Provide an overview of the main planning elements (e.g. sponsorship plan, sponsor rights, advertising & activation)
- Understand ways of meeting the needs of sponsors
- Be aware of the official products and retail facilities

Learning Session 7: Media & Broadcasting

Presenters: Marne Fechner, Chief Executive NWC2015
Tony Sinclair, GM Broadcast

Angela Coless, Marketing & Communications Manager

- Recognise the essential points regarding media engagement
- Know which are the main media areas at the venue and which services are provided to the media
- Become aware of the broadcasting operations (e.g. liaison with host broadcaster, production needs)

Learning Session 8: FanFest and Fan Engagement

Lead: Kath Tetley, General Manager - Marketing, Media, Community & Legacy

- Provide an overview of the main planning elements
- Realise the necessary resources and understand onsite management
- Learn about planning and operations for ceremonies

Event Planning. Services & Operations Wrap Up

Leads: Clare Briegal, INF Chief Executive Officer

Chris Solly, Director Netball Academy

Consolidate key learning outcomes from first two days of Observers Programme

INF Observers' Venue Hospitality Function

Leads: Marne Fechner, Chief Executive NWC2015

Libby Howe, General Manager Function and Events

Theme: Attend Hospitality suite & evening match session

Wednesday 12 August 2015

Day 3 – Using International Events for Netball Development

Learning Session 9: Introduction to INF Development Strategy

Presenter: Hon Molly Rhone OJ, CD; INF President

- Provide an overview of the INF Integrated Strategic Development Model
- Learn about the Netball World Cup Development Programme

Learning Session 10: Introduction to Athlete Development Pathway

Presenter: Chris Solly, Netball Academy Director

- Have an overview of the stages of the WAOs Athlete Development Pathway
- Understand how this applies to Netball

Learning Session 11: National and Regional Strategies for Netball's Development and NWC2015 Legacy Programme

Presenters: Anne Marie Phippard, Head of Sport Development, Netball Australia

Marne Fechner – Chief Executive NWC2015

- Become aware of the long term strategies linked with the initiatives related to the NWC2015 legacy programme
- Discuss the various activities and their impacts

Learning Session 12: Impact of Hosting International Events on Sport Development

Lead: Chris Solly, Netball Academy Director

- Understand the theoretical background of the role of hosting international events
- Obtain references to best practice and the do's and don't's
- Recognise ways of achieving development objectives

Learning Session 13: Bidding for INF International Events

Presenter: Clare Briegal, INF Chief Executive Officer

- Learn about INF Regulations for bidding for international events
- Become aware of key elements of the bidding process (e.g. bid summary, funding partners, agreement on the conditions for hosting the event)



Programme Packages:

Comprehensive Event Organisers Package	Event Operations Package	INF Members Development Package
3 Day Package	Days 1 & 2	
		Day 3
£950	£800	£550

Delegates are provided with the following inclusions for all packages:

- Accreditation privileges to access venue areas for programme tours
- Option to be accommodated at NWC2015 designated hotels (options are limited on a first come first serve basis)
- Refreshment breaks and lunch provided on days delegate is registered for

Places are limited to 30 delegates across the programme and will be allocated on a first come first serve basis.

*The Netball Academy, INF and NWC2015 reserve the right to make changes to the schedule without notice.

Further information and registration is available through the website by following the link below:

<http://netball-academy.org/?academy=5&course=88>

Alternatively please complete this form and return to the World Academy of Sport.



Programme Registration:

As places are limited to 30 in total delegates are asked to register as early as possible and no later than 30 June 2015. Whilst there are no set quotas for any single organisation, the Netball Academy reserves the right to allocate places to organisations based on demand. Registrations will only be accepted after 30 June where space permits.

Name:

Company:

Address 1:

Address 2:

Town / City:

County / State:

Postcode:

Country:

Email Address:

Package: £950 Comprehensive 3 Days
(please circle) £800 Event Operations 2 Days
£550 INF Members Development

Please return completed form no later than 30 June 2015 to:

Fax: +44 161 228 7140

Netball Academy
c/o World Academy of Sport
52 Granby Row
Manchester M1 7AY
UK

Alternatively email info@netball-academy.org to request an invoice or for further information.