

World Netball Announces Rob Mills as New Independent Board

Director

Rob Mills has been elected as the new Independent Board Director at World Netball, following a special meeting of Congress which was held virtually on the 29th January.

The new Independent Director is a founder of Tenka, a global sport and entertainment consultancy, and brings global expertise and organisational strategy experience with him to the World Netball Board, as well as over 20 years' experience in the commercial sector.

Through his earlier leadership roles at Gemba Group and Turnstile he led the project team responsible for development of a commercial strategy for Netball Australia, and more recently, since relocating to London has worked with FIFA and World Rugby.

Speaking on the exciting appointment, Liz Nicholl CBE, World Netball President comments: "Congratulations to Rob on being elected as our Independent Board Director. We are delighted to welcome Rob to the World Netball family, and I know his strong strategic skills, commercial experience and global expertise will add significant

momentum to our commitment to developing and growing our sport and its reach revenue and impact.”

Speaking on joining the World Netball Family, Rob commented: "I am excited to be joining the World Netball Board, as their first Independent Director. The World Netball Board has set an ambitious vision and agenda and I look forward to contributing to the delivery of the recently completed strategic plan. I have seen first-hand how netball is an integral part of communities and enhances the lives of millions of players and fans. I have a long-time interest in improving the commercialisation of women’s properties and this role provides a great opportunity to apply my experience in this area.”

Rob will formally join the World Netball Board with immediate effect for an initial term of 4 years.

To find out more about the World Netball Board, click [here](#).

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Image:



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Notes to Editors:

World Netball

World Netball is the sole, internationally recognised, governing body for netball affiliated to GAISF, the International World Games Association and the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 76 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit www.worldnetball.sport