



**WORLD
NETBALL**

to grow, to play, to inspire

STRATEGIC PLAN

WORLD NETBALL

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Welcome to World Netball's strategic plan for 2021 and beyond. This outlines how we – the sport's international governing body – will work with our Member nations and with our clear Purpose: to create a better world through netball.

Netball is a sport that provides opportunities and choices and creates connections and communities for millions across every continent. It is truly a force for good. As we look forward, our World Netball strategic plan will shape the future of the sport and drive positive impact that will change lives forever.

Our Vision: A sport that is open to all and inspires netballers to embrace opportunities and achieve their potential.

Designed around three core strategies and seven essential values, this strategic plan builds on Netball 2020 and reflects feedback from our Members and Regions, who make netball the sport it is today. The strategy is ambitious, progressive and agile, and focused on a Mission to expand netball's worldwide reach and impact, building on our unique female-focused foundations.

grow

We will increase global participation, reach, revenue and capacity.

play

We will drive game development and worldwide delivery of a portfolio of thrilling world-class events.

inspire

We will harness the power of netball to change lives.

We will evolve our governance structure to ensure we remain a leader in best practice, as well as ensuring the voice of the athlete is at the heart of our decision-making.

World Netball will grow, play, and inspire at every level, as well as engage and excite through collaboration and sharing. We are committed to implementing our vision and I invite you all to join us on this journey.


Liz Nicholl, CBE
World Netball President



“We will work tirelessly to create a better world through netball.”


World Netball President

WORLD NETBALL AT A GLANCE




20 million+
participants

76




international
officials




1.2 million+
followers across
social media

founded in
1960




**NETBALL
WORLD CUP**




**NETBALL
WORLD
YOUTH CUP**

represented
in 5 regions


rules of netball app






**AMERICAS
NETBALL**

15 full members
1 associate member




**AFRICA
NETBALL**

11 full members
9 associate members




**OCEANIA
NETBALL**

6 full members
3 associate members



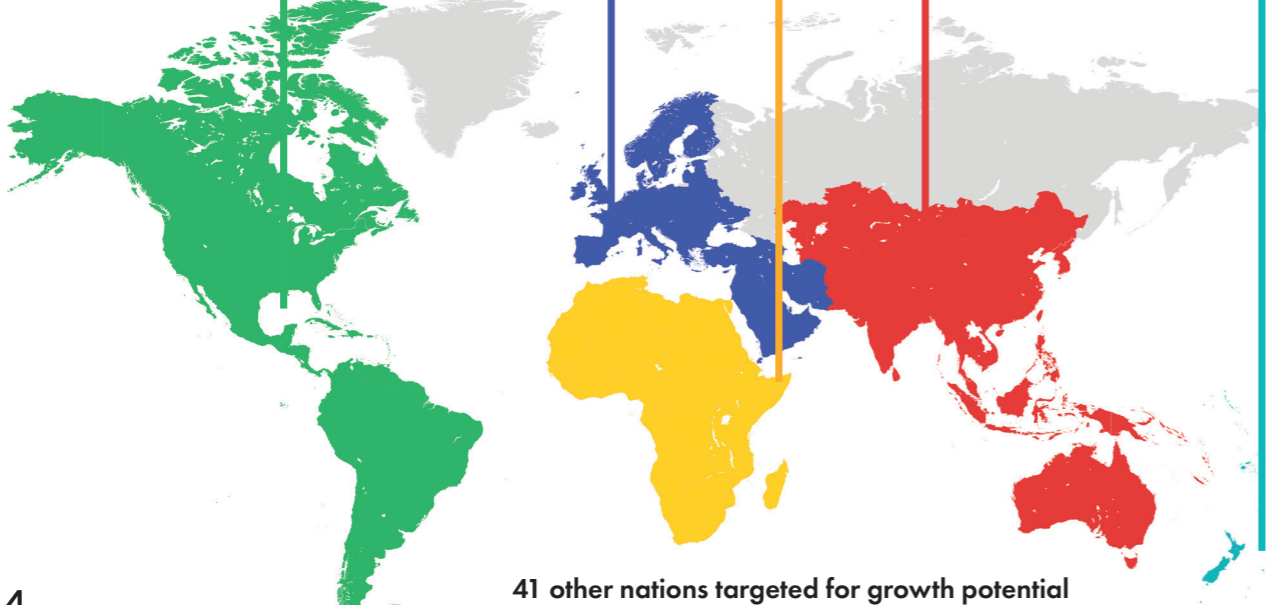
**EUROPE
NETBALL**

11 full members
2 associate members



**ASIA
NETBALL**

11 full members
7 associate members



41 other nations targeted for growth potential



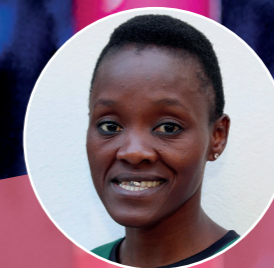
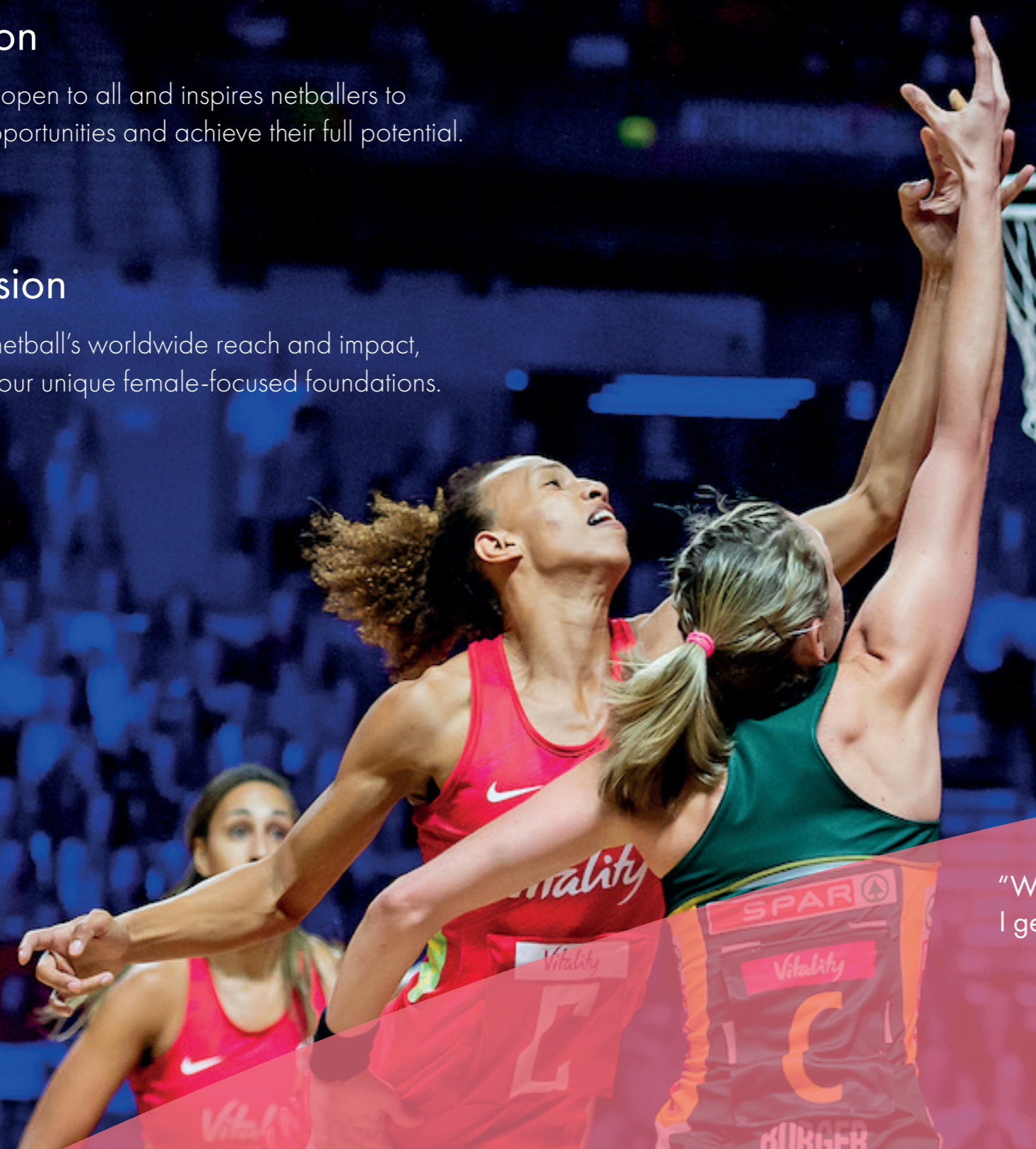
OUR VISION & MISSION

our vision

Our sport is open to all and inspires netballers to embrace opportunities and achieve their full potential.

our mission

To expand netball's worldwide reach and impact, building on our unique female-focused foundations.



"Without netball, I don't know where I would be. I get scared to think what would have happened to me if I didn't play this sport."

Bongive Msomi, Captain, South African Proteas

OUR VALUES

Our seven essential **ETHICAL** values

- EXCELLENCE** We strive for excellence in everything we do.
- TEAMWORK** We work effectively within and across regions.
- HEART** We foster friendship and respect through our shared love of netball.
- INTEGRITY** We always do the right thing no matter how hard it is.
- COURAGE** We think big, are decisive, and persevere to make a difference.
- ATHLETES** We respect and enable the voice of the athletes in our sport.
- LEADERSHIP** We lead and govern in a way that reflects our values.



OUR STRATEGIES

Our three core strategies will shape our actions over the coming years.



“Netball is an important game which has built a lot of characters in young women. Women are employed in Zambia because of netball; they are able to take care of their families because of netball. There’s togetherness, there’s love: people understand the importance of embracing one another as women.”

Carol Moono, Zambia Netballer



grow

Increase global participation, reach, revenue, and capacity.

play

Drive game development and worldwide delivery of a portfolio of thrilling world-class events.

inspire

Harness the power of netball to change lives.



grow

Increase global participation, reach, revenue, and capacity.

Through a holistic approach to sport development, we aim to achieve substantial and measurable growth. Our aim is to facilitate deeper alliances across our Member nations and Regions, strengthening and supporting our diverse global netball family.

We will build awareness of our sport and welcome new participants and fans – not only from our current netball nations, but also from countries beyond our Commonwealth heartland.

We will:

- Develop our sponsorship, broadcast, and digital media strategy to drive revenue growth and expand the reach and profile of netball.
- Work with our Regions and Members to create strategies that grow the game across every continent, focusing on creating new opportunities through innovation and excellence.
- Create a National Federation Development Programme with learning and sharing at its heart to support all Members, irrespective of size.
- Promote Members' netball products and programmes to grow engagement and participation.
- Develop a workforce strategy (volunteers and staff) to ensure we have the capacity and ability to deliver our growth plan.

play

Drive game development and worldwide delivery of a portfolio of thrilling world-class events.

From our core, 7-a-side international game to men's and mixed netball, Fast5 and other innovative forms, we intend to develop our game for today's netballers and for those who wish to join our growing family.

An international event strategy and aligned global calendar will showcase the best of our sport as we invest in, develop, and protect our core product and its variations. We will continue preparations for our world-class events, including the Netball World Cup 2023, Netball World Youth Cup 2025, Netball World Cup 2027 and other multi-sports events such as the Commonwealth Games.

Concrete steps will be taken to maximise the advance of officiating, coaching, world rankings, and male participation within the sport.

We will:

- Invest in, develop, and protect our core product, as well as develop and promote game variations such as Fast5.
- Develop and deliver an International Event Strategy that showcases the very best of our sport to more people, more often, and includes a clear and credible position on multi-sports games, including the Olympic Games.
- Ensure the World Ranking system is fit for purpose through a process of review and develop the system for our Regions and Members and netball family.
- Build the knowledge and capacity of netball events staff and volunteers as we implement an enhanced international event calendar and portfolio.
- Continue to build on our unique female-focused foundations while embracing boys' and mens' participation through collaboration and support.



key dates

2022 Commonwealth Games Birmingham 2022

2022 Netball World Cup 2023 Qualifiers

2023 Netball World Cup 2023, Cape Town, South Africa

2025 Netball World Youth Cup

2026 Commonwealth Games

2027 Netball World Cup, Sydney, Australia

inspire

Harness the power of netball to change lives.

Through our inspirational role models and award-winning development programmes, World Netball inspires netballers to embrace opportunities and achieve their full potential.

A series of new initiatives will demonstrate the power of netball to change lives and build a model that motivates others to support our Foundation to inspire more people more often through netball. Netball has the power to improve the health, wellbeing, and life prospects of people all over the world.

We will:

- Create and activate our new Foundation as our vehicle to promote, support and fundraise, so we can deliver worldwide empowerment and development projects.
- Develop partnerships with non-governmental organisations (NGOs) that are aligned with our vision, mission, and values.
- Explore the establishment of a leadership programme to provide a tangible opportunity for cohorts of women and girls to achieve their potential through netball.

govern

Remain a leader in best practice.

The strength of our governance structure has been recognised and we shall build on our position. Further developments will enable us to comply with all relevant legislations and maintain our position as a drug-free sport and appoint new independent directors to our Board.

The voice of our athletes will be key to developing all areas of our sport as we work collaboratively with those that live and breathe netball every day.

We will:

- Evolve the governance structure of World Netball to ensure we remain a leader in best practice while adjusting to changes in the environment in which we operate.
- Ensure the voice of the athlete is at the heart of decision making in all things we do.



“Netball is a sport that creates opportunities. Netball empowers you and makes you a better person in the community. What I am today and what I will be tomorrow is because of netball.”

Peace Proscovia, Uganda Netballer

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**WORLD
NETBALL**

International Federation
recognised by the



INTERNATIONAL
OLYMPIC
COMMITTEE

GAISF Global Association
of International
Sports Federations


commonwealth
sport

 **THE
WORLD
GAMES**


GILBERT


ARISF
Association of IOC-Recognized International Sports Federations



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