



EXPRESSION OF INTEREST – ACADEMIC PARTNERSHIP

WORLD NETBALL FOUNDATION

January 2024

World Netball Foundation Limited is a company registered in England and Wales with company number 14095933.
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1. Introduction

This document is intended to enable prospective academic partners to articulate the value they could offer to the World Netball Foundation to support the achievement of the objectives set out in this document.

The Expression of Interest (EOI) will be sent to potential academic partners which will be one or more organisations within this project and will be called “partners”.

1.1. Overview – World Netball

World Netball is responsible for netball across the Globe with currently eighty-four (84) Members, sixty-four (64) Full Members and twenty (20) Associate Members. The membership is split into five Regional Federations including Africa, Americas, Asia, Europe, and Oceania. As the sport’s international governing body, they operate with a 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. World Netball therefore works to shape the future of the sport and drive positive impact that will change lives forever, based on a core vision of: A sport that is open to all and inspires netballers to embrace opportunities and achieve their potential.

In 2021, World Netball set out an ambitious, progressive, and agile strategic plan, focused on a Mission to expand netball’s worldwide reach and impact, building on unique female-focused foundations. This was based on three core strategic pillars to:

- **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.

The three core pillars are underpinned by governance, as World Netball remains a leader in best practice.

The World Netball Foundation was born out of this strategy and represents the core vehicle for the realisation of the “Inspire” strategic pillar.

1.2. Overview – World Netball Foundation

Launched at the Netball World Cup 2023 in Cape Town, South Africa, the World Netball Foundation has been established to deliver on World Netball’s strategic pillar “To inspire - harnessing the power of netball to change lives”.

With an over-arching vision of creating new possibilities through netball, the World Netball Foundation uses the reach of netball to deliver positive and lasting outcomes via three core, inter-linked strategies:

- **Individuals:** We will create programmes and initiatives which give diverse people opportunities to access new learning and personal development experiences which will positively impact their lives.
- **Communities:** We will create supportive and inclusive netball spaces where everyone belongs, their opinion matters, and they feel valued by coaches, mentors, and peers.
- **Societies:** We will create alliances with like-minded partners, collaborating to achieve greater impact in developing and supporting global policies for achieving societal change through sport.

The World Netball Foundation endeavours to work with purpose in activating the most promising ideas to maximise impact, investing in programmes that combine sport and social change elements and can be effectively managed locally.

For more information about the World Netball Foundation and to download its strategy, please visit <https://netball.sport/foundation>.

2. Partnership overview

At an early stage of the World Netball Foundation's formation, it was recognised that the establishment of mutually supportive partnerships is critically important if we were to achieve our ambitions. Indeed, the strength of our partner ecosystem will enable us to accelerate our plans, increase our impact and continue to create new opportunities.

The establishment of academic partnerships was viewed as particularly important in terms of:

- **Leveraging best practice and in turn maximising impact:** Enabled by access to academic experts and researchers who are active in the field of sport for development.
- **Accessing global relationships:** Providing opportunities to expand our partner ecosystem for enhanced benefits.
- **Engaging in joint research:** To break new ground in the field of sport for development research and in turn be recognised as an organisation that is working to set new standards for charitable impact.
- **Gain access to high calibre students:** Who are excited to support the operation of an organisation that wants to make a real difference, whilst gaining valuable work experience, practical experience for coursework and the opportunity to build networks.

With these requirements in mind, the World Netball Foundation are targeting Universities who are active in the fields of Sports: Sport for Social Good, Management, Marketing, Media, Communication and Journalism.

2.1. Objectives

In support of our developing plans, the World Netball Foundation is looking to partner with one or more academic Partners to enable the achievement of its mission to 'of building opportunities, environments and partnerships that are inclusive, promote equality and change lives'.

Our objective through this sourcing process is to identify a Partner or Partners who can actively support our operations and, in turn, the achievement of our strategic plans.

2.2. Term & Exclusivity

It is anticipated that the partnership shall continue for a minimum term of two (2) years, which may be extended for one or more additional terms of one (1) year duration. Any such extension is to be signed in writing by the parties under the same terms and conditions, unless otherwise agreed in writing.

In the event of multiple academic partners being selected, it is anticipated that partners will collaborate with each other in accordance with agreed terms of reference to optimise value add. Any requirement or potential for exclusivity of engagement will be discussed as part of the evaluation and validation process.

3. Scope

The scope of services that the World Netball Foundation is seeking to secure from its Academic Partner or Partners is captured within Table 1.

Table 1: Scope of requirements

Reference	Requirement	Description	Benefits
1.0	Academic Expertise		
1.1	Sport for Development Subject/Social Matter Expertise	<p>Access to academics, researchers and students focused on sport for development to support the World Netball Foundation in:</p> <ul style="list-style-type: none"> Selecting the most impactful programmes. Sharing of best practice to inform decision making. Engaging in research to break new ground in the field. 	<ul style="list-style-type: none"> Potential for collaboration in impactful, joint research. Enhanced brand recognition through engagement with global sports federation aligned charity.
1.2	Advisory Support	<p>The potential exists for a relevant academic or academics to act as an independent advisor, guiding the activities and growth of the Foundation. Appointed board members will be recognised in areas of relevance to the World Netball Foundation</p>	
2.0	Ecosystem Access		
2.1	Global Relationships	<p>Access to global partner network to activate wider benefits of value to the World Netball Foundation.</p>	<ul style="list-style-type: none"> Ecosystem activation and enhanced academic profile on a global basis.

Reference	Requirement	Description	Benefits
2.2	Global University Relationships	Access to global university collaborations that could be activated to provide support and engagement from academic institutions outside of the UK.	<ul style="list-style-type: none"> Increased global collaboration.
3.0	Joint Research		
3.1	Research into Sport for Development	The opportunity for researchers to engage in Sport for Development research exploring challenges such as impact measurement (SDG contribution), gender equality and sporting legacies to both inform and be informed by the range of the World Netball Foundation's planned programmes and interventions.	<ul style="list-style-type: none"> Enhanced academic profile. Potential for engagement in market relevant global research with a core focus on women's sport. Support for joint publication.
4.0	Student Opportunities		
4.1	Work Experience	The opportunity for students to engage in CV enhancing work experience linked to their academic programmes in areas such as: <ul style="list-style-type: none"> Graphical design; Marketing and social media management; and Content creation and sports journalism. 	<ul style="list-style-type: none"> New student opportunities enabling them to contribute to societal change whilst acquiring market relevant work experience. Certificate of support recognising each individual student's contribution.
4.2	Volunteering	The opportunity for students to support and run fundraising activities, actively contributing to the work of the World Netball Foundation.	<ul style="list-style-type: none"> Certificate of support recognising each individual student's contribution.
5.0	Promotion		

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Reference	Requirement	Description	Benefits
5.1	Joint Promotion	Engagement in joint promotion activities to highlight the positive aspects of the academic partnership.	<ul style="list-style-type: none"> • Recognition as an academic partner of the World Netball Foundation. • Ongoing promotion of role in contributing to societal change in market relevant areas.

4. EOI

4.1. EOI process

This document is intended to provide sufficient information to enable prospective Partners to articulate how they could support the World Netball Foundation's objectives.

The World Netball Foundation reserves the right to select those Partners it deems qualified and able, and to terminate negotiations at any time during this EOI process without incurring any liability.

Nothing contained herein shall create an obligation on the part of the World Netball Foundation to do business with any Partner/s. Any future agreement for the provision of services shall be based on mutually agreed terms and conditions relevant to the scope and nature of any agreement.

The World Netball Foundation reserves the right to reject any or all proposals or any portion thereof at its complete discretion and without explanation to the Partner/s. However, the World Netball Foundation will endeavour to offer as feedback a brief explanation for any Partner's de-selection at an appropriate time. Neither receipt of a proposal nor failure to reject a proposal shall impose any legal obligation on the World Netball Foundation. The World Netball Foundation further reserves the right to withdraw from or modify this EOI process.

Any answers provided by the World Netball Foundation to a Partner's question may be distributed to all other Partners in conjunction with the EOI and selection process.

4.2. EOI stages

It is anticipated that the EOI process shall proceed through the stages outlined within Table 2. The World Netball Foundation reserves the right to change the below stages at its complete discretion.

Table 2: EOI Timetable

Task	Responsibility	Target Date
EOI release	The World Netball Foundation	9am GMT Monday 15th January 24
Submit clarification questions	Partner/s	5pm GMT Monday 22nd January 2024
EOI Submission	Partner/s	9am GMT Friday 16 th February 2024
Partner/s Selection	The World Netball Foundation	9am GMT Friday 23rd February 2024
Workshops with selected partners	The World Netball Foundation, Partner/s	26th – 29th February 2024
Communication of final decision	The World Netball Foundation	Tuesday 5th March 2024

4.3. EOI instructions

Please note the following guidance notes when preparing your response.

- Responses must be submitted in accordance with the Stages laid out in section 4.2 of this document.
- Responses must be submitted to contact@worldnetballfoundation.org
- The World Netball Foundation will not be responsible for any expenses incurred in the preparation of your response.
- The World Netball Foundation is not bound to accept any proposal and reserves the right to reject all proposals.
- No proposal or any part of it shall be deemed to have been accepted unless such acceptance has been notified to the Partner in writing by the World Netball Foundation.

- You are advised to check the accuracy of your response prior to submission.
- The World Netball Foundation reserves the right to use and develop ideas from Partner/s proposals (without attributing those ideas to any particular source) when refining its service requirements and during future stages of this sourcing exercise.
- Partner/s should clearly highlight any aspect of their proposal which they consider to be commercially sensitive and confidential in nature.
- All correspondence pertaining to this EOI process including the submission of proposals should be directed to the individuals specified in section 4.5 of this document.
- All proposals will be evaluated in accordance with the evaluation criteria specified in section 4.6 of this document.

4.4. EOI requirements

In the context of the World Netball Foundation's mission and objectives and the scope of potential services as described within section 3.0 of this document; the World Netball Foundation invites potential Partner/s to produce an EOI response/proposal of no more than 2,500 words that captures:

1. Why the University/group of Universities represents an institution of choice to support the strategic ambition of the World Netball Foundation.
2. The capabilities you hold that could be leveraged by the World Netball Foundation in collaborating to break new ground in the field of sport for development/social good.
3. How you would propose that the relationship be managed (Note: supporting the identification and management of collaboration alongside joint promotion of relevant activities.)
4. How you would work with the World Netball Foundation to identify, secure, and support the engagement of high calibre student volunteers in the delivery of the World Netball Foundation's operational activities.
5. The relationships you hold with relevant international Universities/Organisations that could be leveraged in supporting the wider impact of the World Netball Foundation.
6. How you could support the World Netball Foundation in securing funding to support and progress our mission.

4.5. EOI point of contact

All correspondence pertaining to this EOI should be directed to contact@worldnetballfoundation.org in the first instance.

4.6. EOI evaluation criteria

The EOI will be scored in accordance with the marking scheme described within table 3.

Table 3: EOI Evaluation

Category	Description	Score
Excellent	<p>The response meets the required standard in all material respects. Leaves no doubt as to the capability and commitment to support the objectives of the World Netball Foundation. The response therefore shows:</p> <ul style="list-style-type: none"> • Excellent understanding of the requirements. • Excellent capabilities demonstrated through relevant evidence. • Excellent insight into relevant issues. • The response is also likely to propose additional value in several respects above that expected. <p>Overall, the response provides a very high degree of confidence that the proposed approach will deliver the intended outcomes of the World Netball Foundation.</p>	10
Very Good	<p>The response meets the required standard in all material respects. There are no significant areas of concern, although there may be limited minor issues. The response therefore shows:</p> <ul style="list-style-type: none"> • Very good understanding of the requirements. • Considerable competence demonstrated through relevant evidence. • Considerable insight demonstrated into the relevant issues. <p>Overall, the response provides a high degree of confidence that the proposed approach will deliver the intended outcomes of the World Netball Foundation.</p>	8
Good	<p>The response broadly meets what is expected for the criteria. There are no significant areas of concern, although there may be several minor issues. The response therefore shows:</p>	5

Category	Description	Score
	<ul style="list-style-type: none"> • Good understanding of the requirements. • Sufficient competence demonstrated through relevant evidence. • Some insight demonstrated into the relevant issues. <p>Overall, the response provides a moderate degree of confidence that the proposed approach will deliver the intended outcomes of the World Netball Foundation.</p>	
Poor	<p>The response meets elements of the requirement but gives concern in a number of significant areas. There are reservations because of one or all of the following:</p> <ul style="list-style-type: none"> • There is at least one significant issue needing considerable attention. • Proposals do not demonstrate competence or understanding. • The response is light on detail and unconvincing. <p>Overall, the response provides a low degree of confidence that the proposed approach will deliver the intended outcomes of the World Netball Foundation.</p>	3
Fail	<p>The response completely fails to meet the required standard or does not provide what is considered to be a viable proposal.</p>	0

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