

Name of Full Member Netball Association Netball New Zealand

hereby nominates Shirley Hooper (Name of Nominee)

The Nomination form must be accompanied by:

1. Nominee's Curriculum Vitae including:
 - a. a brief statement of nominee's qualifications / experience;
 - b. their netball experience and involvement; and
 - c. other sporting, commercial, management or professional experience or relevant qualifications.
2. Statement on behalf of nominee of how they can assist international netball.
3. Statement signed by the nominee confirming their willingness to stand and confirming that they have no pecuniary interest in the game of Netball (or, if they do have such an interest, setting out in full the nature and extent of such interest).

These items will be included in the papers distributed for Congress.

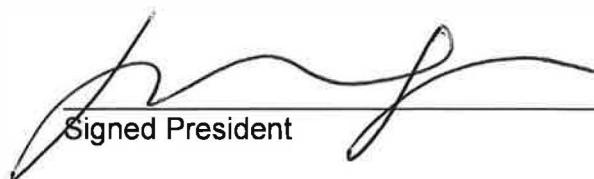
Prior to the election, the Nominee has the opportunity of addressing Congress, such address being no longer than 5 minutes, followed by the opportunity to for Members to ask questions.

This nomination is seconded by Cayman Islands Netball
(Name of Full Member Netball Association)

Signed on behalf of the Member by Refer attached email confirmation

Print Name Faith Crookes

Position President


Signed President9/5/25.
DateKennie Wyllie - CEO NNZ
Print Name_____
Signed Secretary_____
Date_____
Print Name

Forward this nomination to: WN CEO, Suite 6.02 Tomorrow, MediaCityUK, Salford,
Greater Manchester, M50 2AB.

Email: info@worldnetball.sport

NOMINATION MUST BE RECEIVED BY 17:00 GMT Friday 9th May 2025

From: [President | CINA](#)
To: [jenniew](#)
Cc: [info@worldnetball.sport](#); [Shirley Hooper](#); [Secretary | CINA](#); [maureen.ferryman](#); [Past President | CINA](#); [caymannetball](#)
Subject: Re: WN Meeting of Congress 2025: Thursday 10th July at 11:00 GMT
Date: 08 May 2025 19:32:00
Attachments: [image001.png](#)
[image002.png](#)
[Outlook-tztxsh43.png](#)

You don't often get email from president@cinetball.ky. [Learn why this is important](#)

Dear Ms. Wyllie:

I am writing to submit our nomination of Ms. Shirley Hooper on behalf of the Cayman Islands Netball Association (CINA) for the role of World Netball Vice President.

Ms. Hooper's resume and service to netball underscore her ability to continue to positively direct netball into the future.

- **Name: Ms. Shirley Hooper**
- **Position on your netball association Board or executive: Vice President**
- **Email address: papbeachwalker@gmail.com**

Kind regards,



SHIRLEY HOOPER

Address: 5 Pacific View Road, Papamoa Beach, Tauranga,
New Zealand 3118
Email: shirley@missionmarketing.co.nz
Phone: +64-21-647-746



GOVERNANCE EXPERIENCE

Vice President – World Netball	2021-Now
Further Director – International Netball Federation	2017-2021
Chair of Commercial Committee	2019-Now
Member of Foundation Strategy Group	2020-2023

Elected to this position by members at the INF Congress in Botswana. Both Presidents, Molly Rhone and Liz Nicholls, directed me towards the more commercial aspects of INF, which led to Chairing the Commercial Committee (beginning 2019) and being a member of the group that established the World Netball Foundation.

Managing Director – Mission Marketing Ltd	1998-Now
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Mission Marketing is a strategic management and marketing consultancy business, delivering strategic marketing and business advice to a number of different businesses and industries.

Elected Director – Netball New Zealand Incorporated	2009-2018
Chair of Finance, Audit and Risk Committee	2016-2018

Netball New Zealand leads the sport of netball in NZ, working with 5 regional zones and 83 centres to deliver programmes to 148,000 affiliated participants, from community through to elite. There are an estimated 350,000 people who play the sport on a more casual basis.

Chairperson – Aquatics New Zealand Incorporated	2022-Now
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Aquatics New Zealand is the umbrella organisation for all New Zealand aquatic sports that affiliate to World Aquatics i.e. artistic swimming, swimming, water polo and diving.

Chairperson – Artistic Swimming New Zealand Inc	2016-2023
Director	2011-2016 and 2023-Now

Artistic Swimming New Zealand leads the sport of artistic swimming in New Zealand, working with 10 different regional organisations to deliver programmes to over 500 participants, through a 99% volunteer base. This is a role that requires a mix of strategic vision and leadership, and an ability to roll your sleeves up and do things – definitely not pure governance!

Chairperson – Trans-Tasman Netball Limited	2014-2016
Director – Trans-Tasman Netball Limited	2013-2014

Trans-Tasman Netball Limited was the joint venture between Netball New Zealand and Netball Australia that established and managed the ANZ Championship, featuring 10 teams from NZ and Australia. Chaired the Board through the review and disestablishment of the League.

Chairperson – Greater Auckland Netball Limited	2007-2009
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Responsible for leading netball in the wider Auckland area, and establishing the Northern Mystics netball franchise that played in the ANZ Championships. As the founding Chair this role involved leading significant change and establishing structures in a very short time period.

Chairperson – Netball Auckland-Waitakere Inc
Director

2005-2009
2004-2005

Netball Auckland-Waitakere was responsible for leading netball in the central Auckland area.

Director – Bendon Ltd

2003-2008

Bendon is one of Australasia's leading lingerie companies, manufacturing and exporting multiple brands to over 40 countries around the world.

BOARD STRENGTHS

Sport Experience

- Governance experience at a local, regional, national and international level.
- Commercial experience as a broadcaster and sponsor of netball (see Executive experience)
- First-hand experience with a range of sports organisations – from start-ups, those reliant predominantly on volunteers and established and stable larger organisations

Functional Skills

- Corporate strategy development and monitoring
- Marketing strategy development, execution and monitoring
- Finance, Audit and Risk compliance and policy
- Organisational design and change management (both NFP and Commercial)
- Broadcast and commercial sponsorship negotiations
- International business – exporting
- Start-up management of finances – budgeting, forecasting and managing very tight budgets and cashflow

Governance Capability

- Proven experience as Chairperson on various Boards
- Proven experience as Chair of Sub-Committees – Commercial Committee and Finance, Audit and Risk
- Ability to manage change from formulation of strategy, through to implementation and subsequent review
- Collaborative and inquiring approach
- Management of diverse stakeholder groups and nationwide change management projects i.e. restructure of netball in New Zealand, establishment of new leagues etc.

EXECUTIVE EXPERIENCE

Managing Director - Mission Marketing Ltd

1998-Now

Leadership of a strategic management and marketing consultancy business delivering services to a range of businesses – retail, retirement villages, sports organisations (other than netball), forestry, start-up businesses and exporting companies.

General Manager – Marketing - Television New Zealand

1995-1998

Leadership of the team responsible for viewer marketing and advertiser/agency marketing for New Zealand's national broadcaster. This included responsibility for marketing netball's presence as a leading sport on Free to Air television.

General Manager – Marketing – Tru-Test Ltd

1992-1995

New Zealand agritech company with a high investment in R & D, exporting to over 35 countries. Responsible for marketing team and sales responsibility for South America and NZ.

Marketing Manager – Bendon Ltd

1989-1991

Marketing Executive

1985-1987

Leadership of the marketing team responsible for marketing multiple brands including the launch of Elle Macpherson Intimates. Involved in driving the development of the Australian market with this brand. This role also included responsibility for sports sponsorship – including sponsorship of NZ's domestic netball league. At the time this was the biggest commercial deal for women's sport in New Zealand and led the way for much that followed.

PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS

New Zealand Institute of Directors

5 Day Company Directors Course

2004

Waikato University

Bachelor of Management Studies (Honours)

1981-1984

Sophia University, Tokyo, Japan

Summer School International Management Programme

1983

AWARDS AND SCHOLARSHIPS

Netball New Zealand Life Member Award

2022

Artistic Swimming New Zealand Life Member Award

2022

Netball New Zealand Service Award

2017

Netball Auckland Waitakere Service Award

2009

Sport New Zealand Women in Governance Programme

2015/16

Synchro Swim New Zealand Service Award

2015

NZTBD Export Excellence Award

1990

Japan Expo 70 Scholarship

1983/84

Japan Airlines Scholarship

1983

AFS Scholarship

1979/80

PROFESSIONAL MEMBERSHIPS

Associate, New Zealand Institute of Directors

REFEREES (WHO I HAVE WORKED WITH IN NETBALL AND HAVE PROVIDED COMMENT ON MY SUITABILITY FOR THIS ROLE – EMAIL ADDRESSES AVAILABLE IF REQUIRED)

Kereyn Smith MNZM

New Zealand Olympic Committee – Secretary General and former INF Vice President

I have known Shirley for over 10 years and watched her on her sporting governance journey through both netball and synchronised swimming. She is an excellent communicator and has made a significant difference to both sports in quite different ways, using her considerable skills and professionalism to ask questions that many others have not thought to ask, leading to growth and improvement for both sports.

Shirley brings expertise and experience across many areas of sports leadership. She is positive, proactive and brings energy and passion to her involvement. Netball has been a big part of my own journey, and having been Vice President myself a while back, I am very confident she would continue to be a great asset for World Netball in this role.

Raelene Castle ONZM**CEO – Sport New Zealand and former INF Board member and Netball NZ CEO**

I have been fortunate to work with Shirley in a number of capacities during my netball engagement. As a Colleague, a Board Member and a Stakeholder. Shirley is deeply passionate about Netball and unlocking opportunities for young women to succeed. She moves between her roles seamlessly. Shirley can relate to side-line parents at a Netball Court, just as well as she can decipher and deliver to the strategic challenges of Netball globally. When you add all these skills to the experience she has gained on the World Netball Board already, and her understanding of the international landscape, Shirley is an outstanding candidate for the VP role.

Hon Molly Rhone OJ, CD**Former INF President**

As INF President, I had the privilege of welcoming Shirley to the INF Board when she was elected to the post of Further Director in 2017. Her vast experience in executive management, media negotiations, marketing and sports management was immediately obvious and enabled her to contribute positively to the Board's discussions and decisions. She was always willing to share her knowledge in areas which were lacking.

Her pleasant demeanour and her willingness to undertake any task are added assets which made her a true team player, and it was a pleasure to work with her. I can say without hesitation that Shirley is an excellent Vice-President candidate.

Marva Bernard**Former Americas Regional Director on World Netball Board**

I returned to the Board of World Netball in 2019 as Regional Director for the Americas, and there I met up with Shirley Hooper. Very early on I realised that she was a person who listened – and had genuine empathy. She had an extensive knowledge of netball and of governance. She was aware of the challenges facing many of our regions at both a grass roots and performance level and would always be willing to share and offer solution to those.

She has excellent marketing and communication skills and would always see the other side of a debate. However, she would always reach her own independent conclusions recommending what would be best for the wider world of netball and explain her reasons why. If she had a different perspective, she would disagree but she was never disagreeable. She attended all the Board Meetings and contributed in a meaningful way, knowing all the time that at the end of the day we were there to ensure that the business of World Netball progresses for everyone around the world. It was a genuine pleasure learning, sharing and working with Shirley. I strongly support her re-election as Vice-President.

Cheryl Danson OBE**Netball Europe Director**

I have known Shirley since her presentation to INF Congress in Botswana in 2017 in support of her application to be elected to the INF board. She came across as someone who is sincere, personable and knowledgeable about netball, with extensive and relevant professional business skills. Since her successful election to the INF board, I have had the pleasure of working with Shirley in my capacity as chair of the Rules Advisory Panel.

Shirley demonstrates strong board and leadership skills, prepares well and constructively challenges and asks relevant questions. She has a sound understanding of all aspects of netball from grass roots through to elite as well as a strong commercial and business expertise.

I am delighted to support Shirley in her application for Vice-President and I am confident that, if elected, she will continue to be a great ambassador for our sport and

she will commit herself to this important role to further develop netball throughout the world.

Jennie Wyllie

CEO – Netball New Zealand

NNZ are incredibly supportive of the nomination of Shirley Hooper for the role of Vice President. Shirley has made a significant contribution over her first two terms. She has done this by drawing on her extensive governance and commercial experience across National and International Sporting Organisations, both Netball specific and other. She has brought commercial acumen, strategic vision and change management skills which have been vital as the organisation moves towards fulfilling its strategic plan.

However, these attributes are merely the price of entry onto an International body board, the most significant attributes that Shirley brings are her ability to engage and collaborate across all stakeholders with warmth and empathy. She has a unique ability to connect us, irrespective of our culture, background or experience – she is a trusted advisor to many netballing nations and always acts in the interests of the whole; the strength of this is demonstrated in respect of the number of nations that have expressed their support of her nomination. Her ability to engage and propel the interests of all forwards are imperative.

SHIRLEY HOOPER



May 2025

To all World Netball Members

This statement serves to confirm my willingness to stand for Vice President for my final term on the World Netball Board. I confirm that I have no pecuniary interest in the game of Netball.

I have enjoyed my two terms on the Board – the first four years as the Further Director, and the last four as Vice President. The make-up of the Board has been significantly different over those four years, and I've been lucky enough to work alongside and learn from some wonderful people from all over the world – including both our Presidents, Liz Nicholl (current) and Molly Rhone (former). I feel blessed to have a strong relationship with Liz and to be able to support her as a sounding board when required.

However, what is perhaps more important to you, as members, is what I bring to the Board table and can contribute to the world of netball.

My professional skills lie in the commercial field, and over this time I've been particularly proud of the work we have begun with my fellow Board Member Rob Mills, both our CEOs – Fiona Harold (current) and Clare Briegal (former), and staff members Kate Agnew and Emily Whiteside, to build a global events strategy and create more commercial opportunities for our sport. Much of this work has been behind the scenes but in the coming months, will become more public across the netball community as we move forward to bring these plans to fruition under Fiona's leadership.

One of our earliest commercial properties has been Netball Pass – which in a very short time has established itself well with over 60,000 registered users watching Netball World Cup matches, and the various Super Leagues regularly. For several of our members, this has also become a very successful revenue stream as they use this platform to reach international fans with subscription offerings. We encourage more members to explore using this platform to broadcast your domestic competitions and international test matches – you may be surprised at the audiences that want to watch.

With the Netball World Cup in CapeTown being our most successful commercial World Cup ever, we have a good foundation to build on – and already the work with Australia is looking very positive as we look forward to 2027. Netball World Cups are incredibly important to World Netball as a source of funding to support our activities for the subsequent four years.

I have also been proud of the work we did to establish the World Netball Foundation. Over time, we hope to see this grow further and work with NGOs to fund programmes that achieve positive outcomes for women in many parts of the developed world.

I would welcome the opportunity to serve you for my remaining four years on the Board as Vice President.