

EMBARGOED UNTIL WEDNESDAY 6TH AUGUST 10AM BST 2025

World Netball & TSC launch process to identify hosts for the Netball World Cup, a new World Netball event, and Men's Netball World Cup

World Netball (WN) has today officially launched the process to identify hosts for three major international events, between 2028-2035, alongside The Sports Consultancy (TSC).

The 2028-2035 event cycle includes the Netball World Cup (NWC), a new WN event, and the inaugural Men's NWC.

These events will mean that a WN event will take place every year from 2028 onwards and represents a significant milestone in the global growth of netball, offering a unique opportunity for cities to be part of the sport's expanding international footprint.

With a strong commitment to gender equality, innovation, and community engagement, WN is poised to elevate the sport to new heights through these landmark competitions.

The NWC, taking place every two years following the next NWC in 2027, is netball's pinnacle event: a global spectacle with the world's best teams that unites fans, drives engagement, and delivers unrivalled impact for the host WN Member and country.

A bold new WN event: designed to ignite markets in the years preceding the NWC. This will complement the biennial NWC and ensures a premium event for athletes, fans and hosts every year.

The Men's NWC is a game-changing moment for the sport: a powerful platform to champion inclusivity, spotlight elite male talent, and unlock new audiences and participants.

Speaking on the news WN CEO, Fiona Harold said: “This is an exciting moment for our sport.

“The launch of a new World Netball event and the Men's Netball World Cup alongside our pinnacle, biennial Netball World Cup reflects our ambition to grow the game inclusively and globally.

“We are thrilled to work with industry leaders, TSC, to identify hosts that share our vision and passion for netball.”

Kirsten Sibbit-Johnston, Head of Women's Sports, Strategy & Investment of The Sports Consultancy, added: “We are proud to be partnering with World Netball to bring these prestigious events to market.

“Each tournament offers hosts a compelling blend of sporting excellence, commercial opportunity, and deep social impact.

“We look forward to engaging with cities around the world to deliver a truly global celebration of netball.”

If you would like to discuss the opportunity to host one or more of these events, please contact TSC at WN@thesportsconsultancy.com.

ENDS

Image:



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Notes to Editors:

World Netball

World Netball is the sole, internationally recognised, governing body for netball affiliated to 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.netball.sport