

EMBARGOED UNTIL THURSDAY 4TH SEPTEMBER 2025 11:30PM BST

Brand Identity Revealed with Two Years to Go until the Netball World Cup Sydney 2027

World Netball (WN), Netball Australia (NA), and the Local Organising Committee (LOC) of the Netball World Cup Sydney 2027™ (NWC2027) have revealed *Brace Yourself* - a bold and contemporary brand identity for the WN's pinnacle event, designed to move netball into the future for the next generation of fans, players and partners.

NWC2027 will celebrate netball as more than a game, elevate the fan experience and build a meaningful legacy for the sport that inspires pride and passion long after the final whistle.

The NWC2027 will be impossible to ignore with fans invited to *Brace Yourself*.

In celebrating Two Years to Go until the Final of the NWC2027 is contested in Sydney, on Sunday 5th September 2027, the brand identity made its public debut at an event held at Sydney's Circular Quay, the vibrant heart of the iconic Harbour.

The brand was unveiled with current international netballers Sunday Aryang, Kate Moloney and Liz Watson (Australia), Shimona Jok (Jamaica) and Mary Cholhok (Uganda), representing a cohort of athletes that continue to raise the bar globally which is seeing netball go from strength to strength.

Upon unveiling the brand identity for the 2027 edition, Dame Liz Nicholl DBE, President of World Netball, said: "I am thrilled to see the branding of the Netball World Cup Sydney 2027 come to life, in such a bold, vibrant, unmissable way.

"At World Netball we are on a mission to grow our reach, revenue and capacity, by driving game development and the worldwide delivery of a portfolio of thrilling world-class events.

"The Netball World Cup is the pinnacle of this, and the Netball World Cup Sydney 2027 brand launch clearly shows the Local Organising Committee's intentions to achieve our mission, by creating an event designed to move netball into the future.

"Brace Yourself."

Central to the brand is "COUNTRY CALLS" - a collaboration between artist Ginny Jones, a proud Gomeri and Kooma woman, and Australia's leading First Nations creative agency YarnnUp Collective.

With words woven through the composition as a reminder that this tournament will be bigger than any game, *COUNTRY CALLS* is where culture meets court.

Electric pinks and vibrant oranges spark against deep foundations - a visual identity that's unmistakably Sydney, unmistakably alive.

Speaking on designing the artwork, Jones said: "To be able to draw on my love for a sport that brought my family together and also the First Nations community, I'm really proud.

"There's something magical about netball: the precision of a perfect pass, the split-second decisions, the way seven players move as one unit down the court.

“When people see this artwork, I want them to feel that electric energy of game day - the crowd, the tension of a tied score, the pure joy when your team clicks.

“That's what COUNTRY CALLS is all about - celebrating how netball connects us all and inviting the world to experience that magic on Wangal land.”

The NWC2027, which will be the 17th edition of the tournament, is set to be a thrilling showcase of top netball nations competing in 64 matches over 12 days from 25th August – 5th September 2027.

In a move away from the 2015 event hosted by Sydney, all matches at the NWC2027 will be played in one venue, and on one court at Sydney Olympic Park.

This will allow for enhanced broadcast production, event presentation and fan experience to occur, whilst also giving all players an equal opportunity to play in the biggest and best venue.

Liz Ellis OA, Chair of NWC2027 LOC and NA said: "We're bringing netball to the world in a bigger and more innovative way than ever before.

“New and existing fans both here in Australia and across the globe are only two years away from seeing some of the most skilful, marketable and competitive female athletes in the world fight it out for netball's ultimate prize.

"Together with our Federal Government, NSW Government and commercial partners we are going to elevate this experience at every level so we can show the world just how Australia does major international events in the green and gold decade.

“Everyone is going to want a piece of this action.”

Fans and interested parties wanting to receive the news and information about the NWC2027 including the Draw and Schedule, venue details, ticketing, corporate hospitality and tour packages should sign up today at www.nwc2027.com.

Fans should also follow @NetballWorldCup, on [Facebook](#) and [Instagram](#) and @WorldNetball on [TikTok](#) for all the latest content.

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Image:



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Notes to Editors:

Netball World Cup

The Netball World Cup (NWC), previously known as the World Netball (WN) Championships is netball's pinnacle event owned by WN, and it brings together the top 16 teams in the world every four years.

The hosts of the NWC automatically qualify for the competition, as well as the top five teams in the WN World Rankings on the date of qualification. The remaining 10 teams are decided through qualifiers in WN's five regions, with the top two teams from each qualifier invited by WN to compete at the NWC.

The NWC, which first started in 1963, showcases netball around the world through a range of broadcast partners introducing netball to a whole new audience.

Australia are the current World Champions, having beaten England 61 – 45 in the NWC2023 Final, held in Cape Town, South Africa.

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