

# MEDIA RELEASE



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## **HERPOWER27: NETBALL LAUNCHES NEW VISION TO ACCELERATE OPPORTUNITIES FOR WOMEN AND GIRLS**

[Download \*HerPower27: Netball's Legacy Vision\*](#)

With the Netball World Cup Sydney 2027 (NWC2027) coming to Australia next year, Netball Australia and NWC2027 have launched an ambitious new vision to convert the global event into long-term outcomes for women and girls.

*HerPower27: Netball's Legacy Vision* is a coordinated legacy plan and framework to harness the attention of one of the world's pinnacle women's sporting events and translate it into lasting health and social outcomes for communities across Australia.

The NWC2027 is projected to attract more than 221,000 attendees and deliver significant economic and social value, reinforcing the opportunity for genuine community impact.

*HerPower27* identifies key priorities to support this ambition, including strengthening grassroots to elite pathways, improving access to facilities, supporting wellbeing and leadership outcomes, and fostering connection across First Nations and multicultural communities.

The vision builds on recent momentum across the sport, including the appointment of Nine as Official Host Broadcast Partner for the NWC2027. With all 64 matches to be accessible live and free across Australia, *HerPower27* offers a compelling opportunity for partners to capitalise on the reach and impact of World Netball's pinnacle international event.

**Mark Falvo**, Interim Chief Executive Officer, Netball Australia and Chief Executive Officer, Netball World Cup Sydney 2027, said the tournament represented a rare platform to deliver lasting impact beyond the event itself.

"Netball already has 1.3 million participants and more than 3,300 clubs nationwide, making it one of Australia's largest female participation sports. The sport contributes approximately \$150 million annually to the national economy and is supported by one of the country's largest volunteer networks," Mr Falvo said.

"Leveraging the Netball World Cup Sydney 2027 as a catalyst to deliver lasting community impact, economic uplift and meaningful progress towards gender equity across Australia is a unique opportunity.

"*HerPower27* provides a costed and credible framework for investment in women-led social infrastructure that strengthens participation and improves health outcomes nationwide."

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Community participation remains central to *HerPower27*. The launch is supported by a [new film](#) built around a quintessential netball team chant, drawing on real moments from grassroots to elite netball to reflect the sport's reach and future.

A group of junior netball enthusiasts from Bondi Beach helped co-design and record the chant, *Strong Girls Lead the Way*. Their involvement reflects the important role community sport plays in building connection and belonging.

**Sebastian Kaintoch**, father of a junior netball participant, said netball had become a powerful entry point to local community life for his family.

"I moved from Germany to Australia eighteen years ago and my wife is from Hungary. We didn't know much about netball at all," Mr Kaintoch said.

"When our seven-year-old daughter wanted to play, we saw her confidence grow almost immediately. The volunteers give so much of their time, and at that age it makes a huge difference."

**Ali Tucker-Munro**, General Manager First Nations, Netball Australia, said the legacy of the event must reflect the diversity of communities across the country.

"For me, the heart of the Netball World Cup legacy lies in our willingness to truly see and honour the many communities that shape modern Australia," Ms Tucker-Munro said.

"Through purposeful investment, this becomes more than a moment. It becomes a catalyst for building trust, belonging and pathways across our sport.

"As a proud Kamilaroi woman with a lifelong connection to netball, this work is deeply personal. Legacy is about creating a sport where all Australians feel welcomed, respected and able to thrive."

*HerPower27* aligns with Netball Australia's *Made in Netball 2025-2035* strategy, which aims to grow participation to more than two million women and girls by 2035, while supporting inclusive, whole-of-system growth.

By highlighting what can be achieved when government, sport and the private sector work together, *HerPower27* positions netball to deliver lasting impact, elevating the NWC2027 from a moment in time to a catalyst for generational change.

**The Netball World Cup Sydney 2027 is proudly supported by the NSW Government through its tourism and events agency, Destination NSW, and the Australian Government.**

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## Media contacts on behalf of the NWC2027 LOC:

Netball Australia Head of Media and PR | Georgina Cahill  
0423 656 074 | [georgina.cahill@netball.com.au](mailto:georgina.cahill@netball.com.au)

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Netball Australia Media and PR Manager | Joss Roche  
0402 347 277 | [joss.roche@netball.com.au](mailto:joss.roche@netball.com.au)

## **About the 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.

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.