

**“Whole of Netball Plan” Summary:**

## Whole of Netball Plan 2015 – 2019

### Purpose: ‘Quality Netball Experiences’

#### Outcome

Growth and lifelong participation in Netball

We win, and are the best in world Netball

More people in NZ connect with Netball

A strong and sustainable Netball delivery system



#### Measures of Success (KPIs)

· Netball participation growth

· Silver Ferns winning  
· Number one world ranking

· Brand and profile strong

· Netball organisations sustainable

#### Four Strategies

1. Attract and retain more participants in Netball in targeted market segments
2. Grow our pool of talented athletes and coaches capable of performing and winning at the elite level
3. Grow New Zealanders’ connection with and passion for Netball
4. Develop a strong and sustainable system for Netball delivery throughout NZ

#### Ten Priority Projects 2015/2016

1. National Junior Netball Programme – futureFERNs
2. National Social Netball Programme
3. Auckland Strategy
4. National Competition Review
5. Brand and Promote Netball
6. National Player Development Programme
7. High Performance Coach Development Programme
8. National High Performance Strategy and System Development
9. National Commercial and Funding Strategy and Framework
10. National Member Management System