



## **Introduction**

Welcome to Netball Europe's strategic framework that will guide our work over the next five years.

We are the regional body of the International Netball Federation (INF) covering Europe, made up of member nations. We are ambitious in our quest to support the growth of the game across the continent; not only in widening the reach of the game but also ensure it is played to the highest quality. We know, in doing so, that netball has the power to change lives through better health, building personal skills and bringing communities together

## **Our Vision**

“A netball revolution across Europe”

We are in exciting times for netball. Women and girls' sports participation is growing like never before and our sport is at the sharp end of this. Increased television and on line coverage is bringing the game into people's homes on a daily basis. The 2019 World Cup will bring a world-wide focus and profile for the sport bringing along with it new commercial opportunities. We believe we are genuinely at the start of a “netball revolution” across Europe.

## **Our Mission (purpose)**

“To connect, influence and provide netball to meet the needs of our member countries”

It is not our job to govern the sport as that is for the International Netball Federation and members in their own nations. Rather, we exist to support those nations in their development and operation through providing a vehicle for sharing good practice, being more efficient through joint work and providing European wide competition.

Currently, there are large disparities between the member countries; on the one hand there is Netball England, current Commonwealth Champions with over 100,000 members and a turnover of c£11m in 2017; on the other there are smaller nations whose members are in the hundreds. We know we can't be all things to all nations but we can and will add value to each in a way that is relevant to their needs.



## **Our Pillars – Participate, Perform and Prosper**

### **Participate**

At the heart of the netball revolution will be growing the number of people playing the game.

Several member countries have a range of well-developed programmes and products players at all ages, abilities and backgrounds. We will support the sharing of the learning of these and other innovations to all members in a bid to ensure all members countries strengthen their playing base.

This will involve, for example, supporting members to grow the game in their own countries through sharing development programmes and products

Netball was founded on being a girls and women sport and we will continue to build on this foundation. Not least of which, because we know girls and women’s participation in sport generally lags behind those of their male counterparts right across the continent. We want to build and focus on the strengths and traditions that netball offers although that is not to say we won’t encourage mixed and men’s netball. This is especially the case in emerging member countries where mixed netball is more of the norm.

Participation in our sport though is much more than playing. We need to grow the number of coaches, officials, team mangers, administrators, board members, sports scientists, and so on. Some will be paid but the vast majority will be volunteers putting their time and expertise into the sport and in return gain friendships, skills and fun from the sport.

To support this, we again will share the good practice and innovations taking place and, where appropriate, will provide common qualifications and training that are members can make use of.

#### **Goal 1**

Grow the number of women and girls playing the game

#### **Goal 2**

Grow the number of people participating, supporting and engaging with netball



### Goal 3

Grow the number and enhance the experience of the voluntary workforce

#### **Perform**

We organise a range of international tournaments at age group and open levels. They allow top level competition for elite performers whilst gaining international ranking points. Netball Europe appoints all the officials for the events to ensure they are of world class standards.

Our challenge is to ensure our tournaments remain competitive in an environment where our members have hugely different resources at their disposal. Separating “championship” and “Challenger” sections will continue and we will seek more innovative ways to ensure our competitive programme meets all member nations’ needs.

As programmes develop across our member countries we will organise competition in alternative forms of the game such as FAST5, walking netball and netball for those with disability.

### Goal 4

Support the delivery a world-class event portfolio meeting the needs of all member nations and ensuring their performance ambitions are met

### Goal 5

Support the development of World Class coaching and officiating

#### **Prosper**

To collectively inspire the netball revolution, it is vital that all member countries and our own organisations continue to develop and prosper. The bedrock is the highest standards of governance and operation to ensure we can stand up to rightful scrutiny from our members and stakeholders. We will support our members through sharing good practice and organise relevant training where the need arises.

We also need to grow our membership base. That includes supporting our member countries to increase their own playing and workforce base; it also includes carefully considering the expansion of the game into countries currently with no or little netball taking place.



As we enter our next era we recognise our volunteer base is stretched which will restrict progress in our ambitions. By member nations working together we can capitalise on commercial opportunities, especially relating to our tournaments and events. This will require a fresh approach for us with new skills required around our table.

Goal 6

Develop and maintain **excellent governance** for Netball Europe and its member nations

Goal 7

Grow the influence and profile of the Region on the **international stage**

Goal 8

Adopt a more **commercial approach** to attracting income to support the growth of the game

## **Our Principles**

Our principles will guide us on the way we will work:

**Diversity and Inclusion** – we will promote and celebrate diversity and inclusion and work towards ensuring it is embedded in all our work

**Communication** – we will listen to our members and stakeholders and ensure we are open and transparent both within and outside our sport

**Culture** – we will create a culture based on mutual respect, trust and honesty

**Collaborate** – we will work with our members and foster an environment that makes it easy for them to work with each other

**Continuous Improvement** – we will strive to make things better in all we do



Our role is to

To **connect, influence** and **provide** netball to meet the needs of our member countries

to achieve our vision of

**A netball revolution** across Europe

through our pillars

Participate

Perform

Prosper

and Goals

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Goal 2  
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with our guiding principles

Diversity & Inclusion    Communication    Culture    Collaboration    Continuous Improvement

leading to better

Physical Well-Being    Mental Well-Being    Individual Development    Community Development    Economic Development

**Short and Medium Term Objectives**

Pillar	Goal	Short / Medium Term Objectives
<b>Participate</b>	1 Grow the number of women and girls playing the game	1.1 Establish a system of sharing good practice on development programmes between member nations 1.2 Establish (continue) formal approach to buddying system 1.3 Develop a “why netball” resource setting out data and case studies of the impact of playing netball
	2 Grow the number of people participating, supporting and engaging with netball	2.1 Develop a structured approach to expanding the number of nations playing netball
	3 Grow the number and enhance the experience of the voluntary workforce	3.1 Share good practice and resources on volunteer development programmes
<b>Perform</b>	4 Support the delivery a world-class event portfolio meeting the needs of all member nations and ensuring their performance ambitions are met	4.1 Support and promote the development of a “Challenge World Cup” 4.2 Undertake a review of the event structure at all ages to ensure maximum value is gained; in particular, to gain commercial backing
	5 Support the development of World Class coaching and officiating	5.1 Develop an accessible platform for member nations to draw down knowledge, experience and resources relating to officials and coaching
		5.2 Establish an umpire and coaching mentoring scheme across the nations

<b>Prosper</b>	6 Develop and maintain <b>excellent governance</b> for Netball Europe and its member nations	6.1 To review membership categories (suggested – Elite, Development and Social) and set out benefits and responsibilities of membership
		6.2 Facilitate support for establishing strategies and plans for challenge countries (e.g. marketing plans)
		6.3 To operate Netball Europe to the principles of codes of good governance
		6.4 Develop or signpost to a good governance resource for all member nations
	7 Grow the influence and profile of the Region on the <b>international stage</b>	7.1 Appoint representative on the International Netball Federation so that NE has a voice at INF congress
		7.2 Promote the work that Netball Europe and member nations are doing across the world
	8 Adopt a more <b>commercial approach</b> to attracting income to support the growth of the game	8.1 Establish a commercial sub-group of the Board with skilled and knowledgeable people to draw up a commercial plan
		8.2 Establish a coordinated media and communication strategy
		8.3 Work collectively to present a stronger commercial offer