



ANNUAL REPORT

2018



NETBALL AUSTRALIA RESPECTFULLY ACKNOWLEDGES THE TRADITIONAL OWNERS AND CUSTODIANS OF THE LAND ON WHICH WE LIVE AND WORK. WE PAY OUR RESPECTS TO ELDERS PAST, PRESENT AND EMERGING.

WE COMMIT TO WORKING RESPECTFULLY TO HONOUR THEIR ONGOING CULTURAL AND SPIRITUAL CONNECTIONS TO THIS COUNTRY AND RECOGNISE THE ROLE AND VALUE OF CULTURE IN ALL OUR COMMUNITIES.

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PURPOSE

Netball empowers girls and women to shine, while enriching and connecting communities.

VISION

WE ARE AUSTRALIA'S LEADING TEAM SPORT. THIS VISION IS UNDERPINNED BY:

- Our ranking as the number one participation sport in Australia.
- 30% year-on-year growth in our broadcast audience.
- The sustained success of Suncorp Super Netball as the world's number 1 women's sports league.
- The achievements of the Samsung Diamonds as Commonwealth Games and World Cup champions and as the world's number 1 ranked Netball team.

VALUES

RESPECT

We are honest, care for, acknowledge and are empathetic with each other.

EXCELLENCE

We set clear benchmarks, enabling us to be outcome-focused through an innovative, people-centred approach to our work.

AGILITY

We work in an adaptive environment and encourage each other to continuously learn and make brave decisions while remaining risk-conscious.

TEAM

We work collaboratively and support one another, ensuring we have aligned and clear goals we achieve together.

OUR VALUES ARE SUPPORTED BY:

Clear and Open Communication;
Empowerment of our Staff;
Productive Partnerships;
Clear and Consistent Operating Systems; and
A Clarity of Purpose and Integrated Planning.



OUR FUTURE GROWTH IS POWERED BY FOCUS ON AND INVESTMENT IN FIVE STRATEGIC PRIORITIES:

CULTURE

The sport thrives in a federated structure by creating and fostering a 'one team' culture and working together in a unified way to optimise the netball eco-system.

CUSTOMER, DATA & DIGITAL

We grow our game by creating and connecting with a highly-engaged community of participants and fans. We capture and harness customer insights to grow and deliver amazing experiences for participants and fans.

INFLUENCE

We broaden Netball's influence and appeal by sharing and amplifying the sport's compelling stories.

SUNCORP SUPER NETBALL

We focus on accelerating the growth of Netball's sport entertainment product and establishing its pre-eminence as the world's best women's sports league.

SPORT BUSINESS MODEL

We create a Netball system that captures and supports all forms of participation in the sport.



As netball builds on its proud 90-year history, we are continuing to lead and influence through the power of our story. With so many more chapters still to be written, we can reflect with satisfaction on our accomplishments in 2018 and where the sport is positioned to deal with the many opportunities that lie ahead.

Netball needs to be constantly evolving. Standing still is not an option in a broader marketplace that has belatedly sought to engage the hearts and minds of Australia's sporting women and girls. Netball has always valued and understood its unique role and position in this regard, from community level to the competitive elite, represented so admirably by the Samsung Diamonds. But there is still more to be done, and better ways of doing it.

A major organisational restructure was designed around Four Pillars — Events, Sport, Media and Business — led by the CEO, the Deputy CEO, Nadine Cohen, and Executive General Managers Chris Symington, Andrew Collins and Spencer Retallack.

In a strategic sense, we identified five key rocks that became anchor points moving into 2018. They included a stronger consumer and retail focus through our digital transformation strategy. We are communicating our story more effectively to the government, philanthropic and commercial sectors and, as the number one women's sport in Australia, not just asking to be heard, but demanding it.

Culturally, with the support of our Member Organisations, we are uniting and optimising the federated structure that has built and nurtured netball for the past 90 years. Suncorp Super Netball, now two seasons old, remains our key sport entertainment product and the focus of our commercial strategy as the sport business model evolves.

Suncorp Super Netball reached spectacular new heights in 2018, with record crowds and viewership, innovations such as the successful bonus points system, and an historic grand final in Perth in which the Sunshine Coast Lightning defended its championship to deny West Coast Fever the perfect ending to their fairy tale season. By any measure, season two of Suncorp Super Netball provided the closest, most fiercely contested and highest-quality national league the netball world has ever seen.

Some debate remains around the unlimited number of overseas imports in Suncorp Super Netball, the benefits such experience provides for Australia's rivals and the potential impact on developing home-grown players eligible for Samsung Diamonds' selection.

And this is balanced by the need to have a healthy international netball environment. Globally, the sport needs to be competitive and have uncertainty of results to be relevant. For the past 80 years it has arguably been considered a two-horse race, but little now separates Australia, Jamaica, New Zealand and Commonwealth Games champions England on the rankings table, while nations such as Uganda are improving at a great rate.

For Australia, a silver medal at a home Commonwealth Games was obviously not the desired result, but much was learned from it.

It gave us a chance to identify the one per-centers that, in this case, added up to a one-goal loss to the England Roses. As the catalyst for a review of the team and the structures around it, we are confident the follow-up actions will help national coach Lisa Alexander and her squad in its Netball World Cup campaign in Liverpool in July 2019.

The Samsung Diamonds won 15 of their 17 Tests in 2018, which is an exceptional effort. Our expectations are extraordinarily high, as they should be. We are accustomed to our team being number one in the world and winning these milestone events, so we need to improve and innovate while our rivals are catching up.

The launch of Suncorp Super Netball enabled the reframing of our commercial partnerships, and an impressive suite of brands are connecting with our sport, recognising the relevance of women's sport and acknowledging the power of netball at all levels. They include: Suncorp, Nine, Telstra, Samsung, Nissan, Deakin University, Sport Australia (formerly the Australian Sports Commission), and the AIS.

The broadcast partnership with Nine and Telstra has been a game-changer, with much future potential still to explore, while Sport Australia continues to acknowledge Netball Australia's impact, both in the elite and participation spaces, as crucial to the health of Australian sport. In terms of governance, Sport Australia holds Netball Australia up as an example of a well-structured organisation based on solid foundations.

At Board level, we acknowledge the significant contribution of outgoing director Geoff Parmenter, and welcome Wendy Archer to a Board that has displayed leadership and collaboration through a period of major reform. Geoff, meanwhile, has re-entered the sport as the Chair of the Australian Netball Players' Association, adding his skills to an organisation that has installed former Samsung Diamonds captain Kathryn Harby-Williams AM as CEO.

Post-ANZ Championship, the annual Constellation Cup series between the Samsung Diamonds and New Zealand Silver Ferns remains a jewel in our crown and a valued part of the international calendar on both sides of the Tasman. Regardless of recent results, we have come to expect a fierce and passionate competition between two traditionally strong netball nations and are rarely disappointed. In 2018, Australia retained the trophy with a 3-1 result.

The existing Quad Series arrangement, involving northern and southern competitions in January and September, respectively, is due for renegotiation in early 2019. Not only have the Samsung Diamonds benefitted from the regular international exposure, so, indeed, has the sport itself.

Closer to home, the Tasmanian Magpies claimed their first Deakin University Australian Netball League title, South Australia (17&under) and Victoria (19&under) were victorious at junior level, and a highlight for a different reason was the annual Marie Little OAM Shield for netballers with an intellectual disability. Held in Queensland, the final was played as a Constellation Cup curtain-raiser, the presentation of the winners' medals made at half-time by Governor-General Sir Peter Cosgrove.

Netball participation numbers have increased overall, and in the traditional form of the game in particular. From a community perspective, the fact that we're bucking the broader societal trend speaks to netball's inclusiveness and accessibility.

Sport Australia's 'Sporting Schools' program provides a strong platform, and renewed emphasis will be placed on Suncorp NetSetGO. Girls have never had more opportunities to participate in sport, so we need to cater for the 5 to 10-year-old age group and foster a relationship that will ideally become lifelong.

It is a huge positive that, even with so many options available, netball remains so popular and relevant. Yet it is also significant that there are now more people playing outside our traditional structure than in it. Netball Australia needs to stand for all Australian netballers, not just those in the membership environment, and to develop our relationships with the indoor, mens' and mixed competitions to harness the collective power of a single netball nation as we build critical mass.



Two umpires achieved All Australian badges, and seven coaches earned High Performance accreditation. We also congratulate all our award winners in 2018, and pay tribute to Service Award recipients Noeleen Dix, Sharon Kelly OAM and Jan Sutherland.

The Confident Girls Foundation, as the social impact arm of our business, is an important hub for all of Netball Australia's community-based programs. Momentum is building as we seek to increase access to the game for disadvantaged Australian girls, women and their communities. Grants exceeding \$280,000 were distributed to individual players, member organisations, clubs and the netball community in 2018 generating significant community goodwill and extending netball's inclusion strategy around the country.

We thank our Member Organisations and Suncorp Super Netball clubs, as well as the many staff, Board members and volunteers who play a crucial role in helping our sport to thrive. What may sometimes go unheralded is not, however, unappreciated.



PAOLINA HUNT
Chair



MARNE FECHNER
Chief Executive

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GOVERNANCE



PAOLINA HUNT, CHAIR



Paolina Hunt is a Business Manager with operational and strategic experience across a number of industries. The combination of her business and law degrees, extensive business background and creative approach make her a valued member of the Netball Australia Board. Paolina currently Chairs the Board and is a member of the Governance

Committee. She is also a member of the Audit and Risk Committee which she has previously Chaired. Paolina is passionate about the contribution netball makes to the social fabric of communities and the support network it provides for young girls and women at every level of the sport. A former AIS scholarship holder, she grew up in Sydney, has spent time in Canberra, Perth, Adelaide and Melbourne, and was involved in netball at some level in each of those locations. Paolina has a law degree and an MBA.

Director appointed to fill a casual vacancy June 2012. Elected April 2013 and appointed Chair in April 2017. Re-appointed Chair in June 2018.

WENDY ARCHER AM, DIRECTOR



Wendy Archer's lifelong passion for netball started in her days as a junior player, and her achievements in senior ranks include achieving the National A standard in umpiring and excelling in administrative roles. Wendy is currently the Patron and a Life Member of her local association, a Life Member of Netball NSW and a Director of Netball

Australia. Wendy's strong leadership has been recognised through being named Sportsperson of the Year within the Port Stephens Local Government Authority and as a finalist in the Administrator of the Year category in the NSW Sports Federation Awards. In 2005, NSW Governor Marie Bashir, AD, CVO, made Wendy a Member of the Order of Australia (AM) for her services to netball. Wendy's vision during her time as President of Netball NSW included working closely with the NSW Swifts, and the creation of GIANTS Netball. Wendy received a Parliamentary commendation for her outstanding service to netball and her work helping to establish the state-of-the-art Genea Netball Centre in the Sydney Olympic Park precinct. Wendy is currently the Executive Director of Australian Rescue Management Pty Ltd and InteRisk Pty Ltd. A passionate sports follower with strong community values, Wendy believes in the power of sport and community to create a sound environment in which young people can be nurtured.

Director elected 21 April 2018.

SUSAN COMERFORD, DIRECTOR



Susan Comerford is a senior Executive General Manager with strengths in strategic human resource management, business structure, practice development and operational management. With a degree in law, she has over thirty years' experience in legal and professional services, having held a wide variety of management roles with some of

Australia's leading national commercial law firms. In 2015, Susan completed the Australian Institute of Company Directors course with a grant for Women Leaders in Sport from Sport Australia. With a passion for netball, Susan has been involved in netball governance for many years, serving as a Director of Netball SA for 10 years prior to her election to the Netball Australia Board. Susan has also served on the national board of ALPMA, the peak industry body for legal practice managers, including a term as Vice President. Susan established her own consultancy firm, Comerford Consulting, in 2017 and since May 2018 has acted in the role of Director of the Family Law Section of the Law Council of Australia - the largest professional association for family law practitioners existing to positively influence the development and practice of family law in Australia. Susan is a member of the Audit and Risk committee and is the Netball Australia Board liaison for the Australian Netball Players Association.

Director elected 21 April 2017. Re-elected 21 April 2018.

MARCIA ELLA-DUNCAN OAM, DIRECTOR



Marcia Ella-Duncan OAM was the first Aboriginal scholarship holder at the Australian Institute of Sport and the first Aboriginal woman to represent Australia in netball. She received an Order of Australia Medal for her services to netball in 1988 and has held executive and coaching positions with Randwick Netball Association. She is the

founder and a life member of the La Perouse Pearlers Netball Club. Born in La Perouse in Sydney's southern suburbs and a descendant of the Walbunja people on the NSW Far South Coast, Marcia has over 30 years' experience in Aboriginal affairs and combines her love of sport with a commitment to social justice. Marcia has a wealth of governance and strategic experience in the community and government sectors. She is currently an independent consultant specialising in facilitation and community engagement. Marcia is a member of Netball Australia's Reconciliation Action Plan Working Group and is a member of the Governance Committee.

Director elected April 2017.

CHERYL MCCORMACK, DIRECTOR



Cheryl McCormack is a former NSW and Australian representative in netball and touch football who brings to the Board a wealth of knowledge and experience in commercial, marketing, finance and governance for sporting organisations. Cheryl's experience in holding senior executive positions in the key professional sports of AFL, NRL, rugby union, racing

and cricket means she has an unparalleled understanding of the social, economic, technological, regulatory and commercial factors influencing sport. She also has experience in major global events, having been a Project Director for the ICC Cricket World Cup, during her time working for Destination NSW, and the Rugby World Cup, whilst at the Sydney Olympic Park Authority. Cheryl played nine Tests for Australia during 1985 and 1986, making her International debut against Trinidad and Tobago in Melbourne. She served as a Director of Netball NSW from 2013 to 2015 and was the General Manager of Oceania Rugby - one of six regional associations of World Rugby. Cheryl is also a Director of Sportscover Australia. She currently operates her own sports business consultancy.

Director elected May 2015. Re-elected April 2018.

GEOFFREY PARMENTER, DIRECTOR



Geoff Parmenter has more than 20 years executive and general management experience in Australia and internationally. He is currently the Group Executive General Manager, Marketing and Corporate Affairs, at The Star Entertainment Group. Between 2007-2011 he was Chief Executive of

Events NSW, a State Government-owned company responsible for developing the first structured annual events calendar for Sydney and NSW. Geoff has significant experience in the events industry having worked on three Olympic Games, two FIFA World Cups and four Rugby World Cups between 1990 and 2006. He has also successfully operated his own consultancy business, where his clients included the Istanbul 2020 Olympic Bid Organisation, the New South Wales Government and the Dubai Government. During his time as Chief Executive Officer of Events NSW, he was closely involved in securing the 2015 Netball World Cup for Sydney.

Director appointed September 2014.

Director elected May 2015. Ceased April 2018.

KAREN STOCKS, DIRECTOR



Karen Stocks is Global Director, Measurement Solutions at Google. Prior to this she was the founding Managing Director of Twitter Australia, growing the Australian business to become the fastest growing region globally for Twitter. Karen has been instrumental in supporting netball's growth on the popular social media platform and was

an ambassador for Netball World Cup Sydney 2015. Karen was the 2014 Patron for "Go Girl" - an initiative encouraging young women to work and study within business and/or IT.

She is a member of Chief Executive Women and an ambassador for Business Events Sydney. In 2016 Karen was runner-up Managing Director of the Year (CEO Magazine) and since 2015 has been included in the annual B&T Magazine's Most Influential Women in Media. Having also previously worked at Vodafone, Karen has a passion for utilising new technologies to enhance the customer experience. She has a degree in financial administration, an MBA, and is a Fellow of CPA Australia. Karen is an avid netball follower who is excited to contribute to the sport's increasing popularity. She serves on the Audit and Risk Committee and the Confident Girls Foundation Board.

Director appointed August 2015. Director re-appointed July 2018.

GLENN RUSSELL, DIRECTOR



Glenn Russell is a practicing Chartered Accountant and solicitor and is a Partner of global advisory firm PricewaterhouseCoopers. Glenn has extensive experience advising Senior Management and Boards of public and private companies in relation to strategy and matters of financial management. He is the Deputy Chair of the Queensland

State Council of Chartered Accountants Australia New Zealand. Glenn is passionate about societal relevance and is actively involved in a number of charities and not-for-profit organisations and has previously served as a Board member of the Queensland Rugby Club. Glenn currently chairs the Audit and Risk Committee.

Director appointed August 2015. Director re-appointed July 2018.

ROBERT SHAW, PRESIDENT



Robert Shaw is a successful business entrepreneur and avid supporter of industry-related not-for-profit organisations. He started his career in the building industry as a trade qualified carpenter at the age of 16 and has maintained a lifelong learning philosophy in that industry. He currently owns and is a Director of five successful

businesses within the building sector. In 2003, Robert joined the Housing Council of Master Builders WA and in 2011 became President, serving a three-year term. He concurrently held office as a Director of Netball WA for seven years, the last four as President. Robert's passion and interest in netball started when his two daughters started playing 22 years ago, and his ongoing commitment stems from an enthusiasm to share private enterprise learnings with the not-for-profit sector. He is a Director of Master Builders Australia and WA Renovations Pty Ltd. Robert is Chair of the Governance Committee.

President elected May 2016.

GOVERNANCE

Netball Australia is committed to high standards of corporate governance and applies the Sport Australia (formerly the Australian Sports Commission) mandatory and non-mandatory principles wherever practicable.

At present, Netball Australia complies with the mandatory Sport Australia governance principles with the exception of the President role within the Constitution. Netball Australia and the Member Organisations will finalise a review and redrafting of the Netball Australia Constitution in early 2019, which will see the President role removed and replaced with an Elected Director.

Netball Australia complies with all of the non-mandatory Sport Australia Governance principles.

BOARD PERFORMANCE

The Board maintained a strong emphasis on the Stakeholder Engagement Project throughout 2018, implementing several of the recommendations from the Bluestone Edge State of Play Report. This included a series of leadership development workshops, the establishment of culture business plans across Netball Australia and the Member Organisations, an updated Purpose and Vision statement and the appointment of PwC to undertake a review of the Netball operating model.

The PwC Operating Model Report provided clear direction in relation to operating efficiencies across the system and acknowledged the governance complexities of Netball Australia, Member Organisations and Suncorp Super Netball. A need to clarify roles and responsibilities across the netball landscape led to a major consultation process between Netball Australia and the Member Organisations to land an agreed perspective of the roles that all entities play with in the netball ecosystem.

Netball Australia completed a review of the Suncorp Super Netball governance, which included an investigation of the structure and ownership of sport's Leagues globally. With further input from the PwC Operating Model review and consultation with Members and Clubs, the Netball Australia Board signed off the establishment of the Suncorp Super Netball Commission in December to be implemented ahead of the 2019 Season.

The Netball Australia Board endorsed a new planning process, the output of which was presented at the December Member Forum, articulating the 2021 ambition for Netball Australia and Netball in Australia, along with the 2019 priority projects and 2019 budget.

The Board remains steadfast in its commitment to Netball being Australia's leading team sport, providing opportunities for girls and women to shine, whilst enriching communities.

OTHER ENTITIES

Netball Australia is the sole member of the Confident Girls Foundation, a not-for-profit public company limited by guarantee which is established to be, and to continue as, a charity.

Netball Australia and the Confident Girls Foundation entered into a Partnership Agreement to promote the longer-term self-sustaining economic viability and growth of the

Foundation, deliver social impact outcomes, and align with netball's community strategy, netball development, community engagement and commercial priorities. Subsequently, Partnership Agreements were executed with the majority of Netball Australia Member Organisations and Suncorp Super Netball Clubs.

The Foundation is the official charity partner of Netball Australia, the Samsung Diamonds, Suncorp Super Netball, Fast5 Netball World Series, NetFest, Suncorp NetSetGO and the Deakin University Australian Netball League.

In 2018, Netball Australia provided a \$240,106 operational subsidy to the Foundation; the Foundation granted more than \$280,000 to Netball Australia, Member Organisations, Suncorp Super Netball Clubs and the netball community to provide opportunities for vulnerable Australian girls, women and their communities to thrive through netball. More than 10,000 girls, women and their communities across Australia were positively impacted in 2018.

FOUNDATIONS FOR MANAGEMENT AND OVERSIGHT

The Board is accountable to Netball Australia and its Member Organisations for the pursuit of its purpose and the performance of the Company.

The role of the Board and the general principles upon which the Company governs its operations are set out in the Governance Principles Policy. The Board is responsible for establishing the strategic direction, reviewing and monitoring the performance of the Company, the effectiveness and efficiency of management and overseeing the compliance of the Company with relevant legislation and regulations. Netball Australia is committed to working closely with the Member Organisations to achieve national priorities that grow the sport of netball.

The Board has approved a range of policies to provide direction to the Chief Executive and management.

A schedule of delegated authority from the Board sets out staff decision making responsibilities and financial thresholds for appropriate levels throughout the Company.

The Board delegates responsibility to the Netball Australia Board sub-committees to oversee aspects of the Company's operations and administration in finance, audit, risk, integrity, Board nominations and governance, executive remuneration and history and traditions. Each Committee operates under approved terms of reference that are reviewed annually and updated by the Netball Australia Board.

BOARD STRUCTURE

The Board consists of eight Directors, including the Chair who is appointed by the Board, the President who was elected by the Member Organisations and two Appointed Directors who were appointed by the Board.

In 2018, the Company inducted Wendy Archer AM to the Board. All Directors undertake an induction process to ensure they are informed about the specific details, characteristics and culture of Netball Australia.

ETHICAL AND RESPONSIBLE DECISION MAKING

The Netball Australia Code of Conduct, Integrity in Netball Framework and Rules, and Member Protection Policy applies to the Board, management and staff. These codes and policies outline standards necessary to maintain confidence in the organisation's integrity. The Integrity Framework strikes an appropriate balance between rules based and values-based approaches that will prevent serious integrity violations on the one hand, and promote integrity through stimulating understanding, commitment and capacity for ethical decision making on the other.

There were no reportable incidents under the Integrity in Netball Framework in 2018.

Netball Australia remained a declared sports controlling body for sports betting events in Victoria and New South Wales (the only two jurisdictions with relevant Legislation).

Netball Australia negotiated Integrity and Product Fee Agreements with fourteen sports betting operators for betting services to be offered on nominated events. These agreements provide for the sharing of information to ensure integrity in netball and sports betting.

In 2018, Netball Australia achieved White Ribbon Workplace Accreditation, engendering a whole of organisation commitment to stop violence against women, meeting 15 criteria under three standards to create a safer and more respectful workplace. Netball Australia is only the second national sporting organisation to achieve this accreditation.

Netball Australia has adopted the Australian Institute of Sport Sports Science and Sports Medicine Best Practice Principles.

Directors are required to apply their independent judgement to Board decisions, to question and seek information or raise any issue of concern to them in order to fully explore all aspects of the major issues facing the organisation. In accordance with the Governance Principles Policy the Directors are required to keep Board discussions confidential and support all decisions of the Board.

INTEGRITY IN FINANCIAL REPORTING

The Netball Australia Audit and Risk Committee is responsible for assisting the Board to fulfil their corporate governance responsibilities regarding oversight of the:

- Enterprise Risk Management plan and risk treatment plans
- Adequacy of the National Insurance Program
- Reliability of the financial statements
- Effectiveness of the external audit process
- Currency of Netball Australia's policy framework

MANAGING RISK

The Board is responsible for oversight of high-level enterprise risk and is assisted by the Audit and Risk Committee in this role.

The Netball Australia and Suncorp Super Netball Strategic Risk Register and Risk Treatment plans are reviewed and updated annually by the Board and the Executive team members take responsibility for implementing treatment plans and monitoring the risk management plan.

In 2018, the Board and senior management commenced a review of Netball Australia's risk appetite statements.

This formal articulation of risk appetite will support the refinement and development of business strategy and risk management frameworks in 2019.

ENGAGEMENT WITH STAKEHOLDERS

Netball Australia has many stakeholders including the eight State and Territory Member Organisations, Sport Australia (formerly the Australian Sports Commission), Australian Institute of Sport, National Institute Network, Commonwealth Games Australia, Governments at the local, State and Federal levels, Broadcasters, Corporates, other national Netball Federations, individual members, athletes, coaches, officials, volunteers and suppliers. The organisation adopts a consultative approach in dealing with its stakeholders.

Netball Australia has continued to engage closely with Member Organisations across a range of operational and strategic projects, which included the Stakeholder Engagement and Operating Model Review projects. Significantly, the Operating Model Review lead to a major consultation around the establishment of the Suncorp Super Netball Commission, and the 'role and responsibilities' of Netball Australia and the Member Organisations in delivering the Sport. There was unanimous support for the establishment of the Suncorp Super Netball Commission and agreement at the December Member Forum around roles and responsibilities.

REMUNERATION

The Governance Committee is responsible for determining the remuneration of the Chief Executive. The Chief Executive is responsible, within the organisation's agreed salary bands, for determining the remuneration of employees.

MEMBERSHIP FEES

The Board approves, monitors and is accountable for the financial and non-financial performance of the organisation, including setting fees.

Since 2015, Netball Australia and the Member Organisations have operated under a contribution fee model which increases annually by CPI or 5%, whichever is lesser.

DIRECTORS' FEES

Any increase in the total quantum for Directors' fees is determined by the Member Organisations at the AGM and reimbursement is made to Directors for reasonable expenses directly related to Board activities including travel, accommodation and meals.

KPMG has completed an audit for the year ended 31 December 2018 and provided an unqualified opinion on the Financial report 2018.

REVENUE

2018	\$29,308,680
2017	\$26,830,272
2016	\$15,853,286
2015	\$27,563,112
2014	\$16,358,596
2013	\$20,584,663
2012	\$11,806,095

INVESTMENT IN NETBALL

2018	\$29,242,770
2017	\$27,222,383
2016	\$18,974,228
2015	\$27,185,587
2014	\$16,124,443
2013	\$14,648,148
2012	\$11,186,616

NET FUNDS AS AT 31 DECEMBER

2018	\$7,269,311
2017	\$7,182,553
2016	\$7,546,484
2015	\$10,598,412
2014	\$10,220,887
2013	\$9,986,734
2012	\$4,050,218

EXECUTIVE REMUNERATION

2018	\$1,562,277
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OVERALL RESULT

Surplus of \$86,758 against a budget of \$0



FOLLOWING THE LAUNCH OF NETBALL AUSTRALIA'S INAUGURAL RECONCILIATION PLAN IN NOVEMBER 2015, THE ORGANISATION WORKED WITH ITS RAP WORKING GROUP AND STAFF TO UNDERTAKE ACTIONS OUTLINED IN THE PLAN'S FOUR FOCUS AREAS OF RELATIONSHIPS, RESPECT, OPPORTUNITIES AND TRACKING PROGRESS.

This first RAP concluded in June 2018 and progress made by Netball Australia was complemented by the work of Member Organisations focused on reconciliation and engagement with Aboriginal and Torres Strait Islander communities. Three Member Organisations now have their own RAPs registered with Reconciliation Australia and others will continue progress on Plan development in 2019.

For the first time, an Indigenous Round was staged in the Suncorp Super Netball competition. All eight Suncorp Super Netball clubs worked with community representatives to design a playing dress to celebrate the Round and host clubs invited indigenous communities to participate in the presentation of the Round's four games.

Netball Australia acknowledges the vital contribution of the RAP Working Group to the Plan's implementation and each member's contribution to reconciliation efforts at a national level and in collaboration with Member Organisations. Members of the inaugural Working Group included Karen Milward (Chair), Marcia Ella-Duncan OAM, Sharon Finnan-White OAM, Melina Saunders, Dr Richard Walley OAM, Carl Currey, Josie Janz-Dawson, Alison Tucker-Munro, Jemmason Power and Julia Symons. A number of these Working Group members concluded their involvement with the conclusion of the first RAP in June 2018, and Netball Australia welcomed Dr. John Evans and Nova Peris OAM to a refreshed Working Group that will develop the organisation's second RAP throughout the first half of 2019.



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PILLAR REPORTS





We did win a silver medal, but we accept that we came up short on the day, and have now moved on. We have a group of athletes that are really keen to redress that situation and come out on the winning side at the 2019 World Cup.

Head Coach, Lisa Alexander



There is, rightly, an expectation of excellence around the reigning Netball World Cup champions, the Samsung Diamonds. Thus, although 15 wins from 17 Tests would usually equate to a brilliant year, there can be no sugar-coating the bitterly-disappointing loss of the gold medal match at a home Commonwealth Games.

The Samsung Diamonds' surprise 52-51 defeat against the England Roses on the Gold Coast was at odds with an exceptional preparation that included a high level of collaboration with the Suncorp Super Netball clubs, and a standard in the preliminary rounds that national coach Lisa Alexander describes as "probably some of the best netball we've ever seen".

"Unfortunately, we just didn't bring that on the day it was required, but you have to respect the opponent you're up against, too, and England performed very well on that day," she says.

"It puts a bit of a cloud over our performances for the year, because that's the benchmark event and that's the one everyone wants to win, but learnings have come out of that result and the subsequent review.

"We did win a silver medal, but we accept that we came up short on the day and have now moved on. We have a group of athletes that are really keen to redress that situation and come out on the winning side at the 2019 World Cup."

Alexander said the need to achieve peak performance on the final day became slightly blurred for reasons that included various distractions involved with the Games themselves.

"I think we would handle those things a little bit differently now, so we have made a few little adjustments," she said. "To prevail against England in the 2018 Southern Quad Series was very important for us, and then to back it up in the Constellation Cup was also extremely important for our confidence together as a group going into 2019."

Alexander paid tribute to the expertise and support from outgoing assistant coaches Marg Caldwell OAM BEM and Roselee Jencke OAM. "Their experience and contribution to the Samsung Diamonds program was amazing. We owe them a great debt for the legacy they have left and the knowledge they provided to the athlete group." Caldwell and Jencke have now been replaced by Megan Anderson and Clare Ferguson, while there were also changes with Laura Geitz, Madi Robinson, Susan Pettitt, Sharni Layton and Erin Bell all retiring from international netball.

Alexander describes the emergence of such players as midcourter Kelsey Browne as a strong endorsement of the system. She also hailed the development of goaler Gretel Tippett, emerging defensive combination Jo Weston and Courtney Bruce, and Liz Ellis Diamond winner Liz Watson.



"It is a great benefit to have the world's best netball league in your own backyard. It makes us work harder in ensuring that we evolve our game as the Samsung Diamonds, so that we're not predictable, and the other countries have to chase us, not the other way round."

Lisa Alexander

Suncorp Super Netball remains not just the standard-setter for global domestic competition, but a delicate balancing act — due to the contrasting preparations required for tournaments as opposed to weekly match play, as well as the exposure to the elite level the unlimited import rule gives the Samsung Diamonds' international rivals.

"It is a great benefit to have the world's best netball league in your own backyard. It makes us work harder in ensuring that we evolve our game as the Samsung Diamonds, so that we're not predictable, and the other countries have to chase us, not the other way round," said Alexander.

The Samsung Diamonds focus for 2019 is firmly on defending the Netball World Cup in Liverpool in 2019. "We have great athletes, coaching and support staff and with the support of our Suncorp Super Netball Clubs I am sure we can deliver a memorable performance.



Netball Australia congratulates Commonwealth Games Australia (CGA) on the performance of the Australian Commonwealth Games team on the Gold Coast. The funding, support and assistance provided by the CGA is essential for the Samsung Diamonds to remain the world's best netball team.



SAMSUNG

AUSTRALIAN diamonds

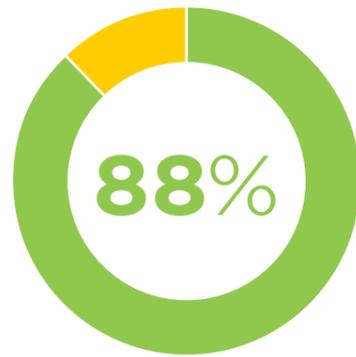
17 GAMES PLAYED
15 GAMES WON
2 GAMES LOST



HIGHEST MARGIN 85
DIAMONDS 108 FIJI 23
COMMONWEALTH GAMES

17 GAMES IN
4 COUNTRIES

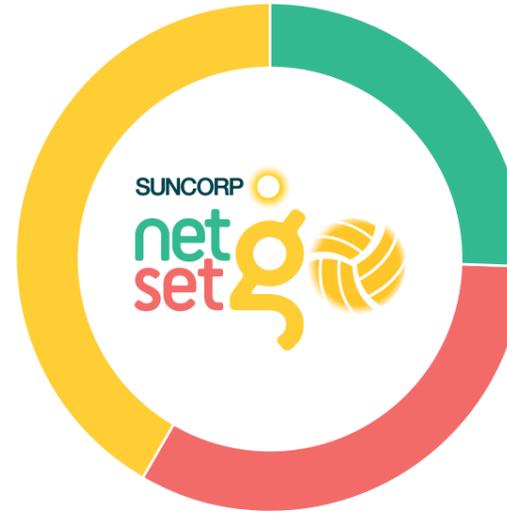
GOALS SCORED



WIN RATE



CLAIMED:
COMMONWEALTH GAMES
SILVER MEDAL
TWO QUAD SERIES TITLES
ONE CONSTELLATION CUP



78,681 Total participants

- 20,224 NET PARTICIPANTS
- 25,768 SET PARTICIPANTS
- 32,689 GO PARTICIPANTS

3,975 Total Suncorp NetSetGO centres

MEMBERSHIP

486,618

Total registrations



110,064

SENIOR REGISTRATIONS

16,658

OTHER REGISTRATIONS

186,782

JUNIOR REGISTRATIONS

BENCH OFFICIALS



47 STATE BENCH OFFICIAL

26 NATIONAL BENCH OFFICIAL

UMPIRES



COACHES

4,320 FOUNDATION

1,073 DEVELOPMENT

217 INTERMEDIATE

58 ADVANCED

2 ELITE

8 HIGH PERFORMANCE

INCLUSION

Participants from CALD communities

22,646

Participants who identified as Aboriginal or Torres Strait Islander

18,515

Participants who identify as having a disability

2,896



NETBALL REMAINS AUSTRALIA'S PRE-EMINENT SPORT FOR WOMEN AND GIRLS. GENERATIONS HAVE GROWN UP PLAYING IT, AND THE INVOLVEMENT AND CONNECTION TO THE GAME CAN BE LIFELONG. YET ALTHOUGH WE HAVE A MASSIVE FOOTPRINT, WE ALSO HAVE AN OPPORTUNITY TO GROW AND TO MOVE FORWARD IN AN INCREASINGLY COMPETITIVE ENVIRONMENT.

Sport Australia's Ausplay data confirms that Netball is bucking the general sporting trend by expanding in the traditional forms of our game. We're the most popular team sport for girls and women aged five to 24 and the most popular form of physical activity for 12 to 17-year-olds. Our sport is found in every Australian city and town, and touches all levels of the community, allowing every woman and girl to shine.

Throughout 2018 we have worked with our Member Organisations on the development of a new National Participation Framework. The Framework is based on a philosophy that places the participant at the heart of everything we do – how we engage with them and consider them in every decision we make about the delivery of netball.

Netball is a community sport, and we want to make the community the hero of our story. The mum, the dad, the umpire, the coach, the volunteer, the teacher – they are the people that shape the netball experience, so we need to recognise them and tell their stories in a more engaging way. From community to elite, there are so many fantastic stories. For some people netball is their life, it's their passion, and it's their gift to the community in providing girls and women with an amazing place to play and a safe place to be themselves.

Netball strives to be representative of an Australia that is changing rapidly. More than ever before, we are embracing diversity through programs such as Australia Post One Netball and events like the Marie Little OAM Shield.

We should be proud of netball's footprint and celebrate the growing opportunity for women and girls to participate in a range of sports. That said, we will continue to expand Suncorp NetSetGO and find ways for netballers to "play their way". Netball is taking massive strides, and shining a light on all that is strong, inclusive and authentic about our sport will underpin future growth.

QUALITY COACHING HAS LONG BEEN A PROUD HALLMARK OF AUSTRALIAN NETBALL, AND IN 2018 SEVEN COACHES GRADUATED FROM THE REVAMPED HIGH PERFORMANCE COACH ACCREDITATION PROGRAM, HAVING SPENT TWO YEARS HONING THEIR CRAFT.

Along with Karly Guadagnin, Sharyn Hill, Brian Lines, Tracey Jeanes-Fraser, Gerard Murphy and Dan Ryan, Christine Vogge has reached the pinnacle of Netball Australia's coaching pathway by completing an expanded course that takes an holistic approach to learning and development, and is tailored to the individual within their own environment.

For Vogge, that incorporated head coaching duties for Brisbane West Tigers in Division One of the Queensland State League and a co-coach role with the Northern Territory Storm in the Deakin University Australian Netball League, as well as a fill-in stint as a Sunshine Coast Lightning assistant in Suncorp Super Netball, where she remains a development coach.

The mother-of-two squeezed in 12 months of coach mentoring, two in-course residential programs and various assignments, while admitting to a subtle change of mindset as she did so. "I was also spending time thinking about why I coach and how I'm doing it rather than just doing it," says Vogge.

As a player, the former Queensland schoolgirls' midcourter and long-time association representative changed direction while still a teenager after discovering so many contemporaries that were bigger, quicker, stronger.

"I was generally a bossy kind of kid, so coaching came a bit naturally to me," laughs Vogge. "I could say 'oh, I could lead a group and give good direction'. But then as I got better at coaching I tried new strategies and new ideas and was prepared to try different ways of doing things."

Thus, a good player realised she would be a better coach, and one who moved swiftly through the ranks. Admission into Netball Australia's "Talented Coach Program" led to several trips to the Australian Institute of Sport to work with junior squads and senior coaches including Lisa Alexander, and from there Vogge was encouraged to enrol in the high performance course.

She was apprehensive, initially, but a three-game stint as a Lightning assistant while head coach Noeline Taurua was away on family leave confirmed she had chosen the right path. "I got a good taste and I thought 'ah, that's really exciting'. Just to see that the hard work I'd done within that high performance program had helped me with the knowledge that I needed, but then to really experience on the day was great."



NETBALL AUSTRALIA'S UNDERPINNING PATHWAY IS THE FAST TRACK THAT HAS HELPED TO PROPEL OLIVIA LEWIS FROM THE NATIONAL 17&UNDER SQUAD LEVEL TO A SUNCORP SUPER NETBALL CONTRACT WITH THE WEST COAST FEVER AT THE AGE OF JUST 19.

The would-be Samsung Diamond believes she has benefitted from early exposure to elite competition against players from all parts of the country and been part of an annual training camp at which the likes of former great Michelle Den Dekker OAM head a panel of specialists assembled by Netball's Centre of Excellence Head Coach Michelle Wilkins.

"It gives you a bit of a taste of the Samsung Diamonds, I guess, and it's definitely made it clear to me that this is what I want," says Lewis, a talented young defender. "Playing for Australia is the dream, that's for sure."

Wilkins' charter is to drive and lead the world's best high performance pathway programs to develop the next generation of elite athletes - critical in maintaining the success of the national program and the Samsung Diamonds' international number one ranking.

"What I've tried to do this year particularly is really build the athletes towards the Samsung Diamonds as their ultimate goal," says Wilkins, a national selector who played six Tests. "A big part of our theming across the camps this year has been 'Netball - the Australian Way*', to ensure that all athletes who come through our system are absolutely sure about what that is."

It is a style that continues to deliver exceptional results, and Wilkins is instilling traditional skills and team-orientated values while increasing the focus on off-court elements such as athlete well-being and personal excellence. A major part of her role includes connecting, supporting and collaborating with the State and Territory Institute and Academy of Sport programs to foster a more united approach and better align with the expectations and values of the Samsung Diamonds' environment.

On-court, international competition against England and/or New Zealand was a feature of both the 17s and 19s camps, involving 36 and 32 netballers respectively and coaches including Den Dekker, Shelley O'Donnell and Samsung Diamonds' assistants Clare Ferguson and Megan Anderson.

Olivia Lewis is among those reaping the rewards, with Wilkins having noted her fellow West Australian's willingness to apply herself and adapt her game. "The biggest jump is in getting young players from national 19s level to Suncorp Super Netball or the Samsung Diamonds squad," says Wilkins. "Olivia's personal growth has probably been the biggest change in the last 12 months, and I think our systems approach to educating has been a big driver of that learning for her."

“It gives you a bit of a taste of the Samsung Diamonds, I guess, and it’s definitely made it clear to me that this is what I want. Playing for Australia is the dream, that’s for sure”

OLIVIA LEWIS



* The official definition: "Netball - the Australian way, is a game of spatial awareness, lightning fast movements, precision passing, dynamic attacking and defending moves, made within a team structure, and culminating in spectacular high shots at goal from anywhere within the goal circle. Either in attack or defence, fast hands, fast feet, quick thinking and explosive speed complete the package."

NETBALL AUSTRALIA'S INVOLVEMENT IN THE AUSTRALIAN GOVERNMENT-FUNDED PACIFIC SPORTS PARTNERSHIP CONTINUES TO DELIVER WONDERFUL OUTCOMES. WITH ACCESS TO RELATIVELY BOUNTIFUL RESOURCES AND EXCEPTIONAL EXPERTISE, THE LEADING NETBALL NATIONS HAVE MUCH TO SHARE IN THE LOCAL REGION FOR THE WIDER GOOD.

So it was that in 2016, in conjunction with the Tonga Netball Association, the University of Sydney and LaTrobe University, Netball Australia conducted a village engagement project in Tonga focusing on the correlation between physical activity and mental health.

From among 400 women within 10 targeted villages, levels of physical activity and netball participation were found to be extremely low. Twelve months after the initiatives were introduced, data painted a compelling picture of all-round improvement - a story captured in the much viewed Tonga Village Engagement video.

"What and how better way is it for Tongan netball to grow than to learn from the best," says Salote Sisifa, Tonga Netball Association General Manager. "It's a beautiful relationship that we've fostered, and Netball Australia have been considerate of the Tongan context of things."

One Tongan villager, Male Saito, spoke of being told that playing netball was "a waste of time" when she could be more productive on home duties, while explaining her fondness for the sport as a way to feel healthy, lose weight, and socialise.

Given that the aim was to introduce sustainable programs that would help to promote healthy lifestyles, there has been considerable progress, but there is also still much work to be done.

Hence the significance of Nita Tauhalaliku's visit to Delhi, India, in August-September 2018 - the first trip of its kind through the Pacific Sports Partnership. The Tonga Netball Association Development Officer spent a week working with the Naz Foundation, an organisation that focuses on Sport for Development through netball and aims to engage and empower women and girls.

Similar challenges exist in Papua New Guinea, where Netball Australia worked with the national federation under the Pacific Sports Partnership between 2012-2014. More recently, Netball Australia and the Papua New Guinea-based, DFAT-funded organisation Equal Playing Field, collaborated with Papua New Guinea Netball Federation on a Sport for Development pilot project to deliver gender-based violence messaging through netball.

The efforts continue, and this important work goes on. Pressure is a privilege, so the saying goes. But it is also true that privilege comes with responsibility, which Netball Australia is embracing with its potentially life-changing work in Papua New Guinea, Tonga and Samoa.



THE BASELINE DATA FOUND:



None of the target villages had netball equipment or playing space



Less than 1% of women played netball regularly



Only 15% of women did any regular activity



and the average was only 16 minutes/week



More than 3 in 4 women were obese and the average weight was 97.5kg



Almost 1 in 3 women had poor mental well-being

The targeted intervention addressed all key barriers to netball participation throughout the 10 villages, with the same data being captured with the baseline data benchmarked at 6 and 12 month milestones. At the 12 month mark, the results were significant and the highlights were:

Average weight loss was



Almost all women felt there was sufficient local community support to play netball



268 minutes per week

Physical activity increased from 16 minutes per week, to....

Mental well-being increased from an average score of 58.9/100, to 79.2/100 based on the World Health Organisation's Well Being Index



THE EVENTS TEAM CAN BE PROUD OF THE BREADTH AND QUALITY OF PRODUCTS DELIVERED THROUGHOUT AN EXCEPTIONALLY BUSY 2018.

A competitive International Test Series encompassed four Tests in three States and Suncorp Super Netball produced what was widely regarded as the best domestic season the sport has seen, anywhere. The Fast5 Netball World Series completed its three-year Melbourne run and NetFest continued to shine in Queensland.

The final of the Marie Little OAM Shield for athletes with an intellectual disability, was showcased as a curtain-raiser to the Constellation Cup in Brisbane, in a triumph for the New South Wales team over South Australia as well as for Netball Australia's strong commitment to inclusion and diversity.

Then in a fitting end to the year our best and brightest stars, headed by Liz Ellis Diamond winner Liz Watson, as well as some of the game's finest athletes, coaches, umpires and administrators, were honoured at the Australian Netball Awards in December.

Earlier in 2018, the Deakin University Australian Netball League (won by the Tasmanian Magpies) and the 17&under and 19&under National Championships (claimed by South Australia and Victoria, respectively) continued to develop and foster Australia's vast pool of emerging talent.

Some athletes currently advancing along the high performance pathway may have the opportunity to represent the Samsung Diamonds in a home Netball World Cup in 2027. A bidding process will begin in 2019 and if successful would be Australia's fourth, following Perth (1967) and Sydney (1991, 2015).

TESTS

With four domestic Test matches, 2018 provided an opportunity to take international games to regional cities and it was exciting to see both Newcastle and Townsville respond with capacity crowds.

Over 8,000 fans packed Melbourne Arena (formerly Hisense Arena) for the Quad Series double-header, which also integrated a citizenship ceremony. The Samsung Diamonds were dominant in the Constellation Cup in Brisbane, which also featured the final of the Marie Little OAM Shield. The Brisbane Test also provided the opportunity to acknowledge and thank, long-time supporters and Samsung Diamonds fans, His Excellency Governor-General the Honourable Sir Peter Cosgrove and Lady Cosgrove.

FAST5 NETBALL WORLD SERIES

The three-year agreement with the International Netball Federation and Visit Victoria to stage the Fast5 Netball World Series at Melbourne Arena concluded after the 2018 edition in November.

As in previous years the energy levels, colour and enthusiasm for this fast-paced modified-rules competition were undiminished. Now, the International Netball Federation will determine the future hosting rights framework for Fast5 Netball World Series, with the event not due to be staged in 2019, as all international eyes turn to Liverpool and the Netball World Cup.



Liz Watson
2018 Liz Ellis Diamond recipient



“With the quality of athletes and the positive sentiment around netball from government and corporate Australia, we are hopeful that we can increase investment into our current suite of event products and on top of that secure the 2027 Netball World Cup.”

CHRIS SYMINGTON
Executive General Manager of Events

NETFEST

Netball Australia's mass participation event celebrated its eighth birthday with a four-day festival on the Sunshine Coast, where the appealing and accessible format once again attracted over 2,000 participants from around Australia and neighbouring countries making up the 230 registered teams.

Outdoor courts, beach netball, traditional forms of the game and other formats intermingled, with mixed teams among them. The over-arching theme was social, with fun activities, a celebrity match, and the presence of players from the Sunshine Coast Lightning and the Queensland Firebirds. As a collaboration with Tourism Events Queensland and the Sunshine Coast Council, NetFest celebrates participation in the game.

“The quality of play was outstanding across season two of Suncorp Super Netball and there was also a welcome move from 9GEM to Nine’s main channel in a more family-friendly Saturday and Sunday afternoon timeslot.”

CHRIS SYMINGTON
Executive General Manager of Events

Increased crowds (up 13% in the regular season and 25% in finals) and viewership (up 26%) speak to the growing health of the game and a target we will aspire to in subsequent years.

The average match viewership on Nine of 135,000 fell slightly short of the 2018 KPI of 150,000. Netball Australia continues to set itself ambitious stretch targets in attempt to fast track growth before the expiry of the current broadcast deal with Nine and Telstra late in 2021.

After some robust debate, the risk of introducing a new system that awarded teams a bonus point for every quarter won was rewarded by positive fan feedback, with over 70% of post season survey respondents believing the innovation added to the excitement of games.

The Suncorp Super Netball Competition Committee was established in 2018, its members drawn from across the major stakeholders, including coaches, players and administrators. The group met at key times throughout the year in an attempt to streamline and improve the agility of the decision-making process.

The grand final in which Sunshine Coast Lightning defended its title 62-59 against the vastly-improved West Coast Fever was a fitting climax witnessed by a record crowd of 13,722 at Perth Arena. Only the Hopman Cup’s marquee attraction, tennis great Roger Federer, drew more sports fans to the venue in 2018.



**RECORD
ATTENDANCE**

Netball's media footprint continues to grow across a variety of platforms. We now have stronger connections with our audience and an increased understanding of who they are, what information they want, and how best we can deliver it.

There has never been a more competitive sports media landscape in Australia and, as a proud trailblazer, we are continuing to lead the way as women's team sports enter a new and more professional age.

Our metrics are compelling: for example, a successful second season of Suncorp Super Netball generated a 26% rise in cumulative broadcast numbers to 6.7 million nationally after the move to two games per week to the Nine primary channel.

Clearly, at a time of overdue and unprecedented investment and interest in female-driven domestic leagues, netball remains at the forefront. But with that position comes a desire to keep expanding, pushing the boundaries, solidifying existing partnerships and cultivating new ones in order to spread the netball message.

"The overall exposure of netball in media has definitely grown, and that's something we want to continue to push and help influence moving forward," says Spencer Retallack, Netball Australia's Executive General Manager of Media.

"There's an important narrative around being the leading female sport in the country because our athletes are world class and they deserve the recognition they get."

Creating deeper connections with the netball community has been a key priority for the media pillar in 2018.

DIGITAL AND DATA

In 2017, digital, data and customer were identified as two of five key strategic growth areas. There has since been an investment in more effective technologies and specialised skill sets to help develop and build better experiences for our digital audience. In order to increase viewership and engagement with the content we create, we need to tell our story more effectively.

The Netball Live Mobile App is a prime example, having undergone a significant user-friendly redesign. While still servicing the three main products of Samsung Diamonds, Suncorp Super Netball and Fast5 Netball World Series in 2018, the app is now a lot easier to navigate and discover content based on customer preferences.

Thus, during the Suncorp Super Netball season, the Netball Live App was themed and styled towards Suncorp Super Netball; fans could still consume Samsung Diamonds content. Similarly, during the various international series, the Samsung Diamonds became the focus. It allows Netball Australia to push out content specific to those products, but it's a much simpler user journey.

The numbers back that up. Total subscriber numbers on the Netball Live Mobile App grew by 50% in 2018, and we saw over 35 million minutes of the 2018 Suncorp Super Netball season viewed live and on demand across Telstra and 9Now platforms including the Netball Live Mobile App.

The content focus was less around on-court events and standard offerings such as match previews/reviews, and more around story-telling as we fed the burgeoning appetite for human interest and personal player narratives. Mirroring the spike in other sports' digital audience during the equivalent annual trade period, netball's most-consumed content for the year involved post-season player movement.

As with other sports, the trading and free agency period gave fans something to talk about. They're interested in more than just what's occurring on the court; they want to understand the background of our players, the off-court lifestyles of our players and their journey to becoming elite netballers.

The dedicated Suncorp Super Netball website jumped from an average of 100,000 users per month in 2017 to 140,000 during the season in 2018. With 2019 representing a Netball World Cup year, we anticipate interest in netball content to be at its peak and our ability to service our audience with engaging content will deliver spikes across numerous products such as Suncorp NetSetGO and Suncorp Super Netball.

BROADCAST

Suncorp Super Netball's move from 9GEM to the main Nine channel was a stunning story of audience growth and reach. Viewership was up by 26% on Nine and 23% up on Telstra's streaming services; an exceptional result for the sport was also a testament to the promotional support and investment from Nine, Telstra and corporate partners. The quality of the broadcast and the role played in educating the audience in game changing innovations as the new bonus points system ensured viewers were captivated from Round One.

An increased focus on promotion outside of the traditional netball channels resulted in greater integration with non-sports programming, including magazine-style morning shows and news bulletins around the country. It's been a unique and successful partnership between Netball Australia, Nine and Telstra, with everyone committed to growing the sport together.

IN 2019, WITH SEASON THREE OF SUNCORP SUPER NETBALL AS A LAUNCHING PAD, THE NETBALL WORLD CUP SHOULD PROPEL US TO EVEN GREATER HEIGHTS. THE WORLD CUP SERVES AS THE IDEAL OPPORTUNITY TO INSPIRE THE NEXT GENERATION OF NETBALLERS FROM GRASS ROOTS RIGHT THROUGH TO THE ELITE PATHWAYS WITH A SPECIFIC FOCUS ON CROSS-POLLINATING GRASS ROOTS PRODUCTS SUCH AS SUNCORP NETSETGO INTO SUNCORP SUPER NETBALL COVERAGE.

BRAND

Netball Victoria joined Netball Australia and all other State and Territory Member Organisations, adopting Netball's One Brand visual identity, whilst the Samsung Diamonds brand continued to resonate with a growing number of fans.

Australians have a deep affection for the nation's sporting teams and place a high value on success - although not at the expense of fair play and integrity or upholding the spirit of the game.

The Samsung Diamonds have for decades epitomised all that is admirable in our sports stars, and they continue to be exceptional role models for younger generations - including, but not limited to, those who aspire to wear the famous green and gold dress.

Independent research conducted by True North confirms that few Australian teams have earned greater public regard and respect than the Samsung Diamonds, boast a deeper emotional connection or a higher percentage of supporters who admit they are proud to call themselves fans.

Commercial partners, too, can recognise the benefits of leveraging not just the team's results over a sustained period, but the qualities and values they collectively represent.

There has been notable progress in expanding the footprint into mainstream media channels, helped by the exceptional quality of Suncorp Super Netball and netball's status as the premier sport for girls and women, in a nation embracing what has been a relatively recent phenomenon.

As interest in sport played by women grows, our job is to make sure that netball is well-represented in mainstream media, not only because it showcases the best netball in the world, but that it plays a pivotal role in empowering girls and women, and connecting communities.



THE AUSTRALIAN SPORTS LANDSCAPE CHANGED FOREVER IN 2017, FOR WOMEN MOST DRAMATICALLY OF ALL. WITH THIS UNPRECEDENTED TEAM SPORT REVOLUTION CAME BOTH CHALLENGES AND OPPORTUNITIES - AND THE NEED FOR NETBALL TO ADAPT.

The launch of the ground-breaking Suncorp Super Netball competition, complete with the landmark broadcast deal with Nine and Telstra came in the same year as the inaugural AFL Women's competition, and cricket's declaration of its desire to become the leading women's sport.

Thus, in order to maintain its leadership position in this bold new competitive world, netball recognised that the time for organisational restructure had come.

"It was just thinking differently about how we delivered the business and increasing our capability across the board within our resource constraints," says Netball Australia CEO Marne Fehner, who succeeded Kate Palmer in April, 2017. "We might be smaller, but we're as ambitious as every other professional code."

The new structure would be built around the "Four Pillars": Sport, Events, Media and Business Services, led by three Executive General Managers and Deputy CEO Nadine Cohen. It would be designed to showcase improved interaction with netball's products and reposition key stakeholders at the forefront. Along with the key high-level appointments there would be a streamlined and more cohesive, collegiate approach, with silos dismantled and the focus narrowed.

The shift in thinking extended to embedding marketing and partnership management within the product pillars, rather than in separate departments. As the walls came down, up came the positive numbers in the staff survey that revealed that 89% of employees were proud to be working at Netball Australia, and identified its three greatest strengths as culture, teamwork and diversity of talent/talent of workforce.

Deputy CEO, Nadine Cohen believes the significant organisational transformation rolled out in 2018 has put Netball Australia in an ideal position to take the sport forward, with the engaged and committed workforce as the major asset.

More broadly, the key shift in 2017 and 2018 was the increased investment by traditionally male sports into their women's leagues. While business as usual would have retained netball's position as the number one female sport, commercial and fan opportunities lost may never have come again. "What was a really significant cultural shift also enabled us to stretch our thinking and stand together as one organisation rather than as separate work groups," says Cohen.

Meanwhile, the broader sport and entertainment environment was starting to take more notice of sport that women play. With the dissolution of the Trans-Tasman League, Australian netball had regained control of its own destiny. Then, through its broadcast partnership, the focus moved to netball as a whole business rather than individual product areas.

"As an organisation, it's enabled us to focus more on our strategic direction," says Cohen. "This has meant that we've invested in our workforce, we've empowered that workforce to make decisions, and we've stretched ourselves."

"We've got out of our comfort zones, we've been curious in our decision-making, we've been ambitious in our priority projects, and in our focus on growth."



Thus, a traditional sporting organisation is repositioning itself to have an impact on society by not only changing the conversation about women in sport, but Australian women everywhere - the revolution continues.



NADINE COHEN
Deputy CEO



The commercial lens that frames Netball Australia's business strategies continues its focus on two key underpinning objectives: getting more people playing our game, and more people watching it.

The foundations are as strong as the opportunities are bountiful. As the number one female sport in terms of participation, attendance and viewership, we have an unrivalled platform to engage with primarily women nationwide. With that position comes both purchasing power and the privilege of influence.

Our back-story is instructive, and all the indicators point to a bright future. We are two years into a landmark five-year broadcast deal with the Nine Network and Telstra. Ratings and crowd numbers are rising significantly year-on-year. There are almost 1.2 million netball players nationally and, of almost 4 million fans/consumers, close to 42% per cent describe themselves as "avid" fans. Engagement and sponsor-loyalty metrics are high.

Streamlined commercial negotiations which under the new broadcast partnership with Nine and Telstra include both sponsorship and broadcast benefits, guaranteed exclusivity and the creation of bespoke content and brand messages for the broader netball community – an approach that is now being used as a model for other sports.

Netball's Chief Commercial Officer, David Lee acknowledges that "we have a very contained and stable suite of partners who receive exclusivity in the broadcast across any Suncorp Super Netball or Samsung Diamonds content. It means that we, Netball Australia on behalf of netball in Australia and our broadcast partners, can sit down with a potential partner from a shared marketing platform perspective. We can truly meet the partner's objectives, using the full suite of assets that we have at our disposal collectively to amplify that message."

"That's been very well received by brands like Suncorp, Nissan, Deakin University and Samsung. Ultimately, they want to invest in netball because it's the biggest sport for girls and women in this country with a growing fan base and broadcast audience."

The partnership with financial services giant Suncorp is an example of a true, valuable, and flexible partnership. A partnership that has extended in 2018 to support a number of State and Territory Member Organisations, while the "#TeamGirls" promotion emphasises the importance of female role models and ongoing participation in sport.

The Suncorp Super Netball collector cards – the first of their kind for a women's sport in Australia were launched in 2018 – sold over 60,000 packs. Distribution for the collector cards will increase in 2019, providing the opportunity for increased consumer engagement and a greater connection with young participants and fans.

Auto, consumer electronics and retail food were among the other market segments targeted, and specific brands identified with complementary values as well as – crucially – a willingness to leverage their involvement in the sport in which they have invested so significantly. Samsung's 'Rethink Role Models' campaign has won global acclaim. Nissan has also gained strong traction down through to the community level.

"It's been about helping to amplify the awareness and reach of netball in terms of more people playing and more people watching. Who are the brands that can really help us extend the reach of netball and connect with our participant and fan-base in a meaningful way?"

NEW PARTNERSHIPS IN 2018 INCLUDED HERTZ, MONDELEZ (CADBURY FUNDRAISING) AND REBEL SPORT, THE LATTER HAVING RECENTLY SIGNED A NEW, EXTENDED DEAL THAT INCLUDES RAISING NETBALL'S PROFILE WITH BRANDED LICENSED MERCHANDISE THROUGH FLAGSHIP STORES. INDEED, NETBALL AUSTRALIA'S REVENUES HAVE TRIPLED SINCE 2016 AND THE SPORT IS OPTIMISTIC ABOUT CONTINUING THAT TREND INTO 2019.



6

MEMBER ORGANISATIONS



The Member Organisations play a vital role in leading, managing and delivering netball in their respective State or Territory. 2018 has been a significant year of growth, development and innovation across all aspects of netball.

Member Organisations delivered substantial achievements through:

NETBALL ACT



PRESIDENT:

Louise Bilston

DELEGATES:

April AGM - Louise Bilston, Peter Marshall, Benita Bittner.

December Forum - Louise Bilston, Benita Bittner

CEO:

Benita Bittner

MISSION:

Netball ACT will know they have achieved their vision to be a leader in the ACT, when netball is the sport of choice for young girls and women of all backgrounds across the ACT and everyone has the opportunity to be involved in the sport in a way that brings them engagement and belonging. Netball ACT will operate under leading business practices and good governance models and in doing so will be a leader with influence in the ACT sporting industry.

HIGHLIGHTS IN 2018:

- Canberra GIANTS came 2nd in the Deakin University Australian Netball League competition going down to the Tasmanian Magpies by 1-point in the Grand Final.
- U17 and U19 State Teams finished 6th at the 2018 National Netball Championships held in Adelaide. Eliza Burton was named in the 19&Under Australian Squad and Holly Hancox and Malia Harrison were named in the 17&Under Australian Squad.
- Sharyn Hill, Head Academy Coach and 2018 Canberra GIANTS Co-head coach, achieved her High-Performance coaching accreditation.
- Netball ACT inducted Carmel Weatherburn and Robyne Houston as life members. The first life members since 2005.
- Robyne Houston won the 'WIN News Canberra Outstanding Service to Sport Award' at the 2018 Canberra Sport Awards hosted by Sport and Recreation for her commitment to netball in the ACT spanning over 50 years.
- Netball ACT welcomed new naming rights sponsor to the Netball ACT Junior Championships, Capital Chemist. The Championships were expanded in 2018 competition by adding in a Division 3 to the 11s, 12s and 13s age group and including a 17s age group division.
- The State League competition included for the first time a Mens' division, with Arawang Netball Association winning the inaugural title.

- Social competition remains strong with over 200 teams (4,500 players) competing in adult competition and the after-school junior social competition expanding across all school terms.
- Implementation of the Coaches in the Field initiative saw over 70 coaches, umpires and athletes participate in professional development opportunities facilitated by former Olympian and renowned presenter Bo Hanson. Further, another 86 coaches participated across all District Associations in coach development initiatives facilitated by Jill McIntosh and Sue Hawkins.
- Netball ACT piloted a multicultural outreach program which saw over 300 people become involved in netball activities who had never participated in netball before.
- Netball ACT participated in 'Steptember' to help raise awareness for the Cerebral Palsy Alliance. 92 teams across 6 netball associations participated raising over \$10,700 for the charity. Netball in the ACT won the national award for 'Highest National Fundraising Sports Group' for its achievements.
- Netball ACT improved governance processes by electing a Finance and Risk committee, a District president Advisory committee and implemented a new finance system.
- New board members were elected at the 2018 AGM, Peter Marshal OAM, Zoe Lynam and Dana Assenheim. Louise Bilston was re-elected as President and Cathy Toze was elected as Vice President.

NETBALL NSW



PRESIDENT:

Wendy Archer AM (until 24 March 2018)
Louise O'Sullivan (from 24 March 2018)

DELEGATES:

April AGM - Louise Sullivan, Carolyn Campbell
December Forum - Louise Sullivan, Carolyn Campbell, Christine Feldmanis (Sat/Sun), Diana Fraser (Mon)

CEO:

Carolyn Campbell

MISSION:

Netball NSW will provide to the NSW community sporting leadership and partnership through netball education and training programs, an extensive range of competitions and national success. It will be achieved through professional management and support to all administrative levels involved with the game so that these entities are financially viable.

HIGHLIGHTS IN 2018:

SUNCORP SUPER NETBALL

- GIANTS Netball won Minor Premiership in Suncorp Super Netball 2018.
- GIANTS Netball Memberships: 3,137 in 2018 - up from 2,473 in 2017 (Increase of 27%).
- NSW Swifts Memberships: 2,720 members in 2018 - up from 2,279 in 2017 (Increase of 19%).
- GIANTS Netball Social Growth: Facebook (19%), Twitter (44%), Instagram (62%), YouTube (168%).
- NSW Swifts Social Growth: Facebook (6%), Twitter (12%), Instagram (19%), YouTube (39%).

- NSW Swifts scored 8.5/10 Game Day satisfaction (up from 7.7 year on year) in end of season Suncorp Super Netball report conducted by Nielsen.
- 94% of NSW Swifts games attendees said they would go to a game again, up from 87% year on year - from same Nielsen report.
- GIANTS Netball scored 8.6/10 Game Day satisfaction (up from 7.8 year on year) in end of season Suncorp Super Netball report conducted by Nielsen - 93% of GIANTS Netball game attendees said they would go to a game again, up from 88% year on year - from same Nielsen report.

GRASSROOTS AND VOLUNTEER WORKFORCE

- 50th Hosting of Netball NSW State Age Championships (almost 3,000 players, representing 300-plus teams from 88 Associations took part across four venues: Liverpool, Camden, Inner Western Suburbs & Eastwood Ryde).
- 50th Hosting of Netball NSW State Championships (1,000 players representing 96 teams from 71 Associations took part in Gosford).
- In 2018 the TAFE NSW Schools Cup had over 15,000 participants from 530 schools throughout NSW, a 19% increase on the 2017 number of 12,600 participants.
- In 2018 Netball NSW had an incredible year with six coaches obtaining their Elite Coach Accreditation. In the past five years the organisation only had two new Elites so six accredited in 2018 is a remarkable achievement.
- 507 New National C umpires, 3 National A umpires (2 from regional areas: Orange & Newcastle) accredited.
- The Netball NSW Premier League returned for its third season at the Genea Netball Centre, with two new Champions (Opens: Central Coast Heart; U20s: North Shore United). The competition attracted more than 250 live stream views across the Premier League website, Netball NSW social channels and BarTV Sport's social channels.
- Over 114,500 MyNetball registrations to end of October 2018, an increase in excess of 1,500 registrations compared to the same period 2017.
- Netball NSW financial turnover in 2018 was approximately \$15.5M an increase of over \$700K on 2017 with the organisation on track to record a small surplus/profit for the fifth year in a row.
- Genea Netball Centre had a record 250,000+ players and visitors attend the centre in 2018 and the venue hosted the Mens' and Mixed National Netball Championships, Invictus Games and Mens' Wheelchair Rugby World Cup, along with pre-season fixtures involving GIANTS Netball, NSW Swifts, Adelaide Thunderbirds, West Coast Fever and the England National Team.

INCLUSION SPACE

- Hosting of Indigenous High Performance Camp and Indigenous Coaching Courses.
- Hosting of All-Ability Gala Days across NSW to promote a love of netball and encourage people of all Abilities to have a go at the sport.
- Hosting of first ever Suncorp Super Netball Indigenous round (Round 10 - Giants Netball v NSW Swifts at the ICC in Sydney's CDB)
- NSW were Champions of the Marie Little OAM Shield for the fourth year in a row in 2018.
- Introduction of Walking Netball to ensure that anyone can play the game regardless of age or fitness level with fun, laughter and camaraderie the focus.
- Hosting of Oceania Cup - a competition which focuses on, but is not limited to, the Pacific Island community across NSW.

- EmpowerPlay: a new program built for affiliated Clubs and Associations to increase self-confidence and generate awareness of individual's strengths to embrace better teamwork, to increase participation and member retention in the sport across NSW.

NETBALL NORTHERN TERRITORY



PRESIDENT:

Catherine Sansom

DELEGATES:

April AGM - Catherine Sansom, Neil Forsyth, Mark Coffey (Observer), Shelley Haynes
December Forum - Catherine Sansom, Neil Forsyth, Ian Harkness

CEO:

Shelley Haynes (until 24 August 2018)
Ian Harkness (from 28 August 2018)

MISSION:

Maximise opportunities for the NT community to be involved in netball in a way that brings them good health, recognition, inspiration, achievement, enjoyment and a sense of belonging.

HIGHLIGHTS IN 2018

- The Territory Storm experiencing a victory in the ANL competition.
- The building of the new Territory Netball Stadium.
- Increased delivery of the sport to regional NT communities.
- Increased participation numbers in the Indigenous Carnival.

NETBALL QUEENSLAND



PRESIDENT:

Jane Seawright

DELEGATES:

April AGM - Jane Seawright, Tony Jermyn, Catherine Clark
December Forum - Jane Seawright, Ian Fullagar, Catherine Clark

CEO:

Catherine Clark

VISION:

To become a world-leading sports organisation, respected for transforming lives through Netball.

HIGHLIGHTS IN 2018:

- Total registrations in MyNetball of 72,572 an increase of 17% over 2017.
- Over 10,800 students in 184 schools participated in Suncorp NetSetGO Sporting Schools program.
- The 4th Annual Netball Queensland Leaders Conference was held in March with 180 members attending.
- The Horizon Three Project (business transformation) went into its fourth year focusing on sports governance and delivery. A comprehensive consultation program was delivered between March and October including 25 face-

to-face consultation forums, fortnightly teleconferences and a full-day Members Forum involving 121 people. Members endorsed a new operating model for in-depth design and piloting in 2019. A "Test and Learn" phase commenced in November with 14 Early Adopters from Clubs and Associations selected to participate.

- The successful marketing and sale of Netball Queensland premises at Moorooka in readiness for the relocation to the new \$44.6 million State Netball Centre in early 2019.
- Netball Queensland President Jane Seawright was announced as 2018 Queensland Sport Volunteer of the Year at the Queensland Sport Awards,
- The Queensland Firebirds recorded the highest game attendance numbers and largest broadcast audience for the regular Suncorp Super Netball season.
- Both Queensland-based Suncorp Super Netball teams qualified for the Suncorp Super Netball finals in the same year for the first time.
- The Diamond Spirit program continued across four remote communities in Far North Queensland providing over 800 children in Yarrabah, Aurukun, Mapoon and Napranum an opportunity to participate in Suncorp NetSetGO programs, after-school training and a Community Sport Carnival in Weipa.
- An Organisational Design project was undertaken to prepare Netball Queensland for the transition into venue management from 2019 and best position the organisation to perform sustainably into the future.

NETBALL SOUTH AUSTRALIA



PRESIDENT:
Graeme Gilbert

DELEGATES:
April AGM – Graeme Gilbert, Leanne Grantham, Megan Carter (Observer), Ben Scales
December Forum – Graeme Gilbert, Leanne Grantham, Ben Scales

CEO:
Ben Scales

PURPOSE:
Netball SA will provide opportunities to enrich lives through the power of our sport.

OUR 2021 AMBITION:
Netball SA is a successful, respected, and influential sporting organisation.

HIGHLIGHTS IN 2018:

- A review of the Netball SA Strategic plan was undertaken, and a new plan launched with *Game Plan: 2021* to set the direction for the organisation for the next three years.
- The 17/U and 19/U South Australian teams competed at the National Netball Championships hosted by Netball SA in April 2018, with the 17&Under taking out their third gold medal in a row and the 19/U taking home silver.
- After impressing at the National Netball Championships, 12 South Australian U/17 and U/19 players were selected in their respective national squads. Five South Australians playing in the Suncorp Super Netball were selected by the national selection panel after demonstrating the capability and potential to progress to the Samsung Diamonds squad within the next three years.

- A Volunteer Management Plan for associations and clubs was launched in April, with the aim of assisting associations and clubs to attract, engage and retain volunteers.
- Suncorp NetSetGO participation increased by 10% and registered Suncorp NetSetGO centres increased by 5%.
- Over 1,200 children participated in newly-branded Adelaide Thunderbirds School Holiday Clinics across the year, a 72% increase from 2017.
- A strategic partnership was announced with SEDA College, a new high school to Adelaide in 2019, that has a curriculum designed for SACE students who want to pursue a career in the sport and recreation industry.
- Priceline Stadium recorded 350,000+ visits for the year, demonstrating its place as the vibrant home of community netball in South Australia.
- The SA Rubies took home the silver in the Marie Little OAM Shield held in Brisbane in October, narrowly missing out on the gold by just two goals.
- Commercial revenue grew by 23% across sponsorship, membership, ticketing, hospitality and merchandise.
- The Netball SA male participation strategy continued to focus on providing pathways for boys and men to play, coach or umpire netball, with key achievements for the year being the South Australian Mens' and Mixed Netball Association affiliating with Netball SA and a Junior M League launched to provide for opportunities boys aged 12 to 16 to continue to play the game.
- The Stage 1 redevelopment of Priceline Stadium commenced, made possible by the \$6.1 million in grants from the South Australian government.
- Netball SA's partnership with premier partner Priceline Pharmacy was extended by two years until the end of 2020. This partnership provides support across both Netball SA programs and the Adelaide Thunderbirds.
- Despite a challenging year on-court, sell-out crowds were recorded at three Adelaide Thunderbirds home games, with strong attendance at the other games, including 6,000 people at the Round 10 match at the Adelaide Entertainment Centre.

NETBALL TASMANIA



PRESIDENT:
Liz Banks

DELEGATES:
April AGM – Liz Banks, Marjory Kerslake, Aaron Pidgeon
December Forum – Liz Banks, Kevin Hyland, Aaron Pidgeon

CEO:
Aaron Pidgeon

PURPOSE:
To lead the growth of Netball as a sport of choice for Tasmanians; to provide inclusive, safe and diverse participations options; and to promote health, wellbeing, respect and confidence in our participants.

HIGHLIGHTS IN 2018:

- Elite Netball was played in Tasmania on three separate occasions;
 - Magpies Netball playing GIANTS Netball in a practice match in February;

- Magpies Netball, Wales, Northern Ireland and the Tasmanian Magpies in a pre Commonwealth Games practice tournament in March; and
- Magpies Netball playing Firebirds in an Suncorp Super Netball roster match in June.
- The Tasmanian Magpies won the 2018 Deakin University Australian Netball League Premiership and Tasmanian Kelsie Rainbow was promoted to a Training Partner position with Collingwood Magpies Netball.
- 309 Umpires and 80 Coaches statewide participated in education sessions. 26 new Umpire badges were awarded, two new Bench Officials were accredited, and 51 Coaches began new accreditation programs.
- Umpires were for the first time integrated into Elite Development Programs along with athletes.
- Two Coaches were awarded Elite accreditation taking the total number to four, along with two High Performance accredited coaches.
- RACT Insurance committed to sponsor the Tasmanian Netball League for another four years from 2019 to 2022 inclusive, including funding to continue to live stream the TNL Grand Final.
- The Tasmanian State Government has committed continued funding to Netball Tasmania for a further four years from 2019 to 2022 inclusive.
- The Tasmanian Netball Hall of Fame was launched with the inaugural induction to take place in 2019.
- The number of participants in the Sporting Schools program increased by over 200%.
- Suncorp NetSetGO participation experienced growth for the second consecutive year.
- Use of MyNetball grew significantly with all Associations now using for most, or all, participants registration. This should position Netball Tasmania to move to online self-registration by 2020.
- Development of a new Netball Tasmania Strategy 2019-2022.
- Netball Tasmania developed partnerships with both Good Sports and Speak Up Stay Chatty to launch physical and mental health and wellbeing initiatives in the Tasmanian Netball community.

NETBALL VICTORIA



PRESIDENT:
Richelle McKenzie

DELEGATES:
April AGM – Richelle McKenzie, Marlene Elliott, Wendy Frost (Observer), Rosie King
December Forum – Richelle McKenzie, Marlene Elliott, Rosie King

CEO:
Rosie King

MISSION:
We exist to enrich Victorian communities through the sport of netball.

VISION:
More people involved in netball more often.

VALUES:
Teamwork, Accountability, Integrity, Innovation, Empowerment.

HIGHLIGHTS IN 2018:

- Through the ongoing advocacy work to all levels of government, Netball Victoria secured \$64.6 million for the redevelopment of the 'State Home of Netball', the State Netball & Hockey Centre – the biggest investment in netball in the nation's history.
- Netball Victoria's Gender Regulation and Promoting Male Participation in Netball Policy was approved and with the cooperation of affiliates, will be implemented across the state from 1 January 2019.
- After consultation with the Victorian netball community and other stakeholders, the 2019-2022 Strategic Plan was released with a new vision to grow and diversify revenue streams, in order to reinvest more into the netball community each year.
- Netball Victoria revealed a new logo to align with Netball Australia and all Member Organisations.
- Four Victorians represented Australia at the 2018 Gold Coast Commonwealth Games.
- Seven Victorians were named in the 2018/2019 Samsung Diamonds squad in the lead up to next year's World Cup in Liverpool.
- Melbourne Vixens midcourter, Liz Watson was awarded the Liz Ellis Diamond and International Player of the Year.
- Six Victorian netballers were named in Netball Australia's 2018/2019 National Talent Squad, identified as some of Australia's brightest emerging talent.
- Victoria's 19/U team claimed their third consecutive title at the National Netball Championships.
- 10 Bupa Victorian Netball League licensees were announced for the next four years of competition.
- Victorian Fury goaler and Melbourne Vixens training partner Rahni Samason was named the Deakin University Australian Netball League Most Valuable Player.
- The re-elected Labor government committed \$2.8 million over four years to employ game development officers at netball hubs across the State.
- The Zone Academy program was re-launched as the Netball Victoria Talent Academy, allowing greater access to players in regional areas to ensure athletes are developing and being exposed to quality coaching for progression through the pathway.
- In partnership with the Korin Gamadji Institute (KGI), the Melbourne Vixens wore their first Indigenous dress, designed by Gunditjmarra, Yorta Yorta, Dja Dja Wurrung and Bunitj woman, Nakia Cadd.
- Tim Marshall was awarded his All Australia (AA) Umpire Badge.
- Netball Victoria's Schools Championships celebrated 50 years, with over 4,500 students pulling on a bib throughout the competition.
- The Multiple Disbursement Gateway (MPS), commonly known as Split Payments, was launched reducing the administration involved in registering members for our affiliates.
- Geelong Netball Club coach Gerard Murphy reached the highest level of coaching accreditation in Australia, achieving his High Performance Coaching Accreditation.
- A 15/U Mixed division was introduced at this year's State Titles.

NETBALL WA



PRESIDENT:

Deane Pieters

DELEGATES:

April AGM – Deane Pieters, Clare Bond, Simon Taylor

December Forum – Deane Pieters, Grant Robinson, Simon Taylor

CEO:

Simon Taylor

VISION:

To be the sport of choice in Western Australia.

HIGHLIGHTS IN 2018:

- Revenues from netball in Western Australia grew to \$11.6 million.
- Netball WA, West Coast Fever and Shooting Stars also saw significant growth from the corporate community, with the number of partners growing to 58, representing \$6.3 million.
- In April, Netball WA launched its 2018-2022 Strategic Plan, 2018-2022 High Performance Plan and 2019 Innovate Reconciliation Action Plan.
- At the Annual General Meeting, delegates voted in favour of adopting the new Netball WA Constitution. This is the most significant governance reform in West Australian netball history, and means that from 1 January 2019, the 11 current Regions will dissolve and voting rights will be awarded to Tier 1 Associations, providing greater insight and access to grassroots netball.
- West Coast Fever finished second on the Suncorp Super Netball ladder, before beating GIANTS Netball to secure their first Grand Final berth. The Club hosted the Grand Final for the first time, with a National League record attendance of 13,722 at RAC Arena. Additionally, a further one million people tuned in on Channel 9.
- West Coast Fever finished the season averaging more than 8,000 people at their RAC Arena games, while the Club was the most watched on TelstraTV.
- The 2018 West Australian Netball League (WANL) season saw the launch of a Men's Division, with four Clubs competing. The West Coast Warriors were crowned Champions following a hugely-popular first season.
- In March, Netball WA opened the expression of interest process for the revamped WANL competition for 2019-2021. In August, Netball WA announced the seven new Clubs that will compete in the competition: East Freo Sharks, Curtin-Hamersley Comets, Rangers, Southside Demons, Souwest Jets, West Coast Warriors, Western Roar, with an eighth to be added for 2020-2021.

- More than 13,000 people attended the 2018 Smarter than Smoking Association Championships over the WA Day long weekend, with almost 270 teams taking part. It was an historical event as two boy's divisions were contested for the first time, while 11 teams travelled from Singapore to compete.
- In October, Netball WA announced the launch of Metro League, which will underpin WANL. More than 50 teams are set to take part in the League, which will see competition in 14U, 16U, 18U and Open Divisions.
- Suncorp NetSetGO continued to flourish, with WA recording the second highest number of participants in Australia, including the most boys playing the sport.
- Shooting Stars opened their seventh and eighth sites in Narrogin and Leonora, respectively. The Program is now affecting genuine change in the lives of more than 350 Indigenous girls across Western Australia.



PRINCIPAL PARTNERS



SUPPLIERS



MAJOR PARTNERS



ASSOCIATE PARTNERS



OFFICIAL BROADCAST PARTNERS



MAJOR EVENTS PARTNERS



GOVERNMENT AND COMMUNITY PARTNERS



HIGH PERFORMANCE PARTNERS





It has been a watershed year for the Australian Sports Commission. We've launched a new public-facing brand - Sport Australia - with a renewed vision for Australia to be the world's most active sporting nation, known for its integrity, sporting success and world-leading sports industry.

This aligns with the Australian Government's long-term vision for sport in this country, outlined in Sport 2030, released in August 2018 by Minister for Sport Bridget McKenzie. Sport Australia will be central to delivering the priorities outlined in this national sport plan.

At the fundamental level, Sport Australia's focus will be on getting Australians moving through sport and, more broadly, physical activity. We want to inspire and activate people across every age, race, gender, cultural background and physical ability. We will continue to build partnerships in the health and education sectors to ensure physical activity is a national priority.

We need to ensure sporting organisations are equipped to make the most of a renewed interest in physical activity, and so we will continue working with sports to improve the workforce capability, governance and partnerships. We want to help sports innovate, connect with existing and new participants in the digital era and provide products that meet current expectations.

The AIS is redefining its role too, leading a united and collaborative high performance system for Australian sport. Success will be measured by Australians consistently winning medals at major international events, but also in the national pride and inspiration generated by our athletes.

Working in partnerships, the AIS will be focused on doing the big system-level things on the frontiers of ethical sporting performance that no other body is naturally positioned to do.

The AIS has launched a new Athlete Wellbeing and Engagement team, focused on supporting athletes to transition through their sporting careers and connect with their communities. We want sporting champions to be positive influencers.

Australia enjoyed genuine sporting success in 2017-18. In challenging times, the Gold Coast Commonwealth Games helped restore Australia's faith in our sports and athletes.

Positions on the podium are wonderful to celebrate, but the narrative is incomplete without humility, generosity of spirit, confidence in what our athletes stand for and how they carry themselves. At the Gold Coast Games, we saw the very best in our athletes, and this display of spirit and integrity is sure to give them the best start to their preparation for the Tokyo 2020 Olympic and Paralympic Games.

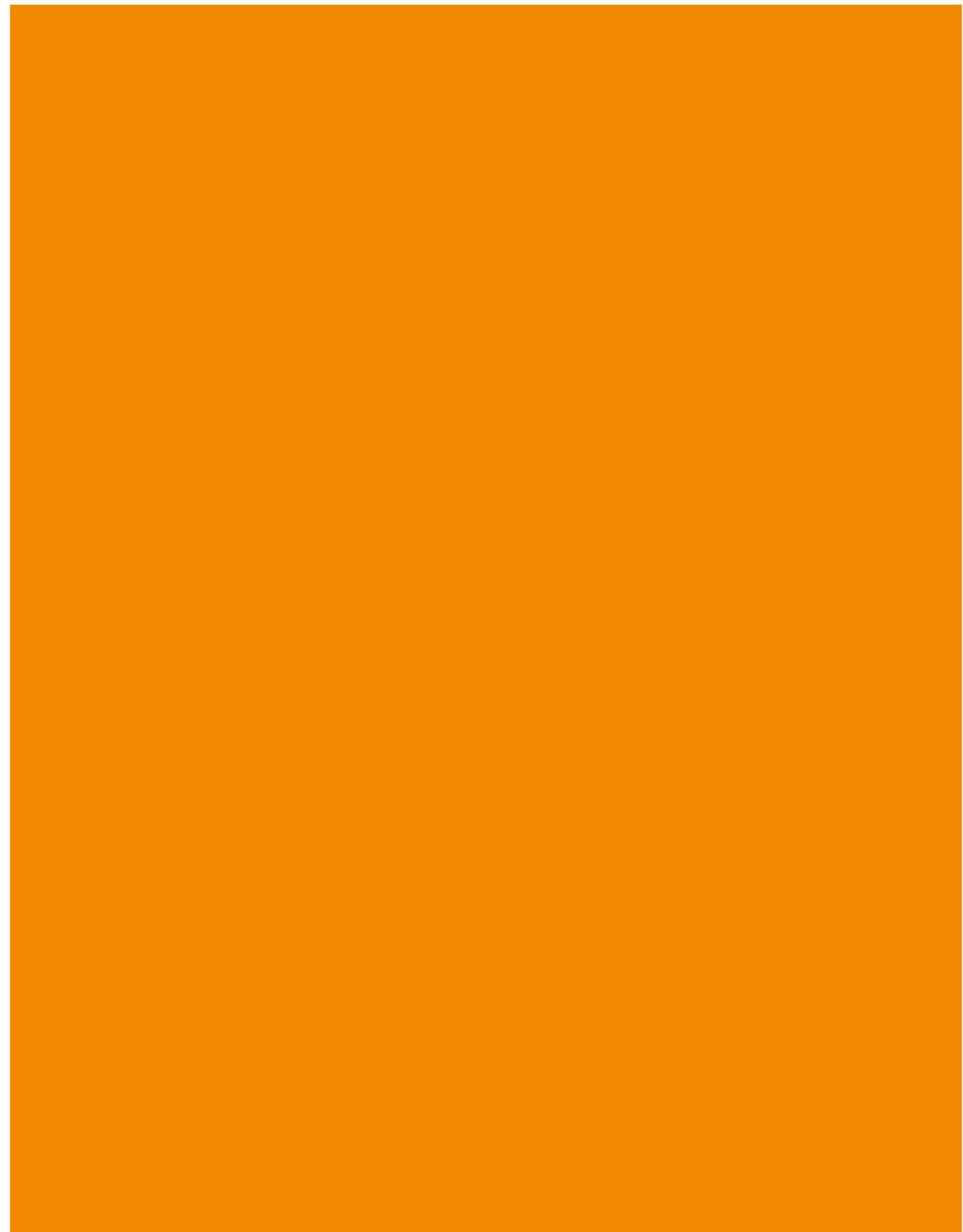
We also had some outstanding performances at the PyeongChang Winter Olympic and Paralympic Games. Australia equalled its most successful Winter Olympics haul of three medals in PyeongChang, two silvers and one bronze medal matching the result in Sochi 2014. It was also our best result at a Paralympic Winter Games in 16 years.

Sport integrity has justifiably gained additional focus in the past year, and is a very important priority for Sport Australia and for Australian sport more generally. We, and everyone involved in sport, owe it to the athletes, coaches, officials, volunteers, fans and the public at large to ensure that Australian sport is fair and clean, and is seen to be fair and clean.

We thank all of our partners - including athletes, coaches, board members and administrators - for your effort and contribution to Australian sport, and your enthusiasm for building a more active Australia. We look forward to continued success and progress together.



John Wylie AM
Chair,
Sport Australia





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