



2011 – 2015 STRATEGIC PLAN

Foster Membership Development for Men's & Mixed Netball across Australia.

- 6 active state/territory members by 2015
- Clear actions for establishing presence in territories and regional areas of Australia.

- Marketing and recruitment campaign to establish working Men's & Mixed committee's in non represented regions.
- Follow up meetings and monitoring of ALL states/regions to ensure continuous activity.
- Regular monitoring and review of agreed goals.
- Ensure representative of each region participates in 6 monthly AMMNA meetings.

Enhance participation growth through the development of a complete player pathway.

- Fast & Furious (Boys: 11-14) competition present in 3 member states by 2015.
- Junior MLEAGUE (Boys: u/18) in 2 member states by 2015.
- Adoption of senior MLEAGUE competitions in each member state.
- Representation from all member states at Australian Championships: 40+ teams by 2015
- Annual International fixture

- Work with respective state netball organisations, liaising with associations to coordinate team entries for F&F competition
- Create and implement strategy to enhance F&F competition with Junior MLEAGUE.
- Create marketing plan to implement MLEAGUE in ALL member regions.
- Firmly establish regimented processes and marketing techniques to guarantee member states enter representative teams in each division of Australian Championships.
- Clearly define state team count targets.
- Create and implement regional representative program for entry in RESERVE divisions of Australian Championships.
- Book, plan and promote international program for 2011 – 2015.

Encourage the strengthening of relationships with the mainstream netball authorities and professional organisations.

- Ensure all members are affiliate members of respective state netball organisations by 2015.
- Establish Memorandum of Understanding with Netball Australia.
- Establish national procurement strategy by 2012 to be implemented from 2012 – 2015.

- Develop strategic plans for each member state.
- Ensure all activities and programs operate without conflicting goals and strategies of state netball organisations.
- Assist state members with affiliation applications, including attendance at any meetings (as required).
- Target key suppliers and negotiate national terms of trade.

Provide a framework for financial sustainability, revenue growth and professional administrative governance.

- Annual reporting of states audited finances.
- Implementation of standardised budget processes.
- Event financial models tailored to produce events that deliver 20% profit versus turnover.
- Affiliations, incorporation, constitution and banking policies strictly adhered to.

- Establish and implement an agreed National & member financial reporting model.
- Australian Championships to operate under a financial model which guarantees suitable financial return for host members and AMMNA.
- Development of commercial sponsorship agreements.
- Implementation of process auditing every 2 years.
- Ongoing assessment and improvement of strategic plan – 6 monthly.