



# Strategic Plan



2021 – 2024 (March 2021)

# ‘We give it a go’

The Southern Districts Netball Association (SDNA) was formed in 1966 and for more than 50 years the association has provided an inclusive environment for netball players of all abilities to play and enjoy one of Australia’s biggest participation sports.

Today more than a million people play in netball teams each week across the country.

SDNA take great pride in providing a community focused pathway into our sport. Whether played for fun and fitness or as part of a structured process to reach the elite level, we welcome teams and players at all levels.

Our successful *No Limits Netball* program allows people over the age of eleven living with a disability to experience our sport, develop new skills and join in a range of activities in a safe and supportive environment.

Our competitions provide a pathway to elite level teams. Many of the association’s players progress to play at various age groups at the state level and in the WA Netball League. Players from our association have progressed to the highest levels of our sport representing the Australian national team, the Diamonds.

We are a volunteer-based organisation that relies on the support, enthusiasm and commitment of the people in our member clubs. We work hard to provide a professionally managed competition and access to the highest quality coaching.

We are innovative and we are constantly looking for new ways to offer a netball experience to members of our local community. We are not afraid to try things and ‘we give it a go’.

This Strategic Plan sets out our direction and intentions for the years ahead to ensure we continue to develop, promote and manage netball in our region.

Purpose	Vision	Values	
<p>We exist to promote, develop and manage netball and to offer an opportunity to all people regardless of skills and abilities, gender, cultural background or social circumstance who want to play our sport.</p> <p>We are an inclusive organisation committed to meeting individual needs. We offer support from the community to the elite level providing programs, pathways and high quality coaching.</p>	<p>To be the leading netball association in Western Australia recognised for our professionalism and excellence, our commitment to inclusion and diversity and our connection to community.</p>	<p>The association and its member clubs are committed to competitions and programs that are built on the foundations of professionalism, fairness, transparency, listening and understanding, community focus, inclusion and diversity.</p>	



Strategic Direction	What we intend to do	The measures of our success
<p><b>Development and growth</b></p>	<p>Establish a club development program to provide education and support to member clubs and individuals.</p> <p>Develop and implement a schools program.</p> <p>Increase the number of association players selected to play at the state level.</p>	<p>A club development program is in place delivering identified outcomes for players, coaches, umpires and officials.</p> <p>A mentoring program for member clubs is provided.</p> <p>Resources are provided to deliver a sustainable program to local schools.</p> <p>Participants in schools programs progress to membership of association clubs.</p> <p>Specialist coaching programs are established to support progression to elite competition.</p> <p>An increase in the number of players from association clubs playing at the state level.</p>

Strategic Direction	What we intend to do	The measures of our success
<p><b>Profile and promotion</b></p>	<p>Establish and maintain strong working relationships with key strategic partners.</p> <p>Identify, secure and maintain sponsorships.</p> <p>Improve the quality, reach and administration of the association's website and social media.</p>	<p>SDNA will work with partners such as the City of Gosnells, member clubs, sponsors and Netball WA to develop and promote netball in our region.</p> <p>A formal sponsorship strategy including sponsorship levels, support and expected return for sponsors and management of sponsor relationships is developed.</p> <p>A range of corporate sponsors are identified and approached.</p> <p>Multi-year sponsorships are secured and maintained.</p> <p>The association's website and social media activity is enhanced and administration improved.</p> <p>There is greater use of social media platforms with increased community engagement.</p> <p>More people will be aware of SDNA competitions and programs.</p>

Strategic Direction	What we intend to do	The measures of our success
<p><b>Competitions and programs</b></p>	<p>Maintain viable winter and spring competitions.</p> <p>Strengthen our premier competition across all age groups.</p> <p>Create and launch a mixed gender competition.</p> <p>Offer a social, mid-week competition.</p>	<p>More teams and more players are competing in the association's winter competition.</p> <p>More teams and more players are competing in the association's spring competition.</p> <p>Competitiveness will improve across all age groups.</p> <p>A mixed gender competition is established.</p> <p>A viable number of mixed teams are playing in the mixed competition.</p> <p>The demand for a mid-week, social competition is defined and if required the competition is established.</p> <p>A viable number of teams are playing in the social, mid-week competition.</p>

Strategic Direction	What we intend to do	The measures of our success
<p><b>Competitions and programs</b> (continued)</p>	<p>Assess member club and community need for alternative competition formats.</p> <p>Develop a range of competitions for the proposed indoor netball facility.</p>	<p>A survey is conducted to assess the level of interest in a range of alternative competition formats.</p> <p>Alternative competition formats are developed and if required competitions are established. In preparation for the establishment of a new indoor netball facility a range of indoor competitions are developed and ready to launch.</p>

Strategic Direction	What we intend to do	The measures of our success
<p style="text-align: center;"><b>Facilities</b></p>	<p>Support the City of Gosnells in the development of an indoor netball facility.</p> <p>Install new lighting on the existing external courts – 1 to 14.</p> <p>Improve car parking at the Langford facility.</p> <p>Upgrade the existing Langford facilities and amenities including toilets and the construction of shade areas.</p>	<p>SDNA will support the City of Gosnells to ensure the development of a new indoor netball centre.</p> <p>In association with the City of Gosnells specifications for new lighting are developed.</p> <p>New lighting on external courts 1 to 14 is installed.</p> <p>In association with the City of Gosnells specifications for improved car parking at Langford are developed.</p> <p>Car parking at Langford is improved.</p> <p>An inventory of required upgrades and improvements of facilities and amenities at Langford is created and priorities established.</p> <p>In association with the City of Gosnells upgrades and improvements are made to toilets, shade areas and other items as required.</p>

Strategic Direction	What we intend to do	The measures of our success
<p><b>Identification and management of risk</b></p>	<p>Develop strategies to deal with the return of COVID 19 lockdowns or other unforeseen events.</p> <p>Develop strategies to encourage the provision of more WA Netball League games and improved pathways to elite competition.</p>	<p>Strategies will be developed to ensure SDNA, its competitions and member clubs are protected and supported in the event of the return of COVID 19 or other unforeseen events.</p> <p>Strategies will be developed to support an increase in WA Netball League games.</p> <p>Pathways to elite completion will be improved.</p> <p>More elite level games will be played.</p>

## The key elements of the SDNA strategy

