



2022 -2025 STRATEGIC PLAN

YARRA NETBALL ASSOCIATION

Prepared by Nikki Burger, Life Sport Journey

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Acknowledgement of Country

The Yarra Netball Association acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners of the land and waters now known as Yarra.

We acknowledge the significant contributions Aboriginal and Torres Strait Islander people make to Australian sport and celebrate the power of sport to promote reconciliation and reduce inequality.

We pay our respects to Elders from all nations, and to their Elders past, present and future.

Strategic Plan for YNA

The 2022-2025 Yarra Netball Association (YNA) Strategic Plan has been prepared by Nikki Burger, Sports Consultant [Life Sport Journey](https://www.lifesportjourney.com.au) for YNA and the YNA community. It captures the vision, themes and detail emerging from:

- The 2021 YNA member insights survey.
- The strategic planning workshop with the YNA Board and Netball Victoria representatives.
- An interview with Karren Clark, Executive Officer Yarra Netball Association.
- Desktop review.



President's message & YNA Background

The Yarra Netball Association (formerly Richmond Netball Association) was established in 1991 in an effort to provide structured netball competitions for the local community including school groups and individual community members.

We commenced junior competitions on an asphalt netball court at one of the local schools with approximately 15 children and as interest grew, we lobbied the local council for a more suitable netball venue within the City of Yarra. After years of lobbying, the Ryan's Reserve complex was built and has been our home ever since. We currently have over 950 registered members.

We run competitions for 9/U, 11/U, 13/U, 15/U, 17/U and Open ladies, as well as a grassroots program for 7- 10 year olds who have little or no netball experience. We have representative teams for the Association's best junior players, a well-established umpire mentor program, as well as delivering coaching courses & workshops.

The biggest achievement in our 30-year history is the re-development of the new courts and pavilion due to be finished March 2022.

We value deeply our affiliation with Netball Victoria. Our future focus must be on participation and growth in all areas of the game in Yarra - this includes players, umpires, and coaches, and our need to develop strategies of getting more children involved in netball post COVID. These aspirations have assisted to anchor and inform our new strategic plan.

Thérèse Barry
President of Yarra Netball Association

YNA snapshot – 2021 YNA member insights survey



Target growth areas and new initiatives of interest

- Primary Schools
- Secondary Schools
- Rock up Netball
- Bring a friend day

First involvement with YNA
52% via friends
29% via school

226 survey responses
29% response rate

Top 4 participation reasons in YNA
71% Fun
59% Fitness
56% connection with friends
22% organised competition
22% Skills improvement

73% think membership can be grown through local primary schools

Words that come to mind when thinking about YNA
58% Organised
50% Community-oriented
42% Accessible
37% Family friendly

What's not working well

18% All is working well
17% Hosting of School Holiday Clinics
14% Promotion of competitions
13% Coaching

Participation barriers

34% Other commitments
33% friends no longer participating
33% school/uni load

What's working well

68% Competition scheduling
37% On-court/player behaviour
37% Quality facilities
33% Officials
31% Age-appropriate activities





Our purpose

Mission

To enrich the lives of the Yarra and nearby communities through participation in Netball.

Vision

Create a thriving, sustainable community for netballers of today and tomorrow.

Values and behaviours

Together, we:

- Provide an ENJOYABLE & SAFE environment for participants
- Act and play with INTEGRITY
- Are RESPECTFUL and INCLUSIVE
- Promote WELLBEING for our community

Our Strategic Priorities

PRIORITY ONE: PARTICIPATE IN NETBALL WITH US

- Attraction: Create entry points into YNA for a diverse range of participants.
- Engagement: Develop junior and youth opportunities, initiatives and programs.
- Retention and sustainability: Continue to build the YNA community.

PRIORITY TWO: JOIN OUR COMPETITIONS, PROGRAMS AND PATHWAYS

- Foster player pathways.
- Foster non-player coach, umpire and administrator pathways.
- Provide attractive and relevant competitions and programs.

PRIORITY THREE: COMMITMENT TO GOOD GOVERNANCE

- Continue to develop, review, update and promote good governance frameworks.
- Provide a safe and inclusive environment for all participants.
- Maintain Incorporation and Netball Victoria requirements.
- Support the Board, set the structure for the future, prepare for succession.

PRIORITY FOUR: BE PART OF OUR FACILITIES AND FUTURE

- Continue to develop and activate our business model.
- Promote netball and inform and engage with members, stakeholders, partners and sponsors via all media and social media platforms.





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