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**INTRODUCTION**

*Ignite a love of Netball*

Netball has a strong presence historically in schools, society and Aotearoa’s dynamic sporting culture consistently ranking as the top sport for women. Netball New Zealand (NNZ) aims to retain current participants and provide new opportunities to attract increased participation in the Youth space.

To identify the challenges facing Youth Participation (11-18 years), NNZ established a working group to represent a National viewpoint to drive a Youth engagement and retention strategy that is nimble and agile in both the development and implementation phase. Sport New Zealand (SNZ) have conducted in depth research that has highlighted the barriers and enablers to youth staying physically active.

NNZ are combining the insights from SNZ with key Netball insights to develop the three-year strategy. With a focus on increasing participation, retention and positive youth development through Netball, the strategy will endeavour to:

**Connect and Empower Youth by providing participant centred opportunities through quality Netball experiences.**

(Netball represents the following elements of the game: players, coaches, umpires, managers, volunteers, supporters and administrators).
Key Outcomes

Increase and retain Participation

Improve accessibility and inclusiveness to future proof Netball

An agile system that meets the needs of youth and the strategy

Positively impact hauora through improving the quality of experience for all

Youth Well-Being “Ignite a Love of Netball”

Youth Engagement and Retention Strategy

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SUPPORT YOUTH FROM A SHARED VISION

EHARA TAKU TOA HE TAKITAHI HE TOA TAKITINI

MY SUCCESS SHOULD NOT BE BESTOWED ONTO ME ALONE, AS IT WAS NOT INDIVIDUAL SUCCESS BUT SUCCESS OF A COLLECTIVE
# EXECUTIVE SUMMARY

## WHAT WE KNOW

### #1 sport played in SECONDARY SCHOOLS

- **JUNIOR PLAYERS**: 67,798
- **SECONDARY SCHOOL PLAYERS**: 37,470

↓ **9.5%**

SINCE 2007

## WHAT THIS MEANS

- There is a significant drop in participation from Junior to Secondary Netball.
- As a sport we need to adapt our delivery of Netball to engage, retain and re-engage Youth.

## Barriers =
- Other Commitments
- Too Busy
- No Energy
- Lack of self-motivation

### 64%

Of Youth Want To Increase their participation in Sport

### 79%

SCHOOL WORK IS THE PRIMARY REASON FOR BEING BUSY

Netball needs to address the barriers to Youth participation and look at "How Netball can be delivered to inspire Youth to stay active."
NNZ have identified Secondary Schools as a key performance driver influencing and providing opportunities to engage Youth actively in sport.

There are many challenges to young people being physically active and NNZ are working collaboratively across organisations to better understand these challenges and more importantly determine where and how key opportunities, alignments of relationships, programmes and key messages can improve the quality of the experience. It is important to consider all levels of Netball that Youth engage in at Secondary School level (Social, Competitive, Emerging Talent and Performance).

NNZ has designed systems and programmes that have successfully provided Netball opportunities that have engaged Youth. It is timely that this success is reviewed and evolved to address the modern-day barriers for youth in sport, whilst celebrating what we already do well. A locally led implementation that aims to adapt to the needs of the youth in each community is a key aspect to deliver Netball that positively impacts on the individual’s physical literacy and overall hauora. NNZ are aware of the challenges that the Netball delivery system faces and acknowledge the importance of supporting and enabling the development of sustainable delivery systems.

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Physical Well being Motivates youth

More time spent Participating in sport

= Health & Well-Being Indicators

Evolving both the systems and product of Netball to be accessible and inclusive will have a positive impact on the well-being of Youth.

**YOUTH ENJOY**

$\$ Pay Per Play

Less Formalised Structures

Social Capital Gained

Keeping Youth at the centre of any changes, enhancing social capital and well-being should be the key drivers of any pilots.

**SCHOOL DECILES**

Deciles

1-5

33% of Secondary School Players

6-10

67% of Secondary School Players

Improving the delivery of Netball to be inclusive and accessible for all, regardless of location or school.

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FOSTER THE KNOWLEDGE OF YOUTH

HĀPAITA TE ARA MĀTAURANGA KIA HAUKAHA TE TIPU Ō NGĀ RANGATIRA MŌ ĀPŌPŌ

CREATE AN ENVIRONMENT FOR YOUTH TO FLOURISH
The Process

Working party established April 2018

Vision Created

Identified Focus Areas to investigate key insights, alignments and systems that provided the foundation of Phase One to drive consultation with key Stakeholders: Centres, Zones, Schools and Youth.

Youth Focus Groups were implemented across the country that enabled youth to communicate their stories by online surveys, writing letters to NNZ and identifying what they want to keep, stop, start in their Netball journey.

Data analysed, and key themes ranked and discussed to priorities actions for the strategy.

SWOT analysis completed, and key themes highlighted

Youth Engagement and Retention Strategy

Development and presentation of strategy for feedback to key stakeholders [Zone Forums, Sports Coordinator conference]
Summary of Findings

Netball has a strong foundation in delivery and a proud history as the predominant female sport.

However, declining youth participation and involvement in Netball over the last two decades means Netball must reconsider how we are going to deliver quality experiences with, and for youth. The key findings show there needs to be a greater emphasis on improving “how we are delivering Netball” to engage youth rather than changing what is delivered.

**STRENGTHS**
- Pathways for all roles in Netball—players, coaches, officials and administrators
- Collaboration
- Community
- Programmes already established: futureFERNS, Netball Smart, Year 7 & 8 player development programme, Cost, Accessibility Umpires
- Culture, History, Participation, Inclusiveness, Transgender, Adaptability, Social capital, Quality sport for females, positive female role models, Centre based running of Netball
- Fun
- Some Strengths were also Weakness for some areas

**WEAKNESSES**
- Lack of youth involvement in Leadership
- Budget Constraints impacts on ability to develop new programmes and cost of Netball for some participants
- Win at all costs attitudes and general sideline behaviour impacting all levels of the game
- Media messages
- No time to challenge rationale and impact
- Burnout of all staff—volunteers, and employees
- Too much structure, uniforms, traditional rules, formalised sport
- Parental influence [attitudes and behaviours]
- Numbers of quality coaches and umpires
- Player workloads

**OPPORTUNITIES**
- Working alongside educators
- Sharing information and insights within Netball and other sports
- Systems and structures - more alignment
- Less formalised participation opportunities
- Parent education
- Technology to deliver resources to modern day learners
- Game design
- Male opportunities
- Accessibility for all societal groups
- Connect with youth regularly for participant led outcomes

**THREATS**
- Appeal of other sports
- Accessibility of opportunities and financial
- Adult influence
- Barriers for late starters
- Technology, youth way of thinking and lifestyle
- Top team systems limits involvement for a wider group of participants
- Less structured opportunities for sport and recreation
- Time and motivation of Youth.
- Other sports providing a better Netball product
Vision: Ignite a love of Netball
Connect and Empower Youth by providing participant centred opportunities through quality Netball experiences.

Establish Youth Advisory Groups
Competitions Framework and Emerging Talent Reviews
Pilot 1: Centre Competition Innovation
Pilot 2: Netball Leaders
Pilot 3: Student Coach and Physical Education Resource
Pilot 4: Male Participation

REFLECT AND REVIEW

Alignment:
NetballSmart, Sport NZ, High Performance Team, Voice of Participant, Survey findings, Cross Code

Pilot 5: Participation Rules
Pilot 6: Year 9/10 Player Development Programme and Game Design
Pilot 7: Umpiring Fundamentals
Continued roll out of Pilot Initiatives and Youth Advisory Groups from Year 1
Competitions Framework and Emerging Talent Stage Two

REFLECT AND REVIEW

Pilot 8: School Support
Pilot 9: Development Programmes for non-rep players
Pilot 10: Year 11 - 13 Game Design
Continued roll out of Pilot Initiatives and Youth Advisory Groups from Year 1 and 2
Competitions Framework and Emerging Talent Stage Three

REFLECT AND REVIEW

Increase and retain Participation
Improved accessibility and inclusiveness to future proof Netball
Positively impact hauora through improving the quality of experience for all
An agile system that meets the needs of youth and the strategy
Improve system capabilities by engaging and supporting schools, centres and zones
RESPOND TO THE LOCAL NEEDS OF YOUTH

KO TE AHUREI O TE TAMAITI KA ĀRAHI I Ā TĀTOU MAHI

LET THE UNIQUENESS OF THE CHILD GUIDE OUR WORK
REFERENCES

1. NNZ Annual Membership return 2017
2. Sport NZ Active NZ 2017
3. Sport NZ Secondary School Review 2018
4. Garry Carnachan – NZSSSC
5. Appendix List for Raw Data [Working Party SWOT analysis, Online Surveys, Youth Focus Groups]
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