

# Sprint Summary and Roadmap

July 2024

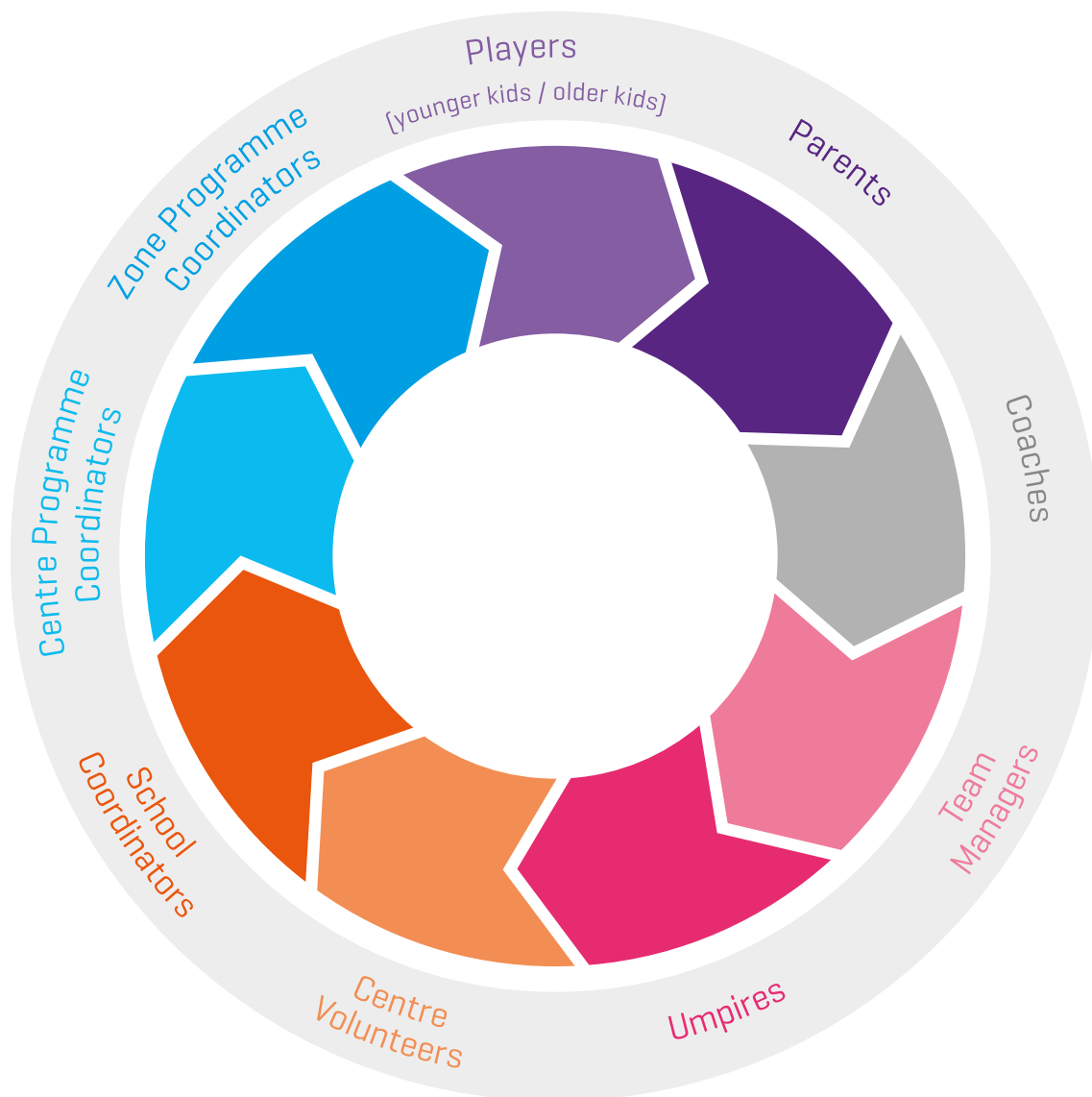


**NETBALL**  
NEW ZEALAND  
POITARAWHITI AOTEAROA

Woolworths   
**futureFERNs**

# Summary

- » Our first design sprint, implemented as part of our customer experience strategy, focused on enhancing the **futureFERNS** junior Netball programme. This initiative aims to grow participation by redesigning the experience for everyone involved.
- » **futureFERNS** was chosen as it has been 10 years since its launch, and 43% of our Netball community is involved in the programme.
- » The project culminated in a comprehensive three-year roadmap filled with innovative initiatives and improvements.
- » We built an in-depth understanding of the needs and motivations of all key audiences involved in **futureFERNS** to develop our findings.



# Background

- » The **futureFERNs** programme, catering to over 60,000 primary and intermediate-aged children, was selected for our first customer experience project. These children play modified sport formats to have more fun and enjoy more passes, more play, and more shots, with a strong focus on skill development.
- » Our goal is to increase participation in junior Netball by enriching the experience for all involved, strengthening relationships, streamlining processes, and leveraging technology.
- » We used a best practice design sprint methodology, engaging in in-depth conversations with over 140 people and holding 21 ideation sessions attended by 95 people.
- » We tested prototype solutions at the Netball NZ AGM and with some of the initial project participants. Our core design team, supported by a Centre Group from various regions, dedicated two days a week for 17 weeks to this project.

## futureFERNs Customer Experience Design Sprint

6

Customer  
Journey Maps

143

Interviews  
Completed

15

Design  
Challenges

11

Prototypes  
[more to come]

43%

of Total Netball  
Community



60,000

futureFERNs  
Players

4%

Growth in  
futureFERNs

Ideation  
sessions 21

Ideation  
attendance  
slots filled 95

6,144

Post-it Notes

19

Core Group / Centre  
Working Group / Netball NZ  
Steering Group

Days in  
Project 40

Completed  
95%

Snapshot as at 21 February 2024



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# Key Findings

- » **Positive Experiences for Kids:** **futureFERNS** is well-researched to deliver great experiences for kids, who primarily participate because it's fun and their friends are involved.
- » **Support Network:** To boost participation, we need to strengthen the support network around kids, including parents, coaches, umpires, and coordinators.
- » **Programme Consistency:** The game format will remain unchanged until we conduct updated research later this year and into early 2025.
- » **Influencers:** Time-poor school coordinators and parents are key influencers on participation levels. Our focus on these groups has been limited so far.
- » **Expert Support Roles:** High turnover and the reduction of dedicated expert roles have diminished the initial enthusiasm for the programme. Building expertise in key roles and prioritising **futureFERNS** in Zones will help Centres feel more supported.
- » **Programme Adaptation:** Some Centres have adapted the programme to meet local needs, often driven by adults' preferences. We need to balance practical, perceptive, and emotional reasons when making changes.
- » **Information Accessibility:** People find it challenging to locate specific information and support. Creating tailored digital 'one-stop shops' for each audience is highly desirable.

*The design sprint process required us to challenge our assumptions and consider whether the focus on skill development and modified sport should remain central. This ensures that the roadmap meets the practical and emotional needs of our audiences and is feasible for Netball New Zealand to implement with our Zones and Centres.*



# We've learnt so much....

*We've talked to lots of people. We've shared our extensive knowledge. We've learnt so much about what makes each audience tick...*

## **Here are just 10 of our learnings:**

**1. Kids love Netball.** Both girls and boys enjoy playing because it's fun. Kids are influenced by their friends.

**2.** Strengthening the support network around kids will increase participation – i.e. we need to focus on the adults involved.

**3.** School Coordinators are key to participation. It's got to be super easy – they haven't time to promote or organise Netball along with everything else.

**4.** Parents know they have to put their hand up to help but they're time poor and not sure they're up to job, especially from Year 5.

**5.** People want more 'how to' guidance, ideas and short-cuts that work. People often try to work it out for themselves.

**6.** We have high turnover and poor induction, outside coaching workshops. We've lost understanding of the philosophy 'the why'.

**7.** Some Centres have moved away from offering the whole programme. A mix of practical, perceptive and emotional reasons are all intertwined.

**8.** We have resources everywhere. The importance of a digital one stop shop to find what each group needs is critical e.g. Centres.

**9.** We can help teachers which in turn will help more kids experience Netball – PE, in-school events, even in the core curriculum.

**10.** Digital is preferred, but paper and face to face when it counts.



# Roadmap

After testing multiple prototypes, we have developed a three-year roadmap to increase participation and embed sustainable practices.

## Here are the key themes:

- » **FutureFERNs Philosophy:** We will embed our philosophy into every initiative, working with each Centre to understand and overcome barriers to adoption.
- » **Research and Development:** New research will test the programmes effectiveness in meeting childhood development needs and maximising fun.
- » **Parent Awareness:** We will raise awareness among parents, including those of boys, kids from diverse ethnic communities, and children with different abilities.
- » **Digital Portals:** Tailored digital portals for Centres, school coordinators, parents, coaches, and umpires have been well received. We will start by aggregating existing information and then build new content.
- » **Regular Communications:** Tailored digital communications throughout each season will provide easy access to relevant information.
- » **Multi-media Induction:** We will offer tailored, multi-media induction to help new participants quickly understand **futureFERNs** and their roles.
- » **School Integration:** We plan to create school events, PE session guides, and integrate Netball activities into the school curriculum to give more kids the chance to experience Netball.

		Quick Wins	Year 1 – H2	Year 2 – H1	Year 2 – H2	Year 3 – H1	Year 3 – H2
Build a parent one-stop shop landing page and tailored information on the futureFERNs website	Value Delivered	<ul style="list-style-type: none"> <li>Increased awareness of FF game formats and philosophy</li> <li>Build preference for kids playing netball</li> </ul>	<ul style="list-style-type: none"> <li>Higher level of skill &amp; enjoyment</li> <li>Increase retention of families</li> <li>Increased involvement by parents</li> </ul>	<ul style="list-style-type: none"> <li>Through education, reduce parent pressure on Centres to change to other formats</li> <li>Increased connection to elite game</li> </ul>	<ul style="list-style-type: none"> <li>Increase reuse of existing content as well as new</li> <li>More fan!</li> </ul>		<ul style="list-style-type: none"> <li>Adds value for sponsors as greater awareness of their investment</li> <li>Builds parents love of the game through offers to see live</li> </ul>
	Activities	<ul style="list-style-type: none"> <li>Creates new parent hub on FF website, pulling in existing FF content that is relevant to parents</li> <li>Add content on FF philosophy, rules / guidelines for different game formats into the parent hub</li> <li>Promote new site to existing FF parents</li> <li>Add sign up journey for database for future comms</li> </ul>	<ul style="list-style-type: none"> <li>Videos and guides to make it easy to transition 6v6 to 7v7</li> <li>Reformat content from pdf doc to web content [html] for viewing on multiple device sizes</li> <li>Launch skill videos and activities to support netball at home</li> <li>Launch skill development coaching / umpire content - so parents support the coach</li> </ul>	<ul style="list-style-type: none"> <li>Case studies incl videos to promote elite player [incl SHNL] journey through FF programme</li> <li>Fun exercise at home to build fundamental netball skills - wider than just netball</li> <li>Strengthen the connection of FF families to elite games e.g. school trips</li> <li>Add key content in Multi-Channel</li> </ul>	<ul style="list-style-type: none"> <li>Develop content roadmap</li> <li>Release new content 3 times during season</li> <li>Netball offers e.g. discounted ANZP game tickets</li> </ul>		<ul style="list-style-type: none"> <li>Parent offers - discounts offers from sponsors</li> </ul>
	Support Capabilities Needed	<ul style="list-style-type: none"> <li>Add redirects from MNZ, Sporty and Centres (reduce content maintenance efforts)</li> <li>Set up database - with data model to capture parent's different roles e.g. coaches</li> <li>Design landing page for parents</li> <li>Marcomms support to promote new parent hub</li> <li>Digital Content Writer to align content</li> <li>SEO to increase usage</li> </ul>				<ul style="list-style-type: none"> <li>Commercial and ANZP premiership team support</li> </ul>	<ul style="list-style-type: none"> <li>Commercial team support to source offers</li> <li>Marcomms to comms offers through email and app</li> </ul>
	Scale of Change	People Process Tech L Nil M	People Process Tech L Nil M	People Process Tech L Nil M	People Process Tech L Nil M	People Process Tech L Nil M	People Process Tech L Nil M
Build an App experience for parents, including streamlining and aggregating our parent comms	Value Delivered			<ul style="list-style-type: none"> <li>Greater involvement and connection with parents</li> <li>Increased parent support for skill focused programme</li> </ul>	<ul style="list-style-type: none"> <li>Ease of comms distribution for Centres and Schools</li> <li>Increased out-through of comms</li> </ul>		<ul style="list-style-type: none"> <li>Increases parent involvement in game - fan base of FF</li> <li>Provides content for word-of-mouth promotion to other families</li> </ul>
	Activities			<ul style="list-style-type: none"> <li>Launch parent app</li> <li>Reuse of web content for app e.g. skills videos</li> <li>Add notifications e.g. skill for the upcoming week</li> </ul>	<ul style="list-style-type: none"> <li>Streamline comms to parents from Team Manager / School and Centre B between parents</li> </ul>		<ul style="list-style-type: none"> <li>Complete feasibility study to work through privacy issues with video / photo capture by parents</li> <li>Enable parents to work through privacy issues with video / photo capture by parents</li> </ul>
	Support Capabilities Needed						

# Next Steps

*To achieve our goal of increasing junior Netball participation, we must strengthen the support network around the children.*

## ***Our next steps include:***

- » Conducting updated research on the programme's effectiveness.
- » Raising parent awareness about futureFERNS.
- » Developing and launching tailored digital portals.
- » Creating school events and curriculum-integrated activities to broaden Netball's reach.
- » These initiatives, designed with insights from our Centre group, aim to ensure the sustainability and growth of futureFERNS, making it easier for the wider Netball community to deliver and support the programme effectively.

## ***We've identified many types of solutions that will be delivered over 3 years:***

- 1** **Lots of new content** - videos, html, new web journeys, toolkits, infographics, info packs - a whole variety tailored for different audiences.
- 2** **Event plans** and taking part in premier events.
- 3** **Training materials** - digital learning as well as face to face workshops.
- 4** **Up-skilling** Participation Leads and Coach Leads. They are key to the plan.
- 5** **Research** to give us an up-to-date fact base.
- 6** **Audience-specific digital portals and website journeys**, building our database for tailored comms.



- 7 **Portal for coaches and parents**, including notifications of key info for the week.
- 8 **Media campaigns** – social media and editorial content too.
- 9 **More support for Centres** – working with them one on one to together work out how they can use more of the programme.
- 10 **More merchandise** – for events, for give-aways, to build pride.
- 11 **More support from role models** - Stronger connections with Elite Players and NZMMNA.
- 12 **Tailored induction** – Centre Coordinators, NNZ and Zone team members, Boards members, Sponsors and Stakeholders. Focused on the ‘why’.
- 13 **More mentoring** – especially for new coaches and umpires.
- 14 **More sponsor engagement** - targeted offers, editorial comms through their communications channels.
- 15 **Virtual forums** and helping establish networks with like-Centres.
- 16 **Lesson guides** – for teachers. PE Lessons, School Visits, even integrating Netball into core curriculum.
- 17 **Refreshed look and feel** – imagery, templates etc.
- 18 **More collaboration** – with RSTs / RSOs / Sports NZ, ethnic community groups, MoE and the list goes on.





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