

# Participation Strategy (2024 – 2026)

Poipoia |



## *Connecting and inspiring communities through Netball.*

*As guardians of the game, Netball New Zealand [NNZ] is committed to protecting and growing Netball by connecting and inspiring communities. Our Participation Strategy's goal is to guide participant-centric Netball opportunities that are accessible to every community and embrace New Zealand's diversity within a fun, safe and welcoming environment.*

Netball is an inclusive sport that embodies the Wairua of Mana Wāhine and their whānau, with a focus on protecting and continuing to nurture the unique position Netball holds as the number one women's sport in New Zealand and the most played sport in secondary schools with over 138,241<sup>[1]</sup> affiliated members and more than 300,000 players who participate in the game annually.

NNZ believes that focusing on developing partnerships across the Netball system to meet the needs of participants will help future-proof our sport. To retain and grow participation we need to provide opportunities to play Netball in ways that suit our communities. Delivering a positive impact on each individual's physical literacy and hauroa [health] is key to the success of this strategy. NNZ recognises the evolving landscape of Netball delivery and believes that by co-designing Netball experiences with our communities to meet participant needs, we will make the game the ultimate experience for everyone involved.

NNZ has developed this Participation Strategy by combining insights from Sport New Zealand with key Netball learnings which were gathered through consultation with Zones, Centres, participants and other stakeholders.

[1] 2023 Affiliated Membership return

### **OUR AIM**

*Netball is an inclusive sport everyone can play.*

### **OUR PURPOSE**

*Provide an inclusive and accessible Netball environment that retains and increases participation.*

**We live this game.**



**NETBALL  
NEW ZEALAND**  
POITARAWHITI AOTEAROA

# OUR OBJECTIVES

|  | <i>Our Actions</i>   | <i>Our Measures</i>  |
|--|--|--|
|  <p><b>Quality</b><br/><i>Empower and develop our people [staff and volunteers].</i></p>  | <ul style="list-style-type: none"> <li>· Provide access to quality learning and development opportunities.</li> <li>· Offer programmes and resources to support the recruitment, recognition and reward of our volunteers.</li> <li>· Develop partnerships and lead alignment and collaboration across the Netball system.</li> <li>· Supply resources to support the delivery of NNZ-endorsed programmes.</li> <li>· Develop policies and guidelines to support quality participation that improve accessibility to Netball by removing barriers e.g. location, season length, uniforms.</li> <li>· We will actively apply customer experience methodologies when considering all aspects of programme development and delivery.</li> </ul> | <ul style="list-style-type: none"> <li>· Learning and development opportunities meet the needs of our people.</li> <li>· The Volunteer Management Plan is utilised in all Centres.</li> <li>· NNZ-endorsed programmes are being delivered to a high standard across Centres.</li> <li>· NNZ Secondary School and Junior Netball guidelines are implemented consistently across Netball.</li> <li>· Continuous improvement in participant satisfaction is evident.</li> </ul> |
|  <p><b>Culture</b><br/><i>Embed philosophies and systems that provide a fun, safe and welcoming Netball environment.</i></p>   | <ul style="list-style-type: none"> <li>· Lead the Netball system to understand and implement key participant-centric philosophies such as Balance is Better and GoodSports.</li> <li>· Empower participant voice within the Netball system with a focus on youth.</li> <li>· We are data driven and seek insights to help shape programme planning and delivery, regularly asking for feedback, and learning from it, so participant experiences are continually improved.</li> <li>· Implement the Integrity Framework across all aspects of Netball.</li> </ul>  | <ul style="list-style-type: none"> <li>· Balance is Better and GoodSports philosophies are embedded across Netball.</li> <li>· Insights and participant voice help shape Netball delivery.</li> <li>· There is clearly an increase in the understanding and implementation of Integrity practices across Netball.</li> </ul>   |
|  <p><b>Inclusivity</b><br/><i>Provide opportunities that are inclusive to all participants, making the game the ultimate experience for everyone that touches it.</i></p> | <ul style="list-style-type: none"> <li>· Support the development of diverse, varied and quality offerings, that are co-designed by communities to meet participant needs.</li> <li>· Provide options for delivery models (such as satellites and clustering) to ensure participation opportunities are local, affordable and accessible.</li> <li>· Gather insights to understand the impact of the growth in other female sports.</li> <li>· Design journeys to enable everyone to be involved with Netball.</li> <li>· Implement digital solutions to enhance the playing experience.</li> <li>· Engage with Māori/Pasifika/Asian communities to understand what a quality Netball experience looks like for them.</li> </ul>              | <ul style="list-style-type: none"> <li>· There is clear evidence of growth and retention of Netball participation.</li> <li>· Our digital practices are effective and have impact.</li> <li>· A participation plan that identifies the priority needs of Māori/Pasifika/Asian communities is developed.</li> </ul>   |