Poitarawhiti | Netball
Poipoia | Connecting & inspiring communities through Netball
Our Southern Cross | Always moving towards

Embodying, the Wairua of Mana Wāhine and their whānau.

Embracing all of New Zealand’s diversity within fun, safe and welcoming environments.

Being local, affordable and accessible.

Empowering dynamic leadership, innovation and operational excellence.

Inspiring NZ with our performances at home and on the world stage.
### Strategy Outcomes

**Brand Strength**

| Presence | Netball 46 | Silver Ferns 55 | ANZ 43 |

**Funding**

Surplus after Tfr $1.28m

**Partnership**

Viewership 15% | All Broadcast Content Delivered

**Game**

+26 Net Promoter Score | 123,492 Memberships

**Digital**

Digital Plan and Roadmap

Poipoia Project Underway
NNZ - Surplus
$1.28m
After Transfers

95% Increase in NSO Funding

Class 4
Funding Uncertainty

Improved Sustainability
Netball New Zealand controlled teams/zones
Partnership | Relationships, Creativity & Collaboration

Viewership
15%↑
1M VIEWERS

Broadcast Content DELIVERED

NNZ | ZONE | CENTRE
Cross Code Initiatives

DIGITAL INSIGHTS
Informing Projects

sky SPORT

tvnz 2

Strengthening PARTNERSHIPS across the game

ANZ
800k
Invested into Netball Community
Total NNZ Affiliated Players: 123,282

Net Promoter Score: +26

Poipoia Projects Underway

SILVER FERNS WORLD RANKING #2

10,641 NNZ Registered Coaches

NNZ Accredited Umpires: 1,993

#1 sport played in SECONDARY SCHOOLS
Digital Plan and Roadmap

INTERNATIONAL LIVE STREAMING VIEWS
520k
ON DEMAND
163k

Top Streaming Countries
United Kingdom
Australia
Malaysia
South Africa
USA

Established
launched Feb 22
<table>
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</table>
Netball NZ 2022 Annual Plan

Key areas of focus
Strengthen Our Game

109K

NNZ group surplus

BRAND EQUITY

Netball 0.56
Silver Ferns 0.64

How

• Grow funding at grassroots level by 190% to >$1m
• Take a participant/customer experience lens to all that we do, use data to form insights
• Embrace digital solutions – starting with Sporty but with more to come!
• Embrace Poipoia and communicate it to our funders and stakeholders – engage in the strategy and use the language
• Focus on sustainable organisations and diversifying [ie Netfit]
ANZ Premiership

Grow Viewership by 10% to 1.1m FANS viewing our game across the season

<0.43 Brand Equity

How

• Working collaboratively with partners, media, teams and you all as key stakeholders in this league
• Navigating the COVID landscape, keep people safe while delivering commercial outcomes
• Grow new hero’s and amplify the existing
• Pave the way to CWG success
Grow Our People

72% Staff engagement

How

• Cultural diversity and inclusion strategy
• Honouring our history as we build up to 100 years of Netball
• Focus on Tamariki and Rangitahi, our volunteers and Boys and men
• Use the language of Poipoia in all that we do
• Grow our digital knowledge and skill set
• Netball connections – starting 2022
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<td>ANZP</td>
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<td>Competitive, captivating, confident</td>
<td>Marketing Strategy</td>
<td>Fan experience</td>
<td>Performance Hub project</td>
<td>Activate databases to support marketing initiatives</td>
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<td>Strengthen Our Game</td>
<td>Broadcast Partnership growth</td>
<td>Teams delivery support</td>
<td>Anti-fragility model embedded within Teams</td>
<td>International streaming project</td>
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<td>Sustainable, diverse, locally led</td>
<td>Fan experience</td>
<td>Revenue share implementation</td>
<td>Work with sponsors to foster greater reach opportunities</td>
<td>Gather and use data to drive customer insights</td>
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<td>Grow Our People</td>
<td>Enhanced digital ignition and reach</td>
<td>Support the development of centre capacity</td>
<td>Fast5 WNS in NZ</td>
<td>Develop strong collaborative relationships with Zones, centres and other netball providers</td>
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<td>Engage and develop</td>
<td>Funding stakeholder strategy</td>
<td>Financial sustainability and diversification</td>
<td>Performance Hub transition</td>
<td>Empower Zones and centres by providing digital solutions</td>
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<td>Grow Our People</td>
<td>Alignment of funding partnerships to Poipoi</td>
<td>Support the development of centre capability</td>
<td>Coach developer project</td>
<td>Staff wellbeing strategy</td>
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<td>Grow Our People</td>
<td>Netball connections conference</td>
<td>Develop customer engagement strategy</td>
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<td>Tamariki &amp; Rangatahi</td>
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<td>Grow Our People</td>
<td>Participation focus on Tamariki &amp; Rangatahi</td>
<td>Volunteer strategy</td>
<td>Volunteer strategy</td>
<td>Boys and men’s strategy</td>
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<td>Grow Our People</td>
<td>Participation focus on</td>
<td>Participation TBR</td>
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<td>Digital milestones</td>
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<td>Key Success Measures</td>
<td>Brand Equity</td>
<td>NNZ Group operating result</td>
<td>Broadcast (ANZP) &gt;1,000,000</td>
<td>CWG Gold</td>
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<td>Key Success Measures</td>
<td>Silver Ferns &gt;64</td>
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<td>Staff engagement &gt;71%</td>
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- **ANZP**
  - Competitive, captivating, confident
  - Marketing Strategy
  - Broadcast Partnership growth

- **Strengthen Our Game**
  - Sustainable, diverse, locally led
  - Netfit launch
  - Integrate Customer experience into everything we do

- **Grow Our People**
  - Engage and develop
  - Cultural Diversity Strategy
  - Centenary strategy
  - CWG 2022
  - Play Netball campaign

- **Key Success Measures**
  - Brand Equity
    - Silver Ferns >64
    - ANZP >43
    - Netball >58
  - NNZ Group operating result
    - $108k
  - Broadcast (ANZP) >1,000,000
    - Staff engagement >71%
  - CWG Gold Participation TBR
    - NPS >26
  - Digital milestones
Interest, Avidity & Growth

The level of interest in our game is GROWING more than any other sport AND our fans are the MOST AVID!

Source: Nielsen Sports Sportslink New Zealand Jan – Sep 21 n = 3,033. Which of the following sports are you interested in OR which of the following sports have you attended, watched or followed online in the last 12 months?; How would you rate your interest in these sports? [1-5 scale, 465 = avid fans]
Poipoia

Connecting & inspiring communities through Netball