



**NETBALL**  
NEW ZEALAND  
POITARAWHITI AOTEAROA

# Netball Connections

CONFERENCE 2022

**Netball | Beyond the Game**

**FRIDAY 4TH - SUNDAY 6TH NOVEMBER 2022**

Te Pae Christchurch Convention Centre, Ōtautahi Christchurch

# Pricing

## NETBALL LEADER PACKAGES

Includes

- Netball Connections Conference 4th November
- Community Connections Hui and networking 5th and 6th of November

**\$120**

(including GST)

### NETBALL LEADER EARLY BIRD

Registrations received prior to 30th September 2022

**\$150**

(including GST)

### NETBALL LEADER

Registrations received from 1st October 2022

**CLICK HERE TO BUY** | Or head to [www.sporty.co.nz/viewform/201631](http://www.sporty.co.nz/viewform/201631)



FAST5 tickets are still available, **click here** or head to Ticketek to buy tickets.

NETBALL WORLD SERIES



# Meet your hosts



**Jennie Wyllie**  
Netball NZ CEO



**Allison Ferguson**  
Netball NZ Board Chair



**Jenny-May Clarkson SF #116**  
Netball Connections Conference MC

## NETBALL – BEYOND THE GAME

The inaugural Netball Connections Conference is the premier gathering for Netball Leaders in New Zealand. This event provides a unique opportunity to reconnect and celebrate the game and our unique leadership of women in Aotearoa.

We have all been operating in an environment of upheaval for the last three years and a return to normality and human connection is something that we are all craving. Netball remains the number one sport in NZ Secondary Schools and is the number one sport for women and girls in this country. We have weathered the storm of the pandemic and have seen numbers return to our game, however this has all come at a price.

The leaders in our sport play a vital role in raising our young girls and women through sport, and whilst we are only one cog in the wheel of growing New Zealand's leaders, we are the only sport that delivers specifically to the needs and wants of this group.

This conference is an opportunity for the leaders in our game [from grassroots to the elite] to connect, learn from each other, challenge ourselves and each other, seek opportunities to grow participation and grow the quality of netball experiences in our sport at all levels.

*"The world around us has changed. Sports, recreation and play has changed, our players, fans, partners and communities are changing. And, we must change too, moving boldly forward"*

### TOPICS WE WILL COVER

- The essence/wairua of mana wāhine – the movement and legacy that is our sport.
- Reconnecting and disruption – within and across our games and communities – understanding the changing environment and ensuring we are open to exploring new and different ways of thinking and delivering against the experiences that Netballers are looking for.
- The voice of the participant, the fan, the 'customer' – why this is more important now than ever.
- Transformation through technology and data insights; tangible and real-world experiences on using data to inform decision making and strategy – and how this relates to you!
- Looking forward to 2023 and beyond both on and off the court.

And – we are bringing back FAST5!!! After a four year hiatus from the international scene and eight years away from New Zealand, we are about to see FAST5 back on our shore! We are delighted to align the Netball Connections Conference with the return of FAST5.

We encourage all delegates of the Netball Connections Conference to stay on and enjoy a weekend of fast and furious excitement at FAST5. Tickets can be found [here](#) or at Ticketek.

Jennie Wyllie and Allison Ferguson

# Netball Connections Conference

## FRIDAY 4TH NOVEMBER - DAY 1 NETBALL CONNECTIONS CONFERENCE

10am	Registration opens		
10.20am	Mihi Whakatau		
10.30am	Opening addresses		
10.45am	<b>How our world has changed and the importance of reconnection</b> <i>Sir Ian Taylor, Founder/Managing Director   Animation Research Ltd</i>		
11.30am	<b>Mana Wāhine and Leadership</b> <ul style="list-style-type: none"><li>· Wairua of Mana wāhine</li><li>· Connection</li><li>· Wāhine e leadership</li><li>· Power of the collective</li></ul> <i>Sophie Moloney; CEO of SKY TV</i>		
12.15am	<b>The global game now and the future</b> <i>Liz Nicholl; World Netball President</i>		
1pm	Lunch and Networking		
1.45pm	<b>Our landscape</b> <ul style="list-style-type: none"><li>· NNZ Sport and recreation landscape</li><li>· Women and Girls strategy</li><li>· Media positioning of women's sport</li><li>· Importance of Netball across sport and recreation etc.</li></ul> <i>Raelene Castle; CEO Sport New Zealand</i>		
2.30pm	<b>Panel discussion: The New Normal - Our Place in a World Led by Data and Experience</b> We look to case studies to understand why data and the customer experience is so important, where/ how it can lead our Sport, and what we've already uncovered. Case studies <ul style="list-style-type: none"><li>· <i>Anna Henwood [Stickybeak]</i></li><li>· <i>Anthony Bedford [Silver Ferns/performance data]</i></li><li>· <i>Jason Wells [CEO and Founder of Dotlovesdata]</i></li></ul>		
3pm	<b>Customer experience (CX)- why does it matter in my world?</b> <ul style="list-style-type: none"><li>· Introduction of persona's, what CX means for NNZ</li><li>· Keeping things, simple, smart and beautiful can be the difference between winning and losing - how can we further enable Poipoia</li></ul> <i>Jason Wells [CEO and Founder of Dotlovesdata]</i>		
3.30pm	<b>WORKSHOP #1</b> From super computers to scoresheets, Gold medals to Grassroots - how data can change the way you see the game. <i>Anthony Bedford</i>	<b>WORKSHOP #2</b> Customer insights and data driven decisions in grassroots sport. Why knowing our participants is more important than ever. <i>Anna Henwood</i>	<b>WORKSHOP #3</b> Understand the current journey for players, officials, administrators and fans in our game. Meet these 'persona's' and learn what they want from their experience with us.
4.10pm	Afternoon Tea and Networking		
4.30pm	<b>PechaKucha - Diversity and Inclusion</b> Nothing about us without us - Simple steps to engage with the different faces of Netball. <i>Netball NZ Youth Board</i>		
5pm	<b>The Road to 2023 - Chasing the Taonga</b> <i>Dame Noeline Taurua [Head Coach Silver Ferns]</i>		
5.30pm	Karakia		
5.35pm	Cocktails and Canapes		

# Netball Connections Conference

## SPEAKERS



**Sir Ian Taylor CNZM**

Founder/Managing director  
Animation Research Ltd

Profoundly inspiring, deeply thought-provoking, refreshingly authentic – prepare to be informed, educated and inspired by this humble, accomplished and multi-awarded innovator. Ian challenges the status quo of our societies and addresses important social issues relating to our educational system and its impact on our people. The switched-on, creative, solutions focussed, ‘Don’t see why not!’ thinking of this innovator will stay with you forever.



**Sophie Moloney**

CEO SKY TV

Sophie Moloney is an accomplished New Zealand media leader, returning to NZ in 2018 as General Counsel at Sky NZ, after numerous legal and commercial roles in the UK and Middle East.

In December 2019 she was appointed Chief Executive Officer of SKY NZ.

Sophie has a deep love of sport, arts and culture. With an All Black grandfather and growing up surrounded by, and participating in, sports and the arts, she has a deep appreciation for the important role that entertainment and sport plays in New Zealand communities.

Sophie is also passionate about leadership and development, particularly about supporting young women leaders in the business.



**Liz Nicholl CBE**

World Netball President

Elected as World Netball President in 2019, Liz played Netball for Wales before transitioning into sports administration. Over the last 40 years, Liz has held a number of senior executive roles in sport including CEO of England Netball, Championship Director for the 1995 World Netball Championships and most recently CEO of UK Sport.

Liz has received various prestigious awards for her contributions to netball and sport over the years. In 2000 she received an MBE for her services to netball, in 2005 an OBE for her services to sport and in 2015 a CBE for her services to sport. A year later, in 2016, Liz was awarded the Sports Journalists’ Association award for services to elite sport and in 2019, a Lifetime Achievement award from the British Sports Industry.



**Raelene Castle ONZM**

Group Chief Executive of  
Sport New Zealand and  
High-Performance Sport NZ

Raelene joined Sport NZ in December 2020 and was appointed Group Chief Executive in April 2022. Prior to this, she spent seven years working in Australia as Chief Executive of the Canterbury-Bankstown Bulldogs and then Chief Executive of Rugby Australia. She was previously Chief Executive of Netball New Zealand from 2007 to 2013.

Before beginning her career in sports administration, Raelene built a successful corporate career in communications, sales and marketing.

# Netball Connections Conference

## SPEAKERS



**Anthony Bedford**  
Silver Ferns Analyst

Ant has worked with both elite sporting clubs and academia for over 20 years. He is an Associate Professor in Sport Performance Analysis, holding the highest qualification in this specialised field.

He is an internationally recognised expert in sports analytics having worked in AFL, Elite Netball (NZ and Australia), Badminton and has been involved in two Olympic and three Commonwealth Games campaigns.



**Anna Henwood**  
CEO Stickybeak

Anna is an international marketer who, after an extensive marketing career including six years as Chief Marketing Officer of Les Mills international and NZTE, has just been appointed as CEO of research start-up Stickybeak. In this role, she is looking to grow a vibrant NZ branded start-up that disrupts the existing research industry and provides value add insights to its global client base.



**Jason Wells**  
CEO and Founder of  
Dotlovesdata

Jason has spent much of his professional career assembling evidence to tell stories. Jason had 15 years experience in creatively solving problems with Y&R advertising as their National Ideas Director before setting up DOT with Paul in 2014. One of Jason's strengths is his ability to simplify and link complex data and analytic concepts. This drives meaningful engagement with leaders and decision-makers by growing their understanding of what is possible in their own words. Jason is also a board member for Cricket Wellington, Cricket Museum, EightyOne and a selector for the White Ferns.

On the back of an enviable record, the popular Dame Noeline Taurua was installed as the 11th Silver Ferns coach in 2018 and wasted little time in leaving her mark. In just 11 short months, the well-respected and affable Taurua completely transformed the Silver Ferns fortunes, from finishing out of the medals at the 2018 Commonwealth Games to world champions in 2019. It was the Silver Ferns' first world title in 16 years.



**Dame Noeline Taurua**  
Silver Ferns Coach

She received the highest recognition when she was named a Dame in the 2020 New Year Honours, just the third netballer to be awarded a Dame Companion of the New Zealand Order of Merit [DNZM].

A mercurial goal attack, Taurua played in the 1995 World Cup and 1998 Commonwealth Games for the Silver Ferns before a knee injury ended her career. She quickly moved into coaching, working her way through the ranks while fashioning a stellar career at elite domestic level in both New Zealand and Australia.

# Netball Connections Conference

## COMMUNITY CONNECTIONS HUI

### SATURDAY 5TH NOVEMBER - DAY 2 NETBALL CONNECTIONS CONFERENCE

8.45am	<b>Practical steps for attracting and retaining volunteers</b> This informative and practical session will include key principles for your Centre volunteer programme including how to use the Volunteer Management Plan template and a Centre Presentation on the 3R's [recruit, reward and retain].
10am	Morning Tea - Centre Interaction
10.30am	<b>The Digital Journey</b> Understanding our digital journey and related topics such as Sporty, data and customer experience and membership.
11.45am	End of Netball Connections Conference Day 2
12.30pm onwards	FAST5 - Day 1

### SUNDAY 6TH NOVEMBER - DAY 3 NETBALL CONNECTIONS CONFERENCE

8.45am	<b>The Power of Participation</b> Explore innovative ways to engage new and current tamariki and rangatahi in Netball.
10am	Morning Tea - Centre Interaction
10.30am	<b>Netball's Roadmap - Understanding the Pathway</b> Identifying the roles and responsibilities we each play in developing and connecting players, coaches, and umpires to move from Community to High Performance.
11.45am	End of Netball Connections Conference Day 3
12pm	FAST5 - Day 2