



# Strategic Plan

2020-2024

Developed by the 2020 DDNA Committee

## Our Vision

That the Doncaster & Districts Netball Association, through best practice governance and management, provides quality participation experiences for *all* people playing, umpiring, coaching, volunteering, and/or spectating in all facets of the game of Netball.

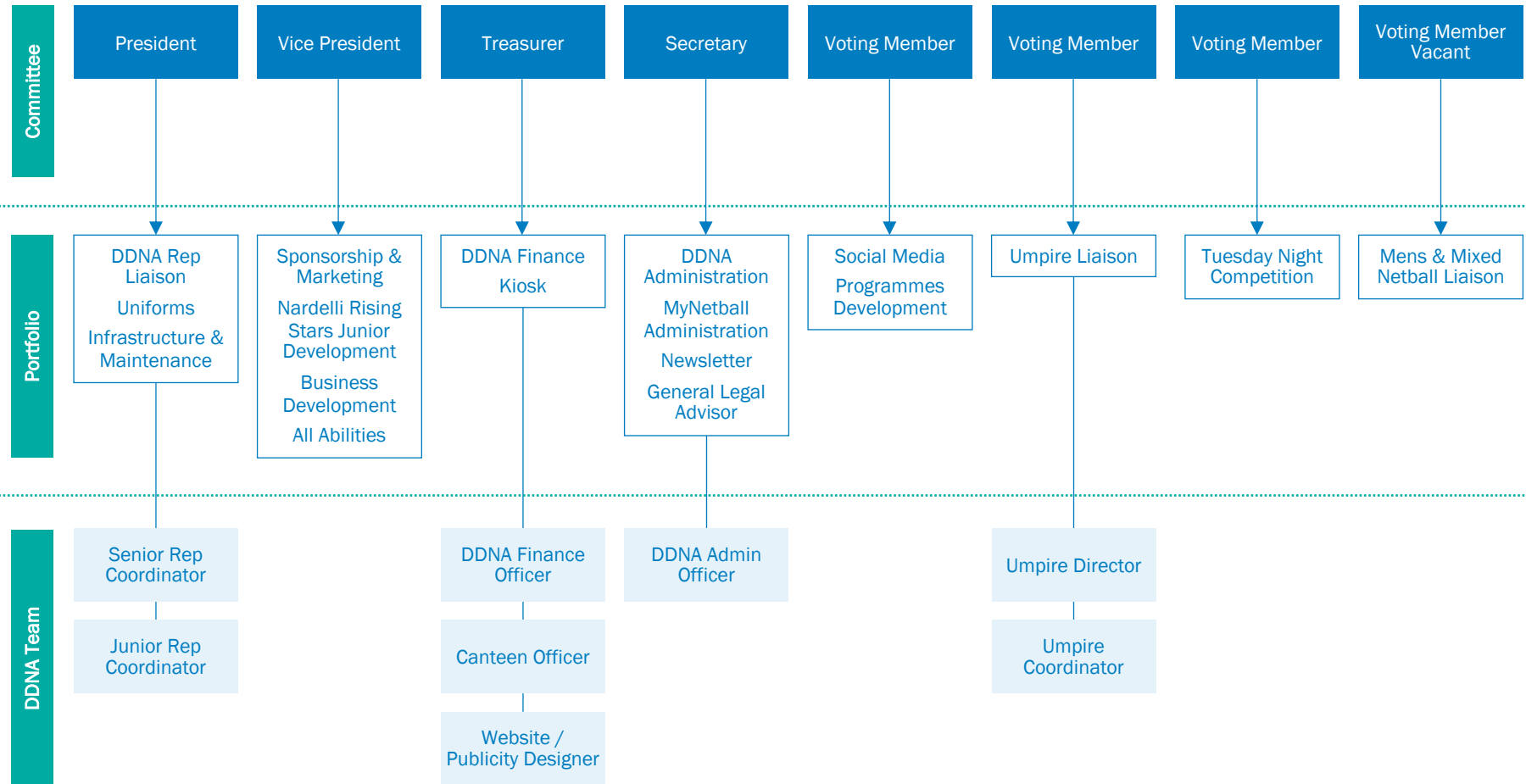
## Our History

- Clubs formed, primarily church and school based, training either at schools or courts attached to the far side of football ovals, competitions based across Melbourne.
- Doncaster & Districts Netball Association formed in 1981, playing at the Leeds Street two outdoor courts.
  - Transferred to The Pines Shopping Centre following the building of the Leeds Street stadium (1987)
  - Transferred to Templestowe complex (1996)
- The Association
  - Aims to bring community together to enjoy a shared interest, community spirit and healthy lifestyle through the sport of netball.
  - Continues to investigate ways to promote netball in the City of Manningham including competition, facilities, development and growth on behalf of current and future members.
- Promotes leadership and talent development through the provision of coaching and umpiring opportunities, committee and sub-committee engagement, and encouraging individuals to develop their ideas and programmes in the local netball environment.

# The Business

Total Number of Playing Members	1,200	Number of Committee Members	10
Member Clubs	Donvale, Doncaster, Deep Creek, East Doncaster, Eltham, Panthers, Warrandyte, McLeod, Ivanhoe, St. Clements		
Committee Function	Oversees governance, policies, financial management and make decisions in the interests of the organization, with the power to delegate to functionaries and sub-committees who report back to the Committee.		
Administration Function	Provides day to day management of the business in regular tasks and in Committee-directed activity.		
Competition Structure	<ul style="list-style-type: none"> <li>• Saturday Domestic (from 9/Under to Open Age)</li> <li>• Tuesday Domestic (Open Age from age 14+)</li> <li>• Representative Teams Programme (11/Under, 13/Under, 15/Under, 17/Under, Open Age)</li> <li>• Annual Sunday Tournament</li> <li>• All Abilities Programme</li> </ul>	Other Initiatives	<ul style="list-style-type: none"> <li>• Club-managed NetSetGo Junior Entry-Level Support</li> <li>• 5-Aside Tournament</li> <li>• Walking Netball Programme</li> <li>• Junior Rising Stars Development Programme</li> <li>• School Holiday Clinics</li> </ul>
Parent Body Affiliate	Netball Victoria	Council Affiliate	City of Manningham
Association Communications	Email, Member Update Newsletter, Facebook, Instagram, Website	Club website	<a href="http://www.ddna.com.au">www.ddna.com.au</a>

# Doncaster & Districts Netball Association







# Strategic Priorities Summary

## 1. Participation and Community Development:

- a. Develop the entry points into netball providing more choice for more sectors of the community.
- b. Develop player participation, competition and performance pathways opportunities.
- c. Develop non-player participation and performance pathways opportunities.
- d. Active communication with multi-cultural communities who may not know about netball.
- e. Actively continue to build the DDNA netball community.
- f. Promote development of facilities and amenities.

## 2. Governance:

- a. Continue to develop, refine and implement governance essentials.
- b. Update fundamental Association documents.
- c. Implement a sustainable management structure, using best practice technology.
- d. Secure the knowledge and intellectual property of key processes held by long-standing Committee members.

## 3. Strategic Communications:

- a. Strategic and consistent expression of the DDNA brand.
- b. Develop and implement marketing and communications strategy.

## 4. Business Model:

- a. Develop a sustainable business model for the Association.
- b. Develop the key management/administrative roles to support the Committee and Association into the future.
- c. Continue to foster stakeholder relationships.
- d. Develop revenue streams.

## What Success Will Look Like

1. Life-long love of Netball.
2. More people involved as players, participants, officials and volunteers through a range of participation opportunities.
3. Engagement, collaboration, mutual effort and interdependence between all.
4. Members consistently moving into High Performance Pathways.
5. Financial stability and reinvestment back into our netball community.
6. Achievement of success for our Representative Teams.
7. Safe and compliant facilities for training and competitions to promote community needs and enabling growth

## Stakeholders

1. DDNA Membership:
  - a. Member-Clubs
  - b. Programme Participants
  - c. Players
  - d. Umpires
  - e. Coaches
  - f. Officials
2. Banking Supporter – Bendigo Bank
3. Sponsors:
  - a. Lavrin & Lawrence
  - b. Greenhills Trophies and Engravers
  - c. Safety Pad Solutions
  - d. PT Vision Training
4. Parent Body Affiliate – Netball Victoria
5. Council Affiliate – City of Manningham:
  - a. Mayor
  - b. Ward Councillors
  - c. All Councillors
  - d. Council Support Staff



# Strategic Development Points

## Participation and Development

1. Increase participation across all facets of player engagement whilst investigating other possibilities around competitions.
  - a. Attract & retain new and current participants.
  - b. Create new ways for people to enjoy netball, e.g. Fast 5, Walking Netball, Family participation.
  - c. Remove barriers to participation – examine opportunities to create flexibility.
  - d. Identify opportunities for different streams of participation, e.g. social and competitive.
2. Development of coaches, umpires, players and committees.
  - a. Promote learning opportunities through mentoring, course attendance, practical training and in gaining on-field experience.
  - b. Aim for a mix of age, experience, youth, maturity, gender, skill and talent spread across all areas of coaching, umpiring and committee engagement.
3. Promote the Association's healthy life-style aims through affiliation with organizations such as Good Sports and Vic Health.

## High Performance

1. Work with our pathway partners to develop players & coaches.
2. Aim to present a variety of training repertoire, guest coaches, senior player-led training.
3. Identify, develop & prepare athletes for high performance pathway.
4. Achieve success for our representative teams.
5. Increase pathway opportunities for umpires & coaches.
6. Leadership by respect, example and integrity at all times.



# Strategic Development Points

## Governance and Management

1. Grow a strong association with skilled volunteers.
  - a. Foster a pleasant, co-operative working environment built on trust and integrity for the common benefit of the entire netball community.
  - b. Develop plans to retain intellectual capital within the Association.
  - c. Develop strong succession planning pathways.
2. Provide sound strategies, financial management & governance.
  - a. Regular review of the association's policies and procedures to ensure best practice in line with parent organization and legal requirements.
  - b. Up-to-date management at all times.
3. Committee Members and Sub-Committees to share the workload.
4. Work with government and stakeholders to increase focus on netball in our area, provide advocacy and ensure we have a voice on behalf of our netball community.

## Revenue, Sponsorship, Grants and Marketing

1. Ensure revenue streams are regularly visited, aiming to improve the Association's ability to fund and plan for the future.
  - a. Think outside the square and be creative
  - b. Standard revenue includes:
    - i. Registrations
    - ii. Sponsorship
    - iii. Canteen
    - iv. Raffles
  - c. Contemporary alternatives:
    - i. Australian Sports Foundation (5% retention by ASF of funds channeled to Association)
    - ii. Monster Raffles \$10 per ticket (\$5 retention per ticket by Organizer, \$5 to Association)
    - iii. Association Business Directory sponsorship plan
    - iv. Cash raffles
  - d. Other:
    - i. Building Levy per player
    - ii. Fundraising social activities, e.g. carwash
    - iii. Time and Talent, e.g. fix a plumbing issue, beach house rental





# Strategic Development Points

## Revenue, Sponsorship, Grants and Marketing (cont.)

2. Obtain and maintain ethical sponsors.
3. Review sponsorship arrangements regularly for the mutual benefit of both the sponsors and the Association.
4. Ensure the Association markets itself in a positive manner, in line with the Association and Parent Body Codes of Conduct and ethical guidelines.

## Facility Development

- Organize a working party to examine different redevelopment options.
- Work with government & stakeholders to redevelop the current netball precinct.