

STRATEGIC PLAN EXPANDED 2022-2026

Alice Springs Netball Association



Association Overview

Alice Springs Netball Association (ASNA) is the largest sporting organization in Alice Springs. Despite this, ASNA has seen a significant decline in participation numbers in recent years. In 2021, ASNA has 807 participants, down from 1084 in 2017. Since 2017, Alice Springs Netball has seen a decline of 275 participants (25%) and more significantly a decline of 148 senior members (32%). ASNA has a vision to implement a number of strategies to counteract this trend.

Strategic Objectives

- 1) More appropriately represent the local Alice Springs Community and improve inclusiveness
 - *Goal to have 25% Indigenous participation at the end of the 2024 season*
 - *Collate data and improve multi-cultural participation*
- 2) Create a culture where the Association and Clubs work together as a cohesive unit to better the sport in Alice Springs
- 3) Increase Participation Numbers in line with the goals below
 - *900 participants by the end of 2023 season*
 - *1000 participants by the end of the 2026 season*
- 4) Provide the Alice Springs Community with fit-for-purpose facilities that attracts high-level sport
 - *Host a Super Netball Game prior to the end of the 2026 season*

Action Planner

Goal - Fit For Purpose Facilities

Action - Work with the Alice Springs Town Council and Sports Advisory Committee to ensure a commitment to the upgrade of the Outdoor Courts. Utilise Major Community Benefit Fund Grant of \$250,000 from Northern Territory Government towards this purpose.

Ensure annual refurbishment of Indoor courts to provide an appropriate surface for high level sport

Work with the Alice Springs Town Council and Northern Territory Government to discuss upgrades to the following facilities at Pat Gallagher Netball Centre

- o Satisfactory car parking to meet the needs of our members
- o Appropriate shade structures for the outdoor netball courts
- o Upgrade of canteen, dressing room and bathroom facilities

Goal - Improved Participation

Action

Provide coaching support and continued opportunities to all clubs.

Provide umpire support and continued opportunities.

Continue to grow innovative pathways for participation including

- o Toddler Sports Program
- o Walking Netball
- o After-School Netball Sessions
- o School Holiday Programs

Priorities regular social and varied competitions including

- o Mixed netball competitions
- o Men's competitions
- o Fast 5 Netball

Goal - Inclusive Competition

Action

Implementation of an inclusion sub-committee to drive and increase participation through inclusion and safety for all involved.

Inclusion of multi-cultural and Indigenous Rounds each netball season

Establish flexible participation options for all members including

- o Culturally appropriate uniform options
- o Flexibility in fee structures and scheduling
- o Potential methods of transport

Form relationships with local multicultural organizations and deliver programs and services to these groups in a culturally appropriate manner.

Develop and grow relationships with local Indigenous Organisations particularly

- Tangentyere Council
- Lhere Artepe
- Congress Health Services

Target Schools in the local community with high percentage of Indigenous and multicultural students including:

- Yirara College
- Yipirinya School
- Our Lady of the Sacred Heart (OLSH) school

Goal - Cohesive Culture

Action

Govern in a manner that is inclusive, respectful, and transparent

Develop guidelines, policies and procedures that are clear and easy to follow

Appropriately represent our community through inclusive pathways explained above

Be an innovative community leader which provides programs and activations which highlight the culture, demographics, and growth of the Alice Springs Community

Target Schools in the local community with high percentage of Indigenous and multicultural students including:

- Yirara College
- Yipirinya School
- Our Landy of the Sacred Heart (OLSH) school



Association Analysis

Strengths	Opportunities
<ul style="list-style-type: none">• Strong financial position• Committed Board• High Membership base and contact database• High-class facilities	<ul style="list-style-type: none">• Potential to increase participation pathways• Improve facilities to attract high-end sporting events• Increased emphasis on junior development• Ability to re-structure senior competition• Ability to increase Indigenous and multicultural pathways
Weaknesses	Threats
<ul style="list-style-type: none">• Declining participation numbers• Decline in A Grade team participation• Association and clubs working as separate entities rather than working together	<ul style="list-style-type: none">• Competition from other sports• Transient population – decline in professional workers and increased percentage of university students leaving town



Strategic Plan

Vision Statement

Alice Springs Netball Association will provide a fun, positive environment to foster fair and respectful competition, representative of our community so that netball remains the sport of preference in Alice Springs.

Mission Statement

- Alice Springs Netball will provide a safe enjoyable, inclusive, and competitive environment
- Deliver innovative options for participation in netball across one's lifespan
- Exemplify consistency, transparency, and integrity through strong governance
- Promote positive collaboration with clubs and the broader community

Core Values

- Integrity
- Respect
- Enjoyment
- Consistency
- Fairness
- Transparency

Outcome

Netball in Alice Springs will develop an active, healthy, and inclusive community.

er Netball Centre



Home
Alice Springs