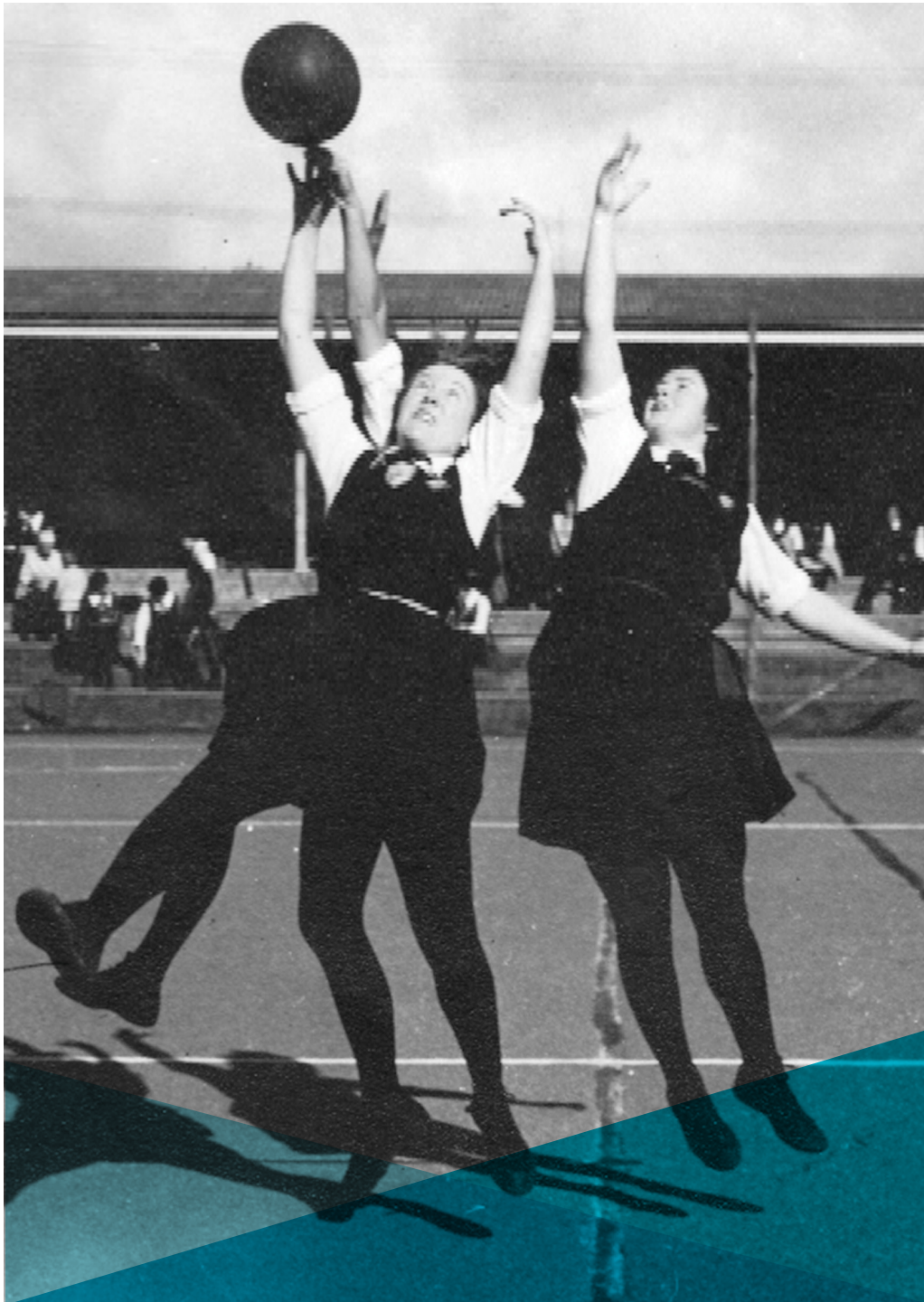


Auckland Netball

STRATEGIC PLAN 2015 - 2018

More than just Netball...





Our Story

Auckland Netball Centre Inc. was originally founded in 1911. It is the oldest and largest netball centre in New Zealand and is a significant contributor to netball in New Zealand. Auckland Netball was based at Windmill Road, Mt Eden for 75 years before moving to its new home in Allison Ferguson Drive, St John's in January 2006. A number of partners enabled this move, in particular the then Auckland City Council who contributed over \$10 million towards the development of our significant community facility.

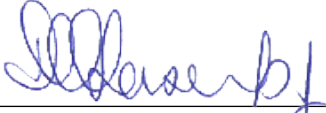
Auckland Netball Centre Inc. provides netball competitions, leagues, development programmes, player, coach, manager and official pathways and is home to over 28,836 members and participants. "More than just netball" we also provide multipurpose sporting and recreation facilities for the wider community and together over 435,000 people pass through the gates annually.

Our strategy retains our purpose underpinning everything we do and every decision we make, our vision embraces our multi-purpose diversity. To achieve success with this plan we have to continue to be a sustainable business and at the same time meeting our purpose and vision.

We have set an ambitious strategic plan outlining clear areas of focus for our organisation. We do know, that with the fast paced environments around us, we will need to review the elements of the plan regularly, be flexible and prepared to respond to opportunities and challenges presented.

We can look back on our achievements to date with pride and look forward to continuing to be innovative with the exciting opportunities ahead of us.

We thank all those stakeholders who have given feedback on this plan and helped shape our way forward.


Dianne Lasenby
CEO | Auckland Netball


Mary Gardiner
CHAIR | Auckland Netball Board



Our Purpose

Auckland Netball contributes to sport and recreation by providing netball services and pathways, enabling healthy active lifestyles.

Our Vision

To deliver the “ultimate experience” through our multipurpose sporting, recreation and community hubs.

Our Values

Passion	We have a love of the game, of our environment and enjoy working collaboratively with others
Professionalism	We operate with excellence and integrity to deliver the “ultimate experience”
Accountability	We take ownership for our actions, getting things done and achieving results
Innovation	We love challenges and improvements and undertake these creatively. We take informed risks and champion new ideas
Diversity	We value and respect the differences you bring to our organisation, and the inclusive environment it creates



Our Place

GOAL ONE

- Enable our St John's facility to cater for the growth of netball
- Diversify the use and enhance the quality of our Windmill Road facility
- Develop, promote and maximise future quality facilities based on requirements of our priority participants and partners
- Continue to be socially and environmentally responsible, protecting the environment, managing utilities and resources efficiently to contribute to sustainable outcomes

Our Participants

GOAL TWO

- Grow netball participation through targeting key market segments:
 - Ethnicity
 - Age appropriate
 - Gender
- Establish new forms of the game catering for the changing needs of our participants with a view to attracting new players
- Introduce new organisations to utilise and participate at our facilities for a diverse range of purposes
- Connect, engage and excite our community to ensure participants are satisfied with outcomes



Our Pathway

GOAL THREE

- Lead delivery of quality playing, coaching, managing, umpiring, officials and volunteer programmes
- Provide innovative performance and development programmes
- Develop and realise a strategy for retention of school leavers in sport
- Deliver a dynamic and rewarding netball competition for each level of player

Our Partners

GOAL FOUR

- Ensure goals are achieved by working collaboratively earning credibility through respectful relationships
- Increase a suite of commercial, sponsor and funder partnerships who will receive significant value from the diversity of users
- Leverage long term partnerships to enable overall increases in participants and visitors

Professionalism INCREASE
 PARTICIPATION
 SUCCESS LEAD diversity achieve
 Ownership
 Process Benefit leverage develop risks
 ULTIMATE engage targets
 EXPERIENCE
 excite TEAM WORK PASSION
 CHALLENGES Inclusive Values Respect Differences
 CREATIVITY enable
 DELIVER innovation
 Excellence Integrity Accountability
 service attract GROW
 Enhance Utilise Connect Introduce
 collaborative INSPIRE
 Pathways ESTABLISH Promote
 SATISFACTION MEASURE

Our Measures

- Netball participation increases by 3% per annum
- Windmill Road Programmes participation increases by 10%
- More than 435,000 visitors/users through the facility per annum
- We communicate 15% more through social media channels
- All our representative coaches to attend 3 coaching workshops per annum
- We will finish in the top two year on year at U15 and U17 representative tournaments
- There will be at least a 7% increase in school leavers continuing to play netball
- We attain a 90% satisfaction rate from our surveys to participants
- We increase our suite of sponsors/funders with an additional 2 partners per annum
- Increase partner satisfaction rate of 10% by an additional systematic annual review process
- Our energy consumption and charges reduce by 5% per annum

Our measures will be reviewed annually to ensure they remain aligned and relevant



Our Success

We know we have met success in our priority areas when:

Our Place

- We have developed sustainable multisport facilities operating at optimal capacity

Our Participants

- We have a minimum 3% participation growth per annum whilst sustaining at least a 90% satisfaction rate

Our Pathways

- We deliver pathways that are aligned to our national body and our participants are engaged throughout all areas of our organisation

Our Partners

- We are a role model for effective and mutually beneficial partnerships