



STAGE 7 – Write the Action Plan

Combine all previous stages to one Action and Coaching Development Plan - Add additional rows as require

Strategic Pillar 1 – LEAD THE GAME

STRATEGIC OBJECTIVE	PERFORMANCE MEASURE 2020	HOW / STRATEGY	RESPONSIBILITY	BUDGET	DUE	PROGRESS
Increase the number and quality of coaches & officials at every level of the game.	Growth in the number of accredited coaches & officials	Recruit Rep & QPL Players into roles				
Drive Social Impact & Inclusion Outcomes through Netball	Conversion/Transition from 'Come & Try' to Competitions	Undertake Special Event Days (eg. Family Days)				



Strategic Pillar 2 – PLAY THE GAME

STRATEGIC OBJECTIVE	PERFORMANCE MEASURE 2020	HOW / STRATEGY	RESPONSIBILITY	BUDGET	DUE	PROGRESS
Build Independent Funding	Understand the value of netball community, our venue and reach of audience by introducing two new sponsors per year.	Develop sponsorship proposal with mutual benefits for both sponsor and Association, target local community and align to Netballs brand.				
Identify and Cultivate New Participation Markets	Increased products available by introducing boys or mixed competition by end of 2021 (increase netballs target market).	Engage with local indoor sports centres with strong mixed netball competition, introduce condensed 'super season' with shortened season and perceived value for money.				



Strategic Pillar 3 – UNITE THE GAME

STRATEGIC OBJECTIVE	PERFORMANCE MEASURE 2020	HOW / STRATEGY	RESPONSIBILITY	BUDGET	DUE	PROGRESS
Unify our Netball Community	Consult, develop and implement a 3-year strategic plan underpinned by Netball United and targeted at knowledge sharing across the sport. The plan is to be reviewed annually and record kept of review and updates, benchmarking processes and KPIs must be include and monitored to determine if hitting projected targets.	Consult with broad range of stakeholders including members, community, local Council, and sponsors, and engage third party consultant (external) to facilitate strategic planning workshop for development of 3-year plan.				
Advance Netball's Profile, Popularity & Brand Value	Increase traffic on social media platforms with a target to increase social media audience by 10% by end of 2021.	Engage with other sporting codes, commence paid sponsor posts on social media, increase social activity and posts around events with shared target market.				



Strategic Pillar 4 – EXCEL AT THE GAME

STRATEGIC OBJECTIVE	PERFORMANCE MEASURE 2020	HOW / STRATEGY	RESPONSIBILITY	BUDGET	DUE	PROGRESS
High performance individuals	Increase Nissan State Age rankings by 2 by end of 2021 and 4 by end of 2022.	Conduct and engage in Netball Queensland coaching opportunities, increase number of carnivals to attend and engage with local nutritionist to educate girls and boys on healthy eating habits.				

Strategic Pillar 5 – HOME OF THE GAME

STRATEGIC OBJECTIVE	PERFORMANCE MEASURE 2020	HOW / STRATEGY	RESPONSIBILITY	BUDGET	DUE	PROGRESS
Optimise Utilisation of the Venue	Increase use of facility by 5% by engaging other sporting codes (i.e. pickleball) for venue hire by end 2022.	Engage with other sporting codes within community, develop come and try days, liaise with local schools and community groups.				
Drive Infrastructure	Use projected figures and target facility usage increase to leverage funding for new court lights for 4 courts.	Develop strategic and operational plan to support funding applications. Outline the actions to be taken to increase participation and demonstrate need for lighting so utilisation can continue past sundown.				