LEADERS CONFERENCE 2020

NETBALL UNITED

Planning Workshop for Committees

The Delivery Network Leads

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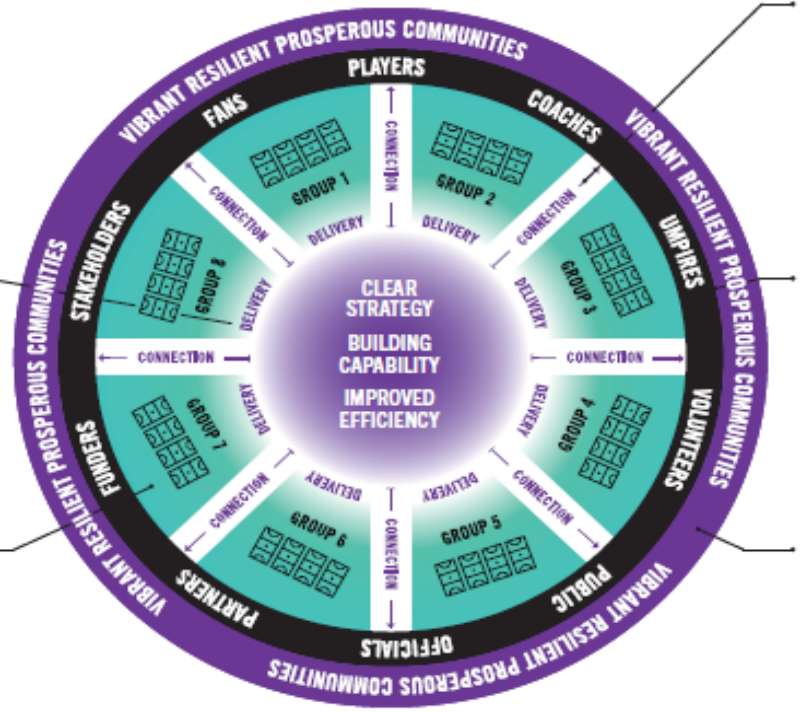
Where we are now?

Biome

OPERATING MODEL



CONNECTION CHANNELS
Zero distance between customers and the delivery network to ensure information and feedback flows freely and efficiently.

CENTRAL NODE
Provides system leadership to maximise efficiency, build capability, secure economies of scale in order to grow participation. Core functions and activities include strategy planning, automation of manual tasks, financial administration, technology, governance, brand advocacy and the co-ordination of netball delivery across the system.

CUSTOMER ARC
Technology such as World Sport Action and the Customer Relationship Management (CRM) will enable immediate, relevant and targeted communication to and between teams, clubs, associations and the broader netball community. Customer insights will continue to shape program design.

DELIVERY NETWORK
The teal sections represent the places and spaces where netball is played. The Delivery Network is comprised of both Member Associations/Clubs forming 8 groups. These segments represent how we organise collaboration, joint-projects and planning for shared benefit.

IMPACT HALO
The lasting and social impact of transforming lives through netball.

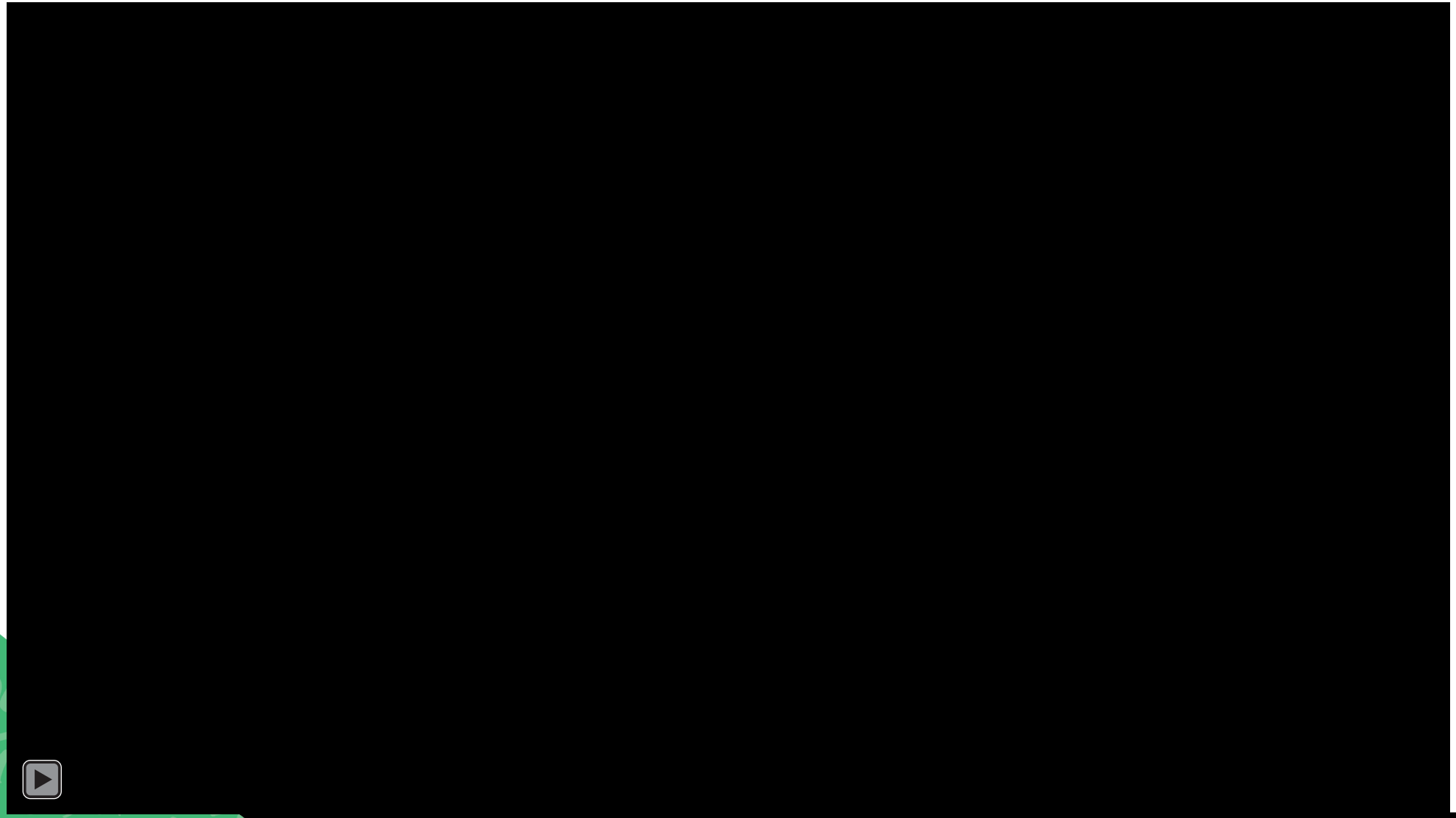
Platforms for Transformation

GOVERNANCE PLATFORM	FINANCE PLATFORM	WORKFORCE PLATFORM
Support volunteer committees to improve governance, leadership and business continuity	**Support volunteer committees with tools and training for improved financial administration and data analysis**	**Create a connected, unified and growing Netball workforce across Queensland**
1a. Utilise technology to improve meeting effectiveness and reduce the administrative burden on volunteers through automation and templates **1b.** Improve leadership (via volunteer committees) performance and decision-making effectiveness through providing supporting tools and professional development **1c.** Improve record keeping and knowledge sharing through transparent processes and systems underpinned by cloud-based technology which overcomes geographic isolation **1d.** Review and update Association Constitutions as required **1e.** Review and update Committee operating documentation as required **1f.** Provide Induction for new Committee Members supported by technology platforms	**2a.** Provide finance software and training to support time-poor volunteer committees (make it easier) **2b.** Adopt a common Chart of Accounts to enable system-wide data analysis and mapping of the Netball economy **2c.** Improve record keeping and knowledge sharing through more information reporting across the Biome **2d.** Investigate and identify collective buying and procurement initiatives **2e.** Investigate an Investment Fund (pooling of reserves with a third party) to create a fund to invest in innovative merging or pilot programs **2f.** Investigate and pursue a revised financial model which streamlines processes and rewards collaboration and innovation between nodes in the Biome	**3a.** Utilise technology to improve the attraction, recruitment, development and retention of talent within the Netball system **3b.** Provide online Induction Processes for all roles, paid and unpaid, across the system **3c.** Provide HR support to volunteer committees, ensuring netball is meeting all legal and ethical responsibilities as an employer **3d.** Implement a Traineeship Strategy across Queensland leading to job creation and system growth **3e.** Adopt technology to exploit automation and machine learning so that volunteers are released to do high-value work **3f.** Implement a Leadership Development program
Preferred Solution: Process PA	**Preferred Solution: Xero**	**Preferred Solution: Flare HR**
Outcome: Optimise System Leadership	**Outcome: Financial Sustainability**	**Outcome: Optimise Staff/Customer Experience**

Platforms for Transformation

OPERATIONAL INTELLIGENCE PLATFORM	COMMERCIALISATION PLATFORM	TECHNOLOGY PLATFORM
Optimise delivery through system-wide planning, collaboration and intelligence gathering	**Optimise independent revenue into Netball through a system-wide commercialisation blueprint**	**Optimise the use of technology as a driver of growth, sustainability and customer experience**
4a. Implement a common planning framework which aligns operational plans with broader strategic priorities **4b.** Provide training and support for volunteer committees to undertake H1, H2 and H3 planning **4c.** Optimise system performance through setting of KPIs and success targets relevant for each community **4d.** Optimise system collaboration by connecting entities across the Biome that have shared focus areas or needs **4e.** Create a system where data can be captured and tracked to provide system intelligence for better decision-making, reduced waste and duplication, the capacity to seize opportunities and respond to failure points or customer feedback (adapt/pivot as required)	**5a.** Conduct an environmental scan and commercialisation audit of all Associations (and a sample of clubs) to establish the current state (commercially) **5b.** Utilise a digital solution to create a living commercial asset inventory register which captures and tracks assets across the Biome (local inputs) **5c.** Support local volunteer committees and staff through plan templates and advice (selected Associations and Clubs) on commercialisation and activation strategies **5d.** Identify and leverage opportunities for collective commercial action in bulk-buying or the sale of sponsorship assets (vertical stack of assets, State to Club level)	**6a.** Identify and implement CRM technology across the business enabling single customer view and segmentation **6b.** Respond to the community demand for a new membership registration system (known pain point) **6c.** Leverage technology to develop new and varied modes of accessing netball outside the traditional membership model (e.g. user-pays, rock up netball) **6d.** Investigate and procure technology solutions that reduce waste, enable automation and free up the workforce for high-value tasks (e.g. coaching, officiating) **6e.** Exploit digital solutions which amplify delivery capacity through tracking court usage, coach availability, and program capacity in real time.
Preferred Solution: TBC	**Preferred Solution: SportsRM**	**Preferred Solution: Multiple & Fit For Purpose**
Outcome: Maximise Netball Participation	**Outcome: Optimise Independent Revenue**	**Outcome: Optimised Engagement and Growth**

Resource Hub

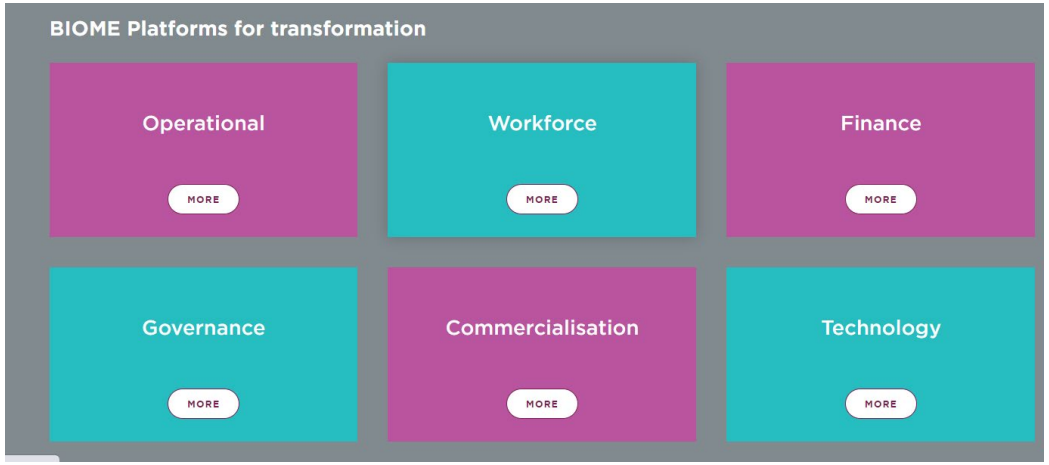


This Session

EACH GROUP HAS A STRATEGIC OBJECTIVE TO WORK ON

THIRTY MINUTES TO DEVELOP AND RECORD

THREE GROUPS WILL BE SELECTED TO PRESENT (2 MINS MAX)

What's Next?

- These plans will be collated and distributed to all conference attendees early next week
- The templates & guides for strategic planning can be found in the new BIOME page on the Website