

LEADERS CONFERENCE 2020

NETBALL UNITED



netball
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NETBALLQ

age
trust
boldness
inclusion
+ equality
improvement
change
passionate
trust
net leader



Setting our game up for growth & sustainability

“The pace of change has never been this fast, yet it will never be this slow again.”
Justin Trudeau – Prime Minister, Canada



Target Market



Product Offering



Value



What is netball's product offering with regards to value?



How flexible is our sport to new thinking?

Group Think

“The practice of thinking or making decisions as a group, resulting typically in unchallenged, poor-quality decision-making”.



Today's theme is "Getting Beyond Group Think"





Growth is not just about more participants!



What opportunities does the impact of COVID provide netball?



Why do participants leave our sport?

So how do we set up our game for growth and sustainability?

- Customer experience
- Diversity
- Challenge traditional thinking



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