



THE FUTURE OF **NETBALL** IN QUEENSLAND

PRIORITIES DOCUMENT 2025 - 2027



ACKNOWLEDGEMENT OF COUNTRY

Netball Queensland acknowledges the Traditional Custodians of the land on which we live, work and play. We acknowledge their Elders, past, present and emerging. In particular, we pay our respects to the Turrbal and Yuggera peoples, who are the Traditional Custodians of the land which our home office, Nissan Arena, is situated.

We pay our respects to ancestors of this land, their spirits and legacy which remain linked to traditional lands and waters. Our First Nations peoples give strength, inspiration and courage to current and future generations of Queenslanders, both First Nations and non-First Nations.



FOREWORD



Leanne Coddington
Chair



Kate Davies
Chief Executive Officer

Strategy is about choices, the choices you make under competition and uncertainty to achieve your vision. [Netball Queensland's \(NQ\) Strategic Plan 2023-2025](#) outlines the choices we are making over a three-year period as we strive toward our vision of being the most played and supported sport in Queensland.

In the first year of the strategy, we focused on consolidating and reinforcing our foundations. In our second year, 2024, we have begun to implement some bigger moves to grow our sport. Next year, we will be bolder and capitalise on the work put in during the previous years.

This Priorities Document outlines the longer-term aspirations for our game in Queensland. It is an articulation of the impact we want to make, the ideas we want to implement, and the leadership we want to show in growing netball in this great state, and beyond.

Netball in Queensland is seeking to grow and develop the game in the face of fierce competition from the traditional male codes. We don't want to claw back the competition – we embrace the competition for talent and are proud that netball, as the pioneering

sport for women and girls, remains the number one team sport for women and girls across the country.

Netball's impact on women is unrivalled by any other sport. We are proud of the position netball has held, and continues to hold, in the lives of millions of women and girls.

Celebrating its centenary in 2027, netball has staged the safe spaces and places for girls and women of all ages to come together over a shared love of the game and community, to develop skills on and off the court, embrace the thrill of competition and achievement, and build life-long connections and friendships.

A growth mindset is key to continuous improvement. As we build toward the 2027 Netball World Cup, which will be the showcase of the celebration of 100 years of Netball in Australia, there is still significant work to be done to align our sport nationally to set a vision for growth at the professional level of our game.

Netball must also attract greater corporate and social investment through promoting the benefits of investing in the elite game, which remains an undervalued opportunity

like many other women's professional leagues and clubs; this is despite the thriving interest and focus on women's sport.

As reported in a 2023 study conducted by Gemba in conjunction with the Victorian government's Change Our Game initiative, women's sport is one of the fastest growing commercial commodities and every dollar invested by a corporate sponsor into the visibility of women's elite sport in Australia is now offering a seven-dollar return in customer value.

Gemba's study also details that sponsors are getting a bigger bang for their buck, as women's sport "outperforms men's sport in brand awareness, brand consideration and customer conversion". Yet, a significant investment gap between women's and men's elite sport remains.

In this document, NQ outlines priorities for netball in Queensland, including its role in the Federation of Australian Netball, and how as an organisation we will take responsibility for sustainable growth that generations to come can benefit from. We will do this by:

- Investing in Regional Communities
- Delivering Impactful Initiatives
- Building the Infrastructure
- Growing the Game

We can't do it alone and look forward to partnering with Netball Australia, Netball Australia's Member Organisations, NQ Members, the Australian Sports Commission, the Australian and Queensland Governments, local government, events and tourism bodies, current and future sponsors and partners, and of course, our netball communities right across Queensland and fans nationally and globally.



VISION & PURPOSE



NQ IS THE PEAK STATE SPORTING ORGANISATION RESPONSIBLE FOR THE GOVERNANCE, DEVELOPMENT, PROMOTION AND ADMINISTRATION OF NETBALL THROUGHOUT QUEENSLAND.

We take seriously our position as custodians of netball in Queensland and embrace our responsibility to promote inclusion, gender equality and diversity.

Our Reconciliation Action Plan (RAP) launched in April 2022 has formalised our commitment to reconciliation by embedding a framework to turn our intentions into practical, meaningful actions and outcomes.

At NQ our purpose is to enrich lives through netball, and our vision is to be the most played and supported sport in Queensland. Our Strategic Plan (2023 - 2025) defines what 'winning' means for our organisation and outlines the choices that will make it happen and create value.

At NQ our values and behaviours are important to our cultural identity and how we grow, play, inspire, and lead our great game of netball.



KEY ACHIEVEMENTS



57,200

UNIQUE REGISTERED MEMBERS IN 2023



17U

NATIONAL CHAMPIONS



732 TEAMS

COMPETING IN VICKI WILSON CUP PRELIMINARY ROUNDS



\$1.4m

TOTAL GOVERNMENT FUNDING



93 BOYS TEAMS
COMPETING IN THE VICKI WILSON CUP



4,022

FIREBIRDS MEMBERSHIPS



180

LEADERS CONFERENCE REGISTRATIONS

12



YOUTH ADVISORY BOARD MEMBERS (2ND COHORT)

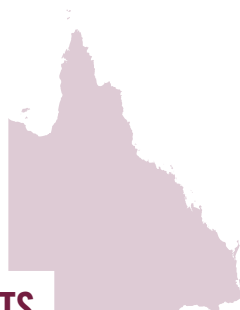


96%

UTILISATION OF FIREBIRDS PLAYER APPEARANCE HOURS

37

REGIONAL COMMUNITY CLINICS ACROSS



22

REGIONAL COMMUNITY VISITS



5,431

TOTAL ACCREDITED COACHES



1,670

TOTAL ACCREDITED UMPIRES



2,167

MALE REGISTERED PLAYERS



COMPLETED 'REFLECT'

RECONCILIATION ACTION PLAN

OUR MEMBERS

THANK YOU TO OUR MEMBERS FOR YOUR CONTRIBUTION
IN GROWING THE GAME IN YOUR COMMUNITIES

Netball Queensland Member Associations

Barcardine Netball Association
Beaudesert & District Netball Association
Beenleigh Netball Association
Biloela Netball Association
Blackwater Netball Association
Bowen Netball Association
Brisbane Netball Association
Bundaberg Netball Association
Burdekin Netball Association
Caboolture Netball Association
Cairns Netball Association
Caloundra District Netball Association
Capricorn Coast Netball Association
Charters Towers Netball Association
Chinchilla Netball Association
Clermont Netball Association
Coolum District Netball Association
Cornubia Park Netball Association
Curtis Coast Dolphins Netball Association
Dalby Netball Association
Douglas Netball Association
Downey Park Netball Association
Emerald Netball Association
Evelyn Netball Association
Fassifern Netball Association
Gayndah & District Netball Association
Gladstone Netball Association
Goodna Netball Association
Goondiwindi Netball Association
Gympie & Districts Netball Association
Herbert River Netball Association
Hervey Bay Netball Association
Highfields & Districts Netball Association
Hinterland District Netball Association
Hughenden Netball Association
Innisfail & District Netball Association
Ipswich Netball Association
Jimboomba Netball Association
Kingaroy Netball Association
Laidley & Districts Netball Association
Lockyer Valley Netball Association
Logan City Netball Association
Longreach Netball Association
MacGregor Netball Association
Mackay Netball Association
Maleny Netball Association
Maranoa Netball Association

Mareeba Netball Association
Maryborough Netball Association
Metropolitan Districts Netball Association
Middlemount Netball Association
Monto Netball Association
Moranbah Netball Association
Mount Isa Amateur Netball Association
Mundubbera Netball Association
Murwillumbah Netball Association
Nambour & Districts Netball Association
Nanango & District Netball Association
Noosa District Netball Association
Northern Gold Coast Netball Association
Pimpama United Netball Association
Pine Rivers Netball Association
Queensland Catholic Netball Association
Redcliffe Leagues Netball Association
Redlands Netball Association
Rockhampton Netball Association
Sarina & District Netball Association
South Coast Netball Association
Southport Carrara Netball Association
St. George Netball Association
Stanthorpe Netball Association
Sunshine Coast Netball Association
Sunshine State Men's and Mixed Netball Association (QLD Suns)
Tableland Netball Association
Toowoomba Netball Association
Townsville City Netball Association
Tully Netball Association
Tweed Netball Association
Underwood Park Netball Association
Warwick & District Netball Association
Western Districts Netball Association
Whitsunday Netball Association

Netball Queensland Community Members

Blackall Junior Netball Club
Brisbane Christian College
Cannon Hill District Netball Association
Canterbury Taipans
Capricorn Netball
Darling Downs Netball Association
Greater Brisbane Netball League
Mungindi Junior Rugby League Club
SCALA Indigenous Corporation
Tambo Netball
Tara Shire Social Netball Club

Netball Queensland Legacy Life Members

Maureen Atkins
Susan Bamford
June Bothwell AM*
Michele Buck*
Dianne Cocker
Janelle Derrington
Bertha Elder*
Morna Franklin
Audrey Fullagar OAM*
Florence Gallagher*
Phyllis Grant*
Doris Howes*
Deirdre Hyland AM*
Jan Maggacis
Mavis Martin OAM*
Madonna McKenna
Lana Midson
Joan Pentecost*
Carole Scott
Annette Smith
Helen Stevens *
Olive Stitz*
Ivy Wallace*
Jeanette Warwick BEM*
Elizabeth White OAM
Valda Williamson
Doris T Wilson*
Vicki Wilson OAM
Shirley Winton OAM*
Maisie Wrightson*

*Denotes deceased members



OUR IMPACT



The social, health and economic impacts of netball on individuals and communities is significant. A Social and Community Impact of Netball in Queensland Study recently commissioned by NQ and conducted by [Solucio](#), reported strong linkages between the netball environment and each of the three key aspects of social cohesion: social inclusion, social capital and social mobility.

Further, from selected indicators of social capital, the study found that Queensland netballers in comparison to both general sport participants and non-sport participants have friends with a diverse ethnic background and have closer relationships with their social networks.

We also know that lack of physical activity is the fourth highest risk of disease behind tobacco, obesity, and alcohol use. Regular participation in physical activity provides significant health benefits to individuals

from both a physical and mental health perspective.

The Solucio study found that netball makes an annual health contribution of \$5.4 million, and a lifetime health contribution of \$64.1 million. The community contribution to health, that netball provides in terms of dollars saved, is significant for the whole netball community.

The study also **estimated netball will have a direct and ancillary economic contribution to Queensland in 2024 of \$78.6 million**. From previous specific economic impact studies, we know that NQ's mass participation events

held throughout the year provide direct economic benefits of up to \$10 million in the locations in which they are held.

For more information on the social and community impact of netball in Queensland, please contact NQ (see back cover for details).

QUEENSLAND NETBALLERS IN COMPARISON TO BOTH GENERAL SPORT PARTICIPANTS AND NON-SPORT PARTICIPANTS HAVE FRIENDS WITH A DIVERSE ETHNIC BACKGROUND AND HAVE CLOSER RELATIONSHIPS WITH THEIR SOCIAL NETWORKS.



OUR RECONCILIATION JOURNEY



NQ'S VISION FOR RECONCILIATION IS TO ENRICH FIRST NATIONS PEOPLES' LIVES BY CREATING CULTURALLY SAFE NETBALL SPACES AND EXPERIENCES ACROSS THE STATE.

As the governing body for netball in Queensland we hold an immense responsibility to advance Reconciliation in sport and more broadly across our state and support efforts of the same throughout the netball nation. We aim to do this by:

- Strengthening relationships with First Nations stakeholders in our sport across the state
- Committing to build culturally safe spaces by providing opportunities to members to learn about, respect and celebrate First Nations peoples and cultures.
- Facilitating and maximising opportunities for First Nations players, coaches, umpires and administrators to equitably participate and progress at all levels of our sport.
- Supporting the implementation of 'Netball's Declaration of Commitment' by embedding culturally safe practices to combat systemic racism within our sport.
- Developing organisational capacity and capability so we can be leaders of change and support our members to advance the sustainable development of netball for First Nations participants.
- Honouring the First Nations people who paved the way as they provide the legacy for other First Nations peoples to play and love our sport.
- Holding ourselves accountable to our commitment by transitioning diversity, equity and inclusion from a function to a practice using strong governance structures.

We look forward to launching our second RAP, as approved by Reconciliation Australia, in May 2024.

Progress made against our first RAP can be viewed the NQ website: [Reflect Reconciliation Action Plan Report](#).



SUMMARY OF NQ PRIORITIES (2025 – 2027)

Objective	Priorities	Total Estimated Cost	NQ Commitment	Investment Gap
Investing in Regional Communities	Queensland Firebirds Future Academy – Foundation Partner	Unlimited Opportunity	\$150,000	\$300,000 per year
	Birdies to the Bush	\$100,000 per year	\$20,000 per year	\$80,000 per year
	Elite Netball Fixtures – Portable netball court	\$300,000 (one-off)	\$50,000 (one-off) & 1 x Firebirds pre-season regional match per year	\$250,000 (one-off)
Delivering Impactful Initiatives	Serving Our Members	\$120,000	\$60,000	\$60,000
	FUNDED Queensland Gems	\$150,000 per year	\$20,000 per year	\$130,000
	Diamond Spirit Program – Engage	\$250,000 per year	\$25,000 per year	\$225,000
Building the Infrastructure	Nissan Arena Infrastructure Proposal	\$3,928,000	\$140,000	\$3,788,000
	Community Infrastructure	See pages 17–21 for breakdown	Netball Queensland Infrastructure Fund (2025)	See pages 17–21 for breakdown
Growing the Game	Ways of Working	See page 22		
	Commitment to Inclusivity	See page 23		
	Australian Netball High Performance Strategy	See page 24		
	Growth Strategy for Super Netball	See page 25		





INVESTING IN REGIONAL COMMUNITIES

Queensland Firebirds Futures Academy

The Now:

The Queensland Firebirds Futures Academy (QFFA) has been established to support the best young talent in Queensland in achieving their goals of playing Super Netball and ultimately, national representation with the Australian Diamonds.

The QFFA provides expert coaching, strength and conditioning and medical support as well as education in several areas including nutrition and mindset. The athletes also receive dedicated support from NQ's High Performance team including regular contact and engagement with the Queensland Firebirds staff and players.

Having been established in Southeast Queensland, it was important that NQ invest in our regional athletes, specifically so promising talent didn't feel pressure to move to Brisbane to pursue their netball dreams.

In 2024, NQ has established four regional hubs of the Academy in Cairns, Townsville, Mackay and Rockhampton to allow 16 players to develop in their hometowns. The Academy also provides development opportunities for umpires as well as employs locally engaged coaches.

The Future:

Through a partnership with an organisation also dedicated to supporting opportunities for regional Queenslanders, NQ aspires to establish more regional hubs of the QFFA throughout Queensland to support more regional athletes and umpires in their hometown, as well as extend the employment and development opportunities for regionally based coaches.

Talented Queensland netballers will be identified and nurtured where they live, work and play and NQ will be developing a pipeline of future Queensland Firebirds in our own backyard.

To ensure its success, sustainability and expansion – and to provide these opportunities at no cost to the athlete – we are seeking a Foundation Partner for the QFFA.



Birdies to the Bush

The Now:

Netball's athletes are recognised as some of the best female role models in sport; they are the benchmark. The Queensland Firebirds are incredible role models who are articulate, engaging, genuine, competitive and passionate. They inspire all ages on and off the court.

The Queensland Firebirds get out into the community, and particularly the regions, as often as they can. In the past two years, the Queensland Firebirds have played pre-season matches in Mackay, Toowoomba, and Townsville, as well as undertaken almost 500 hours of community engagement, netball clinics and regional tours.

The Future:

The Queensland Firebirds will spend more time connecting with communities throughout regional Queensland.

To support NQ's 'Play Netball' community campaign to encourage and grow participation in netball right across Queensland, and to continue to amplify our Queensland Firebirds connection to regional grassroots, five groups of Queensland Firebirds will visit a regional location of Queensland each year for three years.

Players will attend three local state schools and participate in an activation with students. Players will also attend a club or association clinic that aligns with their 'Come & Try' or registration days.

Queensland Firebirds players (many of whom are from regional areas) will also share their insights into their own netball journey and pathway through representative netball.

NQ staff who accompany the Queensland Firebirds will be equipped with information on what the pathway looks like for aspiring athletes and officials. NQ will also share messaging around pathways and representative netball events and include information on state and federal funding opportunities that could support athlete travel and participation.



Elite Netball Fixtures

The Now:

NQ recognises the economic, social and health value of bringing elite netball to regional areas of Queensland, as well as the incredible impact it has on inspiring more participants and fans to love our game.

A barrier to scheduling more Queensland Firebirds and Australian Diamonds content in regional Queensland is the lack of suitable indoor sporting venues with key on and off-court infrastructure required for elite netball. This includes appropriate court run-offs, the approved playing surface and spectator capacity greater than 1,000 seats.

The Future:

We want more regional communities in Queensland to have the opportunity to connect with the Queensland Firebirds and Australian Diamonds and to experience the thrill and excitement of elite netball.

Pre-season games – not necessarily indoors – and Super Netball fixtures, could be hosted at venues with greater seating capacity, such as entertainment and convention centres, by bumping in portable playing surface infrastructure.

Investment in a portable court for use throughout Queensland locations would allow this flexibility and variability in scheduling. This would also boost opportunities to attract international netball content to regional Queensland.

NQ would store and maintain the portable court but is seeking a partner/s to invest in the one-off capital expenditure.





DELIVERING IMPACTFUL INITIATIVES

Serving Our Members

The Now:

NQ exists to serve our Members; we are a member-led organisation. Throughout Queensland we have 82 Member Associations and 11 Community Members whom we work in service of. We acknowledge the volume of requirements and demands on local sport administrators, and we work to support our members to navigate and thrive in this landscape.

We know what matters to our members because over the past 12 months we've put more boots on the ground to engage with our members face to face, understand their pain points, their successes and what further support they need; we now have nine Community Development Officers working with our Member Associations and Clubs right across Queensland.

We also understand cost of living pressures affects participation levels in sport. In 2022, the NQ Board resolved to abolish the non-playing membership fee which was being levied against any volunteer or contributor to our sport who was not taking the court.

NQ is committed to maximising opportunities for people to love our game at any level they participate in. Supporting players, coaches and umpires to develop and enhance their skills, including having their skills identified for pathway progression, is a priority.

However, Queensland is a big state, and the tyranny of distance and as well as the cost of travel, is a barrier to NQ's ability to support the growth and development of participants through the pathway.

The Future:

NQ will continue to evolve product offerings and services to enhance participant experiences by reducing volunteer compliance loads, creating equity amongst regional and metropolitan athletes, including through reducing travel and cost barriers, and diversifying the way our game is played and the people who play it.

We will lead tech innovation by utilising video streaming technology to enable talent identification from anywhere in the state. We will use artificial intelligence and machine learning to analyse and code performance to unlock new insights and lead indicators for success.

We are seeking investment to grow our tech capability and establish and scale platforms and systems to interconnect the netball community as players, fans, coaches and umpires, surface raw talent and create a thriving and prosperous network of netball contributors and consumers.





Queensland Gems

FUNDED

The Now:

NQ celebrates diversity and is committed to building safe, supportive, inclusive, and fun netball experiences for people of all abilities. At present, there are limited opportunities for people with a disability to try, play and excel at netball at a grassroots level, which is underpinned by a lack of confidence in modifying netball programs for people with disabilities. This has been identified as a key barrier to disability inclusion in the sport and has implications for the growth of Queensland's state team for women with intellectual disabilities, the Queensland Gems.

The Future:

NQ will address identified barriers to participation for people with disabilities at all levels of netball by:

- Scaling up an existing grassroots program that has demonstrated success
- Building the capacity of NQ Community Development Officers to promote disability inclusion.
- Introducing staffing that provides targeted support to clubs and associations to improve disability inclusion in the regions.
- Developing resources to build associations and clubs' confidence in introducing disability programs and competitions at a grassroots level.
- Establishing a state-wide collaborative network to drive, coordinate and monitor disability inclusion across Queensland.
- Establishing a Gems Ambassador program to increase the visibility of women with disabilities in sport.
- Establishing Gems Academies in regional areas to improve access to high performance netball opportunities for women with intellectual disabilities.

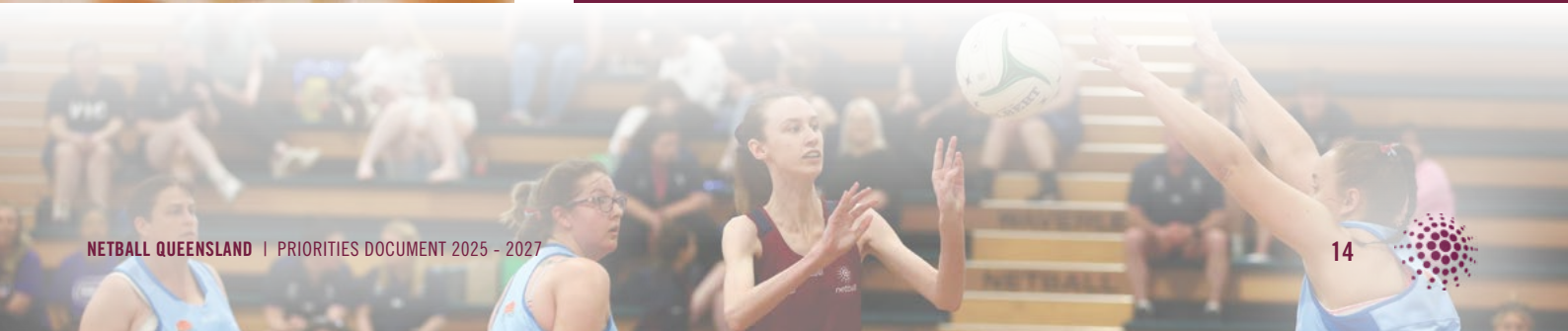


The impact of the Gems program on women with intellectual disabilities has been immense. Gems athletes experience increased senses of belonging and achievement and improved self-confidence and independence.

These benefits extend beyond the court into their whole of life experience, and it's been a privilege to share NQ's purpose of enriching lives through netball with people who society too often pushes to the margins.

What's needed to ensure people with disabilities right across the state have access to these socioemotional benefits is a coordinated approach to disability inclusion – one that centres the person, fosters aspirations and reshapes our traditional understandings of success."

– Merrin McCulloch, QLD Gems Head Coach



Diamond Spirit Program Engage

The Now:

Diamond Spirit is a capacity-building program delivered in school and community settings in Queensland, designed to Educate, Engage and Empower First Nations girls, young women and their communities through the power of netball. It is delivered across three pillars – Educate, Engage and Empower – with Engage and Empower representing the biggest opportunities for strategic growth.

Activities delivered under the Engage and Empower pillars increase access to netball in distinct and remote Aboriginal and Torres Strait Islander communities in Far North Queensland.

The Future:

Empower is the upskilling arm of the Diamond Spirit program, providing tailored support to First Nations people interested in acquiring coaching and umpiring accreditations and other related skills to apply in their communities. However, this approach addresses only one of the barriers to establishing netball programs and competitions in remote communities.

To promote sustainability, looking forward NQ will:

- Provide financial subsidies to offset the costs of netball related learning and upskilling opportunities.
- Provide learners the netball equipment they require to practically apply their new skills in community.
- Build the capacity of Diamond Spirit workers to deliver foundational and developmental program in communities, to alleviate the burden of travel for people who want to upskill.
- Partner with local First Nations organisations to establish community-based training centres, dedicated spaces that afford learners access to computers and Internet to complete required online modules.
- Define a distinct and culturally appropriate volunteer value proposition to build, engage and invest in a volunteer base that supports sustained program delivery.

Activities under the Engage pillar provide netball participation opportunities for community members under the guidance of a NQ Diamond Spirit Activity Officer. NQ will scale up Engage to significantly increase its reach.

This entails increasing the frequency and consistency of visits to remote communities between Cairns and Cape York, and the Torres Strait Islands, and exploring ways to better overlap Engage and Empower to promote sustained participation.



“Improving access to netball participation in remote communities provides opportunities

for First Nations girls to enjoy safe all-female spaces, and First Nations boys to build teamwork skills. Since 2017 NQ has had over 3500 interactions with First Nations girls and boys who have participated in netball games, clinics and carnivals under Diamond Spirit Engage.”

– Michael Barlow, NQ Diamond Spirit Activity Officer



BUILDING THE INFRASTRUCTURE



NISSAN ARENA

1 SHOW COURT

7 COMMUNITY COURTS

5,300

MAXIMUM SHOW COURT CAPACITY

29

MAJOR EVENTS IN 2023

423,723

TOTAL ATTENDEES

192,092

OF WHICH WERE COMMUNITY USERS

Nissan Arena Infrastructure Proposal

The Now:

The Queensland State Netball Centre, known as Nissan Arena, is South-East Queensland's premier sporting and community venue, and the proud home of the Queensland Firebirds and Brisbane Bullets.

Located 12 minutes from Brisbane's CBD, Nissan Arena has hosted hundreds of successful events since opening in 2019. The Arena has had over 1.5 million people through the doors – to play, cheer, dance, dine and do business. Its versatility caters to minor events and community use as well as major events on show court where there is a seated capacity of just over 5,000 spectators to host the Suncorp Super Netball (SSN), National Basketball League, as well as boxing matches.

The arena is proud of its diversification with a portfolio that exists beyond major events, and in addition to its premier show court, there are seven indoor community courts, three VIP/Conference Rooms, elite and community change rooms, and a state-of-the-art gymnasium for professional and elite athletes.

Stadiums Queensland owns the venue and NQ manages the operations of the venue as the exclusive operator in a long-term partnership with Stadiums Queensland, with the majority of usage for the facility being for community sport.

The Future:

Whilst the current arena design accommodates multiple event offerings able to deliver opportunities for international, national and community sporting and entertainment events, the venue needs to evolve and improve asset functionality, operations, and aesthetics to create a more welcoming and inclusive fan and patron experience that will in turn influence return visitation, boost event hosting opportunities, and increase revenue generation.

NQ has engaged Chalmers Sports Architecture (CSA) to explore and create design concepts to improve the venue's offering across three key stages:

- Stage 1 External Café - \$481,000
- Stage 2 External Plaza - \$2,905,000
- Stage 3 End of Court Hospitality Area - \$542,000



The total cost estimate is \$3,928,000.

Costs are including contingency, excluding GST and escalation.

Budget is being sought to deliver the full scope however stages can be funded and delivered independently.

The proposal includes high-level concepts that can be modified depending on feedback and the availability of funding.



Community Infrastructure

The Now:

In line with the NQ Strategic Plan 2023-25, NQ has undertaken a review and refresh of its State-Wide Facilities Strategy 2018-2025. This included an update to the facility audit data previously captured.

The NQ Infrastructure Strategy (NQIS) 2024 – 2034 includes a review of netball participation trends as well as current and forecasted population growth to guide the strategic prioritisation and provision of netball infrastructure in Queensland over the next 10 years.

The NQIS was developed in consultation with key stakeholders including all levels of government, our Member Associations, clubs, and schools.

The refreshed NQIS will be released in May 2024 and will help guide the strategic prioritisation, investment, and provision of netball infrastructure in Queensland over the next 10 years.

The Future:

In 2025, NQ will seek to establish a Netball Queensland Infrastructure Fund (NQIF) to support the priorities outlined in NQIS.

NQ would welcome the opportunity to partner with the Queensland Government and jointly fund the NQIF initiative to deliver improved on and off-court infrastructure critical to supporting grassroots netball.

The refreshed NQIS has identified such infrastructure priorities as court resurfacing, lighting, all weather courts, shade, and sheltered seating across the state.

The below are some of our Member's current community infrastructure priorities identified in state electorates (as of April 2024).



BUILDING THE INFRASTRUCTURE

Electorate	Project Description	Member Association	2023 Unique Registered Members	Total Estimated Cost (TEC) / Investment Ask	Other Contributions
Bundaberg	Upgrade lighting to LED and pathways for improved accessibility	Bundaberg Netball Association	1,372	TEC: \$450,000 Ask: \$400,000	Bundaberg Netball: \$50,000
Bundamba	Reconstruct six hard courts with compliant run-offs and improved safety	Goodna Netball Association	239	TEC: \$900,000 Ask: \$830,000	Goodna Netball: \$70,000
Burdekin	Demolish site and construct ten new courts	Burdekin Netball Association	525	TEC: \$2 million Ask: \$1.945 million	Burdekin Netball: \$55,000
Burdekin	Upgrade clubhouse (including amenities)	Middlemount Netball Association	110	\$500,000	
Burleigh	Repair and resurface 15 hard courts	South Coast Netball Association	980	\$285,000	
Cairns	Electronic scoreboards & sheltered grandstand seating	Cairns Netball Association	1,461	TEC: \$175,000 Ask: \$170,000	Cairns Netball: \$5,000 TBC
Callide	Resurface 12 hard courts	Biloela Netball Association	760	\$150,000	
Callide	Convert two grass courts to hard courts and lighting project	Gayndah & District Netball Association	118	\$450,000	
Callide	Resurface two hard courts	Monto Netball Association	132	\$70,000	
Caloundra	Court resurfacing and player transition boxes for improved safety	Caloundra & District Netball Association	1,622	\$100,000	Caloundra Netball: Amount TBC
Clayfield	Resurface nine hard courts	Downey Park Netball Association & Queensland Catholic Netball Association	DPNA: 4,752 QCNA: 1,483	TEC: \$150,000 Ask: \$135,000	Downey Park Netball: \$15,000
Cook	Air hall structure over existing four hard courts to support all-weather training and competitions	Mareeba Netball Association	249	TEC: \$2 million Ask: \$1.9 million	Mareeba Netball: \$100,000
Coomera	Court cleaning and padlocks for goal posts	Pimpama United Netball Association	New Assoc.	\$15,000	
Gladstonew	Upgrade lighting to LED, resurface two hard courts and shaded seating	Gladstone Netball Association	1,246	\$1 million	
Glass House	Resurface two hard courts at Maleny High School	Maleny Netball Association	105	\$50,000	



BUILDING THE INFRASTRUCTURE

Electorate	Project Description	Member Association	2023 Unique Registered Members	Total Estimated Cost (TEC) / Investment Ask	Other Contributions
Gregory	New pavilion with toilet and change amenities	Blackwater Netball Association	193	TEC: \$1 million Ask: \$990,000	Blackwater Netball: \$10,000
Gregory	Airhall structure over two hard courts to support all-weather training and competitions	Emerald Netball Association	396	\$1.3 million	
Gregory	Upgrade / fit-out existing shed to a clubhouse with amenities	Longreach Netball Association	171	\$1.25 million	
Gympie	Air hall structure over two hard courts to support all-weather training and competitions	Gympie & Districts Netball Association	458	Ask: \$1.2 million	Gympie Netball: Amount TBC
Hill	Air hall structure over hard courts to support all-weather training and competitions	Evelyn Netball Association	15	\$1 million	
Hill	Major court and lighting redevelopment	Innisfail & District Netball Association	364	\$2.5 million	
Hinchinbrook	New clubroom building	Herbert River Netball Association	177	\$450,000	
Ipswich	Improved toilet facilities and access to drinking water	Ipswich Netball Association	1,390	\$250,000	
Keppel	Convert six grass courts to six hard courts	Capricorn Coast Netball Association	1,357	\$1 million	
Lockyer	Resurface two hard courts and convert four grass courts to hard courts (providing six hard courts)	Lockyer Valley Netball Association	212	TEC: \$1 million Ask: \$850,000	Lockyer Valley Netball: \$150,000
Logan	Additional toilet facilities	Jimboomba Netball Association	684	Ask: \$300,000	Jimboomba Netball: Amount TBC
Macalister	Resurface nine hard courts	Beenleigh Netball Association	186	\$150,000	
Mackay	Upgrading halogen lights to LED (12 courts)	Mackay Netball Association	1,538	\$125,000	
Maroochydore	Airhall structure over two courts to support all-weather training and competitions	Sunshine Coast Netball Association	2,531	Ask: \$1.2 million	Sunshine Coast Netball: Amount TBC
Maryborough	Shaded seating around courts	Hervey Bay Netball Association	766	\$75,000	



BUILDING THE INFRASTRUCTURE

Electorate	Project Description	Member Association	2023 Unique Registered Members	Total Estimated Cost (TEC) / Investment Ask	Other Contributions
Maryborough	Base works and resurface six hard courts	Maryborough Netball Association	140	\$300,000	
Mirani	Install toilet block	Sarina & District Netball Association	322	\$40,000	
Mundingburra	Upgrade lighting to LED	Townsville City Netball Association	2,314	Ask: \$180,000 Ask: \$145,000	Townsville City Netball: \$35,000
Nanango	Resurfacing courts	Kingaroy Netball Association	445	TEC: \$1.5 million Ask: \$1.425 million	Kingaroy Netball: \$75,000
Nicklin	Reconstruction of two sunken and unusable netball courts	Nambour & Districts Netball Association	365	\$1 million	
Ninderry	New lighting and resurfacing to three courts. Facility is currently unusable due to lighting condition	Coolum District Netball Association Inc.	992	\$750,000	
Redcliffe	Reconstruct five new hard courts (Stage 2)	Redcliffe Leagues Netball Association	365	\$1.5 million	
Redlands	Conversion of five grass courts to hard courts	Redlands Netball Association	1,681	\$1.15 million	Redlands Netball: Amount TBC
Rockhampton	Rockhampton Regional Sports Precinct – Stage 1 Netball Facilities	Rockhampton Netball Association	2,519	\$5 million	
Scenic Rim	Upgrade lighting to LED	Beaudesert & District Netball Association	170	TEC: \$90,000 Ask: \$72,500	Beaudesert Netball: \$17,500
Scenic Rim	Relocation to Boonah Sports Complex, including five hard courts, lighting and amenities shared with tennis	Fassifern Netball Association	179	\$1.5 million	
Southport	Improvements to clubhouse	Southport Carrara Netball Association	1,654	\$50,000	
Springwood	Sheltered court seating for spectators	Underwood Park Netball Association	1,123	\$250,000	Underwood Park Netball: Amount TBC
Toohey	Convert six grass courts to hard courts	Macgregor Netball Association	644	\$400,000	
Toowoomba North	Storage facility to regain access and use of toilet facilities (currently being used for storage). Purchase a Defibrillator.	Highfields & District Netball Association	334	\$45,000	



BUILDING THE INFRASTRUCTURE

Electorate	Project Description	Member Association	2023 Unique Registered Members	Total Estimated Cost (TEC) / Investment Ask	Other Contributions
Toowoomba South	Major court redevelopment	Toowoomba Netball Association	1,898	\$2.5 million	
Traeger	Resurface seven hard courts and convert grass court to hard court	Charters Towers Netball Association	439	\$500,000	
Traeger	Major court redevelopment and new changerooms	Mount Isa Amateur Netball Association	537	\$4 million	
Waterford	Resurfacing of seven hard courts	Cornubia Park Netball Association	1,084	\$250,000	
Whitsunday	Relocation to Haven Sports Ground, including six hard courts (two covered), lighting, and amenities	Whitsunday Netball Association	258	\$4 million	



GROWING THE GAME

Ways of Working

The Now:

There has been sustained conjecture among sports administrators, the sporting industry generally and sport policy makers that sports governed by federated models are holding progress back and stopping kids from playing sport.

Federation isn't the problem. The problem is the inability of national bodies to meet the needs of consumers at the coal face – but is that even their role? It is State Sporting Organisations (SSOs) who should be held to account, just as it would otherwise be a management mandate passed internally in a unitary model.

Netball is a prime example of the virtues of federation. While the national body has weathered challenges, the Member Organisations (MOs) – and the incredible efforts of their Member Associations (volunteers) – have ensured that the game remains healthy and functional at the grass roots level.

All of us can do better, and a focus on improved leadership and communication, not governance and structural reform will see immediate and mid-term results and positive impacts.

The Future:

NQ remains committed to being a team player in a federated model and seeks to support our national body, Netball Australia (NA), so it can lead the game from a position of strength.

A clear and unifying vision must be created, documented and shared so there is motivation for a higher-purpose and alignment in what the Federation is working in service of.

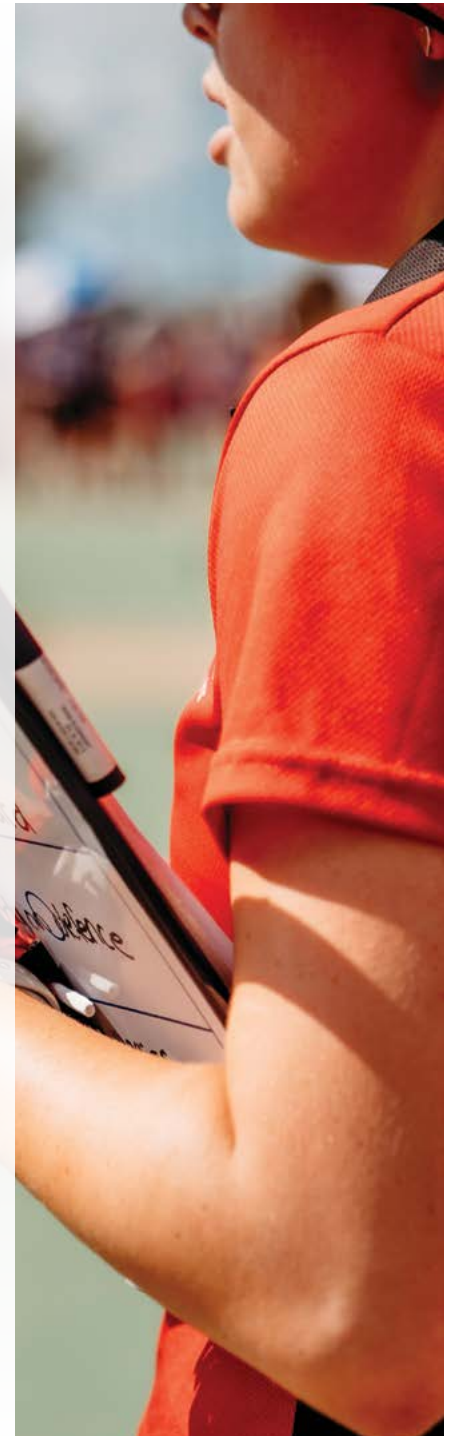
With that vision as the foundation, the Federation can then be clear on roles and responsibilities of the national body and state bodies and focus on working together to drive sustainability, deliver growth and positive outcomes for stakeholders at all stages of the netball pathway.

We will actively contribute to the reform of annual Member Contribution Fees that MO's pay to NA to ensure all parties are incentivised to grow and to invest in the right places to support participation growth as well as the right initiatives to improve retention.

National Bodies and SSOs in federated models must also seek efficiencies through shared services including but not limited to human resources, finances and high performance and NQ would actively participate in realising this future.

NQ also remains committed to openly communicating to the relevant levels of government the actual opportunities that could have an immediate positive impact on participation, specifically, but not limited to:

- Government subsidised sport participation vouchers that offer real time validation.
- Local volunteer run sporting clubs not having to pay to communicate in local school newsletters.
- Improved learning management systems that are serviceable for administrators and easy to use.



Commitment to Inclusivity

The Now:

Increasing our capacity and capability to welcome boys and men into netball is a clearly defined goal of NQ's Strategic Plan 2023-25. NQ and the Queensland Suns Men's & Mixed Netball Association (the Qld Suns) have come together to encourage more men and boys to give the sport a try.

In 2024, and for the second year in a row, a memorandum of understanding (MOU) between the two bodies has been struck with the aim of growing participation by boys and men in netball across the state.

The agreement formalises a working partnership between NQ and the Suns which includes greater collaboration between both organisations to grow netball participation by boys and men at all levels.

The MoU sees NQ and the Qld Suns working together to actively engage the netball community through camps, clinics, social competitions, and event participation, including boys competing in the esteemed Vicki Wilson Cup competition. The QFFA also has two Qld Suns members as part of the 2024 cohort.

The Future:

We need to work harder than ever to be the sport of choice for women and girls and put more energy into learning from others as we welcome and embrace a participation and audience base more inclusive and reflective of our society.

We must continue to foster the growth of netball participation at all levels for men and boys and the partnership with the Qld Suns reinforces our commitment to inclusivity and growth in netball as a game for all. Ongoing engagement and response from NQ's member associations demonstrates that they too are leaning into the growth challenge for men and boys and are cognisant of the benefits of an equitable future.

As outlined in NQ's Strategic Plan, in 2025 NQ will undertake a feasibility study in collaboration with the Qld Suns to fully integrate men's netball into NQ.



The Queensland Suns are excited to strengthen our partnership with Netball Queensland through the second year of the MOU. We look forward to improving the exposure of boy's and men's netball, and the growth of netball for all."

— Darren Gillespie, Queensland Suns President



Australian Netball High Performance Strategy

The Now:

Whilst the Australian Diamonds are arguably one of the most successful Australian sporting teams of all time and their status is the envy and aspiration of the netball nations, and, SSN is the world's best domestic netball competition, it is only a matter of time before the other leading countries start to beat down our door.

To maintain Diamonds success across the next two World Cup cycles, and for SSN to maintain the mantle of the best competition in the world, the whole system must want to improve, want to innovate, and want to develop and master high performance processes and standards so those other leading netball nations feel in a constant state of catch up.

The Future:

Our sport needs a renewed, aligned, and sustainable Australian Netball High Performance Strategy that will allow the sport to attract, develop and retain elite athletes in the face of increasing competition from other sporting codes, whilst providing a framework for the system to support the aspirations of the elite netballers with it, as well as the aspirations of Super Netball clubs and Australian Diamonds.

Success will be alignment on the role of national competitions and pathways; understanding of the responsibilities of daily training environments and feedback as athletes move in and out of domestic and international duties, including individual annual plans; access to system wide data and benchmarking to prevent injuries and improve performance; visibility of commercial, media and promotional appearance requirements; player wellbeing including scheduling of annual leave and transitions; and optimum use of use of high performance resources.

As a member of the Professional Netball Committee established as part of the Collective Player Agreement 2024-2026 between Netball Australia, the Australian Netball Players Association and Super Netball Clubs, NQ will continue to advocate for the development of an Australian Netball High Performance Strategy.





“The key to the viability and sustainability of the SSN league and the teams is growth. The league must have a plan for expansion - more teams, a longer season with more games and we have to reconnect across the Tasman and embrace New Zealand back into the competition.”

– Justin Rodski, Chief Executive Officer
Melbourne Storm & Sunshine Coast Lightning

Growth Strategy for Super Netball

The Now:

The Queensland Firebirds are an iconic Queensland sporting team and NQ has proudly held the licence to the Club since its inception. Owning the license is important to the growth and sustainability of netball in Queensland as it is the inspirational brand we draw on to drive grassroots participation.

The 2020 Australian Netball State of the Game Review identified SSN as a significant commercial driver for the industry and that it should become the commercial jewel in the crown of Australian Netball by capitalising on growth to date and realising its full potential.

SSN is the world’s best domestic netball competition. It boasts the best players, the best fan engagement experience, the best broadcast product. However, it is still yet to realise its full potential.

The Future:

NQ supports the revival of Recommendation 5.1 of the Australian Netball State of the Game Review:

SUNCORP SUPER NETBALL TO PRODUCE A MORE CONCISE AND CLEAR STRATEGY FOR GROWTH AS A SPORTS ENTERTAINMENT AND HIGH PERFORMANCE BUSINESS:

- Long term vision and strategy;
- Commercial, sponsorship and broadcast growth opportunities;
- Fan engagement (including innovation in game);
- Social media and digital opportunities;
- Prioritising professional team and player development; and
- Clear enunciation of its role in Netball Australia’s high performance pathway and programmes.

All stakeholders in the Australian Netball ecosystem must play an active role in developing this strategy for growth; all Member Organisations, all Super Netball Clubs and all players – currently contracted and those coming through the pathway – have a stake it is success.

Together, we must create a compelling vision for the future of Super Netball and instil confidence and excitement in our commercial and broadcast partners, our members and fans and our grass roots netball community to want to be part of the journey.

NQ and the Queensland Firebirds believe this growth strategy must consider all expansion opportunities – number of teams, length of season and re-integrating New Zealand franchises.

In addition, NQ supports improvement in SSN league and team reporting, including dedicated SSN Financial reporting, to ensure reporting is more robust, timely and transparent to support future league projects, decision making and engagement with current players, the Australian Netball Players Association and other key stakeholders.



OUR ASPIRATION



This document has outlined the priorities for our game in the short to medium term. Through strong, mutually beneficial partnerships, realising these short to medium term priorities will set us up to achieve the longer-term aspirations for our game in Queensland, and beyond.

We want to not only continue to deliver – and celebrate – the positive outcomes netball provides women and girls, but we want to broaden and deepen that impact.

We need to work harder than ever to be the sport of choice for women and girls and put more energy into learning from others as we welcome and embrace a participation and audience base more inclusive and reflective of our society – participation by First Nations, men and boys and people with a disability.

In 2024 we are reaching for the target of 63,000 unique registered members. We are setting the ambitious target that come 2032, we want to have 100,000 unique registered members.

That means more people's lives enriched through netball and more individuals and communities experiencing the social, health and economic impacts of our great sport.







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