



GO FOR GROWTH

NETBALL QUEENSLAND STRATEGIC PLAN
2026–2028





ACKNOWLEDGMENT 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.



Image: Beach Netball on Yarrabah country



PURPOSE

We Enrich Lives through Netball

VALUES

BRAVERY

Having the courage to make tough decisions, take risks, stand up for what's right, and bounce back from failure.

INCLUSION

Valuing and respecting differences, making sure everyone has equal opportunities, and encouraging full participation.

AUTHENTICITY

Being real and true to yourself, living out your beliefs and values every day, and acting honestly.

VISION

People are inspired to play, engage and grow with netball in Queensland.

TRUST

Building and earning confidence in others, being reliable, and always acting with honesty and loyalty.

INNOVATION

Constantly learning, being creative, and applying new ideas to make a positive impact in netball.

COLLABORATION

Working together as a team, welcoming different viewpoints, and having open discussions to aim for the best possible outcome.



GROW SUSTAINABLE AND INCLUSIVE NETBALL ENVIRONMENTS FOR EVERYONE TO PARTICIPATE IN OUR GAME





FOCUS AREAS

1. Drive participation growth

Expand the netball funnel through new programs, flexible formats, and school and regional engagement

2. Boost retention and belonging

Enhance experiences to lengthen longevity in the game and strengthen netball's social impact

3. Encourage Investment

Maximise the commercial investment opportunities at every level of the game

4. Modernise membership & delivery models

Offer adaptable membership options and support Associations in adopting sustainable, semi-professional operating models to relieve the burden on volunteers.

5. Future-proof the workforce

Develop a skilled and diverse paid and volunteer workforce through structured development programs.

6. Leveraging scale

Use strategic procurement practices to support our members, improve efficiencies and reduce costs for the netball ecosystem.

7. Embed inclusion and equity

Ensure all programs are culturally responsive, accessible, and welcoming for every participant.

8. Create places & spaces

Support the development of community infrastructure projects and seek opportunities to play in new environments.

MARKERS OF SUCCESS

- Consistent growth across all demographics.
- Increase in Member Association prosperity and sustainability.
- Decreased churn/increased retention rate of our participant base.
- Commercial and social impact returns for our partners, investors and sponsors.
- We quantify, communicate and champion the social benefits of netball on and off the court.





GROW THE LOVE FOR OUR GAME AND LOYALTY TO OUR BRANDS



FOCUS AREAS

1. Create unforgettable brand experiences

Deliver bold, consistent, and high-impact experiences across every event and touchpoint.

2. Tell stories that drive connection

Build campaigns that showcase our purpose and celebrate achievements to deepen emotional connection with fans.

3. Grow our digital presence & fandom

Expand our reach, drive engagement, and build a loyal digital community of avid Firebirds and netball supporters.

4. Be customer-centric

Use messages that reflect and resonate with the voices of our diverse communities, and develop products and services that remove friction, add value, and make engaging with netball effortless.

MARKERS OF SUCCESS

- Participation and engagement growth in new markets.
- Return on investment in consumer programs.
- Deepening our connection with Firebirds members
- Greater efficiency in Firebirds fan acquisition.





GROW WINNING TEAMS





FOCUS AREAS

1. Build a thriving talent pipeline

Attract and retain emerging athletes through a strong Futures Academy and aligned development pathway.

2. Develop world-class coaches & umpires

Invest in identifying, educating, and supporting the next generation of high-performance coaches and umpires.

3. Embed high-performance standards

Foster a consistent culture of excellence across all Netball Queensland representative programs.

4. Strengthen pathway integration

Ensure seamless alignment and connection between athlete, coach, and workforce development programs.

5. Celebrate our legacy

Record, honour, and share the rich history of netball in Queensland and the Queensland Firebirds.

MARKERS OF SUCCESS

- Clear grassroots to elite pathways.
- Consistency at the top for all teams.
- Development of Australian Diamonds.
- A strong talent and workforce development pipeline with diverse representation.
- Greater representation of Queensland umpires and coaches in professional netball environments.



GROW A PREMIER SPORT, ENTERTAINMENT AND COMMUNITY VENUE IN SOUTH-EAST QUEENSLAND



FOCUS AREAS

1. **Champion community and high-performance sport**
Support a diverse mix of users across grassroots, elite, and emerging sporting programs in SEQ.
2. **Maximise venue potential**
Grow and diversify sport, recreation, and event opportunities to drive usage and impact.
3. **Harness Brisbane 2032 Olympic & Paralympic Games**
Enhance the venue for long-term success and legacy through Games-aligned strategy and partnerships.
4. **Lead in environmental responsibility**
Advance green-venue initiatives that promote sustainability, efficiency, and climate resilience.

MARKERS OF SUCCESS

- Increase in Nissan Arena brand awareness.
- Utilisation that produces profitability to reinvest back into netball.
- Diversified revenue streams and reduced operating costs.
- Commitment to implementing and improving sustainable practices.





ENABLERS OF OUR GROWTH AGENDA...

OUR EMPLOYEES

- Live the behaviours that demonstrate our values.
- Take responsibility and share ownership of our growth agenda, using a balanced scorecard to measure success.
- Engage in cross-functional goal-setting to align roles with strategic objectives, optimize resources and drive results.
- Foster a positive, respectful and safe workplace culture that prioritises wellbeing, professional development and equity of opportunity.

OUR MEMBER ASSOCIATIONS & VOLUNTEERS

- Drive strategic partnerships with our associations and clubs that support our shared goals.
- Develop capacity and capability of our members across the requirements of workforce, volunteers, infrastructure, governance and integrity.
- Continually seek and analyse feedback to inform and drive program development, member services and engagement and product offerings.





OUR STAKEHOLDERS

- Build partnerships based on trust, driven by shared goals, demonstrated by investment and a commitment to creating lasting value together.
- Work with Australian Netball stakeholders to grow the game.
- Build relationships with all levels of government to support the game and build capacity at the grass roots.

OUR DATA & TECHNOLOGY

- Understand and prioritise our data to empower smarter and faster decisions.
- Drive growth, change and innovation through fit-for-purpose data and technology solutions.
- Regularly review and evolve our cyber and information security which builds trust with our stakeholders and participants.

OUR ENVIRONMENTAL, SOCIAL AND GOVERNANCE PRACTICES

- Align business operations with social responsibility, sustainability, and community engagement—ensuring NQ contributes meaningfully and beyond profit.
- Continue to implement best practice governance informed by the Australian Sports Commission Sport Governance Principles.





OUR CONTINUED COMMITMENT TO SOCIAL IMPACT, SAFETY AND WELLBEING...

We celebrate diversity and commit to building safe, supportive, inclusive and fun environments for people of all genders, sexualities, ability levels, cultures, ethnicities, race, religions, ages and life stages to realise their goals.



OVER THE NEXT **10 YEARS** WE WILL...

- 1** Reach 100,000 Registered Playing Members
- 2** Maintain the status of number one team sport for women and girls
- 3** Enhance social capital, community cohesion, and upward social mobility through developing young leaders
- 4** Position the Firebirds for sustainable growth and at least two premierships
- 5** Leverage international netball events to grow the game
- 6** Engage in the 2032 Olympic and Paralympic Games to inspire participation and celebrate volunteerism
- 7** Become trusted leaders with influence beyond netball and sport



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