



Mountain District Netball Association
STRATEGIC PLAN
2023 - 2025



FOREWORD

Community sport plays a vital role in enriching people's lives.

At Mountain District Netball Association (MDNA) we have the opportunity to foster an environment where our community can come together to have fun, contribute, feel valued and included through our common love of Netball.

MDNA has a long history within the community of Knox and surrounding areas. The association gives players of all ages and abilities the opportunity to take the court on Saturdays and as part of midweek competitions. We are proud to build and promote positive community interactions, and opportunities for likeminded people to meet. Our association has strong links with the Knox City Council, which sees us work closely to promote netball in the community. This strategic plan has given us an opportunity to work with all stakeholders in our community, as well as those from local government. The following strategic plan will allow MDNA to focus its energy on key improvements that will have a lasting effect on the sport of netball in our community for many years to come.

This strategic plan sees MDNA working hard to attract and harness a diverse range of volunteers. With varied backgrounds, experiences, and talents we can create a culture of diversity and inclusion that will help drive our association forward.

We are excited to look to the future at MDNA. To advance our game, we will investigate new entry points for netball at MDNA. A priority is to develop our people including players, coaches, umpires, administrators and volunteers so that they may realise their full potential within the sport. We look to grow our brand by finding new sponsorship opportunities and finally we look to expand our sustainable practices, to ensure the MDNA can continue to provide the wonderful game of netball for many years to come.

Yours in Netball

Gavin Ferrier
President



ABOUT THE DEVELOPMENT OF THE PLAN

In 2022, the MDNA received a grant from Netball Victoria to conduct a strategic plan using the Sports Community organisation. Four strategic planning committee members attended a webinar series, that guided them through the process from defining stakeholder groups, collecting background information, to consultation with the community, the drafting of goals for the plan and finally, engaging volunteers to implement the plan.

Consultation took the form of an in-person workshop held in September 2022, where all association stakeholders were invited to attend and contribute. There was an excellent turn out, represented by committee, umpires, players, parents, and Knox City councillors. Attendees contributed their ideas and visions for MDNA into the future. Feedback was also collected via email and phone interviews for those who could not attend the workshop.

Listening to the community was the priority for the strategic planning committee and their feedback has formed the basis for this plan.



OUR PURPOSE

MDNA exists to provide opportunities in all aspects of Netball to grow and develop our players, coaches, umpires, and administrators to their full potential in a healthy, competitive, safe and inclusive community..

OUR VISION

MDNA strives to be the leading netball association in the outer east of Melbourne, driven by best practice governance and management. MDNA aims to be known as the association of choice to play, umpire, coach and volunteer.

Over the next three years MDNA will focus on delivering netball pathways and programs to further enrich, develop and retain its current members and attract new members through increased offerings and entry points to the sport of Netball.

OUR VALUES

MDNA is an **inclusive community** working together as a **team** to advance netball to our members and beyond. We are **transparent** and act with **integrity** and **respect**.

TEAMWORK

COMMUNITY

INCLUSION

RESPECT

INTEGRITY

OUR ASSOCIATION

Total Number of Playing Members	> 2000	Number of Board Members	9
Member Clubs	The Basin Netballers, Belcoma, Blackwood Park, Boronia, Boronia Uniting, Emerald, Eastern Rebels, Fairpark, Ferntree Gully, Lysterfield, Mountain Gate, O'Kelly Netball, Rowville, Sassafrass Ferny Creek, Selby, Silvan, South Upwey, St Andrews, St. Johns, Wantirna South.		
Board Function	Oversee governance, policies, financial management, competitions, and activities; make decisions in the interests of the organisation, with the power to delegate to functionaries and teams who report back to the Board		
Administration Function	Provides day to day management of the business in regular tasks and activities and in Board directed activity		
Competition Structure	<ul style="list-style-type: none"> • Saturday Domestic (from 5 yrs to Open Age) • Monday domestic (Open age from age 14+) • Representative Team Program (11/U, 13/U, 15/U, 17/U, Open Age) • Annual Tournament • Net Set Go Program 	Other Initiatives	<ul style="list-style-type: none"> • Club managed Net Set Go Junior Entry Support • Mini-stars – starter program 5-7 yrs • School Holiday Clinics • Umpire Development and Mentoring
Parent Body Affiliate	Netball Victoria Netball Australia	Council Affiliate	Knox City Council
Association Communications	Email, Member Update News, Facebook, Instagram, Website, Netball Connect	Club Website	https://mdna79.wixsite.com

OUR FOUR PILLARS

Advancing
Sustainably



Advancing
our Game

Advancing
our People

Advancing
our Brand

ADVANCING SUSTAINABLY

As the association emerges from the Covid lockdown years, it must transition from surviving to thriving. To do this, adopting best practice for governance, and recruiting more volunteers to help contribute to the organisation will be vital to ensure a sustainable organisation, which can identify and act on opportunities utilising the skills base of its members.

OUR STRATEGIC PRIORITIES

- To update association governance essentials to ensure best practice into the future.
- To develop and implement a new board and management structure for the association to provide clear responsibilities and opportunities for new volunteers
- To develop a facilities plan in conjunction with Knox City Council to ensure the location can continue to meet the needs of the association into the future.

WHAT WILL SUCCESS LOOK LIKE?

- ✔ The Board and management team will have clear role descriptions and responsibilities and will work together collegiately to progress the association.
- ✔ The association will have updated association documents shared and accessible for board and member use.
- ✔ There will be a clear, ordered plan of facility upgrade items available to liaise with Knox City Council and explore grant opportunities.

ADVANCING OUR GAME

The feedback collected from our stakeholders was clear in its desire to grow and increase the offerings for netball competition provided by MDNA. Both in the growing and retention of the current programs, and the development of new.

OUR STRATEGIC PRIORITIES

- To review the competition offerings with the aim of expanding our player base to more inclusive options which may include Walking Netball, Boys' Netball, Mixed Netball, Fast 5, Rock Up Netball and All Abilities Netball.
- To review the Saturday Competition for season length and scheduling, game timing and court allocation, and structure from Modified to Open.
- To investigate the viability of hosting netball clinics in local schools, potentially partnering with member clubs and other organisations to do so in order to increase participation.

WHAT WILL SUCCESS LOOK LIKE?

- ✔ Expanded and differentiated netball formats giving greater options to potential players, leading to an increase in member numbers.
- ✔ Increased visibility of Netball in the community.
- ✔ Satisfied member clubs.

ADVANCING OUR PEOPLE

We are our people.

MDNA wants to develop its community in all facets of the game: for players, umpires, coaches, volunteers and administrators. We are committed to being the association of choice for our people through skills development and support in their netball journeys.

We want to engage volunteers and capture their expertise to drive our association forward.

OUR STRATEGIC PRIORITIES

- To conduct a full review of Umpire operations, focusing on umpire recruitment, development, and retention.
- To upskill and support our coaches, both at a club level and representative level with a focus on development of netball specific coaching as well as soft skills.
- To conduct a full review of the representative program, focusing on improved talent identification for recruitment, improved training, and competition level for retention; improved support for delivering players to future pathways.
- To develop a community of volunteers, tapping into expertise of our members.
- To review how best to proactively support our member clubs in fields of governance assistance; coaching; recruitment.

WHAT WILL SUCCESS LOOK LIKE?

- ✓ Our members will feel supported, valued, engaged and empowered to strive for their best in their individual netball pathway, whether that be as a domestic player, representative player, umpire, coach, administrator or volunteer.
- ✓ Our members clubs will use and value MDNA as a resource where required to assist in their club development journeys.

ADVANCING OUR BRAND

MDNA have over 2,000 netballers plus their families attend the Knox Regional Netball Centre across three competitions every week. This is a great advertising opportunity for local businesses. Coupled with our growing social media engagement we are in a strong position to expand our sponsorship and advertising revenue.

This strategic plan sees the association developing a new branding and a targeted approach to introducing sponsorship.

OUR STRATEGIC PRIORITIES

- To develop a new website and social media presence that fits the needs and information requirements of our community and beyond.
- To develop a marketing proposition and brochure outlining sponsorship opportunities for local businesses.
- To develop a communication policy for communicating with our members and stakeholders.

WHAT WILL SUCCESS LOOK LIKE?

- ✔ Members will be able to use the association website as a resource for playing, umpiring, volunteering and club administration support.
- ✔ Members will know when and how they are going to receive communications from the association.
- ✔ Potential new members will be able to obtain information about all netball opportunities and clubs from the website.
- ✔ MDNA will attract new sponsorship.