

BC Netball Strategic Plan



Our Goals

Our Mission

To grow netball in British Columbia

Our Vision

To lead and coordinate netball in British Columbia

Our Core Values



Our commitment to **athletes** is at the core of our association, with their best interests guiding our decisions. We foster a culture rooted in **diversity, equity, and inclusion**, ensuring that everyone (players, officials, administrators, and volunteers) has access and opportunity.

We pursue **excellence** in all we do, creating an environment that **inspires** individuals to reach their full potential. Through our programs and leadership, we promote **health** and encourage **teamwork**.

Our governance reflects our values, and we lead with **integrity**, purpose and accountability. United by a shared love of netball, we cultivate **respect** and **friendship** and treat every community member with dignity.

These values shape the culture of our organization and guide us in building a vibrant, inclusive, and high-performing netball community across BC.

Goals and Objectives

- To encourage and promote a positive experience for athletes of all ages
- To provide opportunities for anyone that wants to participate in netball at any level as:
 - Player
 - Coach
 - Official
 - Volunteer
 - Administrator

Strategic Initiatives (page 1 of 2)

1. Develop a comprehensive understanding of the needs, interests and motivators of current and potential netball players, coaches, administrators
2. Ensure successful collaboration and cooperation with member organizations to support the growth in participation.
3. Ensure all programs follow the Long Term athlete development plan that promotes a safe and fair environment and creates a passion for netball
4. Require Commit to Kids training for personnel responsible for working with Youth.

Strategic Initiatives (page 2 of 2)

5. Develop, fund, and implement programs and strategies geared toward converting young netball players into long term and loyal players, coaches, umpires and administrators and volunteers
6. Support local communities with netball programs and resources
7. Continue to apply for Canada Summer Jobs grants and Direct Access Gaming Funding for Youth Programs.
8. Partner with local clubs and associations to increase opportunities for participation and competition for youth, women, indigenous, LGBT+, men, mixed teams and masters athletes. Introduce walking netball for master athletes.





Goals and Objectives

- To deliver high performance programs that inspire athletes to achieve their full potential as National and International players
- To work in partnership with the Canadian Sports Institute to achieve maximum success for all high performance athletes

Strategic Initiatives

1. Increase opportunities for National and International experience through the coordination of development tours and competitions
2. Meet eligibility for enhanced excellence and targeted athlete programs and maintain partner with the Canadian Sport Institute
3. Host International visiting National and National age group teams annually
4. Improve financial support for High Performance athletes
5. Review criteria for athletes' selection to BC representative teams
6. Improve high performance recognition program for high performance athletes

Coaching and Officiating

Goals and objectives

- To develop and maintain qualified coaches and officials at all levels
- To deliver World Class coaching and umpiring certification programs that are aligned with:
 - World Netball
 - Netball Canada
 - The International Coaching Advisory Panel
 - The International Rules Panel



Strategic Initiatives (page 1 of 2)

1. Review and revise the coaching development pathway. Outline at each level the theory, technical and practical training standards required for each level of competition
2. Implement the use of the level 1 and 2 World Netball Technical Manual to align with international coaching standards
3. Continue to support attendance at NCCP workshops as part of the theory program
4. Promote opportunities to coach BC Zone or similar competitions with young talent identified coaches



Strategic Initiatives (page 2 of 2)

4. Facilitate coaching sessions with top World Netball visiting coaches
5. Provide financial incentives for BC Team athletes to coach High School and Zone teams
6. Ensure recognition and celebratory processes are in place for coaches
7. Continue the use of a coaching squad to support BC Teams

Officiating

Strategic Initiatives (page 1 of 2)

1. Review, develop and deliver an umpiring program for officials at all levels that outlines the development pathway for officials including theory, technical and practical education
2. Develop and implement umpiring criteria, policies, and procedures to improve the understanding of the World Netball rules and the roles and responsibilities of officials
3. Identify and develop umpiring champions across all age groups through a mentorship program



Officiating

Strategic Initiatives (page 2 of 2)

4. Facilitate a minimum of 6 umpiring clinics per annum through a mix of virtual and in-person workshops
5. Identify emerging Officials with the potential to attain Canadian National and International Umpiring credentials and enhance their development through training sessions led by visiting international umpires
6. Ensure recognition and celebratory processes are in place for officials through certification

Organizational Readiness

Goals and Objectives

- To maintain innovative, resourceful, and accountable governance and management structures that will provide leadership and quality programs
- To ensure sustainability and long-term success through effective business practices and financial management



Strategic Initiatives - Governance

1. Uphold the constitution and comply with BC Netball bylaws and policies and procedures.
2. Review governance with clear roles and responsibilities for succession planning.
3. Ensure the infrastructure is in place to meet the current and future needs of netball

Strategic Initiatives - Finance

1. Meet eligibility requirements for Viasport Core Funding
2. Review and prioritize existing and potential new programs
3. Ensure Core funding and Revenue streams are supported and managed effectively
4. Develop new sources of revenue
5. Increase funding from non-governments sources
6. Build working capital
7. Seek sponsorship
8. Explore financial opportunities and support for umpires and coaches across BC



Strategic Initiatives - Promotion and Marketing

1. Develop a high level communication strategy
2. Develop a new, coherent and workable Marketing Plan
3. Continue to expand and improve use of BC Netball website, Facebook and Instagram
4. Advertise coaching and competing opportunities on the social media sites
5. Implement an opt-in system through the BC Netball website for the public to subscribe to email communications
6. Engage the BC netball community by distributing periodic newsletters that feature key updates and upcoming events to promote participation

