



# FRANKSTON DISTRICT NETBALL ASSOCIATION

## 2023 – 2025 STRATEGIC PLAN

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## Acknowledgement of Country

Frankston Netball acknowledges and pays respects to the past, present and future Traditional Custodians and Elders of the Bunurong people. We respect the cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander People.







# Foreword

The 2023-2025 FDNA Strategic Plan (Plan) will play an integral role in supporting and guiding the Association to establish systems and practices towards achieving its objectives over the next three years.

This Plan, developed through Board consultation and a community), is a road map for FDNA. It articulates strategic goals and objectives, and identifies a system of strategic actions in pursuit of those goals. It is the platform from which FDNA can develop its annual operational plan, budget and allocate resources.

Today, FDNA provides programs, competitions, pathways and activities to approximately 3000 participants. FDNA embodies “community, family friendliness and accessibility” (online survey 2022). The survey also identified key reasons why people participate in FDNA activities. These are: “fun, friendships and fitness.”

This Plan aims to capture the importance of FDNA to keep doing what it is doing well: “approachable staff and volunteers, fixtures timing/release, competition scheduling,” and to consider areas for improved service as it readies itself for a new and exciting management model within the Jubilee Park Stadium, scheduled for completion in 2023. Several areas identified by members for improvement and reflection are: umpiring, grading and listening and responding to feedback (online survey 2022). These have been woven into this Plan and collectively, will form the focus and infrastructure investment for the next three years, preparing FDNA for sustained success in the Jubilee Park Stadium.

The FDNA mission, vision and values and behaviours reflect the Association’s history and aspirational future. This Plan also seeks to align with the strategic framework of Netball Victoria, Netball Australia and World Netball: *“to grow, to play, to connect and to lead.”*

This Plan is dedicated to supporting FDNA in its purpose: “To connect our community through Netball,” and long term vision for: “An engaged and caring Netball community.”









# FDNA Background



Established in 1966, Frankston District Netball Association (FDNA) is a long established, not-for-profit organisation providing access to the sport of netball across Frankston and surrounding areas.

The organisation's core function is to identify and meet the needs of netball players, coaches, umpires, administrators and clubs and enhance involvement to encourage active participation.

FDNA offers both indoor and outdoor facilities to its members and participants. With 13 Synpave\* high performance outdoor courts, 10 with lighting for evening time competitions and training and two indoor stadium courts marked exclusively for netball.

FDNA hosts 12 clubs in its Saturday Winter competition with over 200 teams participating, ensuring the level of competition remains healthy and continues to prosper in our region. In addition to our outdoor competition, FDNA hosts evening competitions in our indoor stadium each evening excluding Saturday. FDNA caters for a range of standards, including highly competitive, social, mixed, Net Set Go through to Walking Netball.



FDNA's Board of Management and professional staff are supported by a solid volunteer network that ensures its members have access to a variety of competitions, programs and services. In 2021 FDNA established a Junior Committee – comprising members aged 15-17 years. The "Thrive" Junior Committee has direct access to the Board and will ensure the youth voice is heard and respected.

2022 has been a challenging year. Covid continues to disrupt competitions. Volunteer retention has been increasingly difficult with people impacted by illness and fatigue. Like many sports we face a shortage of experienced Umpires. Whilst large numbers of new Umpires have joined the program, the disruptions over the past two years have seen most of our skilled Umpires move on.

On a positive note, FDNA is proud to have been selected to work with the Thrive in Sport and Rec network. Whilst the program was impacted by Covid, Thrive was able to deliver several workshops to our netball community, including:

- WIRL Wellness in Real Life presented to our Waves athletes covering the links between mental health and modern media approach to food and nutrition.
- LivingWorks Australia delivered a safeTALK suicide awareness session to our Saturday Clubs.
- Dr Ben Robbins from St Kilda FC spoke about the mental fitness links to performance.

We look forward to a continuing and expanded partnership with Thrive into 2023.



The Board is excited to see the new indoor Centre of Excellence for Women in Sport development on target for completion in early 2023.

We are extremely proud to be the only single sport charged with operating a multi-sport facility – this will guarantee netball's presence as the foundation sport for decades to come. The new stadium will expand FDNA's business model – incorporating hospitality, cricket and other sports. We look forward to inviting our community members to consider employment opportunities in this diverse and expanding business.

There is much to look forward to in the next few years and we invite you to share our excitement in FDNA's future.







# 2023 – 2025 FDNA Strategic Plan

*To grow · To play · To connect · To lead*



# FDNA purpose



## Our purpose

To connect our community through Netball.

## Our vision

We are an engaged and caring Netball community.

## Our values

- **Diversity** – we provide and foster a welcoming and inclusive environment that recognises all individuals.
- **Respect** – we promote a shared respect for our players, coaches, umpires, volunteers, staff, parents and clubs.
- **Teamwork** – team on court, team off court!
- **Excellence** – we strive for excellence with integrity, both collectively and individually as players, coaches, umpires, volunteers and staff.

## Socials hashtags and promotions

- #PlayForTheLove
- #BeKind
- #NetballFun
- #NetballFriends



# FDNA Strategic Priorities

With Netball Victoria currently undertaking the process to develop its new strategic plan, FDNA's strategic priorities are inspired by and align with Netball Australia's and World Netball's strategic framework.

Our Strategic Plan is structured around four strategic priorities: To grow, to plan, to connect and to lead.

## 1. TO GROW

*We will grow participation, reach, revenue and capacity.*

1. Expand the entry points into Netball.
2. Foster a welcome, accessible, and inclusive environment.
3. Community and family-friendly initiatives.
4. Support our clubs to grow their membership.
5. Promote and support inclusive uniform initiatives.
6. Grow community sport participation in collaboration with the sports in Jubilee Park Stadium.

## 2. TO PLAY

*We will drive game development and event delivery. We are the ultimate Team sport. FDNA Netball is the place to belong.*

1. Address the umpire shortage as Netball continues to implement COVID impact recovery strategies.
2. Zero-tolerance for poor sideline behaviour.
3. Player retention and performance pathways and opportunities.
4. Game development and event delivery.
5. Provide coach development opportunities in collaboration with the sports in Jubilee Park Stadium.

## 3. TO CONNECT

*We will connect our community through Netball.*

1. Manage a calendar of communication with our clubs.
2. Implement and evolve the FDNA communications strategy.
3. Continue to foster the collaborative culture between BOM and staff.
4. Manage a calendar of communication touch points with the sports in Jubilee Park Stadium.

## 4. TO LEAD

*We will evolve our structure to ensure we are a leader in best practice governance, sport business and management in the new Jubilee Park Stadium.*

1. Strategic Board and Sub-committees.
2. Provide leadership and development opportunities to our Clubs.
3. Maintain Association policies.
4. Sponsorships and Grants.
5. Transition the FDNA structure over the life cycle of this Strategic Plan to provide best practice management for Jubilee Park Stadium.
6. Technology – Jubilee Park Stadium.





JUBILEE PARK