

DESTINATION 2027

CLOSING THE GAP

Creating a better, fairer
future through Netball



NETBALL SCOTLAND is the National Governing Body (NGB) for the sport of Netball in Scotland and is a membership organisation that is responsible for the development and governance across women and girls, men and boys, clubs and communities. Netball Scotland has a

STRONG AND POWERFUL VISION,

created with our members in mind, now and in the future. We have developed a plan which will allow us to deliver for our athletes, workforce, partners, fans, sponsors, and communities to grow the reach, engagement and impact of our sport whilst simultaneously creating a better and fairer future for all.

The ability of Netball to connect everyone, particularly after a period of uncertainty, should not be underestimated. A thrilling sport which lends itself to friendship, comradeship and the connected foundations of communities can transform and positively impact the lives of all ages and stages of society.

During our last strategic cycle, like the rest of the world, we encountered significant disruption and uncertainty for our sport. Throughout the

pandemic, our focus was always our membership; to serve and lead them through the toughest of times, using Netball as a mechanism for hope, strength, and belief. As we continue to recover and rebuild, our hunger to deliver more whilst growing our membership is at its highest. We recognise the need to 'Close the Gap' across every aspect of our sport and organisation, to stabilise and to deliver a sustainable future for the game.

Despite the challenges over the last few years, Netball Scotland has emerged operationally and strategically stronger than ever. We remain committed to developing and growing world class systems on and off the court, and the opportunity the pandemic gave us to reflect and improve was invaluable. Driven by insight and expertise, we have refined our infrastructures, objectives, processes, and outcomes to enable and empower us to operate more successfully through this next phase. We understand the gaps we need to close across performance, participation, equality, diversity, and inclusion, and are ready to

FULLY CAPITALIZE ON THE OPPORTUNITIES THAT LIE AHEAD FOR WOMEN'S SPORT AND FOR NETBALL.

Netball Scotland as a business is equipped with talented, passionate people who can deliver

GROWTH FOR THE SPORT AT EVERY LEVEL OF THE GAME AND PATHWAY.

The disruption we faced over the pandemic was undeniable and the financial impact significant, however, our ability to seize this next opportunity is irrefutable.

The rate and pace of growth in profile of women's sports is one of the most exciting trends in the sports industry right now. This represents a chance for Netball Scotland to develop and grow commercially, launch new products and propositions, and engage more fans and members in new and innovative ways. After a watershed summer for women's sport, and now with fan, broadcast, and sponsor interest at an all-time high and steadily rising, this next cycle represents the

GREATEST OPPORTUNITY WE HAVE EVER FACED

to transform Netball into a high profile, high impact, and commercially attractive proposition.

WE ARE READY TO 'CLOSE THE GAP', GROW THE GAME, IMPROVE LIVES, AND CONTRIBUTE MEANINGFULLY TO CREATING A BETTER AND FAIRER FUTURE FOR US ALL.



DESTINATION 2027

CLOSING THE GAP

CLOSING THE GAP

OUR
MISSION

OUR
AMBITION

OUR
OPPORTUNITY

NETBALL



PERFORMANCE



GROWTH



VISIBILITY



GOVERNANCE





TO BE SCOTLAND'S #1 TEAM SPORT FOR WOMEN AND GIRLS

We know that women and girls have choice when it comes to sport and physical activity. Instilling Netball for life across every age and stage is realistic and achievable if we close the gaps across our strategic pillars. Whether it be playing, coaching, umpiring, officiating, volunteering, or spectating, we want Netball to have the visibility and platform that it deserves. We will **STRENGTHEN** our domestic infrastructure of facilities, Partnerships and workforce; will **BUILD** world class performance

OUR MISSION

pathways that deliver continuous improvements and success on the court from juniors through to seniors; will **CREATE** a broad and diverse range of opportunities to participate in our sport socially and recreationally; and will create world class events for our Scottish thistles and Sirens to compete in, growing the visibility and commercial power of the sport. By doing this, we will close the gap in gender participation in Scotland, between other sports and Netball, and for Scotland on the world stage

OUR AMBITION

There is no dispute about the power that sport can have on individuals, communities, and nations to ENGAGE, INSPIRE, AND UNITE. And there is arguably no better way to harness that passion and power than through hosting a major sporting event. The emotional, health and wellbeing, and socio-economic benefits to a host nation can be significant and long-lasting, delivering a legacy that outlasts the event itself. To host a women's world sporting event presents a unique and unprecedented opportunity to not only deliver the impact and legacy of a major global sporting event, but to also

capitalise on the fast growing, commercially powerful and socially impactful movement. We aim to be in the best possible shape to submit a bid to World Netball for the 2031 hosting rights by 2025. This means being able to demonstrate improvement and growth on and off the court – from audience appetite and fanbase to closing the gap in results and performance between Scotland and higher ranked nations. We will align and integrate our strategic aims as a sport and organisation to the ambition, and subsequent legacy, of bidding to host a future Netball World Cup.



TO BID FOR
SCOTLAND TO
HOST
THE NETBALL
WORLD CUP
2031



USING NETBALL AS A CATALYST FOR EQUITY, DIVERSITY, AND INCLUSION ACROSS COMMUNITIES IN SCOTLAND.

Netball has a unique and indisputable quality which, in today's world, positions it as a positive platform for addressing and impacting critical social issues. As a sport that is predominantly, and proudly, led by and for a female audience, membership and fanbase, netball offers an opportunity to lead meaningful change across communities. Passionate about leading the way for sport in the gender agenda, we will use our position and influence to focus on growing and developing intersectional opportunities to create the ULTIMATE DIVERSE COMMUNITY in the sport. We will embed a conscious and sustainable approach to

OUR OPPORTUNITY

diversity and inclusion across every element of our sport – from the Boardroom to grassroots membership – to EMPOWER WOMEN AND GIRLS and improve mental and physical health and wellbeing. We will close the gap in participation whilst engaging all members of society and gender identities, increase access to opportunities, and create a healthier and more equitable Scotland. We believe that Netball Scotland has an opportunity to create a best practice approach and framework which other sports can aspire to, and which actively contributes to national health and inclusion outcomes.

KEY STRATEGIC OUTCOMES

ATTACK

the gap in international world rankings to deliver national team performances which disrupt dominant teams across the world and engage new fans to the sport.

STRENGTHEN

and enhance our netball pathway to widen our talent pool, improve our competitions, grow, and diversify our workforce, delivering a high quality, sustainable system of world class experiences that can close the gap.

REDUCE

the national gender participation gap and tackle inequalities by delivering an array of inclusive products and programmes that address intersectionality and reach all communities.

ENGAGE

existing and new members to the vast opportunities across netball, including playing, competing, coaching, officiating, volunteering, and supporting to provide a robust foundation for the growth of the game, and positively impact the health, wellbeing, and resilience of the nation.

BUILD

a sustainable family of commercial and strategic partners whose values and aspirations are aligned to deliver for our members, our stakeholders and netball, now and for the future.

INSPIRE

children and young people to try, play and subscribe to netball for life, establishing positive health and wellbeing and continued engagement with Netball into adulthood.

DELIVER

exceptional governance across all aspects of the sport which supports a safe and positive culture of acceptance, growth, and enjoyment through netball, and drives forward the journey to a fully professional sport.

OUR STRATEGIC PILLARS

NETBALL

Deliver a world class infrastructure of clubs, competitions, programmes, and people.



PERFORMANCE

Continue to build a performance programme which creates a sustainable pathway for Netball in Scotland to 2027 and beyond.



GROWTH

To develop and engage existing and new members to deliver participation and growth programmes which sustain members for life.



VISIBILITY

Increase visibility of Netball in Scotland to ensure it becomes the first-choice sport for women and girls.



GOVERNANCE

Deliver a commercially sustainable and financially stable business model to underpin the aspirations and growth of the sport.



STRATEGIC GOALS

Destination 2027 is an ambitious strategy, but one which is necessary for netball at this time. Working to close the gap across all five of our strategic pillars is critical to achieving our key outcomes and setting the tone until 2031. We are building a holistic and integrated infrastructure which will enable us to capitalise on the upward trajectory of women's sport, allowing us to be industry leaders as we realise our mission. The time has never been better to GROW OUR SPORT ON AND OFF THE COURT and to provide a positive socio-economic return for the country as we recover.

We will deliver our key outcomes using five strategic pillars which will unlock the potential of our organisation as we work towards a better, fairer future for all. Looking ahead to 2031, we need to prepare and produce an enhanced pathway and strengthen our organisation further. By creating a culture which delivers for an evolving sporting landscape and society, we can close the gap.

NETBALL

Deliver a world class infrastructure of clubs, competitions, programmes, and people.



Local associations supported to operate at the highest standard for their members to grow the game in their local communities.



Increased membership across all categories



Increased strength and depth of talent pool across coaching and officials workforce, to underpin the growth of competitions and netball opportunities across the country



A diverse and increased competitions portfolio which services the needs for performance and recreational development and growth across Scotland.



Develop a world class facilities infrastructure for Netball which supports the growth strategy for membership, competitions and participation for all ages and stages.



Multiple strategic partnerships with universities across Scotland which deliver the bespoke geographical requirements of the sport to the local infrastructure.



Create a lifelong pathway for participation for every member connected to Netball.



100% compliance across standards for Child Wellbeing and Protection in Sport



PERFORMANCE

Continue to build a performance programme which creates a sustainable pathway for Netball in Scotland to 2027 and beyond.

Continue to build a High-Performance system from district level to senior elite which reflects the needs of the sport, captures critical data and insights, and empowers Scotland to compete with the best in the world



Develop Scottish players from grassroots to Thistles through a meaningful, competitive Sirens training and competition programme which delivers results for Scotland



Professionalise the Sirens Netball programme to become one of the most consistently competitive teams in the Netball Super League



Build a performance culture across the country which aligns to our ambitions in domestic and international tournaments.



GROWTH

To develop and engage existing and new members, to deliver participation and growth programmes which sustain members for life.

Close the gender participation gap across Scotland through netball by 5%



A skilled workforce and database which effectively supports and delivers Netball Scotland events at all levels.



Compliant and industry leading across all Equality, Diversity, and Inclusion frameworks.



Deliver local opportunities across facilities, programmes and participation to allow existing and new members to enjoy positive participation experiences



Establish a flourishing men's and mixed netball programme which captures the existing demand and converts into a sustainable, inclusive pathway



Increased participation across grassroots netball throughout Scotland



VISIBILITY

Increase visibility of Netball in Scotland to ensure it becomes the first-choice sport for women and girls.

For netball to be the most engaged with female sport across social channels



All pathway, cup, district and university matches available to watch through various platforms



All Sirens and Thistle's matches broadcast domestically



Maximise real life event experiences for our supporters, new audiences and the next generation of Thistles



Submit bid to host NWC 2031



Continue to grow our fanbase to inspire the next generation of netballers and make Sirens and Thistles household names



Innovate new events and experiences to increase engagement, commercial investment, and visibility



GOVERNANCE

Deliver a commercially sustainable and financially stable business model to underpin the aspirations and growth of the sport.

A strong portfolio of commercial and strategic partnerships to deliver a sustainable business model



Ethical, sustainable and strategic partnerships which enhance the quality and delivery of all Netball Scotland programmes and functions



Robust financial process and controls to ensure financial stability



Increased revenue generation through products and events



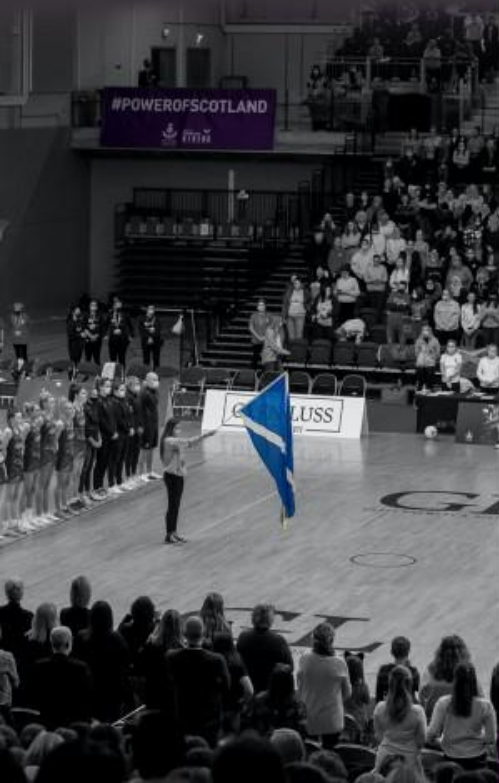
Achieve the highest rating in all governance audits, including compliance, anti-doping, equality, and safeguarding



Deliver meaningful continued professional development for all staff, ensuring retention of people, skills, and knowledge across the system



Attract top talent across every area of the business



CLOSING THE GAP



CREATING A BETTER, FAIRER
FUTURE THROUGH NETBALL

