

# Stake in the game

A response paper prepared by  
Australian Men's & Mixed Netball  
Association connecting to the  
State of the Game (SOTG) Review



**“Netball is the last of the big 5 sporting codes to gender diversify its pathway, product and programming. As other sports scale, popularise and commercialise the co-existence of male and female categories, netball is yet to leverage the same opportunities. As administrators, we hold the future of this great Australian sport in our hands. We have a social responsibility to the community and a commercial responsibility to the game to respond with decisive action. The Stake in the Game project looks to enact this by inviting netball networks all around Australia to help grow our category, and in turn position our sport in a much stronger position for the future.”**

**Andrew Simons  
President, AMMNA**

# Guide

This Stake in the Game (SITG) report is a storyboard for the past, present and future of males in netball. It is a blueprint for netball networks on the role men's and mixed categories can play in our sport's future.



## What it's about

Sharing how Netball Australia and Australian Men's & Mixed Netball Association (AMMNA) have been working together, and how we designed SITG to respond directly to SOTG.

## Who we are

Highlighting the 5-decade history of AMMNA and our state bodies who are largely unknown to netball networks, showing the structures and pathways that already exist.

## How we can help

SOTG made 8 recommendations to future-proof our game. AMMNA have reviewed these opportunity areas and identified mutual areas of interest to explore with netball networks.

## The help we need

Synthesizing the barriers to inclusion / growth disablers for men's and mixed categories so we can work toward making netball a sport for all.

## Where to next

SOTG calls on netball networks to come together and design the future of our sport. What action does AMMNA intend to take and how can we help broader networks grow men's and mixed netball.

# Reach

For men's & mixed category growth to be delivered, many parts of the 'system' that is netball need to change. This report is targeted to reach multiple audiences to start the change conversation and invite the 'players' in the system to co-create.



## AMMNA Network

One of our primary audiences for SITG is our own network - those past, present and future administrators and participants who helped create the momentum towards this history making opportunity space we now have before us.



## State Bodies

The responsibilities to scale participation for males in netball will largely sit with state bodies who are already in market with growth strategies. They need an overarching message which this report will aim to deliver.



## Local Clubs

Growth of the men's & mixed netball categories will only be scaled if we drive adoption in communities around Australia. We need clubs, schools and associations setting the growth agenda and providing more places to play.



## Private Sector

Every growth strategy needs commercial sponsorships and partnership to enable investment in emerging products. We need brands around Australia wanting to join the movement of this emerging category.



## Households & Families

As male participation has largely existed off grid, Australian families are unaware their sons, brothers, boyfriends & mates can play the sport at all ages. We need everyday Australian families to know they have a place to play.



## Public Sector

Local, state and federal government play a key role in any sporting categories growth. We need to show the public sector the importance of growing Australia's greatest sport through diversity and to invest in both genders.

# Vision

Whilst the final 2 sections of this paper will provide specific goals and deliverables we are targeting to generate from this response, the overarching vision for this project is outlined below.



## **NEW** Places

Taking our High Performance teams and athletes to new places to be seen, so they can move from off-grid to visible in the broader Australian community



## **NEW** Spaces

Addressing the gaps in our pathway by building new program spaces to play in, driving the participation growth agenda for men's and mixed netball domestically



## **NEW** Faces

Playing our part in making netball a sport for all by attracting new and many faces to the court, ensuring netball is viewed as a diverse and inclusive place to play

# Part 1

**Sharing how Netball Australia and Australian Men's & Mixed Netball Association (AMMNA) have been working together, and how we designed SITG to respond directly to SOTG.**



# How SOTG & SITG work together?

In 2020, Netball Australia announced AMMNA as a partner in the State of the Game Review – to help create a vision for the future of netball. Our role was to provide a voice of male participation, and our goal was to present a vision for how males are one piece of the larger solutions for our sport's future.

State of the Game

A report commissioned by Netball Australia independently to secure the future of netball, producing & highlighting recommendations for change to be adopted by netball networks and bodies around Australia.

Securing  
the future  
of our  
sport

A discussion paper prepared by AMMNA to respond to the various recommendations from SOTG, identifying opportunities & collective impact we can create together as a netball network.

Stake in the Game

# SITG Charter: Staging & Deliverables

The overarching aim of the SITG Project is to co-create a future for netball and embed males as a critical pillar of that future. We designed a staged approach to achieve on this objective with the target inputs and outputs defined below.

## Connect

### Goal:

To develop a partnership and to share the voice of males with Netball Australia, as they design the future of netball via their State of the Game implementation.

### Inputs & Outputs:

Appointed research partner with Netball Australia for the State of the Game Review, participating in multiple workshops and driving engagement with our participation base in the research.

### Key Outcomes:

Males in netball identified as a growth category for netball as stated in SOTG report.

## Engage

### Goal:

To identify recommendation areas in the State of the Game report of mutual interest / impact, and to prioritise these with our state member bodies.

### Inputs & Outputs:

Created a working group consisting of state member bodies, and ongoing workshops with Netball Australia to agree on points of interest and priorities that we can pursue together.

### Key Outcome:

The alignment on priorities from our member network and what they need from national bodies.

## Respond

### Goal:

To document our response to the SOTG review via our adjacent project Stake in the Game, to educate netball networks who we are and what we do.

### Inputs & Outputs:

This report is the key output of this stream stage, providing a core document to synthesize what we will pursue with the support and partnership of Netball Australia.

### Key Outcome:

A report that netball networks at all levels and geographies have a vision for men's and mixed inclusion and growth they can map back to.

## Design

### Goal:

To move beyond our current research partner role with Netball Australia by seeking an agreement / commitment on delivery initiatives that 'walks the talk'.

### Inputs & Outputs:

Ongoing workshops with Netball Australia continue, and media releases will follow which capture partnership initiatives over short and mid term horizons.

### Key Outcome:

Being in-market with collaborations that walk the talk on the strategy and start the category growth ambition.

## Deliver

### Goal:

To see a breakthrough of males in netball in community, delivering the 'product' to new places and spaces across Australia via our national bodies and members working together.

### Inputs & Outputs:

Measuring the success of each initiative we or member states pursue, and tracking it against pre SOTG and SITG growth.

### Key Outcome:

Deliver participation growth, as well as mixed and men's netball brand resonance with fans and the community.



# Target Output: Connected Strategies

For the first time in our sports history, the growth of male participation in netball is inked in the world and domestic governing bodies strategies. We now need to come together to connect our activities.



## Top-Down Strategy

For system change to occur, there must be a top-down strategic push for growth of the men's and mixed category. This has not been present in the past but is now set in world and domestic strategy.



## Bottom- Up Strategy

Once the topline strategy with outside-in influence is set, the growth agenda needs to be bought to life by all parts of the netball network testing, learning and delivering programs for men's and mixed growth in Australian communities.

## Outside In Strategy

As an emerging category, men's & mixed netball networks must then connect with the top-down strategy to assist shape and deliver it. The SITG project has delivered this connectivity.

# Part 2

**Highlighting the 5-decade history of AMMNA and our state bodies, who are largely unknown to netball networks, and showing the structures and pathways that already exist.**



# Our Structure

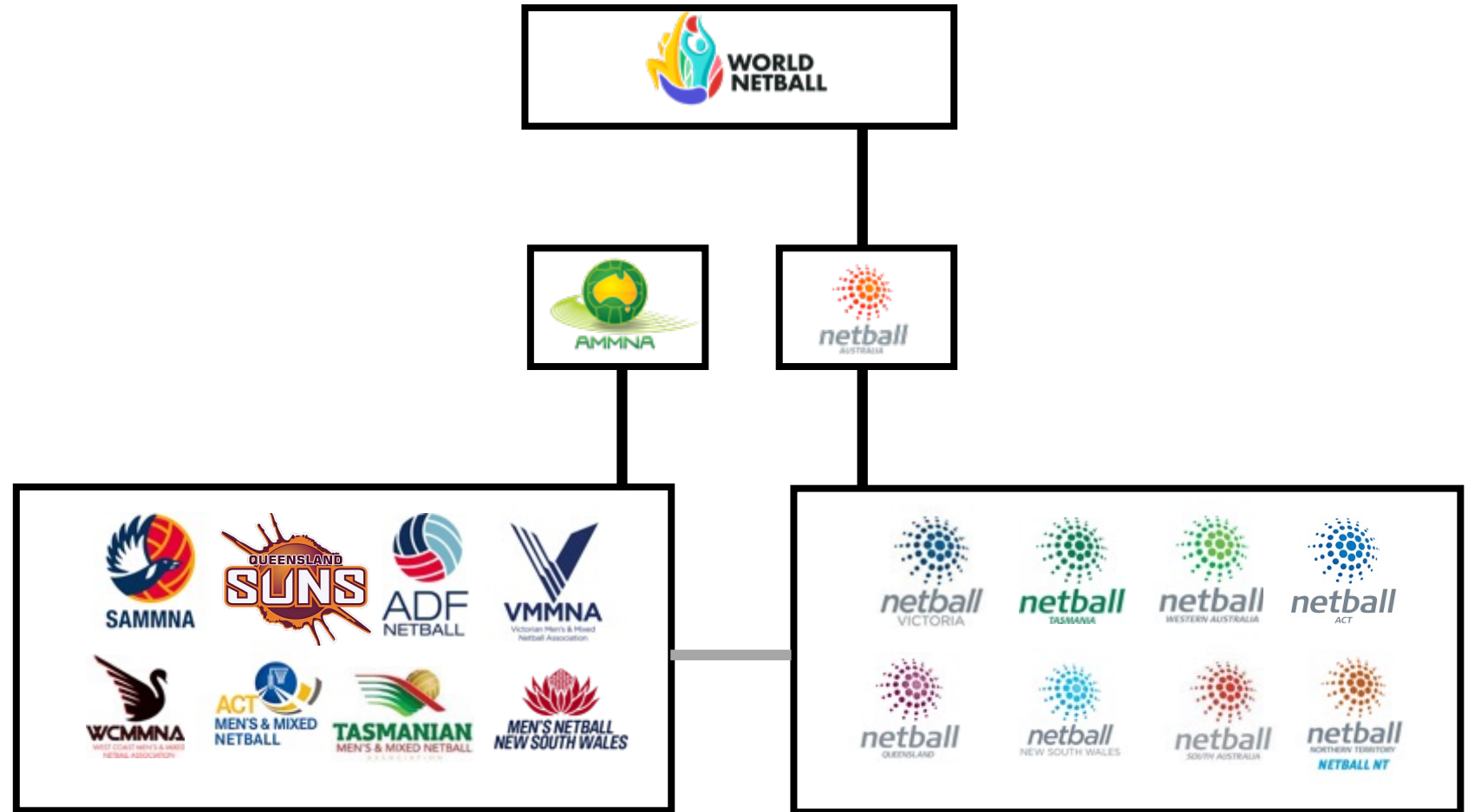
Our members are all vertically integrated entities to AMMNA for the purpose of national programming. The structural gaps and differences to other mainstream sports exist horizontally where the entities are largely disparate – and in turn so are the strategies and programming.

## National Integration

National bodies for netball in Australia currently have no horizontal or vertical integration, meaning the two national entities have no structural overlay, and AMMNA have no links to World Netball

## State Integrated

Many of our state bodies have horizontal integration with the corresponding Netball Australia member body, with partnership models different in every state (ie competition and programs)



# Our Pathway

AMMNA have a pathway for men's and mixed netball that has existed since the 1980's. Many Australian families, communities and could-be participants are unaware there is already a place to play!

## Goal 1: Make State Team

### State-Elite

The top of the high performance journey in each state is selection in the Men's State Opens Team, which is fed by pre-elite programs

### Pre-Elite

Each state offers a step up from participation in the form of State League competition as well as State Team Program (non Opens)

### Participation

Athletes start their journey in state based participation programs and competition as defined by their state bodies

## Goal 2: Make Aussie Teams

### Elite

The top of the high performance journey in the country is to make the Men's National Opens Team, and represent your country internationally

### Semi-Elite

Male and female players wishing to break through to the elite level of the AMMNA or NA pathway can use national 23s or mixed teams

### Dev-Elite

Most players first step in the Australian high performance journey is making a national 17s or 20s team as picked at nationals annually

# Where to Find Out More

There are many places netball networks can go to find out more about the history and current day activities of males in netball



## Rising to the Occasion

Releasing in 2022, the Rising to the Occasion documentary is the inside story on life as a men's netballer

[www.risingtotheoccasion.com.au](http://www.risingtotheoccasion.com.au)



## Social Media

Head to AMMNA and member social media pages for more information

[@australianmensnetball](https://www.instagram.com/australianmensnetball)



## YouTube

Search for game footage or recent match play by typing AMMNA Championships into the YouTube search function

[#ammnachampionships](https://www.youtube.com/results?search_query=ammnachampionships)

**“Every male participant is acutely aware that we play a sport which was founded, scaled and commercialised by females. They know the work of generations of women culminated in netball arriving at where it is today, who continue to strive for an even higher platform for netball in the future. They are inspired by this legacy, and accountable to the mission to empower women across the globe.**

**Our commitment to this cause is visible in the community across our history. Men serve the sport right up and down the female pathway as coaches, fans umpires, volunteers and administrators. The perception that empowerment for a gender can only happen by locking the other out is flawed. We can and should be empowering together.**

**Janine Hook  
Domestic Director, AMMNA**

# Part 3

**SOTG made 8 recommendations to future-proof our game. AMMNA have reviewed these opportunity areas and identified mutual areas of interest to explore with netball networks.**



# Prioritised SOTG Recommendations

We reviewed the 8 SOTG recommendations put to Netball Australia by the commission, identifying where AMMNA can support delivery and where there is mutual prioritised interest.

We used an adapted horizon- based innovation planning tool to plot where the SOTG recommendations sit as measured by effort and importance. The model has then organised recommendations into a proposed sequence for completion. See page over for more information.



### Recommendations Key

- REC 1** Core stakeholders agree and implement an aligned vision, purpose and strategy for Australian netball.
- REC 2** NA and members establish contemporary governance frameworks for Australia's netball future.
- REC 3** Develop a member organization led participation strategy to make Australian netball number one.
- REC 4** Establish a HP working group to improve diversity in netball pathways and HP programs.
- REC 5** Making SSN the commercial jewel in the crown of Australian netball by capitalizing on growth potential.
- REC 6** NA and member organizations work together to create operational efficiency.
- REC 7** NA and members develop and implement a national strategy for digital.
- REC 8** Core stakeholders commit to implement the recommendations of the report and appoint resources.



# Continued from Page Over

We reviewed the 8 SOTG recommendations put to Netball Australia by the commissioners, identifying where AMMNA can support delivery and where there is mutual prioritized interest.

What was recommended	SOTG Rec #1 Strategic System Alignment	SOTG Rec #2 Governance Framework	SOTG Rec #3 Participation Growth	SOTG Rec #4 High Performance
The opportunity with AMMNA	<p>Core stakeholders agree and implement an aligned vision, purpose and strategy for Australian netball.</p> <p>AMMNA completing its strategic plan as a follow on from Netball Australia 2022 Strategy will ensure we have connected plans and activities.</p> <p><b>Priority: CRITICAL</b> <b>Horizon: SHORT TERM</b></p>	<p>Netball Australia and members establish contemporary governance frameworks for Australia's netball future.</p> <p>Long term structural change to achieve horizontal and vertical integration is needed to sustainably grow the game domestically and internationally.</p> <p><b>Priority: MEDIUM</b> <b>Horizon: LONG TERM</b></p>	<p>Develop a member organization led participation strategy to make Australian netball the number one team participation sport nationally.</p> <p>Males in netball is an off-grid category that is primed for growth but has several gaps for participants and leakage points for revenue – both which need solving.</p> <p><b>Priority: HIGH</b> <b>Horizon: MID TERM</b></p>	<p>Establish a HP working group to improve diversity in netball pathways and HP programs, including players and officials.</p> <p>An elite, world-leading men's and mixed category and network of participants already exists – so the challenge is not to build this from scratch, it is to elevate what we already have.</p> <p><b>Priority: CRITICAL</b> <b>Horizon: MID TERM</b></p>

# Continued from Page Over

We reviewed the 8 SOTG recommendations put to Netball Australia by the commissioners, identifying where AMMNA can support delivery and where there is mutual prioritized interest.

What was recommended

## SOTG Rec #5 Commercialisation

Making SSN the commercial jewel in the crown of Australian netball by capitalizing on growth and realizing its full potential.

The opportunity with AMMNA

The presence of elite men's or mixed categories in SSN franchises offers different commercial opportunities and is likely to attract different fans, sponsors and networks.

**Priority: MEDIUM**  
**Horizon: MID TERM**

## SOTG Rec #6 Operational Efficiency

NA and member organization's work together to create operational efficiency.

An optimized operating rhythm between state and national bodies can standardise our ways of working in readiness for future integration – aligning before we integrate.

**Priority: MEDIUM**  
**Horizon: SHORT TERM**

## SOTG Rec #7 Digital Engagement

NA and members develop and implement a national strategy for digital to build new programs, processes and products.

The inclusion of men's and mixed category content in NA and its members digital platforms / channels can lead nurture more participants, fans and sponsors to the sport.

**Priority: LOWER**  
**Horizon: SHORT TERM**

## SOTG Rec #8 Accountability

Core stakeholders commit to implement the recommendations of the report and appoint resources to deliver and report on successes.

Identifying at each structural layer who is responsible and accountable for men's and mixed category growth will allow AMMNA and its member to drive outcomes together.

**Priority: MEDIUM**  
**Horizon: SHORT TERM**

# Other Research Thematics

Outside of the stated insights and recommendations included in the SOTG report is a range of insights AMMNA gathered from broader workshops

## Future Strategy: Thematics to guide the way we deliver change

### Thematic #1 Diversity Driven Growth

SOTG Call Out (Summary): SOTG research surfaced a view that netball has to be a sport for all for it to maintain relevance.

How can we help? AMMNA has ready-made and current programming to tap into and scale, meaning we don't have to start from scratch in building the men's & mixed categories.

### Thematic #2 Interconnect then Integrate

SOTG Call Out (Summary): SOTG has competing priorities that require intensive resources to activate their strategy and address SOTG ideas.

How can we help? AMMNA already has the volunteer resources and legacy programs to leverage – all we need to start is the platform and community reach of Netball Australia.

### Thematic #3 Innovate Now

SOTG Call Out (Summary): SOTG was designed to critically review our old ways of working, to replace them with new disruptive ways.

How can we help? As the men's & mixed pathway is separate to the core pathway, it offers the ideal place to test and learn with new products and programs.

### Thematic #4 Making Milestones

SOTG Call Out (Summary): NA later called out the priority of our bid for Olympic inclusion, a new stage to present our product to fans globally.

How can we help? With the clock ticking on the Olympics inclusion bid, co-creating the Brisbane 2032 product to showcase to IOC with both genders represented is key.

### Thematic #5 Empowering Women

SOTG Call Out (Summary): SOTG calls on the sport to change, but not at the expense of its primary role in community – empowering women.

How can we help? Our participant base have served the traditional pathway for decades – we are here to add a new element to the sport, not take ownership of it.

# Part 4

**Synthesizing the barriers to inclusion and growth disablers for men's and mixed categories, so we can work toward making netball a sport for all.**



# Voice of the Network

Within and adjacent to the SOTG Review, there were specific verbatims which tell the story around the barriers

## Voice of Player

While many elite female netballers are on record supporting the growth of men in netball, below is an extract from a media interview with an international captain.

“Historically, it's been seen as just a female sport, which I think is probably an incorrect way of viewing it. Men come along to our games, they're playing mixed netball all over the world, so why not grow their game ... Investing in the sport holistically will only benefit us in the long term.”

**Jo Harten**  
Elite International Netballer

## Voice of Coach

Elite female coaches have always used male athletes to prepare their teams for major competition and have first-hand experience in the often unseen skill of our athletes.

“The integration of male athletes to the daily training environment of our high performance netball program has become familiar. The skills and pressure that male training partners add to our environment is profound. They are ready for their own spotlight now.”

**Sue Gaudion**  
High Performance Coach &  
Media Personality

## Voice of Executive

Netball Australia and its member states have emerged with inclusive growth ambitions for the men's game, and a narrative to fans around this.

“This is a new era for netball. We support and encourage men and boys to play our sport and we are committed to creating sustainable pathways and opportunities for them – from NetSetGo to elite elite level. Our game will be better if there are more men & boys involved.”

**Kelly Ryan**  
CEO Netball Australia

## Voice of Administrator

AMMNA's president believes getting the males and mixed netball categories to mainstream will help grow the sport as a whole.

“Our biggest challenge to solve is moving our product from off-grid to on. We need to be seen in homes and communities around Australia so young boys and growing men know they have a place on our court. We are an untapped growth category for netball waiting to be found.”

**Andrew Simons**  
AMMNA President

# AMMNA Barriers

Historically there have been critical barriers that have prevented AMMNA from scaling the male and mixed category. Our future strategy, being refreshed in 2022, needs to address these barriers.

## Future Strategy: Interconnected barriers we need to solve as we design

### Elite Visibility

#### We need to be seen

Our elite athletes are amongst the best netballers in the world, but can't be found in the Australian community. If there is no representation and role models for young men & boys in mainstream eye, we won't grow.

### Funding Models

#### We need to be affordable

At every level of the pathway a men's or mixed participant funds the entire cost of the program. We need to seed fund the athletes and officials at the top end of our pathway and use this investment to drive new revenue streams.

### Resource Scarcity

#### We need accountability

There are no paid roles responsible for growing men's & mixed netball, which often results in skill shortage and an inability to execute on large scale strategy and priorities due to lack of capacity.

### Pathway Gaps

#### We need more places to play

There are several gaps in the pathway that prevent a male participant from finding and staying in netball at all life-stages and ages. A nationally consistent pathway needs to be designed to ensure we close this gap.

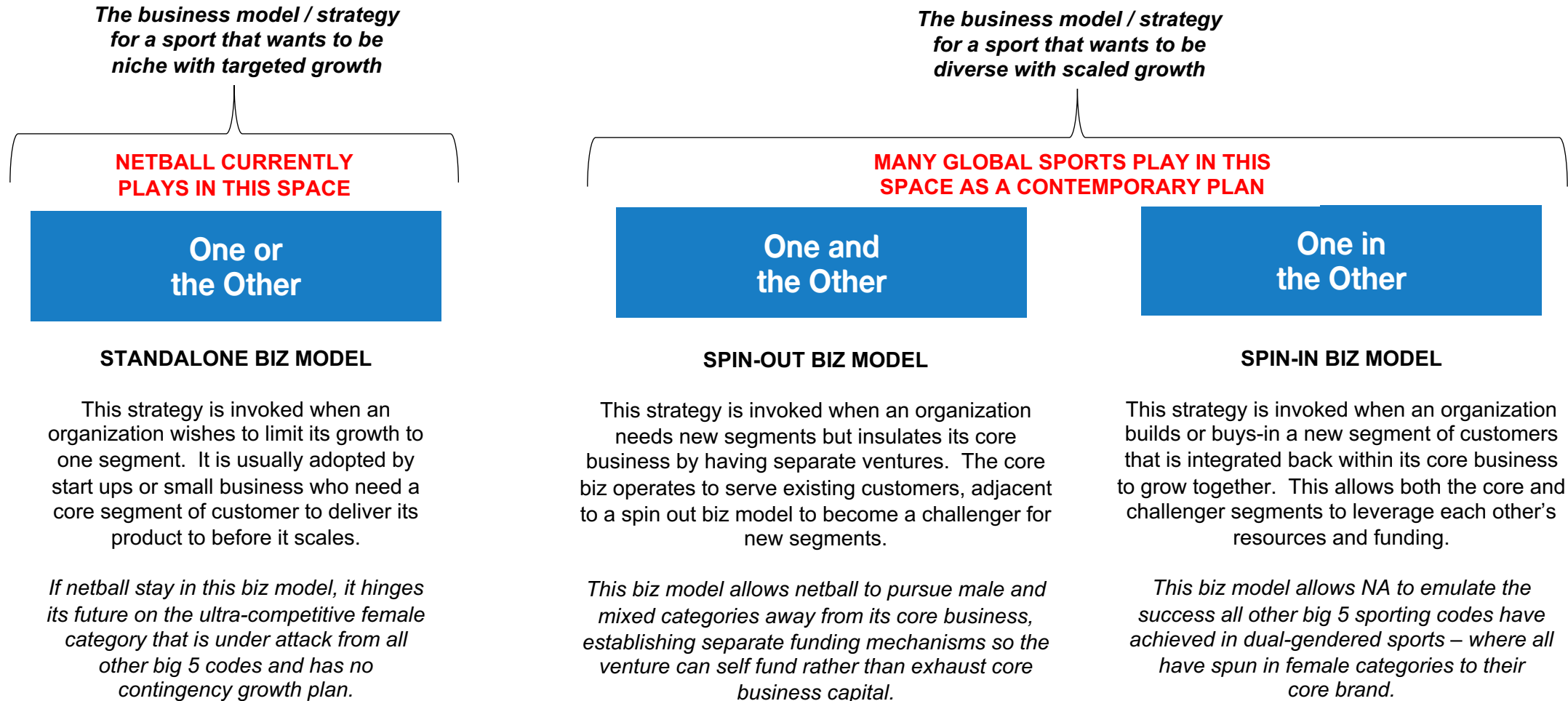
### Brand Resonance

#### We need an identity

Most other gender diversifying sports have spun out exciting brands of the new gender driven product (ie AFLW, NRLW). Netball as a male product is invisible and has no resonance or connection with community.

# Netball Network Barriers

Our research uncovered an emotive sentiment known as the ‘one or the other’ stance – the belief that the male and female categories cannot co-exist without a reductive impact on the women who play. This view is at odds with proven business model innovation of other sports that are growing new categories at scale.



# Part 5

**SOTG calls on netball networks to come together and design the future of our sport. What action does AMMNA intend to take and how can we help broader networks grow men's and mixed categories in netball.**





# Follow-On Activations

Below are a list of follow-on activations that AMMNA plan to drive to bring the SOTG recommendations that relate to males in netball to market.

## SOTG Rec #1 Strategic System Alignment

Core stakeholders agree and implement an aligned vision, purpose and strategy for Australian netball.

### The action we will take?

- Engage NA to have males and mixed categories included in the growth strategy so there is top-down momentum for netball networks to align with.
- Contact all state bodies to offer our support of the same (to have males and mixed in their growth strategy), working with our members states who are already on this mission.

### How we will measure success?

- A NA strategy delivered to market with males and mixed growth
- An AMMNA strategy that ladders up to NA strategy so we can design and deliver together.

### Who?

Led by our Strategy Lead and President

## SOTG Rec #2 Governance Framework

Netball Australia and members establish contemporary governance frameworks for Australia's netball future.

### The action we will take?

- Seek IP from NA that better aligns policies and processes and delivers stronger governance across existing men's & mixed product or programs.
- Seek the first steps of a vertically integrated sporting structure via an MOU or partnership charter, before exploring future business models.

### How we will measure success?

- A charter of work or MOU document that secures our partnership formally.
- Engaging NA for male and mixed growth to be written into a role/s alike other strategic growth categories.
- Uplifted policies and processes for AMMNA's core programs so they are future fit and ready for integration.

### Who?

Led by our Integrity Officer and President

## SOTG Rec #3 Participation Growth

Develop a member organization led participation strategy to make Australian netball the number one team participation sport nationally.

### The action we will take?

- Engage NA to agree best practice pathways for male netballers to address gaps across states.
- Work with NA to agree on volume and revenue growth goals over 1, 2 and 3 year horizons.
- Agree with NA on what investment, value in kind or partners we need to fund / resource the growth plan.

### How we will measure success?

- Published pathways that are promoted to netball communities
- Growth in participation over the defined horizons
- Investment of cash or resources into the growth agenda.

### Who?

Led by our Domestic Director & Member State Presidents

## SOTG Rec #4 High Performance

Establish a HP working group to improve diversity in netball pathways and HP programs, including players & officials.

### The action we will take?

- Engage NA to integrate our elite team into upcoming Diamonds programming.
- Engage World Netball to showcase males and mixed category in future World Cups or international programs
- Increase visibility of our elite teams, players and officials through NA channels to reach wider audiences.

### How we will measure success?

- The securing of a tour for our Men's Australian Team
- The inclusion of men's and mixed categories in the upcoming world cups as showcase then category.

### Who?

Led by our International Director, Marketing Lead, Umpires Convenor and Strategy Lead

## Continued from Page Over

Below are a list of follow-on activations that AMMNA plan to invoke to bring the SOTG recommendations that relate to men's and mixed netball to the fore.

### SOTG Rec #5 Commercialisation

Making SSN the commercial jewel in the crown of Australian netball by capitalizing on growth and realizing its full potential.

#### The action we will take?

- Approach franchises to explore the opportunities to create formal male training partners or team academy.
- Formalise the operating rhythm of SSN teams playing games vs men's team to ensure promotion.
- Approach SSN Executive to scope appetite to have a Team Boys Cup trial in 2023 as showcase.
- Approach SSN for broadcast opportunities to feature curtain raiser content in media.

#### How we will measure success?

- Number of SSN activations achieved across the country.

#### Who?

Led by our Strategy Lead, Domestic Director and Marketing Lead.

### SOTG Rec #6 Operational Efficiency

NA and member organisations work together to create operational efficiency.

#### The action we will take?

- Engage NA to create a role within their organization to co-ordinate the networked activities of growing male and mixed categories.

#### How we will measure success?

- Creation of such a role or repurposing of existing FTE to incorporate in that role.

#### Who?

Led by our Strategy Lead and Integrity Lead

### SOTG Rec #7 Digital Engagement

NA and members develop and implement a national strategy for digital to build new programs, processes and products.

#### The action we will take?

- Reviewing how the male and mixed categories could be integrated into NA digital marketing / brand family / social channels for improved reach.
- Leveraging NA assets to improve the digital presence of AMMNA.

#### How we will measure success?

- Number of digital campaigns led by NA including male and mixed content inclusions.
- Potential for integrated branding of top Australian teams.

#### Who?

Led by our Marketing Lead and VP

### SOTG Rec #8 Accountability

Core stakeholders commit to implement the recommendations of the report and appoint resources to deliver and report on successes.

#### The action we will take?

- Build our strategy to respond to the SOTG recommendations.
- Formally respond to NA with our support of recommendations.

#### How we will measure success?

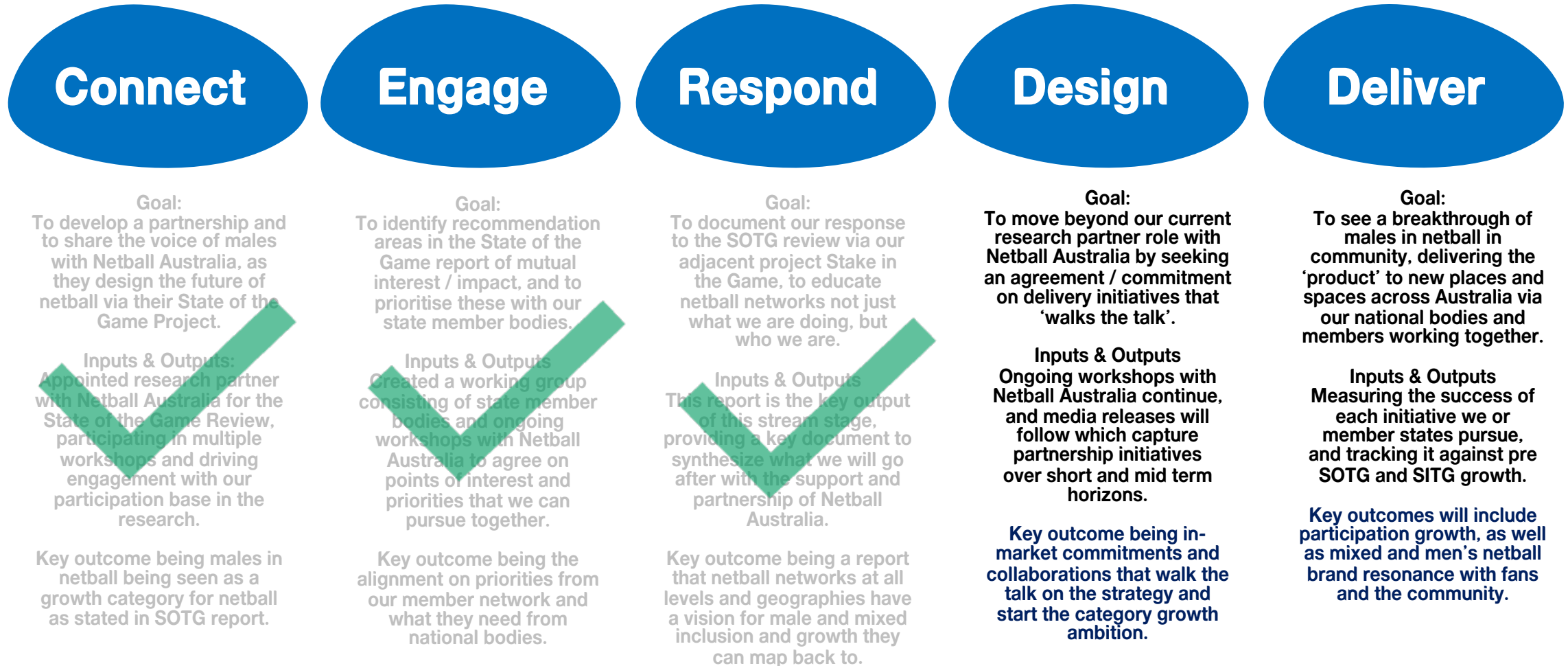
- Producing our new Strategy for AMMNA within the NA framework
- Producing our SITG report and publishing it to networks.

#### Who?

Led by our Strategy Lead

# Staging Progress

We are at stage 4 of 5, having completed 12 months of work with a further 6 months to go



# Netball Networks: Connect With Us!

Many netball networks (clubs, associations, schools, bodies) are already exploring category growth with men's and mixed activations. Below is a guide on who we would like to work with and how approaches can be made.



## AMMNA Network

AMMNA is currently seeking to grow its non executive workforce with skills in areas such as design, comms, logistics and implementation. If you are passionate about netball and prepared to volunteer to join an emerging sport, reach out!



## State Bodies

Many NA member states continue to work with our state member bodies to grow the pathway. We are seeking approaches from member states who are interested in testing and learning with new product or programming for men's & mixed.



## Local Clubs

If you are interested in creating a competition for men's and mixed category, reach out to us and we can connect you within state. Early success is being achieved by setting up inter-club comps to source enough teams for a season.



## Private Sector

Help us fund our sport for growth by becoming a bespoke sponsor of an emerging category with untapped stars and brand differentiation. Seed fund our new ventures and see your brand scale with the growth of the game.



## Households & Families

Netball has millions of fans around Australia. If every one of us introduce a male in our life to the sport we love, we can drive toward our goal of making netball the number one participation sport for Australians.



## Public Sector

Netball can generate positive social impact in communities, states and across the nation. No other sport brings women alongside men in a position of incumbency. We need to fund this category to change our communities.

### NATIONAL CONTACTS

President / Andrew Simons  
 Vice President / Steve McInnes  
 Secretary / Sue Owen  
 Treasurer / Sheree Harrison  
 Umpire Director / Maureen Stephenson  
 Domestic Director / Janine Hook

International Director / Tammy Holcroft  
 Strategy & Game Dev / Heath Brown  
 Integrity Officer / Llon Riley  
 Marketing Officer / Gleni Zucco  
 Historian / Sue Neal  
 Contact / [strategy@ammna.com.au](mailto:strategy@ammna.com.au)

### STATE CONTACTS

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 VIC / [secretary@vmmna.org](mailto:secretary@vmmna.org)  
 SA / [admin@sammna.com.au](mailto:admin@sammna.com.au)  
 QLD / [admin@qldsuns.com.au](mailto:admin@qldsuns.com.au)  
 TAS / [tmmna@outlook.com.au](mailto:tmmna@outlook.com.au)  
 ACT / [actmensnetball@outlook.com](mailto:actmensnetball@outlook.com)  
 NSW / [mensnetballnsw.sec@gmail.com](mailto:mensnetballnsw.sec@gmail.com)  
 ADF / [secretary@ammna.com.au](mailto:secretary@ammna.com.au)

**“The part of this research that stuck with me the most were the stories of those under-served by a sport that they would give anything to. It was the country kid whose dad has to drive him to the city on a 10 hour round trip every weekend just to play. It’s the Aussie athlete who spends discretionary income on domestic and international tournaments to self fund representing his own country. It is the long list of male players who volunteer several hours each week in the women’s game as the only sport they want to serve. Their dedication to netball is as good as anyone. It is their stories which motivate us at AMMNA to find new places and spaces for boys and men to play and be seen.”**

**Heath Brown  
Game Development, AMMNA**

# Stake in the game

## Important Information

1. Copyright: AMMNA has referenced the strategies and works of other netball bodies for the sole purpose of research and comment which is not an infringement of copyright.
2. Commitments: AMMNA provides this discussion paper to generate activity and makes no assertions that all concepts will be prioritised for completion due to their reliance on multiple parties.
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