



# AMMNA

BUILDING MEN'S & MIXED NETBALL...

2017-2021 AUSTRALIAN MEN'S & MIXED  
NETBALL ASSOCIATION

# STRATEGIC PLAN

EXCELLENCE | INTEGRITY | PROFESSIONALISM | INCLUSIVE | UNITED

# A message from the AMMNA President...

EXCELLENCE  
INTEGRITY  
PROFESSIONALISM  
INCLUSIVE  
UNITED

Our association was formed in 1985. We have grown significantly since then in terms of participation and standard.

In 2016 the State Member Associations and AMMNA Executives were brought together to set the direction for the Association and develop a Strategic Plan for the next 5 years. This collaborative process was important to identify those things that need to be done and gain consensus from the stakeholders.

Our new Strategic Plan is forward thinking and focuses on developing the organisation and increasing participation and competition for our community including players, coaches, managers, umpires and administrators.

**OUR MISSION** is the reason for our existence. It is the soul of the organisation. It will not change over time and can be likened to the organisation's guiding star.

**OUR VALUES** set the tone for "how we do things".

**OUR GOALS** over the next five years will keep us focused on what is important.



**Grant Crocker**  
*AMMNA President*



# 2017-2021 AUSTRALIAN MEN'S & MIXED NETBALL ASSOCIATION STRATEGIC PLAN

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## OUR MISSION

To act in the best interest of Men's and Mixed netball and our membership, developing our sport, brand and participants while modelling sportsmanship, fair play and competitive spirit.

## OUR VALUES

We strive for **EXCELLENCE** and recognise achievements.

We behave with **INTEGRITY** and honesty in all we do.

We model **PROFESSIONALISM** and accept accountability for our actions.

We are **INCLUSIVE** – leaders in equality and fairness.

We stand **UNITED**, working as a team to set and achieve our goals.

## OUR GOALS

1. Grow the Australian Championships.
2. Develop men's and mixed netball.
3. Have a complete pathway for all participants.
4. Build our international program.
5. Operate with integrity, professionalism and robust governance.



# GOALS

EXCELLENCE  
INTEGRITY  
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## 1. GROW THE AUSTRALIAN CHAMPIONSHIPS

- Representation from all States and Territories at Australian Championships
- Increase representation of full members in each division of the Australian Championships
- Establish Nation-wide Regional Representative Program
- Expand team numbers for Reserve and Aged Divisions, to include Regional and International guests





# GOALS

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## 2. DEVELOP MENS AND MIXED NETBALL

- Eight full and active members
- Increase member affiliation (or equivalent) to State / Territory Netball bodies
- Support all members to implement AMMNA aligned long-term Strategic Plans
- Produce events that deliver profit to allow opportunities to:
  - Grow participation
  - Invest in development of participants
  - Subsidise international tours
  - Improve administratively and technologically



# GOALS

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## 3. HAVE A COMPLETE PATHWAY FOR ALL PARTICIPANTS

- Junior MLeague Program (boys 11-14 years old) established in three member states
- Junior M-League (boys under 18 years old) established in three member states
- An aligned M-League competition in every member State
- Continuous improvement to National Umpires Pool allowing new talent and development opportunities for umpires



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## 4. BUILD OUR INTERNATIONAL PROGRAM

- Create an International Calendar
- Maintain Trans-Tasman Tour every two years (alternate Aus / NZ)
- Trial Tour for developing or non-elite level participants (i.e. Reserves)
- Explore Tournament Opportunities for 17's & 20's Australian Men's Teams (i.e. NZ Tournament)
- Establish International Relationships (Europe, USA, Asia, etc.)



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## 5. OPERATE WITH INTEGRITY, PROFESSIONALISM AND ROBUST GOVERNANCE

- Provide access for all members to annual audited financial statements
- Implement standardised annual reporting from all members to AMMNA (including annual financial auditing)
- Establish Marketing guidelines and support for AMMNA and its members
- Development of Commercial Sponsorship agreement
- Establish Bi-Annual (minimum) AMMNA Meetings ensuring participation and alignment of all members

