



A STRATEGY FOR THE FUTURE 2025-2028



OUR VISION

What we want to achieve in the future

To be one of the best player associations, working collaboratively to ensure the provision of support for female athletes to enable players to thrive both on and off the court

OUR MISSION

Our role every day

The independent voice of elite netball players, playing a unifying role in shaping a sustainable and successful future for netball in the UK. Striving for world-leading support and services for players



OUR VALUES

Trustworthy

Dependable

Supportive

Collaborative

OUR PRINCIPLES

- We **support** our members and their interests as our priority
- We provide **equity** of representation for all members
- We are **independent**
- We act with **integrity**
- We strive for **excellence** in what we do



OUR AMBITION

The Four Strategic Pillars



VOICE

RIGHTS

ENVIRONMENT

ORGANISATION

What we want to achieve:

A voice that is **respected** and **valued** within netball and beyond.



Key focus areas:

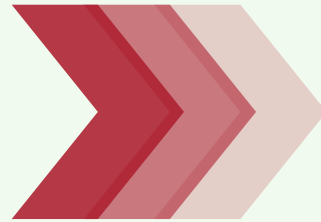
- Representative and unifying of elite players
- Delivering value and impact
- Building positive relationships with key stakeholders as a trusted voice

IMPACTFUL

RIGHTS

What we want to achieve:

Protect the **rights** of the members proactively and negotiate **fair** and safe working conditions.



Key focus areas:

- Agreement & Contracts
- Image rights – England, Club and Personal
- Player brand value

FAIR

ENVIRONMENT

What we want to achieve:

Advocate for players to receive the best possible **services and support** to **enhance** performance on and off the court.



Key focus areas:

- Health and wellbeing
- Calendar
- Rules and Officiating
- Education, careers and personal development

SUPPORTIVE

ORGANISATION

What we want to achieve:

Ensure **resources** enable delivery of the mission and achieve **financial sustainability** for the future.



Key focus areas:

- Governance
- Financial viability
- Administration and resources

SUPPORTIVE

SUMMARY – INDICATORS OF SUCCESS



OUR VISION

To be one of the best player associations, working collaboratively to ensure the provision of support for female athletes to enable players to thrive both on and off the court.

Recognition by the players, key stakeholders, e.g. EN, NSL, WNO and a sounding board for other player organisations, etc.

OUR MISSION

The independent voice of elite netball players, playing a unifying role in shaping a sustainable and successful future for netball in the UK.

Striving for world-leading support and services for players.

Player survey, and reputation and recognition by other stakeholders and organisations.



THANK YOU FOR READING

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