

Poitarawhiti | Netball



NETBALL
NEW ZEALAND
POITARAWHITI AOTEAROA

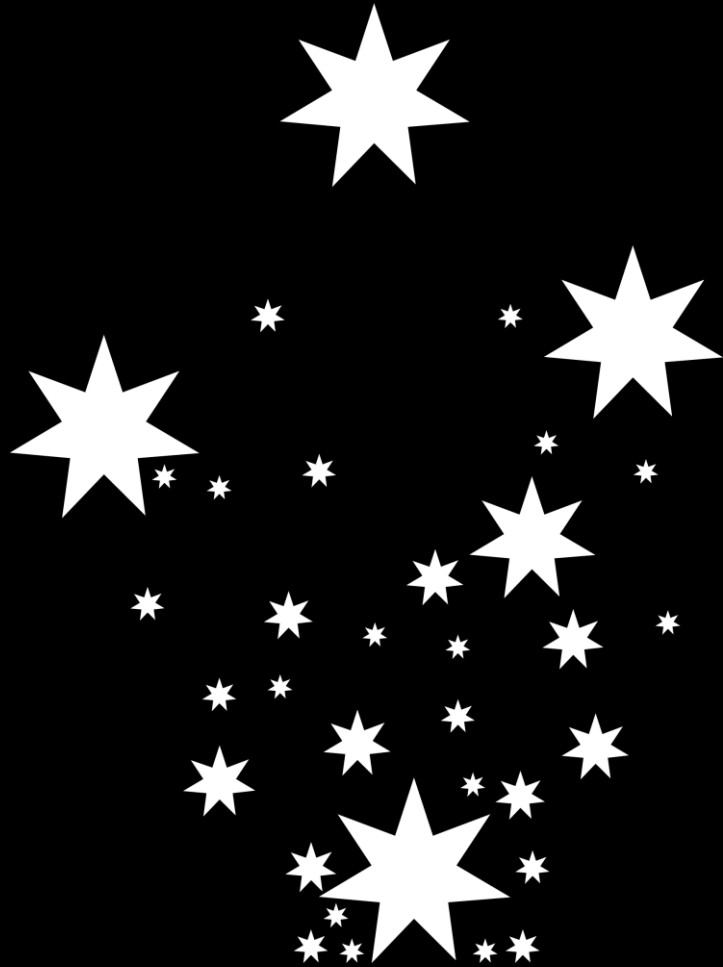
Poipoia |

Connecting & inspiring communities
through Netball



NETBALL
NEW ZEALAND
POITARAWHITI AOTEAROA

Our Southern Cross | Always moving towards



Embodying, the Wairua of Mana Wāhine and their whānau.

Embracing all of New Zealand's diversity within fun, safe and welcoming environments.

Being local, affordable and accessible.

Empowering dynamic leadership, innovation and operational excellence.

Inspiring NZ with our performances at home and on the world stage.



Strategy Outcomes


Presence

Brand Strength

Netball 46



55



43


Funding

Surplus
after Tfr **\$1.28m**


Partnership



Viewership
15% ↑

All Broadcast
CONTENT DELIVERED


Game

+26

Net Promoter Score

123,492

Memberships



WIN 2021
TESTS

Poipoia
Project Underway


Digital



Digital Plan
and
Roadmap

Brand Strength

Netball
46



55



43



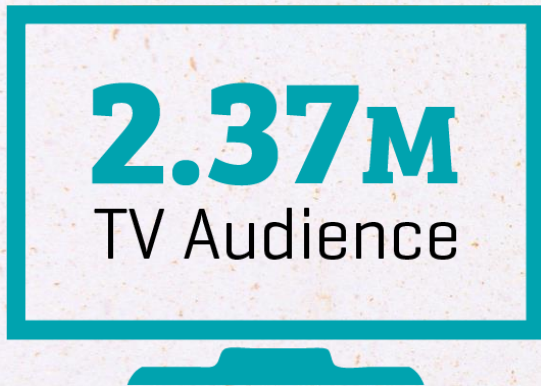
416k

TOTAL SOCIAL
AUDIENCE
GROWTH +28K

74.1M
Impressions

5.8M
Engagements

8% average
Engagement Rate



INTERNATIONAL LIVE
STREAMING VIEWS

520k

ON DEMAND

163k



Pure as
1.6M Views



NNZ - Surplus
\$1.28m
After Transfers

95%
Increase in
NSO Funding



Class 4
Funding Uncertainty



Improved Sustainability

Netball New Zealand
controlled teams/zones



Viewership

15% ↑

1M VIEWERS



SILVER FERNS

Broadcast Content
DELIVERED

NNZ | ZONE | CENTRE
Cross Code Initiatives



DIGITAL INSIGHTS
Informing Projects



Strengthening
PARTNERSHIPS
across the game



800k
Invested into
Netball Community



**Total NNZ
Affiliated Players**
123.282

+26
Net Promoter Score



Poipoia
Projects Underway



SILVER FERNS

WORLD RANKING

#2



10,641
NNZ
Registered
Coaches



NNZ Accredited Umpires
1,993



#1 sport played in
SECONDARY SCHOOLS



Digital Plan and Roadmap



SPORTY Project



Established
launched Feb 22

INTERNATIONAL LIVE
STREAMING VIEWS

520k

ON DEMAND

163k

Top Streaming Countries

United Kingdom

Australia

Malaysia

South Africa

USA

Strategy Outcomes


Presence

Netball 46 **X**



55 **X**



43 **✓**


Funding

Surplus after Tfr **\$1.28m** **✓**


Partnership



Viewership

15% ↑



All Broadcast
CONTENT DELIVERED




Game

+26 **✓**
Net Promoter Score

123,492 **X**
Memberships



WIN 2021
TESTS



Poipoia
Project Underway




Digital



Digital Plan
and
Roadmap



Netball NZ 2022 Annual Plan

Key areas of focus

Strengthen Our Game

109K

NNZ group surplus

**BRAND
EQUITY**



Netball 0.56

Silver Ferns 0.64

How

- Grow funding at grassroots level by 190% to >\$1m
- Take a participant/customer experience lens to all that we do, use data to form insights
- Embrace digital solutions – starting with Sporty but with more to come!
- Embrace Poipoia and communicate it to our funders and stakeholders – engage in the strategy and use the language
- Focus on sustainable organisations and diversifying [ie Netfit]



ANZ Premiership



Grow Viewership by 10% to
1.1m FANS
viewing our game across
the season

<0.43
Brand Equity

How

- Working collaboratively with partners, media, teams and you all as key stakeholders in this league
- Navigating the COVID landscape, keep people safe while delivering commercial outcomes
- Grow new hero's and amplify the existing
- Pave the way to CWG success



Grow Our People



72%

Staff engagement

How

- Cultural diversity and inclusion strategy
- Honouring our history as we build up to 100 years of Netball
- Focus on Tamariki and Rangitahi, our volunteers and Boys and men
- Use the language of Poipoia in all that we do
- Grow our digital knowledge and skill set
- Netball connections – starting 2022





Presence



Funding



Partnership



Game



Digital

ANZP

Competitive, captivating,
confident

- » Marketing Strategy
- » Broadcast Partnership growth

- » Fan experience
- » Team delivery support
- » Revenue share implementation

- » Support principles of TPA/ Partnership agreement/HP Strategy/CEA
- » Focus our communications with our media parties to amplify our strategies
- » Work with sponsors to foster greater reach opportunities

- » Performance Hub project
- » Anti-fragility model embedded within Teams

- » Activate databases to support marketing initiatives
- » International streaming project

STRENGTHEN OUR GAME

Sustainable, diverse, locally led

- » Netfit launch
- » Integrate Customer experience into everything we do

- » Funding stakeholder strategy
- » Financial sustainability and diversification

- » Enhance digital ignition and reach
- » Support the development of centre capability

- » Performance Hub transition
- » Coach developer project
- » Develop customer engagement strategy
- » Fast5 WNS in NZ

- » Gather and use data to drive customer insights
- » National Netball database, Website CX, Unified Data Platform

GROW OUR PEOPLE

Engage and develop

- » Cultural Diversity Strategy
- » Centenary strategy
- » CWG 2022
- » Play Netball campaign

- » Alignment of funding partnerships to Poipoia

- » Staff wellbeing strategy
- » Netball connections conference

- » Participation focus on Tamariki & Rangatahi
- » Volunteer strategy
- » Boys and men's strategy

- » Develop strong collaborative relationships with Zones, centres and other netball providers
- » Empower Zones and centres by providing digital solutions

KEY SUCCESS MEASURES

Brand Equity
Silver Ferns >64
ANZP >43 Netball >56

NNZ Group operating result
\$109k

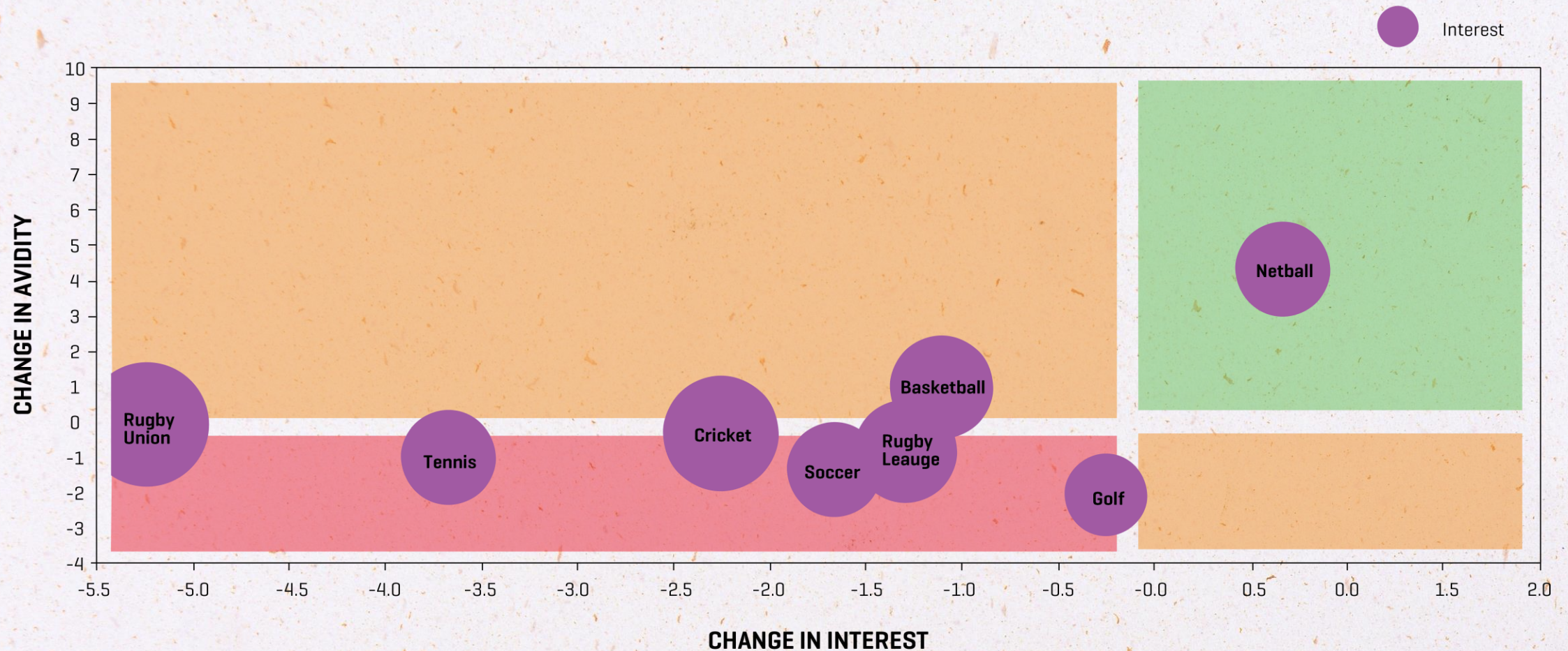
Broadcast (ANZP) >1,000,000
Staff engagement >71%

CWG Gold
Participation T&R
NPS >26

Digital milestones

Interest, Avidity & Growth

The level of interest in our game is GROWING more than any other sport AND our fans are the MOST AVID!



Source: Nielsen Sports Sportslink New Zealand Jan – Sep 21 n = 3,033, Which of the following sports are you interested in OR which of the following sports have you attended, watched or followed online in the last 12 months?; How would you rate your interest in these sports? [1-5 scale, 4&5 = avid fans]

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