

# PARTNERSHIPS

*Relationships, creativity and collaboration*

- Encouraging, understanding and valuing our people
- Supporting and empowering our clubs
- Collaborating with our partners and the wider netball community

# PRESENCE

*Story, brand and voice*

- Developing MCN as a strong brand
- Telling our stories
- Being bold, taking chances, and challenging the status quo

# FUNDING

*Excellence, efficiency and share*

- Creating sustainable long term financial plans
- Keeping netball affordable
- Creating valuable business relationships
- Developing a robust structural framework for our organisation

# STRATEGIC PLAN 2021 - 2024

# GAME

*Delivery, formats, participants and performance*

- Ensuring our netball delivery is adaptable, flexible, and responsive
- Providing performance pathways
- Providing a fun, inclusive environment that caters for the diverse needs of our community

# DIGITAL

*Technology and experience*

- Embracing digital platforms to share communications and resources
- Creating digital efficiencies
- Enhancing the netball experience

# Mid Canterbury NETBALL

**Bringing our  
community TOGETHER  
through the shared  
enjoyment of netball.**