

Netball Australia

Annual Report 2009



AUSTRALIAN NETBALL
diamonds[™]



netball
AUSTRALIA





**One
Team
One
Game
One
Goal**

Message from the Australian Sports Commission



Matt Miller
Chief Executive Officer
Australian Sports Commission

The power of a successful sports system like Australia's lies within the many cooperative partnerships and relationships between its system partners.

As our sports system has diversified and increased in complexity over the years, so too has the nature of these relationships. Now, as ever, a critical ingredient for our system's continued success and sustainability is to ensure that we all remain on the same page that our links between each other, our leading programs, our roles and relationships are clearly defined and understood by all.

Sport operates in a dynamic, demanding and rapidly changing environment. The sources of change include advancing technologies, new structures and systems, products and services, people concerns and rising international competition and benchmarks.

The Australian Government has flagged the need to address this change by reforming our sports system and has outlined its approach in the paper *Australian Sport: Emerging Challenges, New Directions*.

The Government is also preparing to respond to recommendations by an independent expert panel, headed by lawyer David Crawford, to ensure both high performance and community level sport is prepared for those challenges.

The Australian Sports Commission has already taken steps to review and evaluate our strategic position and intent in active consultation with national sporting organisations and other stakeholders. These system improvements will provide a foundation for any changes emerging from the Government process.

Already we have identified a number of priorities. These include: the need to better align our high performance sport efforts with our partners; to work more collaboratively with state departments of sport and recreation in strategic approaches to growing participation in sport; to re-communicate the value of sport to the Australian community; and to retain and develop our best coaches.

Our efforts to act on these priorities are inherently intertwined with our partners. These partnerships represent a powerful tool in our ability to adapt to a changing environment, to share responsibilities, effectively communicate and continue to expand and strengthen sport.

Our work together will ensure that the Australian sports system is progressive, robust and sustainable for decades to come.

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Highlights

World Champions

Under the direction of coach Simone McKinnis OAM, the Australian 21/U team were crowned the World Youth Netball Champions after defeating arch rivals New Zealand 64-46 in the Cook Islands

World number one

Australian Netball Diamonds retain their position as number one ranked netballing nation in the world.

The Crawford Report

Netball welcomed the release of the Independent Sport Panel on the Future of Sport in Australia, particularly the findings around making sport and physical education a priority in the education system.

All eyes on netball

Television audiences increased dramatically in 2009, due largely to the move to commercial free-to-air television via the partnership with Network Ten and its high definition sports channel ONE. ANZ Championship audiences were up a massive 52%, while the Holden Netball Test Series recorded its highest ever ratings, with the match in Brisbane peaking at 289,031 viewers.

Sell-out crowds

For the first time ever, three of the four Holden Netball Test Series matches sold out weeks in advance. ANZ Championship crowds were up 12% on 2008 attendances after the home and away rounds.

Vixens

It was an all-Australian affair when the Melbourne Vixens lived up to their 'Dream Team' hype and beat the Adelaide Thunderbirds in front of a sell-out crowd at Hisense Arena to take out the ANZ Championship title.





Sharelle McMahon

Australian Diamonds' captain and revered shooter Sharelle McMahon joined an elite group when she played her 100th Test cap during the Holden Netball Test Series in Brisbane. Only two others, Liz Ellis and Vicki Wilson, have a greater number of caps.

Corletto and Hallinan

Friends since playing together as junior netballers, the Diamonds and Vixens teammates had a stellar year. Corletto was honoured with netball's most prestigious individual award, the Liz Ellis Diamond while Hallinan not only made her Diamonds' debut but was awarded the Holden International Player of the Year.

Gweneth Benzie

Diminutive Gwen Benzie stole the show at the Netball Australia Annual Awards dinner when she was inducted into the Australian Netball Hall of Fame as a General Member along with other greats of the game.

Diamond Girl

With her long blond hair and green ribbons, the new Diamonds mascot made her debut at the Brisbane Test. Much more than just a fun mascot, Diamond Girl is part of a broader strategic move to further position the Australian Netball Diamonds brand in the Australian market.

MyNetball

Netball Australia launched its new online membership portal with a mass mail-out to all registered members offering a range of benefits and opportunities, including the chance to win a new Holden Cruze. Lucky 12 year old Queenslander Kaila Sutherland won the car.

Sponsors

In a tough commercial environment overshadowed by concerns about the global financial crisis, Netball Australia renegotiated the extension of three major partnerships – Holden, San Remo and Loraine Lea Linen – and forged a new partnership with the Walt Disney company.

San Remo NetSetGO!

Netball Australia's development program for 5 – 10 years olds recorded an 86% growth in its second year, with 24,129 participants enjoying netball at 637 centres throughout the country.

Umpires

Australian umpires had an outstanding year with five selected to officiate at the World Youth Netball Championship finals. Josh Bowring and Mark Henning were awarded their AA badges, a great achievement.

Strategic Direction

Context

Netball Australia is a member of a broader sport industry that extends beyond Australian shores. The fundamental goal of Netball Australia is to provide an opportunity for all Australians to participate in the game in a way that brings them good health, recognition, achievement, enjoyment and a sense of belonging. As Australia's leading female sport Netball Australia is committed to the provision of innovative and sustainable netball programs to facilitate social change and empowerment for women and girls.

Netball Australia is responsible for National teams competing on the international stage, major events that bring the best in the world to the Australian public, programs and services that create positive environments for inclusive participation, pathways for athletes, umpires, coaches, administrators and technical officials, technology that connects the netball community, guarding heritage and a culture that celebrates women.

Vision

Netball – one team, one game, one goal.

Mission

Commercially driven, stakeholder focused and recognised as a world class sporting organisation.



AUSTRALIA

AUSSIE

Strategic Direction

Values

Passion

- We care about our organisation, our people and our purpose.
- We are motivated, high achievers and celebrate great outcomes.

Teamwork

- We work together for a common goal and create a harmonious environment by:
 - Contributing as individuals
 - Being adaptable and flexible
 - Supporting others.

Integrity

- We act in an ethically responsible manner.
- We are honest and treat people with respect.

Excellence

- We perform at the highest level and benchmark against the best.
- We aim for continuous improvement and innovation in everything we do.

Accountability

- We are responsible and take ownership for outcomes.
- We find solutions and resolve problems.
- We are clear about our roles and responsibilities and decision making authority.

Strategic Priorities

Intelligent Evolution

- Involve key business leaders, community and government.
- Utilise IP to broaden the reach of the Netball brand

Netball is an Australian Success Story

- Rebrand netball so it is contemporary, relevant and compelling.
- Use interactive, contemporary digital media to engage and build passion for our brand.
- Create events and products that generate economic benefits.

Vibrant Community Sport

- Grow San Remo NetSetGO!

Achievements 08/09

World Number One

- Australia's 21/U team wins 2009 World Youth Netball Championship in the Cook Islands.
- The Australian Netball Diamonds retain the world number one ranking.
- On-line umpire exams launched.

Netball is an Australian Success Story

- Network Ten becomes the official television broadcaster of the ANZ Championship and the Australian Netball Diamonds.

- The Australian Netball Diamonds brand launched.
- Netball inducts its first members into the Australian Netball Hall of Fame.
- The ANZ Championship achieved record crowds and broadcast ratings.
- The Liz Ellis Diamond was presented to Australia's most outstanding netballer in 2009, Julie Corletto.

Vibrant Community Sport

- San Remo NetSetGO! launched nationally – 86% growth 08-09.
- Health partnerships launched with beyondblue and National Breast Cancer Foundation.

Intelligent Evolution

- Diamond Girl launched during the 2009 Holden Netball Test Series.
- Six of the eight Member Organisations support the one brand strategy.
- The Netball Australia Board reviewed strategic priorities for 2009-2010.
- Netball established a national high level risk register.
- Federal Government funding over three years supported the establishment of the ANZ Championship teams, roll out San Remo NetSetGO! and the implementation of a national Indigenous strategy.
- The national database is complete and MyNetball launched.

As Australia's leading female sport Netball Australia is committed to the provision of innovative and sustainable netball programs to facilitate social change and empowerment for women and girls.



Strategic Summary

Intelligent Evolution

Working in a Federated Structure

- Strengthen our Governance
- Standardise policy and process
- Facilitate stakeholder consultation

Commercial Growth

- Leverage commercial opportunities from major partnerships
- Ensure effective long term corporate partnerships
- Build a well managed and profitable licencing program
- Implement a National Sponsorship strategy
- Commercialise NMAS
- Engage with the netball and broader community through MyNetball

Information Management and Technology

- Implement technology to further our business – secure, accurate and in accordance with legislation
- Develop the capacity to use technology as an education tool
- Develop a whole of sport extranet
- Building our Networks
- Build relationships with influential government, corporate and community leaders

International Development

- Influence the international agenda
- Invest in regional development

Implement sustainable financial practices

- Financial efficiencies and growth
- Optimize and maximize return on assets

Netball is an Australian Success Story

Brand

- One Brand for Netball
- Build a strong and passionate brand identity

History and Culture

- Treasure Netball's icons through the Hall of Fame
- Preserve and protect Netball's past
- A permanent display at the National Sport Museum

Iconic Events

- Launch commercially driven mass participation event
- International Tests are a sport entertainment experience

ANZ Championship

- Leverage opportunities from the ANZ Championship

Interactive Digital Media

- An interactive web site
- Netball TV launched

Media, PR and Communications

- Strong media relationships in sport and general news
- Strategic expansion of media coverage
- E-communications to fans, sponsors and players
- Maximise partnership with free to air commercial broadcaster

Research

- Implement consumer research
- Media and sponsor evaluation





World Number One

Australian Teams

- Prepare athletes for milestone events and annual International series – 2010 Commonwealth Games and 2011 World Netball Championships

Athlete Pathway

- Deliver a daily training environment that complements the competition framework
- Integrate the AIS and SIS/SAS program as a critical component of the athlete pathway
- Implement the National Talent Identification plan

Coach Pathway

- Implement the National Coach Accreditation Framework
- Provide professional development opportunities for High Performance Coaches

Umpire Pathway

- Implement the National Umpire Accreditation Framework
- Develop and implement the National Talent Identification program for Umpires.

Technical Officials

- Develop and Implement a National Bench Officials Accreditation scheme

Competition Framework

- Implement a complete competition pathway

Sports Science Sports Medicine

- Coordinate a national SSSM program
- Integrate performance analysis across national programs
- A national research strategy

Vibrant Community Sport

Sustaining Participation

- Develop and implement a National Indigenous Framework
- Progress within Project Connect (Disability)
- Grow San Remo NetSetGO! nationally
- Develop a National Schools Strategy
- Respond to environmental, social and economic change
- Develop a national infrastructure plan Social Responsibility
- Develop a position on contemporary social issues
- The improvement of the social, political, economical and health status of women and girls is an important goal for all our programs
- Develop vibrant relationships with health partners
- Implement sustainable environmental practices

Capacity of People

- Develop a National Volunteer Policy and Management Plan
- Develop and implement a National Risk Management plan
- Develop a National HR framework
- Development of a Player Wellbeing Plan

Player Profile

Susan Fuhrmann

What has been the highlight of your netball career so far?

The Commonwealth Games in Melbourne, 2006, has been the biggest event I have ever competed in with netball. The atmosphere at the games and the event overall was an amazing experience. However, I really loved every minute of the most recent Holden Netball Test Series against New Zealand. There is such a rivalry between the Silver Ferns and the Diamonds; it brings out the best in everyone's game.

How do you think the sport has changed since you began your involvement?

The major change in netball since I began playing would have to be the exposure of the sport. Having the game broadcast on the Ten Network has been so amazing. I remember watching netball on TV growing up. I was inspired by the skill and athleticism of all the players. It's great that there is so much more great quality netball available for all Australians to enjoy. In terms of the competition itself, the greatest change has been the move to the Trans-Tasman Netball League. The change has given us the opportunity to play with and against the best netballers in the world week in and week out.

What will be your most significant challenge going forward in the sport?

The most significant challenge for me is to continue developing and growing as a player. To keep one step ahead of your opponent you must continually study your opposition's game and work on your weaknesses.

How did it feel this year to win two Player of the Match awards in the Holden Netball Test Series?

The entire experience of playing in the Holden Netball Test Series was a dream come true. I was so honored to play alongside such amazing talent and to represent my country. To win player of the match was more than I could have asked for.

Biography

Position: GK

DOB: 30/7/1986

Height: 196cm

Test caps: 11

ANZ Championship team: West Coast Fever

National Selections: TID: 17/U 2003,
21/U Team: 2004-06

Australian Squad: 2006-2010

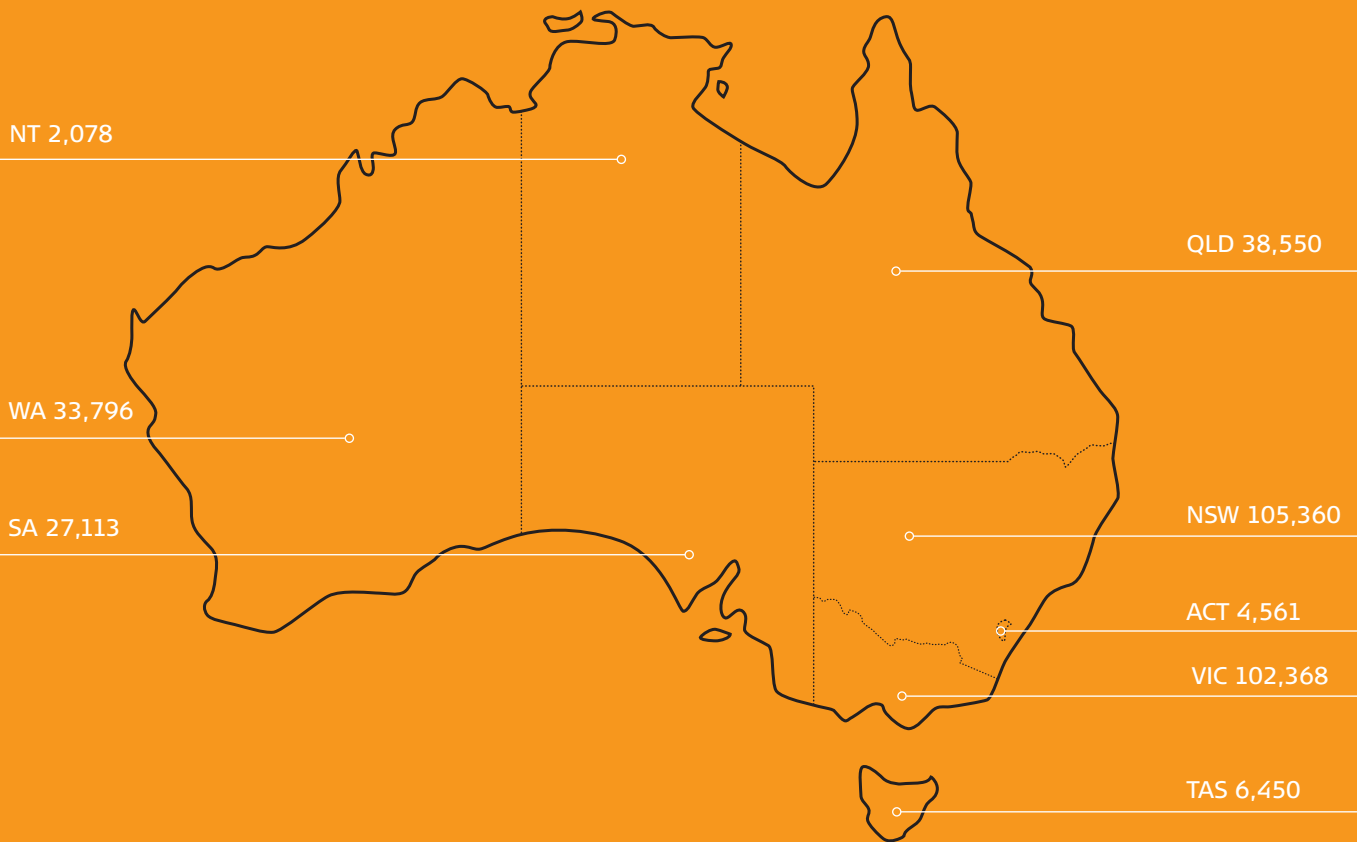
Australian Team: 2006, 2009

Commonwealth Games: 2006

Standing at a towering 196cm, this defender from Western Australia is a tall timber whose height and reach over the shot can cause shooters a headache. With the ability to dictate the space in the circle and the capacity to take a strong rebound, Susan is a player who continues to develop in leaps and bounds. 2009 was a breakthrough year for Fuhrmann with the goal keeper's long limbs and elevation proving a nightmare for goal shooters. Stellar performances in the Holden Netball Test Series against Irene van Dyk saw her win two Player of the Match awards in 2009.



Structure



Key figures

Eight affiliated States and Territories

1.2million participants nationally

320,276 registered members

560 affiliated associations

637 San Remo NetSetGO! centres

24,129 NetSetGO! participants

President's Report



Noeleen Dix
President
Netball Australia

It is with great pleasure that I provide this report on behalf of the Netball Australia Board.

Passion, pride and rivalry was a key theme this year as the Australian 21/U team stood victorious as World Champions in the Cook Islands and the Diamonds battled their foes from across the Tasman to win a five match Test series. It has been a remarkable year, building on the momentum of our watershed year of 2008 with significant increases in the television audiences, crowds and the media profile of our game and our players.

It has also been a year when the long awaited recommendations of the Independent Sport Panel on the Future of Sport in Australia were announced. Netball Australia welcomes the debate that the Crawford report has stimulated, and the recommendations around making sport and physical education a priority in the education system. Sport has been waiting a long time for an opportunity like this and we should embrace the opportunity for change.

Bushfires and floods

This year has had many wonderful highlights but it has also been a time of sadness. The Board acknowledges all those people who suffered losses as a result of the Victorian bushfires and the Queensland floods. Our thoughts and best wishes are with all those in the netball community who were affected by these devastating natural disasters.

Vale

The Netball family was saddened over the last 12 months by the passing of some individuals who contributed enormously to our sport; Flo Starceвич, Michele Buck, Dot Quarry and Margaret Morris.

Significant Achievements

There have been many significant achievements throughout the 2009 season. Congratulations to Coach Simone McKinnis OAM and the Australian 21/U team on winning the World Youth Netball Championships. Australia was also well represented in Cook Islands by umpires and I congratulate Josh Bowring, Kate Wright, Helen George, Clare McCabe and Michelle Phippard.

Josh Bowring and Mark Henning were awarded their AA badges this year and Josh and Helen George were also honored with an International Umpire Award.

Congratulations to the three new High Performance Coaches: Cathy Fellows (Vic), Kristy Keppich-Birrell (Vic) and Paula Stuart (QLD).

International Service Award

Congratulations to Maureen Boyle on receiving an International Service Award.

Maureen and Chris Burton also received a presentation from the International President for their work in the international arena.

Hall of Fame

Congratulations to Hall of Fame new General Members: Gwen Benzie, Anne Clark, Lorna McConchie and Athlete Members: Jill McIntosh, Gaye Teede and Michelle den Dekker.

Nationals

State rivalry was on show at the Nationals in Canberra in April. NSW took honours in the 19/U and 21 & U titles while South Australia claimed its first title in 11 years by defeating Victoria in the 17/U division.

ANZ Championship

The level of interest in the ANZ Championship increased across the board. Congratulations to General Manager Anthony Everard and his team for their tremendous work.

Television audiences were up 52% across Australia and New Zealand, from 5.8 million to 8.8 million, thanks largely to the move to free to air television in Australia via our partnership with Network TEN. I'd like to thank both Sky Sport and Network TEN for their marvellous coverage and the way they highlight the athleticism of our players and the entertainment value of our matches.

Attendance figures also showed a healthy increase. At the end of the home and away season, they were up 12% from 180,000 in 2008 to 201,000 in 2009.

Congratulations to Romelda Aitkin, ANZ Championship Most Valuable Player and to Central Pulse, who had their first win since the inception of the competition when they defeated the NSW Swifts.

Our illustrious former captain Liz Ellis lost her battle with Luke Darcy in the Festival of the Stars match but that, and Rivalry Round, proved winners with the fans.

These are the kinds of initiatives that we will continue to explore in promoting the entertainment value of our sport and positioning it as the 'hottest game in town'.

The finals series was surely in the hands of a master script writer with the final four coming down to the wire and featuring two New Zealand and two Australian teams. Whoever it was, they got it right with an all-Australian Grand Final!

Congratulations to the Adelaide Thunderbirds and the Melbourne Vixens on making the Grand Final. It was a fantastic occasion, in front of a sell-out crowd at Hisense Arena and of course the Vixens finally lived up to their 'Dream Team' tag with co-captain and Grand Final MVP Sharelle McMahon leading her team to a comprehensive victory.

ANL

The Victorian Fury continued the state's winning streak, defeating the AIS to take back-to-back titles in the new look New Idea Australian National League, featuring a team from Singapore for the first time.

Diamonds

It's always a good year when we defeat the Silver Ferns and the Diamonds sealed a 3-2 win against NZ in a tough match in Invercargill. Our Holden International Test Series was a huge success, with three of our four matches sold out weeks before the games, including the successful launch of the World Selection Team at ETSA Park.

Congratulations to new Australian Diamonds squad members Johannah Curran, Madison Browne and Amy Steel.

Renae Hallinan debuted as an Australian Netball Diamond and went on to have a brilliant international campaign, and Captain Sharelle McMahon joined a list of the greats when she played her 100th Test cap at the Brisbane Convention and Entertainment Centre. Congratulations Sharelle, a magnificent achievement.

Although it doesn't qualify as a Test cap, I'd also like to congratulate Jo Curran on taking the court as an Australian Diamond for the first time at the World Netball Series in Manchester and Caitlin Thwaites for stepping out as a Diamond against the World Selection Team in Adelaide.

Commercial

We are indebted to, and thank our sponsors including the Australian Sports Commission, Holden, San Remo, ANZ, Broadcast Partner - Network Ten and ONE HD, Lorraine Lea Linen, New Idea, Kukri, Walt Disney Studios Motion Pictures Australia, Gilbert, Asics, Artline, Skins and Beiersdorf.

We are very proud of our relationship with our Health Partners beyondblue and National Breast Cancer Foundation. Both organisations are doing wonderful work in our community.

Members

Increasingly our sport is working together for the greater good. The work of the Member Organisation Boards and Staff is highly valued and we thank them for their passion and commitment to this wonderful sport.

The hundreds of thousands of volunteers throughout Australia who make this sport so successful - keep up the great work.

We have benefited enormously from the work of my fellow Directors and I thank them for their ongoing support and commitment.

I would like to leave you with the words of Hall of Fame member Gwen Benzie following her induction -

'The privileges honor and opportunities I have received are food for my ego, but the trust placed in me, the friendship so apparent on the night are food for my soul. I have indeed been blessed.'

Chief Executive's Report



Kate Palmer

Chief Executive Officer
Netball Australia

The past twelve months has been marked by some significant achievements for the organisation.

At the September national Strategic Forum Delegates and General Managers from around the country and the National Board Directors took a deep breath and reflected on what has been two extraordinary years. These are the people who have led our sport through enormous change and it is not often that they stop to say 'we're not doing too bad...well done everyone!' It is not that the sport or its leaders are becoming complacent. There is certainly so much more to do. However the work of this group should not go unnoticed as it what drives the sport to bigger and better things.

The past twelve months has been marked by some significant achievements for the sport and as we complete the second year of the current strategic plan, the focus has been very much on achievement of our national priorities. Six of the eight States and Territories have supported the 'one brand' strategy, all Member Organisations have achieved success in implementing NetSetGO!, the licencing and merchandise program has been expanded to include a netball range available in Target nationwide, a new event product is in development stage and our technology strategy is on track.

We have benefited enormously from the ideas and advice from many of our partners. In particular Basil Scaffidi and

Rob Smith at SEL have been critical to our commercial strategy and go far above and beyond for the benefit of netball. Our partnership with 'Network 10 and ONE HD has changed our world. Higher profile, more fans, greater corporate support and ratings that prove we have a great product.

The Australian Sports Commission partnered Netball Australia in funding a commercialization project with GEMBA. The focus of the project was to capitalize on the 'wave' of success the sport is experiencing as a result of the close alignment between national and state priorities and the successful launch and implementation of the ANZ Championship. The recommendations from this are driving a range of new projects and will inform the future plans of the sport.

Chief Commercial Officer Marne Fechner has worked with research partner Stollznow to establish some strong evidence around brand, participation and fans. We have never been better informed and the outcome of this research has established a body of evidence for our sport to make sound decisions.

Netball's Senior Sport Consultant at the ASC Wanda Sipa is always on hand to guide and support. Wanda takes an active interest in the direction of netball and plays a critical role in strengthening netball's links with both the ASC and the AIS.

Dr Russell Hoye was engaged to undertake a national 'Strengthening Governance' Project. The project surveyed a total of 53 board members and CEO/GMs of Netball Australia and the Member Organisations (MOs). The purpose of the survey was to assess the degree to which individual board members were satisfied with the performance of their respective boards. The data was aggregated to provide a snapshot of the perceptions of all directors and CEO/GMs at national and state levels within Netball. Separate reports for each MO and NA were made available that compare respective organisations to the overall mean and recommendations made for action to strengthen governance in the sport.

Partnerships with the ASC, Australian Commonwealth Games Association and the Australian Netball Players Association become even more critical as Norma Plummer prepares Australian athletes for the Commonwealth Games in 2010 and the World Netball Championships in 2011. The focus is on ensuring the athletes have everything they need to represent our country and it takes a well coordinated, experienced and dedicated team to make this happen.

Chief Operating Officer Jamie Parsons led a project to establish a national Risk Register. All MO participated in this project and the outcome provides a high level risk register that identifies clear strategies to mitigate against these risks.

National Delegates met at two Strategic Forums to debate a range of critical issues for the sport. This included the high performance pathways, the national umpire framework, national competitions, communication and the national delivery framework. These Forums are critical for setting the scene nationally and along with the General Manager meetings establish strong relationships between the national and state bodies.

Financial Performance

In a year where the organization initiated so many new projects the organization performed well to achieve a small surplus of \$1,496.

The Audit & Risk Committee consisting of Chair Pam Smith and Directors Andrew Scott and Marina Go were diligent in monitoring the performance of the organization and staff managed their respective budgets with skill.

Board and Staff

On behalf of all staff members I express my admiration for the commitment of the Netball Australia Directors who lead us so capably.

I thank all staff members for their ongoing enthusiasm. They are a great team and there is not a day that we don't enjoy working on behalf of this wonderful sport.

Coach Profile

Simone McKinnis OAM

When and why did you first start coaching?

I first started coaching when I was invited by Joyce Brown, a former Australian coach, to be her assistant at the Melbourne Phoenix in the Commonwealth Bank Trophy competition.

How did you progress to the level you are today?

After being assistant coach to Joyce and then Lisa Alexander at the Melbourne Phoenix I took up the opportunity to establish the high performance netball program at the newly established Singapore Sports School. I spent almost four years there and gained great experience in running a full time program as Head Coach. From there the opportunity arose to coach at the Australian Institute of Sport which led on to the 21/U coaching role.

What do you think are the hardest and easiest parts of your job?

The hardest part about my job is that it can become all consuming especially in this environment which is a full time residential program at the AIS. I'm not so sure that there is anything necessarily 'easy' about coaching but one of the most enjoyable aspects is watching athletes that you have worked with progress and achieve in their sport.

What has been your most memorable coaching achievement?

My most memorable moment would definitely be the recent World Youth Championships Title win in the Cook Islands. It was a fantastic coaching experience to work with the calibre of individuals/team that I had. Winning back the title for Australia was a fantastic experience and one that I will cherish forever.

Biography

Playing career

Australian representative 1986-98

67 Test caps

Commonwealth Games gold medal 1998

World Championship gold 1991, 1995

Melbourne Phoenix captain 1997-98

Premiership winners 1997

Coaching career

Melbourne Phoenix assistant coach

Singapore Sports School netball Academy coach

Australian Institute of Sport coach 2007-current

Australian 21/U coach 2008-current

World Youth Netball Championship winning coach 2009



Organisational Structure

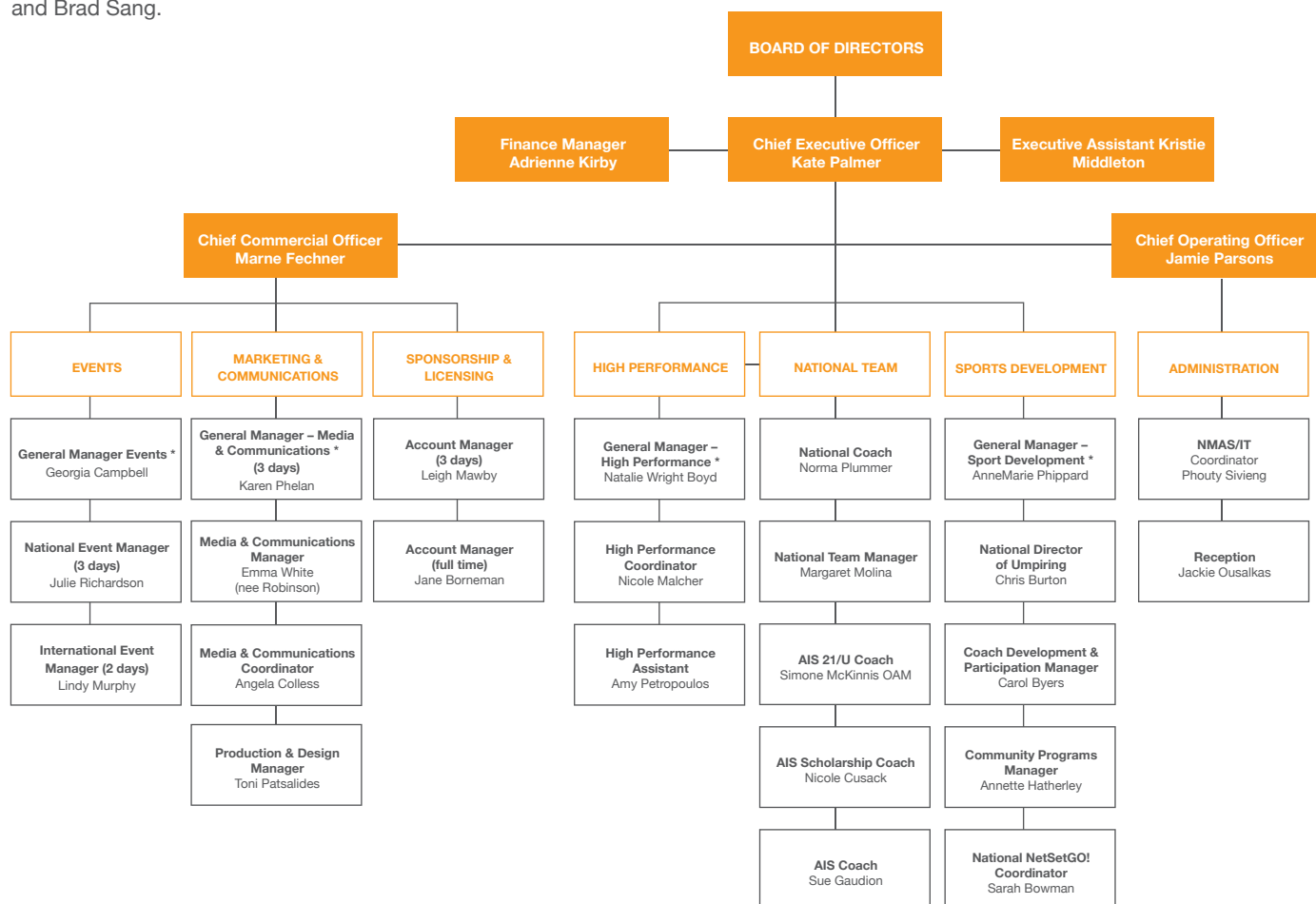
Human resources

The organisation welcomed new staff members Georgia Campbell (General Manager – Events), Lindy Murphy (International Event Manager), Angela Colless (Media and Communications Coordinator), Toni Patsalides (Production and Design Manager), Karen Phelan (General Manager – Media and Communications) and Jane Borneman (Account Manager).

Netball Australia also said goodbye to the following people, all of whom contributed to the success of the 2009 netball year: Eloise Hudson, Phouty Sivieng, Catherine Wall, Tracey Parish, Claire Wolfensohn and Brad Sang.

Member Organisations

Best wishes and good luck to General Managers Greg Humphries (SA), Noel Harrod (ACT), Sue Chilman (NT) and Sue Crow (VIC) who all moved on to new organisations and welcome to Stephanie Green (SA) and Sue Shearer (NT) who were appointed during the year.



High Performance

Australian Netball Diamonds

It was a strong year for Australian netball, with the Diamonds retaining their world number one ranking at the conclusion of 2009. Renae Hallinan was the single Diamond debutante however another run of injuries, this time among key defensive players, meant that other squad members were quick to capitalise on the opportunities for more court time that came their way.

Norma Plummer continued in her task of building depth among the squad as the key milestones of Commonwealth Games (2010) and World Netball Championship (2011) draw closer. The Holden Netball Test Series, in the second year of a four-year cycle, continued to provide a stage for the uniquely Australian brand of netball – low and hard – and the Diamonds prevailed over the Silver Ferns 3 – 2 after a series of five Test matches held in Australia and New Zealand.

National Program Overview

Facilitated by RogenSi Director and national programs sports psychologist, Dr Clark Perry, ANZ Championship and SISSAS Coaches met at the Australian Institute of Sport for two days in February. The two days included an overview of the national programs, outline of the coordination of SSSM, goaling research, the beyond blue partnership and the opportunity to network.

The coaches also had the opportunity to meet in November and review the year and plan ahead.

Pathway to Podium (P2P)

This strategic advisory group was established by the Australian Sports Commission. Netball is fortunate in that it is one of a few sports to be offered this opportunity and the only non-Olympic sport. The group provides an opportunity for the Netball Australia President, CEO and GM High Performance to work closely with the decision makers of high performance sport at Director level within the ASC and the AIS. Technical direction will continue to be provided by the National Coach as will consultation with ANZ and SISSAS coaches through an annual meeting and regular communication.

International Planning

Agreement in principle has been reached with a number of countries on a reciprocal basis with reference to national competition pathways, for long term planning to 2014 following a series of international meetings in August and October.

Club Champions Program

Netball is a signatory to the multi sport Federal Government Alcohol Code of Conduct. We are currently working with the Department of Health and Ageing (DOHA) in the development of educational resources including a multi sport DVD.



SISSAS

SISSAS programs are an integral part of the holistic development and support of national athletes and netball is proud to have been included as a program again in 2009 at the VIS, NSWIS, NTIS and WAIS. We are working together to finalise the continued inclusion of programs with SASI and TIS.

Thanks to Wes Battams for his support as chair of National Elite Sports Council (NESC) over the past four years and congratulations to Steve Lawrence on his appointment to this role.

Thanks also to Marg Angove (OAM) who retires as coach of the SASI netball program after 20 years of service and Stacey West who has returned to Melbourne after six years as coach of the NTIS Netball Program.

SISSAS programs and MO programs also support the National Underage Camp and squad programs which provides quality depth and sustainability for the sport.

SISSAS provide the daily training environment for Diamonds and 21/U squad members. Diamonds that have progressed through the SIS/SAS network netball programs include: Natalie Medhurst, Natalie von Bertouch (SASI), Caitlin Bassett, Kate Beveridge, Susan Fuhrmann (WAIS), Julie Corletto, Madison Browne, Renae Hallinan (VIS), Kimberlee Green, Susan Pratley (NSWIS)

ANPA

Netball has an enduring and collaborative relationship with the ANPA and thanks President John Paul Blandthorn for the collegiate manner in which support of athletes is conducted.

High Performance

In 2008 the New Idea Australian Netball League (ANL) was created to address the gap between State Leagues and the ANZ Championship and to provide a national competition opportunity for non ANZ Championship States Tasmania, ACT and NT.

Competition Pathway Review

In 2007 as part of the evaluation and review of the high performance strategic plan a national pathways presentation was made to the Australian Sports Commission (ASC). The strategic plan was endorsed by the ASC.

Central to the plan were the high performance pathways, articulating the need for flexibility and to address the gaps between State Leagues, ANZ, 21/U and Diamonds in order to maintain world number 1 status through depth and sustainability of the resources i.e. athletes, coaches, umpires, officials and support staff.

In 2008 the New Idea Australian Netball League (ANL) was created to address the gap between State Leagues and the ANZ Championship.

Australian Netball League (ANL)

- To remain open age and promoted as our premier domestic competition

National Netball Championships (NNC)

- The 17/U and 19/U NNC be held on rotation each April with reference to school terms and Easter
- The 21/U NNC to be held on rotation

Imports

- To be co-ordinated/facilitated with the assistance of Netball Australia, final decision to remain with the athlete

Australian Commonwealth Games Association (ACGA)

The ACGA supports the preparation program of the Road to Delhi 2010, which includes assistance via the Australian Junior Commonwealth Games Squad funding, which aided our underage programs and the reclaiming of the World Youth Netball Championship gold medal.

Australian Sport Commission (ASC)

Thanks to Wanda Sipa, ASC sport consultant and Dr Peter Fricker, Phil Borgeaud, Ian Rutledge and team at the AIS for their support of netball and the national high performance program.

2009 Diamonds Squad

Sharelle McMahon	(captain)
Natalie von Bertouch	(vice-captain)
Caitlin Bassett	WA
Emily Beaton	SA
Kate Beveridge	WA
Shae Bolton	VIC
Madison Browne	VIC
Rebecca Bulley	VIC
Bianca Chatfield	VIC
Julie Corletto	VIC
Catherine Cox	NSW
Johannah Curran	VIC
Susan Fuhrmann	WA
Laura Geitz	QLD
Mo'onia Gerrard	NSW
Kimberlee Green	NSW
Renae Hallinan	VIC
Natalie Medhurst	SA
Chelsey Nash	VIC
Lauren Nourse	SA
Susan Pratley	NSW
Amy Steel	VIC
Joanne Suttton	NSW
Caitlin Thwaites	VIC

National Selectors

Carole Sykes	
Susan Kenny	OAM

Holden Netball Test Series

Sharelle McMahon	(captain)
Natalie von Bertouch	(vice-captain)
Kate Beveridge	
Madison Browne	
Julie Corletto	
Catherine Cox	
Johannah Curran	
Susan Fuhrmann	
Kimberlee Green	
Renae Hallinan	
Lauren Nourse	
Susan Pratley	
Amy Steel	

Coach Norma Plummer

Assistant Coach Roselee Jencke OAM

Manager Margaret Molina

Doctor Kathryn Gaffney

Physiotherapist Sean Mungovan

Massage Therapist Matthew Durston

Video Analyst Lyndell Bruce

New World International Netball Series

Sharelle McMahon	(captain)
Natalie von Bertouch	(vice-captain)
Julie Corletto	
Catherine Cox	
Johannah Curran	
Susan Fuhrmann	
Kimberlee Green	
Renae Hallinan	
Natalie Medhurst	
Lauren Nourse	
Susan Pratley	
Amy Steel	

Kate Beveridge & Rebecca Bulley travelled with the team as training partners. Kate Beveridge was named in the team for the Auckland Test following an injury to Catherine Cox.

Coach Norma Plummer

Assistant Coach Roselee Jencke OAM

Manager Margaret Molina

Doctor Kathryn Gaffney

Physiotherapist Sean Mungovan

Massage Therapist Matthew Durston

Video Analyst Lyndell Bruce

Australian Netball Diamonds v. World Selection

Sharelle McMahon	(captain)
Natalie von Bertouch	(vice-captain)
Julie Corletto	
Catherine Cox	
Johannah Curran	
Susan Fuhrmann	
Kimberlee Green	
Renae Hallinan	
Lauren Nourse	
Susan Pratley	
Amy Steel	
Caitlin Thwaites	

Coach Norma Plummer

Assistant Coach Roselee Jencke OAM

Manager Margaret Molina

Doctor Kathryn Gaffney

Physiotherapist Sean Mungovan

Massage Therapist Matthew Durston

Video Analyst Lyndell Bruce



High Performance

Cooperative World Netball Series (FAST NET)

Natalie von Bertouch	(captain)
Kate Beveridge	
Rebecca Bulley	
Bianca Chatfield	
Catherine Cox	
Johannah Curran	
Susan Fuhrmann	
Kimberlee Green	
Renae Hallinan	
Natalie Medhurst	
Lauren Nourse	
Susan Pratley	

Mo'onia Gerrard & Sharelle McMahon travelled with the team as training partners.

Coach Norma Plummer

Assistant Coach Susan Kenny OAM

Manager Margaret Molina

Doctor Michael Makdissi

Physiotherapist Sean Mungovan

Massage Therapist Matthew Durston

Video Analyst Lyndell Bruce

England v. Australia

Sharelle McMahon	(captain)
Natalie von Bertouch	(vice captain)
Kate Beveridge	
Rebecca Bulley	
Bianca Chatfield	
Susan Fuhrmann	
Mo'onia Gerrard	
Kimberlee Green	
Renae Hallinan	
Natalie Medhurst	
Lauren Nourse	
Susan Pratley	

Johannah Curran & Catherine Cox omitted

Coach Norma Plummer

Assistant Coach Susan Kenny OAM

Manager Margaret Molina

Doctor Michael Makdissi

Physiotherapist Sean Mungovan

Massage Therapist Matthew Durston

Video Analyst Lyndell Bruce

Jamaica v. Australia

Sharelle McMahon	(captain)
Natalie von Bertouch	(vice captain)
Kate Beveridge	
Rebecca Bulley	
Bianca Chatfield	
Catherine Cox	
Johannah Curran	
Susan Fuhrmann	
Mo'onia Gerrard	
Kimberlee Green	
Renae Hallinan	
Natalie Medhurst	
Lauren Nourse	
Susan Pratley	

Coach Norma Plummer

Assistant Coach Susan Kenny OAM

Manager Margaret Molina

Doctor Michael Makdissi

Physiotherapist Sean Mungovan

Massage Therapist Matthew Durston

Video Analyst Lyndell Bruce



Results

Australia – Holden Netball Test Series

September 2

ETSA Park Adelaide

World Selection 52 d Diamonds 43

September 6

Acer Arena, Sydney

Silver Ferns 53 d Diamonds 50

September 9

Hisense Arena, Melbourne

Diamonds 48 d Silver Ferns 44

September 13

Brisbane Convention and
Exhibition Centre, Brisbane

Diamonds 36 d Silver Ferns 33

New Zealand – New World International Netball Series

September 20

Stadium Southland, Invercargill

Diamonds 47 d Silver Ferns 46

September 23

Vector Arena, Auckland

Silver Ferns 52 d Diamonds 36

Australian Netball Diamonds won series

World Netball Series – England

October 9 – 11

MEN Stadium, Manchester

Diamonds 31 d Jamaica 26

Diamonds 31 d Malawi 19

Diamonds 25 d New Zealand 22

Diamonds 37 d Samoa 18

England 25 d Diamonds 19

Semi Final

New Zealand 27 d Diamonds 17

3 v 4

Diamonds 28 d England 18

*Australian Netball Diamonds
placed 3rd*

The Cooperative Test Match – Bath, England

October 13

University of Bath

Diamonds 55 d England 44

Australia v. Jamaica

October 17

Kingston, Jamaica

Diamonds 53 d Jamaica 51

October 18

Kingston, Jamaica

Jamaica 56 d Diamonds 55

Drawn series







High Performance

Australian 21/U Program

The Australian 21/U team capped off a remarkable year by reclaiming the title of World Champions at the World Youth Netball Championships in the Cook Islands. Under the direction of coach and former Australian wing defence Simone McKinnis OAM, the team beat arch rivals New Zealand 64 - 46 after going undefeated throughout the tournament.

The support of VIS Coaching Scholarship recipient, Cathy Fellowes throughout the WYNC campaign was mutually beneficial to both parties.

The team also toured Jamaica in 2009 and put on a dominant display, winning all three Tests against the Jamaican 21s.

The team had a final preparation weekend in Townsville, QLD, before heading to the Cook Islands. Thanks to Netball QLD and Townsville for their support.

21/U Squad

Candice Adams (QLD), Caitlin Basset (WA), Shae Bolton (VIC), Kimberly Borger (NSW), Ashleigh Brazill (NSW), Madison Browne (VIC), Tegan Caldwell (VIC), Sophie Croft (QLD), Shannon Eagland (VIC), Rachel Forbes (QLD), Andrea Gilmore (WA), Ashlee Howard (VIC), Josie Janz (WA), Sharni Layton (VIC), April Letton (NSW), Chelsea Pitman (NSW), Kara Richards (VIC), Laura Scherian (QLD), Amy Steel (VIC), Courtney Tairi (NSW) and Amy Wild (NSW)

Jamaican Tour

Bassett Caitlin (WA)
Bolton Shae (VIC)
Borger Kimberley (NSW)
Browne Madison (VIC – withdrawn, injury)
Croft Sophie (QLD)
Eagland Shannon (VIC)
Gilmore Andrea (WA)
Ashlee Howard (VIC. co vice captain)
Josie Janz (WA)
Sharni Layton (VIC – captain)
Laura Scherian (QLD)
Amy Steel (VIC)
Courtney Tairi (NSW co vice captain)

Coach Simone McKinnis OAM

Specialist Coach Nicole Cusack

Manager Donna Monteath

Doctor Bianca Scotney

Physiotherapist Steve Hawkins

Massage Therapist Gamal Darwish

Performance Analyst Nikki Smart

Results

Game 1

Jamalco Super League Team
45 d. Australia 41

Game 2

Australia 60 d. Jamaica 21s, 27

Game 3

Australia 52 d. Jamaica 21s, 26

Game 4

Australia 55 d. Jamaica 21s, 39

Under the direction of coach and former Australian wing defence Simone McKinnis OAM, the team beat arch rivals New Zealand 64 – 46 after going undefeated throughout the tournament.



2009 World Youth Championship Team

Caitlin Bassett (WA)
Shae Bolton (VIC)
Kimberly Borger (NSW ruled out due to injury)
Madison Browne (VIC - captain)
Tegan Caldwell (VIC – to replace Kimberly Borger)
Sophie Croft (QLD)
Shannon Eagland (VIC)
Andrea Gilmore (WA)
Ashlee Howard (VIC)
Sharni Layton (VIC – vice captain)
Laura Scherian (QLD)
Amy Steel (VIC)
Courtney Tairi (NSW)

Coach Simone McKinnis OAM

Specialist Coach Nicole Cusack

Manager Donna Monteath

Doctor Bianca Scotney

Physiotherapist Steve Hawkins

Massage Therapist Gamal Darwish

Performance Analyst Nikki Smart

Results

Australia (73) d. South Africa (22)
Australia (89) d. Samoa (38)
Australia (97) d. Botswana (11)
Australia (97) d. Fiji (26)
Qualifying Final
Australia (86) d. Cook Islands (17)
Semi Final
Australia (63) d. England (42)
Final
Australia (64) d. New Zealand (46)

Australian Institute of Sport (AIS)

The 2009 AIS program included a ten-day tour of South Africa in May. During this tour the team played three matches against the South African 21/U team, three matches against province teams and conducted a clinic for 16/U students in Port Elizabeth.

The AIS scholarship holders competed in the New Idea Australian Netball and were runners up to Victorian Fury.

Eleven of the 12 AIS Scholarship holders were members of the 2009 WYNC squad and seven were members of the team.

Head Coach Simone McKinnis OAM

Coach Sue Gaudion

Scholarship Coach Nicole Cusack



High Performance

2009 Awards

Anne Clark Award – Courtney Tairi

The Anne Clark Award recognises an AIS athlete who displays outstanding skills on court, demonstrates strong leadership and who conducts herself in an exemplary manner off the court. The recipient for 2009 was midcourter and member of the Australian 21/U team, Courtney Tairi.

Gweneth Benzie Award – Amy Steel

The recipient of the Gweneth Benzie Award is the athlete considered to have the greatest potential to represent the Australian Netball Diamonds. The athlete must possess a sound attitude, commitment and work effort; display all the attributes of good sportsmanship and be a worthy ambassador for Netball. Previous recipients include Demelza Fellowes, Jane Altschwager, Susan Pratley and Laura Geitz. The recipient in 2009 was Amy Steel. This is the second time Amy has received the award.

Players' Player Award – Sharni Layton

This award is voted by the athletes, scholarship holders of the AIS Netball Program, as the athlete who demonstrates commitment, dedication and represents the values of the AIS. Recipient Sharni Layton was the Australian 21/U vice captain at the World Youth Netball Championships.

The AIS Netball Program, Coach Simone McKinnis OAM and Amy Steel were all nominated for 2009 AIS awards which were announced on 12 November.

AIS Junior Athlete of the Year – Amy Steel

Amy Steel was announced as joint winner of AIS Junior Athlete of the Year award along with endurance/road racing cyclist Jack Bobridge.

2009 Scholarship holders

- Candice Adams (QLD)
- Kimberly Borger (NSW)
- Ashleigh Brazill (NSW)
- Sophie Croft (QLD)
- Shannon Eagland (VIC)
- Rachel Forbes (QLD)
- Sharni Layton (VIC)
- April Letton (NSW)
- Chelsea Pitman (NSW)
- Jacqui Russell (QLD)
- Laura Scherian (QLD)
- Amy Steel (VIC)
- Courtney Tairi (NSW)

Graduating athletes

Adelaide Thunderbirds
Sharni Layton

Queensland Firebirds
Sophie Croft
Jacqui Russell
Laura Scherian
Amy Steel

Underpinning squad
Candice Adams
Rachel Forbes

NSW Swifts
Ashleigh Brazill
Kimberly Borger
Courtney Tairi

Canterbury Tactix
Chelsea Pitman

2010 AIS Scholarship holders

- Tegan Ashmore (VIC)
- Briony Carlyon (WA)
- April Letton* (NSW)
- Chanel Gomes (QLD)
- Heidi Wilson (QLD)
- Kate Shimmin (SA)
- Kellyann Grayson (NSW)
- Mary Livesey (VIC)
- Nicola Gray (NSW)
- Shannon Eagland* (VIC)
- Simone Nalder (VIC)
- Stephanie Wood (QLD)
- Verity Simmons (NSW)

*Returning athletes



Recipients of the Gweneth Benzie Award Laura Geitz (left) and Amy Steel (right) with Gwen Benzie at the 2009 Australia Netball Awards.



Talent Identification and Development Program

The 2009 National Netball Championships were again run as a combined event, featuring the 17/U, 19/U and 21/U age groups however there were a number of new initiatives to come from the tournament.

For the first time, an award was made in each age group for the San Remo Most Valuable Player. Kate Shimmin (SA, 17/U), Natarlia Manning (NSW, 19/U) and Kimberly Borger (NSW 21/U) were the respective winners.

A 19/U team was also named for the first time at the National Underage Talent Camp from the available athletes. The selected team participated in dedicated sessions and played two matches against the AIS squad.

In future years the High Performance Unit will seek to provide further development and national representation opportunities for athletes, coaches and umpires at the this level.

19/U Squad

Tiata Baldwin (QLD), Georgia Beaton (SA - unable to attend Underage Camp due to Thunderbirds commitments), Sally Butters (QLD), Sarah East (WA), Alexandra Feggans (QLD), Chanel Gomes (QLD), Nicola Gray (NSW), Kellyann Grayson (NSW), Mary Livesey (VIC), Alison Lovat (NSW), Natarlia Manning (NSW), Simone Nalder (VIC), Holly Pearce (QLD), Samantha Poolman (NSW), Verity Simmons (NSW), Luka Thompson (SA), Laura Packard (SA), Mia Washbourne (WA), Stephanie Wood (QLD), Keira Wills (VIC) and Heidi Wilson (QLD) to replace Georgia Beaton

19/U Team

Sally Butters	(QLD)
Sarah East	(WA)
Alexandra Feggans	(QLD)
Nicola Gray	(NSW)
Chanel Gomes	(QLD)
April Letton	(NSW)
Alison Lovat	(NSW – reserve)
Simone Nalder	(VIC)
Holly Pearce	(QLD)
Samantha Poolman	(NSW)
Kate Shimmin	(SA)
Verity Simmons	(NSW)
Mia Washbourne	(WA – reserve)
Stephanie Wood	(QLD)

Coach Michelle Wilkins

Assistant Coach Stacey West

Manager Donna Harrison

17/U Squad

Anita Blanco (NSW), Kelsey Browne (VIC), Laura Clemesha (QLD), Paige Hadley (NSW), Joanna Hawley (VIC), Kaylene Hill (SA), Shannon Holmes (QLD), Karley Hynes (VIC), Chloe Joyce (SA), Hannah Lee (NSW), Sarah Main (VIC), Laura Marslen (SA), Brooke Miller (NSW), Madeleine Proud (SA), Kate Shimmin (SA), Gabi Simpson (NSW), Ellie Smart (WA), Michaela Wilson (VIC), Nicola Yeeles (SA) Kate Yensch (VIC).

Sports Development

Participation

San Remo NetSetGO!

The popular San Remo NetSetGO! program had another successful year in 2009, with the number of participants and centres increasing substantially. The program received considerable media attention at the local level, with junior netballers providing great photos of active, engaged children playing sport in a safe and friendly environment. Several San Remo NetSetGO! centres were lucky enough to be selected for half-time demonstrations at the Holden Netball Test Series, a highlight for the players and their parents. A new, feature-packed San Remo NetSetGO! website will broaden the appeal of the program when it is launched in early 2010.

Schools

Netball Australia has signed an MOU with School Sport Australia, taking another step towards the development of a national school strategy. A Teacher Professional Development workshop was also developed in 2009.

San Remo NetSetGO! snapshot

86% growth from 2008 – 2009

637 centres

24,129 participants

Indigenous

99 centres

3,994 participants

Disability (Netball CONNECT)

35 centres

1,652 participants



Sports Development



Coach Development

Congratulations to our three new High Performance Coaches: Cathy Fellows (VIC), Kristy Keppich-Birrell (VIC) and Paula Stuart (QLD).

The National Mentoring Program continued, providing Melinda Clarke (ACT), Belinda Scanlon (NT) and Ebony Ellen (TAS) with the opportunity to gain experience in a high performance coaching environment.

Another 14 coaches, including representatives from each MO, attended the National Junior Development Camp at the AIS in July. The program provided the coaches with mentoring, warm-up, recovery and exercise sessions as well as the opportunity to learn from experienced AIS, SIS and SAS coaches.

In 2009 the ASC approved all six Coach Accreditation Courses, and the new Presenter and Assessor Accreditations. The new High Performance Accreditation Course was delivered to seven participants in February.

Umpire Development

2009 was a highly successful year for Australian umpiring with many highlights and achievements to record.

- Congratulations to new All Australia (AA) badge holders Joshua Bowring and Marc Henning. Di Crocker, Sue Floro, Rachel Richards and Pauline Francisco also had their AA badges endorsed.
- Helen George and Joshua Bowring received new International Umpire Awards (IUA), and Clare McCabe received an endorsed IUA.
- Congratulations to Maureen Boyle on her IFNA Service Award.
- Five Australian umpires were selected to officiate at the World Youth Netball Championships in the Cook Islands: Joshua Bowring, Helen George, Clare McCabe, Michelle Phippard and Kate Wright.
- Sharon Kelly, Jacqui Jashari, Michelle Phippard, Paula Ferguson and Marc Henning were all appointed for international Tests, while Tara Gregory and Peta Quinn received international invites.

- Netball Australia hosted two umpires from Singapore during the National Netball Championships in April. Eric Lee and Yu Bing Lee both achieved their Singapore A grade badges during the tournament.
- The Section 1 Umpire Theory Examination was launched online in May 2009 and had over 11,000 users by the end of the year.
- A national Umpire Talent Squad program – 'Class of 2009' – was implemented.

2009 Badges

C Badges	957
B Badges	133
A Badges	12
AA Badges	2
Total	1122

ANZ Championship

The 2009 Australian ANZ Championship umpires were:

Rachael Ayre
Sue Floro
Pauline Francisco
Helen George
Jacqui Jashari
Sharon Kelly
Clare McCabe
Kate Wright

In 2009 the ASC approved all six Coach Accreditation Courses, and the new Presenter and Assessor Accreditations. The new High Performance Accreditation Course was delivered to seven participants in February.

Netball Australia off to Samoa

Netball Australia's GM of Sport Development AnneMarie Phippard and Coach Development and Participation Manager Carol Byers travelled to Samoa in November 2009 as part of the Australian Sports Outreach Program (ASOP). Four Samoan villages selected netball as their chosen sport in order to provide opportunities specifically for women and Phippard and Byers were involved in training village-based facilitators to deliver regular, quality netball programs and competitions.

The Netball Australia-developed program aimed to assist Samoa Netball personnel to develop the village based netball program by 'training the trainer'.

Over the course of seven days, Phippard and Byers travelled with the new facilitators and assisted with the delivery of the new netball program at village level. The response was enthusiastic and women participating in the program ranged from 17 to 63 years old.

The two also held a strategic planning workshop to assist the Samoa Netball Association to establish a development plan.

Netball CONNECT

Netball Australia continued to provide opportunities for disabled players to engage in netball and there are now 1652 participants involved in NetSetGO! programs at special schools.

Formalised partnership arrangements with Deaf Sports Australia and AUSRAPID has resulted in the development of a Deaf Coaching Resource which will be rolled out in 2010.

Netball Australia has now progressed from Bronze to Silver level of the ASC's Sports CONNECT program.

Indigenous

There are now 3879 indigenous participants involved in NetSetGO! in their own communities and schools.

In 2009, Netball Australia provided training and support to Indigenous Sport Development Officers and indigenous communities in Narrabri, Armidale, Moree, Bundaberg, Torres Strait, Toowoomba, Palm Island and the Central Desert Shire (Alice Springs).

2009 Coach Accreditation

Foundation	2637
Development	309
Intermediate	109
Advanced	17
High Performance	3
Presenter	43
Advanced Presenter	25

Commercial Operations



Sponsorship

In 2009 the global financial crisis heralded tough times for all and netball was no exception, with the task of negotiating new partnerships expected to be a particular challenge. Notwithstanding the gloomy economic outlook, Netball Australia successfully renegotiated the extension of three major partnerships – Holden (2 years), San Remo (3 years) and Lorraine Lea Linen (2 years).

A new partnership was also launched in September with Walt Disney Studios Australia, positioning this iconic brand as a support sponsor of the San Remo NetSetGO! program from 2010.

Sport and Entertainment Limited (SEL) continued to provide additional expertise and resources to facilitate growth in the area of sponsorship, while the Australian Sports Commission continues its considerable support across all areas of the sport.

The achievements of 2009 are undoubtedly based on the strength of our relationships with netball's partners. In 2010 Netball Australia's Commercial Operations team will continue to consolidate and deliver great value and results to our partners to ensure long term success, while working towards some key goals, such as securing a major sponsor for the Australian Netball Diamonds.



Television coverage of netball in Australia increased significantly in 2009 thanks primarily to the move of ANZ Championship matches to free to air television via Network Ten and its high definition sports channel ONE.

Branding

Branding continued to be a strategic priority for 2009 and the sport has focused on building equity in both the Australian Netball Diamonds and Netball brands. The adoption of the Australian Netball Diamonds brand has been particularly successful, and it is pleasing to see the 'Diamonds' regularly referred to in the media.

Steps were also taken in 2009 towards the goal of achieving one brand for the sport, with Netball Queensland moving to the National brand. Positive discussions with Netball NSW and Netball Victoria continue and this will continue to be a priority in 2010.

Another key focus in 2009 was the development of a Netball brand campaign – the first in the history of the sport. The new campaign will be implemented in 2010 and will touch on everything netball; from San Remo NetSetGO! through to the Diamonds, inviting everyone to 'Share our Passion'.

TV audiences and the crowd at the final Holden Netball Test Series game in Brisbane were delighted to get a sneak peek at Diamond Girl, who will be comprehensively launched in 2010 as an aspirational figure for young netballers across Australia, one who will inspire them to become a 'Diamond'.

Other key achievements in 2009 were the development of the Australian Netball Awards brand mark and refresh of the NetSetGO! mark. Work continues on the development of an International Trophy for Tests played between Australia and New Zealand, which is expected to be launched by mid-2010.

Media and Broadcast

Television coverage of netball in Australia increased significantly in 2009 thanks primarily to the move of ANZ Championship matches to free to air television via Network Ten and its high definition sports channel ONE. Ten produced a new television commercial specifically to promote its broadcasts of the Holden Netball Test Series – a first for the sport. It was also great to see Network Ten integrating our athletes across other programming, including popular, prime time and variety TV shows such as Good News Week and other sports, such as golf.

New Idea continued its support of netball and Member Organisations worked hard to maximize the exposure of their ANZ Championship teams and players in News Ltd newspapers. The Vixens and Thunderbirds received unprecedented coverage in local media markets in the lead up to the ANZ Championship Grand Final.

In 2010 the Commercial Operations Unit will continue build on our existing media relationships to maximize media exposure of netball in Australia and, in doing so, broaden the profile and appeal of our athletes to ensure that our key players become household names.



Licensing

Velocity Brand Management (VMB) continued to manage Netball Australia's licensing program throughout 2009 and will do so until 2012 following a three year extension of their contract. Highlights of the licensing program in 2009 include the development of a children's range for Target and a new sports bra range with Triumph for both Netball Australia and the Australian Netball Diamonds.

The Netball Australia licensing program now includes the following brands over the categories of replica and leisure clothing, books, personalized 'hero' products, equipment, stats counters and netballs:

- Netball Australia
- Netball
- Australian Netball Diamonds
- Diamond Girl
- NetSetGO!

In 2010 the Commercial Unit will seek to develop www.mynetballshop.asn.au to support retail of licensed product and extend the product range across all licensed brands.

Research

Netball Australia continues to undertake research to assist our future planning and development. In 2009 a commercial review of the sport was undertaken by Gemba and recommendations from the report will be integrated into both short and long term commercial strategy. A major research project was undertaken around the brand of Netball which has shaped the development of our brand strategy.

Research focus groups were used in key markets to develop the 'future' look for children's netball uniforms and the resulting information was used to develop the Target netball range, in partnership with Global Leisure.

Netball Australia will continue to work with various research partners to support the ongoing research needs of the organisation with a focus on brand, new product development and consumer research.

Health Partnerships

Netball's partnership with Beyond Blue; the national depression initiative entered its second year with a range of netball specific material developed that featured Diamonds vice captain Natalie von Bertouch. The concept of 'Blue Month' in June was also well supported by a number of netball associations across Australia and was capped off with the 'Blue' themed Test in Melbourne as part of the Holden Netball Test Series.

Netball Australia also launched a partnership with the National Breast Cancer Foundation (NBCF) in 2009. The Sydney leg of the Holden Netball Test Series turned pink in support.

Beyond Blue and NBCF were involved as the charity partners for the inaugural ANZ Championship's Festival of the Stars celebrity game in Sydney, which was televised on Channel 10.

Netball Australia will continue to work with our partners in 2010 to assist in raising awareness of some of the serious health issues that women face.

Communications

MyNetball was piloted and then launched in September with a mass mail out to all registered members. An online, members-only portal, MyNetball provides access to a range of benefits and opportunities. Part of the launch promotion was a competition where members who logged on to the system were in the running to win a new Holden Cruze.

The NA and NetSetGO! websites continue to be the organisation's most valuable communication tools and upgrades and improvements continued in 2009, along with the development of a new San Remo NetSetGO! website.

GameON!, Netball's Australia's eNewsletter, was expanded from bi-monthly to monthly in 2009 and continues to attract new subscribers, now boasting more than 50,000 readers.

In another first for netball, NA worked with New Idea to produce a Guide to Netball that was distributed in magazines to coincide with the launch of the 2009 ANZ Championship season.

In keeping with times, Netball Australia employed the use of social media networks such as Twitter, My Space and Netball Network to support our overall objectives and continue to promote the sport.



Event Operations



HOLDEN NETBALL
test series

International Series

The 2009 Holden Netball Test Series against the World Selection team and New Zealand proved a fantastic showcase for the excitement and rivalry of international netball.

Three of the four Test venues. Tickets for the Brisbane event sold out within two weeks of going on sale and Hisense arena also sold out well in advance; the first time a mid-week Test match, in a non-school holiday period, three of the four venues has sold out in the competitive Melbourne market.

The concept of the World Selection Team was well received by media, broadcast, spectators and the players. The Diamonds' defeat at the hands of the new outfit proved that the concept is capable of providing a genuine, challenging, high performance competition environment for the Diamonds.

Network Ten's broadcast of the series, including the live broadcast of the two New Zealand fixtures in Sydney and Brisbane, showcased the spectacle and charged atmosphere of international netball and the Brisbane event in particular achieved excellent ratings.

The Diamonds continued on to New Zealand for the New World International Test Series where they sealed the best of five series with a win in Invercargill. The Silver Ferns honoured legendary shooter Irene Van Dyke's 100th Test cap when they defeated the Diamonds in Auckland in the final match of the series.

Attendance figures:

Test 1	ETSA Park, Adelaide	2,946
Test 2	Acer Arena, Sydney	11,313
Test 3	Hisense Arena, Melbourne	9,497
Test 4	BCEC, Brisbane	3,079
Total	2009 attendances	26,835



ANZ Championship

Tagged 'The Hottest Game in Town' in 2009, the ANZ Championship experienced strong growth across a range of measures, including match attendances, television audiences, website visitation and general profile for the sport.

The first year of the partnership with free to air broadcaster Channel Ten proved highly successful, with an average of 229,000 viewers per game. The Grand Final TV audience peaked at 354,329 viewers and the cumulative audience across both countries was over 11 million.

Champion Data became the official statistics provider for ANZ Championship, bringing the technological know-how that will result in further innovations for the game, such as the availability of live scoring on the ANZ Championship website that was introduced in 2009.

The new initiatives of Rivalry Round and Festival of Stars were highly successful. The Festival of the Stars game, featuring teams of celebrities and ex-players lead by Channel Ten commentators Liz Ellis and Luke Darcy, enjoyed a television audience of 345,164 viewers.

The standard of the competition was extremely high and the battle for a spot in the final four continued until the final game of the final round, with two Australian and two New Zealand eventually winning the right to play in finals.

The Melbourne Vixens and Adelaide Thunderbirds were two new Grand Finalists, the Vixens going on to thrill a capacity crowd at home venue Hisense Arena with their first ANZ Championship victory.



AUSTRALIAN
netball league
JULY 24 – SEPT 13, 2009

Australian Netball League

The second year of the New Idea Australian Netball League continued to provide an important pathway for the development and identification of elite players, coaches and officials. Nine 2009 ANL players were offered positions at the AIS and 17 players have been named in 2010 ANZ Championship teams.

The competition had a new look in 2009, with Singapore fielding a team. Featuring 200 players, 22 coaches and 35 umpires, the ANL is a true showcase of the future of the sport.

Finals matches were played in Brisbane from September 12 – 13, with the Grand Final staged as a curtain raiser to the Australian Diamonds v. Silver Ferns Test match.

Victorian Fury defeated the Australian Institute of Sport 46 – 32, successfully defending their 2008 title. Fury's Kathleen Knott was named the Most Valuable Player for the competition.



National Netball Championships

The 2009 National Netball Championships were hosted by Netball ACT at the Subway ACT Netball Centre and again brought together all three age groups in a combined event. All states and territories fielded teams in the 17/U and 19/U category, while the 21/U competition featured all but the Northern Territory.

Grand Final results

17/U: South Australia (23) def. Victoria (21)

19/U: New South Wales (39) def. Queensland (30)

21/U: New South Wales (43) def. Victoria (41)

In 2010 the 17/U and 19/U will be held at ETSA Park in Adelaide from 7 – 12 April while the 21/U competition will be in Brisbane from 29 September – 4 October.



Event Operations

Australian Netball Awards

The 2009 Australian Netball Awards dinner was a glamorous affair, hosted by Annie Sargeant and held at Melbourne's Zinc, under Federation Square on the banks of the Yarra River.

Netball Australia's photographer David Callow, and AFL Films' Andrew Janson provided some extremely enjoyable video highlights packages that took the presentation of the event to a new level. The netball family honoured the newest inductees into the Australian Netball Hall of Fame and toasted Liz Ellis Diamond winner Julie Corletto.



L-R Caitlin Bassett, Shannon Eagland,
Sophie Croft, Amy Steel



AUSTRALIAN NETBALL
awards



Umpire Profile

Josh Bowring

How did you first become involved in umpiring?

Ever since I can remember, I have been constantly dragged to games of netball with my mum and sister, rain, hail or shine. On one particular game, an umpire didn't show. After watching the game for so long, I thought I knew the rules and took the whistle to give it a go. I enjoyed the experience, and my passion for umpiring grew from there.

How did the ASC scholarship program help you progress to where you are today?

The ASC scholarship really added an extra element to my officiating. The program involved services from a psychologist, nutritionist and recovery specialist, in addition to facilitating many seminars with high performing athletes, coaches and umpires from all different codes of sport. This has made me more aware of the key elements that comprise officiating as a whole. It has also made my general preparation and management far more effective, particularly through my eating programs and recovery strategies, which benefit my umpiring. The scholarship also comprised of umpiring sessions with Chris Burton and Maureen Boyle at an AIS Development Camp

where I received invaluable feedback. Through their coaching I was challenged to be a more justified decision maker and a more effective communicator with the players particularly during training drills. The scholarship was certainly was a turning point in my umpiring career.

What was the most memorable moment of umpiring at the World Youth Championships in the Cook Islands?

To have been given the opportunity to umpire so many different styles of play from all across the world at the World Youth Championship was fantastic. It was such an exciting and eye-opening adventure. From the high flying and physical Caribbean teams, to the unpredictable play of the African nations, I was constantly learning and my technique as an umpire was always pushed to its limit. But this is what ultimately made the event so great, and I am very grateful for the experience.

What is the most challenging aspect of your role?

Umpiring is all about embracing the challenges you face. Whether it be fitness, learning new skills, or asking yourself the tough questions and learning from your errors. It's all about taking on board the things that are going to make you a stronger and more efficient umpire. There is always something to work on, some aspect you can improve on, and for me it's the reason why I love what I do and motivates me to be the best I can be.

What is the most rewarding aspect of your role?

There are so many rewarding aspects as an umpire – the friendships you make and people you meet; the satisfaction you get from being out there for the players and to ensure that you allow them to play to the best of their abilities and as skillfully as they can, in accordance to the rules of our game. Personally it is great to have an increased fitness level. I find the constant challenges you face makes umpiring continually interesting and a journey of opportunity, experience and learning.



Corporate Services

NMAS

The National Membership Administration System (NMAS) is a comprehensive information management system for netball that includes a website, a database, a competition module, mynetball and other tools for the benefit of members. Member Organisations (MOs) have been working together to register all affiliates and individual members in each State and Territory. During 2009 99.5% of all active members were entered onto the system and more than 1.1 million people are listed on the system.

Future plans include an email system for Associations, individual members being able to sign up online and other services that enhance the work of netball volunteers and employees across Australia.

National Insurance Program

The Netball Australia Risk Protection Program arranged by JLT Sport continues to operate for the benefit of members. In 2009 Netball Australia completed the development of a National Significant Risk Register that can assist netball to manage high level national strategic risks in partnership with Member Organisations. Netball Australia will continue to work with Member Organisations to ensure insurance and risk protection arrangements are provided at the highest level of service in a cost effective way.

Human Resources

Netball Australia is responsible for the recruitment and development of its national head office staff. The Human Resources policy is based on our core values – Passion, Teamwork, Integrity, Excellence and Accountability. During 2009 Netball Australia had a very low staff turnover and this is an indication of the committed and passionate team of people employed by the organisation. Netball Australia continues to utilise the skills of volunteers and contractors to assist in the delivery of a wide range of organisational outcomes. Volunteers continue to be critical to the programs and events Netball Australia is involved in.

National Office

Netball Australia's National Office is based in the heart of Melbourne at Level 2, 140 King St. During 2009 Netball Australia grew its office set up including the accommodating of the ANZ Championship staff.

Awards



2009 Australian Netball Awards

Netball's highest individual honour, the Liz Ellis Diamond, was awarded to Julie Corletto at the Australian Netball Awards in Melbourne on November 28.

One of the brightest lights of Australian netball, Corletto showed her match winning qualities in the Holden Netball Test Series and the Diamonds tour to New Zealand. She was also a vital member of the Vixens championship team in 2009.

Unfortunately a knee injury ended Corletto's 2009 Diamond season prematurely but her amazing athletic ability, speed and power off the mark, and excellent one-on-one defence skills will ensure she is a key element in the Diamonds tilt at Commonwealth Games gold in 2010.

The Liz Ellis Diamond recognises the player who receives the most votes for outstanding achievement in both the international arena and the ANZ Championship each year.

The award is named after former Australian captain and most capped Australian player of all time, Liz Ellis, who was on hand in November to present Corletto with her prize of a \$5000 cheque and superb one carat diamond.

The Awards dinner also celebrated the year's many outstanding individual and team achievements.

Lorraine Lea Linen Umpire of the Year
Sharon Kelly

Australian Sports Commission Coach of the Year
Julie Hoornweg, Melbourne Vixens

Tanya Denver Media Award
Rebecca Williams, Herald-Sun

New Idea Australian Netball League Player of the Year
Kathleen Knott, Victorian Fury

ANPA 21/U Player of the Year
Andrea Gilmore

New Idea Australia's Favourite Diamond
Susan Pratley

Australian ANZ Championship Player of the Year
Natalie von Bertouch, Adelaide Thunderbirds

Holden Australian International Player of the Year
Renaë Hallinan

Liz Ellis Diamond
Julie Corletto

Hall of Fame

Six new members were inducted into the Australian Netball Hall of Fame in 2009.

Announced at the Australian Netball Awards, the illustrious group contains some of the netball's most respected and celebrated champions.

Former legendary players and Australian captains, Jill McIntosh, Michelle den Dekker OAM and Gaye Teede were inducted as Athlete Members while Gweneth Benzie AM, Anne Clark BEM(C) and Lorna McConchie were inducted as General Members.

Netball Australia CEO Kate Palmer said that each of the inductees had helped build netball's unique culture and made it a dominant feature in Australia's sporting psyche.



Diamonds coach Norma Plummer and Renae Hallinan



Juile Corietto and Liz Ellis



Hall of Fame inductees Michelle den Dekker (OAM), Gweneth Benzie (AM) and Gaye Teede

The Australian Netball Hall of Fame was established in 2008. Its members are:

Athlete members

- Marg Caldw BEM

- Jean Cowan MBE

- Anne Sargeant OAM

- Vicki Wilson OAM

- Jill McIntosh

- Michelle den Dekker OAM

- Gaye Teede

General Members

- Joyce Brown OAM

- Eunice Gill MBE

- Denise Hyland AM

- Gweneth Benzie AM

- Anne Clark BEM

- Lorna McConchie

Individual Milestones and Retirements

Revered Australian shooter and Diamonds captain Sharelle McMahon celebrated her 100th Test cap on 13 September at the Brisbane Convention & Exhibition Centre against the Silver Ferns. Only two other Australian players have a higher number of Test caps – Vicki Wilson (104) and Liz Ellis (122).

International Debuts

Renae Hallinan was the only player to make her debut for the Diamonds in 2009, playing at ACER Arena in Sydney on 6 September against the Silver Ferns. She went on to be named the Holden International Player of the Year in a stellar debut season. While it did not count as a Test cap, Johannah Curran had her first game in the green and gold in Manchester when the Diamonds competed in the Cooperative World Netball Series (FAST NET) from 9 – 11 October and Caitlin Thwaites stepped out as a Diamond against the World Selection Team in Adelaide on 2 September.

International Service Award

Congratulations to Maureen Boyle on receiving the International Service Award.

Vale

Throughout the Holden Netball Test Series and at the Australian Netball Awards, players, officials and spectators remembered all those who had lost lives and property in the devastating Victorian bushfires and Queensland floods of 2009.

The Netball family was saddened over the past 12 months by the passing of Dot Quarry, Michele Buck, Margaret Morris and Flo Starceвич, all of whom contributed enormously to our sport.

Sponsors and Partners

The outstanding support of our sponsors and partners builds the financial foundation that underpins the success of netball in Australia. We acknowledge and thank every one of them for their contribution.

Principal Partner



Principal partner of Netball Australia the Australian government, through the Australian Sports Commission, provides substantial financial resources, as well as investment of its intellectual and human resources into netball. This support allows Netball Australia to critically review our high performance program, add to the level of research undertaken, provide extra scholarships to coaches and officials, and improve our monitoring and reporting functions as a national sporting organisation. Netball Australia appreciates the Australian Sports Commission's recognition of the cultural significance as well as the sporting significance of our sport.

Gold Sponsors



Official Car of Netball Australia & the Australian Netball Diamonds Holden is the naming rights sponsor of the Holden Netball Test Series and official partner of San Remo NetSetGO! Program. GM Holden generously supplies the Australian Netball Diamonds team members with a Holden Cruze for one year.



Official Pasta of Netball Australia San Remo supports the Australian Netball Diamonds and is naming rights sponsor of the national netball junior development program, San Remo NetSetGO! San Remo's message of a healthy balanced diet will be delivered nationally to all. San Remo ambassador Julie Corletto delivers a positive message about netball and pasta far and wide.

Silver Sponsors



Official Sponsor of Netball Australia Lorraine Lea Linen is a support partner of the national junior development program San Remo NetSetGO! and sponsors national umpire program.



Official media partner for Netball Australia New Idea ensures netball enthusiasts are informed, entertained and enlightened about netball and the Australian Netball Diamonds.



Official Apparel Sponsor for Netball Australia Kukri outfits the Australian Netball Diamonds and the Australian U21 team with uniforms and training apparel.



Official sponsor of San Remo NetSetGO! Walt Disney Studios Motion Pictures, Australia is a support partner of the national netball junior development program - San Remo NetSetGO!

Bronze Sponsors



Official Ball Sponsor Gilbert supply official match and training balls for the Australian Netball Diamonds and all events conducted by Netball Australia.



Official Footwear Sponsor ASICS supply the right footwear for the Australian Netball Diamonds and the Australian 21/U Netball team.

Official Broadcaster



Official broadcast partner Channel 10 ensures the Holden Netball Test Series is beamed across Australia on Channel 10 and HD One.

Official Suppliers



Official pen supplier to Netball Australia Artline supports every autograph session held by the Australian Netball Diamonds.



Official supplier of compression and therapeutic wear to Netball Australia SKINS assist the Australian Diamonds to train harder, perform longer and recover faster.



In 2009 Elastoplast (a Beiersdorf brand) was the strapping and tape that supported the Australian Netball Diamonds and the Australian 21/U team.

Sponsors and Partners

Official Suppliers



Official Bank of Netball Australia, ANZ is the major naming rights sponsor of the Trans Tasman competition the ANZ Championship

High Performance Partners



Official training centre of the Australian Netball Diamonds and the Australian 21/U team, the Australian Institute of Sport provides world class facilities and support to all our athletes and support staff.



SISSAS network provides the daily training environment for Diamonds and 21/U squad members.



South Australian Sports Institute



Australian Netball Diamonds supporter the Australian Commonwealth Games Association (ACGA) supports the team in its preparation for the games in Dehli in 2010, and supports the development of underage athletes.

Health Partners



Health Partner of Netball Australia beyondblue works with Netball Australia to create awareness about depression and support resources available to netball's core participants – women and young girls.



Health Partner of Netball Australia the National Breast Cancer Foundation works with Netball Australia to raise awareness of breast cancer and the importance of breast cancer research amongst the netball community.



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