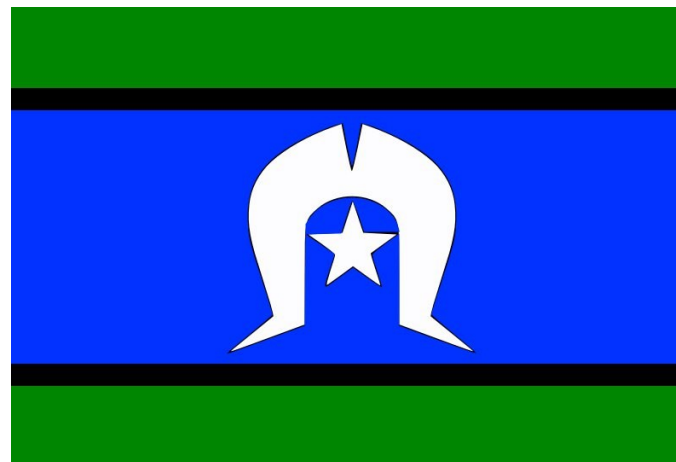




# Strategic Plan

2023 - 2026



## **Acknowledgement of Country**

On the land that we meet and play, EDNA acknowledges and pays our respects to the past, present and future Traditional Owners, Custodians and Elders of the Yorta Yorta and Bangerang people.

We recognise the contribution Aboriginal and Torres Strait Islander people make to our sport, our association and our community, particularly the local Yorta Yorta and Bangerang people, who have such a rich and proud history in Echuca and the wider district.

EDNA also acknowledges the power of sport to promote reconciliation, enhance belonging and reduce inequality.





## Foreword

This strategic plan has been prepared by the committee members of the Echuca and District Netball Association. This strategic plan will guide and focus our efforts as an association during 2023 - 2026. We will work with families, businesses and the greater Echuca community to foster a **safe and inclusive netball association for all**. This Strategic plan has reflected upon the rich history of netball in Echuca and the wider district, and aligns with Netball Victoria's strategic plan (2023–2026). The aim of our strategic plan is to provide a roadmap to maintain netball as a viable community activity for players of all ages, abilities and genders to enjoy. Reflecting on what we do well and areas we can improve, the committee have identified four areas to focus on (known as strategic pillars), that we believe will set the association on a strong path for the future of community sport.



# History

## **IN THE BEGINNING**

EDNA has previous history and affiliations stretching back as far as 1924, with photos showing that “Women’s Basketball” was played in Echuca at this time.

Then in 1947, Marion Gould, Maisie Honey, Jess Collier & Dorothy Newton formed what was originally known as the Women’s Basketball Association.

They played with one goal ring on a half court etched in the dirt opposite the Christ Church in Sturt Street, Echuca.

As the club grew they moved location to the back of the Victoria Oval. Where they staged the competition with no running water, no toilet and from a shed with a dirt floor.

Marion Gould was the founding President of what is now known, as the Echuca & District Netball Association (EDNA). Dorothy Newton was the first Secretary. The competition started out, with inter church teams, G.F.S., St. Mary’s, Presbyterian FA, Christ Church C.W.A., and along the way welcomed Ordnance Factory and Bamawm Extension teams.

In circa 1950 the first team of chosen players from these teams, was fielded to play in Country Week. Ann Henderson the President of the Victoria Women’s Association coached, and was also the driving force behind Marion Gould obtaining her umpire A Badge - the first in the district.

In 1956, the motto “ TO LOVE THE GAME BEYOND THE PRIZE” was adopted, which endure today.

## **1975 and into the future**

Since 1975, EDNA has been located in High Street, South Echuca playing on 10 courts.

Past and present committee members have been heavily involved in the Association’s growth from the early beginning of staging a Saturday Winter Competition to where we are today staging 10 competitions and 2 Tournaments a year. With a membership base nearing 1,000 players & officials the Association continues to offer netball for players of all ages.

Netball is no longer just a winter sport played by girls on a Saturday afternoon. Competitions are played from February through until the end of November, offering participation for players aged 5 years olds and onward - both male & female. As well as staging competitions year round, EDNA also promotes umpiring and coaching, including conducting a number of courses during the season.









## Our Vision

To work with and within the Echuca community to foster a safe and inclusive netball association for all, now, and into the future

## Our Motto

To love the game beyond the prize

## Core Values

**Inclusion** - Welcoming players, officials, supporters, volunteers and stakeholders from diverse backgrounds, all ages, abilities and genders

**Community** - Connecting on and off the court with our wider community and building strong relationships

**Professionalism** - Creating a viable and sustainable association to help create a legacy into the future.

**Pride** - Being the best you can be, supporting and respecting our team mates, and having fun on and off the court.

## Strategic Pillar One– To Play

This pillar is focussed on developing our players, umpires and officials, all of whom are vital to being able to play the game we all love.

What we are doing to do	How we are going to achieve it
Increase pool of badged umpires and increased training for aspiring umpires to address the current umpire shortage which exists across regional Victoria	<ul style="list-style-type: none"> <li>Lobby Netball Victoria for badged umpire assessment opportunities.</li> <li>Allow for more mentoring opportunities, such as through specific training nights.</li> </ul>
Expand our pool of trained coaches to train and foster the next generation of netballers, by providing support and mentoring for our coaches and other volunteers	<ul style="list-style-type: none"> <li>Current coaches to mentor potential new coaches.</li> <li>More support / formal arrangements for coaching / mentoring.</li> <li>Connect coaches with Netball Victoria for training opportunities.</li> </ul>
Provide strong competition and development opportunities for our junior players and a clear pathway for their netball	<ul style="list-style-type: none"> <li>Continue to run our successful annual tournaments (Association and primary school), as well as Winter and Spring Junior Competitions.</li> </ul>
Provide an introduction to netball for junior and new players	<ul style="list-style-type: none"> <li>Continue to provide Net Set Go opportunities</li> <li>Encourage participation through our community connections into primary schools (e.g. develop a list of contacts, provide at school training, hold “come and try it day”)</li> </ul>
Train, coach and mentor successful representative teams	<ul style="list-style-type: none"> <li>Watch closely for both talent and training opportunities for young netballers seeking pathways to netball Victoria.</li> <li>Consider social catchup and training night for our netballers to watch and learn from professional games (perhaps leveraging the new Bendigo team)</li> </ul>
Maintain a high standard of netball across all of our competitions	<ul style="list-style-type: none"> <li>Stay up to date with Netball Victoria’s best practices and standards</li> </ul>



## Strategic Pillar Two—To Grow

This pillar is focussed on EDNA as an association and how we can continue to grow participation and

What we are doing to do	How we are going to achieve it
<p>Increase playing participation at all levels</p>	<ul style="list-style-type: none"> <li>Advertising through primary and secondary schools</li> </ul>
<p>Increase volunteering, grow Committee (new participants with a diverse range of skills) and implement successful succession planning</p>	<ul style="list-style-type: none"> <li>Personalized reach outs to interested community members wishing to become part of the committee</li> <li>Maintaining successful training in all committee roles to allow for easy succession planning, capture the informal knowledge held by long standing Committee members and formalize roles and responsibilities</li> </ul>
<p>Provide more opportunity for male participation</p>	<ul style="list-style-type: none"> <li>Consider male "come and try it" days, perhaps promoted through the basketball association</li> </ul>
<p>Attract and retain teams and players</p>	<ul style="list-style-type: none"> <li>Better connect teams and individual players, such as via social media channels or our website</li> <li>Follow ups with teams that don't submit for next season</li> </ul>
<p>Investigate more opportunities for participation (other entry points to netball)</p>	<ul style="list-style-type: none"> <li>Focus on junior to senior transition</li> </ul>

## Strategic Pillar Three—To Inspire

This pillar is about community, and how we want to inspire and connect all those that contribute to our netball family.

What we are doing to do	How we are going to achieve it
To provide a welcome accessible and inclusive environment, and instil a sense of sportsmanship and respect for other players and umpires	<ul style="list-style-type: none"> <li>Continued support of our local all abilities team the Rockettes</li> <li>Increased positive presence on social media and website channels.</li> </ul>
Connect with the Council / shire to maintain and improve facilities for all player and officials , including new surface on courts and all courts with lighting	<ul style="list-style-type: none"> <li>Lobby local council for increased lighting courts and pavilion upgrades, perhaps initiating a regular meeting</li> </ul>
Continued connection with diverse groups and community, and leverage our strong family culture.	<ul style="list-style-type: none"> <li>Introduce a dedicated communications role on Committee— external connections with community, social media (Facebook, website) and media channels (Riverine Herald).</li> <li>Continued connections with members of Njernda</li> <li>Continued connections with Vivid organisation</li> <li>Survey our community for ideas and improvements</li> <li>Strengthen connections with football / netball clubs</li> </ul>
Celebrate the rich history of EDNA and our successful alumni (players, umpires and coaches), by increasing awareness of EDNA’s past, current and future achievements as an Association	<ul style="list-style-type: none"> <li>Throwback Thursday posts on Facebook</li> <li>100 Year celebrations</li> <li>Increased social media presence for current players</li> </ul>
Encouraging active safe and healthy people, including girls in sport and equal opportunities. Promote physical and mental benefits of sport and inclusion.	<ul style="list-style-type: none"> <li>Continue no tolerance of poor sideline or on court behaviour.</li> </ul>

Special Olympics  
Victoria



# Strategic Pillar Four—To Lead

This pillar is about governance and how this allows us to lead and strengthen EDNA into the future.

What we are doing to do	How we are going to achieve it
To enable financial stability and growth as an Association	<ul style="list-style-type: none"> <li>Review and set annual budgets to mitigate and manage inconsistent cashflow through each year</li> </ul>
Broaden and diversify current revenue streams, including sponsorships, funding and grants	<ul style="list-style-type: none"> <li>Investigate opportunities for alternate revenue streams, such as raffles, sausage sizzles, social nights</li> <li>Investigate merchandising options with the option of selling onsite through out competitions</li> <li>Review canteen to target trends and ideas for future growth</li> </ul>
Promote a child safe environment and culture	<ul style="list-style-type: none"> <li>Create a timeline and database for all committee and officials to obtain a volunteer working with children check</li> <li>Adhere to current Netball Victoria's child safe policies</li> </ul>
Implement and adopt current and emerging technologies to stay current with Netball Victoria standards	<ul style="list-style-type: none"> <li>Adopt Netball connect for managements of all competitions and tournaments</li> <li>Professional development for committee members to develop technical skills</li> <li>Adopt new payment technologies to increase cashflow during competitions</li> </ul>
Maintain formal Association policies and procedures	<ul style="list-style-type: none"> <li>Review and revise Bylaws and Constitution</li> </ul>



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