



2022 AGM Executive Report
September 1, 2021 – August 31, 2022

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1. PRESIDENT'S REPORT

Acknowledgements:

Thank you to the 2021-2022 Netball Alberta Executive Committee Directors:

- Lucy Park, President
- Marilise Turnbull, Vice President
- Michelle Li, Secretary (resigned), Lauren Chandler interim
- Ashton Barg, Treasurer
- Lavinia McElwee, Technical Director
- Tess Emshey, Marketing Director (resigned), Jenny Hawker interim

Thank you also to:

- Calgary League Committee Volunteers
- League Committee Volunteers supporting the programs in Edmonton and Bow Valley
- All League and Provincial Program Coaches, Umpires and Team Managers
- All members, players and supporters
- Netball Alberta staff (Sam Elsom, Head Coach and Operations Manager, Elizabeth Orridge, Development Officer)

Thank you to our funding agencies and partners including:

- Alberta Gaming and Liquor Commission (AGLC)
- Alberta Sport Connection
- Parks Foundation
- Tourism Calgary

2021-2022 Highlights:

MBA Project

- The objectives of the project were to focus on the following areas:
 - Financial Sustainability
 - Membership Growth
 - Enhanced Brand and Identity

The outcome was a meaningful evaluation of netball in Alberta, a useful marketing strategy with 'how to' guides, proposals for growth strategy including netball community focus and retention, potential volunteer and funding streams.

Financials, Grants and Fundraising

- Engaged auditors to conduct a 'Compilation Engagement' for the 2021-22 accounts.
- Budget being prepared for the 2022-23 financial year to be approved at the ANA AGM

- Funding received
 - Key funding received this year was as a result of the casino in January, \$67,000
 - Parks Foundation Amateur Sports Grant - \$4250 (matched funding)
- Fundraising
 - Skip the Depot and Purdy’s chocolate, raising a total of \$540.00.
 - Summer tournament - raffle, 50-50 and BBQ sales raised over \$600

Strategic Planning

- Strategic Plan 2021-2024 approved and action plan developed for 2022-23.

Policies

- Volunteer Screening Policy developed and adopted
- Safeguarding Policy in progress

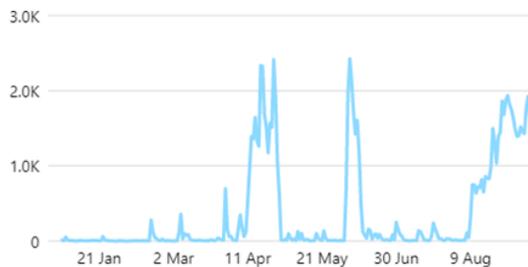
Marketing and Social Media

- Continued focus on social media presence has further increased reach on both Facebook and Instagram with the results seen in a significant increase in new players to Calgary league.

Reach

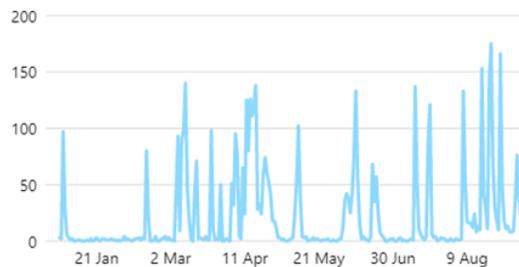
Facebook Page reach ⓘ

54,715 ↑ 2.3K%



Instagram reach ⓘ

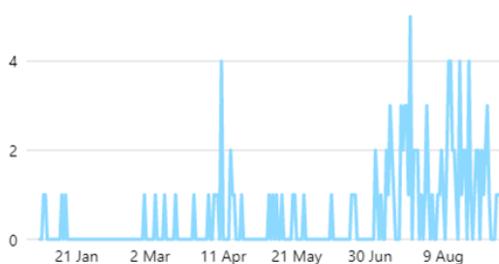
1,695 ↑ 35.5%



New likes and follows

Facebook Page new likes ⓘ

128 ↑ 255.6%



Instagram new followers ⓘ

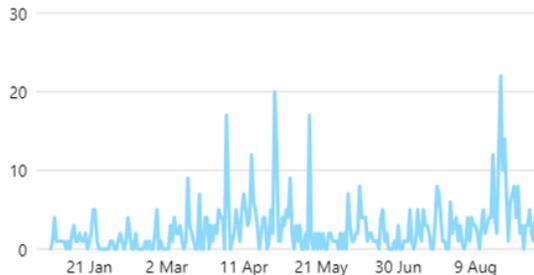
51 ↑ 100%



Page and profile visits

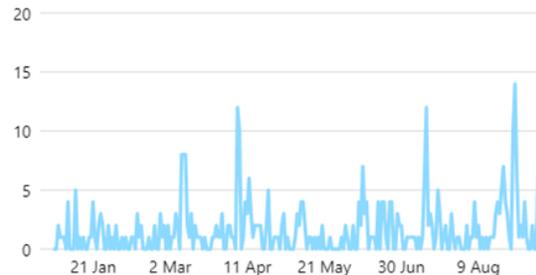
Facebook Page visits ⓘ

658 ↑ 71.4%



Instagram profile visits ⓘ

403 ↑ 4.7%


Return to Play

- School Clinic provision resumed
- Training sessions were run for Junior and YDS programs in compliance with all COVID related regulations and no outbreaks took place.
- Netball Calgary - Fall, Winter and Spring Leagues were conducted with a good influx of new players as a result of successful social media campaigns.
- Netball Edmonton also opened registration in August 2021 to allow a return to play in September 2021 in accordance with the ANA return to play guidance with seasonal and drop-in sessions available in Fall and Winter.
- Bow Valley successfully ran a pilot program which subsequently resulted in the Town of Banff offering the provision as part of their program.
- Summer Tournament - A successful outdoor tournament was held in August 2022 with 5 teams competing.

2021-2022 Challenges:

The greatest challenge faced in the 2021-2022 year continued to be directly related to the COVID-19 Global Pandemic - efforts were spent encouraging members to return to league play, coupled with the inability to run or attend tournaments at province or national level

Additional challenges include:

- Limited volunteer base and limited depth for succession planning in Executive roles
- Reduced grant opportunities due to government departmental restructuring.

2022-2023 Priorities:

Priorities for the 2022-2023 year include:

- Secure further funding to assist in training and hosting Nationals

- Further networking and relationship building with complimentary provisions
- Safeguarding Policy
- Umpire and Coach Development Program
- Host Nationals Tournament
- Hire School Clinician
- Expand board to include Policy Development Director and Fundraising Director, and add a legal advisor as a non-serving board member.

Marketing (See Appendix A)

- Awareness: Increase paid online advertising and sports club networking
- Retention: Newsletter, volunteer and loyalty programs
- Merchandise: Launching new merchandise and online store

2. OPERATIONS REPORT

Operations: A Year in Review

With the height of the pandemic drawing to an end, the 2021 - 2022 year saw the return to play plan implemented with the easing of COVID restrictions. However, challenges faced during the pandemic were still evident this year, including reduced membership and playing opportunities. The main areas of focus were:

- Implementation of the Return to Play, strategic and action plans.
- Outdoor facilities, to enable participation throughout the calendar year.
- Sourcing funding opportunities
- Supporting the Executive with Strategic plan development, financial reporting requirements and governance documentation.
- Partnership with city of Calgary and other outside agencies to promote the sport.
- Work to build up the school clinic program in all areas where we have netball being actively played.

2021-2022 Challenges:

- Limited number of school clinics
- Facility closures
- Decline in membership, especially junior and YDS membership.
- Lack of elite playing opportunities
- Engagement of volunteers

2022-2023 Priorities:

- Canadian National Championship: Alberta is set to host May 2022
- Work to re-build the school clinic and NETS program through updating NETs database, re-allocating NETS equipment, running an interschool tournament and attending teachers conventions.
- Volunteer recruitment, in particular for nationals and casino.
- Support satellite clubs.
- Continue to partner with outside agencies to promote the sport including the City of Calgary, Calgary Rugby Union and
- Implementation of the strategic and action plans
- Source funding opportunities (Edmonton and Calgary) in particular to help cover the costs of gym bookings and development of an outdoor facility.
- Increase membership, particularly in our juniors' programs.
- Work to find netball champions in other areas of the province, provide support to start other satellite clubs.

2021-22 Registrations:

| | |
|----------------------------|------------------|
| ANA Members | 174 |
| Fall League - YDT | 44 |
| Winter League - YDT | 42 (+20 juniors) |
| Spring League - YDT | 53 (+27 juniors) |

Breakdown of Registrations by City:

| City | Count | Calgary Fall League | Count | Calgary Winter League | Count | Calgary Spring League | Count |
|--------------------|------------|---------------------|-----------|-----------------------|-----------|-----------------------|-----------|
| Airdrie | 2 | Airdrie | 1 | Calgary | 55 | Calgary | 72 |
| Banff | 6 | Cochrane | 1 | Heritage Pointe | 3 | Heritage Pointe | 3 |
| Beaumont | 1 | Calgary | 38 | Grand Total | 58 | Grand Total | 75 |
| Calgary | 95 | Heritage Pointe | 3 | | | | |
| Cochrane | 1 | Okotoks | 1 | | | | |
| Canmore | 38 | Grand Total | 44 | | | | |
| Edmonton | 18 | | | | | | |
| Fort Saskatchewan | 1 | | | | | | |
| Heritage Pointe | 3 | | | | | | |
| Okotoks | 5 | | | | | | |
| Sherwood Park | 1 | | | | | | |
| St Albert | 1 | | | | | | |
| Wetaskiwin | 2 | | | | | | |
| Grand Total | 174 | | | | | | |

3. HEAD COACH'S REPORT

Coaching: A Year in Review

The 2021-2022 Provincial Competitive year continued to be heavily impacted by the Covid-19 Pandemic, and all events were postponed until 2022-23. Due to the lack of confirmed competition Provincial Training was out on hold. It was anticipated that Alberta would host the Canadian National Championship November 2022, expression of interest trials were held in May, with a total of 25 players from across the Province being eligible to trial for the Open and U23 squads. Training was scheduled to start mid September, however the Netball Canada Technical Committee voted to reschedule the tournament, Alberta will now host in May 2023.

2021-2022 Highlights:

Canadian Open Squad trials took place, June 2022. Players selected to trial from Alberta were;

- Carmen Duursema
- Jenny Hawker
- Laure Chandler
- Lavinia McElwee

Carmen Duursema was successfully selected to participate in the Open squad, Netball Canada was scheduled to host St Maartens in a 3 round qualifying event. Unfortunately the tour did not get ahead as the travelling team were unable to secure travel visas in time for the event.

ANA U-18 Representative Teams

Alberta Netball Association hosted a U16 travelling team from the UK, Exeter School. The ANA U18 team had just 5 weeks of training to prepare for the event and were successful on the day winning with a score of The players selected to represent Alberta were as follows:

- Carly Cheung
- Eve Mach
- Maya Cheung
- Abigail McLean
- Hannah McLean
- Katy McLean
- Kirianna Park
- Maahi Purohit
- Eve Mach

- Sophie Wazny



2021-2022 Challenges:

Covid-19 presented and continues to present the greatest challenge, along with:

- Lack of available facilities to offer training sessions.
- Reduced participant numbers
- Lack of competition

2022-2023 Priorities:

With Provincial competition on the horizon, the priorities for the upcoming year continue to be the rebuilding of our active youth playing members for future success within the provincial program's. Active return to training programs for the Youth Development program, and to strengthen the Provincial Open program for both men's and women's open squads. To do this, the focus for 2022-2023 will include:

- Provide program, services, and support to maximize all aspect of competitive netball across the province
- Development of a Long-Term Performance and Performance Development Strategy
- Development of online CANA coaching program for level 1 and 2 technical portions
- Support all coaches to achieve the NCCP minimum required courses
- Grow the base of qualified coaches for both Level 1 and Level 2 CANA certification.
- Identify NCCP workshop opportunities and relay to eligible coaches, provide support and mentorship to new coaches.
- Continue to offer programming to develop and retain our Youth Provincial players
- Develop an online workshop for the theory-based portion of the CANA Level 1 and level 2 coaching award.
- Develop a program that can be duplicated throughout all participating areas within the province
- Explore alternate competition opens for all Provincial Team

4. TECHNICAL DIRECTOR'S REPORT

Technical: A Year in Review

Umpiring development has been heavily influenced by the lack of play due to Covid-19 Pandemic. It saw our umpire pool deplete and the level of experienced umpires decrease. It was anticipated that 2023 would concentrate on grass roots umpire development, and build on the advancement of our experienced umpires.

2021-2022 Highlights:

- Players stepping forward for identification of future umpire development
- interest in returning umpires
- Participation in quarterly discussions with the Netball Canada Technical Committee
- Review of Netball Canada selection policy

2021-2022 Challenges:

- Lack of qualified umpires to help assess and mentor our umpires
- Not enough opportunities to raise the level of development

2022-2023 Priorities:

- Finding opportunities to provide our experienced umpires with their development is a big focus for 2023
- Prioritize getting our umpires qualified in our leagues and throughout Alberta

5. CALGARY LEAGUE REPORT

Calgary: A Year in Review

The Calgary League is run by a small committee by Rachel Little (Director) and Erin Finlayson (Senior B coordinator). The Senior A coordinator position is currently vacant. Lucy Park, Jenny Hawker, and Lavinia McElwee (board members) also provide support. The league committee meets on an adhoc when items arise. The league has continued to recover from COVID and has slowly ramped up our numbers, running league gameplay in Fall 2021, Winter 2022, Spring 2022 and entering Fall 2022.

As with previous years, the seasons were split into two divisions, Senior A and Senior B. The Senior A Division is the competitive division in our Calgary League. Players must have a sound basis of netball skills and athletic ability, as well as knowledge of strategy and netball rules and regulations in order to compete in this level of the league. There are additionally a couple YDS players who play in this division, although there have been fewer YDS players than previous years. The Senior B Division is the recreational division in our Calgary League. Players range from new to netball through to experienced players who choose to play netball for fun and enjoyment. A sound foundation of the rules of netball is encouraged.

Across both Senior A and Senior B, registration numbers came up from COVID levels and we were able to run a league with 4 teams per division (although the senior B divisions had some juniors help increase the numbers on their teams. We had 61 adult players, approximately 30 in senior A and 31 in senior B (some players moved divisions at the start of the season). This season we returned to having set teams, scorekeepers, and umpires. Each team was responsible for providing umpires for the games. We have a major shortage of umpires post-COVID and will be working with the technical director to get folks who are willing trained.

2021-2022 Challenges:

- SportsLomo: The new platform wasn't very user friendly and created challenges for a portion of returning players. We also did not get the scheduling functionality up and running this season.
- Umpires: We have a lack of trained, qualified umpires in the league. We have been asking folks to step up and provide mentoring, but it has been especially difficult in Senior A where the level of play has become a lot more competitive.
- Volunteers: With our senior a and b coordinators leaving before fall season, we have had to get new volunteers in and have relied on Lizzie to help us fill in the gaps.
- Number of players: We still have not returned to pre-COVID levels of players. We will continue to reach out to previous players before the season starts in an attempt to bring new folks back. In addition, we will need to maintain a strong focus on advertising to bring in new players to the league

2022-2023 Priorities:

- Tournaments: We are excited to be hosting our first tournament since COVID in November
- Advertising: We will increase our advertising spend after onboarding our newest social media volunteer
- Participation: We will aim to increase our participation through advertising and returning players
- Umpiring: We will work to mentor and certify our umpires
- Social: We will aim to increase connectivity in the league by hosting two social events in the season for players to connect with each other

4. EDMONTON LEAGUE REPORT

Edmonton: A Year in Review

We are a small committee made up of Kystil Jones as logistics/finance/ANA liaison, Kathleen Wilton as session leader and Amy Matthews as communications. We have running the Edmonton league as a social league, with players either signed up for full registration and part of ANA or as drop ins. Across the sessions we have held there has been between 6-22 attendees, with 12 being the average number of players. We base game play and teams on the number of people who attend each session. From a financial standpoint, the Edmonton league has been close to breaking even when considering gym costs with registrations and drop ins.

2021-2022 Challenges:

- Collecting outstanding fees which required a lot of individual follow up
- Getting players to sign up as ANA member was difficult
- Tracking attendance and payment for drop-ins is added work

2022-2023 Priorities:

- Stay on top of payments to reduce outstanding fees which required a lot of individual follow-up
- Ensure all players are ANA members
- Continue to build the league
- Learn the new Sportlomo platform and explore using it for tracking attendance at sessions
- Don't lose players because of financial reasons
- Participate in the fall Calgary tournament, and potentially host a winter tournament in Edmonton.
- Encourage Edmonton players to trial for the provincial team

5. BOW VALLEY NETBALL REPORT

Bow Valley Netball Club: Year in Review

Bow Valley Netball Club has been running social, drop in sessions for netball at the Banff Elementary School throughout the year. In spring 2022, the drop in sessions were taken over by the Town of Banff. As a result the direct partnership with ANA was halted for the time being. There has been discussion on a grant with the Town of Canmore to support Bow Valley Netball Club, which would open up the opportunity for a Canmore League and greater connections to be formed with ANA. The Canmore league development is being reviewed for launch in Spring 2023. We are exploring the options of Town of Banff and Town of Canmore to be associated with ANA. In future, ANA is hoping to build the existing connections with Bow Valley Netball Club.

Thank you to all our supporters, funders,
sponsors and donors!

Appendix A - Marketing Plan 2022-2023

*This Plan has been developed taking into consideration advice and feedback from MBA Student Project completed in 2022

Awareness

These activities focus on increasing awareness of Netball in Alberta through different channels of engagement

Google ads: In the run up to each season & continuous for awareness of Netball in Alberta.

Facebook ads: In the run up to each season & continuous for awareness of Netball in Alberta.

- o x4 paid ads for AB for continuous awareness of Netball
- o x3 Calgary league ads for season promo
- o x3 Edmonton league ads for season promo
- o Ongoing - Regularly reviewed by marketing team

Radio publicity: TBD

Banners: Ongoing

- o Calgary x2 per year bridge deck permits– run up to Fall & winter season
- o Old banners permanently fixed at CRU and Southland Leisure Center Calgary
- o New banners for Edmonton

Links to other sports and community organisations: Ongoing

Calgary

- o CRU
- o YMCA's
- o Community Associations in and around the city
- o Family Fun Calgary
- o Sport Calgary
- o Tourism Calgary
- o Aussie Rules Club
- o Southland Leisure Center

Edmonton

- o Edmonton Sport Council
- o Sport & Social Club
- o ERU
- o Cariwest festival- August
- o Edmonton league contacts

Advertising signs in cities- Permits \$95 for 'x' time plus cost of signs – run up to each season: Ongoing

Free drop in sessions: through fall & winter season

Flyers, Leaflets

- o Netball Alberta
- o Netball Calgary league
- o Netball Edmonton league
- o Juniors Calgary

Retention

These activities focus on increasing retention for existing ANA members and ALberta Netball players.

Newsletter: Quarterly start in November

Volunteer/loyalty programme: Launch for Winter league

Email previous players: Ongoing

Social events: Special Events (Christmas, end of season, Nationals) and ongoing

Offering variety of sessions throughout the season to increase player engagement and development: Ongoing

- o Coaching
- o Umpiring
- o Playing
- o Skills

Advocacy

These activities focus on existing ANA members and Netball Alberta players to advocate for netball and encourage personal referrals

Bring a friend night: Once per season

Incentives for bring a friend and for friends signing up: Discount off registration or merchandise

Social media competitions: Celebrations(Christmas, Easter, Summer) and ongoing

Purchase

These are investments to support the marketing plan pillars of awareness, retention and advocacy

Merchandise: Ongoing

- o Update merchandise store on website
- o Review current merchandise and look into new
- o Meeting with potential new merchandise provider

Website update: Ongoing

Registration up to date and with video for instructions and ease: Ongoing

Consideration

These activities are considerations for future marketing

Testimonies on website Snr's (Edmonton & Calgary) and Jnr's (Calgary)

TikTok account – Approach YDS players

Comp Mailing list, previous and current players