

NETBALL ALBERTA ACTION PLAN 2019-20

No.	Strategic Objective	Objective	Action Steps/task	Most Responsible person	Timeline		Resources	Partners	Success Criteria	Challenges	Progress Status Aug 2020	Comments incl Next Steps
					Start	Target Finish						
		What will this task accomplish or what is the objective(s)?	what will be done? What you need to do to achieve the objective(s)?	Who will do it?	Start	Target Finish	What resources are required to put the strategy into action, e.g. cost, software, volunteers, equipment?	Who will need to be involved to carry out this task?	How can you identify success, know that the strategy has worked and how will you measure this?	What challenges or barriers do you anticipate?		
1	Operations	Equity in accounting for all municipal netball club	Generate a standard operating model for municipal clubs with a development path	Strategic Planning Director	Oct-19	Jul-20	Volunteers to assess and plan.		Plan and model produced		Nothing to report	
2	Operations	Merchandise Sales	1. Appoint Merchandise Co-ordinator	Merchandise Coordinator	Nov-19	Dec-19	Calgary League Members		Volunteer in place	Finding a volunteer	Defer to Sept 20, clarify and agree on ID, advertise prior and during the AGM	
3	Operations	Fund Development	1. Engage Grant Specialist 2. Identify appropriate grants and funding streams 3. Apply for, and secure, \$15,000 of funding	President	Oct-19	Jul-20	Program plans developed by board.	Head Coach and Operations Manager, Umpire Director	Applications completed and submitted.	Getting program plans completed in time for application.	Nothing to report	
4	Operations	Increase the number of facilities with netball capabilities (ie. Lines and equipment)	1. Identifying further potential venues 2. Build relationships with potential venues.	Head Coach and Operations Manager	Jan-20	Jun-20	Sport Calgary	NA membership	Minimum one additional netball capable facility	Finding facilities that are doing the lines in their gyms in the time frame indicated. Gyms that are large enough to hold true netball courts.		
5	Operations	Governance	1. Review and identify recommendations from consultant report to be adopted 2. Implement recommendations	Strategic Planning Director	Oct-19	Jul-20	Advisor. Consult with other sports organizations.	ASC	A presentation of the options for the board.	Potentially time required to implement recommendations	Bylaws reviewed and changes proposed to be accepted at AGM	
6	Operations	Revised Volunteer Screening Policy	1. Roll-out Volunteer Screening Policy across Netball Alberta - Documentation and Training where required	Strategic Planning Director	Oct-19	Feb-20	Sam E, Secretary and Emma W.	ASC	Implemented Volunteer Screening Policy	Ensuring consistent approach across all clubs	Structure in place but needs to be finalized, arrange a meeting to discuss and rolled-out to Calgary League,	
7	Operations	Optimised SI Play reporting of Financials	1. Investigate the opportunity and options to develop an SI Play report that correlates to NA's financial reporting	Treasurer	Oct-19	Feb-20		SI Play	Report produced to match financial reporting		Nothing to report	
8	Operations	Maintain consistent NA provision in the absence of Business Development & Admin Coordinator	1. Evaluate current status/capacity of employees/volunteers and identify the gaps in responsibilities that were previously fulfilled by the BD & Admin Coordinator role 2. Evaluate the responsibilities, prioritise and assign, where appropriate, to employees/volunteers	President	Oct-19	Jan-20	Lucy P		Critical responsibilities assigned	Capacity of employees and volunteers	1. Merchandise coordination and marketing tasks identified	
9	Operations	Streamline Task Management	1. Identify appropriate software e.g. Trello and the projects that the software should be used for	Secretary	Oct-19	Nov-19			Software and projects identified		Trello adopted and software available to exec, implementation and on-boarding in progress	
			2. Roll-out use of Software		Nov-19	Dec-19			Software successfully rolled out	Training for all exec		
10	Operations	Host Canada Nationals Championship	Form a committee	Head Coach and Operations Manager	Jan-20	Jan-20	NA membership		Committee with appropriate members formed	Recruiting appropriate Volunteers	Committee was formed however will not be required for 2020-21 at this time	
			Recruit and increase number of volunteers inline with VSP	Tournament Committee	Jan-20	Apr-20	NA membership		All volunteer positions filled	Recruiting appropriate Volunteers	Deferred	
			Train volunteers	Tournament Director	Apr-20	May-20			All volunteers trained	Coordinating volunteer and trainers time to be trained	Deferred	
			Secure appropriate venue	Head Coach and Operations Manager	Oct-19	Nov-19			Venue secured	Availability, location and cost of appropriate venue	Deferred	

			Develop and deliver plan for hospitality and logistics	Tournament Committee	Nov-19	May-20			Successful delivery of hospitality and logistics	Timing of flights, number of players/coaches/physios etc to host	Deferred	
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1	Awareness	Improved awareness and engagement of netball at the high school level	Build relationships with phys ed departments and/or expat exchange teachers.	Head Coach and Operations Manager	Oct-19	Jun-20	School Clinician	Members with contacts within the school system.	Increased contacts within the high school setting.	Resistance to netball as a sport because it is so unknown.	Nothing to report	
2	Awareness	Increased community partnership events	Identifying and building relationships with community complimentary sports groups	Head Coach and Operations Manager	Oct-19	Jun-20	Internet and NA membership.	TBD	Increased # of partnership events.	Venues to hold the events in. Volunteers to help run the events.	Nothing to report	
3	Awareness	Increase public awareness of netball in Alberta	1. Appoint Marketing/Communications Director 2. Produce and implement marketing plan	President/ Marketing/ Communications Director	Oct-19	Dec-19	Julie Arnold	President	Marketing/Communication Director in role, and increased analytics on multiple platforms	Finding the time to do the necessary research and development.	Person standing for Marketing Director at AGM	
4	Awareness	Increase media relations stories about netball in Alberta	1. Media Contact List 2. Identify worthy stories 3. Produce Press releases 4. Host media event	Marketing/ Communications Director	Oct-19	Jun-20	Media organizations	President	Minimum of 1 story published	Developing relationships with media	Sport Calgary video, other opportunities deferred	
5	Awareness	Improve online presence	1. Review NA website 2. Update where required	Marketing/ Communications Director	Oct-19	Jan-20	Website host	President	Website up to date and relevant	Time to liaise with website host to ensure everything is implemented	Defer until person in position and consider opportunity as a discrete project for a volunteer	
6	Awareness	Increased membership at the Vivo location	1. Recruit volunteer for North Calgary Netball Champion to promote and develop membership at Vivo	President/ Head Coach and Operations Manager	Oct-19	Dec-19	NA membership		Volunteer recruited and increase in participation	Identifying the volunteer with sufficient time to implement	Nothing to report	

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1	Participation	Increase take-up from school clinic program	Implement initiatives to recruit junior players into leagues and/or tournaments	Head Coach and Operations Manager	Oct-19	Feb-20	Other sports organizations, member with contacts within the education system.	Volunteers	Increased take-up from school clinic	Time to implement	1 page flyer printed and given directly to children, and discount pricing strategy at school tournament and clinics	
2	Participation	Increase take-up from complementary sports	Investigate and develop relationships with potential partnering sports	Head Coach and Operations Manager	Jan-20	Jun-20	Other sports organizations			Volunteers finding time to meet and discuss.	Nothing to report	
3	Participation	Remove barriers to participation	Access grants based on program plans - engage consultant to assist in identifying and writing submissions	Head Coach and Operations Manager	Oct-19	Jul-20	Other sports organizations, Sport Calgary		Program plan developed and presented to the board with grant identified and applications completed and submitted.	Finding the resources such as volunteers, coaches and umpires to support the programs.		
			Send out surveys to membership to assess what we can change or continue doing.	League Coordinators	Jan-20	Mar-20	Google forms	League Director	Presentation to the board in regards to the opinions of the membership and changes recommended.	Getting the members to respond to the survey, getting constructive feedback that can be acted on.	Quick polls have been utilized throughout league by Calgary League, survey complete and reported. Additional COVID related surveys completed	
4	Participation	Best practice juniors program	Review structure of junior program in-line with skills matrix and international best practice for age groups	Junior B Coordinator	Oct-19	Jan-20	Other netball organizations, INF	Sam E.	Best practice junior program	Volunteers finding time to meet and discuss.	No update	
5	Participation	Increase participation across Alberta zones	1. Target schools in zones where netball isn't currently played 2. Increase number of schools participating in the NETS program in areas where the number of other schools is low 3. Facilitate interschool tournaments outside of Calgary 4. Talent ID from interschool/NETs tournament for potential junior league players	Head Coach and Operations Manager / School Clinician	Oct-19	Jun-20		Schools	Increased participation across Alberta with a view to participating in the Alberta Games	Building relationships in new schools	On hold due to COVID	
6	Participation	Increase participation	Communicate potential means of support/funding to increase participation in satellite leagues	Head Coach and Operations Manager	Jan-20	Mar-20			Communication to all satellite leagues	Identifying contacts	No update	
7	Participation	Increase participation	Hold netball promotional events for 'bring a friend'	League Coordinators	Oct-19	Mar-20		NA Membership	2 Bring a friend nights organized with 10 new to NA players attending	Fitting into league calendar and numbers attending	At least 2 bring a friend nights held	
8	Participation	Increase participation	Add Vivo champion	Calgary League Committee	Oct-19	Jan-20			Vivo champion in place	Finding appropriate volunteer	No update	

No.	Strategic Objective	Objective	Action Steps/task	Most Responsible Who will do	Timeline		Resources What resources are required to	Partners Who will need	Success Criteria How can you identify success,	Challenges What challenges or	Progress Status Aug 20	Comments incl Next Steps
					Start	Target						
1	Excellence	Attract and retain players through ages 18-21	Offer competition opportunities Offer playing opportunities	Head Coach and Operations Manager	Oct-19	Jun-20	Parent volunteers, physios, travel organization, accomodation booking. Training venues.		Participate in at least three tournaments per year.	Cost of multiple traveling tournaments is a barrier to players. YDS players leaving Alberta for study purposes	Successful Westerns tournament however all other tournaments on hold due to COVID	
		Increase the size of the YDS program	School clinic program in high schools	Head Coach	Oct-19	Jun-20	Other sports organizations, member with contacts within the education system.		New players in YDS program as a result of this recruitment.	Low interest at this		
			Building relationships with coaches in schools and clubs	Head Coach and Operations Manager						Finding the time to search for contacts and have meetings.		
		Building relationships with other sports	Head Coach and Operations Manager					Finding the time to search for contacts and have meetings.				
2	Excellence	Increase our number of qualified umpires	Develop a plan to evaluate skills of current certified umpires regularly and provide professional development opportunities	Technical Director	Oct-19	Apr-20	Other netball umpire organizations in the world.	Netball Canada	Plan presented to Board, increased number of umpire clinics and qualified umpires	Volunteers finding the time for this time-consuming work.	Plan in place, additional uptake of new umpires, with reduced Sunday hours noticeable decrease in opportunity for mentorship	
			1. Develop a long-term plan for umpire education and evaluation 2. Review and revise current NA umpiring exams		Oct-19	Feb-20		Dee Zuk			1. No update 2. Plan for umpires to write Level 1 and 2 exams but unfortunately could not execute due to reduced hours on a Sunday and cancelling of Nationals	Revise test to incorporate new rules adopted in Sept 2020 by Canada
			Engage international umpire to deliver clinics in Alberta		Oct-19	Dec-19		Julie A.			16 umpires attend a clinic with Dave Brown, international umpire, 2 hours per session	
3	Excellence	Increase the number of qualified coaches	Adopt CANA Level 2 theory and practical coaching plan	Head Coach and Operations Manager	Oct-19	Mar-20	Other netball umpire organizations in the world.	Paula MacWilliam	Plan presented to Board and if approved, presented to Netball Canada.	Finding the time for this time-consuming work.	CANA Level 2 theory has been adopted, workshop needs to be finalized and prioritized based on demand	
		Retain our current qualified coaches	1. Continue to offer professional development opportunities 2. Talent ID potential level 2 coaches	Head Coach and Operations Manager	Oct-19	Mar-20	Venues, volunteers.		Level 2 qualification, information and support to attend CPD courses	Venues, volunteers.	Consider hosting Level 1 coaching training in Edmonton/Vegreville, 1 potential Level 2 coach identified	
4	Excellence	Provide financial support so that elite players have no barriers to trialing/playing	Explore grant, fundraising and sponsorship opportunities	Head Coach and Operations Manager	Oct-19	Mar-20	Sport Calgary	Marketing Director	The ability to reduce the cost to players without incurring the cost to Netball Alberta.	Creating connections to find these opportunities. Volunteers to spearhead projects.	Nationals grant and roughnecks game opportunity, 50-50, and donation from British Banger	
5	Excellence	Provide financial support so that elite players have no barriers to trialing/playing	Fundraising team of parents to support the YDS program/tournaments	Head Coach and Operations Manager	Oct-19	Mar-20	Venues, volunteers.		Team formed and fundraising on-going	Finding volunteers.	Nothing to report	
6	Excellence	Technical Director in role	Recruit appropriate volunteer for Technical Director role	President	Sep-19	Oct-19	NA membership	NA board and Calgary League	Technical Director recruited	Finding appropriately qualified/skilled volunteer	Interem period the position is being filled by Emma Wilton	
7	Excellence	Coach mentorship and player development	Investigate the opportunity to engage international coach to develop coaches and players, and engage if appropriate	Head Coach and Operations Manager	Oct-19	Mar-20	International coaching community		Investigation completed, and where determined, international coach engaged	Determining available, appropriate coach, cost	Cost prohibitive	