Isle of Man Netball

Strategic Plan



2025/28 – V3

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Introduction

Shaping the future of netball

Netball in the Isle of Man continues to grow in size, passion, and purpose. This Strategic Plan sets a clear, measurable roadmap to **empower** individuals through our sport, foster a **community-centric** environment, promote **inclusion**, build **trust** and integrity, **inspire** others to reach their potential, and uphold the values of **fair play** on and off the court. With accountability and collaboration at its core, this plan calls for progress that we can measure, and successes we can celebrate together. Whether a player, coach, umpire, volunteer, supporter, or commercial partner, your involvement is essential. Together, we will shape the future of Isle of Man Netball, building a sport where everyone belongs and thrives for generations to come.

About Us

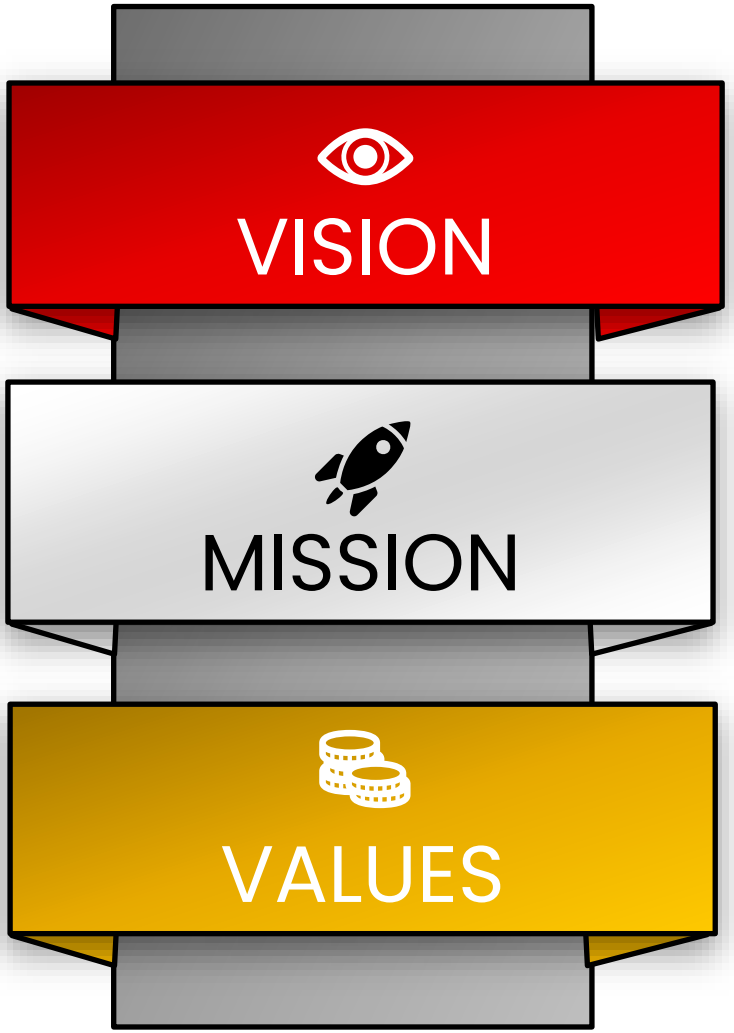
With a rich history spanning more than forty years, Isle of Man Netball is a volunteer-driven organisation dedicated to delivering netball for all ages, genders and abilities. With over 700 members across 10 clubs, netball is the Island's largest team sport after football, and our senior women's team, the Manx Rams, is the highest internationally ranked team of any sport on the Island.

We are passionate about inspiring the next generation, promoting teamwork and wellbeing, and ensuring that netball remains a sport the community can be proud of and access easily. We believe netball enriches lives, improving fitness, confidence, leadership and teamwork. Through club competitions, inclusive programmes and pathways to the Manx Rams, coaches and umpires are supported to reach their potential.

Whether starting out, returning to the game or aiming to represent the Island internationally, Isle of Man Netball provides a safe, friendly and inclusive environment for all.



Vision, Mission & Values

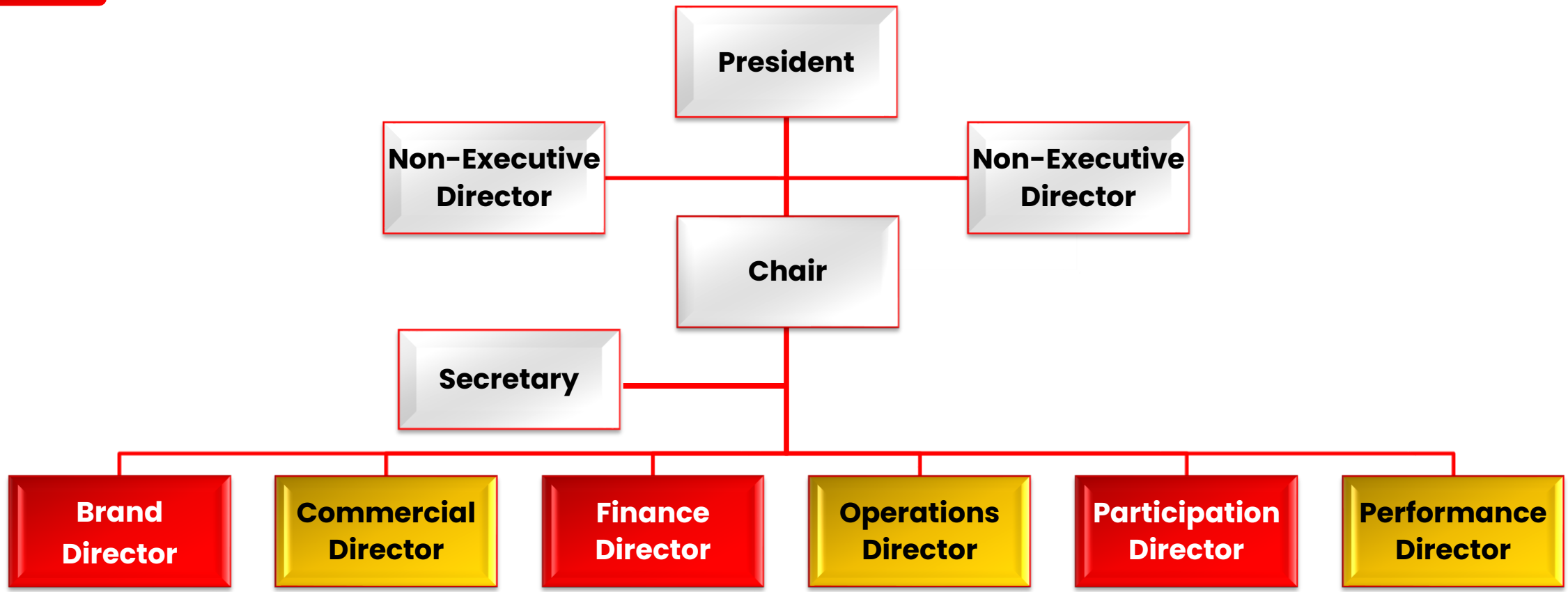


Promoting netball, inclusive of all, and inspiring our island.

Through netball, we empower individuals to reach their full potential, enrich our island community, and inspire future generations, building a legacy of pride, inclusion and achievement.

- **Trust** – Fostering honesty, integrity, and respect across the organisation.
- **Empowerment** – Encouraging personal growth and achievement for all.
- **Inclusion** – Welcoming everyone, regardless of background or ability.
- **Community-Centric** – Strengthening island connections through netball.
- **Inspiration** – Motivating others to achieve and reach their potential.
- **Fair Play** – Promoting respect, equality, and sportsmanship on and off the court.

Board Structure



Isle of Man Netball's board structure reinforces trust, responsibility and accountability. It streamlines decision-making, clarifies roles, and strengthens oversight, promoting integrity, enhancing stakeholder confidence, and ensuring alignment to this Strategic Plan and leading governance practices across all levels.

Organisational Divisions

Governance Division

Ensures effective leadership, trust, responsibility and accountability, guiding strategic direction and upholding transparency across the organisation.

Brand Division

Enhancement of IOMN's brand and public image through strategic communication promoting netball's growth, engagement, and long-term sustainability.

Commercial Division

Revenue raising through sponsorship, partnerships, and merchandising, to support the sustainably and growth, strategy of the organisation.

Finance Division

Responsible for finances budgeting, and resource management, ensuring, stability, and alignment with the IOMN's strategic objectives.

Operations Division

Manages all daily functions, including governance, Human Resources and systems, supporting all divisions to achieve IOMN's strategic objectives.

Participation Division

Promotes and manages inclusive netball, overseeing competitions, logistics, officials, venues, and grassroots development initiatives.

Performance Division

Leads the Performance Programme, creating a structured pathway to develop talent, drive success, and achieve organisational goals and values.

Strategic Objectives **2025 -28**

1. **Strengthen Board Integrity and Accountability**
2. **Enhance Brand Visibility and Engagement**
3. **Drive Sustainable Revenue Growth**
4. **Optimise Financial Management and Oversight**
5. **Deliver Good Governance and Operational Efficiency**
6. **Promote Netball, Inclusivity and Community Engagement**
7. **Unlock ASPIRE and Performance Player Potential**





Divisional Goals & Initiatives

The transition from Isle of Man Netball's strategic objectives to each Division's plans involves turning broad organisational goals into specific, actionable initiatives for each unit. Strategic objectives set the overall direction, such as growth, innovation, sustainability, or service excellence, and are translated into concrete goals and initiatives which divisions can implement.

Each Division identifies how it can contribute within its scope, setting measurable goals and initiatives that align with the organisation's vision, mission and the Strategic Objectives for 2025 to 2028. This includes planning resources, defining priorities, and establishing performance measures to ensure accountability.

The process ensures that every Division's plan addresses its operational needs while collectively advancing Isle of Man Netball's long-term objectives. By linking high-level strategy to practical actions, the organisation maintains focus, coherence, and results-driven progress across all levels.

While the strategic objectives have been established for the 2025–2028 period, the specific goals and initiatives will remain dynamic. They will be regularly reviewed and updated as milestones are achieved, and in any event, on an annual basis, to ensure continued alignment with evolving organisational priorities, emerging opportunities, and operational realities. This iterative approach allows Isle of Man Netball to remain agile, responsive, and committed to achieving its long-term vision while maintaining accountability at every level.

2025/26 **Goals** Delivered

Just some of the strategic Goals delivered during the period…



GOVERNANCE

Governance Forums Refresh

Quarterly Board Meetings and monthly Executive Committee Meetings held.



BRAND

Brand Visibility

Isle of Man Netball seen and recognised more than ever.



COMMERCIAL

Sponsorship & Funding

New ASPIRE and Development Partnership secured



FINANCE

Financial Efficiency & Accountability

Greater budgetary control and clarity.



OPERATIONS

Performance Director

Top talent secured providing renewed identity and direction for ASPIRE and Development Programme.



PARTICIPATION

Performance League

Performance League launched, creating more exciting ways to play and compete.



PERFORMANCE

ASPIRE & Development Programme Reset

Pathways redesigned to provide clearer performance direction and progression.

The updated Divisional Goals & Initiatives reflect the outcomes of the Strategy & Budget Workshop, agreeing priorities for 2026/27, the resources required to deliver them, and clear ownership of next steps. They build on progress made in 2025/26 while ensuring that focus remains aligned to IOMN's overarching strategic objectives.

Governance Division Goals & Initiatives

Strengthen Board Integrity and Accountability…

Incorporation of Isle of Man Netball Limited	• Draft Memorandum and Articles of Association (M&A) • Launch membership consultation to review, challenge and finalise the draft M&A • Arrange an Extraordinary General Meeting form Membership to approve incorporation • Incorporate Isle of Man Netball Limited	January 2027
Create Board Conflict of Interest Framework	• Draft and approve the Board Conflict of Interest Policy • Identify, disclose, and register actual, potential, and perceived conflicts of interest • Set conflict assessment, decision-making, and recusal rules • Assign responsibility for oversight, compliance, and periodic review	October 2026
Publish Board Minutes to the Membership	• Identify the most effective method for publishing minutes to the membership • Create the process and timeline for drafting, board review, and approval of minutes • Create a publication timetable and agree a turnaround time • Publish the approved minutes to the membership	October 2026
Launch IOM Netball Engagement Webinars	• Define the webinar objectives, target audiences, and engagement outcomes • Develop the programme, timetable, content, and presenter requirements • Select the delivery platform and create the registration and promotion process • Launch the webinars, gather feedback, and review participation and impact	January 2027
Environment, Social & Governance Journey	• Devise a Sustainability Pledge to promote responsible ESG practices across the organisation • Create frame for an ongoing audit of Scope 1–3 of the Greenhouse Gas Protocol • Analyse existing policies and procedures through an ESG lens • Develop and publish our inaugural sustainability strategy	April 2027

Brand Division Goals & Initiatives

Enhance Brand Visibility and Engagement…

Website Audit and Relaunch	• Audit the website and identify remaining relaunch work • Relaunch the website with improved navigation and mobile usability • Update key content for consistency and assign owners for ongoing updates • Improve search visibility and track website traffic and performance	October 2026
Grow Digital and Social Media Presence	• Set social media benchmarks and realistic growth and engagement targets • Plan annual content across people, sport, clubs, community, partners and governance • Balance IOMN updates with more interactive and shareable content • Track follower growth, reach, shares, comments, engagement and campaigns	April 2027
Increase Brand Visibility	• Regularly showcase IOMN players, volunteers, coaches, umpires, clubs and programmes • Build local media relationships and share regular IOMN stories and updates • Work with Commercial and Performance on visibility for existing partners • Track coverage, reach, engagement, partner mentions and representation across IOMN	April 2027
Brand and Messaging Framework	• Create an IOMN guide for brand use, terminology, tone of voice and photography • Maintain standard Canva templates and a central library of approved brand assets • Set a division process for communications requests, information and approvals • Share an annual IOMN communications calendar covering all divisions	January 2027
Performance Kit Rebrand	• Review the Performance kit and agree rebrand scope and requirements • Develop IOMN-aligned kit designs with Performance, Commercial and UCM • Agree branding, approvals and production with teams, existing partners and suppliers • Launch the refreshed Performance kit with communications and partner visibility	April 2027

Commercial Division Goals & Initiatives

Drive Sustainable Revenue Growth…

Nurture New and Existing Commercial Relationships	• Strengthen relationships with partners – produce periodic progress reports to partners • Launch new ways to attract partners • Assess in-kind partnerships with local businesses	January 2027
Creation of Revenue Generation Calendar	• Target 2 for participation and 2 for performance • Assess charity of the year opportunities and impact • Record available grants and application deadlines	January 2027
Refresh Commercial Plan	• Set standards for ethical sourcing and quality merchandise • Launch a marketing and engagement campaign for supporters • Report on customer engagement, sales and revenue	April 2027
Launch of Online Shop	• Prioritise commercial and funding partners • Develop and implement engagement plans to strengthen partner relationships • Evaluate partnership impact and plan renewals • Pitch strategically for Government funding	April 2027
Commercial Sponsorship and Funding	• Audit all assets and create a commercial inventory • Launch tiered sponsorship packages with documented return on investment • Develop and launch traditional and innovative partnership models • Define strategy, pricing and partner engagement, with clear evaluation	January 2027

Finance Division Goals & Initiatives

Optimise Financial Management and Oversight…

Financial Efficient and Accountability	• Develop budget for each division through expense evaluation and approval processes • Drive cost-conscious and strict budgetary alignment to decision-making • Enhance budgetary reporting to support accountability and informed decisions	**October 2026**
Financial Sustainability	• Develop annual financial projections to support strategic objectives, goals and initiatives • Produce management accounts to the quarterly board meetings • Produce financial and budgetary key performance metrics to the monthly Exco	**October 2026**
Footwork Fund Structure and Governance	• Draft proposed operational procedures for Footwork Fund (FF) • Prepare budget for three years based on procedural manual and FF expected income • Create draft Footwork Fund application form • Appoint "FF Assessors" and liaise prior to going live.	**April 2027**
Operational Arrangements of New Legal Entity	• Conduct a full audit of existing contracts, agreements, and obligations • Establish a stakeholder engagement and communication strategy • Prepare financial transition and banking arrangements • Create transition roadmap with targeted completion date and track and report progress	**April 2027**

Operations Division Goals & Initiatives

Deliver Good Governance and Operational Efficiency…

Review of Safeguarding & Wellbeing Framework	• Strengthen safeguarding capacity, training and compliance in every club • Monitor legislation, DBS compliance and best practice • Improve member wellbeing through resources, feedback and support pathways • Promote wellbeing initiatives through accessible toolkits, libraries and media	January 2027
Document Schedule of Delegated Authority	• Define directors' delegated decisions, approvals and financial limits • Agree decision-making authority and escalation at each level • Implement clear processes, guidance and assurance for consistent decisions • Ensure every director understands their delegated responsibilities	January 2027
Refresh Terms of Reference for Divisional Directors	• Review and redraft Directors' Terms of Reference to reflect current governance needs. • Define each director's responsibilities, decision-making authority and accountabilities. • Agree resignation notice periods and handover requirements to ensure continuity. • Secure Board approval and each director's acceptance of the revised terms.	October 2026
Annual Review of Policies and Procedures Universe	• Audit policies, identify gaps and implement a rolling review cycle • Refresh and standardise policy content and format • Monitor and prepare for changes in law and best practice • Engage stakeholders with clear communications and more accessible policies	April 2027
Volunteer and Operational Capacity Outreach	• Map current volunteer resources and capacity • Promote volunteer opportunities through clear communication channels • Strengthen volunteer retention • Plan for future resource needs, including events	January 2027

Participation Division Goals & Initiatives

Promote Netball, Inclusivity and Community Engagement…

Maintain and Grow Membership	• Build partnerships to increase netball visibility and participation • Strengthen communication for wider reach and engagement • Embed netball in Manx Youth Games and local events • Celebrate members and enhance volunteer recruitment and engagement	January 2027
Netball in the Community	• Increase inclusivity through Back 2 Netball, Social Netball, Walking Netball, Disability Netball • Partner with local charities and events to foster community support through netball events • Implement a young leaders recognition scheme in primary schools • Collaborate with Duke of Edinburgh programme to support youth development	April 2027
Officiating Pathway Plan	• Ensure updated statistics of officials are available • Provide ongoing development opportunities for officials • Mandate all teams to assign an umpire actively participating in development pathways • Organise coaching workshops and provide a dedicated coaching support hub for officials	January 2027
Launch Mixed League	• Pilot regular competitive match play format for mixed league players • Implement player and officiating pathways within competition framework • Nurture strong connections between officials and players across clubs and leagues • Promote inclusivity	April 2027
Review of Current Competition Formats	• Conduct a comprehensive review of league rules and regulations • Assess and optimise competition structures across tournament, league, performance • Evaluate venues, capacity, and costs through cost-benefit analysis • Gather stakeholder feedback via member consultations and surveys	January 2027

Performance Division Goals & Initiatives

Unlock ASPIRE and Performance Player Potential…

Financial Sustainability & Player Visibility	• Strengthen annual and multi-year financial planning, processes and reporting • Clarify core and competition fees, aiming to cap player trip contributions • Coordinate player sponsorship, fundraising and partnerships centrally	April 2027
Game Competition & Ranking Plan	• Set senior ranking baselines, annual targets and match exposure over 2–3 years • Maintain a register of ranking, development and hosted match-play opportunities • Deliver pathway games that improve individual and team performance • Review performance and finances after every approved event	April 2027
Coaching, Performance & Officials Support	• Publish a pathway Game Model for playing and coaching to win international Tests • Use visiting experts and match exposure to guide, assure quality and develop IOM staff • Define coaching roles, delivery and succession to build Island capability in 2–4 years • Confirm minimum Performance Services, team-manager cover and contingency plans	April 2027
Learning and Accountability	• Link athlete, squad, competition, workforce and finance dashboards to the Game Model • Agree Game Model measures for player, position, team and squad development • Report annually on evidence of learning quality and development speed • Share information across players, teams and squads to accelerate pathway learning	April 2027
Player Pathway and Development	• Set Game Model purpose, entry, annual goals, progression and exit criteria for all tiers • Strengthen selection policies, player agreements and transitions between tiers • Introduce simple individual development plans across the pathway	April 2027

Strategy on a Page (SOAP)

GOVERNANCE	BRAND	COMMERCIAL	FINANCE	OPERATIONS	PARTICIPATION	PERFORMANCE
Incorporation of Isle of Man Netball Limited	Website Audit and Relaunch	Nurture New and Existing Commercial Relationships	Financial Efficient and Accountability	Review of Safeguarding & Wellbeing Framework	Maintain and Grow Membership	Financial Sustainability & Player Visibility
Create Board Conflict of Interest Framework	Grow Digital and Social Media Presence	Creation of Revenue Generation Calendar	Financial Sustainability	Document Schedule of Delegated Authority	Netball in the Community	Game Competition & Ranking Plan
Publish Board Minutes to the Membership	Increase Brand Visibility	Refresh Commercial Plan	Footwork Fund Structure and Governance	Refresh Terms of Reference for Divisional Directors	Officiating Pathway Plan	Coaching, Performance & Officials Support
Launch IOM Netball Engagement Webinars	Brand and Messaging Framework	Launch of Online Shop	Operational Arrangements of New Legal Entity	Annual Review of Policies and Procedures Universe	Launch Mixed League	Learning and Accountability
Environment, Social & Governance Journey	Performance Kit Rebrand	Commercial Sponsorship and Funding		Volunteer and Operational Capacity Outreach	Review of Current Competition Formats	Player Pathway and Development

Netball Development Plan

Working within the Participation Division, the Netball Development Officer plays a central role in driving the growth and progression of netball across the Isle of Man. Responsible for the day-to-day delivery and coordination of development initiatives, the NDO works closely with clubs, schools, volunteers, and community partners to strengthen every level of the sport. As part of this commitment, the NDO has produced the **Netball Development Plan**, which compliments this strategy, outlining wider goals and initiatives.

The Netball Development Plan focuses on the strategic growth and improvement of netball within the Isle of Man. Its purpose is to provide a structured approach to the growth and development and aims to provide a framework for increasing participation, promoting inclusivity and accessibility, developing coaching and volunteers and overall communication, governance and performance within the sport. With clear objectives across multiple key areas, the Plan seeks to ensure that netball becomes a more inclusive, accessible and sustainable sport for all involved.



Isle of Man Netball

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