



Strategic Plan



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A dynamic photograph of a female netball player in a red jersey, captured in mid-action as she throws a white and yellow ball. The background is a green net wall.

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



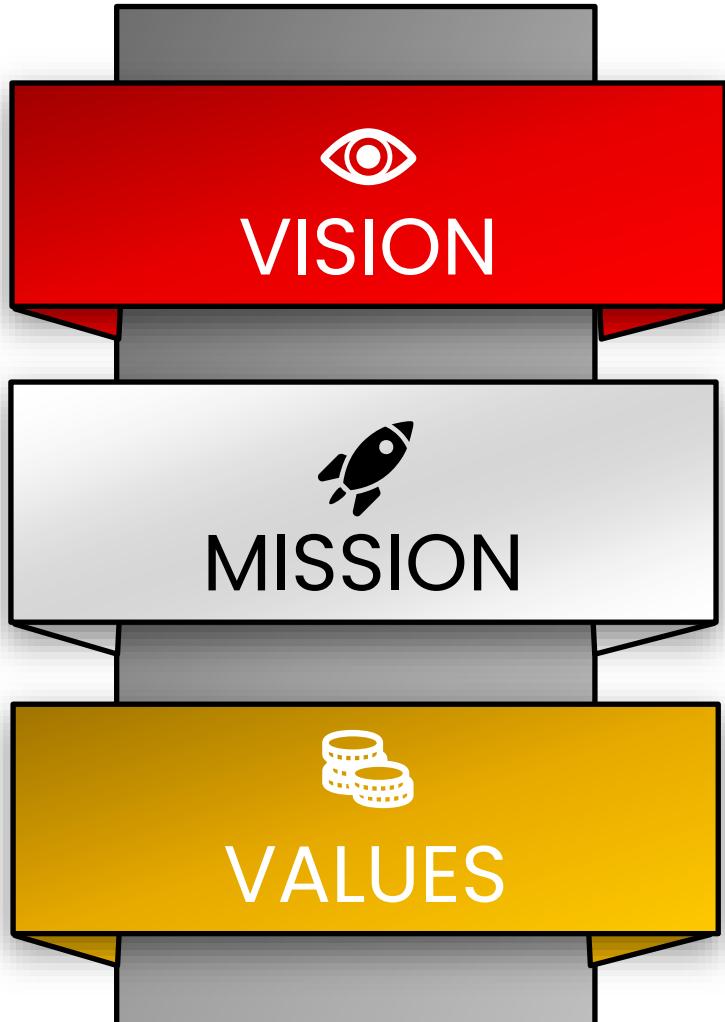
With a rich history spanning more than forty years, Isle of Man Netball is a volunteer-driven organisation dedicated to delivering netball for all ages, genders and abilities. With over 700 members across 10 clubs, netball is the Island's largest team sport after football, and our senior women's team,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

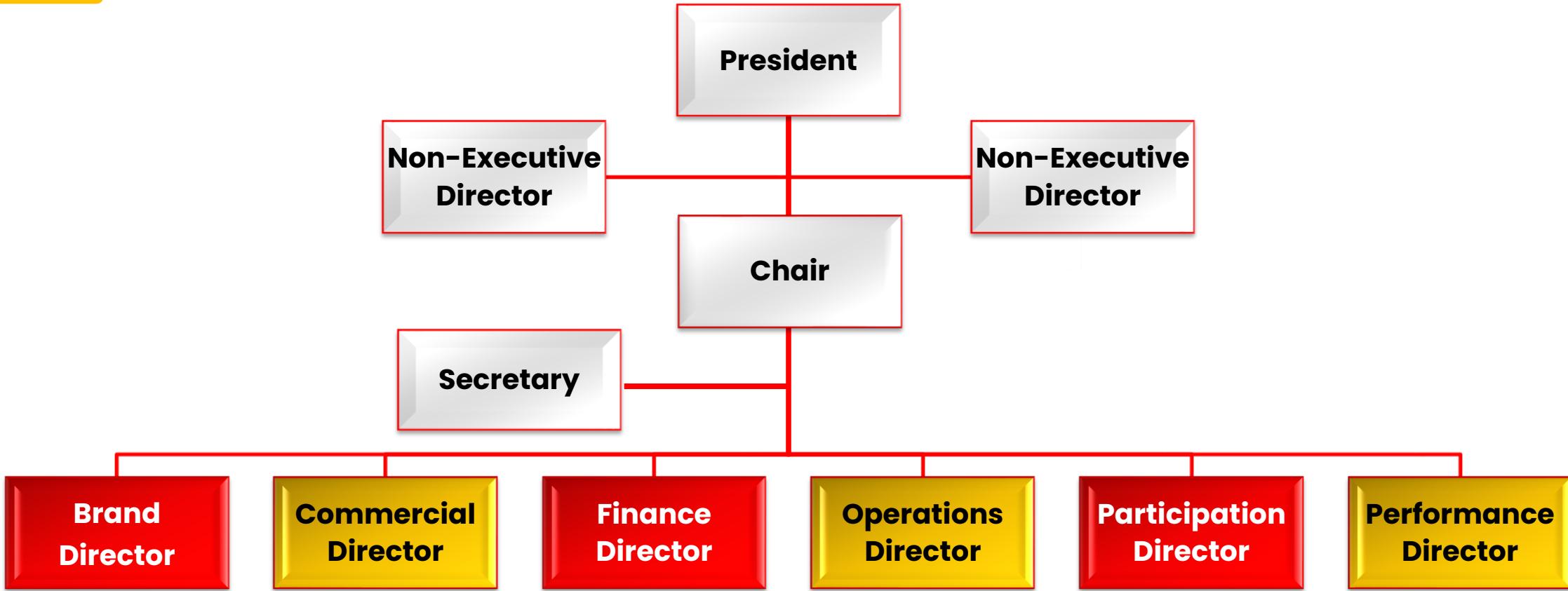


Promoting netball, inclusive of all, and inspiring our island.

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

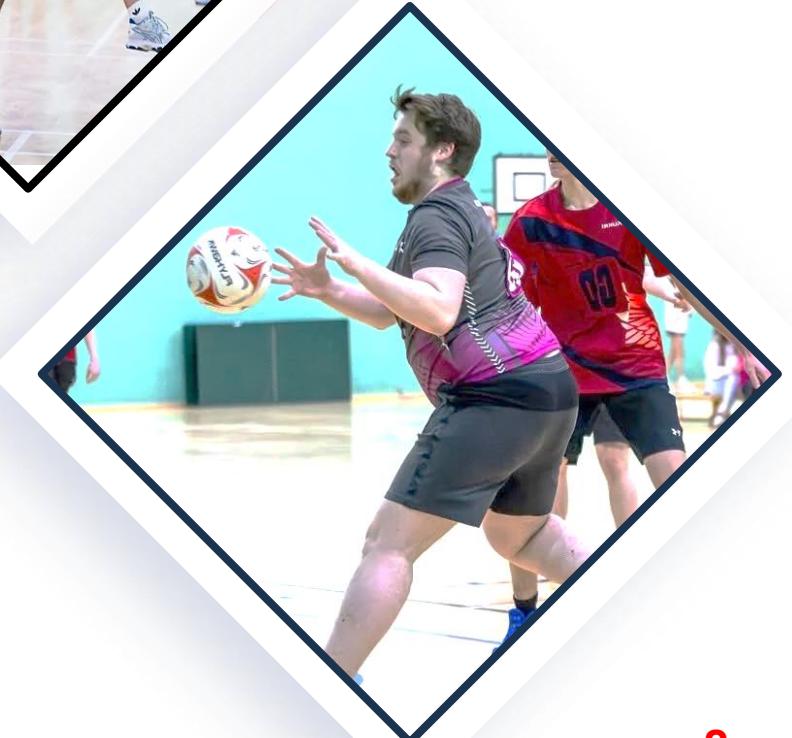
Promotes and manages inclusive netball, overseeing competitions, logistics, officials, venues, and grassroots development initiatives.

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.

Governance Division Goals & Initiatives



Strengthen Board Integrity and Accountability...

Incorporation of Isle of Man Netball Limited	<ul style="list-style-type: none">• 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 for Membership to approve incorporation• Incorporate Isle of Man Netball Limited
Governance Forums Refresh	<ul style="list-style-type: none">• Create Terms of Reference(s) for the Board and Exco forum(s)• Establish and communicate an annual meeting schedule• Introduce standardised report templates for Divisional submissions• Prepare comprehensive minutes for publication online, accessible to all members
Performance Director Successor	<ul style="list-style-type: none">• Define role competencies and skills requirements for Job Description• Launch a recruitment campaign and interview candidates• Document transition timetable• Create induction and introduction programme
Communication Plan	<ul style="list-style-type: none">• Perform review of current communication processes, identifying requirements and gaps• Define competencies and skill requirements and recruit Communications Lead• Design and implement organisation-wide communication plan, protocols and guidelines• Monitor communication effectiveness for continuous improvement
Environment, Social & Governance Journey	<ul style="list-style-type: none">• Transition to sustainable apparel and merchandise• Implement paperless ticketing for tournaments• Consideration of greener travel carriers for national and international tournaments• Install recycling and refillable water stations

Brand Division Goals & Initiatives



Enhance Brand Visibility and Engagement...

Website Audit and Relaunch

- Conduct comprehensive website performance and search engine optimisation audit
- Redesign site layout for improved user experience
- Revise outdated content and ensure brand consistency
- Optimise site speed and mobile responsiveness

Refresh Marketing Collateral

- Redesign presentations for consistency and visual impact
- Audit and refresh social media graphics and templates
- Create standardised, up-to-date sales pitches and materials

Social Media Plan

- Develop content calendar aligned with marketing objectives
- Increase engagement through targeted campaigns and audience interaction
- Audit platforms for performance and optimise posting strategy
- Integrate analytics to measure and improve social media return on investment

Brand Visibility

- Launch targeted campaigns across digital and traditional channels
- Strengthen brand presence through partnerships, sponsorships and collaborations
- Optimise online listings and directory profiles for discoverability
- Engage audiences via public relations, media, and thought leadership

Commercial Division Goals & Initiatives



Drive Sustainable Revenue Growth...

Commercial Plan	<ul style="list-style-type: none">• Develop and launch a branded e-commerce platform• Create protocols for ethically sourced and high-quality merchandising lines• Launch a supporter-centric marketing and engagement campaign• Create management information on data-driven customer engagement, sales and revenue
Commercial Sponsorship and Funding	<ul style="list-style-type: none">• Conduct a full asset audit and create commercial inventory• Develop and launch tiered sponsorship packages with documented Return of Investment• Identify, innovative and launch both traditional and non-traditional partnership models• Develop strategy, pricing, and partner engagement program with evaluation
Launch of Online Shop	<ul style="list-style-type: none">• Identify and prioritise strategic commercial and funding partners• Design and implement relationship-centred partner engagement models• Evaluate partnership impact and proactively manage renewal pathways• Secure Government funding through strategic pitching
Membership Scheme	<ul style="list-style-type: none">• Design tailored membership packages for all stakeholder groups• Secure strategic partnerships to deliver value-added benefits and discounts• Develop a year-round community engagement and commercial events programme• Implement an integrated membership platform and communication strategy
Training & Coaching Camps	<ul style="list-style-type: none">• Design and arrange training and coaching camps• Develop a coach education and support framework• Establish a network of expertise and resources• Publish and launch a coordinated annual calendar of camps and events

Finance Division Goals & Initiatives



Optimise Financial Management and Oversight...

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

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

Transfer of Operational Arrangements to 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

Operations Division Goals & Initiatives



Deliver Good Governance and Operational Efficiency...

Policies and Procedures	<ul style="list-style-type: none">Conduct a policy audit and gap analysis and implement a rolling policy review cycleRefresh and standardise policy content and formatEstablish process to scan horizon and prepare for changes in law/best practiceLaunch a stakeholder engagement and communication plan and improve accessibility
Board Succession Plan	<ul style="list-style-type: none">Define role competencies and skills requirements for each Divisional Director roleFormalise current Director's Terms of Reference including notice periods and re-electionCreate plan and identify potential candidates and create roadmap for succession
Safeguarding & Wellbeing Framework	<ul style="list-style-type: none">Enhance safeguarding capacity, training, and compliance across all clubsImplement monitoring systems for legislation, DBS, and best practicesStrengthen member wellbeing through resources, feedback, and support pathwaysCommunicate wellbeing initiatives via accessible toolkits, libraries, and media
Recruitment of Governance/Compliance Officer	<ul style="list-style-type: none">Define role competencies and skills requirements for Job DescriptionLaunch a recruitment campaign and interview candidatesCreate induction and introduction programme
Systems Reconciliation	<ul style="list-style-type: none">Recruit two designated system and access control leadsReview and verify data within the membership management systemEstablish and document clear procedures for managing lapsed membersAudit organisational email accounts and deactivate unused or unnecessary accounts

Participation Division Goals & Initiatives



Promote Netball, Inclusivity and Community Engagement...

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

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

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

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

Performance League

- Pilot regular competitive match play format for performance players
- Implement player and officiating pathways within the performance competition framework
- Nurture strong connections between officials and players across clubs and leagues
- Promote inclusivity by integrating seniors, men, and U19 players in each squad

Performance Division Goals & Initiatives



Unlock ASPIRE and Performance Player Potential...

World Ranking Focused	<ul style="list-style-type: none">• Invest in high-performance coaching, fitness and support• Enhance athlete training and development programs• Participate in more international competitions• Embrace sports science, performance metrics and data analysis
High-Performance Coaching Pathway	<ul style="list-style-type: none">• Host “Coach Discovery Days” to identify emerging talent• Align coaching philosophies across Performance pathway• Structured stages, shadowing, and reflective practice• Quarterly clinics on advanced technical and tactical skills
Women’s Senior Head Coach Succession Plan	<ul style="list-style-type: none">• Define role competencies and skills requirements for Job Description• Launch a recruitment campaign and interview candidates• Document transition timetable• Create induction and introduction programme
Recruitment of Performance Lead	<ul style="list-style-type: none">• Define clear role profile and required governance competencies• Promote role through targeted channels and netball networks• Use structured interviews to assess qualities, qualifications, values, and fit• Gather stakeholder feedback to refine recruitment and onboarding
Roll out of ASPIRE & Development Programme Reset	<ul style="list-style-type: none">• Set clear stage-specific outcomes and progression criteria.• Run Individual Development Plans with quarterly reviews and feedback cycles.• Improve programs through surveys, focus groups, panels.• Conduct Talent ID events and manage tier transitions.

Strategy on a Page (SOAP)

GOVERNANCE	BRAND	COMMERCIAL	FINANCE	OPERATIONS	PARTICIPATION	PERFORMANCE
Incorporation of Isle of Man Netball Limited	Website Relaunch	Commercial Plan	Financial Sustainability	Policies and Procedures	Grow Membership	Improved World Ranking
Governance Forums Refresh	Marketing Collateral	Commercial Sponsorship and Funding	Financial Efficient and Accountability	Board Succession Plan	Netball in the Community	High-Performance Coaching Pathway
Performance Director Successor	Social Media Plan	Launch of Online Shop	Transfer of Operational Arrangements to New Legal Entity	Safeguarding & Wellbeing Framework	Officiating Pathway Plan	Women's Senior Head Coach Succession Plan
Communication Plan	Brand Visibility	Membership Scheme		Recruitment of Governance/Compliance Officer	Review of Current Competition Formats	Recruitment of Performance Lead
Environment, Social & Governance Journey		Training & Coaching Camps		Systems Reconciliation	Performance League	Roll out of ASPIRE & Development Programme Reset

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 complements 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.





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