

Issue One

The Official Magazine of the International  
Federation of Netball Associations

# netball world



## NETBALL ICON

Irene van Dyk on what netball means to her

## 50 FANTASTIC YEARS

We look back at IFNA's journey so far

### ACE IN THE PACK

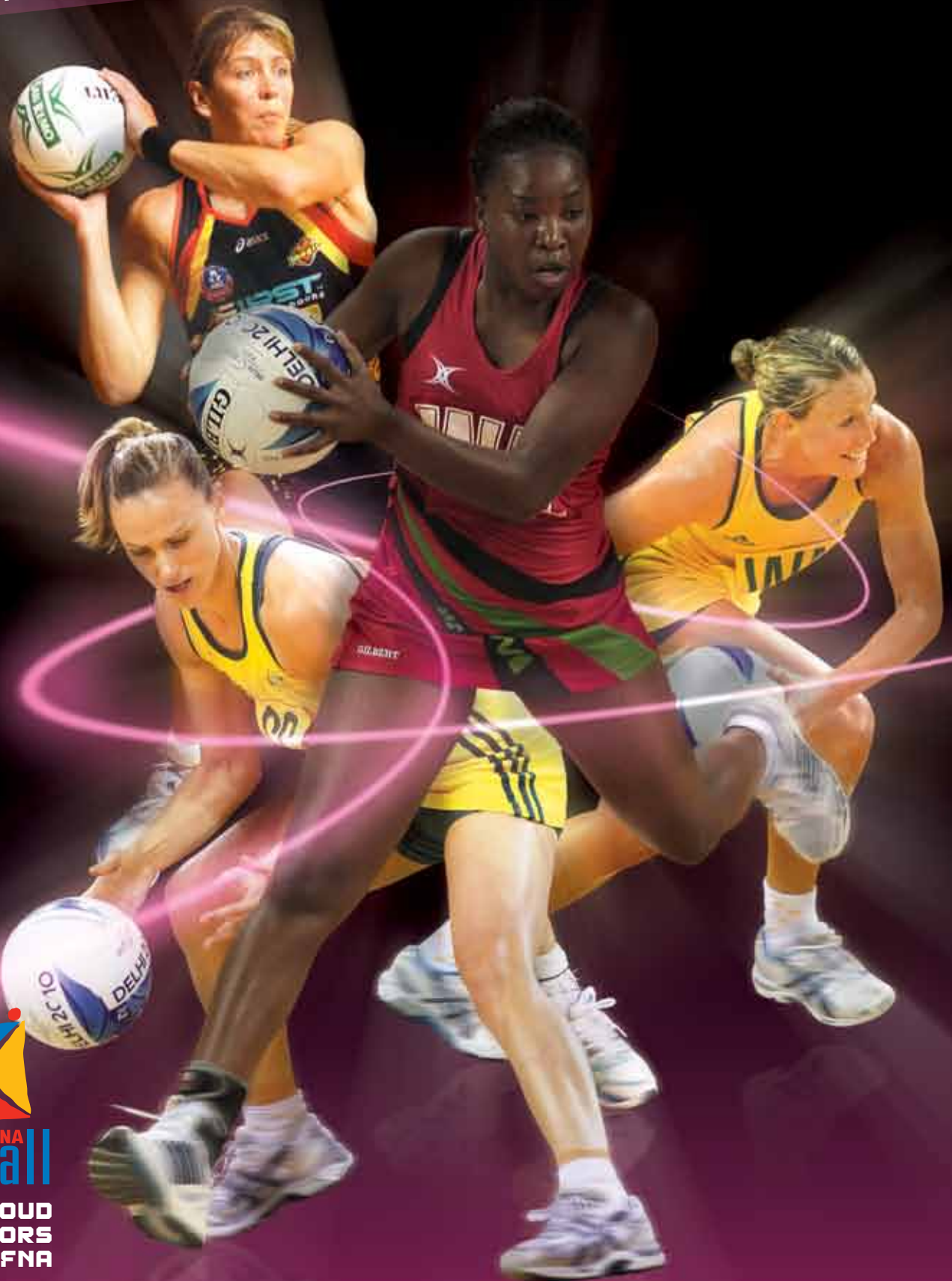
Sydney's Acer Arena to host 2015 World Champs

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## Welcome to the inaugural issue of *Netball World*

The netball family is growing every day, and as the popularity of the world's premier women's team sport soars, we thought it was time to showcase our successes, and demonstrate that netball is not simply a sport, but a force for good – changing lives and empowering women.

The problem has been how to cram in brilliant stories from every corner of the globe. We've managed a snapshot – ranging from Geneva to Delhi, and Singapore to Liverpool – but, inevitably, this is just a tiny fraction of what is going on in a dynamic, vital and expanding sport. I hope you enjoy our new magazine, and that you will join with us in celebrating our 51st year, and saluting the players, volunteers, commercial partners and funding bodies all working together to drive this very special sport onwards and upwards.

### Molly Rhone

President, International Federation of Netball Associations



Welcome to *Netball World*. We really would love to hear all your netball news so please email me if you have a story to tell, or send to IFNA for my attention. All photographs should be captioned please to identify their contents and photographer noted to acknowledge source. If you are interested in advertising in *Netball World*,



contact me for a media pack. We look forward to hearing from you!

**Nikki Richardson, Editor**  
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#### On the Cover:

Sharelle McMahon (Australia)  
and Leana de Bruin (New  
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**IFNA was formed in 1960. What began as a five country alliance between England, Australia, New Zealand, South Africa and the West Indies has rapidly grown into an international netball family that spans over 70 countries across five regions. This family embraces millions of players, officials, volunteers and fans across the globe.**

IFNA's 50th anniversary year in 2010 was an opportunity to look back on 50 wonderful years of international netball and celebrate some of our achievements.

IFNA started its existence as The International Federation of Women's Basketball and Netball. Formal rules were established at the inaugural meeting in 1960 and it was decided to hold a World Netball Championships every four years, beginning in Eastbourne, England in 1963.

World Netball Championships have been held in Australia 1967, Jamaica 1971, New Zealand 1975, Trinidad & Tobago 1979, Singapore 1983, Scotland 1987, Australia 1991, England 1995, New Zealand 1999, Jamaica 2003 and New Zealand 2007. The next Championships take place in Singapore in 2011. The tournament has been dominated by Australia, who have won the trophy eight times since 1963.

As part of the Australian Bicentenary Celebrations in 1988, an International Youth Netball Tournament took place in Canberra, for players aged under 21. Its success led to this event being a permanent fixture held once every four years. The World Youth Netball Championships has been held in Fiji 1992, Canada 1996, Wales 2000, USA 2005, Cook Islands 2009 and the next will be held in Scotland in 2013.

In 1995 netball became a "recognised" Olympic sport and one of IFNA's objectives is to ensure this status is retained and to encourage the International Olympic Committee to include netball in the Olympic Games programme in the future.

# Celebrating 50 YEARS

Netball was included in the Commonwealth Games programme, for the first time, in 1998 in Kuala Lumpur. It was so popular that it was included on the core programme and was the finale event in Manchester 2002, Melbourne 2006 and Delhi 2010. The next Commonwealth Games will take place in Glasgow in 2014, and netball will once again be one of the core sports.

In 2007 IFNA introduced a world rankings system that was devised by David Kendix, the expert who designed International Cricket's system. The rankings system reflects the current form of competing international teams and encourages more international netball competition. Australia had been ranked Number 1 in the world up until their loss in the Delhi Commonwealth Games 2010, which saw New Zealand break through as leaders.

In 2009 IFNA introduced a new annual event, the World Netball Series and also developed a new shorter, faster version of the sport – Fast Net. This new format has been welcomed and is starting to spread at the grassroots level in all the major netball nations.

The collective efforts and support, mainly from volunteers around the world, have stood the test of time and IFNA has been able to grow and develop over the past five decades. It was only in 1994 that a permanent IFNA Secretariat office was established in Birmingham, England, initially employing one part-time administrator. The office subsequently moved to Manchester in 2004, where it is currently based. The organisation employs a small team of three full-time and two part-time workers.

The playing uniforms may have changed, but netball is still the popular, fun and vibrant sport that women and girls around the world cherish. Our experience over the last 50 years has taught us: once a netballer – always a netballer. The sport is an advocate for lifetime participation and remains as relevant today as it was 50 years ago when IFNA was formed in 1963.





# ng S



Action from the inaugural World Netball Championships held at Eastbourne, England in 1963



Netball historians Deirdre Hyland AM and Dot McHugh OAM have written a book entitled *Netball – State of Play*, to commemorate the Golden Jubilee of the Federation. The book contains valuable insight into the work and achievement of IFNA to date but also discusses future aspirations for taking netball to greater heights.







# SYDNEY OLYMPIC PARK to Usher in New Era of Netball

**The world-class facilities of the Sydney Olympic Park precinct will play host to the 2015 World Netball Championships after the International Federation of Netball Associations (IFNA) announced the Harbour City had won the rights to host the quadrennial event.**

Best known for its Harbour Bridge and Opera House, visitors to the 2000 Sydney Olympics realised there was more to the glamorous city than just its picturesque harbour; that the city was now home to one of the world's great sporting developments.

Local and international visitors streamed through the precinct on a daily basis under Sydney's perfect blue skies, turning the long, wide boulevards and parks into a sea of colour and excitement – creating a multicultural melting pot of flags, languages and anthems.

The same venue, which attracted global acclaim and unprecedented visitors on a daily basis during those two weeks back in 2000, will welcome the world's best netballers in four years time.

The event, to be hosted in partnership between the New South Wales Government, Events NSW, the Sydney Olympic Park Authority, Netball New South Wales and Netball Australia, will be world-class for competitors and spectators alike.

The 17,500 seat Acer Arena, the largest and most technologically advanced indoor entertainment and sporting arena in Australia, will host the matches, while the site also houses training facilities at the Sydney Olympic Park Sports Centre, home of the NSW Swifts in the ANZ Championship.

The indoor venue currently holds the world record for the largest netball crowd – 14,339 spectators watched Australia defeat New Zealand 54-49 in game one of the Holden Astra Test Series in November 2004 – a record the organisers are hoping to surpass in 2015.

The complete package offered by the Sydney Olympic Park precinct, including venue, training facilities and accommodation options, was cited as one of the main reasons for IFNA awarding the hosting right to Australia's largest city.

The quality, accessibility and environmental components of the precinct, along with the establishment of a village on the site for teams and officials, were all instrumental to the success of the bid.

Netball Australia CEO, Kate Palmer, was quoted as saying: "Our goal now is to deliver the best and most commercially successful World Netball Championships ever," when the announcement was made in March.

"It's about strengthening international netball," Palmer said. "Netball Australia already does a lot of work internationally and we want to strengthen that, by being able to bring the netball family together in Sydney in 2015."

The city has a ripe netball history – in 1991, nearly 20 years ago to the day, Sydney changed the future of international netball when the World Netball Championships was held indoors for the first time. The event ushered the sport into a new era as the hosts defeated arch-rivals New Zealand 53-52 in the final, a victory that is still considered one of Australia's great sporting moments.

Sydney's proven experience as a major international event city and a thriving netball community means that Australia is in a great position to deliver an event that will have a significant beneficial impact on netball globally.

With the aim of following in the footsteps of the predecessors, Sydney is aiming to host "the best ever" World Netball Championships in 2015, raising the international benchmark and bringing the sport into a new era.

For all your WNC 2015 news, including details of ticket releases as they come to hand, sign up for Netball Australia's fortnightly e-newsletter GameOn! by visiting [www.netball.asn.au/newsletter.asp](http://www.netball.asn.au/newsletter.asp)





# World Netball Series 2011

Kereyn Smith, IFNA's Vice President and the new Secretary General for the New Zealand Olympic Committee, explains how netball is turning up the heat with Fast Net.

**IFNA had for some time been looking to put in place a new annual tournament that could be a showcase for the sport of netball in between the World Netball Championships, which are held every four years. The concept for the Fast Net format was developed in collaboration with the best teams in the world. The netball rules were modified to create six-minute quarters instead of the usual 15 minutes, shooters can earn two points by shooting from outside the circle, teams can nominate a "power play" quarter to score double points and there are rolling substitutions so that the game can keep moving at a pace.**

The three-day tournament was launched in Manchester in 2009 and the top six teams in the world took part: Australia, England, Jamaica, Samoa, Malawi and New Zealand – the eventual winners. IFNA wanted Fast Net to have a different look and feel, so we said the

teams could experiment with uniforms. Jamaica showed up in hot pants, which went down well with the crowds!

Netball is fast anyway but making it six-minute quarters really raised the tempo, and the fans were delighted with the three action-packed days. In 2010 the tournament took place in Liverpool and again it was the top six teams in the world according to IFNA rankings, so South Africa got to compete as Samoa had moved down in the rankings. In 2011 the rankings have shifted again and it will be Malawi who have been shifted out and Fiji who come in to compete for the first time in the World Netball Series.

The Liverpool Echo Arena is a great venue for netball – the atmosphere is electric and the home crowd really do go a little bit crazy when England take the court. But it is the Kiwis who won the World Netball Series in 2009 and 2010 and who will be looking to make it



a hat-trick as they return to Liverpool in November this year.

The Fast Net format has really taken off and is being played at the grassroots level, particularly in England where a Fast Net regional competition takes place at the same time as the World Netball Series.

IFNA's long-term aim is to produce iconic events. Netball and Fast Net both offer a quick, intense entertainment experience that is thrilling to players, spectators and fans watching on TV. IFNA will continue to turn up the heat and it may amend the rules further to make the Fast Net competition more funky and fast, so watch this space!



Kereyn Smith





# GOAL SCORES

IFNA Empowerment Scheme  
Goes from Strength to Strength





**“Goal” is a ground-breaking scheme, which is using netball to improve the lives and prospects of Indian women and girls from chronically deprived backgrounds. The initiative was first launched in Delhi in 2006, and expanded into Mumbai in 2008 and Chennai in 2009. Now IFNA is looking for ways to take the programme to other states in India, and other countries too.**

Last year IFNA President, Molly Rhone, and CEO, Urvasi Naidoo, used the opportunity of being in Delhi for the Commonwealth Games to visit Goal. Kate Palmer, CEO of Netball Australia, joined them as they set out to visit very different netball courts to the one where the best players in the world were competing for the Commonwealth Games medals.



The principle behind Goal is to use netball, coupled with life skills education, to transform the lives of young under-privileged girls in India. So far, it is estimated it has impacted 1,200 girls directly and another 75,000 through awareness raising events. According to Urvasi Naidoo, the IFNA team were deeply moved by the almost impossible difficulties facing these young women: “It’s difficult to capture in words just how adverse and impoverished the conditions are that the girls face,” Urvasi told *Netball World*. “They all come from low-income families from the urban slums. The spaces where they play are dusty and sparse – but it was truly inspiring to see netball being played in these unlikely places. The smiles on the young girls’ faces and their enthusiasm for the sport were truly heartening, and we were all really glad we had taken time out from the Commonwealth Games to visit.”

So how does Goal help? Under the Goal programme, netball is the female team sport used to draw girls between the ages of 14 and 19 together, and give them a safe social activity outside of the family. As well as engaging in

sport, with the immediate fitness and social benefits that brings, they are taught basic life skills, which will help them realise their true potential. To graduate, each girl must complete four modules – promotion of self-confidence, communication skills, health and hygiene, and financial literacy. Once they have graduated, they can go on to become “Goal Champions” and be trained to deliver the curriculum and coach netball. In exchange for their commitment, the girls are offered an opportunity to engage in an “economic empowerment pathway” through skill-building, savings education and access to finance.

*“When I joined Goal, I never talked to anyone from the group. My father was against my joining the programme, but now his opinions have changed. I am more confident and can talk to anyone without fear.”*

Asked what Goal meant to her, one young participant said: “When I joined Goal, I never talked to anyone from the group. My father was against my joining the programme, but now his opinions have changed. I am more confident and can talk to anyone without fear. My brother once remarked in front of some guests at home, that ‘Rakhi will definitely achieve something in life’. I felt so proud. Someday, I will prove that I am no less than my brothers.”

Goal has been a resounding success, and Molly Rhone believes this is due to the strong and imaginative relationships that underpin it: “There is no doubt that some of Goal’s success is due to the special partnerships that we have established,” says the IFNA President. “The Naz Foundation India Trust actually delivers and implements the programme, organising the coordination across India, and working directly with the young women. Standard Chartered Bank provides financial investment, management support, and a network of employee volunteers in India to assist with the financial and economic aspect. IFNA provides the sports guidance and expertise – the training and coaches – and we are committed to providing opportunities for the future development of skilled netball players. The Australian Sports Commission has also committed to dedicate sport-

specific support to Goal, and they have already started to organise train-the-trainer sessions.”

Alisha Fernandez of Standard Chartered agrees, but points out that it is the way that Goal is woven into the community it serves that makes the scheme particularly effective: “Goal in India has been successful for two key reasons: the first is that we have really strong partnerships in place – IFNA, Naz and Standard Chartered working together to bring their core skills to the table. We strive for each partner to do what they do best, meaning we can have the most impactful programme. The second reason is that we are embedded in the local community. Instead of sending people in from abroad, we use local staff who have strong connections with parents, teachers and other ‘gatekeepers’, who allow – or don’t allow – girls to participate. This amazing team has been critical in allowing us to build scale.”

For Molly Rhone the impact of Goal is transformational: “Put simply, the teenage girls who participate in Goal gain a better chance in life. Goal changes their opinions of themselves and their role in the world. The netball aspect of the programme is crucial, because it provides a safe, fun, comfortable and open environment, which encourages interaction and social development.”



Molly Rhone, Kate Palmer and Urvasi Naidoo visit the Goal programme in Delhi

Goal is a proven example of the way the world’s premier women’s team sport can be used to transform lives. Are we going to see it rolled-out to other countries? Alisha Fernandez is optimistic: “We see Goal in India as being at the heart of the global Goal programme. We are exploring new partners, to expand our reach into new cities, and transforming our model to concentrate on training Goal Champions, to achieve greater impact in their communities.”

For Molly Rhone, Goal encapsulates the very values that the International Federation of Netball Associations represents: “Working globally for women’s health, fitness and empowerment? I guess you could say that is our goal!”



# WE ARE NETBALL

## IFNA LAUNCHES GAME PLAN 2012-2016

For the International Federation of Netball Associations to announce “We are Netball” may seem like stating the obvious – but in this case N.E.T.B.A.L.L. is an acronym for seven key values lying at the heart of IFNA’s latest strategic planning:

**N**URTURING – protecting and growing our cherished sport  
**E**XCELLENCE – in everything we do  
**T**EAMWORK – working together  
**B**ALANCED – embracing our diversity  
**A**CCOUNTABLE – to all our stakeholders  
**L**EADERSHIP – for our sport  
**L**IFETIME OPPORTUNITIES – for netballers worldwide

The strategic plan, titled Game Plan 2012-2016, will be formally launched at the IFNA Congress in Singapore on 2nd July. It has been shaped by member associations, the IFNA Board and Specialist Panel Chairs, through a year-long process of consultation, research and debate. Game Plan 2012-2016 is split into five “pillars”, seen as the foundations of continued global growth of this rapidly-expanding sport. IFNA Chief Executive, Urvasi Naidoo, explains: “We identified effective governance and administration; world-class events; sustainable global development; quality officiating and quality coaching as being strategically crucial to develop the sport globally.

“Our current plan, for 2007-2011, set us some specific targets, key achievements and milestones, which have now been met. For example, the number of member associations has been increased considerably, and we’ve introduced a new annual international netball event – the World Netball Series. Netball has

received international acclaim and awards for its development initiatives – in particular Goal in India – and in Africa, the addition of a full-time Regional Development Manager in 2008 had a huge impact on both grassroots and high performance – something that will be built on in the next five-year period, as Africa has so much netball potential.”

In looking forward to the next four years, Urvasi is careful to point out that netball’s success brings challenges too: “Whilst the sport has grown, evolved and matured, the resources of the Federation have not significantly increased since 2007. We will be working hard over the next five years to secure new commercial partners, and attract further investment and funding into world netball. That means ensuring netball offers innovative, high-profile events and initiatives. I’m looking forward to the World Netball Series – an event tailored to television – becoming an even bigger annual international fixture. Other showcase events

will be the inaugural FISU World University Championships, the World Youth Netball Championships in Glasgow in 2013 and the World Netball Championships in Sydney in 2015.”

The attractions of branding associations with top-level, elite female athletes – truly aspirational role models for young women and girls – are obvious. But, according to Urvasi, at the other end of the scale, world netball offers inspiring schemes that are the very essence of corporate social responsibility: “Netball is a proven catalyst for development initiatives and women’s empowerment. I have seen first-hand that there is a great disparity between the number of women and men playing sport, and also in the number of women who take on leadership roles in coaching, officiating and administration. Netball can make a real difference here.”

Milestone initiatives for the next five years include the launch of the Peace and Sport project in Burundi, the appointment of Regional Development Managers as catalysts for expansion in each global region, and the provision of quality coaching through improved resources, and uniform standards and processes.

For Urvasi, the time is right to lift some of the burden off netball’s volunteers and capitalise on the sport’s huge commercial potential: “I have been working with International Netball for three years now, and one of the things that has really struck me is how dedicated our volunteers are. Our Board members, Panel members, Committee members and even our international umpires are all volunteers, and they are truly amazing. But our sport should not continue in this way – one of our main strategic priorities is to optimise our commercial revenue to ensure we have sufficient funds and resources to execute and achieve all the goals of Game Plan 2012-2016.”



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# Over the top

Photograph courtesy of Michael Bradley



# Irene van Dyk

**It is sometimes said that there are few positive role models for teenage girls. Not true – international netball is full of them. Think Malawi's Mary Waya, Australia's Madison Browne and England's Geva Mentor. But, head and shoulders above them all, is the role model's role model – New Zealand Silver Ferns shooter Irene van Dyk.**

Irene is the role model every sport would dream of having as its own. The South African-born shooter is famous for her incredible dedication to training, her ability to keep on learning and growing her game – and of course the knack of standing tall against the world's toughest defenders with an unfaltering smile. Speaking of the sport she loves, Irene has said: "Learning to win or lose with dignity is all part of growing up. If you have the drive to be the best as a child, it helps you later in life."

And Irene van Dyk is the best. In June 2000, she played her first international in the black and silver strip of New Zealand – against Australia – and now, 118 Silver Ferns Tests later, she is one

of the greatest players in the history of the game. No player in the world has ever amassed as many international caps as Irene has – having played 72 Tests for South Africa before moving to New Zealand with her family over a decade ago. Among the century of Tests for the Ferns, she has won a World Championships and two Commonwealth Games gold medals.

Few shooters in the world can match van Dyk's accuracy; fewer still can maintain it game after game. In the 118 times she has played for New Zealand, she has scored, on average, 90 percent of her shots at goal. Her high levels of shooting accuracy have changed the expectations of shooters and coaches the world over. And after every match, she is the last player standing, still signing autographs for her legions of fans, while the team bus idles outside! Irene van Dyk was awarded the Halberg Sportswoman of the Year Award in 2003, carried her country's flag at the 2010 Commonwealth Games Opening Ceremony and has been made a member of the New Zealand Order of Merit for her services to netball.

## Flying the Flag for Netball

**When it comes to great female role models, netball is spoilt for choice...**



Malawi's **Mary Waya** is a mother of two, who made her international debut at age 14, and was still dazzling international sports

fans a quarter of a century later. Not just a netballing legend, Waya is a powerful voice in AIDS prevention and awareness.



Australia's **Madison Browne** was called up for her first international Test Series against Scotland and England when the Diamonds

were in the midst of an injury crisis. In a fairy tale turn of fate, the young midcourter emerged as Player of the Match and a media sensation.



England's **Geva Mentor** won her first international cap aged just 16. Since that first tussle with Irene van Dyk, Geva has gone on

to lift the trophy in both of the world's top netball leagues – the Netball Superleague with TeamBath, and the ANZ Championship with the Adelaide Thunderbirds.

## 60 Seconds with Irene van Dyk...

**NW:** How important has netball been to you throughout your life?

**IvD:** Netball has been hugely important in my life. It's because of netball that I have been able to travel the world, playing my favourite game, to play with and alongside incredible athletes – it has been so integrated into my life, it is hard to imagine my life without some aspect of netball being in it.

**NW:** What life skills have you learned from your involvement with netball?

**IvD:** I often find people asking me what it means to be a top netballer and the type of attributes you need. To succeed in this game there are key qualities you need to possess to face the many challenges ahead – commitment, self-responsibility and resilience will make the difference. When you wear the Silver Fern, remember where you have come from and those who have helped you get there.

**NW:** What has been the highest point of your netball career?

**IvD:** Winning gold at both the 2006 and 2010 Commonwealth Games, and the World Championships in 2003, have all been brilliant moments.

**NW:** When you eventually retire, do you still plan on being involved in netball?

**IvD:** I am not even thinking of retiring yet! I completely enjoy the game, and that's always my number one focus.

**NW:** If you could sum netball up in five words, what would they be?

**IvD:** Five words is very hard to keep to! I would say exciting, energising, challenging, world-class, and teamwork.



## IRENE VAN DYK SILVER FERNS TROPHY BOARD

- 2010 Gold Commonwealth Games
- 2009 Gold World Netball Series
- 2007 Silver Netball World Championships
- 2006 Gold Commonwealth Games
- 2003 Gold Netball World Championships
- 2002 Silver Commonwealth Games
- Member of the New Zealand Order of Merit
- Sportswoman of the Year, Team of the Year and Halberg Award Winner, 2003 Halberg Awards
- Voted People's Choice for Sportswoman of the Year in 2005

T M



# Netball Around the World

IFNA's global reach spans five regions: Africa, Americas, Asia, Europe and Oceania. Here they tell us what is happening in their netball world...

## AFRICA

**Welcome to Africa Netball! Netball already has a firm presence in many parts of Africa, but recruiting even more netball playing countries on the continent is a phenomenal growth opportunity for IFNA. The membership currently sits at 16 countries with one more, Ethiopia, to be added in July 2011.**

In recent years, Africa's netball growth has been propelled by dedicated assistance, especially from England Netball, Gilbert, UK Sport, the Commonwealth Games Federation and IFNA.

Joan Smit was appointed Regional Development Manager for Africa in May 2008 and this has allowed for dedicated effort at supporting African countries develop and strengthen their associations.

The Netball "Safari" is a grassroots development project that focuses on providing a quality netball experience to children and teachers in Africa. This



Tanzanian players competed in the Singapore Super League

method of training and coaching allows for increased integration at all levels and exposes the potential that netball is able to influence socio-economic development. Since the project started in 2007, it has run in Botswana, Malawi, Tanzania, Lesotho, Namibia, Swaziland, Cameroon, Zimbabwe and the Seychelles.

The Safari uses former England netball players and coaches to deliver the training programme. This enables the participants to have some interaction with top-level athletes and netball role models. In those countries where there are very few female sporting role models, this interaction is key.

The powerhouses in African Netball are South Africa and Malawi, currently ranked 6th and 7th respectively.

Other countries that have made the IFNA rankings are Botswana

(18), Tanzania (21), Namibia (24) and Lesotho (25). Uganda, Zimbabwe and Swaziland have all been awarded an IFNA rating.

A highlight of the 2010-11 season was the recruitment of four African players to ply their trade overseas: Malawi's Mwayi Kumwenda plays in the Victorian State League in Australia, Tanzania's Jacqueline Sikozi and Lillian Sylidion joined Singapore's Netball Super League, whilst Namibia's Jatjinda Kambatuku signed with Team Northumbria in England's Netball Superleague.

At the 2011 World Netball Championships, Africa will be represented by South Africa, Malawi and Botswana, and this will be a repeat of representation at the 2007 tournament, where the African countries finished 5th (Malawi), 6th (South Africa) and 10th (Botswana).

With membership growth high on the agenda, Africa Netball are especially





keen to target non-Commonwealth countries and non-English speaking countries. The first step was Cameroon, which is predominantly French speaking. Burundi, another French speaking country, has recently been chosen to launch a new joint IFNA and Peace and Sport project.

Africa Netball is coming of age and aspires to take its rightful place in international netball as a contender for the world's top netballing continent!

## AMERICAS

**The Americas Federation of Netball Associations (AFNA) has been working hard across the Region to develop netball – in its 13 full member countries, two associate member countries and beyond.**

IFNA President, Molly Rhone, is also President of AFNA, whilst IFNA's Regional Representative for the Americas is Octavia Gibson. As part of a dedicated group of volunteers, their priority has been the development of the AFNA strategy.

AFNA launched its innovative Online Coaching Certification at its AGM in 2010, with instructors being identified and students enrolled. It is hoped that the flexible nature of online study will increase the number and quality of coaches across the Region.

AFNA Members have also been pursuing more local education and development opportunities. Jamaica ran a Junior Umpires' Training Programme, initiated under the auspices of the Bank of Nova Scotia, and their U13 squad participated in World Skills Day. Meanwhile the Barbados Board and Clubs completed a sports management course at the Barbados Olympic Association and participated in a course on sponsorship and marketing.

IFNA's Net Effect funding has also benefited some in the Region. With the assistance of former Australian coach Jill McIntosh, Netball Canada has overseen training in all member provinces – Quebec, Ontario, Alberta and British Columbia – with the aim of getting 15 new Level 2 coaches. Argentina held workshops on netball in various cities, and there are plans to develop the programme for neighbouring countries.

Members across the AFNA Region have

worked hard to provide opportunities for participation and competition from beginner through to performance level. St Vincent and the Grenadines



established a Youth Development Programme for children under the motto "Healthy Lifestyle, Healthy Vibes". The Trinidad and Tobago Technical Development Committee created a new U16 Talent Identification and Training Programme. And in preparation for the 2010 Commonwealth Games, the Barbados Olympic Association sponsored and facilitated their netball team's tour to England.

Levels of performance are improving across the Region, with six full members now having world rankings. Jamaica has led the way, with the Sunshine Girls placed 3rd in the 2010 World Netball Series and drawing their most recent Test Series against Australia. The Jamaican U21 development squad has also been grateful for the huge support received from 3M Intra Americas.

Recognition of netball has been high in Barbados – Alwyn Babb, coach of the national team, received the Sports Council's Coach of the Year Award in 2010. Talented young Barbadian player Tonisha Rock Yaw has also received a netball scholarship to St Bede's School in England.

AFNA is working hard to support the

development of its officials by providing supported learning opportunities at the Regional Qualifiers. All international umpires, both current and retired, have also been presented with their IFNA IUA badge.

The future looks bright for AFNA: with the new Strategic Plan in place there are proactive moves to identify and access funding to deploy a Regional Development Manager and to improve the marketing and communication of the many great activities that are happening across the Region. The establishment of a Secretariat and an AFNA website are top priorities, as is the promotion of the online coaching course across the Region.

## ASIA

**The eyes of the netball world will be on the Asian region over the next few years with Singapore set to host the 2011 World Netball Championships and Australia recently announced as the successful bidder for the follow up Championships in 2015.**

The opportunity to showcase the world's best players, in world-class venues, with increased television audiences and internet exposure is a boon for the sport in general, to Netball Asia in particular, and will be instrumental in delivering fresh impetus to this fast-growing region.

The significance of having netball's premier international event in Singapore and Sydney on the next two occasions not only positions the Region as an international and regional sports hub, but will undoubtedly aid the development of netball as one of this area's most recognisable sports and inspire a whole new generation of budding netballers.

These are exciting times for netball



Molly Rhone selects the draw



in the Region. Under the leadership of Anna Wong, the ANF is starting to realise its vision of growing the game, with increased countries and participants across the Region.

The Region conducts three major events – the Nations Cup, the Asian Championships and the Asian Youth Championships. The Nations Cup, most recently held in late 2010, attracted teams from Tanzania, Namibia, India, Scotland and Wales and included coach, umpire and officiating workshops available to all Asian member countries.



Singapore Indoor Stadium

The Asian Championships and the Asian Youth Championships showcase the best athletes from the Region and create much excitement for member countries.

Of course the Region also recently hosted one of the most memorable netball matches ever, when the New Zealand Silver Ferns took gold at the 2010 Commonwealth Games in Delhi after a double extra-time battle with their arch-rivals the Australian Diamonds.

The ANF recently welcomed two new members – Netball Brunei and Netball Nepal. The Region's latest member, Netball Nepal, is looking to establish an office in Kathmandu and focus on the development of technical expertise in coaching and umpiring.

With showcase events in the Region, growing numbers playing and active members in all countries, the Asian region is positioning itself to increase its influence internationally, and to work with IFNA to achieve the sport's strategic priorities.

## EUROPE

**Netball Europe has 11 members – ranging from World Number 3 England to the tiny nation of Gibraltar. Once every two years, all 11 members have the chance to come together for the Netball Europe Festival. The event lies at the heart of the development work undertaken by the Region and has so far taken place in Dublin (2008) and Malta (2010), both funded by Net Effect grants. Educational support across all disciplines is provided both**



Israeli Netball Junior Squad

**before and during the competition. The seven unranked members of Netball Europe have an opportunity to compete in a performance environment, experiencing the regulations and protocols otherwise not available to them.**

Following the 2010 Festival in Malta, Netball Europe has provided mentor support for all coaches in the 2011 Netball Europe U17 Championships development section, and will be running a mentor programme and a Regional Performance Coaches group. Netball Europe is already planning for their third festival – in June 2012 in Gibraltar.

Whilst for the more established netballing countries, the Netball Europe Championships and the European qualifiers for the World Championships are the big events in the calendar, the less established countries are working hard to raise their profiles. The seven Netball Europe members with no world rankings met at the 2010 World Netball Series to share development needs and updates, and establish support networks. A common theme was the lack of profile, presence and understanding of what netball is within their communities and governments. Taking this on board, Netball Europe will be running a "roadshow" in Stockholm

city centre, Sweden in August 2011, where clubs from Scotland will play a demonstration match.

To develop officiating in the continent, Netball Europe are currently reviewing their Umpire Award, to be launched afresh across the Region in September 2011. Netball Europe also sent eight officials to Dubai in early 2011 and supported an Israeli umpire with mentoring when she visited the UK. Sweden got its first graded umpire, who visited the UK for mentoring and then testing in 2010, with two further umpires getting qualified in 2011 when English officials visited them. Meanwhile, Wales is running a Performance Umpire Development Programme and Scotland has a Table Official Development Programme.

In Geneva, Switzerland, Net Effect funds has supported player and coach education programmes for clubs and primary schools, and in Northern Ireland the money has paid for community player, coach and umpire development linked with the border counties of the Republic of Ireland.

Whilst netball may previously have been restricted to the English-speaking corner of Europe, Netball Europe is working hard to ensure that many more countries in the continent have the opportunity to enjoy netball.



Israel's first junior inter-city tournament attracted 53 participants



# OCEANIA

In 2010, the Oceania Netball Federation adopted its 2010 - 2012 Strategic Plan. One ambition of the plan was that "an Oceania Pacific Umpire Squad is established and implemented" by 2012. Keen to achieve this ambition, the Oceania Netball Federation applied for an IFNA Net Effects grant, and was successfully awarded £5,000.



Samoan umpires

With the Net Effects support, the Region set about introducing an Oceania High Performance Umpire Development Plan, including the inception of the Oceania Pacific Umpire Squad (OPUS) and Oceania Pacific Talent Development Umpire Squad (OPTDUS). In order to select these squads, an Oceania High Performance Umpire Development Camp was planned, and prospective umpires and umpire coaches from the Oceania membership were invited to attend the inaugural camp in March 2011 in Auckland.



Umpires watching an ANZ Championship match

Alongside numerous officiating sessions, the umpires were introduced to the Yo Yo test, Netball New Zealand's new fitness test. All umpires were also interviewed individually by the Netball New Zealand Umpire Development Manager, to understand their personal situation and to get an idea of what they are aiming for.

Following the camp, the OPUS, OPTDUS and Oceania Umpire Coaching Squads were selected. A pre-requisite for selection of the OPUS umpires was a minimum NZ Level Umpire qualification. This means that OPUS

members have been appointed to 2011 Netball New Zealand National Representative Events.

OPTDUS members and Oceania Umpire Coaches have been invited to attend the New Zealand Upper North Island Secondary Schools tournament in September. A pre-requisite for OPTDUS selection is that the applicants must have passed the NZ Regional Theory Umpire exam or have applied for NZ Regional Theory exams this year. The selected OPTDUS umpires will attend this tournament with a view to being assessed and passing the NZ Regional Award.

OPTDUS are the recognised second tier to the Oceania High Performance Umpire Development Plan, and it is intended that the OPTDUS members will be further developed with the aim of achieving OPUS in the near future. This process ensures the continuous development of Oceania Umpires through to the ultimate goal of International Umpire Appointment (IUA). The Oceania Netball Federation looks forward to enjoying a plethora of qualified IUAs in the near future – watch this space!

## 2011 Oceania Pacific Umpire Squad

Angela Jowitt (Samoa)  
Ioane Iosefo (Samoa)  
Punanga Kaveao (Cook Islands)

## 2011 Oceania Pacific Talent Development Umpire Squad

Luciana Matenga (Cook Islands)  
Jona Saturu (Fiji)  
Melaia Druani (Fiji)

## 2011 Oceania Pacific Umpire Coaches Squad

Louise Mataia (Samoa)  
Janette Browne (Samoa)



### Back row (from left)

Si'o Ainu'u (Samoa), Luciana Matenga (Cook Islands), Ioane Iosefo (Samoa), Moape Ravudolo (Fiji), Louise Mataia (Samoa), Punanga Kaveao (Cook Islands), Raijeli Rabitu (Fiji), Janette Browne (Cook Islands).

### Front row (from left)

Angela Jowitt (Samoa), Jona Saturu (Fiji), Dianne McTigue (NNZ Umpire Development Manager), Melaia Druani (Fiji).

# EVENTS CALENDAR 2011-2015



## 2011

**Jul 2-3** IFNA Congress, Singapore  
**Jul 3-10** World Netball Championships, Singapore  
**Oct 3,6** Silver Ferns v England, New Zealand  
**Oct 9,12,16** Australia v England, Australia  
**Oct 23,26,30** Australia v Silver Ferns, Australia  
**Oct 23** Malawi v South Africa, Australia  
**Nov 23,24** IFNA Board Meeting, Liverpool, England  
**Nov 25-27** World Netball Series, Liverpool, England

## 2012

**Mar 9-11** Netball Europe Championships - U17 Scotland  
**Mar 9-11** Netball Europe Championships - U21 Northern Ireland  
**Apr 20-22** Netball Europe Championships - Open England  
**Jun 8-10** Netball Europe AGM & Council & Festival, Gibraltar  
**Jun tbc** Asian Championships tbc  
**Jun 26-Jul 8** FISU World University Netball Championships, Cape Town, South Africa  
**Nov tbc** World Netball Series tbc  
**Tbc tbc** AFNA Senior Championships & AGM tbc  
**Dec tbc** Netball Nations Cup, Singapore

## 2013

**Mar 8-10** Netball Europe Championships - U17 Malta  
**Mar 8-10** Netball Europe Championships - U21 Wales  
**Apr 26-28** Netball Europe Championships - Open Scotland  
**Jun 7-9** Netball Europe AGM & Council, Northern Ireland  
**Jul tbc** Asian Youth Championships tbc  
**Aug 22-31** World Youth Netball Championships, Glasgow, Scotland  
**Nov tbc** World Netball Series tbc  
**Dec tbc** Netball Nations Cup, Singapore  
**Tbc tbc** AFNA Senior Championships & AGM tbc

## 2014

**Mar 7-9** Netball Europe Championships - U17 England  
**Mar 7-9** Netball Europe Championships - U19 Northern Ireland  
**Apr 25-27** Netball Europe Championships - Open Wales  
**Jun tbc** Netball Europe AGM & Council & Festival, Israel  
**Jun tbc** Asian Championships tbc  
**Jul 23-Aug 3** Commonwealth Games, Glasgow, Scotland  
**Nov tbc** World Netball Series tbc

## 2015

**Mar 6-8** Netball Europe Championships - U17 Gibraltar  
**Mar 6-8** Netball Europe Championships - U19 Scotland  
**Apr 24-26** Netball Europe Championships - Open Northern Ireland  
**Jun tbc** Netball Europe AGM & Council, Wales  
**Jul tbc** Asian Youth Championships tbc  
**Aug tbc** World Netball Championships, Sydney, Australia  
**Nov tbc** World Netball Series tbc  
**Dec tbc** Netball Nations Cup, Singapore



# Netball is Hot Property

**Across the world, the profile of netball is growing. As the sport gathers more participants it is also gaining more commercial partners keen to capitalise on its predominantly female following and positive associations with health, fitness and female empowerment.**

Mission Foods seized the opportunity to be lead sponsor of the World Netball Championships, a deal worth S\$450,000 – the largest ever for an

all-female event in Singapore. This significant backing from the global food giant, who produce a staggering 10,226,261 tortillas per day, reflects the growing importance of netball in the Asia-Pacific region, and has enabled the staging of a flagship event, as well as providing “trickle-down” benefits to the sport at the grassroots. The grassroots are where Standard Chartered Bank has put its backing, throwing its considerable weight and resources behind Goal, an imaginative netball-based scheme in India, which is giving thousands of adolescent girls from city slums a better chance in life.

At the elite level, 2008 saw Netball Australia and Netball New Zealand decide that the time was ripe to work together to take the sport in their netball-mad region to the next level, with the ultimate goal of achieving a fully professional women's sporting league. The ANZ Championship, as it is branded, has transformed the landscape of netball in the southern hemisphere. The sport and its commercial sponsors are reaping the benefit of phenomenal growth in netball's profile and coverage. In 2010, the ANZ Championship was broadcast on four television networks in Australia and New Zealand, reaching a cumulative audience of 9.6 million

viewers. Corporate support continues to grow, with telecommunications giant Telstra recently securing new media rights to the league in Australia, which means that every match is now available online and via Telstra mobile, further increasing the Championship's reach.

ANZ Championship General Manager, Anthony Everard, explains: “The ANZ Championship was created from the

become the title sponsor for the Netball Superleague, the UK's top-flight netball league, as well as becoming title sponsor for the International Netball Series, hosted by England in 2011. The agreement is the latest in a number of high-profile sports Fiat tie-ins. Other partnerships include British Cycling and Aston Villa FC. “Netball is a female-dominant sport which crosses a wide variety of age groups, so

we think much of the Fiat range will fit perfectly with the sport's fans, such as the Fiat 500 and Panda,” says Elena Bernardelli, Marketing Director for Fiat Group Automobiles UK.

The new partnership also encompasses the Alfa Romeo and Fiat Professional brands, and underlines Fiat's strategy to develop and strengthen commercial partnerships alongside successful sporting organisations such as England Netball. With over 75,000 netballers affiliated to England Netball, the partnership provides significant cross-marketing opportunities and major exposure for Fiat.

As IFNA embarks on a five-year strategy which includes dramatic growth of commercial partnerships and promotion of external investment at all levels, it is clear that, from elite international competition to the most disadvantaged grassroots, netball is growing, finding new friends and changing lives. Netball is the premier women's team

sport, and with dynamic and imaginative leadership the sport's profile and positive associations are making it increasingly attractive to imaginative and socially responsible commercial partners, partners who are also benefitting from investing in one of world sport's hottest properties.



Louisa Brownfield holds aloft the 2011 FIAT Netball Superleague trophy  
www.backpageimages.com

outset as a commercial product. What differentiates us from our competitors is that we have no male equivalent, and that has allowed us to very quickly establish us as the number one women's sporting competition in this region.”

England Netball recently announced their new three-year partnership with Fiat Group Automobiles, which sees Fiat



## CASE STUDY

# ANZ AND NETBALL - A PERFECT MATCH



**Since the ANZ Championship was established in 2008, it has changed the landscape of netball in the southern hemisphere. Although netball has far and away the highest participation rates for women in both Australia and New Zealand, women's sport had traditionally been marginalised in terms of commercial and media support, particularly in Australia where male codes, especially football and rugby, have tended to dominate the sporting landscape.**

When TTNL Ltd was created to oversee the development and management of the new trans-Tasman league, its brief was very clear; to create the most commercially successful and highest profile women's sporting competition in the region. Three years in, the ANZ Championship is well on the way to achieving this. Match and television audiences have experienced significant growth, particularly since the move to free-to-air broadcaster Network Ten in Australia, and commercial sponsors have reaped the benefit of the phenomenal growth in profile and coverage of the ANZ Championship.

At the end of the ANZ Championship's 2010 season TTNL Ltd commissioned research to develop an understanding of fans' attitudes and views on the three-year-old trans-Tasman competition. The survey was conducted soon after

ANZ had announced the renewal of their original three-year naming rights sponsorship – which remains the single largest sponsorship deal in women's sport in Australasia.

Over 2,000 Australian and New Zealand fans completed the online survey, and what became very clear from their responses is that ANZ Championship fans are not only passionate about the competition, its teams and players, but they also have strong awareness and positive associations with the league's sponsors. 59% of respondents stated they felt more positive about ANZ – a major bank in the region – after the sponsorship renewal announcement. And dozens of fans took the opportunity to provide unprompted acknowledgment of their positive feelings towards ANZ.

This fan-based research is further supported by benchmarking analysis presented by global sponsorship research agency Repucom, who found that the ANZ Championship ranks fifth overall in Australia and New Zealand for media exposure value to its naming rights sponsor. The young netball league is certainly in good company, as it sits just behind the Australian Open Tennis, International Test Cricket, and Australia's sporting behemoths – the AFL and NRL.

"Our product offering is focused on great entertainment, both for the live crowd and for our television viewing audience," says

ANZ Championship General Manager, Anthony Everard. "Our sponsors are very much a part of the whole ANZ Championship experience, and we work very closely with them to integrate their activity across all of our platforms."

From the outset ANZ has been an integral part of the evolution of the competition and netball in the region. What makes the sponsorship so powerful is the way in which the bank has integrated its activity across platforms including at-match, broadcast, online, social media, grassroots and ambassador programmes.

As well as creating their own channels, such as a micro-website ([anznetball.com](http://anznetball.com)) and Facebook fan page, ANZ have taken up advertising packages with other commercial off-shoots of the league including the league's netball tipping competition and mobile phone application.

ANZ's investment in the trans-Tasman netball league is clearly paying dividends, with the 2010 gamba Sports and Entertainment Report finding that a remarkable 40% of netball fanatics recalled ANZ as the first brand they associate with the sport. This surpasses any other sport in the region, demonstrating again the commercial power of women's sport and netball in particular. With the competition developing year on year since 2008, the future certainly looks bright for the ANZ Championship and its sponsors.

# NETBALL SWITZERLAND



## BUILDING SUCCESS THE GRASSROOTS

**Sport in Europe is a crowded marketplace, with endless opportunities and alternatives available. It can be difficult for netball, albeit the most important women's team sport in the English-speaking world, to be noticed and attract new participants. However, Netball Switzerland, one of the newest national netball associations, is proving to be a template for success. In Switzerland netball has grown from a recreational activity for a few British expats to a popular school and club sport, with a thriving local league.**

Prime movers for netball in Switzerland are British enthusiasts Jo Beveridge and Cathryn Rich, now, respectively, Vice President and President of Netball Switzerland. As Jo explains, the sport has only been properly established in the country for four years: "In 2007 I started a lunchtime netball club for girls at the school where I worked, the Institut International de Lancy," Jo told *Netball World*. "This proved a huge success with the girls and the parents, and I set up a mums' club, which, over time, became Lancy Netball Club. In February 2008 we started Geneva Girls Netball Association with 16 girls aged 10 to 13. This year we have nearly 90 girls, aged between seven and 17. GGNA is currently the only youth netball club in Switzerland, although another will be opening in Zurich this year.

"In 2008 I discovered that the Institut International de Lancy was not the

only school playing netball, and that the sport was also being played at The International School of Lausanne. I started to introduce netball to other schools and we now have seven schools playing around the Lake Geneva Region. I also discovered that Lancy had a rival adult group called Geneva International Netball (GIN). That led to the first Swiss netball tournament, with four teams – two from GIN and two mixed adult/junior teams from Lancy."

At the tournament Jo met GIN's Cathryn Rich, and in 2009 they formed Netball Switzerland. From those humble beginnings, Swiss netball has grown exponentially, and this year 25 teams – 10 senior and 15 junior – will be competing. The new clubs are affiliated to Netball Switzerland, and in 2010, boosted by the growth and popularity of the sport in Switzerland, the Association took the decision to apply for full membership of IFNA.

Netball Switzerland is playing the long game, building up a broad power base of young players who will grow the sport and provide a talent pool for the elite international players of the future. And already the signs are promising, according to Jo Beveridge: "Last year we entered the Netball Europe U17 Championships, and we did so again this year – where we showed how much we had improved and grown within the year. I feel the speed of our success is due to having a lot of schools playing, therefore we are growing Swiss netball from the roots up."

Going forward, the Association is starting up a Switzerland Development Squad for the U17 team and is also taking umpiring seriously. Having IFNA umpire Michelle Phippard playing for Lancy and involved in development is obviously a very big bonus and one the Association will benefit greatly from.



So what tips would they give for other countries looking to set up an Association?

"Start with the kids," says Jo.

"Get the kids involved and parents interested and then the mums come out of the woodwork and people you never even dreamed of want to be part of it. Try and get a few different coaches involved rather than one and try to get two or three different teams together so you can get some competition going. You really do have to give it your total dedication."

Cathryn agrees: "Basically just live, breathe and sleep netball 24 hours a day!"





Cathryn Rich and Jo Beveridge



# FROM

*"Four years ago we were here with one court, a ball and four teams. Now we have 25 teams, 15 in the morning and 10 in the afternoon; next year we will definitely have to split the juniors and seniors over two days. We are expanding so rapidly, it's scary!"*



Switzerland U17 Squad



Photographs courtesy of Josh Maltby and Victoria Dix

# Dream Team



Many players have graced the international netball courts since IFNA was founded in 1960. Few however, have reached legendary status. To celebrate those who have, we asked Denise Holland, Scotland's Coach, to name her all time netball greats...

## GS - IRENE VAN DYK

### New Zealand

Irene is just such a lovely person, a superb competitor and a genuine legend in netball. She is an incredibly patient and intelligent shooter, and always respectful to her opponents, no matter what their world ranking.

## GA - SHARELLE MCMAHON

### Australia

Sharelle has transformed the position of GA, with the fastest, most dynamic attacking plays on the world circuit. Famous for her "going through no matter what" around the circle edge moves, she is many a young player's netball idol.

## WA - ANNA ROWBERRY

### New Zealand

Anna had the most amazing court craft; she set up the plays and manoeuvred her shooters beautifully. Her work rate was simply amazing and her versatility

made her an outstanding centre court netballer.

## C - SANDRA EDGE

### New Zealand

Sandra could place a shooter on a penny and had the most amazing vision, seeing three stages ahead of the ball. She was dynamic through the middle and is still to this day famous for her one-two running step, which very few have come to perfect since.

## WD - SIMONE MCKINNIS

### Australia

Simone was a WD specialist who restricted, hassled and won ball continually. She was exciting to watch, intelligent and composed. Simone could work out an opponent very quickly, leaving them with very few options or space to work with for the entire game.

## GD - SONIA MKOLOMA

### England

Sonia has matured into a great defender

and a superb motivator; she is tenacious and has a fine ability for pattern recognition, solutions and responses. She nearly always finds a way to force that extra pass, then make the opposition pay!

## GK - BERNICE MENE

### New Zealand

Bernice shut down spaces like no other, and would punish any cross court pass, no matter the distance. Her ability to deceive attackers into thinking they had spaces was simply formidable. A lovely person who was totally dedicated to the success of her team.

## BENCH

GS - VICKI WILSON, Australia

GA - CONNIE FRANCIS, Jamaica

C - OLIVIA MURPHY, England

GD - CASEY WILLIAMS, New Zealand

GK - LIZ ELLIS, Australia

## CONGRATULATIONS TO...

### QUEENSLAND FIREBIRDS – winners of the 2011 ANZ Championship.

Firebirds made history by becoming the first team to go through a complete season undefeated – an achievement not matched by any of the three Australian sides who previously lifted the trophy.

### HERTFORDSHIRE MAVERICKS – winners of the 2011 Netball Superleague.

Mavericks have the proud record of appearing in every Netball Superleague final since the competition began in 2005-06. This year they lifted the trophy for the second time, after one of the closest finals series yet.



## SOUTH AFRICA TO HOST WORLD UNIVERSITY CHAMPIONSHIPS

University netballers will get their first taste of a truly global competition in 2012, with the announcement that South Africa has been selected to host the inaugural World University Netball Championships. Held in Cape Town from 26th June to 8th July, the event will give national university representative teams from around the world the chance to compete for the new trophy. Visit [www.fisu.net](http://www.fisu.net) to keep up to date on the event.



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