

ARMY NETBALL ASSOCIATION STRATEGIC PLAN 2016 – 2019



ARMY



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CHAIRMANS FOREWARD

1. This is my second year as ANA Chairman. My first year proved to live up to all expectations. The mind-set, performance and determination from all players and support staff was second to none. In addition it is clear the competitive spirit is alive and well with the belief and the excellent expertise of the coaching team – with this we truly can only go from strength to strength. This strategy sets out the plan for the next 5 years to ensure the ANA maximises talent and be the best it possibly can. This strategy underpins and facilitates this ambition.

Colonel Andrea Lewis
Chairman ANA

THE ARMY NETBALL ASSOCIATION (ANA) MISSION STATEMENT

2. “To provide elite performance coaching, development and competition for all ANA players, in order to raise the profile of Army Netball and the role of females in the Army.”

THE AIM

3. The aim of this Strategic Plan is to clearly set out how the ANA¹ intends to develop over the next 3 years.

PARTNERSHIPS

4. Vital to the success of this Strategy is the partnership between the ANA and its Sponsor; The Royal British Legion as well as England Netball, in particular, Jan Burke as England Netball’s Ambassador for UK Armed Forces.



¹ Open and Developing Players.

OWNERSHIP OF THE PLAN

5. The plan is owned directly by the Chairman of the ANA, through the Executive Committee to the members. The plan will be reviewed annually and progress against the goals will be reported.

THE PILLARS

6. The ANA strategic plan has 4 pillars. These are:

- a. Governance & Assurance.
- b. Public Relations & Sponsorship.
- c. Development.
- d. Performance.

7. These pillars will be used to generate, sustain and develop the ANA's ability to provide elite competitive netball. Each Pillar has a lead who acts on behalf of the ANA Executive Committee to develop the actions and achieve the improvements necessary to continually develop netball within the Army.

THE GOVERNANCE PILLAR

8. The Governance Pillar is the key building block / foundation on which all of the ANA's policies are developed, implemented, administered and reported. It contains the following key objectives:

- a. Administration.
- b. Finance.
- c. Discipline.
- d. Competitions.
- e. Documents.

9. **Administration.** To ensure the effective management of all administration aspects of the Association.

a. An Annual Report will be produced for the Executive Committee at the end of each season (Mar). The report will detail the following:

- (1) A full breakdown of the season's finances. (Treasurer).
- (2) A comprehensive list of ANA Kit and its condition. (Kit Manager).
- (3) A full register detailing attendance at ANA events. (Team Manager).
- (4) A report on the growth and development of the ANA players and competitions. (Performance Pillar Lead).
- (5) A report on the growth and development of the ANA profile and sponsor relationships. (PR & Sponsorship Pillar Lead).

10. **Finance.** With the assistance of the ANA Secretary ensure the effective management of public and non-public funds within the Association.
- a. A successful annual audit will be conducted on the Association's finances during the off-season. (Apr – Sep).
 - b. A full breakdown of the season's finances will be produced for the Annual Report (Mar).
 - c. A 3 year strategic financial forecast will be produced for the Executive Committee at the end of each season (Mar).
 - d. A 3 year sponsorship strategy will be produced for the Executive Committee at the end of each season (Mar).
11. **Discipline.** To ensure the commitment of all players, coaches, umpires and committee members to the Association, whilst instilling the highest standards across all areas.
- a. Full adherence to the ANA Code of Conduct at all times.
 - b. Compliance with Terms of Reference by all Executive Committee Members.
 - c. Nil reports of inappropriate behaviour by all members of the Association.
12. **Competitions.** To ensure the provision of elite performance level competition for the ANA and its members.
- a. Annual Entry into the Inter-Services Tournament.
 - b. Entry into the Crown Forces Competition.
 - c. Premier level competition for all matches.
 - d. High profile matches in association with England Netball.
13. **Documents.** To ensure up to date TORs are provided for the Association. An annual review of TORs for Committee Members will be conducted during the off-season (Apr-Sep).
14. **Improved Participation of Females in Army Sport.** To provide and support sporting activities for female Army personnel, thereby enabling them to face the challenges and dangers associated with military service. This will be achieved by:
- a. Developing and maintaining teamwork, courage, commitment, discipline, respect, integrity, loyalty and leadership.
 - b. Developing and maintaining general fitness levels.
 - c. Increasing general morale.
 - d. Promotion of Reserve Netball.

THE PUBLIC RELATIONS AND SPONSERSHIP PILLAR

15. The Public Relations and Sponsorship Pillar is responsible for ensuring that the work of the ANA is widely communicated. It contains the following main elements:
- a. Communications.

- b. Sponsorship Commitments.
- c. Netball Community Liaison.

16. **Communications.** To ensure the widest visibility of the ANA throughout the Army, Armed Forces and wider netball community.

- a. Communicate Instructions for key events.
- b. Maintain a good liaison with Corps Secretaries, Committee members and relevant stakeholders.
- c. The provision of up to date news articles from the Corps.
- d. The provision of regular articles for media outlets (including England Netball publications).
- e. Development and exploitation of modern technology to communicate the progress and success of Service netball.

17. **Sponsorship Commitments.** To ensure that the ANA upholds its sponsorship agreements in all respects. In addition to this:

- a. An annual newsletter will be produced detailing the work and achievements of the ANA throughout the season (Mar).
- b. A link to the sponsor's website will be provided on any ANA electronic media.
- c. The ANA will actively promote the work that has been achieved by the assistance of sponsorship funding.
- d. Ensure regular engagement with sponsors.
- e. Build a network of stakeholders, with the potential to grow sponsorship for Army netball.

18. **Netball Community Liaison.** To broaden the work of the ANA into the wider netball community in order to raise the profile of female participation in elite level military sport.

- a. The ANA will work closely with England Netball to advertise the military in sport.
- b. Develop outreach activities to encourage 'Back to Netball' initiatives.

THE DEVELOPMENT PILLAR

19. To ensure the growth of elite level coaches, umpires and players within the ANA.

- a. Work closely with England Netball to identify potential players, coaches and umpires at high performance level.
- b. Establish a coaching and mentoring network for identified players, coaches and officials.
- c. Implement specialist courses and focussed workshops through England Netball in order to grow the skills of players, coaches and officials.

- d. Build a development pathway with England Netball to ensure players, coaches and officials are supported to achieve their full potential.

THE PERFORMANCE PILLAR

20. The Performance Pillar is responsible for ensuring that the competitive level of the Association is appropriate to challenge the players and coaches. It contains the following main elements:

21. **Coaching Provision.** To enable success of the ANA at elite performance level Competitions.

- a. Sessions will be conducted throughout the season using the ANA's UKCC Level 3 Coach.
- b. Regular training sessions for the ANA Squad will be conducted over a weekend period at least 4 times throughout the season (Sep to Mar).
- c. Specialist training sessions will be conducted throughout the season focussing on skills, psychology, nutrition, injury prevention and teamwork.

22. **Umpiring Provision.** To enable success of the ANA at elite performance level Competitions.

- a. All ANA matches will be officiated by a minimum of A-Award qualified umpires.

23. **Challenging Competition.** To enable success of the ANA at elite performance level competitions.

- a. Year 1 (2016) season matches will provide an opposition level of at least Prem 1 or 2 (in the England Netball Framework).
- b. Year 2 (2017) season matches will provide an opposition level of at least Super League level (in the England Netball Framework).
- c. Year 3 (2018) season matches will consist of high profile matches provided by England Netball at an international level.



PILLAR LEADS

Governance Pillar – Chairman (Colonel Andrea Lewis RRC) and ANA Secretary

Development Pillar – Chairman (Colonel Andrea Lewis RRC) and ANA Secretary

Public Relations Pillar – ANA Secretary and Assistant Secretary (Claire Murton)

Performance Pillar – ANA Lead Coach (Maggie Jackson MBE)

