

NETBALL WORLD CUP SYDNEY 2027

HERPOWER27

**NETBALL'S
LEGACY VISION**



**NETBALL
WORLD CUP
SYDNEY 2027**



BRACE
YOURSELF



ACKNOWLEDGEMENT OF COUNTRY

In the spirit of Reconciliation, Netball Australia and Netball World Cup Sydney 2027 acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of this ancient unceded land where we live, work and play netball on.

We honour the continuing cultures, languages, and heritage of Aboriginal and Torres Strait Islander peoples whose cultural, spiritual, and ancestral connections to the lands, sky, and waters has endured since time immemorial.

We pay our respects to Elders past and present, and we acknowledge and value the significant and continuing contributions Aboriginal and Torres Strait Islander people make within our community.

Netball Australia & Netball World Cup Sydney 2027 are committed to Reconciliation. We acknowledge the need to reflect on our shared history in order to build a vision for a reconciled and prosperous future for all within our sport. One built on mutual respect, equity, authentic collaboration and genuine truth-telling.

CONTENTS

1 FOREWORD & IDENTITY

- 1.1 Message from the Chair, Netball Australia and Netball World Cup Sydney 2027

2 EXECUTIVE SUMMARY

- 2.1 Introduction
- 2.2 Why Netball Matters
- 2.3 The Challenges Facing Women and Girls
- 2.4 A Defining National Opportunity
- 2.5 HerPower27 Legacy Plan Alignment
- 2.6 Economic & Social Value
- 2.7 Legacy Investment

3 LEGACY FRAMEWORK

- 3.1 Legacy Framework Overview
- 3.2 Local Organising Committee's Commitment
- 3.3 Legacy Co-Investment Model
- 3.4 Partner Investment Key

4 LEGACY PILLARS & INITIATIVES

- 4.1 Sisters Mob Belonging Program (First Nations Voice and Visibility)
- 4.2 Netball Harmony Program (CALD Engagement)
- 4.3 Club 360 (Club and Volunteer Capability Uplift)

- 4.4 Indo Pacific Oceans of Power (Indo Pacific Sport Diplomacy)
- 4.5 HerPower27 Community Activations (Regional Engagement)
- 4.6 Pop Up Play (Portable Infrastructure)
- 4.7 SafeNet (Facilities)
- 4.8 Marie Little Shield (Disability Inclusion)
- 4.9 Her Game, Her Health (Women's Health)
- 4.10 CourtWise Online (Digital Safety)
- 4.11 Partnership Initiatives - NWC2027 Opportunities

5 ACCOUNTABILITY & PROGRAM SUSTAINABILITY

- 5.1 Governance
- 5.2 Commitment to Co Design
- 5.3 Measurement, Evaluation and Reporting
- 5.4 Timeline for Success
- 5.5 Contact

CULTURAL IDENTITY OF NETBALL WORLD CUP SYDNEY 2027

The brand of the Netball World Cup Sydney 2027 is defined by Aboriginal and Torres Strait Islander culture in the form of the artwork “Country Calls” – created by Gomeroi and Kooma artist Ginny Jones in collaboration with the YarnnUp Collective.

Electric pinks and vibrant oranges against deep backgrounds symbolise the host city and the sport. The artwork honours the significance of the snapper and the Gymea lily to Sydney’s First Nations peoples, and weaves words throughout to represent unity and culture meeting the court.



FOREWORD & IDENTITY

01

MESSAGE FROM NETBALL AUSTRALIA **& NETBALL WORLD CUP SYDNEY 2027**

Australia will host the Netball World Cup Sydney 2027 (NWC2027) in the same year we celebrate 100 years of netball in this country. This is more than a global tournament. It is a pivotal generational opportunity to accelerate the future of netball and deliver a legacy that will shape our next century.

Netball Australia's bold direction is set by Made in Netball: 2025-2035 Strategic Plan – to grow participation, deepen social connection, elevate inclusion and strengthen pathways from grassroots to elite. Made in Netball is our operating lens and strategic platform. It establishes that commercial success is aligned to purpose.

NWC2027 is the catalyst to fast-track this ambition.

Every aspect of planning and delivery for the tournament is grounded in one commitment – NWC2027 must empower more women and girls around the country and our region. This legacy is not an add-on; it must be embedded in how we act, the partnerships we build and the decisions we make every day.

Through our legacy plan, HerPower27, we will:

- Keep and grow more women and girls in sport;
- Strengthen clubs and volunteers;
- Expand pathways for coaches, umpires and leaders;
- Centre First Nations voice and visibility;
- Engage culturally diverse communities; and
- Lift the visibility, value and commercial strength of women's sport.

We recognise the responsibility that accompanies public and partner investment. Our approach is outcomes-driven: build an accessible and culturally safe system equipped to support the next generation. With government, industry and community partners, we will convert a moment of global attention into a decade of national benefit. The true measure of success will be what remains long after the final whistle - healthier, more connected societies, more girls and women thriving through sport and stepping into leadership positions, and a world-class system that reflects the diversity and ambition of modern Australia.

THIS IS OUR

COMMITMENT.

THIS IS OUR

MOMENT.

THIS IS OUR

PROMISE.

LIZ ELLIS AO

Chair, Netball Australia and
Netball World Cup Sydney 2027

MARK FALVO

Interim Chief Executive Officer,
Netball Australia

Chief Executive Officer, Netball
World Cup Sydney 2027



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

More than 60 minutes, 14 athletes and two umpires. Netball is a force for positive change that builds leaders and strengthens social connection for millions of women and girls across Australia and the world.

2.1 INTRODUCTION

Netball is uniquely aligned with what governments and partners seek to invest in. With participation across all ages, cultures and geographies, netball is one of Australia's most powerful platforms for advancing women's sports involvement, leadership, inclusion and wellbeing. It offers established scale, equity, and measurable social outcomes.

In 2027, Australia reaches a defining moment. The nation celebrates its netball centenary, while hosting NWC2027. For 12 days Sydney will become the centre of a global netball community of 118 countries and 13 million participants.

The tournament is the acceleration point for Made in Netball: 2025-2035, Netball Australia's 10-year plan to double participation, elevate inclusion and strengthen pathways from grassroots to the elite, particularly among cohorts that are currently underrepresented in organised sport.

This progress is supported by significant commercial investment through Suncorp Super Netball, Woolworths NetSetGo, reinvestment of broadcast and partnership revenues, and a world leading high performance pathway. Yet despite this strength, analysis shows persistent barriers in First Nations participation, multicultural engagement, facilities and the sustainability of volunteer led clubs. These challenges cannot be resolved through commercial or participant funding alone. Public and partner investment is needed to unlock the scale and equity that women and girls deserve.

HerPower27 responds to this challenge. It will keep more women and girls engaged in sport, support volunteers, improve digital and physical safety, embed First Nations leadership, strengthen culturally safe engagement, enhance facilities and deepen Australia's Indo Pacific engagement. Without coordinated investment, Australia risks missing a time sensitive opportunity to radically advance national outcomes for women and girls.

“Across Australia, netball shapes the lives of so many Australians, particularly girls and women. From our world-leading Diamonds to social players and everyone in between, netball provides skills, leadership opportunities and memories that last a lifetime.”

HER EXCELLENCY THE HONOURABLE SAM MOSTYN AC
Governor-General of the Commonwealth of Australia and Patron of Netball Australia

Source: Media Release “Governor General Sam Mostyn named Patron”, published 6 March 2025.

Netball's scale and trust make it one of the most efficient and embedded vehicles for driving national women's focused policy outcomes.

2.2 WHY NETBALL MATTERS

Netball is one of Australia's most enduring community success stories. It has been built by women, carried by volunteers and embraced by the nation for more than a century.

More than 1.3 million women and girls participate through 3,300 clubs in every state and territory. This represents one of the most extensive and women led social infrastructures in the country. It plays a vital role in supporting physical activity and health, particularly for women and girls in regional and remote communities.

For many, netball clubs are strongholds where girls often first experience organised sport, form friendships and step into leadership roles, developing self-confidence which lasts a lifetime.

IN AUSTRALIA NETBALL DELIVERS:

- An estimated \$150 million in recurring annual economic contribution driven by participation, events, employment and volunteering;
- The #1 club sport for women and girls, according to AusPlay data;
- Long-term health and wellbeing gains, including reduced chronic disease risk and lower health system costs, particularly for women and girls;
- One of Australia's largest volunteer ecosystems, building local capacity and resilience;
- Strong outcomes in social inclusion, with netball providing safe and accessible environments.

Netball Australia is the national sporting organisation responsible for governance and system stewardship. Purposeful renewal over the past two years has strengthened delivery capability and accountability.

THE HARD WORK IS GENERATING RESULTS:

- The launch of Made in Netball 2025-2035, Netball Australia's ten year strategy and operating lens, which aligns commercial success with purpose and guides decisions, partnerships and investment;
- Cultural leadership is embedded through the newly appointed First Nations Cultural Council and executive level First Nations leadership, ensuring First Nations voice and visibility, cultural safety and shared decision making;
- The Australian Diamonds have returned to world number one, modelling performance, professionalism and inspiration for the next generation;
- Australia continues to produce the world's best coaches and umpires, setting global standards for excellence and strengthening pathways for officials at every level of the game;
- The successful delivery of Play Well and Win Well priorities, underpinning excellence from grassroots through to elite competition;
- Delivery of high quality, consistent programs in partnership with state based Member Organisations and regional partners, including the PacificAus Sports Program.



NWC2027 is a rare opportunity to deliver population level impact.

2.3 THE CHALLENGES FACING WOMEN & GIRLS

Women and girls in Australia are facing significant pressures that limit participation, wellbeing and connection. Evidence shows several key issues that prevent girls and women from staying active.



GENDER EQUALITY

The World Economic Forum's Global Gender Gap Report estimates more than 150 years to achieve global gender parity. Sport is identified by the United Nations as a lever for advancing health, education and gender equality, yet women's sport continues to receive limited visibility and investment despite growth in public interest.



WOMEN'S HEALTH AND WELLBEING

Persistent inequities across reproductive health, mental health and safety continue to affect women and girls. These gaps are even wider for First Nations women, women with disability and those in regional communities. Recreational sport remains one of the most accessible ways to support early intervention and boost wellbeing.



FIRST NATIONS EQUITY

National data continues to highlight gaps in health, education and wellbeing outcomes for Aboriginal and Torres Strait Islander peoples. Meaningful change requires National policy emphasises to be centred on shared decision-making, community-controlled delivery and culturally strong pathways.



PARTICIPATION DROP OFF

Adolescent girls leave sport at alarming rates. Participation for girls aged 15 to 19 is less than half that of those aged 10 to 14, with only 38% retained over three years compared with 71% for girls aged 5 to 9. This signals the urgent need for safer, more engaging environments that keep girls connected.



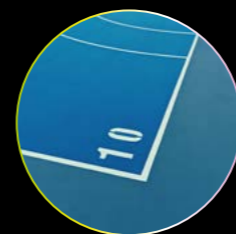
CULTURAL SAFETY & EQUITY

Nearly one in three Australians is born overseas and millions speak a language other than English at home. Cultural and linguistic barriers remain major obstacles to participation. Community-led, culturally safe pathways are essential to engage a rapidly changing population.



VOLUNTEER FATIGUE

Volunteer shortages are slowing club growth. 60% of clubs do not have sufficient volunteer capacity to expand, 25% of administrators work more than 11 to 20 unpaid hours weekly. Compliance, complaints handling and safety responsibilities are driving burnout and turnover.



FACILITIES & COST

Regional towns and fast-growing suburbs lack the courts, lighting, female-friendly spaces and accessible facilities needed to meet demand. Rising living costs are also pushing families out of organised sport. Fees, uniforms, equipment and travel now form major barriers for girls, especially in lower-income areas.



ONLINE HARM

Girls' wellbeing is increasingly shaped by digital environments. Harassment, body image pressure, privacy risks and cyberbullying contribute to disengagement and highlight the need for trusted offline spaces for women and girls.

Netball delivers the scale to address these barriers:

1.3 M

WOMEN AND GIRLS PLAY NETBALL ACROSS AUSTRALIA

3,300 CLUBS

AND 450 LOCAL ASSOCIATIONS MAKE UP THE LARGEST WOMEN'S VOLUNTEER NETWORK

#1

CLUB BASED SPORT FOR WOMEN AND GIRLS

\$150 M

ESTIMATED ANNUAL ECONOMIC CONTRIBUTION

Funding is needed where significant numbers of females are playing sport.

FOR EVERY 1 WOMAN OR GIRL PLAYING FOOTBALL (SOCCER)

1.42

ARE PLAYING NETBALL

FOR EVERY 1 WOMAN OR GIRL PLAYING CRICKET

5.35

ARE PLAYING NETBALL

FOR EVERY 1 WOMAN OR GIRL PLAYING RUGBY LEAGUE

9.72

ARE PLAYING NETBALL

FOR EVERY 1 WOMAN OR GIRL PLAYING RUGBY

34.02

ARE PLAYING NETBALL

Source: Australian Sports Commission, AusPlay Results. Participation by Sport Calendar Year 2024.

NWC2027 sits at the heart of Australia's Green and Gold Decade as the nation builds towards Brisbane 2032.

2.4 A DEFINING NATIONAL OPPORTUNITY

Over 12 days, Sydney will host 64 matches featuring the world's top 16 nations, alongside cultural showcases, international engagement and a global broadcast that reaches millions.

Australia's largest sport for women and girls is uniquely placed to advance national ambitions for women's leadership and cultural inclusion, while delivering improved health and wellbeing, cost savings to the health system, increased productivity and uplift to human capital.

Beyond our borders, netball's Indo Pacific role is growing through long standing partnerships and people to people exchanges. The establishment of the Black Swans national First Nations Team in 2024 has strengthened Australia's capacity to support emerging netball nations by providing high calibre match play and contributing to regional development through coaching, umpire education and broader capability building for the world game.

Through the PacificAus Sports Program and netball's inclusion in the Commonwealth Games 2030 in India, there is significant opportunity to deepen cultural relationships and strengthen Australia's presence in a rapidly evolving region.



“Netball’s on the rise across Australia. You can feel the excitement ahead of Sydney hosting the 2027 World Cup. We want more young people off their devices and taking up a sport. For so many, it’s our Aussie diamonds inspiring them to do just that.”

THE HON ANTHONY ALBANESE
MP Prime Minister of Australia

Source: Instagram post on the official account @albomp, published 23 November 2025

HerPower27 is a unified framework designed for unified system uplift, aligned to Sport Horizon and national priorities.

2.5 HERPOWER27 LEGACY PLAN ALIGNMENT

HerPower27 is the coordinated national plan that leverages NWC2027 to create lasting social and economic outcomes. It has been shaped in partnership with the Local Organising Committee, Netball Australia, the First Nations Cultural Council and Member Organisations, and reflects evidence, public need and national priorities.

The initiatives within HerPower27 strengthen identity, inclusion, cultural connection, empowerment and respect, ensuring the World Cup becomes a catalyst for long term impact rather than a single moment of celebration.

HerPower27 aligns with the Australian Government’s Sport Horizon strategy and the broader ambitions of the Green and Gold Decade. The plan applies the Major Sporting Events Legacy Framework to ensure sustained social impact that meets Treasury expectations for value for money, co investment and measurable return on public expenditure.

OUTCOME AREA	BENEFIT
PARTICIPATION & RETENTION	Keep more girls and women staying active through adolescence and into adulthood.
CLUBS & VOLUNTEERS	Stronger, safer, better supported grassroots clubs with uplift in volunteer capability.
FIRST NATIONS LEADERSHIP & CALD ENGAGEMENT	Culturally safe engagement and visible pathways to leadership.
FACILITIES & PLACES	Data-led guidance and national standards to improve female-friendly, accessible facilities.
EMPOWERMENT & WELLBEING	Enhanced women’s health, safety and leadership education delivered through recreational sport.
SPORTING EXCELLENCE & WORKFORCE	Coaching, officiating and leadership pathways scaled nationally.
INTERNATIONAL ENGAGEMENT	Expanded Indo-Pacific ties and women’s leadership diplomacy through sport.

Investing in Netball invests in Australia.

2.6 ECONOMIC & SOCIAL VALUE

In 2025, Netball Australia engaged MI Global Partners to model the long term economic and social benefits of HerPower27. The analysis confirms that the combined impact of the tournament and legacy program delivers significant national value.

NWC2027 and the HerPower27 legacy program are projected to generate \$247 million in total economic output, \$112 million in value added to GDP and create 1,035 full time equivalent direct and indirect jobs. The legacy program contributes a further \$221 million in social benefits, delivering a social return on investment of 5.3.

The tournament is expected to attract 28,500 domestic and international visitors, generating 176,000 bed nights and \$57.5 million in direct expenditure, with \$164 million in total economic output and \$76 million in value added to GDP. Total attendance is forecast at 221,000, supported by a global broadcast reach across the United Kingdom, New Zealand and South Africa.

The legacy program delivers long term community value, including \$71 million in health and wellbeing gains, \$61 million in human capital benefits and \$88 million in productivity gains, supported by 20,170 new community netball volunteers. HerPower27 will underpin the growth of 700,000 new participants, contributing to a wider target of one million additional netball participants by 2035 or 2036.

\$247 M

TOTAL ECONOMIC OUTPUT

\$221 M

TOTAL SOCIAL BENEFITS DELIVERED THROUGH INCREASED PARTICIPATION, VOLUNTEERS AND COMMUNITY IMPACT

\$88 M

PRODUCTIVITY BENEFITS CREATED THROUGH A MORE ACTIVE AND HEALTHIER POPULATION

\$61 M

HUMAN CAPITAL UPLIFT CREATED THROUGH LEADERSHIP, PATHWAYS AND WORKFORCE CAPABILITY

700 K

NEW PARTICIPANTS BY 2035 DUE TO LEGACY PROGRAMS

\$6.9 M

IN ECONOMIC OUTPUT GENERATED THROUGH INTERNATIONAL DIPLOMACY INITIATIVES.

ALIGNMENT TO GOVERNMENT STRATEGIES

- Sport Horizon: National Sport Strategy 2024-2034;
- Major Sporting Events Program Legacy Framework;
- Win Well 2032+ and Play Well 2032+;
- Australia's Sports Diplomacy Strategy 2032+;
- Play Her Way, NSW Office of Sport;
- National Women's Health Strategy 2020-2030;
- National Preventive Health Strategy 2021-2030;
- Working for Women: Gender Equality Strategy;
- Closing the Gap Targets;
- National Plan to End Violence Against Women and Children 2022-2032;
- Multicultural Framework Review;
- Australia's Disability Strategy;
- Long Term National Health Plan.

SOCIAL BENEFITS

- Increased participation and improved physical & mental health for women and girls;
- Improved long term health outcomes through increased physical activity, contributing to reduced chronic disease risk and lower health system costs;
- Culturally safe First Nations pathways and community controlled design;
- Lower barriers to participation for disadvantaged groups;
- Stronger volunteer and club systems;
- Disability inclusive pathways and accessible facilities;
- Youth leadership and empowerment pathways;
- Regional activation and stronger community connection;
- Greater diversity.

ECONOMIC BENEFITS

- \$247 million total economic output;
- \$112 million value added to the Australian economy;
- 1,135 FTE jobs created by the tournament and legacy program;
- \$221 million total social benefits generated by the legacy program;
- \$6.9 million economic output generated through Indo Pacific diplomacy activities;
- 20,170 new volunteers contributing to stronger, more capable community club;
- \$44.4 million volunteer wellbeing benefits;
- 136,064 newly active Australians meeting physical activity guidelines;
- 1,000,000 new participants by 2035
- 5.27 SROI, returning more than \$5 in social value for every \$1 invested.

Investing in Netball invests in Australia.

2.7 LEGACY INVESTMENT

HerPower27 presents a \$44 million co investment opportunity for the Commonwealth Government to lead a nationally significant NWC2027 legacy, in partnership with state and local governments, philanthropy and corporate partners. A phased funding approach is proposed, with an initial \$16 million in Commonwealth investment over four years currently sought. The New South Wales Government has committed \$1 million, demonstrating early momentum and state leadership.

Funding will enable national consistency, delivered through place-based models that reflect local needs. The full investment model includes the following components:

- \$16 million in Commonwealth investment over four years;
- \$2.5 million in state government investment;
- An additional \$22 million to be leveraged through co-investment from other state and territory governments, local government, philanthropic partners and commercial partners.

HERPOWER27 LEGACY FORWARD ESTIMATES

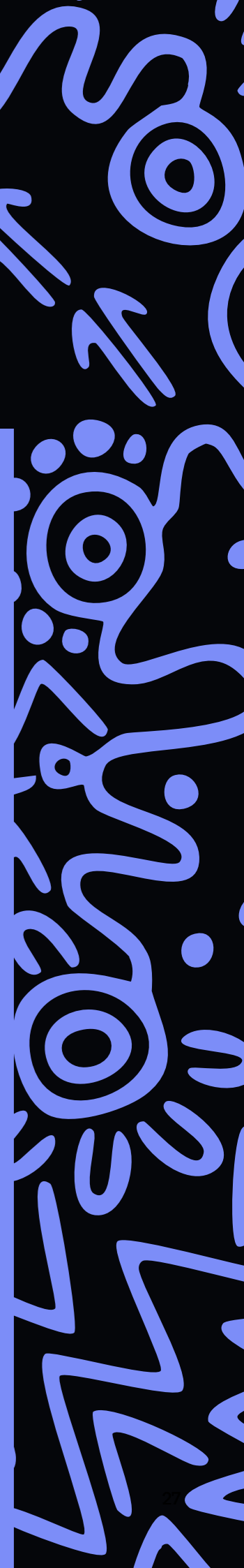
FORWARD ESTIMATES

	2026-27 \$	2027-28 \$	2028-29 \$	2029-30 \$	TOTAL
SISTERS, MOB, BELONGING: FIRST NATIONS PROGRAM (EMPOWERMENT)	1,645,000	1,645,000	1,570,000	1,540,000	6,400,000
NETBALL HARMONY PROGRAM (PARTICIPATION)	1,343,000	949,000	815,000	881,000	3,988,000
CLUB 360 PROGRAM (PARTICIPATION)	1,663,000	1,643,000	1,473,000	1,553,000	6,332,000
NETBALL'S OCEANS OF POWER: INDO-PACIFIC GROWTH (INTERNATIONAL)	2,400,000	1,350,000	1,300,000	1,300,000	6,350,000
HER POWER 2027: COMMUNITY ACTIVATIONS (EMPOWERMENT)	1,000,000	1,000,000	-	-	2,000,000
POP-UP PLAY: NETBALL ACCESS INITIATIVE (FACILITIES)	500,000	-	-	-	500,000
MARIE LITTLE SHIELD (DISABILITY PATHWAYS)	250,000	250,000	250,000	250,000	1,000,000
SAFENET PROGRAM (FACILITIES)	1,000,000	2,500,000	3,000,000	3,500,000	10,000,000
HER GAME, HER HEALTH (HEALTH AND SAFETY)	500,000	500,000	750,000	1,000,000	2,750,000
COURTWISE ONLINE: ESAFETY (HEALTH AND SAFETY)	500,000	500,000	500,000	500,000	2,000,000
TOTAL	4,651,000	4,237,000	3,858,000	3,974,000	41,320,000



LEGACY FRAMEWORK

03



HerPower27 will deliver the most diverse and impactful netball legacy in Australia's history.

3.1 LEGACY FRAMEWORK OVERVIEW

HerPower27 brings together five interconnected pillars, Sporting Excellence, Participation, Facilities, Empowerment and International. Each pillar includes targeted initiatives aligned with Australian Government strategies and supported by strong data and clear investment opportunities.

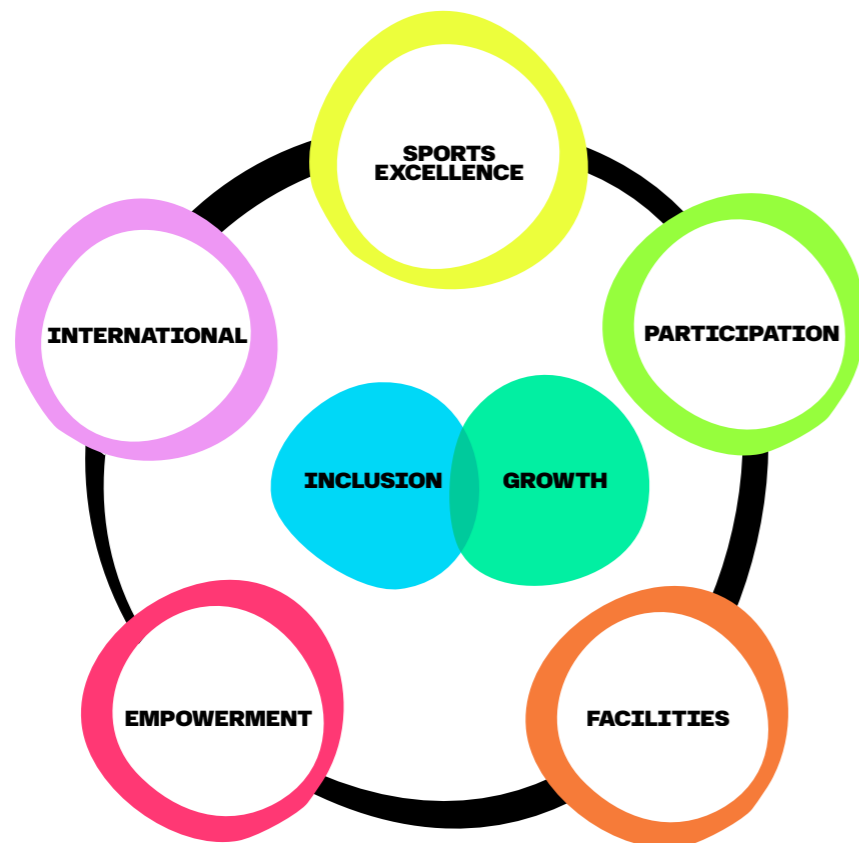
The framework is grounded in the Made in Netball strategy and built on two core principles:

INCLUSION

A commitment to First Nations voice and visibility, multicultural engagement, disability inclusion, gender equity and safe, welcoming environments so everyone feels at home in netball.

GROWTH

A future ready sport system with clear pathways, an empowered workforce, strong systems, digital innovation and international engagement so that netball thrives for generations.



“The legacy vision is clear. Every woman and girl can see herself in the game, stay in the game and thrive through the game. The legacy framework positions the Netball World Cup as a catalyst for long term impact that accelerates netball’s growth while advancing gender equality, health and social cohesion.”

MARK FALVO

Interim Chief Executive Officer, Netball Australia
Chief Executive Officer, Netball World Cup Sydney 2027

LEGACY PILLARS

SPORTS EXCELLENCE

Inspire and advance the next generation of Diamonds and international players through national pathways and Suncorp Super Netball; strengthen culturally grounded, high-performance pathways for athletes, coaches and officials.

PARTICIPATION

Enable more Australians, of all ages and cultures, to play the largest grassroots sport for women and girls, and to support the vast netball grassroots club ecosystem to welcome and retain these new players.

FACILITIES

Increase the capacity of netball facilities to meet the surge in participation demand that will occur leading into and out of NWC2027; ensure a positive experience retains more women and girls in netball.

INTERNATIONAL

Leverage this global event to advance the Australian Government's foreign policy interests in the Indo-Pacific, particularly in the areas of gender equality and women's empowerment.

EMPOWERMENT

Develop and inspire the next generation of young female leaders, and advance health literacy, digital safety, confidence and wellbeing for women and girls.

KEY INITIATIVES

1. Sisters | Mob | Belonging (Black Swans High Performance & Development Pathway, National First Nations Netball Tournament, First Nations Coaching & Umpiring Workforce Program)

1. Club 360 club development program (in partnership with Sport AUS)
2. NWC Harmony Program (CALD community participation)
3. NWC Ambassador Program (50 CALD community members)
4. HerPower27 Community Activations (schools, clubs, First Nations)

1. SafeNet (national facility audit, state plans, priority upgrades, public dashboard)
2. Pop Up Play (portable competition-grade court enabling regional access to elite content)

1. Indo-Pacific Oceans of Power (fellows, schools' pilot, regional challenge, trophy tour, SSN pre-season match abroad)
2. HerPower27 Community Activations (regional international match series)

1. Her Game, Her Health (women's health content, club toolkits, athlete storytellers)
2. CourtWise Online (digital safety education, safeguarding toolkit, NWC2027 integration)
3. Marie Little Shield (national disability inclusion and leadership pathway)

KPIS

1. Growth in accredited First Nations coaches and umpires
2. Expansion of elite pathway hubs
3. Increased progression of participants into high-performance environments

1. Increased total participants in netball
2. More culturally safe and inclusive clubs
3. Improved volunteer capability and retention
4. Increased engagement across First Nations, multicultural and disability communities

1. Increased number of inclusive, female-friendly and accessible netball facilities
2. Increased access to courts in high-growth and underserved regions
3. Improved facility accessibility and cultural safety for diverse communities

1. Increased leadership and capability outcomes across Indo-Pacific partners
2. Growth in regional participation and people-to-people engagement
3. Expanded international representation and visibility across NWC2027

1. Increased women's health knowledge and early intervention help-seeking
2. Increased digital literacy and online safety awareness among girls and young women
3. Growth in leadership, coaching and officiating pathways for women with disability
4. Safer and more supportive community environments

OUTCOMES

Improved health and wellbeing for women and girls

Stronger performance pathways supporting future sporting success

Stronger, more connected Australian communities

Increased participation and community engagement

Sustainable and inclusive sport infrastructure

A more inclusive and gender equal society

More diverse leadership and greater workforce capability

Enhanced international relationships and people-to-people ties

Greater visibility and empowerment of women's sport

Embedded Legacy through all aspects of tournament delivery.

3.2 LOCAL ORGANISING COMMITTEE'S COMMITMENT

The NWC2027 LOC has adopted a whole of event approach to legacy. Working with Netball Australia and Netball NSW, the Committee will ensure Australians benefit before, during and after the tournament.

- Invest in, listen to and support Traditional Owners and Aboriginal Land Councils to develop culturally aligned activities that welcome people to Country and ensure cultural safety;
- Strengthen engagement with culturally diverse communities, people with disability and regional areas;
- Create a supportive volunteer environment with clear transition pathways into local clubs and associations;
- Deliver netball first community outreach with Netball NSW and state based Member Organisations;
- Embed sustainability practices to reduce environmental impact;
- Partner with national leaders in gender equality, health, safety and wellbeing;
- Grow netball fandom and connect people to Suncorp Super Netball and participation opportunities.

Converting NWC2027 excitement into long-term Suncorp Super Netball growth.

SUNCORP SUPER NETBALL LEGACY

Global experience shows that hosting the Netball World Cup delivers a sharp rise in visibility that strengthens elite domestic leagues. Evidence from recent events supports a clear expectation of uplift for Suncorp Super Netball following NWC2027.

The 2019 event in Liverpool became the highest selling Netball World Cup and generated substantial national attention. This momentum flowed directly into the domestic system. England Netball recorded record crowds at the Vitality Netball Nations Cup and the Vitality Netball Superleague Season Opener, demonstrating increased public demand for elite competition. The tournament also prompted 160,000 adult women to start or return to netball, expanding the participation base that underpins sustained high performance pathways.

Netball World Cup 2023 in South Africa produced similar results. The event doubled the live linear television audience compared with 2019 and attracted strong regional support, with South Africa and Sub Saharan Africa accounting for 78% of dedicated viewership

HOW THE EVENT STRENGTHENS SUNCORP SUPER NETBALL

- Storytelling that links NWC2027 athletes with their Super Netball clubs;
- Showcase pathways, specialist coaching and innovation in the Australian high performance system;
- Shared audience insights to grow membership, ticketing and digital engagement;
- Commercial partnerships aligned to long term Super Netball growth;
- Broadcast and media alignment that guides NWC2027 viewers into the domestic season;
- Community outreach programs that connect families with local Clubs and Member Organisations;
- Coordinated lead in events that create anticipation and establish strong fan habits.





National co-investment model for all-of-netball system growth.

3.3 LEGACY CO-INVESTMENT MODEL

HerPower27 is powered by a national co investment model that brings together the Commonwealth, state and territory governments, Netball Australia, the Local Organising Committee, Netball NSW, philanthropy and commercial partners. Commonwealth funding of \$16 million activates this model by unlocking matched investment opportunities and enabling coordinated delivery.

This investment addresses national system gaps that cannot be filled through existing funding. This diversified co investment approach reduces reliance on any single funding source, while supporting nationally consistent approach to implementation with local flexibility.

Commonwealth Government

Multi year investment supports national participation, inclusion, health, safety and international engagement programs.

State and Territory Governments

Funding strengthens participation, regional activation, talent pathways, health promotion and community infrastructure.

Local Government

Investment supports public activations, school engagement and female friendly facility improvements that strengthen grassroots delivery.

Corporate Partnerships

Co investment from partners supports program delivery, ambassador engagement and community activation, with a focus on measurable social impact.

CSR and Philanthropy

Funding from foundations, philanthropic donors and corporate CSR teams enables community programs that improve wellbeing, education and access for girls and women.

CONFIDENT GIRLS FOUNDATION: PHILANTHROPY AND CSR

The Confident Girls Foundation (CGF) is the philanthropic arm of Netball Australia, established in 2017 to drive social impact through sport. CGF focuses on removing barriers for marginalised girls and creating safe, inclusive environments that foster participation, leadership and wellbeing.






Impact to Date:

- Over 75,000 girls reached through programs addressing cultural, financial and geographic barriers;
- \$200,000 committed to First Nations programs in 2026-2027;
- Direct support for the Marie Little Shield competition for athletes with intellectual disability;
- Investment in Black Swans First Nations program;
- Delivery of Empowerment and Wellbeing programs for priority underrepresented communities.

As part of the wider legacy strategy, CGF will work with the Local Organising Committee to harness the visibility of the World Cup and attract philanthropic contributions. This fund will channel support into priority initiatives including First Nations pathways, CALD engagement and wellbeing programs, creating a sustainable funding stream beyond government investment.

3.4 PARTNER INVESTMENT KEY

The following key assists partners with identify which funding streams align with each initiative so they can see where their investment will have the greatest impact.

FUNDING CATEGORY	DESCRIPTION	INITIATIVES
FEDERAL GOVERNMENT	 Commonwealth investment aligned with national priorities including Sport Horizon, Women's Safety, Closing the Gap, Preventive Health, Multicultural engagement and Indo Pacific sport diplomacy outcomes.	<ul style="list-style-type: none"> • Sisters Mob Belonging; • Club 360; • Netball Harmony Program; • Indo Pacific Oceans of Power; • Her Game Her Health; • CourtWise Online; • SafeNet National Facilities Program; • Marie Little Shield.
STATE GOVERNMENT	 State Government support for participation, regional activation, pathways, health promotion and infrastructure.	<ul style="list-style-type: none"> • HerPower27 Community Activations; • Pop Up Play (Qld led); • Netball Harmony Program; • SafeNet Facility Upgrades; • Her Game Her Health.
LOCAL GOVERNMENT	 Council investment in local activations, schools' engagement, local festivals and female friendly facility improvements.	<ul style="list-style-type: none"> • SafeNet Facility Upgrades; • HerPower27 Community Activations; • Harmony Program.
COMMERCIAL PARTNERSHIPS	 Sponsorship, corporate partnerships, in kind contributions and event funded activation delivered through the Local Organising Committee and partners.	<ul style="list-style-type: none"> • National Trophy Tour; • First Nations and Multicultural Fan Experiences; • HerPower27 Community; • Volunteer Training and Workforce Support; • Women's Health and Safety Hub; • NWC2027 Cultural Activations.
CSR AND PHILANTHROPY	 Philanthropic foundations and corporate social responsibility programs via Confident Girls Foundation supporting inclusion, First Nations pathways, disability participation and women's safety.	<ul style="list-style-type: none"> • Sisters Mob Belonging (First Nations leadership); • Netball Harmony Program (CALD participation) Marie Little Shield (disability inclusion); • Her Game Her Health (women's safety, wellbeing).

INITIATIVES





PRIORITY INITIATIVE 1 *SISTERS, MOB, BELONGING*

A national First Nations women and girls' netball Legacy Initiative.

PURPOSE

Sisters | Mob | Belonging is a national, community-led initiative grounded in the strength, leadership and cultural authority of Aboriginal and Torres Strait Islander women and girls. The program seeks government investment to deliver culturally strong netball pathways that foster belonging, wellbeing and leadership, while removing longstanding barriers to progression in sport. Sisters | Mob | Belonging embeds cultural safety, shared decision-making and First Nations leadership across the netball system, creating meaningful pathways to opportunity on-and-off the court.

ISSUE

First Nations women and girls continue to face structural, cultural and geographic barriers to participation and leadership in netball and organised sport. While demand for culturally safe, community-controlled programs is high, access remains limited - particularly in regional and remote. Without new targeted government investment, early progress made by Netball Australia cannot be scaled nationally or embedded safely across the sport system.

BACKGROUND

Netball Australia has undertaken significant foundational reform, including establishing a First Nations Cultural Council, embedding executive level First Nations leadership, delivering early culturally grounded development pilots and elite pathways such as the Black Swans program.

These initiatives have demonstrated positive outcomes for confidence, wellbeing and aspiration among participants. However, they are currently limited in reach and sustainability. The leadup to the Netball World Cup Sydney 2027 provides a strategic opportunity to embed First Nations leadership, shared decision-making and cultural safety into national sport infrastructure, while creating lasting social and employment outcomes beyond the event.

INVESTMENT REQUIRED

\$6.4 million over four years to expand and embed Sisters | Mob | Belonging as a nationally coordinated, First Nations governed initiative delivered across urban, regional and remote communities.

“We need to scale this up and think big picture. It’s not just about athletes in the pathway and the system. We need coaches, umpires and sport administrators too. If we want to build welcoming, inclusive and culturally safe spaces, we need First Nations people at the table who can shape and influence those conversations and decisions. It’s a two-pronged approach: building the workforce and the ecosystem, and creating opportunities for First Nations people.”

ALI TUCKER-MUNRO

General Manager First Nations Strategy and
Chair of the First Nations Cultural Council, Netball Australia



PRIORITY INITIATIVE 1 SISTERS, MOB, BELONGING

A national First Nations women and girls' netball Legacy Initiative.

KEY PROGRAM ELEMENTS

Annual National First Nations Netball Tournament, with 2027 August lead into NWC2027

Black Swans High Performance and Development Pathway Program

First Nations Coaching and Umpiring Workforce Program

Healing & Learning Journey - Spirit | Story | Belonging

Cultural safety embedded across Netball Australia, Member Organisations and major events

National Storytelling and Ambassador Program

OUTCOMES AND BENEFITS

80

ELITE AND/OR HIGH PERFORMANCE ACCREDITED FIRST NATIONS COACHES

60

ELITE AND/OR HIGH PERFORMANCE ACCREDITED FIRST

5

REGIONAL DEVELOPMENT HUBS SUPPORTING ELITE AND SUB ELITE PATHWAYS

18%

YEAR-ON-YEAR GROWTH IN ELITE PATHWAY INVOLVEMENT

20 M

NATIONAL REACH THROUGH FIRST NATIONALISED DIGITAL STORYTELLING

BENEFITS TO GOVERNMENT

- Improved employment and leadership outcomes for First Nations women;
- Strengthened community-led and culturally safe service delivery;
- Measurable contribution to Closing the Gap and Indigenous Advancement targets;
- A nationally scalable legacy extending beyond 2027.



PRIORITY INITIATIVE 2 NETBALL HARMONY PROGRAM

A national multicultural participation and inclusion initiative.

PURPOSE

The Netball Harmony Program unlocks netball's power as a national platform for belonging, opportunity and connection. It enables girls and young women from culturally and linguistically diverse backgrounds to see themselves in the game, succeed within it and stay engaged for life. The program removes systemic participation barriers, builds culturally safe and dependable pathways into sport and positions netball as Australia's most inclusive team sport.

ISSUE

Girls and young women from culturally and linguistically diverse (CALD) backgrounds remain underrepresented in organised sport, including netball, despite these societies representing Australia's fastest growing population groups.

BACKGROUND

Netball Australia's goals to reach two million participants by 2035 cannot be achieved without targeted, culturally safe engagement of CALD communities through schools, clubs and local pathways.

- Nearly 30% of Australians were born overseas, and more than 5.8 million people speak a language other than English at home;
- Indian, Chinese, Pacific and South East Asian communities are among the fastest growing nationally;

- Research indicates CALD girls face multiple participation barriers including cultural unfamiliarity, lack of flexible formats, cost, uniform requirements, parental confidence and limited culturally safe club environments.

Netball Australia has commenced culturally safe governance reforms and inclusion capability building. The Netball Harmony Program builds on this foundation, leveraging the visibility of the Netball World Cup Sydney 2027 to drive sustained and authentic multicultural engagement, if supported by structured, sustained investment.

INVESTMENT REQUIRED

\$3.98 million over four years will deliver the Netball Harmony Program as a nationally coordinated inclusion initiative embedded across schools, communities and clubs. The program will:

- Create culturally safe, multilingual entry points through schools and community partnerships;
- Support clubs and associations to adapt structures, communication and responsive game products;
- Convert major event visibility into sustained grassroots participation;
- Deliver a lasting inclusion legacy linked to NWC2027;
- Be codesigned with Netball Australia's First Nations Cultural Council and the establishment of a CALD Advisory Group.





PRIORITY INITIATIVE 2 NETBALL HARMONY PROGRAM

A national multicultural participation and inclusion initiative.

KEY PROGRAM ELEMENTS

CALD PARTICIPATION WORKFORCE:

State based Development Officers delivering school programs, community clinics and club pathways in priority LGAs.

MULTILINGUAL DIGITAL PLATFORM:

Translated junior participation resources and how to play content integrated into Netball Australia's national digital ecosystem.

SCHOOLS AND COMMUNITY ENGAGEMENT:

Harmony Schools Program, community clinics and partnerships aligned to NWC2027 lead-in activity.

CALD AMBASSADOR & STORYTELLING PROGRAM:

Diaspora ambassadors and content creators paired with competing nations to deliver multilingual engagement and visibility.

COMMUNITY PARTNERSHIP FRAMEWORK:

Formal collaboration with CALD-led netball associations to codesign grassroots pathways.

OUTCOMES AND BENEFITS

12K

NEW PARTICIPANTS ENGAGED THROUGH HARMONY PROGRAM

249

SCHOOLS WITH HIGH CALD ENROLMENTS ENGAGED

100%

PARTICIPATING CLUBS COMPLETING CULTURAL INCLUSION TRAINING

2 M

MULTICULTURAL AND DIASPORA MEDIA REACH



CONVERSION OF SCHOOL AND COMMUNITY ACTIVITY INTO CLUB PARTICIPATION

BENEFITS TO GOVERNMENT

- Improved employment and leadership outcomes for First Nations women;
- Strengthened community-led and culturally safe service delivery;
- Measurable contribution to Closing the Gap and Indigenous Advancement targets;
- A nationally scalable legacy extending beyond 2027.



PRIORITY INITIATIVE 3

CLUB 360

A national investment in the grassroots volunteer base that sustains women's sport.

PURPOSE

Club 360 will strengthen the capability and sustainability of Australia's 3,300 grassroots netball clubs. The program will reduce volunteer burden, lift governance and safeguarding standards, and equip clubs to deliver safe, inclusive and high-quality netball opportunities nationwide.

ISSUE

Volunteer fatigue is one of the most significant risks to recreational netball. Many volunteers report gaps in governance, safeguarding and risk management, and declining retention is limiting club sustainability and participation growth.

BACKGROUND

Netball Australia's 2025 Community Netball Volunteer Resources Audit found:

- 60% of clubs do not have sufficient volunteer capacity to grow participation;
- 25% of administrators spend more than 11-20 hours per week on unpaid administration ;
- Volunteers require support in governance, safeguarding, fundraising, player acquisition and risk management;
- 50% of volunteers were unaware existing resources existed ;
- Burnout, role overload and compliance fatigue are driving declining volunteer retention.

In response, Netball Australia has developed a National Volunteer Action Plan (2026-2028) aligned with the National Participation Plan and the Australian Government's Play Well funding. Club 360 is the primary delivery mechanism for this plan and a core legacy initiative under the Made in Netball ten-year strategy and the Netball World Cup Sydney 2027 legacy objectives.

INVESTMENT REQUIRED

\$6.332 million over four years to deliver Club 360 as a nationally coordinated club capability uplift program.

Government investment will enable a supported rollout of the Game Plan platform, an embedded workforce, tailored content and a recognition and incentive structure that drives long term improvement across clubs.





PRIORITY INITIATIVE 3 CLUB 360

A national investment in the grassroots volunteer base that sustains women's sport.

KEY PROGRAM ELEMENTS

NATIONAL CLUB DEVELOPMENT STAR RATING SYSTEM:

A tiered framework guiding clubs to progressively improve governance, safeguarding, inclusion and volunteer capability through one-to-three-star benchmarks delivered via Game Plan.

RECOGNITION AND INCENTIVE FUND:

Grants, digital badges, training scholarships and national promotion to reward club progress and encourage sustained adoption.

GAME PLAN ENHANCEMENT AND EMBEDDED WORKFORCE:

Rebranding and enhancement of Game Plan with netball specific modules, supported by a dedicated national program team and embedded State and Territory Club Development Leads to onboard clubs, support adoption and monitor progress.

CLUB CAPACITY RESOURCES AND EVALUATION:

Tailored online resources, governance tools and volunteer engagement strategies, supported by a national monitoring and evaluation framework to enabled at a informed decision-making.

OUTCOMES AND BENEFITS

80%

NETBALL CLUBS ONBOARDED TO GAME PLAN, ACHIEVING AT LEAST A ONE-STAR CAPABILITY RATING

\$36 M

PRESENT VALUE IN VOLUNTEER WELLBEING BENEFITS

10%

UPLIFT IN VOLUNTEER NUMBERS



NATIONALLY CONSISTENT STANDARD FOR CLUB GOVERNANCE, SAFEGUARDING AND INCLUSION

15%

IMPROVEMENT IN RETENTION BY 2030

BENEFITS TO GOVERNMENT

- Investment in Club 360 will generate substantial social and wellbeing returns;
- A projected uplift in volunteer contribution alone is estimated to deliver more than \$36 million in present value wellbeing benefits, while also strengthening Australia's volunteer workforce in the lead up to Brisbane 2032.



PRIORITY INITIATIVE 4 INDO PACIFIC OCEANS OF POWER

Indo-Pacific sport diplomacy initiative advancing gender equality, leadership and regional engagement through women's sport.

PURPOSE

Netball's Indo-Pacific Oceans of Power strengthens Australia's relationships and influence across the Indo-Pacific through women's sport. The program uses netball's cultural relevance and reach to deepen people-to-people connections, expand youth involvement and build leadership pathways for women and girls. It positions Australia as a credible partner in sport development and gender equality, leveraging the global platform of the Netball World Cup Sydney 2027 to showcase national values and regional partnership.

ISSUE

Sport is one of Australia's most effective diplomatic tools. However, Indo-Pacific engagement through women's sport remains fragmented and limited in scale. Regional partners are seeking safe programs that build capability, support youth development, promote gender equality and strengthen cultural connection. Without sustained investment, Australia risks losing visibility, influence and relevance in a region where people-to-people links play an essential role in diplomatic outcomes.

BACKGROUND

Netball Australia has a strong foundation across the Indo-Pacific through PacificAus Sports, Team Up and the Pacific Women Lead Sports Administration Program. To date, these partnerships have created a strong, women-led network driving social change and positioned netball as a powerful vehicle for regional engagement. Programs have:

- Engaged more than 32,500 participants;
- Trained 453 coaches and umpires;
- Supported 32 athletes in Australian high-performance environments and;
- Connected 18 women to senior leadership roles.

Oceans of Power builds on this success and extends Australia's leadership into new priority regions including India, Singapore and Malaysia. The program aligns with DFAT's Sports Diplomacy 2032 Strategy, CAIR priorities, the Government's deepening Southeast Asia agenda and Australia's international gender equality objectives.

INVESTMENT REQUIRED

\$6.35 million over four years to deliver Oceans of Power as a coordinated Indo-Pacific sport diplomacy initiative. The investment will strengthen relationships across at least six priority nations.

“We all learn from each other.... About how they structure their board and use those relationships to leverage sponsorship. It really opened my eyes to what's possible - how we can use our own networks more strategically here.”

TUSI FAASOOTAU-ALE
Country Program Manager, Netball Samoa



PRIORITY INITIATIVE 4 INDO PACIFIC OCEANS OF POWER

Indo-Pacific sport diplomacy initiative advancing gender equality, leadership and regional engagement through women's sport.

CULTURE CONNECT INDO-PACIFIC FELLOWSHIP PROGRAM

Multi-year fellowship for emerging women leaders from the Indo-Pacific, Australian First Nations communities and diaspora groups. Training in governance, safeguarding, sport development and cultural leadership, with leadership summits and placements at Netball Australia, Member Organisations and SSN clubs. It expands the proven Pacific Women Lead model into India and SEA, fostering knowledge exchange with officials linked to major events including Singapore 2029 SEA Games, India 2030 Commonwealth Games and Brisbane 2032.

NETBALL SCHOOLS INDO-PACIFIC PILOT

Junior participation program for girls aged 5-14 delivered through schools and community groups. Pilot adapts Netball Australia's schools curriculum for local languages and cultural contexts. It trains teachers and local leaders, provides starter packs and builds capability in coaching, leadership and safeguarding.

This program supports school-to-club pathways and aligns with CAIR's goals to strengthen Australia-India ties through education and youth engagement.

INDO-PACIFIC AUS SPORTS NETBALL CHALLENGE

Regional competition pathway that combines high-performance development, cultural exchange and diaspora engagement. Winning diaspora teams will travel with partnered Suncorp Super Netball clubs for reciprocal tours and knowledge exchange.

The Challenge culminates in the Australian Indo Pacific Nations Cup as a lead-in event to NWC2027 with curtain-raiser matches providing visibility and celebration of Indo-Pacific athletes and First Nations players.

INDO-PACIFIC AUS SPORTS NETBALL CHALLENGE

Travelling trophy tour and women's sport dialogue series delivered across priority nations. Events combine school visits, community clinics, cultural showcases and diplomatic engagements.

Digital storytelling will amplify regional voices and provide compelling content for Government and NWC2027 platforms.

SUNCORP SUPER NETBALL PRE-SEASON MATCH IN THE INDO-PACIFIC

High-profile Suncorp Super Netball pre-season match hosted in an Indo-Pacific partner nation. The activation includes community clinics, cultural exchange activities and broadcast content to strengthen awareness of NWC2027 and highlight Australia's commitment to regional engagement.



OUTCOMES & BENEFITS

- 72 women leaders trained;
- 6 Indo Pacific nations with expanded governance, safeguarding and sport administration capability;
- Increased participation and new regional high performance opportunities;
- Supports Sports Diplomacy 2032 Strategy;
- Stronger bilateral ties through reciprocal tours and leadership;
- Storytelling and cultural representation embedded in NWC2027 activation;
- Advances Australia's international gender equality agenda.



PRIORITY INITIATIVE 5 HERPOWER27 COMMUNITY ACTIVATIONS

Bringing the Netball World Cup Sydney 2027 excitement to regional Australia

PURPOSE

HerPower27 Community Activations will bring the excitement and pride of the Netball World Cup Sydney 2027 to regional and remote Australia. The program delivers high performance matches and inclusive engagement activities that connect women and girls with elite athletes, grow participation and strengthen local capability.

BACKGROUND

For many people living regional and remote, access to live elite women's sport remains out of reach.

Participation rates among women and girls are lower in regional areas and fewer structured pathways exist for First Nations, multicultural, and people living with disability. ABS data shows that only 55% of women in regional and remote areas meet recommended physical activity guidelines, compared to 65% in major cities. AusPlay findings show that distance, cost, facility access and fewer elite role models reduce engagement in structured sport.

Regional Australia is central to the nation's sporting identity and essential to encouraging more females to play netball. There is high appetite for elite game experiences and NWC2027 provides a national moment for regional inclusion. The final year before the event is critical to build visibility and secure regional fans as part of the Netball World Cup journey.

INVESTMENT REQUIRED

\$2 million over two years to deliver the HerPower27 Community Activation Series. This investment contributes to a nationally distributed NWC2027 legacy.

PROGRAM COMPONENTS

HerPower27 Community Activations' format is designed to be adapted for place based delivery, and scalable with co-funding from government.

- Regional International Match Series in regional centres such as Darwin, Ballarat, Albury Wodonga, Newcastle, Cairns and locations in Western and South Australia;
- Premium festival fan experiences with cultural performances, local media partnerships and storytelling that showcase each host community;
- School clinics, cultural activations and leadership workshops;
- NWC tournament watch sites;
- Workforce development for regional coaches, umpires, officials and volunteers to strengthen capability;
- Measurement of community engagement, workforce outcomes, economic uplift and match attendance.

OUTCOMES AND BENEFITS

20M

PROJECTED ECONOMIC AND SOCIAL RETURN



INCREASED VISITOR SPENDING AND LOCAL TOURISM ACTIVATION

360°

NATIONAL STORYTELLING AND DIGITAL REACH THAT BUILDS VISIBILITY FOR WOMEN'S SPORT



INCREASED PARTICIPATION AND STRONGER SCHOOL TO CLUB PATHWAYS



REGIONAL VOLUNTEERING CAPABILITY

BENEFITS TO GOVERNMENT

- Activation of regional sport, tourism and social priorities across multiple jurisdictions;
- Stronger regional economies and civic pride through major event activity;
- Increased representation of women's sport in regional media;
- Culturally safe, inclusive sport environments for women and girls.



PRIORITY INITIATIVE 6 POP UP PLAY

Portable Court Infrastructure investment expanding regional connection to elite women's netball.

PURPOSE

Pop Up Play brings elite women's netball to regional communities that cannot access permanent high performance facilities. A portable competition grade court enables match play and fan activations in regional and outer locations, building connection to the Netball World Cup Sydney 2027 and supporting the infrastructure pathway toward Brisbane 2032.

BACKGROUND

Many regional and outer metropolitan communities cannot access permanent high performance facilities, which limits their ability to host elite netball or engage with world class experiences.

Demand for high quality content is strong across Queensland, with the Firebirds and Lightning recording record membership in 2025. Netball Queensland is ready to co deliver activations in Cairns, Townsville, the Gold Coast and greater Brisbane, supported by strong appetite for elite women's sport. A portable competition grade court provides a practical solution by taking elite match play and fan experiences directly to regional communities.

INVESTMENT REQUIRED

A one off investment of \$500,000 in 2026 to 2027 is required to purchase a competition grade portable court and the supporting infrastructure for safe and compliant event delivery. This includes transport systems, storage capacity, event set up and pack down capability and international match readiness.

OUTCOMES AND BENEFITS

- New venues opened for elite match play;
- Greater regional access to women's sport;
- Economic uplift for host towns;
- Increased participation through visible elite content;
- Stronger regional engagement on the road to Brisbane 2032.

BENEFITS TO GOVERNMENT

- Supports regional development and tourism priorities;
- Promotes equity of access to women's sport;
- Strengthens national engagement throughout the Green and Gold Decade.





PRIORITY INITIATIVE 7 SAFENET

A national infrastructure capability transforming access to safe netball facilities

PURPOSE

SafeNet creates a national system for planning and upgrading safe, inclusive and female friendly netball facilities. It delivers the data and infrastructure capability needed to support rapid system growth expected during and after the Netball World Cup Sydney 2027. At its centre is a national facility audit and planning platform that provides clear evidence for coordinated co investment. This enables upgrades that expand access for women and girls and improve participation for First Nations, multicultural and disability communities.

BACKGROUND

Australia does not have a national understanding of netball facility supply, condition, safety, accessibility or future demand. Many courts are oversubscribed, shared with multiple sports, poorly lit and lacking female amenities, disability access and culturally safe environments. These constraints limit growth and reduce opportunities for adolescent girls, First Nations participants, people with disability and culturally and linguistically diverse communities.

INVESTMENT REQUIRED

\$6.35 million over four years to deliver Oceans of Power as a coordinated Indo-Pacific sport diplomacy initiative. The investment will strengthen relationships across at least six priority nations.

KEY PROGRAM ELEMENTS

A national infrastructure capability transforming access to safe netball facilities.

INVESTMENT OPPORTUNITIES

Year 1: National Audit

Comprehensive facility assessment using Sports Facility Auditor platform, demand mapping and publication of National Netball Infrastructure Blueprint.

Year 2: Strategic Planning

State and regional infrastructure plans, co-investment frameworks and inclusion-led design principles.

Years 3-4: Priority Upgrades

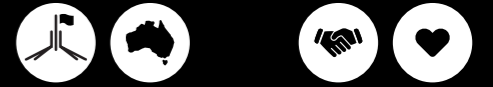
150 facilities upgraded with female-friendly features, accessibility improvements and cultural safety elements.

OUTCOMES AND BENEFITS

- 150 priority facilities upgraded with female friendly and accessible features;
- 20% increase in court access across high growth and high demand regions;
- A permanent national data platform guiding coordinated infrastructure investment;
- Increased participation for women and girls;
- Stronger volunteer engagement and increased sustainability for local clubs.

BENEFITS TO GOVERNMENT

- Evidence based infrastructure planning aligned to Sport Horizon and Play Our Way;
- Reduced duplication and stronger co investment across governments and councils;
- Improved access to inclusive, culturally safe and female friendly facilities;
- A scalable national model that strengthens sport infrastructure in the lead up to Brisbane 2032. Evidence based infrastructure planning aligned to Sport Horizon and Play Our Way.



PRIORITY INITIATIVE 8 MARIE LITTLE SHIELD

National disability inclusion legacy for women and girls with intellectual disability.

PURPOSE

Established in 2013 and named in honour of Marie Little OAM, the Marie Little Shield is Netball Australia's national championship for women with an intellectual disability. For more than a decade, it has created representation and leadership in a system where women with disability remain significantly underrepresented.

This initiative seeks to elevate the Shield as a national disability inclusion legacy for the Netball World Cup Sydney 2027. It will expand participation, strengthen leadership pathways and embed disability representation across netball programs, systems and national storytelling.

BACKGROUND

Australia's Disability Strategy 2021-2031, the NDIS Outcomes Framework, Sport 2030 and Sport Horizon all prioritise inclusive participation, leadership pathways and visibility for people with disability. Despite these commitments, women and girls with disability face persistent and systemic barriers to participating in organised sport.

Only 24% of people with disability participate in structured sport compared to 63% of the general population. High performance opportunities for athletes with intellectual disability remain rare and are often self-funded, exacerbating access to these aspirational pathways.

The Shield has been sustained through Netball Australia's commitment, philanthropy and limited sponsorship, yet demand for development pathways continues to grow.

INVESTMENT REQUIRED

\$1 million over four years to secure the Marie Little Shield and expand its reach. The investment will fund tournament delivery, leadership and workforce pathways, regional and remote outreach, and national communications that increase visibility for women with disability.

OUTCOMES AND BENEFITS

Inclusive sport participation delivers significant social and economic value. ACIL Allen's analysis for SportWest found an average social return of \$10,178 per club based participant each year, driven by improved mental health, increased workforce, reduced chronic disease risk and stronger social connection.

These benefits are magnified for athletes with intellectual disability, with AusPlay data confirming clear gains in mental health, reduced social isolation and lower disease risk when people with disability participate in inclusive sport.

- Increased participation for women and girls with intellectual disability;
- Accreditation of 30 coaches and 25 umpires;
- National reach of more than one million Australians through disability-led storytelling;
- Improved health, wellbeing and social outcomes for athletes;
- Strengthened inclusive club environments aligned with national disability and sport frameworks;
- Delivers on Australia's Disability Strategy;
- Improves visibility and opportunity for women with disability.





PRIORITY INITIATIVE 9 HER GAME, HER HEALTH

Women's health initiative delivered through the empowered netball network.

PURPOSE

Established in 2013 and named in honour of Marie Little OAM, the Marie Little Shield is Netball Australia's national championship for women with an intellectual disability. For more than a decade, it has created representation and leadership in a system where women with disability remain significantly underrepresented.

This initiative seeks to elevate the Shield as a national disability inclusion legacy for the Netball World Cup Sydney 2027. It will expand participation, strengthen leadership pathways and embed disability representation across netball programs, systems and national storytelling.

BACKGROUND

Australia's Disability Strategy 2021-2031, the NDIS Outcomes Framework, Sport 2030 and Sport Horizon all prioritise inclusive participation, leadership pathways and visibility for people with disability. Despite these commitments, women and girls with disability face persistent and systemic barriers to participating in organised sport.

Only 24% of people with disability participate in structured sport compared to 63% of the general population. High performance opportunities for athletes with intellectual disability remain rare and are often self-funded, exacerbating access to these aspirational pathways.

The Shield has been sustained through Netball Australia's commitment, philanthropy and limited sponsorship, yet demand for development pathways continues to grow.

INVESTMENT REQUIRED

\$1 million over four years to secure the Marie Little Shield and expand its reach. The investment will fund tournament delivery, leadership and workforce pathways, regional and remote outreach, and national communications that increase visibility for women with disability.

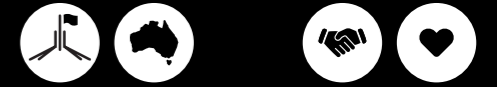
KEY PROGRAM ELEMENTS

- National health content series co designed with experts and delivered by athletes; focused on six priority areas: menstrual health and puberty, reproductive and sexual health, perimenopause and menopause, mental health and wellbeing, body image and identity, and family and intimate partner violence;
- Club health toolkit for more than 3,300 clubs with conversation guides, referral pathways and wellbeing tools;
- National paid and earned media campaign aligned with NWC2027;
- Digital learning modules and tools for coaches, volunteers and parents;
- NWC2027 integration with health stories embedded.

OUTCOMES AND BENEFITS

- Reach one million women and girls through the national health content series and club toolkits;
- Increase knowledge and confidence across six priority women's health areas;
- Strengthen early intervention and help seeking;
- Improve social connection, wellbeing and safety for women and girls.





PRIORITY INITIATIVE 10 COURTWISE ONLINE

Digital safety and wellbeing program for every girl and young woman in Australia.

PURPOSE

CourtWise Online is a national digital safety and wellbeing program that equips girls and young women with the skills, confidence and resilience they need to navigate the online world. The program uses athlete leadership, fan engagement and Netball World Cup Sydney 2027 visibility to strengthen digital literacy and promote safe online behaviours.

The initiative integrates digital safety content across NWC2027 storytelling and provides safeguarding resources to clubs, schools and associations. CourtWise Online will help young people become safe online fans, safe participants and safe creators in the lead up to and beyond the Netball World Cup.

BACKGROUND

Online abuse against women and girls is rising and the need for credible partners has never been greater. A 2025 national review, supported by the Australian Sports Commission and involving over 4,000 stakeholders, identified urgent gaps in addressing online abuse. At the elite level, athletes face increasing digital threats, demanding a coordinated, sport-led response.

In addition, First Nations and CALD girls face unique digital safety risks linked to language barriers, cultural expectations and systemic inequities.

Athletes are widely recognised as credible messengers in health and wellbeing campaigns. The Australian Sports Commission embeds athlete voices in national strategies because research shows role models increase engagement and behaviour change, particularly among young people and sport-connected regions.

INVESTMENT REQUIRED

\$2 million over four years.

Netball Australia is ready to activate across all four pillars of the eSafety Commission's operating model:

- Prevention through netball led education that builds digital literacy and resilience;
- Protection by promoting reporting tools and support pathways;
- Proactive and systemic change by challenging harmful behaviours and promoting respectful online culture;
- Partnerships through co designed content that reaches diverse groups.

OUTCOMES AND BENEFITS

- Reach one million Australians;
- Builds stronger digital literacy, resilience and increase awareness of reporting tools;
- Lifts capability for more than 2,000 clubs and associations and strengthens volunteer confidence to manage digital safety concerns;
- Delivers on eSafety Commissioner priorities and aligns with Sport Horizon's focus on safe, inclusive and well governed environments.

NETBALL OFFERS A UNIQUE PLATFORM TO AMPLIFY THESE PRIORITIES:

- Digital Reach: 847,000 followers, 3.36 million weekly impressions, 2.27 million weekly reach;
- Public Confidence: From elite athletes to grassroots clubs, netball's multi-tiered leadership provides authentic engagement;
- Athlete Influence: Athletes are proven to be commanding messengers in health and wellbeing campaigns, increasing engagement and behaviour change among youth;
- National Footprint: Deeply embedded in metro, regional and remote.





PARTNERSHIP INITIATIVES NWC2027 TOURNAMENT LEGACY OPPORTUNITIES

Direct in-tournament social impact initiatives.

NATIONAL TROPHY TOUR

A nationwide tour will engage schools, councils and communities. The tour will celebrate 100 years of netball, its reach throughout the country, and the and ignite anticipation ahead of the biggest global netball event on home soil.

FIRST NATIONS CULTURAL LEADERSHIP

NWC2027 will be guided by First Nations knowledge, protocols and cultural authority. Programs will elevate First Nations voice and visibility, strengthen cultural safety and showcase storytelling across the tournament. This work is shaped with the First Nations Cultural Council, Traditional Owners and Aboriginal Land Councils to ensure the event reflects community leadership and culture.

WOMEN'S HEALTH AND SAFETY HUB

A dedicated tournament fan experience zone will provide practical tools, live demonstrations and culturally informed health content delivered with leading women's health and safety partners. Designed for girls, women, parents, the Hub will promote confidence, wellbeing and help seeking.

SUSTAINABLE FAN ZONE BRAND ACTIVATIONS

The NWC2027 fan zone precinct will invite beauty, fashion, lifestyle and tech partners to create interactive experiences that are fun, stylish and grounded in real sustainability outcomes. From recycle your old make up bars to circular fashion labs, the fan zone will prove that doing good for the planet can look and feel exciting.

REGIONAL NETBALL FESTIVAL POP UPS

Taking the excitement of the NWC2027 to communities across Australia by delivering high energy mini festivals that blend netball, culture, music and local talent. Activation will feature a pop up court, skills zones, ambassador appearances.

MULTICULTURAL FAN FUSION

Fan Fusion will celebrate the cultures, languages and stories of communities across Australia and the competing nations. It will invite brands to co create vibrant, contemporary and culture rich activations that inspire diaspora groups and make every fan feel seen and included.

SAFE HER SPACES PROGRAM

Strengthening the culture of the NWC2027 by equipping athletes, coaches, administrators and volunteers with the knowledge and skills to recognise and challenge gender inequality. The program will promote safe, respectful and inclusive environments across all event settings and reflect sport's leadership role in advancing equality.

“Netball, we’re just starting.
We’re going to be doing
it for years and years.
We should all be proud of
ourselves because it’s
really good for us.
It’s about our teammates
and caring about them.”

ALIZA COOK
NetSetGo Participant, 7 years old

**ACCOUNTABILITY &
SUSTAINABILITY**

05

HerPower27 is built on strong governance, shared decision making and transparent evaluation.

5.1 GOVERNANCE

Coordinated legacy programs will be overseen by:

NWC2027 Advisory Committee

Meets quarterly and includes the Australian Government Office for Sport, NSW Office of Sport, Destination NSW, World Netball, Netball Australia and the Local Organising Committee.

Legacy Working Group

Brings together the Local Organising Committee, Netball Australia and all State and Territory Member Organisations for national alignment and integration with tournament delivery.

Netball Australia's First Nations Cultural Council

Provides cultural governance and shared decision making for all First Nations components of HerPower27.

5.2 COMMITMENT TO CO DESIGN

HerPower27 embeds co design with lived experience advisory groups for relevant initiatives.

First Nations Cultural Council

Ensures coherence, governance and cultural integrity across all initiatives, with alignment to Closing the Gap targets and priority reforms, and influenced by Traditional Owners and local Aboriginal land councils.

CALD Advisory Group

Guides culturally safe program design, multilingual content and ambassador selection.

Disability Lived Experience Panel

Advises on inclusive practice, disability pathways and representation, including the Marie Little Shield.

5.3 MEASUREMENT, EVALUATION & REPORTING

HerPower27 will be evaluated by independent evaluation partner, ensuring rigorous data collection and accountability. Evaluation includes community-led components through the First Nations Cultural Council, and CALD Advisory Group.

- Baseline data collection (2026) across participation, governance, volunteers, health, safety and digital engagement;
- Independent evaluation partner appointed in 2026;
- Quarterly progress updates to the NWC2027 Advisory Committee;
- Annual HerPower27 Impact Report;
- Midpoint evaluation following NWC2027;
- Long-term evaluation in 2030, analysing system uplift.



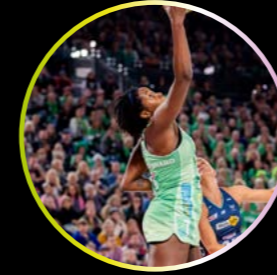
TIMELINE FOR SUCCESS



FY2027

BUILD AND SCALE

- Expand workforce, and capability programs across Member Organisations;
- Launch Legacy initiatives nationally;
- Data collection and measurement.



FY2028 – 2030

POST-TOURNAMENT LEGACY EXPANSION

- Continue delivery of participation, First Nations, CALD and digital program;
- Implement facility upgrades informed by the SafeNet audit;
- Longitudinal measurement across participation, wellbeing and inclusion;
- Publish the tournament evaluation and legacy impact report;
- Embed legacy programs into Netball Australia's business as usual operations.

2026

2027

NWC 2027

2028

2030

FY2026

FOUNDATION YEAR

- Finalise legacy investment case with government;
- Establish governance and advisory groups;
- Capture national baselines across participation, club capability, workforce, health, safety and digital engagement;
- Develop evaluation framework.

AUGUST – SEPTEMBER 2027

TOURNAMENT DELIVERY & NATIONAL ACTIVATION

- NWC2027 broadcast integration, fan zone legacy hubs and storytelling;
- Inclusion, First Nations and sustainability program integration;
- Engage and develop volunteers and workforce across the tournament;
- Deliver baseline and mid-year evaluation reporting to government.



FY2031 – 2032

CONSOLIDATION & FUTURE PLANNING

- Transition funding to sustainable commercial and philanthropic models;
- Final reporting against 2030 outcomes;
- Alignment with Made in Netball strategy post 2030.



CONTACT

**FOR FURTHER INFORMATION
PLEASE CONTACT:**

ALANA FECHNER

Legacy Lead
Netball Australia & Netball World Cup Sydney 2027
E: alana.fechner@netball.com.au

SARAH MEREDITH

Head of Government Relations & Stakeholder Communications
Netball Australia & Netball World Cup Sydney 2027
E: sarah.meredith@netball.com.au

MARK FALVO

Interim Chief Executive Officer, Netball Australia
Chief Executive Officer, Netball World Cup Sydney 2027
E: mark.falvo@nwc2027.com

