

BNA SPORT REFERENCE GROUP

# BOROONDARA NETBALL ASSOCIATION

DATA & FINDINGS  
February 2020

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#### BNA Sport Reference Group

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# NETBALL IN BOROONDARA

## State of Play 2019



BNA Sport Reference Group - Data & Findings Report February 2020

*Netball in Boroondara is thriving.*

*The capacity for local venues to host sport in this LGA is diminishing and council requires a short and long-term provisioning plan to support women and girls as well as the growing number of men and boys who are playing netball within the region.*

For many years, Macleay Park has provided women and girls an opportunity to participate in netball.

Boroondara Netball Association (BNA) is an exemplary organisation providing pathway and programming which supports grassroots netball to Victorian Netball League (VNL) and has produced some of the states and countries finest netball players, coaches and umpires.

However, as demand for netball grows in the local area, the capacity for expanding and developing programs is limited.

### Current situation

- Netball is the highest team participation sport for females in Boroondara
- **3,692 unique members and 5,371 participants** (Boroondara residents only)
- **More than 50% of the 5,371 Boroondara netball participants** need to play outside of the LGA to engage in additional netball programming
- 4,193 netball participants are Juniors
- Clubs, schools and other local sports and community users have expressed interest in utilising the facility but cannot be accommodated
- There is no opportunity to cater for social netball participation such as Rock Up Netball, Walking Netball, Men's and Mixed Netball and extremely limited opportunities for women aged 18+ to play within the LGA
- Game times have been reduced from 50min to 45min, and more recently to 36min games to allow additional scheduling of teams.
- 2% of residents play netball, which is well above the state metropolitan average of 1.3%,



# History of Boroondara Netball Association (BNA)

Boroondara has a strong history of netball participation. Unfortunately, having no suitable facilities in Boroondara, the clubs were required to travel long distances to access this through the “*Victorian Churches Netball Association.*” After uniting and lobbying Council for their own association venue, the Boroondara Netball Association was established in 1995 and incorporated in June 1996.

Facilities were significantly lacking for netball in Boroondara and the Association was forced to move from school venue to school venue as it grew. After almost 20 years of lobbying Council for a netball association venue, Boroondara Council led by Mayor Judith Voce, supported the Macleay Park venue project and in 2004, BNA were provided a "home".

The Boroondara Netball Centre (8 outdoor courts) was opened in March 2005 and the Boroondara Sports Complex (4 indoor courts) in May 2006. In 2011, Council led by Mayor Nicholas Tragus, significantly upgraded the facility pavilion to cater for the growth in netball's popularity in the area, providing much-needed administration, meeting, storage areas and kiosk, first aid and change room facilities.

In 2009, BNA was granted one of ten licences in the inaugural Victorian Netball League. This competition underpins Melbourne VIXENS & Collingwood MAGPIES in the Suncorp Super Netball – National Competition. Boroondara EXPRESS has teams in each division -Championship, Division One and 19/U. To date, Express has had teams represented in finals every year with many players progressing up to the SSNN.

BNA contributes to the wider local community through various programs and support groups, raising funds for worthy causes and creating a safe and welcoming environment for residents as well as participants.

The Boroondara Netball Association is now regarded in the community and at a state level as a pro-active and innovative organisation. This is due to the commitment, enthusiasm, and drive of BNA management team and volunteers.

Since BNA's inception, membership has swelled to over 3200 players, coaches, umpires and administrators, enabling members to participate in a number of programs offered through Netball.

They are currently able to provide a range of comprehensive programs including;

- Junior Development Program,
- Umpire & Coach Development Programs
- High Performance Program
- Community Fundraising Program
- Environmental Sustainability Program

Court provision currently impacts on the association's ability to fully provide all pathway and development opportunities for their sport. Where they were once leaders in this field, they are now heavily restricted by local provision.

BNA is currently unable to provide programs such as;

- Extended sporting opportunities for women 18+
- full game time competition for current membership and current demand
- full programming for pre-elite coaching and umpiring pathways
- men & boys league programs and pathway development
- social netball
- all abilities and modified netball
- after hours local schools competition







Picture: Grant Treeby

## BNA VISION / MISSION & CORE VALUES

### BNA VISION

*"To be the leading sporting association, committed to the provision of attainable pathways to the top in all aspects of netball, enabling individuals to achieve their personal best within a caring community environment."*

### MISSION

*"The Boroondara Netball Association promotes equal access and opportunity for participants, fostering enjoyment and skill development through dedication and sound management practices."*

### CORE VALUES

- Promote women's health through women's sport
- Participation & involvement at all levels
- Volunteerism
- Camaraderie
- Social awareness & fundraising
- Positive, 'can do' approach
- Opportunity for all



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# BNA STRATEGIC DIRECTION & ALIGNMENT

## STRENGTHS & OPPORTUNITIES

- Effective & enthusiastic committee and volunteer workforce
- Community engagement- including loyal sponsors with tenure
- Effective development "Pathway to the Top" for players, coaches & umpires
- Victorian Netball League Licence
- Thriving grass roots competition
- Financial stability
- Collaboration with other netball associations including NV and Netball Australia



## ALIGNMENT TO NETBALL VICTORIA

Netball Victoria recently released its Strategic Plan 2019-2022. This strategy clearly outlines the four key drivers and direction for our netball associations going forward.

**Livelong Love of Netball** – maximising our netball participation outcomes in our netball communities

**Being Member Centric** - focus on member development, pathways, talent and volunteer workforce

**Victorian Netball Dominance** – creating best practice programs and pathways

**Building our Netball Economy** – ensuring that we have the operation models and infrastructure to support the growing needs of our diverse members and traditional and non-traditional netball programs.

## CHALLENGES

- Redevelopment / expansion of facilities - inadequate court space, storage, lighting and carparking at BNC
- Open up program offerings unable to be provided at present
- Remove barriers to elite development opportunities for Coaches and Umpires
- Victorian Netball League sustainability and success
- Maintaining relationship with changing Councilors
- Succession planning & delegation, policies & procedures
- Working harmoniously with local residents and other site stakeholders

## ALIGNMENT TO CITY OF BOROONDARA

The Boroondara Sport and Recreation Strategy was endorsed in 2016, linking into the Boroondara Public Health and Wellbeing Plan 2013-17 and the Open Space Strategy. There are six priority areas that were identified, and all mirrored in the operation, branding and day to day BNA operational frameworks. These included; Health, Wellbeing & Social Cohesion; Diversity & Inclusion Participation, Partnerships, Sustainability and Infrastructure & Safety.

The Sport and Recreation Strategy also identified that Netball was one of six sports that was “experiencing a high growth in demand and will require additional access to facilities in the future...” Netball is a mixture of both Highball and Sports ground users in Boroondara. BNA operating competitions in both indoor and outdoor facilities to support the entire pathway from grassroots to VNL.

A Sport Asset Management Plan was proposed to support the Sports Ground Usage group.

In terms of the Highball group, the following recommendations were put forward;

- Forming partnerships with schools for access to facilities or development of facilities
- Expanding existing sites where possible
- Encouraging existing sites to include activities and
- investigation will focus on these precincts as a priority.

There are thirteen guiding principals outlined in the strategy. “These principles provide a framework to guide decision making and allocation in the context of finite resources. This includes but may not be limited to development of facilities, utilisation of and access to Council assets and determining priorities”. BNA has worked tirelessly to achieve and exceed expectations in this area and this document assists council in providing clarity around this sporting investment.





# A CASE FOR NETBALL: NEEDS ANALYSIS

## 13.4 additional dedicated outdoor lit courts are required to satisfy demand by 2031

In 2017 Netball Victoria released their Statewide Facilities Strategy. Commissioned by the State Government through Sport and Recreation Victoria, it was an independent report that was able to provide analysis on the provision of court infrastructure throughout Victoria on both indoor and outdoor netball courts.

It is a valuable resource for our members and key stakeholders when making informed decisions regarding netball facilities in Victoria.

This is further detailed in geographical zone profiles which have been created, giving specific information regarding needs in broader regions with neighbouring LGA data for reference. The Eastern Profile can be found (Appendix A) supporting this document.

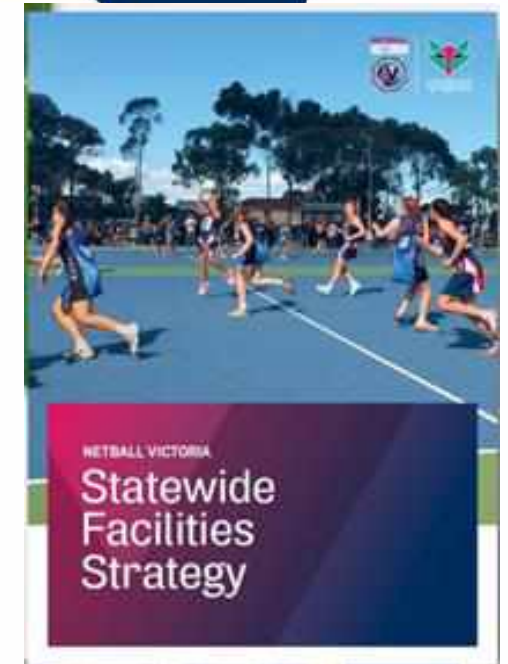
The strategy states, that to satisfy demand Boroondara requires an additional 13.4 dedicated outdoor lit courts by 2031 (or indoor equivalent). We know that this is a quantitative assessment only and does not take into consideration qualitative matters such as the current quality of the existing courts, compliance, competition types, standards, safety and associated supporting infrastructure.

### CRISIS OF NEED

*BNA is unable to support the current demand for netball participation and is unable to provide any futureproofing to their competition demand.*

*Membership growth increases due to the rising popularity of the game across genders, cultures and abilities.*

LGA	2015			2031	
	Equivalent court usage / access	Number of required dedicated lit outdoor courts	Surplus/deficit number of dedicated lit outdoor courts	Demand generated by population growth for dedicated lit outdoor netball courts	Number of additional dedicated lit outdoor courts required to satisfy demand in 2031
Monash	24.9	26.4	-1.6	3.2	4.8
Boroondara	14.3	24.8	-10.5	2.9	13.4
Knox	47.2	22.2	25.0	3.2	-21.9
Yarra Ranges	47.8	21.3	26.5	3.0	-23.5
Maroondah	22.6	15.9	6.8	2.5	-4.2
Whitehorse	17.7	23.5	-5.8	3.3	9.2
Manningham	26.7	16.9	9.8	2.6	-7.1
<b>Eastern Metro</b>	<b>201.1</b>	<b>151.0</b>	<b>50.1</b>	<b>20.7</b>	<b>-29.4</b>



# USAGE TABLE

## Scheduling and Use at Macleay Park (8 Outdoor Courts) and Boroondara Sports Complex (4 Indoor Courts)

BNA is a thriving and successful netball association and like its competitors, has its main competition on a Saturday, which is the most popular day for women and girls in this demographic.

In addition to the Saturday competition, the Association also supports its clubs with training facilities during the week and creates opportunities for competitions and usage in the off-peak periods.

It utilises the indoor courts at the Boroondara Sports Complex for representative use, VNL Training and home games as well as other programming. It is also supported by the network of schools who provide venue infrastructure to their school communities who participate in the BNA competition and use their netball courts for BNA club training.

BNA also encourages non-netball and casual users to their current site for off-peak use.

A usage table has been provided (see Appendix B) based on current and extended demand as well as expected growth in the competition.

### Club Training – supported at Macleay Park (with current capacity)

- Ruyton NC
- Kew District NC
- Mont Albert Netball Club (MANC) and
- Canterbury NC

Note: Schools finish no later than 5:30pm, so that they can be bussed back to school for pick up. Some schools have curfew for those on-campus students which further restricts available timetabling

### Club Training – training at school venues which is insufficient for demand.

School	Teams	Players	Provision
Camberwell South	14 Teams	130+ Players	Fintona (1 Court)
Fintona	11 Teams	100+ Players	Fintona (1 Court)
Genazzano	44 Teams	400+ Players	Genazzano (4 Courts)
Koonung	18 Teams	170+ Players	Balwyn High (2 Courts)
Methodist Ladies College	25 Teams	230+ Players	MLC (2 Courts)

### School Competitions

#### GSV – Girls Sport Victoria

BNA has 7 School clubs involved in GSV. At present, clubs are travelling to Dingley, Waverley and Springvale for Weekly competition. GSV Games have been reduced to 8 minute quarters due to the number of courts available to them. Competitions are held on a Monday, Wednesday and Thursday.

#### APS – Associated Public Schools of Victoria

Carey hire out Macleay courts twice a week for training. Ideally they would like 12 Courts. APS matches are played on Saturday mornings at various schools.

#### SSV – School Sport Victoria

Competition is played during school hours. This is currently played at Macleay Park in Boroondara and scheduled into the Calendar year. The size of the competition is limited by the number of courts available.





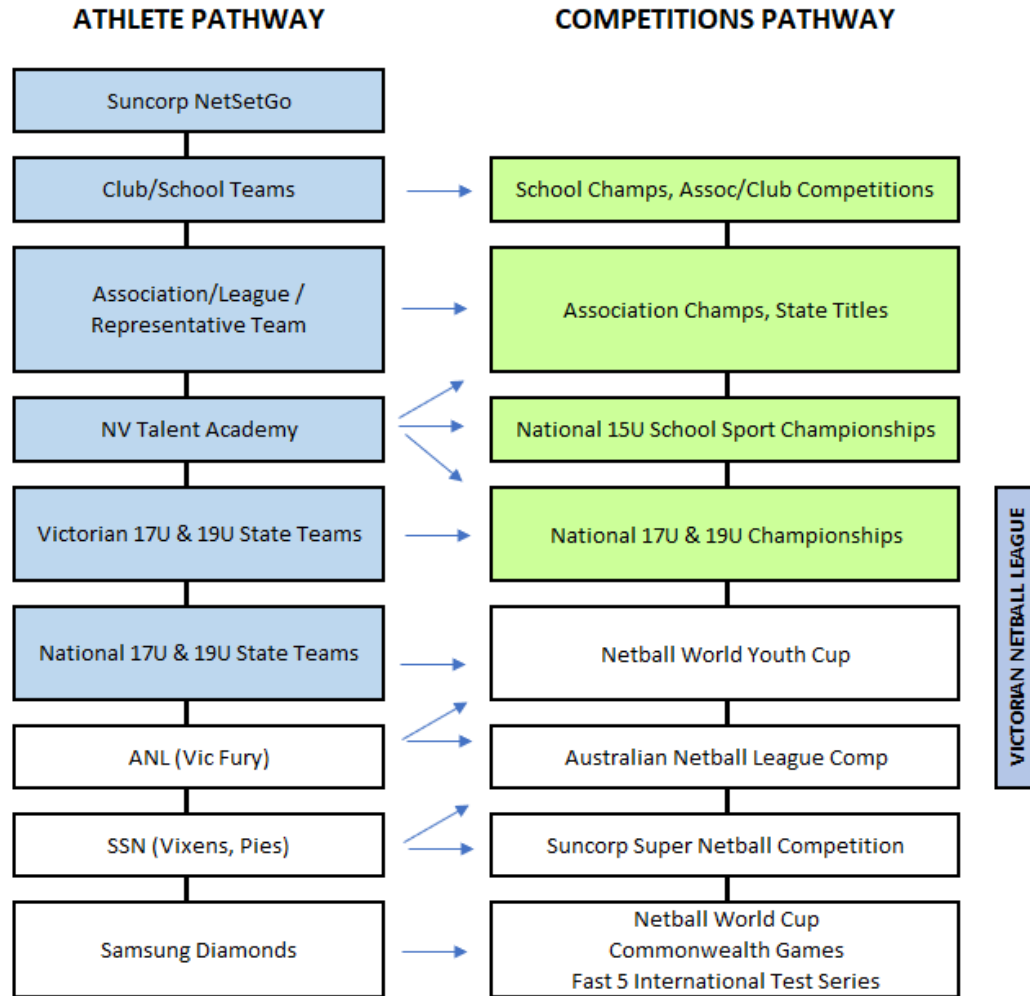
# BENCHMARKING & COMPARATIVE MANAGEMENT MODELS

This table compares LGA's that are home to netball associations with similar membership populations, demographics, operational models supporting grassroots to either VNL and have a similar predominant association to football/netball ratio.

\*2019 Netball Victoria Participation Data (Affiliate data only – does not include schools participation)

Lga_name	Associations	VNL Licence Holders	# Indoor Courts (with access)	# Outdoor Lit Courts	# Outdoor Unlit Courts (Association only)	Facility limitations and Council infrastructure works in progress.	Saturday Competition	Mid-Week Competition Other	NGG - Sub Juniors Programs	Boys/Mixed Other Competitions	Training Venue	Total Primary Member (Per LGA)	Total Participation (Primary & Secondary) per LGA
City of Casey	Casey NA City of Berwick NA Southern FNL	Casey Demons	13	10	23	Casey Stadium was completed in 2017 with 10 international compliant indoor courts. The Stadium courts have two predominant users, Netball and Basketball, with a number of secondary sports. Olive Road has 10 outdoor competition lit compliant courts with 3 indoor courts that require further development. Netball is the primary sport used on the outdoor courts.	●	●	●	●	●	Other LGA participant data has not been provided for this online format	
City of Boroondara	Boroondara NA	Boroondara Express	4	3	5	12	Boroondara NA utilise Macleay Park for the majority of their programming. They also use as much of the indoor capacity as they can access at the Boroondara Sports Complex for their representative and VNL Club. At present they are also heavily supported by training facilities through schools. There are still unable to support the current demand for netball participation in the area.	●		●		3,692	5,371
City of Bayside	Sandringham NA		1	6	7	Association has reduced play to 7 min quarters and zoned participants to residents only to service locals. A new development has been approved by council and will service 3 Indoor and 15 Outdoor Courts. Stage 1 to commence in 2020.	●		●	●			
City of Kingston	Kingston & Districts NA Chelsea & District NA	Southern Saints		30	30	Kingston and District has had recent court and pavilion reconstruction to service the growth of its growing netball community. Works are still underway on the pavilion which is expected to be completed in 2020.	●	●	●	●			
City of Maroondah	Melbourne East NA Easter Football League	Ariels	10	4	14	Maroondah Nets Stadium was completed in 2019. As a leading netball project showcasing indoor and outdoor association design, this 4 indoor/ 4 outdoor netball court venue has state of the art association amenities and supporting infrastructure.	●	●	●	●	●		
City of Knox	Mountain District NA Eastern Football League		2	18	20	City of Knox has recently approved works to it's regional netball facility with improvements to it's outdoor area, which is the largest in the state at 18 outdoor courts and increased indoor provision from 2 to 4 indoor courts.	●	●	●	●	●		
City of Monash	Waverley & District NA Waverley Night NA	Monash Storm	6	20	26	Jells Park (Waverley Womens Centre) 4 Indoor Courts and 8 Outdoor, Premier State and International Netball Event Centre, Ashwood - Waverley & District NA 12 Outdoor Competition Compliant Lit Courts, also using the Oakleigh Rec Centre for Representative and VNL Training	●	●	●	●	●		
City of Glen Eira	Caulfield & District NA			10	10	Recently completed Duncan McKinnon courts to 10 (dedicated) compliant lit outdoor competition courts with multi-purpose pavilion	●	●	●	●	●		

# GAP ANALYSIS



## PATHWAY PROGRAMS

At present, BNA is structured to support competition pathways from grassroots to Victorian Netball League (VNL).

In terms of association ranking and the evolution of Victorian association netball, this is the highest tier that exists under Netball Victoria.

At this level, associations begin to create their own marketing brand. It becomes a very competitive market to create and maintain the workforce that delivers continual success. Success encourages recognition and growth and attracts pre-elite talent.

This experience or talent, filters through all levels including grassroots, as those players, officials and volunteer workforce extend their experience and skills to the rest of the association.

In the case of BNA, they have been successfully able to attract, develop and retain their workforce talent. This has made them one of the most sought-after associations to play for.

In terms of growth this is excellent. In terms of current provision available at the site, this results in;

- a) a necessity in reducing game times to support additional need
- b) potential zoning within the municipality.

Mid week competition offerings are hindered by lighting and available usage as per current licencing agreement.

Inadequate provision of courts and lighting prevents extended training opportunities during the week to support teams playing at BNA and also Friday night juniors.

There is currently nil provision to support the demand for local school competition (GSV) that is currently travelling outside of the LGA to service the 200+ girls who participate in this weekly program.

There is currently not enough provision to service the training requirements of our open, representative and pre-elite teams.

There is little scope to service additional social and non-traditional netball for senior, social rock up netball, walking netball and men and boys league competitions.

# GAP ANALYSIS continued

## UMPIRING:

Attracting key talent to competition ensures its viability and success. Like any elite sport, our netball associations seeks to engage the best coaches and umpires at our venues and build their numbers through development and leadership opportunities.

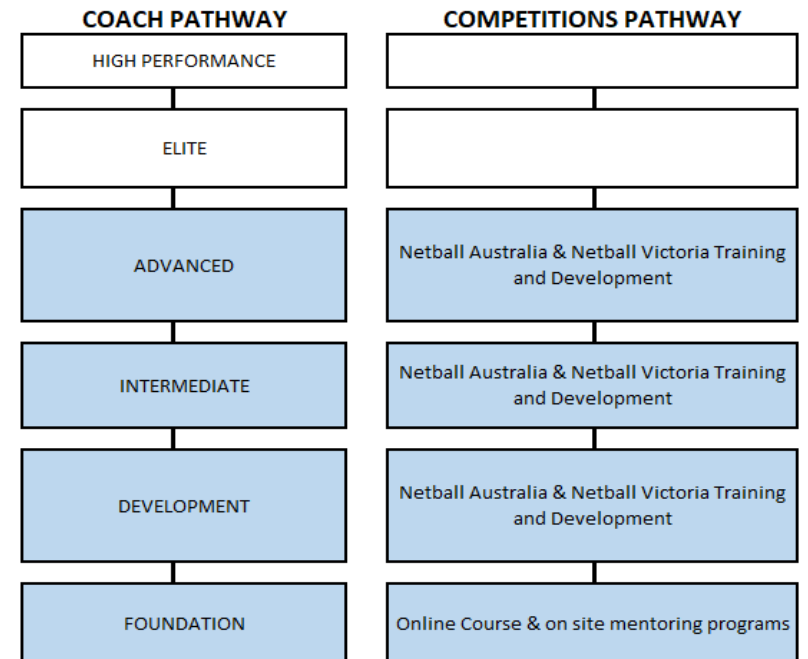
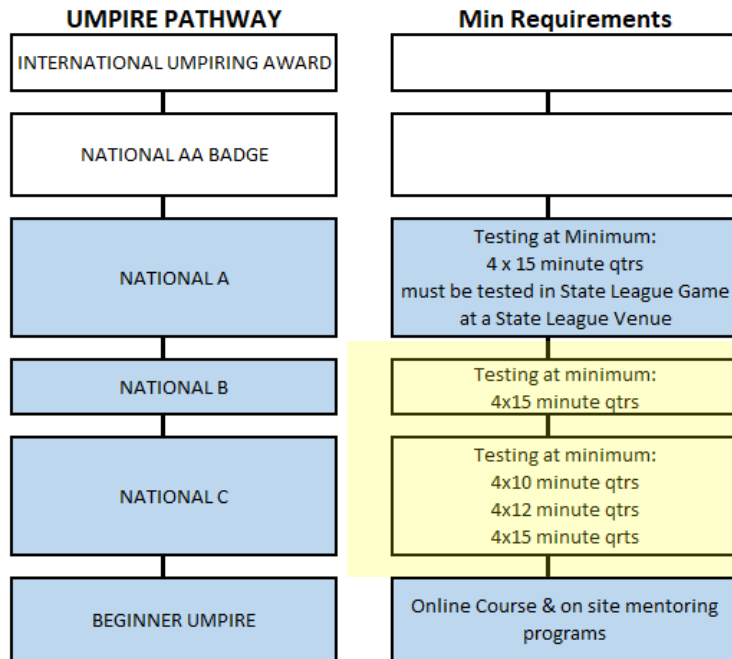
At BNA, the talent pool is strong. However, now that game times have been reduced and limited to 9 minute quarters (and potentially less), the association is no longer able to badge their umpires (Badges B & C) at Macleay Park. And although the indoor centre assists to promote some of the development opportunities, it does not support this type of leadership framework.

If badging cannot occur for National C & B, then National A cannot be achieved within BNA's organisation structure. This pathway that enables local development will become unsustainable as more and more pressure is placed on the association to reduce game times. This has been the case at Sandringham Netball Association who has reduced it's game times to 7 minutes to accommodate local netballers. They have also had to zone their competition for Bayside residents only.

## COACHING:

As apposed to umpiring, coaching development is being achieved at the site through some flexibility with the indoor stadium. However, coaches can only get exposure to the pre-elite or representative games if they are being offered.

Open division, representative and pre-elite play 15 minute quarters (60 minute games) – currently unable to be offered at the site.





# GAP ANALYSIS continued

In addition to the traditional pathway competitions that are offered through Netball, there is also no traditional and expanding netball offerings to our communities.

We are now experiencing increasing interest in the emergence of social sport in our communities as more of our residents look for fitness opportunities that they can incorporate into their busy lives.

Rock Up Netball is a fast growing alternative social sport that is non club based and allows participants to participate at times and venues that are most suitable for their lifestyles. Originally this was targeted at the 18-35 age bracket, however, there is increasing interest from our younger members who may play more than one day per week or for those teenagers who are looking for social opportunities for sport whilst they balance school and part time work.

Walking netball has become popular in the last two years as those members who want less cardio, less impact but aerobic exercise experience the benefits of this modified version of our sport. It is increasingly popular with our more senior members and those who have had sports injuries.

Boys and Men numbers are starting to build. We have enjoyed the successes of our Mens League for years, however, we now have a full pathway offering for our boys who have been limited by opportunities to play in the 11-17 age group. In 2018 we introduced our inaugural boys competition.

Our All Abilities and CALD, Multicultural and Indigenous programs are also available for inclusion in areas where there is need.

Boroondara NA is unable to successfully provide any of these programs for their local members and Boroondara residents as a result of current provisions and site restrictions.



# INVESTMENTS, COUNCIL THEMES AND GUIDING PRINCIPLES

BNA Sport Reference Group - Data & Findings Report February 2020

## Association Investment into Boroondara

The Association is committed to building its membership’s capabilities and its community partnerships. It does this through its strategic plan and by aligning to council policy and principles. It is invested in providing financially to it’s supporting infrastructure and programs.

## Partnerships

BNA is committed to strong partnerships at their home precinct, the stadium and within their local community.

They have created strong links to local schools through the provision of courts for sports and recreation which is not exclusive to netball as well as netball programs and services. They have been able to provide leadership, work experience and workforce development to students who seek to further their experience within netball or who simply require office and operational skills. BNA has also been instrumental in developing teachers and other school staff who support their own netball programs within their school sporting programs, during the day and also as extra curricular organised sport.

Macleay Park Netball site is used by other precinct stakeholders including scouts, local families and dog walkers. It is used regularly by fitness groups, personal trainers and is a safe landmark meeting area for social groups and community activities.

BNA has an excellent relationship with their peak body and avail themselves to every possible opportunity, whether that includes state significant events, such as Association Champs or School Champs or VNL home games, it brings spectators and other local benefits to the community and provides growth and development opportunities for their members and community as well as leadership programs such as umpiring and coaching pathways through Netball Australia or Netball Victoria.

## Connected Council, Connected Community

BNA has worked very closely with council to promote and provide an invaluable service, particularly to women and girls in Boroondara.

They have been keen to address the local residents concerns regarding the hours, lights, noise and general awareness of their community responsibility as key environmental citizens and been resolute in keeping to the agreed arrangement with council as it stands. In 2019 BNA endorsed a taskforce to undertake investigation into a long-term environmental program to look at sustainability and netball’s environmental impact at Macleay Park. “NatureNet” have been working with Zoo’s Victoria, Sports Environment Alliance and Netball Victoria as pioneers in this space.

Council has been a key player in providing grants and other opportunities to local sports to improve outcomes for their residents, and BNA has been successful in obtaining some of those offerings that were instrumental in creating better facilities and services for all residents. They have developed relationships that support all levels of government and hope that these connections can create additional positive outcomes that support theirs and council’s strategic plans.

Programs	Infrastructure
Womens Health Forums Coaching in the Field Womens Leadership Programs (NV) Umpiring Development Community Coaching Advanced Coaching NatureNet – Environmental Sustainability Program	2 x Rotunda (Public shelters) Internal & External Storage Internal Custom Cabinetry External Spectator & Public Seating Court Resurfacing (75% cost) Audio Visual Systems



# KEY COUNCIL THEMES AND GUIDING PRINCIPLES Continued

## Participation and Progress for all

Unfortunately, due to the current provisions available at the complex, BNA is not able to provide programs to some of our important but marginalized groups. Netball Victoria has a very strong All-Abilities program and All-Abilities state team who play in the Marie Little Shield competition. Universal design is important and helps to support these teams as well as others including our CALD community, but these programs are unable to be adopted at the current site as there is simply not enough compliant and suitable courts to run these programs.

BNA has been promoting a Men and Boy's competition at the Stadium, but there is only one court available and the size of the competition is extremely limited. There are currently 51 males playing netball in Boroondara, half of those are juniors and over 380 males are playing in bordering LGAs.

## Systems and Processes

The Association is supported through its affiliation to its state body and provided with systems and tools to understand their members, data and other analysis services which are updated yearly. It enables our members to benchmark themselves against other associations (within similar tier groupings) and work toward their KPI's as directed by their individual strategic plans. Netball Victoria is constantly working on providing systems that provide accurate and robust data that supports our members and stakeholders at all levels of government.

## Value Proposition

It is well documented and agreed that there is a direct link between health and wellbeing and the provision of opportunities for people to participate in sport and recreation. Sport and recreation supports people to be more active and reduces the risk of chronic disease. This has a positive impact on health and wellbeing and reduces the physical, mental, social and financial burden of disease.

The Sport and Recreation Strategy identifies a range of actions to facilitate increased participation by the community in sport and recreation activities particularly for those members in the community whose participation may not be as high. Netball is the highest participant sport per square meter and provides key outcomes to more people more often as compared to any other sport per square meter.



## Health Promotion and Information

BNA consistently provides additional and often free health promotion at their center. They have provided programs directly related to sport such as injury prevention and awareness programs as well as other mental health opportunities with their partners. They look forward to working with council on other opportunities as they arise.





# APPENDICES

Appendix A: Zone Profile for Eastern Region  
Appendix B: Boroondara Usage Table



Example Waverley and District NA in Ashwood

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