



2011 Annual Report

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2011 Highlights

Milestones

Chelsea Pitman and Sharni Layton made their international debuts during the Diamonds tour of New Zealand while Erin Bell made her Diamonds debut in the opening game of the World Netball Championships against Samoa. In the same game, defender Mo'onia Gerrard recorded her 50th Test cap. Susan Fuhrmann became the highest Test capped West

Australian with her 30th cap in the semi-final against Jamaica while Catherine Cox recorded her 2000th international goal in the first Test of the 2011 Holden Netball Test Series against England.

Holden Netball Test Series

The Australian Diamonds contested six Tests in six cities in 22 days against England and

World Champions

The Australian Netball Diamonds were crowned World Champions after successfully defending their title at the 2011 World Netball Championships in Singapore. The young and versatile side went through the tournament undefeated and overcame the New Zealand Silver Ferns in extra-time in the final to win 58-57. It was the Diamonds 10th world title from 13 attempts.



Constellation Cup

The Australian Diamonds kept the Constellation Cup at home with a 3-2 victory over the Silver Ferns. With Test results level at 1-1 after the June tour of New Zealand, the Diamonds maintained the momentum of their World Championship win and claimed the magnificent trophy after winning two of the final three Tests in Australia; the result coming down to the wire in a thrilling third and deciding Test in Melbourne where the Diamonds prevailed 44 – 41.



2015 World Netball Championships

Sydney will stage the 2015 World Netball Championships following the announcement in March by the International Federation of Netball Associations (IFNA) that the Harbour City beat rival bid city Manchester, UK for the right to host the event. Sydney Olympic Park and Allphones Arena will host the quadrennial event from 9-16 August 2015.

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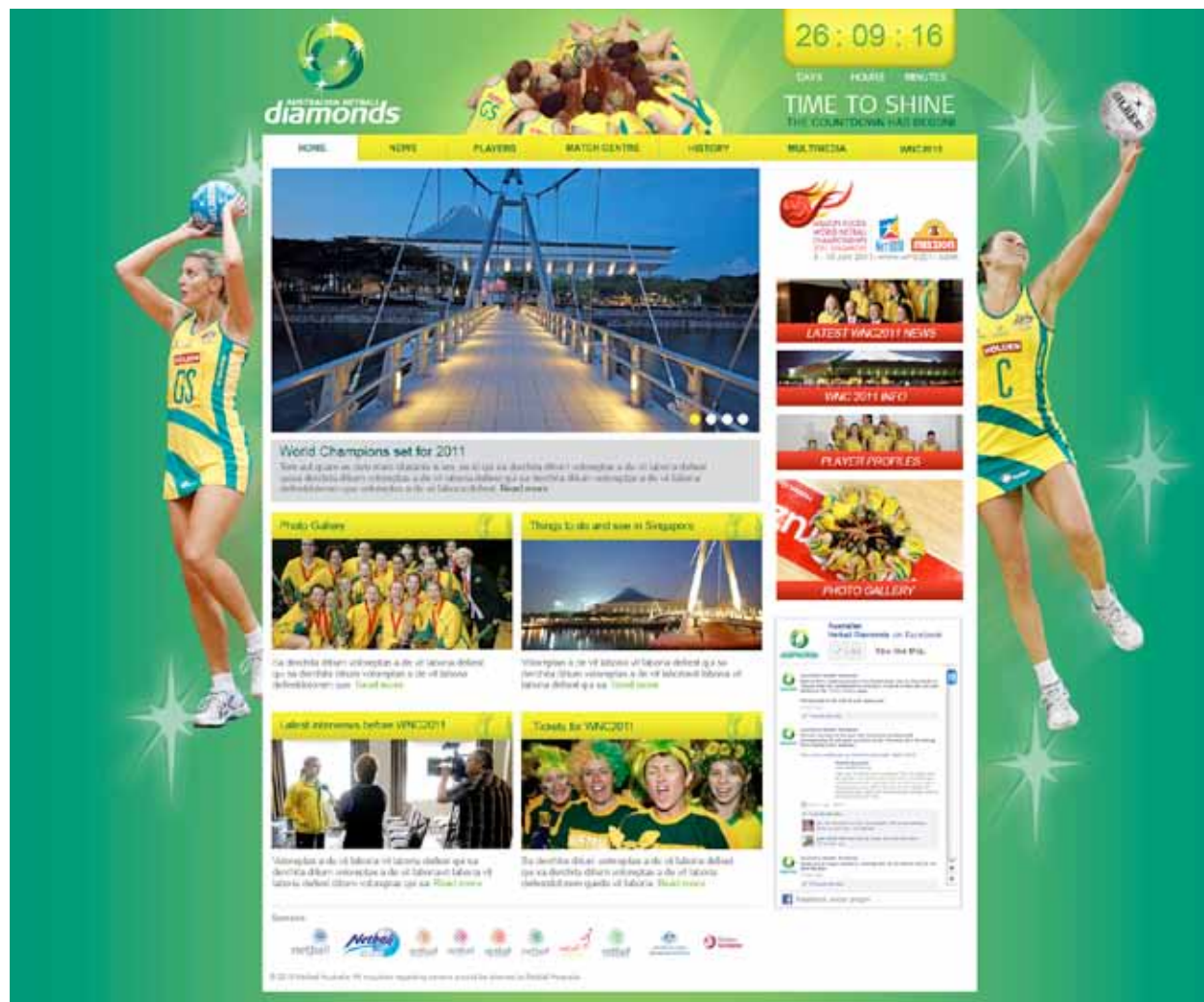


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Queensland Firebirds

The Queensland Firebirds became the first team in the history of the ANZ Championship to go through the regular season and final series undefeated to claim the trans-Tasman championship. The Firebirds recorded 15 consecutive victories on route to their first finals appearance and ANZ Championship title.



Diamonds website

Netball Australia launched a website dedicated to the Australian Diamonds ahead of the 2011 World Netball Championships. The new site gives the Diamonds a year-round presence by providing supporters with news, information, features, profiles and statistics about our world champion team. Throughout the World Netball Championships in July the site ran player blogs, live match reporting and behind-the-scenes photo and video galleries as the Diamonds launched the defence of their title.

New Zealand - the team's longest domestic Test series.

The series saw records toppled with 41,185 tickets sold, a record attendance for an Australian and England Test (11,000, Sydney) and four of six Tests sold out. The 2011 Holden Netball Test Series also featured Tests in Canberra and Perth for the first time in ten and six years respectively.

FastNet Diamonds

The 2011 World Netball Series in Liverpool in November uncovered some future stars of Australian netball. The Australian FastNet Diamonds, featuring a mix of experience and youth, went through the group phase of the competition undefeated before falling to a near full-strength England outfit in the semi-final. The Australians went on to claim bronze, equalling the team's best finish at the World Netball Series.

World Number One

The Australian Diamonds reclaimed the world number one ranking after beating the Silver Ferns in the third and final Test of the Holden Netball Test Series in Melbourne. After relinquishing the top spot to New Zealand in January 2011, the Diamonds overcame a six-goal halftime deficit to finish the year as the world's top team.

Laura Geitz

Laura Geitz became the third defender to win the Liz Ellis Diamond, Australian netball's highest individual honour. Geitz polled the most votes for 2011 in a combination of ANZ Championship and International Tests to join previous winners Mo'onia Gerrard (2008), Julie Corletto (2009) and Natalie von

Bertouch (2010). Geitz was also named ANZ Championship Player of the Year at the Australian Netball Awards in November.

No School No Play

The David Wirrpanda Foundation is delivering the Dare to Dream - Netball Program on behalf of Netball Australia with the goal of encouraging a better education amongst indigenous youths. The government initiative aimed towards improving school attendance and student achievement saw five schools around the country take part in the program.

International Development

Netball Australia continues to play a leading role in the delivery of sport as a tool for social, economic, health and educational development, working with in-country partnerships in the Oceania, Pacific, Asian, Caribbean and African regions. Netball Australia worked with the Australian Sports Outreach Program (ASOP) partner Naz Foundation in New Delhi, India where coaching accreditation courses and clinics took place.

More Than a Game

As Australia's leading female sport, netball strives to deliver fair, safe, inclusive, respectful and supportive environments for all Australians. More than a game, our sport espouses objectives of fairness, opportunity and betterment and 2011 has seen a growing awareness of the positive impact and influence that netball has on the social, political, economic, education and health status of women and girls.



Natalie von Bertouch

Mid-courter Natalie von Bertouch was named the Australian Diamonds' 20th captain ahead of the 2011 World Netball Championship after Sharelle McMahon suffered a season ending ruptured Achilles tendon during the ANZ Championship. Von Bertouch led the Diamonds to seven victories in eights Tests as captain including the 2011 World Netball Championship title.



Lisa Alexander

Adelaide Thunderbirds assistant coach Lisa Alexander was appointed coach of the Australian Diamonds in August after Norma Plummer stepped down from the position following the successful 2011 World Netball Championships. Alexander is the Diamonds 14th coach in the team's 73-year history and the first in over two decades without a Test cap.



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Netball Australia

Strategic Summary 2011-2014



Vision

Netball is more than a game – we lead social change, strengthen and build capacity in communities and empower women and girls

Mission

We champion the interests of netball both in Australia and on the world stage.

Strategic Aspirations

- Deliver netball programs and services that support social change by providing:
- The opportunity for all Australians to participate in the game in a way that brings them good health, recognition, achievement, enjoyment and a sense of belonging
- Innovative and sustainable programs to facilitate the empowerment of women and girls
- Positive environments for inclusive participation
- Ambassadors that inspire Australians
- Major events that showcase and best netball in the world
- Pathways for athletes, umpires, coaches, administrators and technical officials
- A culture that preserves our heritage and celebrates women.

Values

Passion	<ul style="list-style-type: none"> • We care about our game, our people and our purpose. • We are motivated, high achievers and celebrate great outcomes.
Teamwork	<ul style="list-style-type: none"> • We work together for a common goal and create an harmonious environment by contributing as individuals; being adaptable and flexible; and supporting others.
Integrity	<ul style="list-style-type: none"> • We uphold the principles of fairness, respect, responsibility and safety
Excellence	<ul style="list-style-type: none"> • We perform at the highest level and benchmark against the best. • We aim for continuous improvement and innovation in everything we do.
Accountability	<ul style="list-style-type: none"> • We are responsible and take ownership for outcomes. • We are solution focused and resolve problems. • We are clear about our roles and responsibilities and decision making authority

Strategic Pillars

1. Vibrant Community Sport

Growing and Sustaining Participation

- Netball is an inclusive sport.
- San Remo NetSetGO! Is the single authorized national introductory program for netball.
- Netball has a strong presence in schools.
- A modern membership and participation model.
- A facilities blueprint that meet the demands of netball.

Sport for Development

- Partnerships with key government and external agencies to build the capacity of international netball countries.

Workforce Development

- A capable and well supported workforce.
- At all levels of the sport we attract, develop and retain the best coaches, umpires and volunteers.
- A pool of world class high performance umpires work in the Australian system.

2. Netball is an Australian Success Story

Commercial Growth

- An expanding number of corporate partnerships that strengthen the netball brand.
- A strong product portfolio that delivers commercial outcomes – ANZ Championship, NetFest, NetSetGo!
- A profitable licensing program.
- A National Sponsorship framework.

Iconic Events

- 2015 World Netball Championship and the Constellation Cup have iconic event status.

Brand

- One Brand for Netball.
- A strong brand identity that engages fans, sponsors and players.
- Ambassadors that inspire Australians.

History and Culture

- Treasure Netball's icons.
- Preserve and protect Netball's heritage.
- Celebrate champions.
- Media, PR and Communications
- Strong media relationships.
- Strategic expansion of media coverage.
- Digital media expands our reach.

3. World Number One

National Program

- One National High Performance plan.
- Individual Athlete Case Management - service provision is integrated and meets national benchmarks.

- A world class system that prepares athletes to win milestone events.

High Performance Coaching

- A pool of world class high performance coaches working in the Australian system.

Athlete Identification and Development

- The next generation of athletes are identified and developed.

4. Intelligent Evolution

Working in a Federated Structure

- Leadership that fosters a unified, collaborative and aligned sport.
- One plan for netball.

The Business of Netball

- Contemporary governance policies and procedures.
- Research to underpin evidence based decision making.
- Technology systems further our business and build the capacity of our people.
- Strong relationships with government, corporate and community leaders.
- Financial efficiencies and growth.
- A sustainable positive culture to risk.

Successful International Sport

- Australia's influence builds a strong and well governed international sport
- A vibrant and engaged Asian Region

Social Responsibility

- Netball impacts on the social, political, economic, education and health status of women and girls.
- Netball provides views on contemporary social issues.
- Vibrant relationships with community partners.
- Sustainable environmental practices.

Achievements

World Number One

- The Australian Netball Diamonds won the 2011 World Netball Championship in Singapore and have now won 10 out of 13 World Netball Championship titles.
- The Australian Netball Diamonds retain the world number one ranking.
- The Diamonds won the inaugural Constellation Cup in 2010.
- Australia 21/U team won the 2009 World Youth Netball Championship.

Netball is an Australian Success Story

- At the 2010 Commonwealth Games netball topped television ratings for team sports with an estimated Australian audience of 3million.
- The 2011 Holden Netball Test Series featured sold out events in Newcastle, Canberra, Perth & Melbourne
- The 2010 ANZ Championship grand final sold in a record 12 minutes.
- Over 7 million people watched the ANZ Championship broadcasts in 2011.
- There was significant increase in consumption of netball through digital media platforms.

Vibrant Community Sport

- San Remo NetSetGO! achieved 11 % growth in 2011.
- 32% of international umpires are Australian, the most of any country.
- 25,000 people have completed the on-line umpiring exam.

Intelligent Evolution

- Australia wins the rights to host the 2015 World Netball Championships.
- The sport establishes one plan for netball and identifies strategic priorities for 2011-2014.
- Netball partners with the Australian Federal Government in a \$2.95 million project to develop netball in the Pacific.
- The netball economy has doubled in the last four years.





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Board Report



Netball in Australia has never been so well organised, resourced, as visible across all media platforms and, even more importantly, providing such a wonderful physical outlet for hundreds of thousands of young girls and women to play a team sport in every community.

2011 began with the exciting news that Sydney had been selected to host the next World Netball Championships in 2015. Australia last hosted this prestigious event in 1991, so a new generation of netball fans will have the chance to experience the delights of the world's best netball on home soil. The preparations and planning have begun.

The Queensland Firebirds completed the ANZ Championship season undefeated and became the fourth Australian team to win the trophy by defeating the LG Mystics 57 – 44 in a clinical display of netball at their home court in Brisbane.

The Diamonds team and support staff to represent Australia at the Singapore World Championships in July was announced at The Lodge in Canberra at the invitation of Australia's first man, Tim Mathieson. National Coach, Norma Plummer and her selection panel bravely selected a

World Championship team with three un-capped players – Chelsea Pitman, Erin Bell and Sharni Layton – after Captain Sharelle McMahon ruptured her Achilles tendon and Lauren Nourse suffered a serious knee injury during the ANZ Championship season.

This young team, ably led by Captain Natalie von Bertouch, finished the tournament undefeated to win a tenth World Netball Championship title for Australia – defeating the New Zealand Silver Ferns 58-57 in extra-time in a thrilling display of netball.

Later in the year, Norma Plummer was awarded the inaugural Spirit of Netball Award in recognition of her phenomenal coaching achievement at the World Championships and for the highlights of a career that has captured the hearts of Australian netballers, fans and the general public, and form part of our history.

Lisa Alexander was appointed to the national coaching position in August and hit the ground running with two major competitions to finish the year.

In October, the Holden Netball Test Series afforded the trans-Tasman arch-rivals the opportunity to go head to head again and the series did not disappoint, with everything hinging

on the decider at Hisense Arena in Melbourne. The Australian Diamonds defeated the New Zealand Silver Ferns in another thriller to retain the Constellation Cup and regain the coveted world number one ranking.

The Fastnet Diamonds headed over to England for the World Netball Series, going through the rounds of the tournament undefeated, but lost the semi-final to England 27-17, before finishing the tournament on a positive note with a 32-24 win over Jamaica in the bronze medal match. The bronze medal equals Australia's best result at the World Netball Series after having finished third in 2009 and fourth in 2010. England was crowned 2011 World Netball Series champions after defeating New Zealand 33-26 in the gold medal match.

At the Australian Netball Awards in November, the Liz Ellis Diamond was presented to Queensland Firebirds and Diamonds defender Laura Geitz for her outstanding year on court, Liz Ellis and Julie Francou were inducted into the Netball Hall of Fame and service awards were presented to journalists Linda Pearce from the Melbourne Age and Amanda Lulham from the Sydney Daily Telegraph.

On the eve of the awards dinner, a special presentation was made to the Member Organisations for their role in producing our world champion Diamonds. It is a long journey for a player to become a Diamond and the award recognises the coaching, competition and support that each of the Diamonds receive in their home states.

In January and February of 2011, the Netball family were saddened by the passing of Service Award holder Moira McGuinness MBE and former Australian player Maureen Kirsanovs. Moira is fondly remembered for her work as the AA Secretary/ Treasurer from 1978–1984.

Kate Palmer, the Chief Executive of Netball Australia, has recruited and leads a wonderful team of people to assist her in managing all departments of the organisation. Kate and her staff have again lifted the bar in the administration, presentation of events, providing programs, education and leadership to the sport throughout 2011. They are all to be congratulated for their dedication and commitment.

Finally, I would like to thank the hard working members of the Netball Australia Board; Marina Go,

Andrew, Scott, Wilma Shakespear AM, Pam Smith, Jan Sutherland, Sue Taylor AM and Debra Tippett. Andrew retired and Wilma joined the Board in April. They are to be congratulated on their leadership and wise counsel in what was a very busy but very successful year for netball in Australia.

Noeleen Dix, President



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Message from the Australian Sports Commission



Australian Government
Australian Sports Commission

This is an exciting and challenging time for Australian sport.

The active lifestyle that has played a significant role in establishing our nation's identity, culture and international reputation is being challenged. Demographic shifts and competition from other activities are challenging the market relevance and value of sport to many Australians, resulting in an increasingly sedentary lifestyle, particularly among our children.

It has become clear that in order to reinvigorate engagement in sport among our community and regain our competitive edge in the international sporting arena, there is a need to do things differently.

A true sign that Australian sport is committed to this reform is the endorsement from the Commonwealth, State and Territory Governments of the National Sport and Active Recreation Policy Framework.

What this means is that for the first time all governments have agreed on priorities for sport.

Underpinning the Framework is the new National Institutes System Intergovernmental Agreement which unites our National Institutes of Sport and national sporting organisations to work hand-in-hand to achieve

common national high performance objectives to maximise resourcing and expertise in support of the development of world class athletes to achieve international success.

This Framework is supported by significant additional investment in sport by the Australian Government. The 2011-12 Budget provides \$300 million to support the full spectrum of sport from grass roots through to elite competition.

Support by the Australian Government will enable a more collaborative long term focus to drive reform within Australian sport and importantly make the connection between Australian's standing on the podium and young Australians participating in sport.

The Australian Sports Commission looks forward to working with all sporting organisations, the state and territory institutes and academies of sport and state and territory departments of sport and recreation, to promote access to, and participation in, sport across the community and support Australia's continued sporting success.

The Hon. Warwick Smith AM
Chairman
Board of the Australian Sports Commission





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A New Vision For Netball



In 2011 Netball in Australia faced the challenge to identify a ‘game changer’ strategy that would transform the sport, differentiate the value proposition to all stakeholders and deliver more significant outcomes. This led to a review of the current strategic positioning of Netball in Australia.

The vision ‘Netball is more than a game – we lead social change, strengthen and build capacity in communities and empower women and girls’ will transform the perception of Netball Australia from ‘a sporting organisation’ to an ‘agent for social change’. This vision will more clearly articulate the unique position our organisation can take in the sport and community landscape and will guide our goals and strategies and assist us to achieve our strategic aspirations.

Netball’s current strategic priorities which are to redefine netball’s membership model, develop a dedicated on-line netball community, modernise the concept and practices around volunteers, embed netball into every school, future proof netball’s national facility blueprint and extend the reach of netball into diverse population settings fit within the framework.

There has been increased government and corporate investment in netball. Of particular note is the support from major event companies around

Australia including Events Queensland, Events Corp and SA Events and Sport & Recreation Victoria.

Increased funding from the Australian Government, through the Australian Sports Commission has provided netball with the resources to undertake some major projects in priority areas:

- Supporting the development of a high-quality education by developing a National School Strategy. The first stage of which is the development of an interactive white board program.
- The delivery of sport for development opportunities (sport as a tool for social, economic, health and educational development), through in-country partnerships in the Oceania, Pacific, Asian, Caribbean and African regions.
- Giving much needed support to our paid staff and volunteers by developing a Work Force Planning and Development Strategy.
- Enhanced on-line learning platforms and resources; especially for coaches and administrators who are key influencers for our youth.
- Future proofing netball’s facility blueprint through the development of a National Netball Facility Master Plan.

Netball is fortunate to have some wonderful corporate partners who contribute much more than their sponsorship investment. These companies recognise the value a sport like netball can bring to a partnership. Telstra, San Remo, Holden and ANZ Bank bring new ideas and new ways of doing business to the table and share their expertise willingly.

Ministers from both sides of government have been right behind netball, none more so than the Minister for Sport Mark Arbib. Minister Arbib sat in the stands in Singapore cheering our Diamonds on to victory but also played a major role in supporting Australia’s bid for the World Netball Championships in 2015.

Financial Results

It is pleasing to report a surplus of \$388,020 for 2011 which exceeded budget by \$183,179. The focus over the past four years has been to invest in the national strategic priorities. The 2011 budgeted surplus recognises the need for the organisation to ensure that the reserves grow to sustain increased investment in the future.

There are many stories in netball that remind us of the wonderful qualities and values that team sport promotes. The World Netball Championships in Singapore was an experience of



a life time for everyone involved. As we celebrated our success, a story of mateship and selflessness started to surface. Caitlin Bassett played the game of her life in the final, pulling balls out of the air and playing with the confidence of a much more experienced athlete. Little did we know that Catherine Cox, one of our most experienced athletes and a member of the Diamond’s leadership group had been working ‘one on one’ with her team mate during the pre Championship camps and tours. Catherine helped build the skills and confidence of a team mate who eventually would take her position on the court. Catherine Cox . . . a true Diamond.

On behalf of Netball Australia I would like to thank the Member Organisation Boards and management teams, ably led by the General Managers and Chief Executives. I am also indebted to our Board for their support and the strategic advice they have provided on so many matters during the year. Congratulations to the great team at Netball Australia on one of our most successful years. The Netball Australia Board of Directors and staff members share the same vision, have enormous respect for each other and form an unstoppable team.

Kate Palmer, CEO



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Participation

PARTICIPATION

NetSetGO!

Diamonds Community Clinic

SOCIAL RESPONSIBILITY

No School No Play

Club Champions

International Development

Health Partners

Gambling

Illicit Drugs

CAPACITY OF PEOPLE

Workforce Development

Coach Pathway

Umpire Pathway & Bench Officials

Netball Australia recognises that sport contributes to the health and well-being of the entire community. Programs that address participation, inclusion, social responsibility and workforce development highlight the positive impact and influence that netball has on the social, political, economic, education and health status of women and girls.

NetSetGO!

The San Remo NetSetGO! program provides a fun and safe environment for more than 29,000 junior players to experience netball and develop their skills, fitness, social skills and sportsmanship.

The program actively promotes the relationship between sport participation and health, and, with a Culturally and Linguistically Diverse (CaLD) NetSetGO! program being offered for the first time in 2011,

strives to make the game even more accessible.

An integral part of netball's development pathway, and a highlight of the Holden Netball Test Series half time entertainment, the San Remo NSG! program continues to provide the breeding ground for our youngest players and fans.



[Click here to view statistics and highlights](#)



Diamonds Community Clinics

The Australian Diamonds took time out to connect with netball communities around the country during the 2011 Holden Netball Test Series.

Over 350 junior netballers took part in community clinics in Newcastle and Perth where the Diamonds spent two hours playing games, passing on skills, signing autographs and smiling for pictures with the aspiring netballers who were lucky enough to meet their heroes.

In Canberra, Rebecca Bulley and Chelsea Pitman dropped in to a San Remo NetSetGO! session ahead of the team's second Test against England, playing a few games and signing autographs for the sport's youngest stars.

Acting Diamonds captain Catherine Cox was joined by captains Laura Langman (New Zealand), Amanda Mynhardt (South Africa) and Beatrice Mpinganjira (Malawi) in visiting Balga Senior High School ahead of the international double-header as a part of the CHOGM festivities in Perth. The four captains, welcomed by a student guard of honour and traditional dance, joined the multicultural school's netball team for some drills and passed on tips to the diverse group of players.

Students at Darling Ranges Sports College Stadium in Perth and Immanuel Sports Centre in Adelaide were invited to watch Diamonds' training sessions after the team used the school's facilities leading into the respective Tests.





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STATISTICS 2011	
Centres	Participants
768	29,395

- 11% increase in centres
- 9% increase in participants
- Indigenous NSG!: 40 centres, 2531 participants
- Disability NSG!: 47 centres, 1,605 participants
- CaLD NSG!: 20 centres, 1,705 participants
- Half-time entertainment at the Holden Netball Test Series



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Social Responsibility



In 2011, Netball Australia augmented its interaction with governments, their respective departments and members of parliament to highlight the positive impact and influence that netball has on the social, political, economic, education and health status of women and girls.

Throughout the year, Netball Australia was fortunate to receive significant funding from the Australian Government through the Australian Sports Commission, Department of Health and Ageing, and Department of Education, Employment and Workplace Relations that has enabled netball to deliver illicit substances and alcohol awareness programs, provide community development programs in India, Samoa, Tonga, PNG, Vanuatu and Cook Islands, and partner with the David Wirrpanda Foundation to deliver the No School No Play - Dare to Dream program.

No School No Play



The No School No Play program is an Australian Government initiative that aims to build strong partnerships between sporting organisations, parents and communities of secondary school students to improve school attendance and achievement. Netball Australia, in partnership with the David Wirrpanda Foundation, is delivering the Dare to Dream - Netball Program. Officially launched in Victoria on 1 April 2011, the program is designed to build self-esteem and confidence in young disadvantaged women as it engages, inspires and empowers them to become leaders in their families and communities. The program combines netball and 'life skills' while mentoring young women about how to improve their health, education and employment outcomes.

Netball Australia's Dare to Dream program was delivered in five schools during 2011:

- Doonside Technology High School – NSW,
- Karabar High School – NSW,
- South Fremantle Senior High School – WA,
- Swan View Senior High School – WA,
- Worawa Aboriginal College - Vic.

Netball mentors include Josie and Alicia Janz, Courtney Tahiri, Sarah Wall, Bianca Chatfield, Bianca Giteau and Melina Saunders. In the first year of the program, mentors and teachers have reported observing positive changes in school attendance and engagement, personal appearance, hygiene, peer and teacher interactions, teacher interactions, confidence and pride.

Club Champions

The Club Champions program is aligned to the national alcohol code of conduct. Netball Australia is a signatory to the code and places a particular emphasis on the dangers of binge drinking. Education and awareness sessions were delivered at all national team and squad camps (Diamonds, 21/U, 19/U, 17/U). Preliminary discussions commenced around developing an on-line educational resource for this area, with a plan to develop this through the first half of 2012, should funding be available.



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India – The Goal Program

The Goal Program is part of the Australian Sports Outreach Program (ASOP) funded by the Australian Government. ASOP works with the Naz Foundation to increase use netball as a tool to address the issue of increasing HIV infections among young women in India.

Set up by the International Federation of Netball Associations (IFNA) with a unique multi-partnership delivery model, the Goal Program is an empowerment program which uses netball and life skills education to transform the lives of young underprivileged girls in India, on and off the court.

Netball Australia, as a technical partner, has worked in partnership with the Naz Foundation during 2011 to develop a coach education program to build the capacity of the coaches working within the Goal program.



Pacific Netball Partnership

The Australian Government (AusAID and the Australian Sports Commission), Netball Australia, Netball New Zealand and the Oceania Netball Federation have formed a partnership to build strong, well governed Pacific netball organisations that have the capacity to deliver quality, sustainable and enjoyable netball programs for the community.

Netball Australia worked with Netball Samoa and Netball Vanuatu throughout 2011 to establish good governance structures, employ development staff and establish netball programs in primary schools.

Health Partners

Netball's partnerships with beyondblue and the National Breast Cancer Foundation (NBCF) continued in 2011 and were again the focus of fundraising efforts during the ANZ Championship Festival of the Stars celebrity game. A capacity crowd at the Sydney Olympic Park Sports Centre was treated to two fifteen minute halves of highly entertaining, if not quite textbook, netball.

Thanks to the support of event sponsors ANZ and Holden, the match raised \$13,800. NBCF captain Adam Spencer lead the pink team to the narrowest of victories over Charlie Pickering's beyondblue team, with the final score standing at 10-9.

The two health partners were also featured throughout the presentation of Holden Netball Test Series, with the Diamonds' games against England nominated as 'Blue Tests' while the clashes with the Silver Ferns were designated 'Pink Tests'.

Gambling

While gambling on netball is minor compared to other sports, protecting and maintaining the integrity of netball is paramount.

In 2011 Netball Australia welcomed the Australian and State/territory governments' agreement to pursue nationally consistent legislative arrangements as part of the National Policy on Match-Fixing in Sport; and the development of a criminal offence of cheating in relation to sports betting.

During the course of the year, Netball Australia provided responses to several government consultations, community consultations and government roundtables, including the review of Interactive and online gambling and gambling advertising, the Interactive Gambling and Broadcasting Amendment (Online Transactions and Other Measures) Bill 2011 and contributed to a discussion paper for the review of the Interactive Gambling Act 2001 (including live odds during sporting events).

Illicit drugs

Illicit Drugs in Sport education and awareness sessions were conducted at the 17/U and 19/U National Netball Championships in Queensland, and at the 21/U camp at the AIS for athletes, coaches and support staff. The program aligns netball's strategic plan and values with the Federal Government's IDIS policy.

Delivery of an on-line learning resource was delayed, however it is expected that this will be rolled out in early 2012.



- 2011 HIGHLIGHTS
- STRATEGIC DIRECTION
- BOARD REPORT
- ASC MESSAGE
- CEO REPORT
- VIBRANT COMMUNITY SPORT
- WORLD NUMBER ONE
- AUSTRALIAN SUCCESS STORY
- INTELLIGENT EVOLUTION
- SPONSORS & PARTNERS

Capacity of People

PARTICIPATION

- NetSetGO!
- Diamonds Community Clinic

SOCIAL RESPONSIBILITY

- No School No Play
- Club Champions
- International Development
- Health Partners
- Gambling
- Illicit Drugs

CAPACITY OF PEOPLE

- Workforce Development
- Coach Pathway
- Umpire Pathway & Bench Officials

The netball footprint in Australia is vast. To deliver the broad ASC participation outcomes identified in the Australia Sport – The Pathways to Success report, the sport requires a large, well-resourced workforce that is appropriately trained, developed and supported.

Workforce Development

Netball Australia, with the assistance of the Australian Sports Commission, Service Skills Australia and along with our Member Organisations, is working towards the development of a National Workforce Development Plan which will include leadership and governance, clarification of roles, responsibility and accountability, and workforce development strategies

around recruitment, retention, job design and succession planning. The project commenced in September 2011 with significant contributions from all of our Member Organisations leading to the release of the first deliverable, the National Workforce Survey, in February 2012.



Coach Pathway

Netball Australia continues to provide targeted professional development for identified high performance coaches as part of its strategy to have a pool of world class coaches working in the Australian netball system.

The National Mentoring Program gives identified coaches the chance to experience a high performance coaching environment. In 2011 the program was conducted in Canberra alongside the Diamonds' program and the second Diamonds v England Test match in October. Di Brown (NT), Kellie Tahiri (Tas), Bronwyn Bock-Jonathon

(ACT), Melinda Clarke (ACT) and Kate Durham (ACT) all took part in the program.

The Coach Excellence Program is targeted to each individual. This year it included a mix of professional courses, mentoring and attending Australian trainings and games. A highlight of the program was a meeting Rachel Rawlins, a Principal Dancer of the Australian Ballet, and then attending one of her classes. The participants in 2011 were Lisa Alexander, Vicki Wilson and Jane Woodlands-Thompson



COACH ACCREDITATION STATISTICS

Level	2011 Total (new & updating)
Foundation	2820
Development	608
Intermediate	37
Advanced	49
Elite	2
High Performance	14





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PARTICIPATION

NetSetGO!

Diamonds Community Clinic

SOCIAL RESPONSIBILITY

No School No Play

Club Champions

International Development

Health Partners

Gambling

Illicit Drugs

CAPACITY OF PEOPLE

Workforce Development

Coach Pathway

Umpire Pathway & Bench Officials

Umpire Pathway & Bench Officials

Congratulations to Dianna Toppi and Tara Warner, who successfully obtained the All Australia (AA) badge. The pair was presented with their AA certificates at the Australian Netball Awards in November.

Four umpires were provided with National Officiating Scholarship Programs (NSOP) in 2011; Dianna Toppi (Vic), Tara Warner (NSW),

Laura Hayes (SA) and Deanna Stainer (SA). The NOSP umpires attended Australian Sports Commission professional development workshops, were allocated to National Events (National Championships and ANL) and participated in a Development Camp concurrent with the 17 & 19 Underage Development Camp.

UMPIRE ACCREDITATION

Badge:	2011 Total (new & updating)
C Badge	1119
B Badge	177
A Badge	22
AA Badge	2

BENCH OFFICIALS ACCREDITATION

Level:	2011 Total (new & updating)
State Scorer & Timer	6
Bench Referee	2
National Scorer & Timer	2



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Athlete Wellbeing

The Australian Diamonds took all before them in 2011, winning their 10th World Netball Championships title, retaining the Constellation Cup and, after a thrilling final Test match of the year, regaining the world number one position in the IFNA rankings.

It was an emphatic answer to the heartbreak of 2010, when the Diamonds were defeated by the Silver Ferns in the gold medal match of the Commonwealth Games.

The triumphs of 2011 were also achieved against some not inconsiderable obstacles, including the loss to injury of revered shooter and Diamonds captain Sharelle McMahon, and Diamonds mid-courter Lauren Nourse. Injury struck again after the World Netball Championship win with new captain Natalie von Bertouch unable to take the court during any of the Holden Netball Test matches. At the end of 2011, von Bertouch was yet to captain a match on home soil.

A smooth transition between two superb coaches, Norma Plummer (Jamaican tour, New World International Series and World Netball Championships) and Lisa Alexander (Holden Netball Test Series), ensured that the Diamonds march back to world number one in 2011 was a compelling and conclusive one.

To ensure ongoing success on the international stage, netball recognizes the need for a system that creates an environment where champions are inevitable.

This environment will integrate world class programs and services to athletes and coaches that includes technical and tactical development, player wellbeing and physical preparation.




Click here to view WNC team and results



Click here to view Fastnet Diamonds team and results



Click here to view Test results



Click here to view underage teams results



Click here to view athlete milestones/debuts



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ATHLETE PATHWAY

- High Performance Strategic Plan
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The Australian Diamonds took all before them to win the 2011 World Netball Championships title, retaining the title in a thrilling final Test match of the year, retaining their position in the IFNA rankings.

It was an emphatic answer to the heartache of 2009 when they were defeated by the Silver Ferns in the gold medal Test match at the Games.

The triumphs of 2011 were also achieved despite numerous obstacles, including the loss to injury of Sharelle McMahon, and Diamonds mid-way through the tournament again after the World Netball Championships when coach Bertouch was unable to take the court during the final Test match. At the end of 2011, von Bertouch was named as the 2011 Netballer of the Year.

A smooth transition between two superb coaches, the 2011 tour, New World International Series and the 2011 Netball World Cup, Lisa Alexander (Holden Netball Test Series) and the Diamonds back to world number one in 2011 was a testament to the team's resilience.

To ensure ongoing success on the international stage, the need for a system that creates an environment where players and coaches can thrive is paramount.

This environment will integrate world class coaching and coaches that includes technical and tactical development, wellbeing and physical preparation.



[Click here to view WNC team and results](#)

2011 WORLD NETBALL CHAMPIONSHIPS TEAM

Presented to Tim Mathieson at the Lodge, Canberra

Caitlin Bassett (WA) West Coast Fever	Chelsea Pitman (NSW) Queensland Firebirds *
Erin Bell (NSW) Adelaide Thunderbirds*	Natalie von Bertouch (SA) Adelaide Thunderbirds
Julie Corletto (VIC) Melbourne Vixes	Norma Plummer (Coach)
Catherine Cox (NSW) NSW Swifts	Nicole Cusack (Specialist Coach)
Susan Fuhrmann (WA) West Coast Fever	Roselee Jencke (Specialist Coach)
Laura Geitz (QLD) Queensland Firebirds	Margaret Molina (Team Manager)
Mo'onia Gerrard (NSW) NSW Swifts	Kathryn Gaffney (Doctor)
Kimberlee Green (NSW) NSW Swifts	Sean Mungovan (Physiotherapist)
Sharni Layton (VIC) Adelaide Thunderbirds*	Matthew Durston Massage (Therapist)
Natalie Medhurst (SA) Queensland Firebirds	Tara Handke Performance (Analyst)

Results

4 July	Singapore	Diamonds 81 d Samoa 23
5 July	Singapore	Diamonds 75 d Northern Ireland 33
6 July	Singapore	Diamonds 97 d Sri Lanka 20
8 July	Singapore	Diamonds 58 d Malawi 44

Semi Final

9 July	Singapore	Diamonds 82 d Jamaica 46
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Gold Medal Match

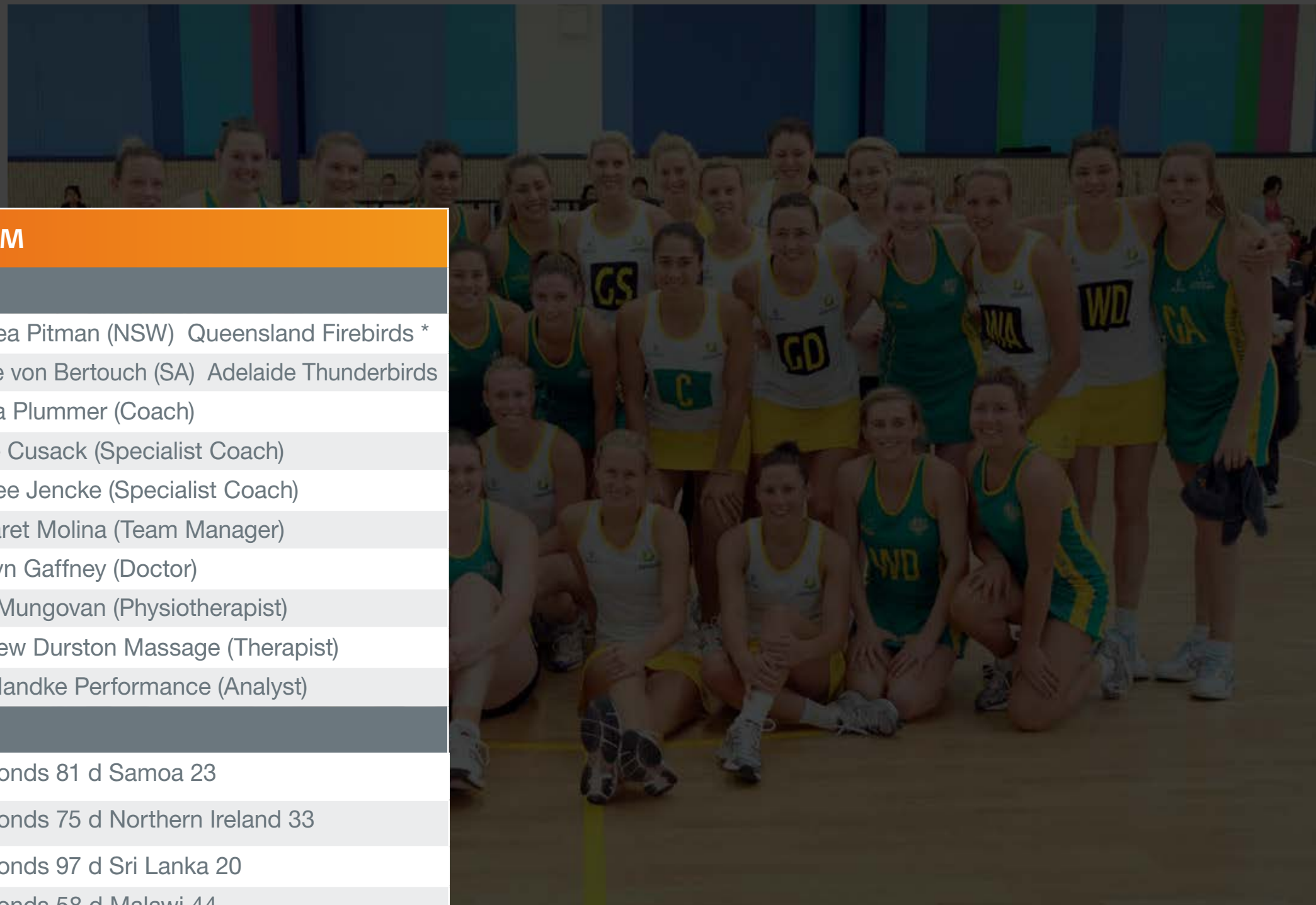
10 July	Singapore	Diamonds 58 d New Zealand 57 Extra time
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*Debuts

[Click here to view Fastnet Diamonds team and results](#)

AUSTRALIAN NETBALL
diamonds

[Click here to view Test results](#)



[Click here to view underage teams results](#)



[Click here to view athlete milestones/debuts](#)



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The Australian Diamonds took all before them in 2011, winning their 10th World Netball Championships title, retaining the Commonwealth Games crown and a thrilling final Test match of the year, rising to number one in the IFNA rankings.

It was an emphatic answer to the heartache of 2009 when Australia was defeated by the Silver Ferns in the gold medal match of the Commonwealth Games.

The triumphs of 2011 were also achieved despite significant personal obstacles, including the loss to injury of captain Sharelle McMahon, and Diamonds midfielder Lisa Alexander missing out again after the World Netball Championships. Coach von Bertouch unable to take the court during the Commonwealth Games. At the end of 2011, von Bertouch was named as the new coach of the Diamonds.

A smooth transition between two superb coaches, von Bertouch and Lisa Alexander (Holden Netball Test Series) was completed. Australia back to world number one in 2011 was achieved.

To ensure ongoing success on the international stage, the need for a system that creates an environment where athletes can thrive.

This environment will integrate world class coaching, medical and coaches that includes technical and physical preparation, and athlete wellbeing and physical preparation.



Click here to view WNC team and results

FASTNET DIAMONDS – LIVERPOOL

Team

Emily Beaton (SA) Adelaide Thunderbirds	Vanessa Ware (NSW) NSW Swifts
Kate Beveridge (WA) Melbourne Vixens	Amorette Wild (NSW) NSW Swifts
Ashleigh Brazill (NSW) NSW Swifts	Lisa Alexander (Coach)
Bianca Chatfield (VIC) Melbourne Vixens	Julie Fitzgerald (Assistant Coach)
Carla Dziwoki (NSW) NSW Swifts	Carol Byers (Assistant Coach)
Chanel Gomes (QLD)	Donna Monteath (Team Manager)
April Letton (NSW)	Nigel Jones (Doctor)
Susan Pratley (NSW) NSW Swifts	Steve Hawkins (Physiotherapist)
Verity Simmons (NSW)	Tara Handke (Performance Analyst)
Amy Steel (VIC) Queensland Firebirds	

Results

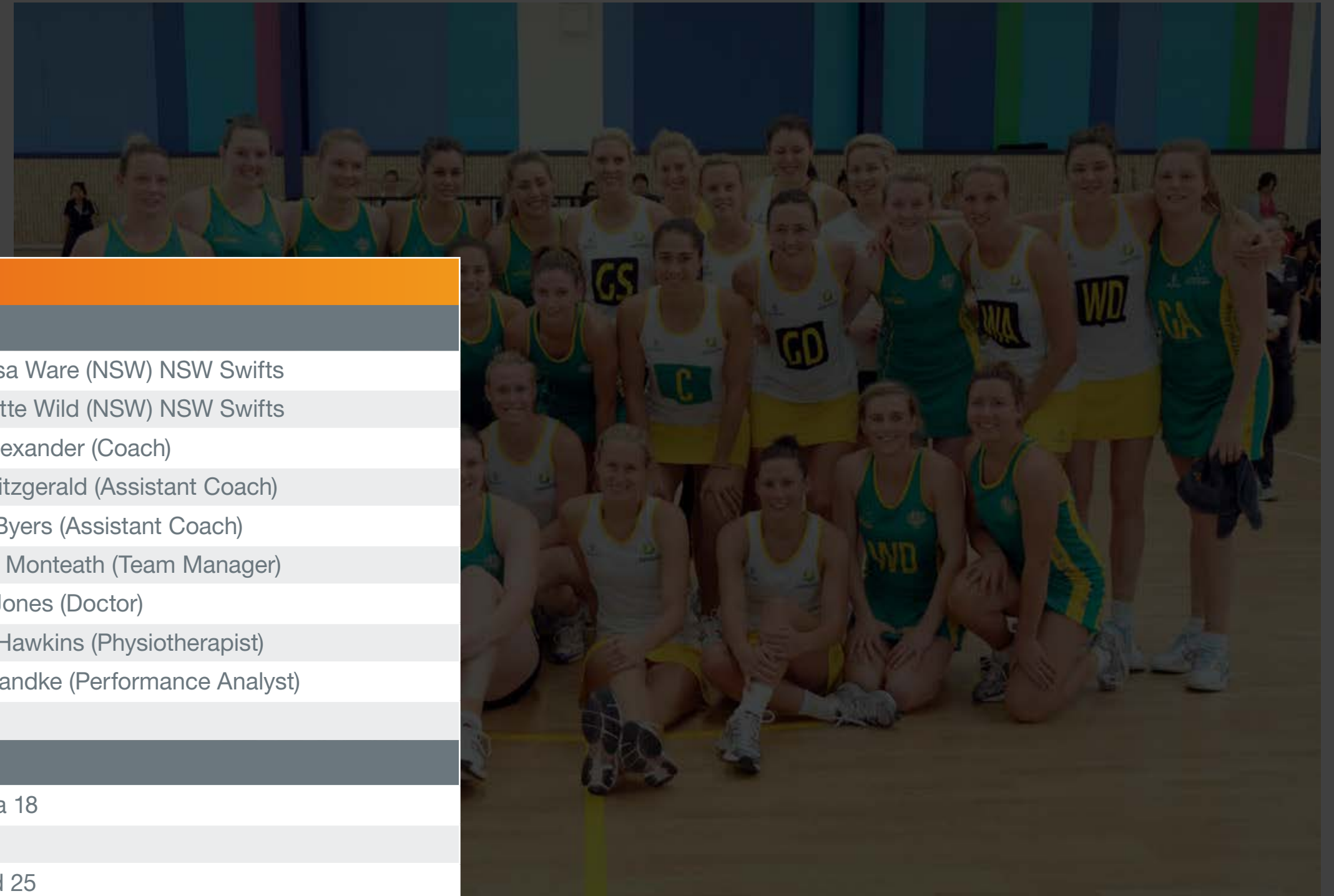
November 26	FastNet Diamonds 28 d Jamaica 18
November 26	FastNet Diamonds 39 d Fiji 15
November 27	FastNet Diamonds 28 d England 25
November 27	FastNet Diamonds 23 d New Zealand 22
November 27	FastNet Diamonds 35 d South Africa 21
November 28	England 27 d FastNet Diamonds 17 (Semi Final)
November 28	FastNet Diamonds 32 d Jamaica 24 (Bronze Medal match)



Click here to view Fastnet Diamonds team and results



Click here to view Test results



Click here to view underage teams results



Click here to view athlete milestones/debuts



2011 HOLDEN NETBALL TEST SERIES

Team

Caitlin Bassett (WA) West Coast Fever	Susan Pratley* (NSW) NSW Swifts
Erin Bell (NSW) Adelaide Thunderbirds	Amy Steel (VIC) Queensland Firebirds (against England only)
Madison Browne* (VIC) Melbourne Vixens	Natalie von Bertouch (SA) Adelaide Thunderbirds (injured)
Rebecca Bulley* (VIC) NSW Swifts	Lisa Alexander (Coach)
Julie Corletto (VIC) Melbourne Vixes	Julie Fitzgerald (Assistant Coach)
Catherine Cox (NSW) NSW Swifts	Janet Bothwell (Team Manager) (England matches only)
Susan Fuhrmann (WA) West Coast Fever (against New Zealand only)	Margaret Molina (Team Manager) (New Zealand matches only)
Laura Geitz (QLD) Queensland Firebirds	Tom Hilton (Doctor)
Mo'onia Gerrard (NSW) NSW Swifts	Roslyn Carbon (Doctor)
Kimberlee Green (NSW) NSW Swifts	Steve Hawkins (Physiotherapist)
Sharni Layton (VIC) Adelaide Thunderbirds	Alanna Antcliff (Physiotherapist)
Natalie Medhurst (SA) Queensland Firebirds	Tara Handke (Performance Analyst)
Chelsea Pitman (NSW) Queensland Firebirds	*injury replacements

Results

October 9	Newcastle	Diamonds 62 d England 47
October 12	Canberra	Diamonds 67 d England 36
October 16	Sydney	Diamonds 45 d England 41
October 23	Perth	New Zealand 49 d Diamonds 48
October 26	Adelaide	Diamonds 51 d New Zealand 44
October 30	Melbourne	Diamonds 44 d New Zealand 41

Australia won the Constellation Cup 3-2

South Africa and Malawi pre- game match in Perth

NEW WORLD NETBALL SERIES

WNC team travelled to NZL for the New World Series

Results

9 June	Palmerston North	Diamonds 52 d New Zealand 47
12 June	Auckland	New Zealand 45 d Diamonds 42

AUSTRALIAN NETBALL DIAMONDS

2011/2012 Squad

Caitlin Bassett (WA) West Coast Fever	Kimberlee Green (NSW) NSW Swifts
Emily Beaton (SA) Adelaide Thunderbirds	Renae Hallinan (VIC) Adelaide Vixes
Erin Bell (NSW) Adelaide Thunderbirds	Sharni Layton (VIC) Adelaide Thunderbirds
Kate Beveridge (WA) Melbourne Vixens	Elissa MacLeod (VIC) Queensland Firebirds
Madison Browne (VIC) Melbourne Vixens	Clare McMeniman (QLD) Queensland Firebirds
Rebecca Bulley (VIC) NSW Swifts	Natalie Medhurst (SA) Queensland Firebirds
Bianca Chatfield (VIC) Melbourne Vixes	Chelsea Pitman (NSW) Queensland Firebirds
Julie Corletto (VIC) Melbourne Vixes	Susan Pratley (NSW) NSW Swifts
Catherine Cox (NSW) NSW Swifts	Amy Steel (VIC) Queensland Firebirds
Susan Fuhrmann (WA) West Coast Fever	Caitlin Thwaites (VIC) Central Pulse
Laura Geitz (QLD) Queensland Firebirds	Natalie von Bertouch (SA) Adelaide Thunderbirds
Mo'onia Gerrard (NSW) NSW Swifts	

JAMAICAN TOUR - JANUARY 2011

Team

Kate Beveridge (VIC) Melbourne Vixens	Lauren Nourse (VIC) Queensland Firebirds
Madison Browne (VIC) Melbourne Vixens	Amy Steel (VIC) Queensland Firebirds
Rebecca Bulley (VIC) NSW Swifts	Natalie von Bertouch - VC (SA) Adelaide Thunderbirds
Catherine Cox (NSW) NSW Swifts	Norma Plummer (Coach)
Susan Fuhrmann (WA) West Coast Fever	Nicole Cusack (Specialist Coach)
Laura Geitz (QLD) Queensland Firebirds	Margaret Molina (Team Manager)
Kimberlee Green (NSW) NSW Swifts	Tom Hilton (Doctor)
Sharni Layton (VIC) Adelaide Thunderbirds	Sean Mungovan (Physiotherapist)
Sharelle McMahon - Capt (VIC) Melbourne Vixes	Matthew Durston (Massage Therapist)
Natalie Medhurst (SA) Queensland Firebirds	Tara Handke (Performance Analyst)

Results

12 January	Kingston	Diamonds 63 d Jamaica 51
14 January	Kingston	Diamonds 49 Jamaica 49
16 January	Kingston	Jamaica 54 d Diamonds 51



view athlete debuts

17/U AND 19/U NATIONAL NETBALL CHAMPIONSHIPS LOGAN METRO INDOOR SPORTS CENTRE, 15-20 APRIL 2011

17/U Finals Results	
7th/8th	ACT (30) defeated Northern Territory (24)
5th/6th	Western Australia (32) defeated Tasmania (28)
3rd/4th	Queensland (39) defeated South Australia (38)
Grand Final	Victoria (33) defeated New South Wales (31)

17/U Final Standings			
1st	Victoria	5th	Western Australia
2nd	New South Wales	6th	Tasmania
3rd	Queensland	7th	ACT
4th	South Australia	8th	Northern Territory

San Remo MVP Award: Charlotte Goodman

19/U Finals Results	
7th/8th	Tasmania (34) defeated ACT (30)
5th/6th	Queensland (30) defeated Northern Territory (24)
3rd/4th	Western Australia (34) defeated South Australia (27)
Grand Final	New South Wales (36) defeated Victoria (21)

19/U Final Standings			
1st	New South Wales	5th	Queensland
2nd	Victoria	6th	Northern Territory
3rd	Western Australia	7th	Tasmania
4th	South Australia	8th	ACT

San Remo MVP Award: Gabrielle Simpson

Tasmania will host the 17/U and 19/U Championships in 2012.

AUSTRALIAN 19/U SAMOA V AUSTRALIA

Participated in matches against Samoa in Canberra May 2011

Kelsey Browne (Vic)	Laura Marslen (SA)
Courtney Bruce (WA)	Alix McDermott (NSW)
Laura Clemesha (QLD)	Kimberley Ravallion (NSW)
Paige Hadley (NSW)	Amehlia Schmidt (SA)
Jessica Johnsen (SA / NT)	Gabrielle Simpson (NSW)
Choloe Joyce (SA)	Stacey West (Coach)
Sarah Main (VIC)	Donna Harrison (Team Manager)

21/U NATIONAL NETBALL CHAMPIONSHIPS WAVERLEY NETBALL CENTRE, 13- 17 JULY

21/U Finals Results	
5th/6th	West Australia 63 defeated ACT 21
3rd/4th	South Australia 52 defeated Queensland 46
Grand Final	New South Wales (48) defeated Victoria 35

21/U Final Standings			
1st	New South Wales	4th	Queensland
2nd	Victoria	5th	Western Australia
3rd	South Australia	6th	ACT

San Remo MVP Award: April Letton

Perth will host the 21/U Championships in 2012.

AUSTRALIAN NETBALL LEAGUE 30 JULY- 17 SEPTEMBER

Each team hosted a round in their home state/ territory.
Teams that participated in 2011 were:

Tassie Spirit	Queensland Fusion
Victorian Fury	Territory Storm
NSW Waratahs	Western Sting
NSW Blues	South Australia
Canberra Darters	

Finals Series held at Waverley Netball Centre, Melbourne, 17 & 18 September

3rd/4th Playoff	Western Sting (51) defeated Queensland Fusion (48)
Grand Final	Netball NSW Waratahs (55) defeated Victoria Fury (46)

Final four placings

1st	NSW Waratahs	3rd	Western Sting
2nd	Victorian Fury	4th	Queensland Fusion

It was the first year that a team other than Victorian Fury took the title.

Australian 21/U Squad

Following the conclusion of the ANL Grand Final, Australian 21/U coach Carol Byers announced a 24-player Australian 21/U squad.

Kristina Brice (NSW), Kelsey Browne (VIC), Courtney Bruce (WA), Laura Clemesha (QLD), Chanel Gomes (QLD), Nicola Gray (NSW), Paige Hadley (NSW), Cody Lange (SA), Mary Livesey (VIC), Laura Marslen (SA), Alix McDermott (NSW), Samantha Poolman (NSW), Madeline Proud (SA), Kimberley Ravallion (NSW), Keely Rodrigo (ACT), Amehlia Schmidt (SA), Kate Shimmin (SA), Verity Simmons (NSW), Gabi Simpson (NSW), Amy Sommerville (NSW), Melissa Tallent (NSW), Ameliaranne Wells (QLD), Stephanie Wood (QLD), Micaela Wilson (VIC).

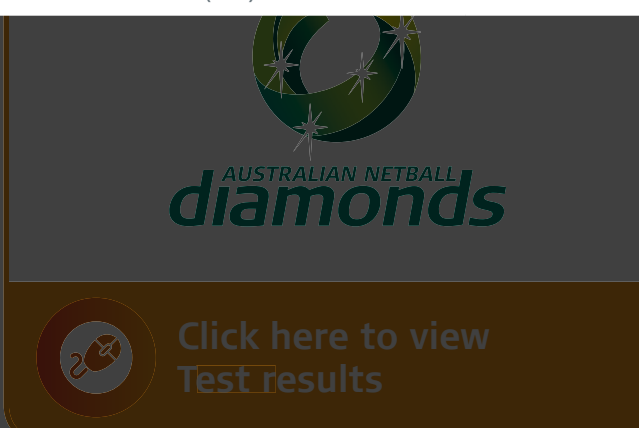
AUSTRALIAN 21/U TOUR TO NEW ZEALAND JUNE

Team	
Shannon Eagland (VIC)	Ameliaranne Wells (QLD)
Sarah East (WA)	Micaela Wilson (VIC)
Nicola Gray (NSW)	Stephanie Wood (QLD)
Chanel Gomes (QLD)	Carol Byers (Coach)
April Letton (NSW)	Sue Gaudion (Assistant Coach)
Madeleine Proud (SA)	Bree McDonald (Team Manager)
Stephanie Puopolo (Capt) (VIC)	Heidi Pollington (Physiotherapist)
Kate Shimmin (SA)	Susan Lewis (Massage Therapist)
Verity Simmons (NSW)	

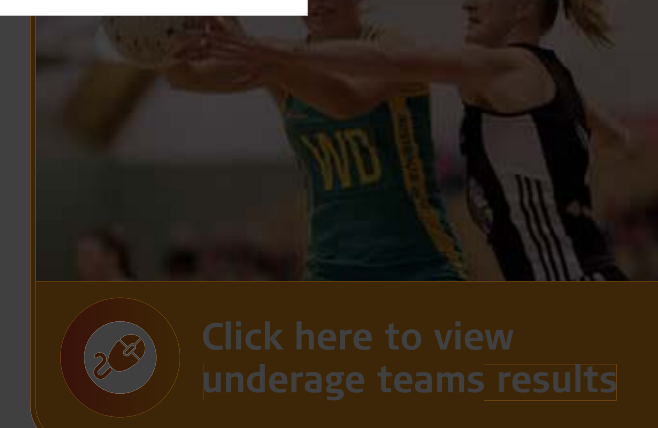
Results		
June 7	Porirua	New Zealand 21/U 52 d Australia 21/U 44
June 9	Palmerston North	Australia 21/U 44 d New Zealand 21/U 41
June 12	Auckland	Australia 21/U 48 d New Zealand 21/U 42

AUSTRALIAN 21/U TOUR TO PERTH

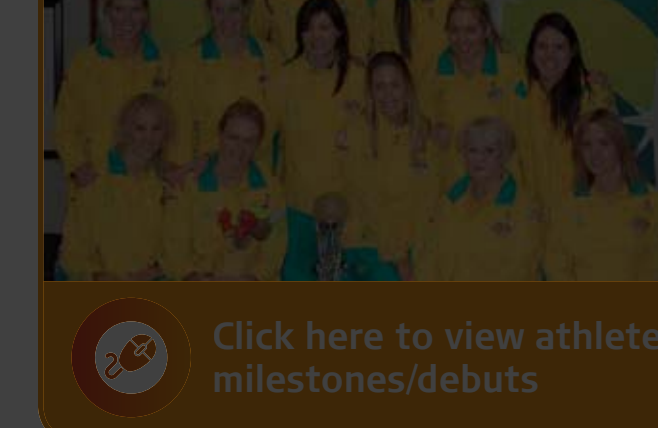
Team	
Kelsey Browne (VIC)	Kate Shimmin (SA)
Courtney Bruce (WA)	Gabrielle Simpson (NSW)
Kristina Brice (NSW)	Amy Sommerville (NSW)
Paige Hadley (NSW)	Ameliaranne Wells (QLD)
Cody Lange (SA)	Carol Byers (Coach)
Samantha Poolman (NSW)	Sue Gaudion (Assistant Coach)
Kimberley Ravillion (NSW)	Bree McDonald (Team Manager)
Keely Rodrigo (ACT)	Heidi Pollington (Physiotherapist)
Amehlia Schmidt (SA)	



Click here to view Test results



Click here to view underage teams results



Click here to view athlete milestones/debuts

AIS SCHOLARSHIP HOLDERS 2011

Sally Butters (QLD)	Simone Nalder (VIC)
Sarah East (WA)	Samantha Poolman (NSW)
Chanel Gomes (QLD)	Verity Simmons (NSW)
Nicola Gray (NSW)	Melissa Tallent (NSW)
Mary Livesey (VIC)	Stephanie Wood (QLD)
Alix McDermott (NSW)	

The following athletes have been offered and accepted AIS Scholarships in 2012

Kristina Brice (NSW)	Kimberley Ravallion (NSW)
Courtney Bruce (WA)	Keely Rodrigo (ACT)
Laura Clemesha (QLD)	Amehlia Schmidt (SA)
Paige Hadley (NSW)	Gabrielle Simpson (NSW)
Laura Marslen (SA)	Amy Sommerville (NSW)
Alix McDermott (NSW)	Julie Fitzgerald (Head Coach)
Brooke Miller (NSW)	Kylee Byrne (Assistant Coach)



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The Australian Diamonds took all before them in 2011, winning their 10th World Netball Championships title, retaining the Constellation Cup and, after a thrilling final Test match of the year, regaining the world number one position in the IFNA rankings.

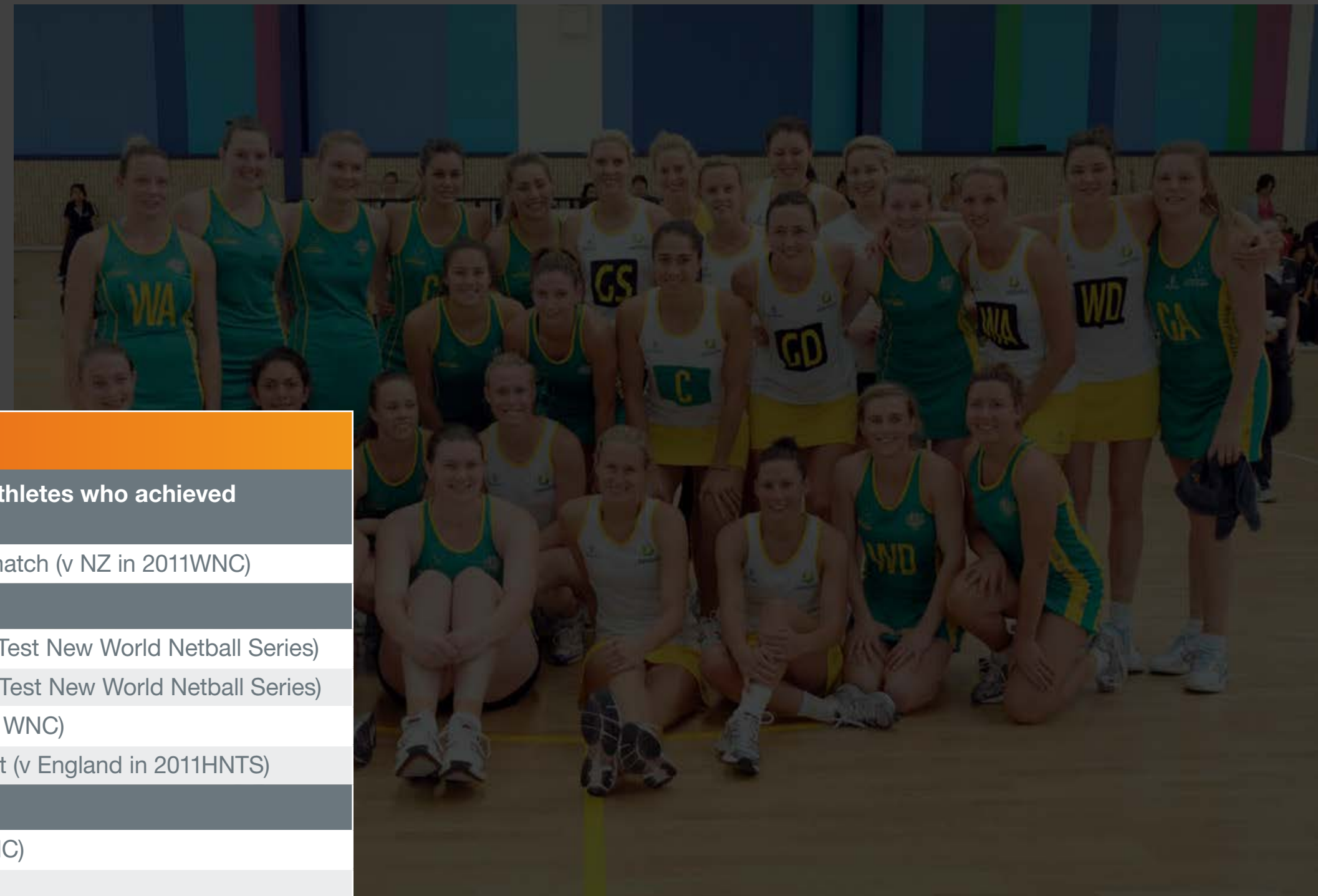
It was an emphatic answer to the heartbreak of 2010, when the Diamonds were defeated by the Silver Ferns in the gold medal match of the Commonwealth Games.

The triumphs of 2011 were also achieved against obstacles, including the loss to injury of revered skipper Sharelle McMahon, and Diamonds mid-courter Lisa Alexander unable to take the court during any of the 10 Tests. At the end of 2011, von Bertouch was yet to captain the Diamonds.

A smooth transition between two superb coaches, von Bertouch and Lisa Alexander (Holden Netball Test Series), ensuring the Diamonds' return back to world number one in 2011 was a complete triumph.

To ensure ongoing success on the international stage, the Diamonds need for a system that creates an environment where players can thrive.

This environment will integrate world class programs, facilities and coaches that includes technical and tactical development, athlete wellbeing and physical preparation.



MILESTONES

Congratulations to the following staff and athletes who achieved milestones and debuts during 2011:

Norma Plummer coached her final Diamonds match (v NZ in 2011WNC)

Debuts

Chelsea Pitman – 9/6/2011 v New Zealand (1st Test New World Netball Series)
 Sharni Layton – 12/6/2011 v New Zealand (2nd Test New World Netball Series)
 Erin Bell – 5/7/2011 v Samoa (1st Game @ 2011 WNC)

Lisa Alexander coached her first Diamonds Test (v England in 2011HNTS)

Caps

Mo'onia Gerrard – 50th Test (v Samoa 2011 WNC)
 Catherine Cox – 90 Tests (v Malawi 2011WNC)

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High Performance Strategic Plan

Netball in Australia recognizes the need for a system that creates an environment where champions are inevitable if we are to ensure ongoing success on the international stage.

As such, the entire netball community was delighted to hear at the end of 2010 that the sport was to receive an additional \$500,000 for high performance, with that funding earmarked to create just such an environment – one that integrates world class programs and services to athletes and coaches, including technical and tactical development, player well being and physical preparation.

Continuing Australian Government funding and support for netball is critical and it was therefore significant to receive acknowledgement and recognition in 2011 that the ASC Annual Sport Performance Review into Netball Australia concluded that

the delivery of the four year High Performance Plan against performance is on track.

The High Performance strategic priorities for 2010 – 2014 have been identified as:

- One National High Performance plan.
- Targeted High Performance Coach Development.
- A National Talent Identification and Development Framework.
- Regular international exposure and experiences for athletes across the pathway.
- Performance Analysis integrated across the system.
- A Sport Science and Sport Medicine research and development strategy.
- An Athlete Wellbeing strategy.

SSSM Research

Sport science and sport medicine play a vital role in the training, performance and wellbeing of athletes and Netball Australia looks to establish and maintain a SSSM development strategy that will ensure closer relationships between coaches, athletes and sports science and sport medicine personnel. In 2011, NA engaged with Deakin University and the University of Queensland to conduct two research projects.

Aaron Fox, an Honours Sports Science student, completed a project titled 'An investigation into the demands of elite level netball' under the supervision of Dr Natalie Saunders and Assoc. Prof Leonie Otago. The research was conducted by analysing video of four recent Diamonds v Silver Ferns games and produced interesting outcomes, with the potential to influence the development and management of athletes.

Dr Daniel Gucciardi from the University of Queensland, a world authority on mental toughness in sport, conducted a preliminary project on developing a Metal Toughness Inventory for netball. Netball has partnered with Dr. Gucciardi to continue this work with our 21/U and 19/U athletes in 2012.



Netball Australia also reached agreement with The University of Queensland for a further project in 2012 on looking at ways of identifying injury risk, and is in discussion with Griffith University about a project looking at the role of Vitamin D deficiency in both bone stress injuries and the ability to maintain optimal muscle function in elite netballers.

A successful inaugural Netball Australia Research Forum saw participants from Netball Australia, all ANZ Championships teams, the SSSAS network and state MOs come together to hear and discuss the results of research that had been conducted through the year, and to participate in planning for research projects to be conducted in 2012.



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Netball's Athlete Wellbeing Strategy addresses the management of athlete load and recovery in light of the increasing demands of the national and international competition environment and will ultimately enhance the ability to maintain athlete careers.

Diamonds

All Diamonds athletes now complete an on-line wellbeing survey on a daily basis when in camp and on tour.

This survey is designed to help medical staff closely monitor player response to training load, injury status and general health and has proven to be effective in streamlining the management of players.

Diamonds athletes now complete an end of camp and/or tour survey, which is designed to help monitor issues that may arise. Player response to this has been helpful in both planning and establishing clearer communication.

21/U

All 21/U athletes complete the same daily wellbeing survey as the Diamonds. Additionally, they are now completing this survey for a month leading into their team commitments. This has enabled their medical support staff to flag any potential issues early and ensure that they are managed appropriately leading into their Netball Australia commitments.



Commercial Growth

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MEDIA & COMMUNICATIONS

Headlined by the signing of a new national partnership with Telstra, destined to bring the sport to a wider audience than ever before, and the announcement that Sydney had successfully edged out Manchester for the right to host the 2015 World Netball Championships, 2011 heralded a year of significant achievements and activity in the commercial area. The Holden Netball Test Series raised the bar in all aspects of event delivery and the Diamonds' success at the World Netball Championships in Singapore provided the impetus for strong sales in the licensing program. In another major positive for the sport, a three-Test series from Jamaica was shown on Australian TV for the first time on ONE HD.



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MEDIA & COMMUNICATIONS



A new two year partnership with Telstra, the first to be announced under the National Sponsorship Framework, delivers funding to Netball Australia, TTNL and the Member Organisations, and will be instrumental in taking the sport to new heights in the digital space with ANZ Championship and Diamonds Test matches streamed online, including on Telstra T-box and other IPTV services.

The agreement also provides for grassroots support of netball through programs such as the Telstra Assistance Fund and the Telstra Affinity Program, as well as partnerships with each of the five Australian teams in the ANZ Championship.

New partnerships with State events companies demonstrated the increasing commercial value of the international Test series. Fans in



Adelaide and Newcastle have the opportunity to experience Diamonds Test matches from 2011 – 13 thanks to support from Events SA and the Hunter Sport Group.

In WA, Eventscorp / CHOGM worked with Netball Australia to secure an international double header in Perth (Australia, New Zealand, South Africa and Malawi) as part of the prestigious Commonwealth Heads of Government Meeting (CHOGM) while the Melbourne Test had the support of Sport and Recreation Victoria.

Netball Australia's relationship with Pacific Magazine was extended for a further two years, through to 2012. In a change of direction, Pacific Magazines' New Idea will no longer be naming rights sponsor of the Australian Netball League, but will work with NA and the MOs on a new grass roots tour experience which aims to provide an

opportunity for a number of commercial partners to deliver a positive brand experience at grassroots.

Netball Australia's relationship with Asics was also extended for a further three years, while a new two year partnership with 2XU will provide a range of compression products for the Diamonds and 21/U program, along with the development of a new netball specific range of product in partnership with RMIT.

Both FIT Health Insurance and Gray Nicholls extended their partnerships with Netball Australia to include NetFest, the new netball mass participation event on the Gold Coast, providing sports medicine, physiotherapy and massage services, and the 'Official Netball' respectively.

Michael Wilson Jewellers, creators of the magnificent Constellation Cup, have increased their involvement with netball as an official partner of the Australian Netball Awards, and hosted a cocktail party for the Diamonds during the Holden Netball Test Series.

Sport and Entertainment Ltd (SEL) continued to provided additional expertise and resources to support growth in the area of sponsorship and the considerable support of the Australian Sports Commission across all areas of the support is always greatly valued.

Licensing Program



It was another successful year for the Netball Australia licensing program under the management of Velocity Brand Management (VBM). Apparel supplier Kukri launched a refreshed Australian Netball Diamonds range to support the World Netball Championships and the range continued to sell well across the Holden Netball Test Series in October.

New licensee YouBookz also capitalised on the Diamonds' success in Singapore, introducing a new netball book that takes a look back on the

2011 World Netball Championships title defence, and also pays homage to the heroes and legends of Australian netball.

The Triumph range continued to perform well during 2011 and the junior netball range was again stocked in Target stores.

Licensees for 2011 included:

- Burley Sekem - scarves, beanies etc.
- Global Leisure Concepts – portable netball posts and Target kids range
- Gray-Nicholl Sports – netballs
- Kukri – replica apparel
- Lorraine Lea Linen – towels and bed linen
- Triumph – bras
- Trofe – pins, key rings, magnets, tattoos, lanyards
- Telstra – mobile phone related range

Passionate fan base

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Netball Australia continues to focus on increasing the number of passionate Diamonds supporters and building the brand presence of the Diamonds in the community. In 2011, Diamonds Community Clinics in Perth and Newcastle not only extended the reach of the Diamonds' brand and profile of individual players, but also provided a once in a lifetime experience for children aged 10-15 to meet their heroes. Several San Remo NetSetGO! centres around Australia also welcomed Diamonds team

members as the result of a special 'Win a Diamonds visit' competition in the lead-up to the World Netball Championships.

Diamond Girl continues to provide the connection point between junior netball and the Australian Netball Diamonds, bringing the Diamonds brand alive in the junior space. She is a NetSetGO! Ambassador and become a regular fixture during the international series, much in demand with younger fans for autographs and photos.



[Click here to view Diamonds Community Clinics story](#)



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MEDIA & COMMUNICATIONS

Netball Australia continues increasing the number of Diamonds supporters and the brand presence of the team in the community. In 2011 Community Clinics in Perth and Newcastle not only extended the reach of the Diamonds' profile of individual players but also provided a once in a lifetime experience for children to meet their heroes. Several NetSetGO! centres around the country also welcomed Diamond



Diamonds Community Clinics

The Australian Diamonds took time out to connect with netball communities around the country during the 2011 Holden Netball Test Series.

Over 350 junior netballers took part in community clinics in Newcastle and Perth where the Diamonds spent two hours playing games, passing on skills, signing autographs and smiling for pictures with the aspiring netballers who were lucky enough to meet their heroes.

2011 Liz Ellis Diamond winner Laura Geitz is a fan of getting back to grass roots.

“When we play Test matches, the communities are our fan base with the little girls and their families,” defender Laura Geitz said.

“It’s nice for us to mix with them, pass on some words of wisdom and teach them a few things; hopefully there were some future Diamonds running around out there.

“We get the girls who just look at us and their face lights up, it means a lot to us. There are some gorgeous little

kids out there with great personalities and skills so it’s really enjoyable.”

In Canberra, Rebecca Bulley and Chelsea Pitman dropped in to a San Remo NetSetGO! session ahead of the team’s second Test against England, playing a few games and signing autographs for the sport’s youngest stars.

Acting Diamonds captain Catherine Cox was joined by captains Laura Langman (New Zealand), Amanda Mynhardt (South Africa) and Beatrice Mpisinganjira (Malawi) in visiting Balga Senior High School ahead of the international double-header as a part of the CHOGM festivities in Perth. The four captains, welcomed by a student guard of honour and traditional dance, joined the multicultural school’s netball team for some drills and passed on tips to the diverse group of players.

Students at Darling Ranges Sports College Stadium in Perth and Immanuel Sports Centre in Adelaide were invited to watch Diamonds’ training sessions after the team used the school’s facilities leading into the respective Tests.



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The 2011 Holden Netball Test Series was an overwhelming success on and off the court, raising the bar in all aspects of event delivery, and notable for unprecedented support from state and federal governments, sell-out crowds in four of the six venues, and increased engagement with netball fans through the Diamonds Community Clinics.

The series was the longest in the history of the Australian netball team and logistically the largest event that Netball Australia has delivered; seven Test matches in six cities over 22 days.

While England did not live up to the promise of recent performances during the first two matches, the third and final Test in Sydney did not disappoint, with the visitors almost turning the tables in front of the biggest crowd in Australian netball history to attend an Australia v England Test match.

The matches against New Zealand were trademark classic contests, with thrilling, final second victories that continue to shape the head-to-head record of both nations.



Click here to view highlights of the Holden Netball Test Series

NetFest

The inaugural NetFest was held on the Gold Coast from 8-11 September 2011.

Presented by Netball Australia with the support of Events Queensland, this was the first mass participation netball event of its kind, offering a selection of indoor, outdoor and beach netball competitions. In between and after matches, participants were able to enjoy the many attractions and experiences which make the Gold Coast the ideal holiday destination.

The 2011 event attracted 500 participants. While falling short of initial registration projections, the focus for the first year was very much on establishing the event and delivering a professionally managed, fun and memorable experience which will create a sound platform for growth in the coming years.

A dedicated NetFest mobile app (iPhone version) was developed to create a virtual hub for NetFest. The app featured fixtures, results, news feeds and general event information. Approximately 50% of participants downloaded the app.

Australian Diamond netballers Sharelle McMahon and Lauren Nourse were fan favourites at the event, bringing some star power to the opening night party and throughout the competition, along with NetFest Ambassadors Summer Burke, Lauren Phillips and Shannon Eckstein.

The inaugural NetFest event also enjoyed the support of Tourism Queensland, Tourism Gold Coast and the Gold Coast City Council's, all of whom worked with Netball Australia to deliver a successful event.





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Test Series

The 2011 Holden Netball Test Series was an overwhelming success on and off the court, raising the profile of the sport and aspects of event delivery for unprecedented support from state and federal government. It drew out crowds in four of the five cities and increased engagement with netball fans through the Community Clinics.

The series was the longest in the history of the Australian Netball Test Series and logistically the largest. Netball Australia has delivered 10 Test matches in six cities.



Highlights of the 2011 Holden Netball Test Series

- Five participating nations – Australia, New Zealand, England, South Africa and Malawi
- Governors-General of Australia and New Zealand attend final Test in Melbourne.
- Diamonds win both legs of the series, retain the Constellation Cup and return to World number 1 status.
- Sold out events in Newcastle, Canberra, Perth & Melbourne: 41,185 spectators in total
- Launch of the Diamonds Reserve and pre-release ticket sales
- Increased focus on sports presentation, working with world-leaders Great Big Events and Show FX.
- Introduction of Netstravaganza; an interactive fan zone delivered with the support of NA sponsors and partners, including crowd favourite, the Diamonds Salon.
- Unprecedented merchandise sales.
- Diamonds Community Clinics in Perth & Newcastle, giving over 350 junior players the opportunity to meet their heroes.
- Netball part of the official proceedings for the prestigious Commonwealth Heads of Government Meeting (CHOGM) in Perth.
- First use of digital signage at an Australian netball match.
- Introduction of the Diamonds FanCam in Melbourne; the biggest ever photo taken at an international netball match.
- Coach Development sessions ran alongside the event in most cities
- Largest Australia v England crowd in the history of Test matches played in Australia (10,168) at Allphones Arena in Sydney
- A promotion through NSW schools attracted 2,500 school children to the Test at Allphones Arena
- Unprecedented attendance from Federal and State politicians
- 280 volunteers worked alongside the Netball Australia staff to deliver the series

RESULTS		
Test	2011 Venues	Attendance
1	Newcastle Entertainment Centre	4481
2	AIS Arena, Canberra	3728
3	Allphones Arena, Sydney	10168
4	Burswood Dome, Perth	6768
5	Adelaide Entertainment Centre	6564
6	Hisense Arena, Melbourne	9476
TOTAL		41185

[Click here to view highlights of the Holden Netball Test Series](#)



NetFest mobile app was developed to be the central hub for NetFest. The app provides fixtures, results, news and general event information. Over 50% of participants used the app.

World number one netballers Sharelle Leslie and Lauren Nourse were fan favourites at the event, bringing some of the opening night party atmosphere to the competition, along with ambassadors Summer Phillips and Shannon Phillips.

NetFest event also received support of Tourism Queensland, Tourism Gold Coast and City Council's, all of which worked with Netball Australia to make it a successful event.



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A condensed 2011 ANZ Championship season, adapted to accommodate the demands of the World Netball Championships in Singapore in July, served up plenty of treats for netball fans and was notable for several highlights.

While maintaining the traditional roster of 65 regular round games followed by a four-match Finals Series, the 2011 draw included several new features including three 'double rounds', in which seven or eight games were played, rather than the traditional four or five, the removal of the 'bye' rounds and the introduction of Thursday night matches for five of the regular rounds.

For the third consecutive year, the ANZ Championship Grand Final was played before a capacity crowd, with tickets for the season-decider at the Brisbane Convention and Exhibition Centre (BCEC) selling out in less than 20 minutes. The match was contested by the unbeaten Mission Queensland Firebirds and newly crowned number one New Zealand side, the LG Mystics, both appearing in their first Finals Series. In taking the title with a 13-goal winning margin, the largest in the history of the four year competition, the Firebirds became the first team to

go through the competition unbeaten while also becoming the fourth winner of the Championship.

Network Ten's broadcast of the Championship continues to showcase the spectacle of the sport, and the skill and athleticism of the athletes in the world's best netball league.

Following the devastating February earthquake in Christchurch, the rescheduled Round 3 match between Mercury Energy Tactix and LG Mystics was well supported by the people of Auckland. While the crowd were treated to free entry courtesy of Vector Arena, they dug deep in support of the re-development of netball in Christchurch, donating a total of \$20,309 towards the Tactix and Canterbury Netball.

In Australia, a capacity crowd at the Sydney Olympic Park Sports Centre was treated to two fifteen minute halves of highly entertaining, if not quite textbook, netball during the annual Festival of the Stars match. Thanks to the support of event sponsors ANZ and Holden, the match raised \$13,800 for netball's health partners beyondblue and the National Breast Cancer Foundation.

Several individual performances were honoured with awards: The 2011 ANZ Championship MVP Award was jointly won by Leana de Bruin (Ascot Park Hotel Southern Steel) and Natalie Medhurst (Queensland Firebirds), LG Mystics defender Kayla Cullen was announced as the winner of the ANZ Championship's 2011 Best Young Player award and the inaugural ANZ Championship All Star team lined up as follows:

- GS: Romelda Aiken (Queensland Firebirds)
- GA: Sharelle McMahon (Melbourne Vixens)
- WA: Emily Beaton (Adelaide Thunderbirds)
- C: Natalie von Bertouch (Adelaide Thunderbirds)
- WD: Kayla Cullen (LG Mystics)
- GD: Anna Scarlett (LG Mystics)
- GK: Leana de Bruin (Ascot Park Hotel Southern Steel)
- Coach: Roselee Jencke (Queensland Firebirds)





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Launched in 2010, the Constellation Cup provides a focus for the now epic matches that continue to shape the head to head records of Australia and New Zealand.

The right to claim the Cup in 2011 was determined by five Test matches: two in New Zealand prior to the World Netball Championships in Singapore, and three in Australia in October. The series provided another worthy chapter in the intense rivalry between the two nations, with the right to claim the

Cup dependent on the result of the final international match of the year. The Australian Diamonds held out in a thriller, defeating the Silver Ferns by three goals in front of a sold out crowd at Hisense Arena in Melbourne. Acting captain Catherine Cox received the trophy from Australian Governor-General, Ms Quentin Bryce AC who was on hand to view the match with her New Zealand counterpart Lt Gen Rt Hon Sir Jerry Mateparae.



[Click here to view the results of the 2011 Constellation Cup matches](#)





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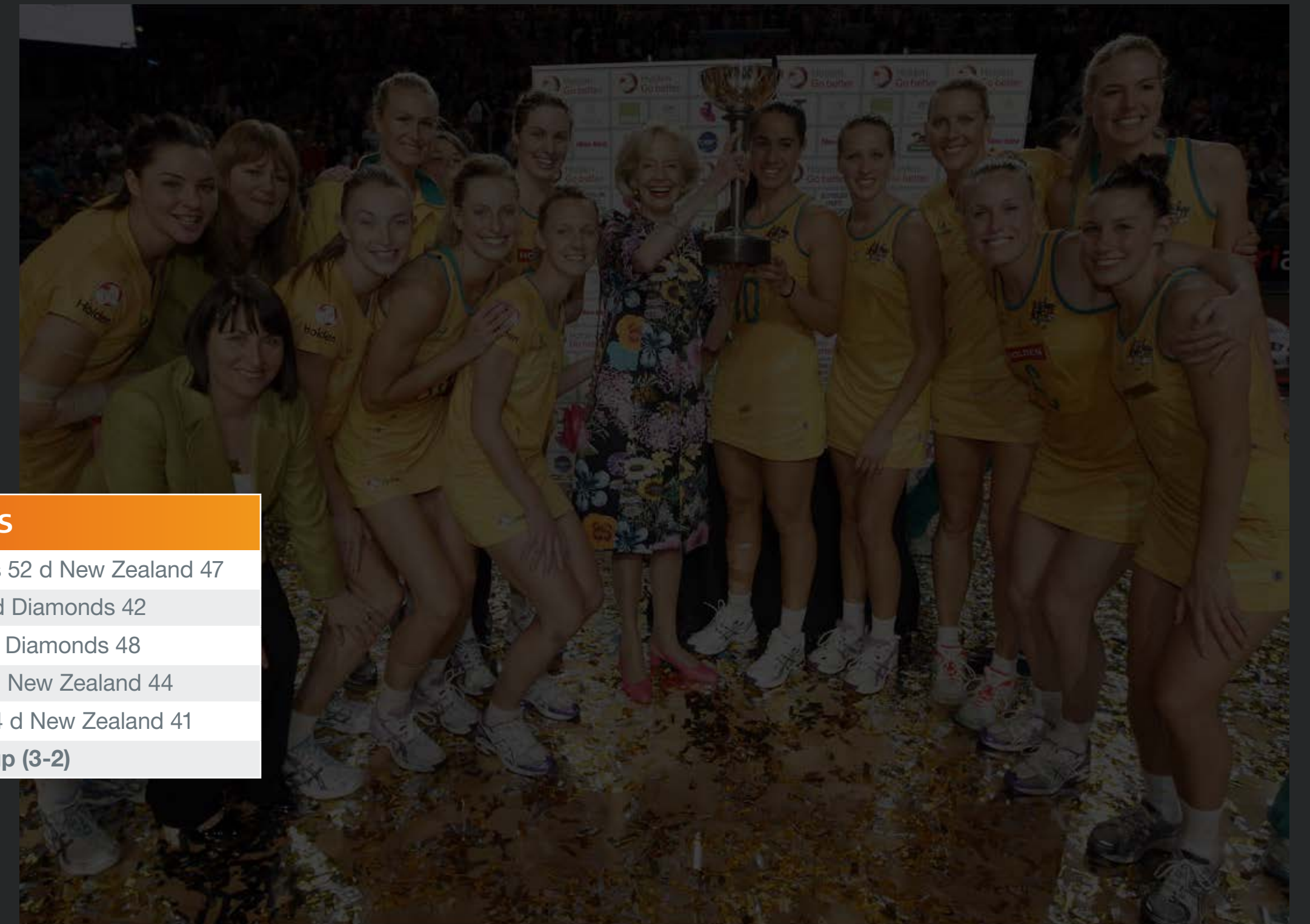
MEDIA & COMMUNICATIONS

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CONSTELLATION CUP RESULTS	
9 June (Palmerston North)	Diamonds 52 d New Zealand 47
12 June (Auckland)	New Zealand 45 d Diamonds 42
23 October (Perth)	New Zealand 49 d Diamonds 48
26 October (Adelaide)	Diamonds 51 d New Zealand 44
30 October (Melbourne)	Diamonds 44 d New Zealand 41
Australia won the Constellation Cup (3-2)	



Click here to view the results of the 2011 Constellation Cup matches





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Australian Diamonds defender Laura Geitz capped off a remarkable twelve months by winning the coveted Liz Ellis Diamond and ANZ Championship Player of the Year honours at the 2011 Australian Netball Awards in Melbourne.

The 24 year old added the prestigious individual awards to her 2011 ANZ Championship premiership, Network Ten's 2011 ANZ Championship Player of the Year and 2011 World Netball Championship winner's medallion.


The highest individual honour in Australian netball is named after former captain and most capped Australian player of all-time, Liz Ellis, who was on hand to present Geitz with a \$5000 cheque and a superb one

carat diamond from Michael Wilson Jewellers.

Geitz continues a defenders' dominance of the award, becoming the third to take home the coveted prize (Mo'ononia Gerrard '08, Julie Corletto '09) with Natalie von Bertouch ('10) the only winner not to come from the defensive end of the court.

Kimberlee Green was named Holden Australian International Player of the Year recognising her outstanding performance during the Holden Netball Test Series, when she stepped in to centre following an injury to captain Natalie von Bertouch.

Diamonds shooter Catherine Cox was named New Idea's Favourite Diamond by the publication's readers.

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2011 AUSTRALIAN NETBALL AWARD WINNERS

Liz Ellis Diamond	Laura Geitz
Holden Australian International Player of the Year	Kimberlee Green
Australian ANZ Championship player of the year	Laura Geitz, Queensland Firebirds
New Idea Favourite Diamond	Catherine Cox
Australian Netball League Player of the Year	Karyn Bailey, Victoria Fury
Australian 21/U Player of the Year	April Letton
Australian Sports Commission Coach of the Year	Roselee Jencke, Queensland Firebirds
Lorraine Lea Linen Umpire of the Year	Sharon Kelly
All Australian Umpire Awards	Diana Toppi, Tara Warner
Tanya Denver Media Award	Warren Partland, The Adelaide Advertiser
Service Awards	Amanda Lulham (Journalist – News Ltd), Linda Pearce (Journalist – Fairfax Media)
Hall of Fame Inductees	Liz Ellis, Julie Francou



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MEDIA & COMMUNICATIONS

Established in 2008, the Australian Netball Hall of Fame honours an individual for their outstanding contribution to the sport of netball, recognising achievement both on and off the court.

Each year, some of the sport's most respected and celebrated champions are honoured, each having made a significant contribution to Australian netball and achieved excellence at the highest level.

Liz Ellis and Julie Francou, both World Netball Championship winning captains, were inducted into the Australian Netball Hall of Fame in 2011.

Ellis, the Diamonds' most capped player with 122 Tests to her name, achieved every individual and team accomplishment in the sport including three World Championship titles, two Commonwealth Games gold medals, four national league MVP awards and four national league titles with the Sydney TAB Swifts.

Renowned as a fearless, tenacious and inspirational defender, she became one of the most respected players in the game. Since retiring, Ellis has established a career in the media and



continues to be a contributor and ambassador to the sport.

South Australian Julie Francou enjoyed an international career spanning over a decade and was considered one of the country's finest centre court players, renowned for her superb level of fitness and skill, and boasting incredible speed and agility.

Franco, who has gone on to become a highly successful coach and selector, retired with 32 Test caps to her name and the honour of never having lost a game as captain.

Both players overcame significant knee injuries to feature in World Championship winning teams.



Service Awards

Service Awards are presented to those who have rendered outstanding service to Netball Australia on a national level over a period of years. In 2011, two Service Awards were presented, recognising the importance of the media's support for netball:

Linda Pearce

Linda's first netball story was a 1985 profile on Sue Hawkins, written while she was still a copygirl (and very keen netballer herself), and published in The Weekly Times. She began covering netball regularly at The Sun as a cadet from about 1987, with her first major event the 1991 World Championships in Sydney.

Linda has continued to write about netball - on and off, but mostly on - for more than 25 years, including covering four World Netball Championships (91, 99, 2007, 2011) and two Commonwealth Games (98, 2006).

Amanda Lulham

Amanda has been covering netball for 20 years after playing rep and state level as a teenager and earning her C-badge as an umpire. She is a former Netball Australia media award winner, taking out the 'top' media prize when there was more than one category.

Amanda's employer, The Daily Telegraph, was the first paper to ever run a weekly netball column - as opposed to a women's sport column - and the first paper to have a netball front and back page during and post-WNC 1991. Through Amanda's reporting, it continues to provide coverage of all aspects of the game, as does its Sunday paper.



Click here to view list of Hall of Fame Members



Click here to view list of Service Award recipients



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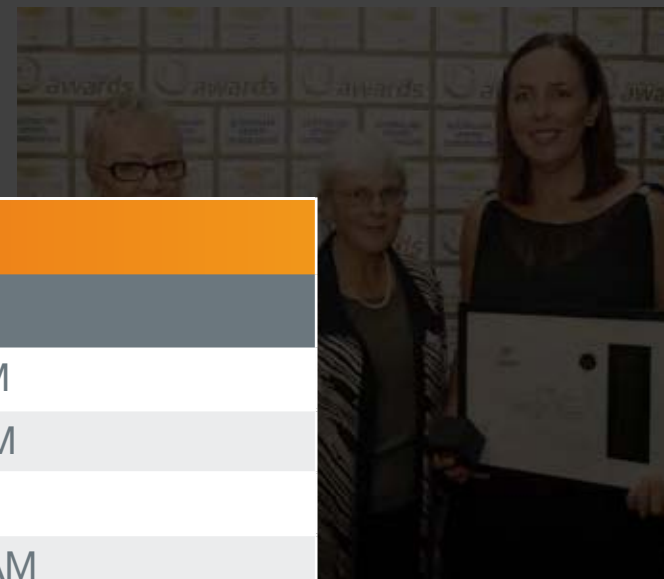
Hall of Fame



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HALL OF FAME MEMBERS

Athlete Members	General Members
Margaret Caldwell OAM BEM	Gweneth Benzie AM
Jean Cowan MBE (d)	Maureen Boyle OAM
Michelle den Dekker OAM	Joyce Brown OAM
Keeley Devery-Cox OAM	Christine Burton OAM
Liz Ellis AM	Anne Clark BEM (C) (d)
Julie Francou	Eunice Gill MBE (d)
Kathryn Harby-Williams	Deirdre Hyland AM
Jill McIntosh	Lorna McConchie (d)
Simone McKinnis OAM	Dorothy (Dot) McHugh OAM
Shelley O'Donnell OAM	Margaret Pewtress OAM (d)
Anne Sargeant OAM	Wilma Shakespear AM
Gaye Teede	
Carissa Tombs OAM	
Vicki Wilson OAM	

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SERVICE AWARDS

Yvette Auckett	Elsie Ferris (d)	Marilyn Melhuish OAM
Pamela Barham (d)	Florence Gallagher (d)	Margaret Molina
Jocelyn Bayly OAM	Patricia Gallagher	Margaret Morris (d)
Gweneth Benzie AM	Eunice Gill MBE (d)	Valerie Morrison OAM
Fay Bevan	Anne Henderson (d)	Linda Pearce
Maureen Boyle OAM	Edith Hull (d)	Margaret Pewtress OAM (d)
Joyce Brown OAM	Deirdre Hyland AM	Lynn Quinn
Grace Bryant OAM	Nance Kenny OAM	Bronwyn Roberts
Michele Buck (d)	Marjory Kerlake	Helen Robinson
Christine Burton OAM	Dawn Long	Pat Rooney (d)
Margaret Caldwell OAM BEM	Amanda Lulham	Anne Sargeant OAM
Anne Clark BEM (C) (d)	Helen Mann (d)	Wilma Shakespear AM
Lyn Clark-Duff	Mavis Martin (d)	Flo Starcevich (d)
Margaret Corbett	Maude Matthews (d)	Susan Taylor AM
Jean Cowan MBE (d)	Lorna McConchie (d)	Gladys Waugh OAM
Jan Cross	Moira McGuinness MBE (d)	Vicki Wilson OAM
Pat Dart OAM	Dorothy (Dot) McHugh OAM	
Audrey Fairchild	Jill McIntosh	

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The Spirit of Netball Award was introduced in 2011 and presented at the Australian Netball Awards.

It acknowledges extraordinary achievements and sporting performances that have captured the hearts of Australian netballers, fans and the general public. This award is not intended to be given annually but to be granted at the sole discretion of Netball Australia for achievements that are very special and form part of Netball's sporting history.

The inaugural recipient of the Spirit of Netball Award was coach Norma Plummer who led the Australian Diamonds to a tenth World Netball Championship title in 2011 – beating archrivals the New Zealand Silver Ferns 58-57 in extra-time.

In presenting the award, Netball Australia CEO Kate Palmer noted that the preparation of the team, including officials, was carefully planned with nothing left to chance.

“Norma understood every small detail about the athletes and their abilities, had researched every competitor and not only knew their strengths and weaknesses but understood very clearly how to exploit their weaknesses and combat their strengths.

“It is a win that celebrated Norma’s extraordinary career and makes Norma eminently qualified and deserving to receive the inaugural Spirit of Netball Award.”



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MEDIA & COMMUNICATIONS



Netball has embraced the use of online social media as a way to strengthen fan engagement and engender a sense of community. All of Netball Australia's key social media platforms exhibited strong growth in 2011, encouraging a vibrant, participatory, social and conversational environment for netball fans. In total there were over one million digital interactions online with the netball community across various digital platforms. New technologies were explored, including the launch of an iPhone App for NetFest, and FanCam, a high resolution, gigapixel photo taken at a game which allows spectators to find and tag themselves, then share the results with friends through Facebook and Twitter.

Fans continued to enjoy world class broadcasts of the ANZ Championship and the Holden Netball Test Series on Network Ten and one HD. The three-Test series from Jamaica in January was shown on Australian television for the first time, representing a significant win for netball fans and a big step forward for the game. The broadcast of the Holden Netball Test series was enhanced by a greater focus on in-game interviews with players and coaches, and the use of injured Diamonds players in the commentary box.

Telstra streamed ANZ Championship matches and Diamonds Test matches online, along with pre- and post-game commentary and a netball presence in the BigPond Weekend Sports show.

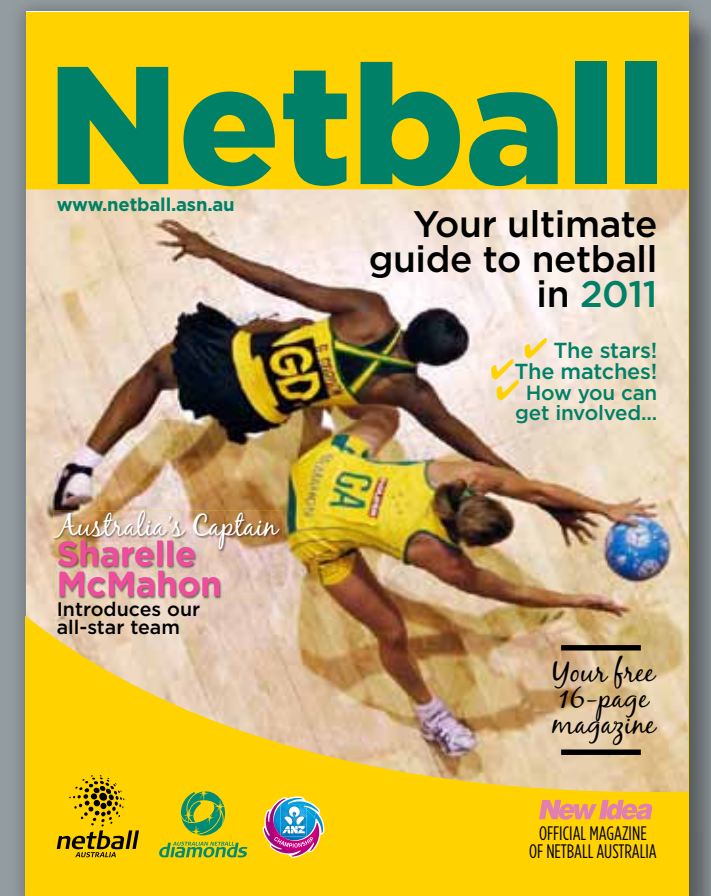
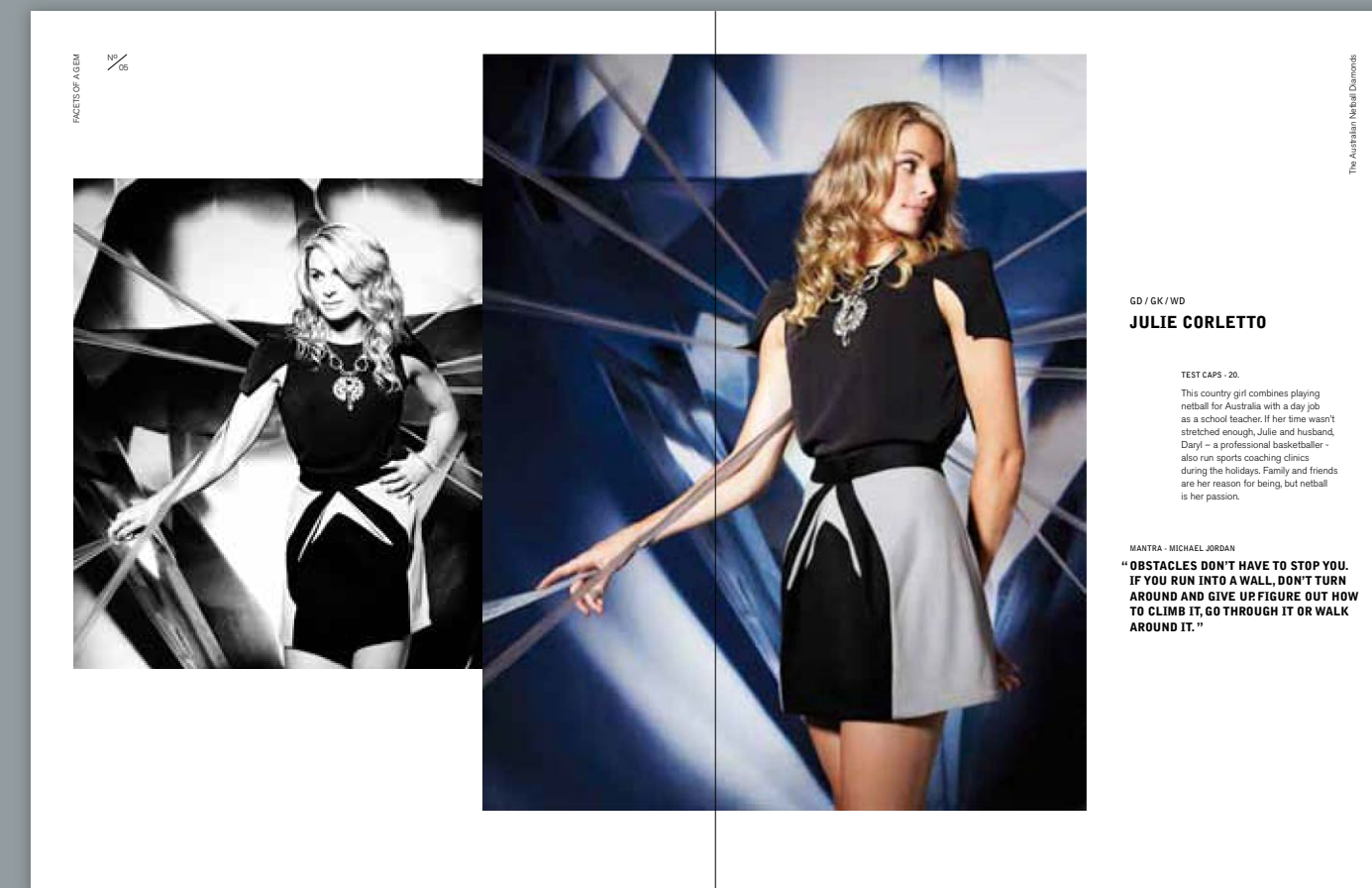
Mainstream media coverage in 2011 reflected the growing popularity of the ANZ Championship and the success of the Diamonds in Singapore and in the Holden Netball Test Series. The announcement of the World Netball Championship team at a special function at The Lodge in Canberra, hosted by Tim Mathieson, was a highlight of media calls throughout the year.

A new media kit was released to coincide with the World Netball Championships. In an array of

beautiful imagery, Facets of a Gem gave an insightful look into the multi-dimensional lives of the Australian Netball Diamonds, showcasing the personalities and passions of Australia's netball stars.

New Idea continued its support of netball through the publication of the New Idea Guide to Netball and other editorial initiatives.

The strategic expansion of our media relationships and a focus on broadening the profile and appeal of our athletes remains a key priority.





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FEDERATED STRUCTURE

Board

Netball Australia Organisational Chart

Member Organisations (MOs)

BUILDING OUR NETWORKS

SUCCESSFUL INTERNATIONAL SPORT

FINANCIAL PRACTICES

Federated Structure

2011 was notable for an increased engagement with the Member Organisations as many of netball's programs and activities were implemented and project plans developed on the back of increased Australian Sports Commission sport development funding, the Technology Master Plan and National Sponsorship Framework.

In the spirit of ongoing and open communication, Netball Australia convened Presidents' teleconferences; CEO/GM teleconferences, strategic forums; engagement with the National Sponsorship Advisory Group, National Sport Development Group, National High Performance Planning Group and National Umpire Strategic Planning Group; and investigated a national approach to natural disasters.

Planning also commenced on the inaugural National Conference in 2012.

Directors' Profiles

The Board has focused on a range of strategic matters in 2011 including the future direction of the ANZ Championship, the national technology master plan, legacy from the World Netball Championships in 2015, the national broadcast environment, athlete pathways and stakeholder relationships.



Noeleen Dix
President



Sue Taylor AM
Director



Pam Smith JP
Director



Jan Sutherland JP
Director



Debra Tippett
Director



Marina Go
Director

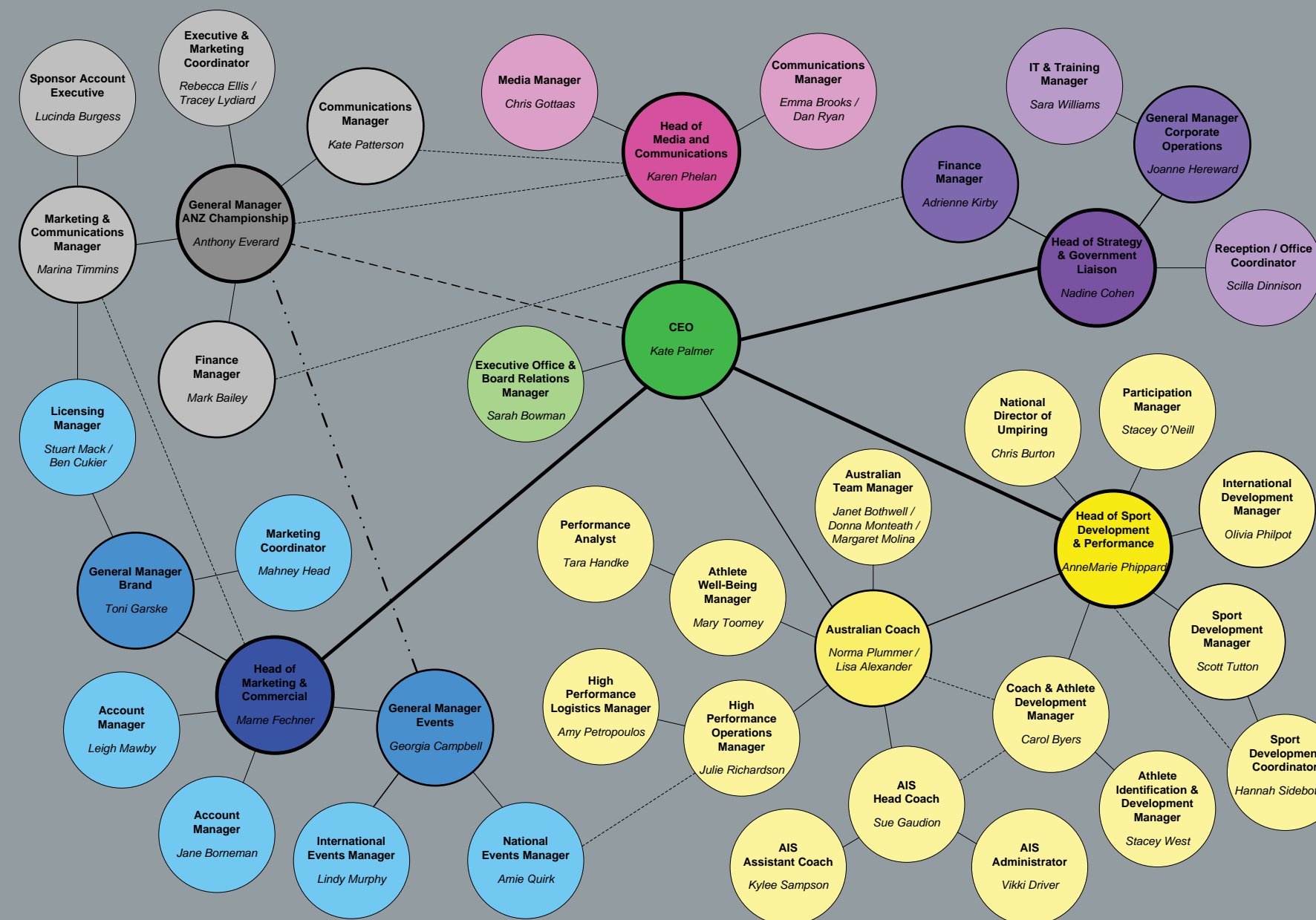


Wilma Shakespear AM
Director



Andrew Scott
Director

Netball Australia Organisational Chart



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FINANCIAL PRACTICES

**Noeleen Dix
President**

A former Australian player and Executive Officer of Netball Australia, Noeleen Dix is highly respected sports administrator who has held senior management positions across a range of sports and events, bringing a wealth of experience to her role as the President of Netball Australia. She is currently the General Manager of Masters Swimming, was Manager of the 1991 World Netball Championships in Sydney, and Program Manager - Competitions for the 2006 Melbourne Commonwealth Games. Noeleen has also held management roles with the Australian Masters Games and 1997 World Basketball Championships for Men (22/U). She was a member of the Board from 2002 until 2005, elected President in 2006 and re-elected in 2010. Noeleen served as the inaugural Chair of the TTNL Board and is secretary of the Asian Netball Federation.
Director appointed: April 29, 2006

**Sue Taylor AM
Director**

Vice President of the International Netball Federation. A former Director of the Commonwealth Games Federation and Australia's delegate to IFNA from 1989 to 2007, Sue Taylor has an extensive background in sport law and administration. One of only a few Australian women to represent their sport in a leadership position internationally, Sue is also a former President and Chair of the Netball Australia Board. On her appointment to the IFNA Board in 2007, she cited developing the sport in the key markets of Asia and Africa among her long-term goals to strengthen international competitiveness.
Director appointed: September 28, 1995

**Pam Smith JP
Director**

Pam Smith offers the Board a wealth of experience in all the major functions relating to the management and administration of not-for-profit organisations, particularly in the sport and enterprise education areas. She is currently the Chair of the Netball Australia Audit and Risk Committee, Deputy Chair of the Parramatta Stadium Trust and Chair of the Stadium's Finance and Audit Committee. Internationally, Pam was Vice President of IFNA from 2003-2005 and is also a former Director of the Commonwealth Games Association and the Australian Commonwealth Games Foundation. Pam's long involvement with netball includes a previous term on the Netball Australia Board from 1996-2003 as part of her role as National Executive Director, a position she held from 1990-2003. Pam also holds a Masters in Political Science and is a Justice of the Peace
Director appointed: April 29, 2006

**Jan Sutherland JP, GAICD,
Director**

Currently the CEO of Sport SA, Jan Sutherland is a respected identity in South Australian sport. Her key strengths of collaboration, extensive liaison and networking across the sports industry, government, corporate sectors and the community have been a significant asset to the NA Board since her current appointment in 2006 and previous stint as Director from 2000-2004. Formerly a Physical Education teacher, Jan has a strong netball background through her roles as board member of SANA, State Age coach (level 2) and A grade umpire. She has held numerous directorships and advisory roles and was recently a selector on the Netball SA Team of the Century.
Director appointed: September 16, 2006

**Debra Tippett
Director**

Debra Tippett is a leading government technology procurement lawyer specialising in complex information technology (IT) projects, e-health, outsourcing and smart card systems. A partner in the prestigious law firm Minter Ellison, Debra is highly experienced in large scale projects and contract management and adept in complex, sensitive and whole of government projects. She brings to the NA Board wide expertise in procurement strategies, outsourcing, risk management, probity, performance and vendor management, software licensing and intellectual property. A former President and Director of Netball ACT, Debra was also a member of the Netball Australia Council. She was elected to the NA Board in April 2007.
Director elected: April 14, 2007

**Marina Go
Director**

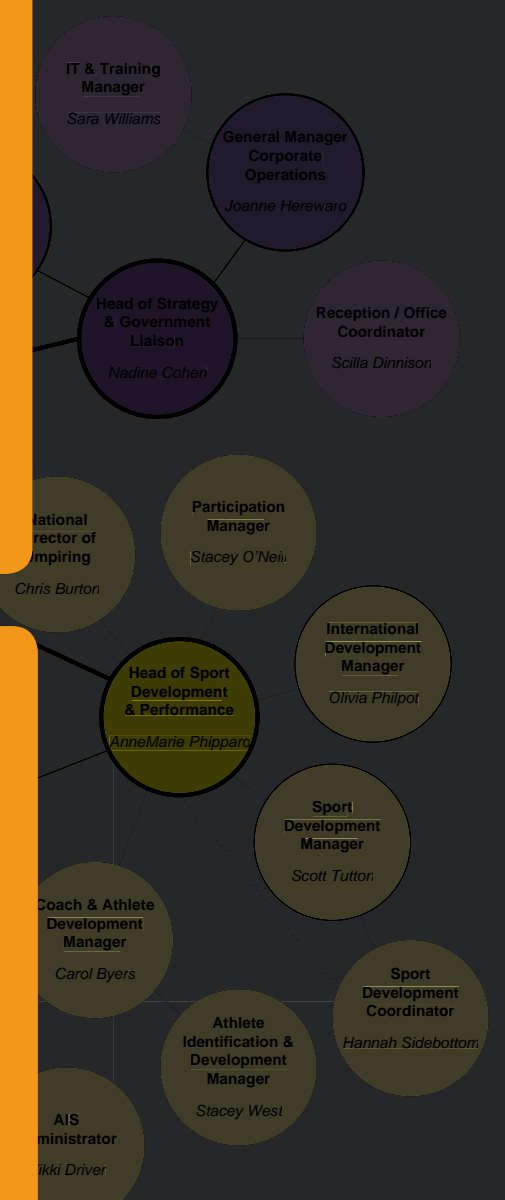
Marina Go has 20+ years in building commercially successful brands that connect deeply with consumer groups across the print and digital mediums. She is driven by a strong belief that clever strategy and good governance are at the centre of great businesses. Over the years she has proved herself to be an inspirational and forward thinking publisher, evidenced by her appointment as Editor of Dolly magazine at just 23, and subsequent editorships of other iconic Australian publications. Marina currently works as Publisher at Independent Digital Media, a lifestyle media company dedicated to providing online information, products and services, and is also a lecturer at the Sydney Writers' Centre.
Director appointed: August 18, 2007

**Wilma Shakespear AM
Director**

Wilma Shakespear is the founding Director of two very successful high performance centres; the Queensland Academy of Sport in Australia and the English Institute of Sport in the UK. Representing Australia as a netball player and a coach she can lay claim to three World Championship titles. She went on to make her biggest contribution to netball off the court in the field of High Performance and her achievements in that area were recognised in 2010 when she was inducted into netball's Hall of Fame as a General Member. Named as a member of Netball Victoria's Team of the Century in 2000, Wilma's influence across all areas of the game has been considerable.
Director appointed: April 9, 2011

**Andrew Scott
Director**

A legal practitioner with a keen interest in sports law, Andrew Scott is a partner at Moores Legal. For ten years he acted as the principal legal advisor to the AFL Players' Association and has also been the principal legal advisor to the North Melbourne Football Club. Andrew was appointed as director in 2008 and completed his term in April 2011.





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Member Organisations (MOs)

BUILDING OUR NETWORKS

SUCCESSFUL INTERNATIONAL SPORT

FINANCIAL PRACTICES



ACT Netball Association

Northbourne Ave
Dickson ACT 2602
PO Box 423
Dickson, ACT 2602
Ph: 02 6241 4088

GM: Adam Horner
Delegates: Lainie Houston,
Sue Scanlon

Members: 4,991



Netball New South Wales

Anne Clark Centre
Church Street
Lidcombe NSW 2141
PO Box 396
Lidcombe NSW 1825
Ph: 02 9951 5000

GM: Carolyn Campbell
Delegates: Wendy Archer AM,
Rodney Watson

Members: 111,474



Netball NT

Abala Road
Marrara NT 0812
PO Box 2391
Parap NT 0812
Ph: 08 8945 1433

GM: Sue Shearer/
Kathie Snowball (from 7/11)
Delegates: Helen Smith,
David Yeaman

Members: 2,481



Netball Queensland

210 Beaudesert Road
PO Box 50
Moorooka QLD 4105
Ph: 07 3848 6330

CEO: Cameron O'Hara
Delegates: Jan Maggacis,
Kevin Brennan

Members: 42,110



Netball South Australia

155 Railway Tce
Mile End, SA 5031
PO Box 2082
Hilton Plaza SA 5033
Ph: 08 8238 0500

CEO: Stephanie Green
Delegates: Graeme Gilbert,
Lynda Matthews

Members: 27,170



Netball Tasmania

Suite 3, 17 Magnet Court
Sandy Bay TAS 7005
PO Box 798
Sandy Bay TAS 7005
Ph: 03 6231 3953

GM: Chris Drury/
Julia Phillips (from 6/11)
Delegates: Nell Bingham,
Marj Kerlake

Members: 5,556



Netball Victoria

487 King St
Melbourne, VIC 3050
PO Box 60
Nth Melbourne VIC 3051
Ph: 03 9321 2222

CEO: Leigh Russell/
Russell James (Acting from 11/11)
Delegates: Jennifer Sanchez,
Richelle McKenzie

Members: 108,559



Netball WA

565 Hay Street
Subiaco WA 6008
PO Box 930
Subiaco WA 6904

CEO: Scott Henderson
Delegates: Robert Shaw,
Scott Henderson

Members: 37,389



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FEDERATED STRUCTURE

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Netball Australia Organisational Chart

Member Organisations (MOs)

BUILDING OUR NETWORKS

SUCCESSFUL INTERNATIONAL SPORT

FINANCIAL PRACTICES

Building our Networks

In 2011, Netball Australia augmented its interaction with governments, their respective departments and Members of Parliament to highlight the positive impact and influence that netball has on the social, political, economic, education and health status of women and girls.

Netball Australia continued to cultivate ongoing parliamentary relationships to address Indigenous disadvantage; improve women's health and wellbeing; reduce violence and foster respect; advance equality in leadership and representation; promote the relationship between sport participation and health; improve community mental health; reform the not-for-profit sector; progress the importance of a culturally diverse and socially cohesive community; and address overseas community development through sport.



Click photos below to enlarge



Successful International Sport

FEDERATED STRUCTURE

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Netball Australia Organisational Chart

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SUCCESSFUL INTERNATIONAL SPORT

FINANCIAL PRACTICES

As a member of the Asian Region, Australia is responsible for providing support and guidance to member countries in this region. Singapore Netball Association delivered a highly successful World Netball Championships that saw over 75 nations represented at Congress. It was a wonderful opportunity for Delegates around the world to share ideas and discuss the future of netball.

Key appointments during 2011 included Australia's Sue Taylor's election as Vice President of IFNA and Kate Palmer's appointment to the IFNA Board as Asian representative.

Netball Australia is also working with IFNA in two key areas: Commercial Frameworks and International Development. Projects are progressing well under the guidance of a working party that consists of Kate Palmer NA CEO, Raelene Castle NNZ CEO Marne Fechner Head of Commercial and Kereyn Smith CEO of NZOC.

Financial Practices

The Netball Australia Board has an Audit and Risk Committee, consisting of Pam Smith (Chair) and Marina Go, that oversees the budget and financial reporting processes. The Committee also assists the Board in monitoring assets, managing funds, and evaluating and monitoring the risk factors within the financial environment.

In 2011 the Committee considered the legislation introduced into Parliament to increase the level of Superannuation Guarantee contributions and proposals to remove the age limit on contributions altogether; the model Work Health and Safety Act; netball's National Insurance Program; financial modelling to implement the Technology Master Plan; strategy for a 'Home for Netball', and enabling services required to deliver the 2015 World Netball Championship in Sydney.



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Sponsors and Partners

The outstanding support of our sponsors and partners builds the financial foundation that underpins the success of netball in Australia. We acknowledge and thank every one of them for their contribution.

Principal Partner



Australian Government
Australian Sports Commission

The Australian Government as principal partner of Netball Australia, through the Australian Sports Commission provides substantial financial resources, as well as the investment of its intellectual and human resources into netball. This support allows Netball Australia to critically review our high performance program, increase research undertaken at the elite level, provide extra scholarships to coaches and officials, and improve our monitoring and reporting functions as a national sporting organisation. Netball Australia appreciates the Australian Sports Commission's recognition of the cultural significance as well as the sporting significance of our sport.





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Gold Sponsors



A proud supporter of netball in Australia, the Australian Diamonds and San Remo NetSetGO! GM Holden also brings the Holden International Netball Test Series to life each year. Diamonds who competed in the series were provided with their own Holden Cruze to drive for a year.



San Remo Macaroni continues to promote a healthy balanced diet in Australian families while encouraging children to become more active through San Remo NetSetGO! Their retail marketing campaigns with Julie Corletto and the Australian Diamonds continue to promote the sport nationally.



Telstra supports the five Australian ANZ Championship teams and helps increase the reach and frequency of key netball messages as our new media and telecommunications partner.





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Linen party plan company Lorraine Lea Linen has supported the San Remo NetSetGO! program and umpires across the nation for the past three years.



FIT Health Insurance became the third sponsor of San Remo NetSetGO! junior development program and Netest for 2011.



Official ball sponsor of Netball Australia, Gilbert balls were used during NetFest, the Holden Netball Test Series, the National Netball Championships, the Australian Netball League and the ANZ Championship.



Creators of the Constellation Cup, the Liz Ellis Diamond and provider of the Australian Netball Awards Michael Wilson Jewellers became an official sponsor of the Australian Netball Diamonds this year.





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Media Partners



Official broadcast partner of the ANZ Championship and the 2010 Holden Netball Test Series.



The official magazine for netball and the Australian Diamonds New Idea distributes a 16 page guide to the sport in January of each year.





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Major Event Partners

The following organisations provided support for netball events across Australia during 2011, including the Holden International Test Series and NetFest:





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Official Bank



Official bank of Netball Australia and naming rights sponsor of the Trans-Tasman Netball League (ANZ Championship)





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Official Suppliers



The Australian Diamonds and national umpires wear the latest ASICS footwear.



Kukri Australia assist to create a 'new look' netball dress, training apparel and merchandise items for the Australian Diamonds.



triation® by Triumph is one of Australia's most popular sports bra brands and these bras are worn by the Australian Diamonds.



2XU are worn by the Australian Diamonds as compression and therapeutic wear during their training and recovery sessions.



Beiersdorf Australia provides strapping tape and medical supplies for the Australian Diamonds under their Elastoplast Sport (a Beiersdorf brand) name.



Olay helps promote their skincare routine using members of the Australian Diamonds.





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Sponsors and Partners

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High Performance Partners



The Australian Institute of Sport is the official training centre of the Australian Diamonds and the Australian 21/U team. It is also the home of Australia's elite netball program, and provides world class facilities and support to all our athletes and support staff.



South Australian Sports Institute



New South Wales Institute of Sport



Queensland Government

SISSAS networks provides the daily training environment for Diamonds and 21/U squad members.



The Australian Commonwealth Games Association supports netball's involvement in every Commonwealth Games. Netball is grateful for the support they offer to the Diamonds and also our emerging athletes as part of the Australian Junior Commonwealth Games Squad.





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Health Partners



Young girls experience depression at nearly twice the rate of young boys, women and young people – netball’s core participants – are considered ‘at risk’ sectors by beyondblue. Netball Australia is pleased to help deliver beyondblue messages to the netball community.



The National Breast Cancer Foundation (NBCF) and Netball Australia work together to raise awareness of breast cancer and importance of breast cancer research amongst the netball community.





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NetFest Partners

This new initiative for 2011 was supported by netball's current partners and also created three new partnerships:





www.netball.asn.au