



Allstars Netball Club Strategic Plan 2025–2027

Club Members

Leading the way in community netball and future talent

Outcomes

Grow confident, skilled players and future leaders who thrive on and off the court

Foster a culture of coaching excellence through collaboration, learning, and best-practice resources

Create strong community connections through inclusive programs and opportunities for all to belong

Recognise, empower, and grow volunteers and umpires to sustain a thriving club

Priorities

Player Development & Experience
Coach & Umpire Development
Volunteer Development & Support

Success measures

Increased retention of players and coaches
Stronger uptake of skill development opportunities
Members are recognised for participation and support

Club

Strong foundations, modern facilities, and a brand that inspires

Outcomes

Build financial resilience through strong partnerships, sponsorships, and innovative fundraising

Deliver a future-focused facilities plan that maximizes resources and creates inclusive, modern spaces for growth

Elevate our brand and professionalism to lead and inspire within the community

Priorities

Facilities & Equipment
Governance & Financial Sustainability
Brand & Operations

Success measures

Strengthened long-term sponsor partnerships
Expanded use of club facilities
Improved grant development and submission capability

Club Spirit

Celebrate, connect, and empower – building a culture of recognition and leadership that lasts

Outcomes

Celebrate achievement and contribution to foster pride and belonging across our club community

Strengthen our identity and connected culture through community initiatives, school clinics, and alumni engagement – building a lasting legacy

Empower the next generation of leaders through structured pathways for youth and alumni

Priorities

Culture & Identity
Community Engagement
Recognition & Connection

Success measures

Increased member pride or sense of belonging
Percentage of program participants who take on leadership roles within the club
Member rating on club culture, identity, or connection



Allstars Strategic Plan Road map

2025 focus areas

- Maximise use of new club resources and equipment
 - New equipment including custom balls, posts, compressor and squeegee
- Retain coaches and managers by strengthening support, consistent education and communication
 - Training and Guest speakers
- Engage and retain players with fun, high-quality, free events
 - Season launch, carnival and Derby Day
 - Upskill sideline support with strapping sessions
 - Development day with elite coaches
- Promote sponsorship and community partnerships through strong social media presence
- Court resurfacing and lighting upgrades

2026 focus areas

- Deepen player and coach pathways
 - Preseason Player Development Program
 - Establish Awards & Recognition Criteria
 - Expand Coach and Manager PD Program through mentoring, guest presenters and online resources
 - Pilot
- Formalise support structures for volunteers
 - Strengthen sub-committee involvement through monthly meetings, chat forum, leadership mentoring.
- Launch Allstars Academy and Junior Umpire Development Program
- Strengthen brand recognition and club professionalism
 - Fundraising events (Trivia night)
 - New dress launch
 - Inclusive Community Sessions including come and try, multi-sport days and all abilities programs
- Continue improving club amenities and use of equipment
 - Court shade cover
 - Repaint clubhouse and install CCTV
- Use resources efficiently while improving member experience

2027 focus areas

- Sponsorship, Funding & Financial Sustainability
 - Renew major sponsorships with 2–3-year partnerships
 - Reach \$35k in total sponsorships
 - Host annual Sponsor and Community Appreciation night
 - Establish long-term financial goals for future infrastructure or clubhouse improvements
- Form Allstars Youth Leadership Committee (U15-17) or Emerging Coach Pathway
 - To assist at events and learn club operations
 - Empower teen players and volunteers to transition into coaching, umpiring or committee roles
- Launch Volunteer Recognition Program
 - Recognise service milestones at presentation nights
- Club Facilities & Future Vision
 - Begin planning for Clubhouse or Facilities Upgrade Masterplan
 - Plan for future growth with Olympic 2032 in mind
 - Advocate for Government grant funding that support our vision