The challenge

Keeping pace with technology and incorporating it into day-to-day business is a challenge for any organisation, particularly not-for-profit sporting organisations.

In the past, the sport did not have a detailed understanding of its participants, which hindered its ability to make data-based decisions. Additionally, the various technology systems in place were not future-proofed and investments were being made into ICT infrastructure instead of data management. Compounding these problems was a fragmented internal and external communications approach, while the sport’s member associations operated across multiple ICT systems and had multiple contracts in place.

The approach

In partnership with the Australian Sports Commission (ASC), Netball Australia engaged an expert ICT consultant to conduct a national audit of netball’s technical infrastructure—a process that would help sport to understand the capabilities, costs, and life cycles of existing technology.

Key stakeholders were consulted during the process, including staff in the national office, state offices, clubs, and individual participants. This process was essential to understand the requirements of people using the technology and how to best meet their needs.

From this data a digital master plan was developed. It provided a framework of the sport’s needs nationally and into the future, including a financial model based around operational expenditure and capital expenditure.

A key outcome from the plan was a clear articulation of the minimum viable product needs and rigour to procure services to build what is now Netball Australia’s My Netball Customer Relationship Management (CRM) platform. The plan also enabled a transition into My Netball.
What Netball Australia has discovered

The sport now operates nationally from the one system, which helps to drive:

- business efficiencies
- whole-of-sport engagement
- national programs that are managed through the one system
- a national media distribution capability.