

Strategic Plan

Vision · Purpose · Values · Six Pillars

Strategic Plan

Public-facing direction document. Sets the vision, values and six strategic pillars for QLD Suns Men's & Mixed Netball.

This Strategic Plan sets out the vision, purpose and direction for QLD Suns Men's & Mixed Netball. It is an outward-facing document designed to unite players, coaches, officials, volunteers, partners and supporters around a shared ambition: to lead the development of men's and mixed netball in Australia and beyond.

This plan is supported by an Execution Plan that translates strategic direction into operational roles, accountabilities and the work the Association is undertaking to deliver against each pillar.

Our Vision

To lead the development of men's and mixed netball — setting the benchmark for performance, governance, culture and opportunity.

Our Purpose

QLD Suns exists to create a world-class environment where men's and mixed netball can thrive. We develop athletes, coaches and officials, champion inclusion and excellence, and advocate for formal recognition and sustainable funding pathways for the men's and mixed game.

What We Stand For

Our values guide every decision, every selection, and every standard we uphold.

- **Excellence.** We strive to be the best, on and off the court.
- **Integrity.** We operate transparently, fairly and responsibly.
- **Inclusion.** Everyone is welcome and valued.
- **Opportunity.** We create pathways for players, coaches and umpires.
- **Pride.** We represent Queensland with professionalism and respect.

Our Strategic Pillars

Six pillars define how we will deliver on our vision. Each pillar represents a deliberate area of focus that will guide the Association's work over the strategic period. The pillars are interconnected — strength in one supports strength in others.

Pillar 1 · Participation & Grassroots Growth

We will grow the participation base of men's and mixed netball across Queensland — building the pipeline of players that sustains the program at every level.

Participation is the foundation of the sport. Without strong grassroots, there is no high performance. QLD Suns will lead the growth of men's and mixed netball through deliberate engagement with regions, schools and youth, and through accessible competition pathways at M-League and Mixed M-League level.

QUEENSLAND SUNS MEN'S & MIXED NETBALL

Pillar 2 • High Performance & Coaching

We will build a unified high-performance program that operates as one squad across all divisions — supported by a coaching framework, a deliberate coaching pathway, and a culture of collaboration, excellence and shared accountability.

QLD Suns is committed to a squad-based program where all teams from Open Men through to Under 17 operate as part of a single, aligned program. Coaches lead in the interest of the program, not just their team. Players move between squads as a positive development outcome. Standards, philosophy and approach are consistent across divisions.

This pillar represents the program QLD Suns is building — not a description of where the program is today. The transition will require deliberate leadership, clear standards, and the willingness to hold coaches and program staff accountable to those standards.

Pillar 3 • Best-Practice Governance & Integrity

We will set the benchmark for governance in men's and mixed netball. Strong governance builds trust, unlocks funding, and underpins sustainable growth. QLD Suns is committed to strong, transparent governance aligned with legislation, Netball Australia and Sport Australia; clear policies that protect participants and volunteers; fair and consistent decision-making; and independent oversight and accountability.

Pillar 4 • Recognition, Advocacy & Growth

We will actively advocate for men's and mixed netball to be formally recognised as a sport under Sport Australia. QLD Suns will be a strong, credible voice for the men's and mixed game at state, national and international levels. This recognition is critical to unlocking substantial government funding opportunities, improved support for players, coaches and umpires, and sustainable administrative capacity.

Pillar 5 • Financial Sustainability & Reduced Player Burden

We are committed to building sustainable revenue streams that reduce the financial burden on players. Financial sustainability ensures accessibility and long-term success. This includes sponsorship and partnership development; events and competitions that generate revenue; grant funding aligned with strong governance; and responsible financial management.

Pillar 6 • An Environment Where Everyone Belongs

Culture is at the heart of QLD Suns. We are building a community where everyone feels part of something — and an environment where people can become the best version of themselves.

Our culture is defined by respect for teammates, opponents and officials; accountability for behaviour on and off the court; support for diversity and inclusion; and a shared commitment to representing QLD Suns with pride. This is more than a feeling. It is the deliberate work of building an organisation where players, coaches, officials, volunteers and supporters all find a place — and where every person is supported to grow.

Our Commitment

QLD Suns commits to delivering this strategy with transparency, accountability and ambition. We will measure progress, communicate openly, and continuously raise the bar for what men's and mixed netball can be.