

Melbourne East Netball Association Strategic Plan 2024-2028



Developed by 2022 MENA Board

Our Mission

We exist to....

To enrich our community through the sport of netball.



Our History

Melbourne East Netball Association (MENA) was established in 1952 and has been providing netball competitions in the Outer Eastern Suburbs for over 50 years. Since 1977 the Association has been based at the leafy H.E. Parker Reserve in Heathmont, Melbourne.

The Association consists of fourteen (14) Affiliate Clubs and about twelve (12) independent teams located throughout the eastern suburbs, centered on the Ringwood area. Clubs from as far as Park Orchards (North), Bayswater (East), Vermont (South) and Blackburn Lake (West) play in the Association.

Melbourne East Netball Association (M.E.N.A.) started life in 1952-3 as V.A.Y.C. It was one of the first netball associations in the outer eastern suburbs.

The initial competition had teams from Doncaster, East Doncaster, Lilydale, Nunawading, Park Orchards, South Croydon, Templestowe & Warrandyte.

Our Mission

To enrich our community through experiences that encourage active participation in netball.

Our Vision (what we aspire to)

To be the leading netball association in East Melbourne, who welcomes the entire community to the sport of netball.

Our Purpose (the reason we exist & impact we make)

To provide people in Eastern Melbourne the opportunity to be involved in netball by delivering a diverse range of opportunities for all abilities in their location region.

The MENA Values.

1. Community	2. Respect	3. Be Inclusive	4. Integrity
<ul style="list-style-type: none">• Create trusted & enduring relationships with our community• Recognise the value of people within our community• Protect yourself & others• Have fun, play fair and in the spirit of the game	<ul style="list-style-type: none">• Value our coaches, administration, players, umpires & supporters• Appreciate our facilities• Treat everyone with fairness & equality	<ul style="list-style-type: none">• Create & foster a safe & welcoming environment• Accept & celebrate diversity	<ul style="list-style-type: none">• Take accountability for decision, actions & behaviours• Uphold high standards of behaviour• Be approachable & fair in all our interactions

What Really Matters.

Strategic Priorities

1. Our Future	2. Our Community	3. Our People
Remain relevant & ensure the long - term future of the MENA community	Build the meaning of MENA & create awareness within our community	Ensure high quality coaches, umpires, volunteers, administration, and or members
<ol style="list-style-type: none">1. Implement & refine governance structure2. Ensure financial stability3. Succession pathways4. Plan for success	<ol style="list-style-type: none">1. Refine our Event Planning2. Develop & implement communication plan3. Partnership / Local Business Engagement4. Member Engagement	<ol style="list-style-type: none">1. Implement Coaching Pathways2. Continue our Umpire Pathways3. Attract & Retain our administrators4. Support our Volunteers5. Embrace our Members

1. Our Future is Sustainable

Remain relevant & ensure the future of the MENA community.

Key Initiatives

Implement & refine governance structure	Ensure financial stability	Succession pathways	Planning for success
<ol style="list-style-type: none">1. Update fundamental document to ensure best practice. Including<ul style="list-style-type: none">- Position description for board & administration- Terms of references for sub-committees2. Continue to implement our board of management and establish best practice processes.	<ol style="list-style-type: none">1. Multi-year budgeting to assess funding opportunities2. Consider Investment program for future development3. Investigate grants & funding opportunities4. Maintain Café Operations to ensure viability	<ol style="list-style-type: none">1. Develop succession pathways for key roles<ul style="list-style-type: none">BoardStaffVolunteers2. Document key processes & history that are pivotal to success	<ol style="list-style-type: none">1. Understand facility capacity & expansion opportunities2. Investigate opportunities to increase participation3. Continue to review our current competition practices to ensure they are the best they can be.

2. Our Community is Engaged

Build the meaning of MENA & create awareness within our community.

Key Initiatives

Refine our Event Planning	Develop & implement communication plan	Partnership / Local Business Engagement	Member engagement
<ol style="list-style-type: none">1. 24 month calendar2. Expand relevant themed events (i.e. pride, NAIDOC)	<ol style="list-style-type: none">1. Define role of MENA within our community2. Socials & digital comms plan	<ol style="list-style-type: none">1. Investigate role of partners & sponsors2. Refine Sponsorship opportunities	<ol style="list-style-type: none">1. Provide education/ & support to our members ie Complaint handling, child safety2. Introduce regular communication material for all members

3. Our People are amazing

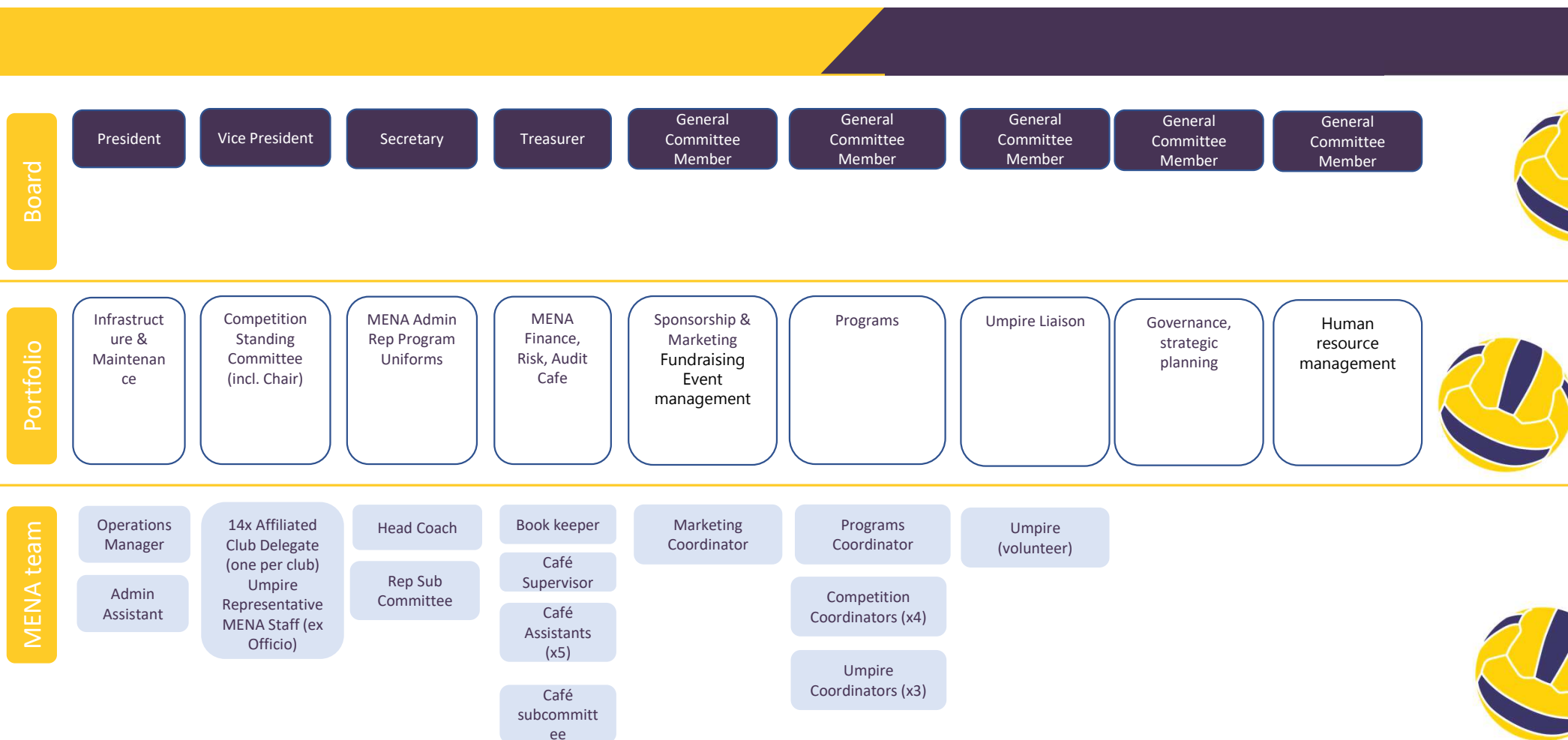
Ensure high quality coaches, umpires, volunteers, administration. & members

Key Initiatives

Implement Coaching Pathways	Continue our Umpire Pathways	Attract & Retain our administrators	Support our Volunteer	Embrace our Members
1. Identify & promote learning opportunities for coaches	1. Implement umpire recruitment program & support newly badged umpires 2. Increase training & support for umpires	1. Connections with other like organisations 2. Consider staff development opportunities 3. Performance reviews	1. Investigate opportunities to Increase our volunteer community 2. Investigate opportunities to celebrate our volunteers	1. Review how we support our members 2. Continue to provide opportunities for people to play netball 3. Continue to develop & Implement a solid representative Program

Our Association

Number of Players	1,200		Number Board members: 9	Number Club Competition Standing Committee members: 17
Member Clubs	Blackburn Lake Eastern All Abilities East Ringwood Heathmont United	HFNC Jets Holy Spirit Mullum Nunawading	Our Ladys Park Orchards Power Ringwood North	Southwood St James Trinity
Board Function	Oversees governance, policies, financial management and make decisions in the interests of the organisation, with the power to delegate to functionaries and sub-committees who report back to the Committee			
Administration Function	Provides day to day management of the business in regular tasks and in Committee-directed activity.			
Competition Structure	<ul style="list-style-type: none"> • Friday/Saturday Club Netball (9&U to Open) • Wednesday Ladies Social (Open Age from age 15+) • Representative Teams Program (11 & U Development Squad, 13&U Teams, 15&Teams, 17&U Teams) • Twilight Sunday Tournament • All Abilities Program 		Other programs	<ul style="list-style-type: none"> • Club-managed NetSetGo • Walking Netball games & casual sessions
Parent Body Affiliate	Netball Victoria		Council Affiliate	Maroondah City Council
Association Communications	Email, Facebook, Instagram, Website		Website	Menanetball.com.au





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