



**Executive General
Manager,
Commercial & Brand**

Netball Australia



About Netball Australia

Netball Australia is the governing body for netball in Australia, committed to promoting the sport's growth, excellence, and inclusivity from grassroots to elite levels. With a mission to be bold, strive for excellence, and create a sense of belonging, Netball Australia is shaping the future of netball nationwide.

With its origins dating back to August 1927, today netball is the biggest team sport in Australia, played by over 1.2 million women, men, and children. It is also the number one participation sport for Australian girls. Netball Australia's role is to foster that growth, connect with local communities, protect the game's reputation, and empower women to shine.

Netball Australia oversees programs like Woolworths NetSetGO for young children and high-performance pathways for elite athletes, ensuring netball is accessible and rewarding for all. Emphasis on participation growth, workforce capability, and stakeholder management highlights Netball Australia's dedication to the sport's development.

Central to Netball Australia's strategy is fostering creativity and innovation. Netball Australia builds robust relationships with State and Territory Member Organisations, enhancing collaboration and ensuring effective resource deployment. The Netball Participation Plan and framework are key to promoting the sport's growth and sustainability.

High performance remains a cornerstone, with a focus on achieving international success through elite pathways and high-performance programs. The Origin Diamonds, our national squad, are Commonwealth Games and World Cup champions, and the official number one team in the world. The Suncorp Super Netball competition is the leading women's sporting league globally, with televised audiences of over 8 million.

Looking ahead, priorities include growing the sport and strengthening relationships. A significant milestone on the horizon is the 2027 Netball World Cup in Sydney, presenting an opportunity to redefine the sport collectively. Netball Australia is dedicated to inclusivity, focusing on First Nations populations, new arrivals, men, and boys.

This is an exciting time to join Netball Australia, with a new CEO, a new Chair, record attendance at Suncorp Super Netball, a resurgence of grassroots netball, and a vibrant period for the sport. Netball Australia is committed to growth, sustainability, and success through strategic leadership, innovative initiatives, and inclusivity, ensuring netball continues to inspire future generations.



Executive General Manager, Commercial & Brand

We are seeking a visionary leader to take on the newly created role of Executive General Manager, Commercial & Brand (EGMCB) at Netball Australia. This individual will have an absolute focus on driving revenue growth and commercial success. The EGM Commercial & Brand will be pivotal in shaping and executing strategies that foster commercial growth across the entire Australian Netball system, from grassroots initiatives to elite levels, including the Origin Diamonds and Suncorp Super Netball.

The successful candidate will possess exceptional emotional intelligence and strategic thinking abilities, enabling them to build and maintain robust relationships with key stakeholders. They will approach leadership pragmatically, balancing conflicting priorities effectively. A key aspect of this role is cultivating a culture of creativity and innovation, encouraging transformative changes that align with Netball's vision. The ability to drive strategic discussions and bring big ideas to the table is crucial in shaping the future of the sport.

Commercial acumen is essential for this role. The ideal EGM Commercial & Brand will have proven experience in negotiating broadcast partners and securing favourable terms to maximise revenue. They will work closely with the commercial team to attract investment in Netball, overseeing the creation and development of new products and programs. Expertise in marketing and brand strategy will be a significant asset, as the EGM Commercial and Brand will drive integrated marketing campaigns to enhance brand visibility and audience engagement.

As a collaborative and inclusive leader, the EGM Commercial & Brand will foster a high-performance culture within the organisation, promoting stakeholder satisfaction and accountability in delivering strategic and commercial outcomes. They will provide strong mentorship to a high-performing team, setting clear goals and performance metrics, and offering constructive feedback and development opportunities.

Adaptability and resilience are key attributes for this role. The EGM Commercial & Brand will navigate changing environments and overcome challenges to achieve Netball Australia's strategic objectives. With a commitment to the organisation's values, they will work effectively within a federated organisational model, driving a strong netball culture and ensuring alignment with strategic goals at all levels.

This is an exciting opportunity for a dynamic leader to make a significant impact on the sport of Netball and its future in Australia.



Key Responsibilities

Leadership

- Provide Inspirational Leadership: Exhibit exemplary people management skills, being approachable, respectful, engaging, and demonstrating high levels of emotional intelligence.
- Stakeholder Relationships: Foster robust and trusted relationships with key stakeholders, ensuring a pragmatic approach to leadership that balances conflicting priorities.
- Cultivate Creativity and Innovation: Encourage a culture of creativity and innovation to support Netball's vision from grassroots to the Origin Diamonds, driving bold and transformative change.
- Drive Strategic Discussions: Bring big ideas, drive discussion, and channel creativity to shape the sport's future.

Commercial

- Develop the Commercial Growth Strategy: Create and drive the strategy for commercial growth across the entire Australian Netball system, including grassroots, pathways, Origin Diamonds, and Suncorp Super Netball.
- Investment and Opportunity Development: Work with the commercial team to attract investment in Netball, overseeing the creation and development of new products and programs.
- Strategic Deliverable Outcomes: Drive outcomes to commercialise new products and programs, maintaining strong stakeholder relationships and delivering additional value with commercial, broadcast, and media partners.

- Strategic Partnerships: Identify and implement strategic partnerships to reinforce SSN as the leading female sport league and Netball as the leading female sport in Australia.
- Event Commercial Program Execution: Collaborate with key stakeholders to deliver and execute NA's commercial program for local and international events.
- Relationship Management: Develop and manage strategic relationships with influencers, high net worth individuals, netball family, trusts, foundations, commercial partners, and key stakeholders.
- Operational Management: Ensure the development of robust operational management structures and systems.
- Representation in Forums: Represent the organisation in meetings, forums, and working parties with broadcast and commercial partners, major event companies, and project/program agencies.
- Commercial Policies and Plans: Develop commercial policies and delivery plans to align the sport strategically on a national level.
- Promote High-Performance Culture: Lead and promote a "stakeholder-focused" high-performance culture within the organisation.
- Budget Management: Develop and manage annual budgets.

Brand

- Comprehensive Strategies Development: Develop and execute comprehensive strategies to foster customer loyalty, maximise audience engagement, revenue generation, and brand visibility across all touchpoints, including broadcast, digital media, and traditional channels.
- Marketing and Brand Vision: Ensure the marketing and brand vision for the sport, promoting netball in the sporting and cultural landscape of Australia.
- Fan and Participant Acquisition: Critical to the role is acquiring and retaining fans and participants at all levels of netball, from Woolworths NetSetGO through to Suncorp Super Netball and the Origin Diamonds brand and events.
- Broadcast and Media Partnerships: Cultivate and maintain strong relationships with broadcast partners and negotiate favourable terms.
- Audience Development: Implement initiatives to grow and diversify the netball fanbase, leveraging market insights and analytics to tailor content and engagement strategies.
- Commercial Partnerships Collaboration: Work with the commercial team to identify and secure sponsorship and advertising opportunities aligned with the strategic objectives of Netball Australia and Suncorp Super Netball.
- Integrated Marketing Campaigns: Drive marketing and brand teams to maximise the value of partnerships through integrated marketing and activation campaigns.



Key Responsibilities

Brand (continued...)

- Leadership and Mentorship: Provide strong leadership and mentorship to a high-performing team, fostering a culture of collaboration, innovation, and accountability. Set clear goals and performance metrics, regularly evaluate team performance, and provide constructive feedback and development opportunities.
- Effective Relationship Building: Build and maintain effective relationships with key internal and external stakeholders, promoting a “stakeholder-focused” culture. Communicate effectively, maintain good business relationships, and represent Netball Australia positively with government agencies, sponsors, media partners, and netball associations.
- Federated Model Leadership: Lead the organisation in working optimally within a ‘federated’ organisational model, driving a strong netball culture.

Confident Girls Foundation

- Strategic Support: Provide targeted support for the Foundation's strategy development and sound governance.
- Board Collaboration: Work closely with the Board of Confident Girls Foundation to support, enable, and advise on CGF strategic priorities and deliverables.

Key Stakeholders

- All internal Netball Australia employees
- Netball Australia Board
- Broadcast partner(s)
- Member Organisations and Super Netball team CEOs and Executive teams
- Commercial, media and government partners



Selection Criteria

Candidates applying for this role must demonstrate relevant experience in the **core functional areas outlined in the Position Overview** and possess a range of personal skills and attributes, including:

Key Skills:

Leadership and Emotional Intelligence:

- High levels of emotional intelligence.
- Ability to inspire, engage, and gain respect from team members.

Strategic Thinking and Creativity:

- Strong strategic thinking and problem-solving skills.
- Ability to drive creativity and innovation within the organisation.

Stakeholder Management:

- Exceptional stakeholder relationship management skills.
- Ability to maintain strong relationships with commercial, broadcast, and media partners.

Commercial Acumen:

- Strong commercial acumen and negotiation skills.
- Ability to develop and manage budgets effectively preferably with budget accountability of >\$20million
- Ability to maximise revenue from broadcast deals..

Marketing and Brand Strategy:

- Expertise in marketing and brand strategy development.
- Ability to drive integrated marketing campaigns and increase brand visibility.

Communication and Collaboration:

- Excellent communication and relationship-building skills.
- Ability to represent the organisation positively with various stakeholders.

Key Attributes:

Inspirational and Pragmatic Leadership:

- Ability to lead with inspiration while being pragmatic in decision-making.
- Demonstrated alignment with NA Values.

Creativity and Innovation:

- Strong drive for creativity and innovation to transform the organization.

High Performance and Accountability:

- Promote a high-performance culture focused on stakeholder satisfaction.
- Accountability in delivering strategic and commercial outcomes.

Collaborative and Inclusive:

- Foster a collaborative environment and inclusive culture.
- Strong mentorship and team development capabilities.
- Ability to collaborate with Boards and oversee staff to align with strategic goals.

Adaptability and Resilience:

- Ability to adapt to changing environments and demonstrate resilience in overcoming challenges.

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

Hours of Work

This is a full time position. Given the unique nature of the sports industry, and the regional/global nature of the organisation working outside of Netball HQ office hours will be required.

Location and Travel

The preference is for this position to be based out of the Netball Australia HQ in Fitzroy, Melbourne. Some domestic travel will be required.

Remuneration Guide

An attractive remuneration package, plus a significant annual bonus will be available to the successful candidate, negotiable depending upon skill level and experience.

Netball Australia DNA:

Netball Australia values its people who are the fabric of the organisation. The Netball DNA:

BELONG - We create and foster a safe and respectful environment. We are united by a shared purpose but recognise and support differing opinions and identities.

BE YOUR BEST - The ongoing pursuit to be better and bring out the best in others.

BE BOLD - We step outside our comfort zone and are courageous in our exploration of the new.



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