



**NETBALL  
WORLD CUP  
SYDNEY 2027**

**Chief Operating Officer,  
Local Organising  
Committee (LOC),  
2027 Netball World Cup**

**Netball Australia**

**SPORTSPEOPLE**  
RECRUITMENT





- **Lead the delivery and legacy of an exciting international sporting event**
- **Strategic leadership and stakeholder management focus**
- **Contract to December 2027**
- **Based at Sydney Olympic Park**

## **About Netball Australia**

Netball Australia (NA) is the driving force behind netball in Australia, shaping the game from grassroots to greatness. As a proud member of World Netball (WN), NA oversees national teams, the elite Suncorp Super Netball league, and fosters the sport at every level - from local courts to the global stage.

Australia is the No. 1 ranked team in the world, with 12 World Cup wins and 5 Commonwealth Games wins. 8/10 families in Australia are involved in netball, with over 1 million participants and 50,000+ Woolworths NetSetGo registrations!

Netball is the biggest team sport in Australia, played by over 1.2 million men, women and children all over the country. It's also the number one participation sport for Australian girls. NA's job is to foster that growth. To connect with local communities, protect the reputation of the game, and empower women to shine.

### **Netball Australia Values:**

**BE LONG** - 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.

*"This exciting leadership opportunity is the most senior role for the NWC 2027 event, crucial to its successful delivery and lasting legacy"*  
**Stacey West - Chief Executive Officer, Netball Australia**



## About the Netball World Cup

The Netball World Cup (NWC) is the pinnacle tournament for the sport and occurs every four years. It brings the top 16 teams in the world together over 10 days, with teams competing across pool stages and finals to be crowned World Champion.

In 2027, the NWC will be held in Sydney, Australia from 27 August to 5 September after NA was awarded the right to host in April 2021. In addition to generating significant economic impact - direct and indirect - for NSW and Australia, the Netball World Cup provides a significant moment for NA in its centenary year to drive interest, awareness and participation in the sport.

NA's vision for the tournament is to deliver an innovative and record-breaking NWC that inspires a new generation of fans and players, achieving record commercial return and celebrating athletes on the global stage. It plans to achieve this, via the Local Organising Committee (LOC), through a focus on five Key Performance Areas being:

- Operational Excellence - How the Tournament is delivered.
- Fan Engagement - How the fan interacts and experiences the NWC.
- Commercial Return - Maximising profit to reinvest back into the game.
- Legacy & Inclusion - Leveraging the NWC to foster positive relations and grow the Game of Netball in Australia.
- Governance & Finance - The governance, administration and financial management of the Tournament.

Over the past year, NA has been establishing the foundations for the successful delivery of the tournament and will launch its LOC from 1 June 2025 - enabling a laser focussed delivery programme over the next two years.

The LOC will be established under Netball Events Pty Ltd - a wholly owned subsidiary of NA. The LOC will have its own Board, Advisory Committee and Working Groups to support the delivery of NWC and to provide the appropriate level of governance, legal and financial rigour required for a major event.





# Chief Operating Officer

The Chief Operating Officer - NWC will be responsible for the successful delivery of NWC 2027 and the day-to-day functions of the LOC. Reporting to the NA CEO and the Netball Events Pty Ltd Board, it is the highest office in the LOC (and LOC company) and will be part of the NA executive team.

The purpose of the role is to:

- Lead and manage the LOC for NWC 2027 in Sydney.
- Deliver a world-class NWC which achieves the vision and KPIs for the Tournament set for each KPA, thereby enhancing NA's standing within WN, as well as strengthening NA's reputation among Australian stakeholders, including its Members, government, the public and private sectors, and the media.
- Ensure seamless integration of NWC with the strategic direction and planning of WN and NA, maximising the benefits and long-term legacy of hosting the tournament for NA, and netball in Australia from a financial and brand perspective.

To be considered for this role you will need to be a dynamic and inspirational leader, with the ability to engage with key stakeholders at all levels. As a successful business leader, and experienced working with a Board, you will be highly skilled at all aspects of financial management (budgets of ~\$45m). Your commercial acumen will be matched by your ability to identify and capitalise on opportunities to engage businesses and sports fans, generating revenue to deliver a successful event that leaves a legacy for the sport of netball and for the State of NSW. You have a track record of navigating complex issues and stakeholder groups, while also being able to prioritise, manage and deliver key outcomes within tight deadlines.

The successful candidate will require exceptional well-developed interpersonal and people leadership skills. Prior experience in the oversight of a major event that requires strong stakeholder management is essential and highly regarded. The NSW Government is a major stakeholder in the event, hence experience in Government relations, at a high level will be an asset. A background in the sport of netball is not considered essential.

This is an exciting opportunity to lead the successful delivery of a major international sporting event and legacy program to inspire the next generation of women's sport in Australia and across the world.



# Role Responsibilities

Throughout the duration of the NWC, the following are key areas of responsibility:

- Reporting to the LOC Board and NA CEO on the progress of the NWC to ensure compliance with WN, tournament and government requirements and guidelines, and to align the strategic delivery of NWC with WN and NA's broader objectives.
- Drive revenue growth through a defined commercial strategy for the tournament, providing progress updates as required.
- Strategic oversight of all NWC operations to ensure efficient delivery in accordance with WN requirements, as outlined in the Host Agreement and Event & Commercial Operations Manual and in accordance with other WN and NA directives.
- Communicating and reporting to the Australian Government and NSW Government in accordance with the Funding Agreement requirements.

Throughout the four key phases of NWC delivery, the focus of the position will be as follows:

## **1. Initial Operations: Pre-LOC Launch (approx. June 2025)**

Transfer of strategic and operational planning for NWC from NA NWC Project Team, including the establishment of the LOC, further developing the project plan to confirm the LOC's operational focus for the tournament's delivery and establishing KPIs for each Key Performance Area.

This phase will involve venue discussions (match and training), commencing the development of detailed operational plans for functional areas across the Tournament & Netball Operations and Tournament Revenue & Experience departments, refining the organisational workforce plan and recruitment strategy, forging a strong working relationship with internal and external stakeholders (including the LOC Board & Advisory Committee, WN, NA Executive and NA Members).

## **2. Implementation: Operational Planning (approx. July 2025 - March 2027)**

Continuation of key workstreams from the Pre-LOC launch phase including the completion of detailed operational plans for functional areas across the Tournament & Netball Operations and Tournament Revenue & Experience departments, completion of negotiations for key operational and supplier contracts (including but not limited to venues, training facilities, hotels and transport providers), development and activation of the marketing, ticketing and accreditation strategy, detailed design and overlay planning, venue planning, development of technology, security, transport, and volunteer programs.

Through this phase, the COO will be responsible for overseeing the ongoing refinement of key project documents, including the tournament budget, project plan, risk matrix and workforce plan. Other key focuses will be managing the governance arrangements for the LOC and key stakeholder relationships. The COO will also be responsible for the activation and implementation of the detailed operational plans for functional areas across the Tournament & Netball Operations and Tournament Revenue & Experience departments.

## **3. Testing & Readiness to Tournament Delivery (approx. April 2027 - September 2027)**

Final readiness testing, supporting the delivery of qualifiers and draw (as applicable and directed by WN), crisis communications and management planning, activation of the NWC precinct within Sydney Olympic Park, successful delivery of the NWC from team arrivals to departure including (but not limited to) team and netball operations, city-specific activations, milestone events and VIP programs, government liaison, venue planning, match day delivery and experience, overlay bump-in, and activation of accommodation, security, technology and transport plans.

## **4. Closure (approx. September 2027 - December 2027)**

Venue bump-out, debriefing and reporting, transfer of knowledge, off-boarding, wrap-up procedures, financial acquittals and final reporting, and contributing to the legacy report.



## Key Deliverables

- Achievement of KPIs set for each of the five Key Performance Areas.
- Successful delivery of NWC in compliance with WN requirements outlined in the Host Agreement and Event & Commercial Operations Manual and other WN and NA directives.
- Delivery of the tournament in accordance with the Australian Government and NSW Government Funding Agreements.
- Demonstrate NA's capability as a suitable candidate for hosting future global netball tournaments.
- Enhance NA's reputation as a world-class member within WN, and strengthen NA's relations and standing with key Australian stakeholders, including government, media (broadcasters), commercial partners, the netball community, and the general public.
- Support NA with the direct and indirect financial legacy from the tournament, including an increase in commercial sponsorships arising from the successful delivery of NWC.

## Key Relationships

### Reports to:

- CEO - Netball Australia, and
- Netball Events Pty Ltd Board (LOC Board)

### Accountability:

- Direct Reports: 2
- Indirect Reports: 29

### Major Interactions:

- LOC Board, NWC Advisory Committee and Working Groups & LOC Staff
- NA Board, CEO and Executive Team
- WN CEO, Executive Staff and Representatives
- Australian Government (via Ministerial Offices and Office for Sport), NSW Government (via Ministerial Offices, Destination NSW and Office of Sport) and Sydney Olympic Park Authority
- Venue and facility owners / operators
- NA/LOC commercial partners and suppliers
- WN / NA / LOC advisers and agencies



# Selection Criteria

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for this role will require a range of personal and professional skills, including:

## QUALIFICATIONS AND EXPERIENCE

- Degree in Sports Management, Business Administration, Marketing, Finance, Law, or a related field.
- Significant experience in the sports industry or related fields.
- Progressively responsible roles in sports management, major events, operations, marketing, finance, or business development.
- Deep industry knowledge and extensive experience in various facets of sports management which are essential for understanding the unique challenges and opportunities associated with the delivery of a major event and within the industry.
- Proven leadership experience demonstrated by the ability to manage teams, oversee complex operations, and drive organisational success.

## KNOWLEDGE AND SKILLS

### Leadership:

- Fosters a supportive and strong environment with a focus on team success, ensuring the LOC's vision remains central in team discussions, plans and actions.
- Excellent leadership and team management skills, with the ability to inspire and motivate a diverse team.
- Fosters seamless collaboration between NA and LOC and WN and LOC.

- Bridges stakeholders to ensure clarity in overall governance framework, including the roles and responsibilities for delivering a world-class NWC and meeting broader NA objectives.

### Strategic Thinking:

- Evaluates critical issues with diverse viewpoints to meet WN/NA/LOC objectives.
- Implements strategic risk framework and mitigation strategies to safeguard organisational interests.
- Focus on streamlining processes for operational efficiency and resource optimisation.

### Event Focussed:

- Understanding and experience in major event planning and delivery for world class, pinnacle events.
- Strong understanding of major event logistics and workstreams, including (but not limited to) venue management and operations, broadcast production, technology, security, transportation, and accommodation.
- Demonstrated understanding of major event commercial operations, including (but not limited to) partnerships, ticketing, fan experience, licensing and travel and hospitality.
- Expertise in coordinating and negotiating with multiple stakeholders, including partners, vendors / suppliers, and government agencies.
- Expertise and understanding of contract management and procurement processes for major events.
- Demonstrated ability to manage budgets and financial planning for major events.
- Strong problem-solving skills and the ability to remain calm under pressure.
- Familiarity with local regulations and compliance requirements for hosting international events.

### Results Oriented:

- Fosters a results-driven culture, celebrating achievements and key milestones.
- Transforms ideas into actionable plans with tangible outcomes.
- Eliminates obstacles to enable efficient achievement of goals.

### Professionalism & Resilience:

- Maintains focus and energy to achieve vision and objectives, resolving issues promptly.
- Perseveres and performs under pressure, managing stress to stay goal-focused.
- Overcomes challenges with a positive outlook and remediation strategy.

### DESIRABLE

- Understanding of local and global netball ecosystem.
- Represents the LOC professionally across international, corporate, government, and media sectors.
- Experience in marketing (including digital & retail marketing), content production and promoting major events to a global audience.
- Upholds high standards of integrity, consistently advocating for NA interests.
- Utilises technology to enhance operational efficiency and communication.

Netball Australia takes its Safeguarding responsibilities seriously and provides an environment that is safe for all child and adult beneficiaries. All successful candidates will undergo a criminal record and Working with Children check prior to employment.



## Hours of Work

This role is offered as a Full-Time Fixed Term Contract, 1 June 2025 (preferred) to 31 December 2027. Due to the nature of the position, some after hours and weekend work will be required from time to time to attend meetings and, in particular, around event time.

## Location and Travel

This position will be based at the 2027 Netball World Cup LOC Office at Sydney Olympic Park, NSW.

The nature of the position will require both intra and interstate travel, with significant periods of work away from home.

## Remuneration Guide

An attractive executive remuneration package will be available to the successful candidate, negotiable depending upon skill level and experiences.

At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to call Sportspeople Recruitment to discuss salary before applying if that will be helpful in your decision making.

## Residency and Immigration

Candidates must be an Australian or resident with a legal right to reside and work in Australia in order to be considered for this position.

## Timelines

Final interviews and the appointment of this role are scheduled for early May 2025.

The successful candidate will ideally commence duties on 1 June, 2025, negotiable mindful of notice periods and general availability.

## Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

NWC2027 Website: [nwc2027.com](https://nwc2027.com)

Netball Australia Website: [netball.com.au](https://netball.com.au)

Facebook: [facebook.com/NetballAust](https://facebook.com/NetballAust)

Instagram: [instagram.com/netballaust](https://instagram.com/netballaust)

X: [x.com/NetballAust](https://x.com/NetballAust)





## Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

**If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.**

**Applications close:** 11pm Monday 21 April, 2025

Candidates must complete and submit the COMPULSORY **Sportspeople Recruitment Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

## Apply to

Your application should be sent electronically via the "apply now" link at the advertisement via [sportspeoplerecruitment.com/jobs](https://sportspeoplerecruitment.com/jobs)

## Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FRECALL AU 1800 634 388** or **+61 2 9555 5000** or via [admin@sportspeoplerecruitment.com](mailto:admin@sportspeoplerecruitment.com).

## About Sportspeople Recruitment

The Chief Operating Officer, Local Organising Committee (LOC), 2027 Netball World Cup, Netball Australia search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 29 years in 2025 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers.

We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Netball Australia as the exclusive search partner for the Chief Operating Officer, Local Organising Committee (LOC), 2027 Netball World Cup position.

**Globally connected - locally owned - since 1996**

## Merit Recruitment

Don't meet every single requirement? Studies have shown women and minority groups are less likely to apply for jobs unless they meet every single qualification. **Sportspeople Recruitment has a reputation as a leader in merit recruitment.** Everything we do has a focus on presenting the best candidates to our client Employer whilst maintaining a commitment to do what we can to address the imbalance of under-represented groups in leadership positions.

If you believe you have what it takes to perform this job but don't tick off every single qualification and experience we've listed, we encourage you to focus on the strengths, experience, qualifications and soft-skills you do have as the reasons you should apply. Believe in yourself and if still in doubt call our Consultant for a quick chat or simply apply. Without an application we can't consider you and we'll never consider your application a waste of our time.





# NETBALL WORLD CUP SYDNEY 2027

