Executive Summary: Netbal Nederland Growth Strategy (2026–2029)

Strategic Context & Background

For over a decade, netball in the Netherlands has grown organically at the grassroots level. As the sport formalizes its national presence, establishes its national team pathway, and expands nationwide, transitioning from passive growth to a formal, structured strategic growth strategy became essential.

This strategy was built through direct collaboration, hosting working sessions with clubs across the country—ensuring at least one board member from each club participated. These sessions provided deep insights into club needs, challenges, and long-term aspirations. The NNL Board synthesized these insights to establish a shared vision representing **8 affiliated clubs** and **165+ active members**.

Having achieved Europe Netball full membership and launched the National Pathway programme in 2026, these three key strategic pillars will guide Netbal Nederland's operational decisions and priorities over the next three years.

The Three Strategic Pillars

Foundational Growth	*Retention*	*Organisation & Governance*
• **Grow Membership within Existing Clubs:** Build club recruitment capability (playbooks, guidebooks), increase visibility (SEO, social media, fitness networks), improve play information tracking & management, and set measurable annual club targets. • **Develop Coaches, Umpires & Volunteers:** Establish formal education pathways, subsidies, mentoring, and monthly workshops to accredit, retain, and scale the core workforce needed for matches and training. • **Increase Dutch Participation:** Drive local engagement alongside the expat community through bilingual marketing, "Come & Try" open days, school/university partnerships, and targeted participation tracking. • **Build Youth Programmes:** Appoint a Youth Development Officer, partner with school consultants, and establish junior club sections and school pathways to engage players at a young age.	• **Retain Members through Participation Pathways:** Expand beginner/social formats, scale competitive leagues (National Netball League & Performance Pathway), and support player retention via injury prevention and flexible engagement options for inactive/injured members. • **Strengthen Club Capacity:** Assist with municipal court facility access, deliver club governance toolkits and leadership mentoring, and drive volunteer sustainability with reward programs and succession templates.	• **Professionalise Board Structure & Alignment:** Define formal board portfolios, complete legal KvK registration, build specialized sub-committees, recruit external sports management talent, and establish regular alignment and tracking systems. • **Get & Maintain NOC*NSF Accreditation:** Meet national financial/audit standards, finalize statutory governance (*Statuten*), enforce Doping Autoriteit and IOC match-fixing regulations, and build key stakeholder relationships across Dutch sports federations.