



# TERM X TERM DELIVERY GUIDE

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# Introduction

## What Is Term x Term Delivery?

*Term x Term (“Term by Term”) delivery refers to when a Centre delivers at least one Woolworths NetSetGO tier in blocks of approximately 8 weeks, in line with the school terms. Registrations are collected for each program using unique registration forms in PlayHQ or WSA, creating cheaper and more “snackable” introductory netball experiences for families.*

## Benefits of Term x Term Delivery

*From our interviews with Woolworths NetSetGO Centres, we identified a range of benefits that Centres are finding by using Term x Term delivery for Woolworths NetSetGO:*

- 1. **Participation Growth.** Centres delivering programs in a Term x Term manner are often better positioned to maintain an enduring connection with NetSetGOers across the year, and reduce member drop-out.*
- 2. **More engaged parents.** Centres delivering shorter school-term based programs are communicating with Woolworths NetSetGO parents more often about re-registration and club pathways, which has seen parents more willing to take up volunteer roles in the club. We expected to see that parents were disappointed about needing to re-register more often, but this was not the case.*
- 3. **Creates more entry points to your club.** New families are increasingly impatient – if a family needs to wait several months for your next program, they will likely try multiple sports in the meantime.*
- 4. **Provides families more flexibility to participate in netball.** Our research found that switching to Term x Term delivery enabled busy families to sample multiple sports across the year, which has an overall positive impact on netball participation.*
- 5. **Enables a more consistent and enjoyable experience.** The longer a program runs, the larger the skill gap between participants becomes. This creates boredom for the stronger and weaker participants in the group, and places a higher strain on coaches trying to maintain an inclusive and personalised experience. Finishing a program after eight weeks allows participants to move up and down the tiers as required, and stay at an appropriate challenge level.*
- 6. **Increased coach retention.** We found that coaches enjoy Term x Term delivery over seasonal delivery because they can manage the commitment more easily, and the program stays fresher with new groups created each Term.*

## Barriers to Term x Term Delivery

Despite the benefits, the common barriers Centres perceive to adopting Term x Term delivery surround the additional time burden on volunteers for administration and coaching.

It is understandably easier to promote and administer one intake of netballers per year, compared with multiple intakes held across the year. But whilst some volunteers report an increase in hours when transitioning to Term x Term delivery, our research generally found that they would gladly continue with the model as they were spurred by the benefits they saw for their club/association.

## Who is this Guide for?

This guide is for any Woolworths NetSetGO Centre seeking to:

- Change from **seasonal** Woolworths NetSetGO delivery (one intake of new players aligned with the Junior/Senior season) to **Term x Term** delivery (2-4 intakes across the year, comprised of approx. 8 week programs).
- Conduct a health check on their Woolworths NetSetGO program and identify areas for improvement.

This Guide was developed with sport development consultancy Forward Pivot based on interviews and pilot programs conducted with Woolworths NetSetGO Centres throughout 2021.

## Getting Assistance with this Guide

If you would like support actioning any parts of this Guide, please contact your Member Organisation.



# Creating Momentum - The Snowball Effect of Term x Term Delivery

*We found that there are five behaviours high-performing Woolworths NetSetGO Centres engage in consistently, that contribute to their participation growth and positive experiences for players and volunteers.*

## 1. Open registrations early

*Effective Woolworths NetSetGO Centres organise their year well before Term 1 starts, giving parents time to discover the program and register. If the previous Woolworths NetSetGO experience was outstanding, opening registrations early creates a healthy dose of 'FOMO' (Fear of missing out) amongst parents. Once Centres reach this level, program administration becomes much easier to manage.*

## 2. Promote well externally

*The highest performing Woolworths NetSetGO Centres don't rely on word-of-mouth, even though their program quality means that they could. Rather, they are actively engaged in their communities and their website/social media are designed for potential members as much as current members.*

## 3. Present organised and personalised experiences

*The best Woolworths NetSetGO experiences were found where Centres: 1) planned their sessions according to the specific groups, 2) used games-based approaches to maximise inclusion, and 3) developed connections with each NetSetGOer using aids like nametags. Groups were generally pre-assigned based on knowledge of the child's ability and social circles, and Centres had clear coaching structures of Lead and Group Coaches.*

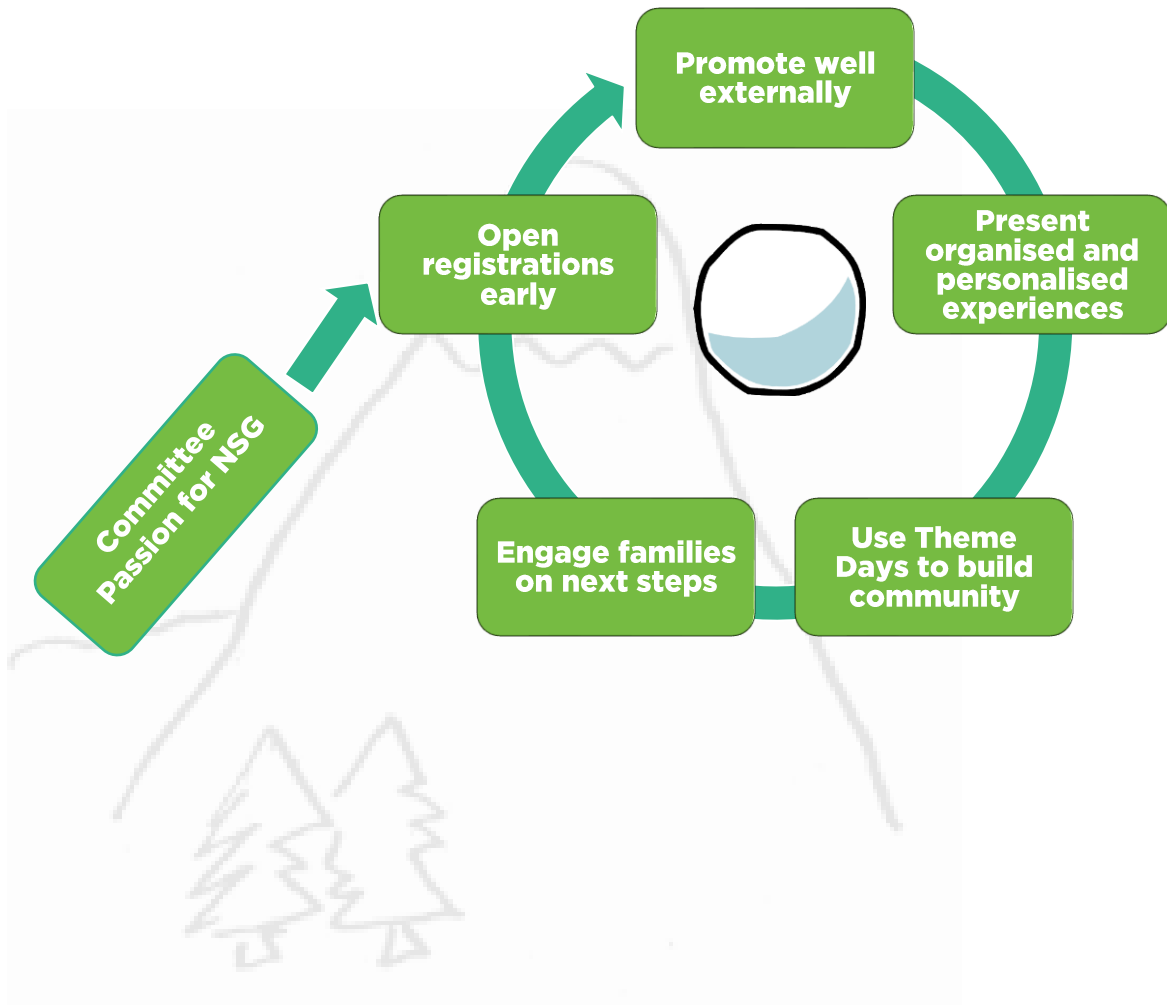
## 4. Use Theme Days to build community

*We observed that strategically adding themed days (i.e. Team Colours Day, Bring a Friend Day) throughout a Woolworths NetSetGO program created stronger connection and belonging between families and their Woolworths NetSetGO Centre.*

## 5. Engage families on next steps

*"We enjoyed Woolworths NetSetGO...now what?" – The best-performing Centres do not assume that parents know about netball pathways. They invest time in communicating with parents through emails and casual check-ins, including education on the "why" behind rules modifications across the pathway. This often led to increased retention of participants, and willingness of parents to take on volunteer roles.*

*Applying these five steps intentionally and consistently has the effect of a snowball, gathering momentum and speed with each consecutive school term, to the point where the growth becomes routine.*



*There is a sixth step though, which emerged as the ‘secret sauce’ in every successful Woolworths NetSetGO program.*

## **6. A Committee Passionate about Woolworths NetSetGO**

*Using the snowball effect image from earlier, the committee’s passion for Woolworths NetSetGO acts as gravity. If your Centre’s culture views Woolworths NetSetGO as an afterthought – secondary to Junior and Senior competitions – growing your program will always feel like pushing the snowball uphill. Your volunteers will try the five steps, the results will dissipate quickly, and they will start again fresh the following Term.*

## Best Practice Delivery Checklist

This section includes a series of checklists you can use to assess the health of your Centre's Woolworths NetSetGO program and identify practical ways to grow your participation through Woolworths NetSetGO. The checklists can be used by Clubs or Associations of any size, and applicable across all three tiers.

### FAQ

*My Centre only runs one Woolworths NetSetGO program each year – can we still use this checklist?*

*You bet! Whilst the snowball effect works best when you run consecutive Woolworths NetSetGO programs across the year, the same processes will help seasonal Woolworths NetSetGO Centres recruit and retain participants as well – it simply takes longer to reap the benefits.*

### Pre-Requisite: Does Your Committee Value Woolworths NetSetGO?

Statement	No	Yes
<i>Our Centre has someone passionate about NetSetGO within the organisation appointed in a dedicated NetSetGO role (voluntary, honorarium or casual basis)</i>		
<i>NetSetGO growth is identified in our Centre's strategy / planning documents</i>		
<i>Our Centre has a dedicated budget line for NetSetGO.</i>		
<i>NetSetGO is a regular agenda item in our committee meetings.</i>		
<i>NetSetGO content and storytelling makes up at least 10% of our Centre's social media posts.</i>		
<i>NetSetGO information is placed prominently on our Centre's website, under its own menu or under a 'Play Netball' or 'Programs' banner.</i>		
<i>Our Centre tracks and reports NetSetGO participation figures, including breakdowns by segments such as: gender, new/returning, age, and school.</i>		
<i>Our Centre has a stated goal for our NetSetGO program over the next 1-2 years (e.g. To reach X participants, to yield X new teams for the 2023 season)</i>		

*If you answer "No" to more than two of these eight statements, we recommend reviewing these before continuing to the subsequent checklists.*

## Step 1: Open Registrations Early

Statement	No	Yes
<i>Our NetSetGO details for the year ahead are published on our website prior to Term 1 starting.</i>		
<i>Our registrations are opened in PlayHQ/WSA 4-6 weeks ahead of the program start date.</i>		
<i>Participants from the previous Term or program have received an email inviting them to return, prior to the general public.</i>		

## Step 2: Promote Well Externally

Statement	No	Yes
<p><i>New families can find the following details of our next NetSetGO program with <u>one</u> mouse click/hover on our website.</i></p> <ul style="list-style-type: none"> <li>• <i>Why the program exists (e.g. to learn netball skills, have fun, make new friends)</i></li> <li>• <i>Who it is for?</i></li> <li>• <i>Where is it held?</i></li> <li>• <i>When (day/time)?</i></li> <li>• <i>How many weeks?</i></li> <li>• <i>Cost?</i></li> <li>• <i>An email contact</i></li> </ul>		
<i>Our next program has been promoted on social media at least 1 month from the start date.</i>		
<i>We have shared details of our next program with key primary schools and/or kindergartens in our area.</i>		
<i><u>Net tier only:</u> Our program starts in the second week of the school term, providing ample time for new registrations.</i>		



### Step 3: Present Organised and Personalised Experiences

Statement	No	Yes
<i>Participants are separated into smaller groups based on ability and confidence.</i>		
<i>We have at least 1 coach for every 8 participants, using young coaches or parents where available.</i>		
<i>Coaches have a written bank of appropriate activities ready to use at each session.</i>		
<i>A Centre Coordinator or Lead Coach is available to field parent queries directly before and after each session.</i>		
<i>Participant lists (including groupings) are printed and on-hand at each session.</i>		
<i>Our Centre uses games-based activities that minimise queues and maximise opportunities to score goals and achieve success.</i>		
<i>Our Centre has removed exclusionary, elimination-type games from our sessions (where a child becomes “out” and watches most of the game).</i>		
<i>Our program runs for 6-10 weeks and avoids overlap with school holidays.</i>		

### Step 4: Use Theme Days Strategically To Grow Community

Statement	No	Yes
<p><b>Our Centre executes at least 2 of the following (or similar) theme days within each NetSetGO program:</b></p> <ul style="list-style-type: none"> <li>• <i>‘NetSet-Have-a-GO Day’: to encourage registrations in an upcoming NetSetGO program</i></li> <li>• <i>‘Bring A Friend Day’: to grow participation in a current or future NetSetGO program.</i></li> <li>• <i>‘Kids vs Adults Day’: to improve parents’ connection with their child’s netball, other parents and the Centre.</i></li> <li>• <i>‘Team Colours Day’: to build participants’ affiliation to the Centre.</i></li> <li>• <i>‘Graduation Day’: Celebrate their completion of a program and reinforce the transition to the next pathway step.</i></li> </ul>		

## Step 5: Engage Families on Next Steps

Statement	No	Yes
<i>Our NetSetGO families are provided the same newsletters and communications as other members.</i>		
<i>Our NetSetGO Coordinator engages in casual conversations with parents before, during, and/or after NetSetGO sessions.</i>		
<i>Our Centre takes steps to actively educate parents on the netball pathway in our region and how it applies to their child (“what’s next”). (e.g. Net → Set → GO → Juniors)</i>		
<i>Our Centre takes steps to educate parents on the benefits of modified game rules for 5-10 year olds.</i>		

## Supporting Resources

Netball Australia has a range of resources to assist you implementing many of the steps in these checklists:

- *Young Coach Developer Toolkit*
- *Centre Handbook*
- *Centre Marketing Kit*



## Sample 2022 Program Planner

Week	NetSetGO Activity	Session Notes
31/01/2022	School Promotions	
7/02/2022	NetSet Have-a-GO Day	
14/02/2022	Session 1	
21/02/2022	Session 2	
28/02/2022	Session 3	
7/03/2022	Session 4	Kids vs Adults Day
14/03/2022	Session 5	
21/03/2022	Session 6	Launch Term 2 Registrations
28/03/2022	Session 7	
4/04/2022	Session 8	Team Colours Day/Graduation Day
11/04/2022	School Holidays	Send Parent Feedback Survey
18/04/2022		
25/04/2022		
2/05/2022	Session 1	
9/05/2022	Session 2	Bring a Friend Day
16/05/2022	Session 3	
23/05/2022	Session 4	
30/05/2022	Session 5	
6/06/2022	Session 6	Launch Term 3 Registrations
13/06/2022	Session 7	Advertise to schools
20/06/2022	Session 8	Team Colours Day/Graduation Day
27/06/2022		
4/07/2022	School Holidays	
11/07/2022		
18/07/2022		
25/07/2022	Session 1	
1/08/2022	Session 2	
8/08/2022	Session 3	Kids vs Adults Day
15/08/2022	Session 4	
22/08/2022	Session 5	
29/08/2022	Session 6	Launch Term 4 Registrations
5/09/2022	Session 7	Advertise to schools
12/09/2022	Session 8	Team Colours Day/Graduation Day
19/09/2022		Send Parent Feedback Survey
26/09/2022	School Holidays	
3/10/2022		
10/10/2022		
17/10/2022	Session 1	
24/10/2022	Session 2	Bring a Friend Day
31/10/2022	Session 3	
7/11/2022	Session 4	
14/11/2022	Session 5	
21/11/2022	Session 6	
28/11/2022	Session 7	Launch Term 1 Registrations
5/12/2022	Session 8	Team Colours Day/Graduation Day