

Press release re: England Netball appoint Sport Collective

Media release dated: 24 May 2017

England Netball appoint Sport Collective to support commercial strategy

The National Governing Body for England's biggest female sport has appointed sports rights and marketing agency Sport Collective to support England Netball's strategic business plan and forward commercial operations.

England Netball has overseen unprecedented growth in the sport with circa 1 million women and girls regularly playing netball each week. The continued expansion of the Vitality Netball Superleague and Netball World Cup taking place in Liverpool in 2019 provides the perfect timing for England Netball to utilise the commercial experience of the team at Sport Collective.

Sport Collective will be working closely with England Netball to develop and implement new strategies to increase return from participation and coaching pathways, membership and engagement and traditional commercial revenue streams.

Joanna Adams, CEO of England Netball said: "We're delighted to be working with Sport Collective to utilise their fantastic experience and insight in creating commercial strategies in sport. They have already demonstrated their creative approach to business planning with our participation programmes and we look forward to working with them across other areas of the business."

Sean McAuliffe, Director of Sport Collective said: "England Netball has done an incredible job in growing the sport and this is an exciting time to be working in Netball. We have vast experience of executing winning strategies for NGBs and we're excited about the new initiatives we'll be putting in place as we support the ongoing commercial programme"

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Sport Collective

Founded by The FA's two former commercial heads, Sport Collective is a specialist sports rights and marketing agency working with major sports rights holders and brands to maximise commercial strategy and value. Sport Collective has vast experience of managing and executing global commercial programmes and business planning. Sport Collective's Training Workshops and Online Courses support the sport business leaders of tomorrow. For more detail visit www.sportcollective.com

England Netball

England Netball celebrated its 90th Anniversary in 2016. The organisation is working hard to modernise the image of the game in this country and in the past few years, we have updated our logo, redesigned our membership magazine, introduced our digital magazine, changed our England team's playing kit and now launched our new website – and we will continue to innovate to keep netball at the forefront of women's sport.

Thanks to our partnership with Sky Sports, netball is one of few women's team sports which enjoys weekly television coverage.

Levels of participation are growing fast too. We have over 100,000 affiliated members, and we know that at least one million women and girls play netball during a typical week in the netball season. Our aim is to provide our members and partners with the best possible service and experience in sport. For more details visit www.EnglandNetball.co.uk