Strategic Plan
2016-2020
To Tokyo & Beyond
CONTENTS

01 Welcome
02 Our Vision
03 Our Mission
04 Strategic intent
05 Our High Performance Program
06 Our Community Programs
07 Our Business
08 Our People
Basketball in Australia has come a long way since the pioneers of the sport laced up their high top boots in the period shortly after the Second World War.

From the days where rules and techniques were learnt from visiting Americans with second hand instruction books, the game of basketball has prospered across the country.

Today nearly one million registered players makes basketball one of Australia’s favourite sports and as a proud member of the Olympic family, Australia has competed at every Olympic Games since Mexico 1964.

While many of our elite talent have an eye on global competitions such as the NBA, WNBA or the various European leagues, the call to wear the green & gold in truly international competition is regularly answered by our world famous Boomers & Opals and Rollers & Gliders.

Indeed many stellar performances by our junior athletes at U17 and U19 FIBA World Championship events have led to US college scholarships and indeed to professional careers playing basketball all over the world as well as our world class leagues in WNBL and NBL.

In the period 2016 to 2020, Basketball Australia aims to capitalise on the unique strength of our game at the community level and focus our ambitions on winning medals at international competitions.

With the FIBA World Cup for Men in China in 2019 and the Olympic and Paralympic Games in Tokyo in 2020, we are aiming to build the capacity of our organisation to take advantage of these marquee basketball events in our time zone for commercial free to air television.

These events provide a wonderful opportunity to create heroes of our Boomers & Opals and Rollers & Gliders and firmly position Australian basketball as the sport of choice for Australian families.

The Australian Basketball family is the sum of our many parts and in this Strategic Plan: To Tokyo and Beyond, 2016 - 2020, Basketball Australia will to aim take a leadership position on those aspects crucial to meeting our vision.

We are excited that this document will help guide those nationally led, state delivered programs to continue to see our great game prosper and grow our connection with basketballers all over Australia.
02. OUR VISION

Basketball will be the sport of choice for Australian families in the 21st Century
To be a respected national sporting organisation recognised for our nationally led, state delivered programs.

To be recognised as a truly gender equal, all abilities, community sport that has a defined pathway to greatness.

We will be viewed as one of the most successful basketball nations on earth.
This Strategic Plan: To Tokyo and Beyond, 2016-2020 marks a great starting point for Basketball Australia and over the next five years we aim to have our entire sport engaged and working together to bring to life our pathway to greatness.

In 2016, the Strategic Plan: To Tokyo and Beyond, 2016 - 2020 will focus Basketball Australia on delivering four cornerstone areas:

1. Our High Performance Programs
2. Our Community Programs
3. Our Business
4. Our People

Each strategic cornerstone and its related objectives has been crafted with the SMART planning framework in mind. That is, all key objectives will be:

- Specific
- Measurable
- Attainable
- Related to one of our four cornerstones
- Time bound

With a newly formed Executive Management Team at Basketball Australia, each of the strategic elements within each cornerstones will have an Executive owner to lead and deliver upon. The Chief Executive Officer is ultimately accountable for every objective within this Strategic Plan.

The intent of our Executive Management Team is clear – we strive for:

- Trust & Transparency
- Integrity & Honesty
- Professionalism
- Accountability & Results
Our aspiration is to be recognised globally as having a world leading High Performance structure that continues to deliver world class athletes, coaches and referees.

Many of the objectives contained in Our High Performance Programs will be included in the revised Basketball Australia High Performance Plan.

We believe that our objectives in this cornerstone serve to position Basketball Australia as one of the leading Olympic national sporting organisations in Australia.

We seek this position to ensure that Basketball Australia leads our sport in attracting first choice talent in staff, coaches, athletes and referees.

1. Implement a pathway that enables world leading coach education and support systems at all levels
   - We will focus on providing High Performance avenues for our female athletes (WNBL), our wheelchair athletes (NWBLs) and our junior athletes (AJCs)
   - We will focus on providing development opportunities that link our junior elite players to our national competitions
   - We will focus on providing High Performance avenues for our 3x3 athletes
2. Articulate the athlete pathway so that all participants understand the journey from their local court to the world stage
3. Support the best competitions and leagues at national, state and local levels
   - We will focus on providing High Performance avenues for our female athletes (WNBL), our wheelchair athletes (NWBLs) and our junior athletes (AJCs)
4. Implement a pathway that enables world leading referee education and support systems at the elite level
5. Deliver a High Performance Plan to achieve Australia’s Winning Edge outcomes
   - We will focus on achieving consistent podium finishes at international events especially increasing our FIBA junior world championship rankings
6. Identify and encourage the development of new research, training techniques, information and equipment to optimise national program performance
Our aspiration is to position basketball as a sport that provides all Australian families with a fun, safe and quality environment for people of all ages and ability to play.

Many of the objectives contained in Our Community Programs will be included in the revised Basketball Australia Participation Plan.

We believe that our objectives in this cornerstone serve to position basketball as one of the best run sports in Australia.

We seek this position to ensure that basketball supports our participants on their journey from the local courts to the biggest arenas in the world.

1. Implement a National Registration System to ensure world class technology is being used at local level
   - We will focus on providing a system that includes training & support to local associations to make their roles simpler and more efficient

2. Enable every local association to have sufficient referees that are appropriately accredited, registered and supported at the community level

3. Increase participation by girls and women to 50% of total participation by 2020

4. Grow Aussie Hoops participant numbers to 50,000 per annum by 2019

5. Develop a national approach to inclusion
   - Racial & Religious vilification
   - Gender & sexual diversity
   - Disability Sport

6. Develop a national program to better support local club volunteers

7. Achieve the required facilities development to enable desired participation growth
Our aspiration is to improve the ongoing financial stability to ensure that Basketball Australia can continue to lead our sport and invest in supporting our key stakeholders to deliver at the local level.

We believe that our objectives in this cornerstone are crucial in rebuilding the trust and respect of our key stakeholders as we seek to position Basketball Australia as one of the most well run and well governed national sporting organisations in Australia.

We seek the opportunity to position basketball as a sport that shares the wealth throughout its system from national programs to state based programs to local association programs.

This cornerstone is the foundation stone that will help improve the health of our sport, build our communities and strengthen our national sporting identity.

1. Achievement of $1.7 million in reserves by 2020
   - We will focus on delivering $250k in profit annually

2. Deliver incremental revenue growth that reduces government funding to 50% of total revenues
   - We will focus on the acquisition of new commercial partners and the growth of our existing, as well as establish new revenue streams

3. Establish a rolling 4-year financial model to allow for long term financial decision making and the strategic allocation of financial resources

4. Develop and implement a transparent financial reporting framework, including regular reporting to stakeholders
   - We will focus on ensuring a better understanding of business risk by internal and external stakeholders
   - We will focus on improving relationships and communication between finance departments of each stakeholder
   - We will develop a simple and easy to understand funding model that State Associations can rely on for budgeting and forecasting

5. Develop a foundation to encourage philanthropic support for Australian basketball

6. Continually improve corporate governance of Basketball Australia

7. Understand and control all material risks to Basketball Australia

8. Provide leadership support to State Associations on key strategic state priorities
   - We will focus on establishing a more united national basketball framework, increase collaboration and build trust among our nine organisations

9. Overhaul of existing Composite Fee system to establish a model that is transparent, equitable and fair
Our aspiration is to model best practice governance, integrity and leadership at all levels of our sport.

We believe that our objectives in this cornerstone serve to position Basketball Australia as an employer of choice and in turn basketball as one of the best run sports in Australia.

1. Ensure all Basketball Australia staff, players, coaches, referees and volunteers have access to simple, quality education, information and training in the areas of anti-doping, integrity & wagering, gender & sexual diversity, and racial & religious vilification.

2. Ensure our State Associations, local associations and grassroots clubs have access to easy, simple & compelling governance and business models appropriate to their needs.
   - We will develop an information portal that houses best practice models for governance and operations that can be accessed by the basketball community.

3. Position Basketball Australia as an employer of choice and promote all levels of basketball as a progressive employment opportunity for potential employees.

4. Work with our national team athletes on growing the game.