



Portland Basketball Association

Strategic Plan 2009 - 2012

Vision

To maximise participation and promote the sport of basketball.

Basketball in Victoria is the most highly participated team sport and engages participants through all skill levels, ages and both genders. As a major sport in this country, coupled with the successes that it has enjoyed overseas with its senior and junior national teams, basketball the business is booming.

The Basketball Victoria Strategic Plan 2009 – 2012 was developed with the Basketball Victoria community and approved at the Basketball Victoria State Conference in November 2008, to help the State body achieve the best possible outcomes for basketball in Victoria over the next three years.

The Basketball Victoria Strategic Plan sets out the strategic priorities and objectives which when implemented will see us through to the next level of our development. Achieving this plan will require the support of the entire basketball community, the federal, state and local governments and all of our commercial partners. It is together that we will achieve the ultimate success:

Through collaboration and cooperation we will build and strengthen capacity to ensure basketball is the sport of first choice.

As a vital member association of Basketball Victoria, the Portland Basketball Association has developed for its members, its own Strategic Plan. This plan outlines the direction for which it wants to strive. In short, the association outlines:

- Where it is now?
- Where it wants to be?
- How it is going to get there?

This plan for the Portland Basketball Association when implemented will continue to see it as a major sporting pursuit within Portland and the surrounding districts.

History of the Portland Basketball Association:

The beginnings of the then un-named Portland Amateur Basketball Association can be traced back to 1958 when the sport was played at the 'old' Drill Hall. The inaugural season was a men's competition which included six teams and 55 players in total.

In 1962-63 the association advised the then Portland Town Council, of a desire for its own stadium. Its first preference was the cliff top, north of the water tower. However the Council would offer only one site (the present one) and construction then began in 1966. December 1966 saw the first match played at the new stadium, with champion athlete Ron Clarke being the guest speaker for the opening.

After several years of planning, and realizing that one court was not enough, the second court was officially opened in 1971, along with the three squash courts.

The winter season of 1975 saw the introduction of an all-club system, with first six and then seven clubs competing. They were: Dunlop, Shawnee, Rebels, Beavers, Tech-birds, Tiger Sharks and TB&S.

The South West Classic senior tournament has been running on the Queen Birthday long weekend for over 33 years. For many years, this tournament has historically been a 'must do' for teams from all throughout Victoria and southern South Australia.

Local basketball identity Keith Wilson has been honored by Basketball Victoria Country Council with the acceptance of the Jack Tirrell Medal and also Life Membership. Keith was President of the Portland Basketball Association for 9 years, and has been on the Committee for over 30 years. He has also been very heavily involved in refereeing for nearly 50 years, including officiating at National titles.



Strategic Priority

*Grow and increase retention
of all participants.*

Objectives:

- *Strengthen and grow our grassroots*
- *Maximize participant retention at all levels*
- *Minimize increase cost of participation for grassroots players*

Growth

Strategic Priority

Increase understanding of our sport and its value throughout the community.

Objectives:

- *Effective and efficient communication*
- *Increase financial revenue via successful grants and new sponsorship opportunities*
- *Increase financial revenue via business opportunities eg: canteen facilities, function room hire*
- *Outside looking back in – what do they see?*

Marketing,
Communication
and Promotion

Strategic Priority

Enabling Associations to be the best that they can be.

Objectives:

- *Helping the Association help themselves*
- *Governance*
- *Partnerships*
- *Advocacy*
- *Implementation and reporting*

Organizational Development

Strategic Priority

More places to play.

Objectives:

- *Access to more facilities and courts*
- *Collaboration with other facilities groups*
- *Maximising participation at our venue*

Access

Strategic Priority

Allowing all of those who want to play, the opportunity to play

Objectives:

- *Exploring other avenues of basketball participation*
- *Improved access for minority or disadvantaged groups*

Inclusiveness

Strategic Priority

Helping our participants to reach the highest level they aspire to.

Objectives:

- *Enable the best coaches to reach the highest level they can possibly achieve*
- *Enable the best of our players to reach their highest level*
- *Enable the best referees to reach their highest level*

Achieving
Excellence



Produced by Basketball Victoria for use as an information document only.



The Portland Basketball Association is a proud affiliated member of Basketball Victoria.

For more information please contact:

Basketball Victoria

T: 03 9927 6666

F: 03 9927 6677

E: info@basketballvictoria.com.au

W: www.basketballvictoria.com.au



Produced with many thanks to:

