

**Greater Shepparton** Basketball Association

**2011 - 2013**

**Strategic Plan**

**About Us**

The Greater Shepparton Basketball Association (GSBA) has for the last 20 years, had local competition in both seniors and juniors across 7 clubs, squad junior teams competing across the state representing this region and a senior representative program. This has been a training ground for our elite athletes who are very much recognized at State level.

***Local Competition***

Our membership base is in excess of 1,000. We have two seasons a winter and summer season with between 50 and 70 teams of seniors and some 50 to 80 teams of junior players throughout the year, as well as Life Members’ administrators, referees, coaches and team managers. The teams play on four nights throughout each term and some of our senior competitions play over school holidays.

***Squad Representative Sides. (Junior Gators)***

There are approximately 150 players aged between 9-17 years involved in these teams. In 2001 development teams for all age groups were introduced to establish and foster skills development and succession planning for a wider range of juniors.  Each player in Division One or the Development Team is expected to pay their own expenses when participating at tournaments such as court fees, travel, accommodation and meals. In December each year Shepparton hosts a junior tournament, which attracts teams from all over the state including Melbourne.

All teams have voluntary team managers and coaches who are backed by a large parent body.  While players are prepared to fundraise their first priority must be developing skills and teamwork rather than monetary issues.

***Senior Men’s and Women’s Competition (Gators)***

From humble beginnings in the Country Victorian Invitational Basketball League in 1989, the club has progressed to the Big V League of the Australian Basketball Association, second only to the National Basketball League. This competition now includes some 70 odd teams across the state of Victoria and is a leading foundation for the sport. *Everyone loves a winner.* The Gators Men have a very successful history, including four Championships (1994, 2000, 2001, 2003) and two Runner-ups (1993, 2002), while our Lady Gators have one Championship (2003) and one Runner-up (2004).

We strive for success both on and off the court, and we realize that without the support of our community and the development of our **junior players**, we cannot achieve these goals.

We have great media coverage from our media partners WIN Television, Alchemy Media, radio Sun FM and 3SR and The Shepparton News. Coverage includes pre-game advertisements (valued at over $30,000), extensive news coverage, feature articles and player interviews & talkback for seniors.  For the juniors there is a weekly roundup of local competition and articles about Junior Gator squad teams after tournaments.

**Vision Statement**

***Our Vision*** is:

that the Greater Shepparton Basketball Association will seek to develop the sport of basketball within its boundaries, to promote and ensure access to the sport of basketball for all persons and be responsive to the needs of individuals and groups within the community.

***Our Mission***

* To provide fun and healthy family activity.
* To promote basketball to a wider collective CALD base.
* To provide well managed inclusive and sustainable activity.
* Introduce physical fitness in the community through the enjoyable playing of basketball
* To provide a positive awareness to the community of basketball involving all skill levels, ages and abilities.
* To improve facilities for the whole of the communities enjoyment.
* To provide support for administration and progression of our club based system.
* To manage the association in line with the ‘Mission’ of the association.
* To act in the best interest of the sport in general.
* To provide for the development, coaching and encouragement of members of the association.
* To apply the property and income of the Association solely towards the promotion of the objectives of the Association so that no part of that property or income may be paid or otherwise distributed, directly or indirectly, to members except in good faith in the promotion of these objectives.

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| ***1. Growth*** | ***2. Marketing and Communication*** | ***3. Organizational Development*** | ***4. Accessibility*** | ***5. Inclusiveness*** | ***6. Achieving Excellence*** |
| ***Grow and increase retention of all participants*** | ***Increase understanding of our sport and its value throughout the community*** | ***Enabling Associations to be the best that they can be*** | ***More and better places to play*** | ***Enabling everyone to participate*** | ***Helping our participants and contributors achieve excellence*** |
| Strengthen and grow our grassroots and take control of our development programsMinimize increase cost of participation for grass roots players Maximize participant retention at all levels | Effective and efficient communicationIncrease financial revenue via successful grants and new sponsorship opportunitiesOutside looking back in – what do they see? | Helping the association help themselvesCorporate Governance that helps all participantsCreating meaningful partnerships to achieve ‘win-win’ resultsContinued advocacy toward balancing the need of our stakeholders and the growth of our sportSolid implementation and reporting procedures | Access to more facilities and courtsCollaboration with other facilities groupsMaximizing participation at our venueMaximize opportunity to ‘manage’ the basketball component of programs | Exploring other avenues of basketball participation | Enable the best coaches to reach the highest level they can possibly achieveEnable the best of our players to reach their highest levelEnable the best referees to reach their highest level |

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**Strengthen and grow our grass roots and take control of our development programs**

**Minimize increase cost of participation for grass roots players**

**Maximize participant retention at all levels**

**Grow and increase retention of all participants**

***Growth***

Goal \* Strategy

Goal \* Strategy

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***Marketing and Communication***

**Effective and efficient communication**

**Increase financial revenue via successful grants and new sponsorship opportunities**

**Outside looking back in - what do they see?**

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

Goal \* Strategy

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***Organizational Development***

**Helping the association help themselves**

**Corporate Governance that helps all participants**

**Creating meaningful partnerships to achieve 'win-win' results**

**Continued advocacy toward balancing the need of our stakeholders and the growth of our sport**

**Solid implementation and reporting procedures**

**Enabling Associations to be the best that they can be**

Goal \* Strategy

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**Access to more facilities and courts**

**Collaboration with other facilities groups**

**Maximizing participation at our venue**

**Maximize opportunity to 'manage' the basketball component of programs**

**More and better places to play**

***Accessibility***

Goal \* Strategy

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***Inclusiveness***

**Exploring other avenues of basketball participation**

**Enabling everyone to participate**

Goal \* Strategy

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***Achieving Excellence***

**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**

**Helping our participants and contributors achieve excellence**

Goal \* Strategy

Goal \* Strategy

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Goal \* Strategy

Goal \* Strategy

**Conclusion**

The Greater Shepparton Basketball Association Strategic Plan is the responsibility of the Committee to implement and manage. However, the forming of strategic partnerships and the maintenance of a strong link with Basketball Victoria and Basketball Victoria Country will ensure a collaborative approach to success. Reaching all targets set by 2013 will ensure basketball in Greater Shepparton and the surrounding districts continues to thrive.

This Strategic Plan needs to be reported on at every meeting, and adjusted, amended and updated at every milestone or key point.

Although work has been done over years to improve the operational activities of the Greater Shepparton Basketball Association, it is now time to do more to ensure that all of the association’s stakeholders receive the best possible opportunities through active participation in our organization and our great sport.

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For further information contact:

**Basketball Victoria**

Box 3, Melbourne Sports and Aquatic Centre

Aughtie Drive, Albert Park, 3206

Phone: 03 9927 6666 Fax: 03 9927 6677

Email: enquiries@basketballvictoria.com.au

