



GRAFTON BASKETBALL ASSOCIATION INCORPORATED

2017-2020 Strategic Plan

-Bringing The Bounce Back-



CONTENTS

- 1 Title Page
- 2 Contents
- 3 Overview
- 4 BNSW Organisational Values
- 5 GBAI Specific Values
- 6 Vision
- 6 Mission
- 7 Key Focus and Objectives
- 8 Strategies and Key Actions

OVERVIEW

Brief History

The first official general meeting of Grafton Basketball minuted was held on 10 March 1953 with is said to have had 6 boys/men's teams, it wasn't until 1957 the women's basketball association kicked off with 8 teams the Women's association worked closely with the Men's Association up until 1962/1963 when the associations joined. Throughout this time basketball was played in a hall and on outdoor courts.

14 February 1980 saw the first games being played in the new basketball complex at this time 72 teams had nominated to play basketball in Grafton and games were played over 3 nights referees were paid .40c per game if they passed their referee exam.

Grafton enters SEBL in 1986 and were playing at competition level in many age groups for both men and women.

1989 the Grafton Basketball Association members pushed for changes to improve their image and reputation across Basketball it became incorporated at this time also.

10 June 2000 saw \$1.65m invested into the Grafton Sports Stadium to build what is now known as Hall 1 court 1 and 2, on its opening Grafton hosted a wrap up game of three round series of Russia playing the Opals bringing in a crowd of 1200.

The GBAI had 6 Life Members recognised up until 2003.

Like all clubs the Grafton Basketball Association Incorporated has had its fair share of ups and downs many players over the years were playing in State and Country Championships interstate and having travelled overseas, in the peak of its representative days Grafton were a strong contender in both men and women's age groups.

In recent years there has been a decline in numbers of players, inadequate numbers to form teams to be competitive at the elite level, changes in focus and attention resulted in poor representation of Grafton at NSW tournaments, however we are not alone research shows that this has been the case for many regional centres across NSW.

In 2017 Grafton Senior Men's Vikings took out victory in the Sunshine Conference competition with Grafton Senior Wemen's Vikings taking the court for the first time in competitive competition for some years.

Where to from here

In 2017 the newly formed Committee are re-focusing and seeking out opportunities to provide a future for Basketball to regain numbers, strength, competitiveness and financial stability.

Bringing the Bounce Back...

BNSW ORGANISATIONAL VALUES

Teamwork

- We lead from every position, selflessly and supportively always giving 100% commitment to what we do.
- We communicate openly and honestly with everyone no matter what background or position. We, are the platform to connect people to achieving the best outcomes for our sporting community

Integrity and Transparency

- We treat EVERYONE with RESPECT we seek to LISTEN, UNDERSTAND, EMPATHISE and RESPOND constructively making decisions for the benefit of our sport.
- We have the COURAGE to tackle difficult challenges situations to allow our sport to grow

Recognition/Acknowledgement

- We encourage, motivate and empower people to be the best they can be
- We promote our sport with enthusiasm and positively looking after ourselves and each other working together as ONE.

Continuous Improvement

- We always strive to IMPROVE and be the BEST we can be in everything we do.
- We search for ways to PROGRESS and are OPEN to new ideas and solutions to provide better outcomes for our sport.
- We CONSULT, DECIDE and DELIVER



GBAI SPECIFIC VALUES

Support, Friendship and Camaraderie

- We provide a welcome atmosphere for all
- We support each other in all activities
- We foster a sense of belonging, purpose Enjoyment and involvement
- We mentor our people to help develop their full potential



Community and Environment

- We go above and beyond to make a difference in the community and sporting organisations
- We promote activities and invite new and innovative ways to encourage all members of community to dream, play and enjoy physical fitness activities
- We undertake our roles and behave in a way that is inspiring to others
- We engage with the youth of our communities to ensure the sustainability of our spot

Honesty, Integrity, and Professionalism

- We strive to communicate openly with all members and patrons
- We uphold the values of the GBAI and BNSW
- We pride ourselves on our conduct and act in the best interest of the club at all times
- We take personal responsibility for actions and commitments that we make
- We foster a climate of trust and reliability
- Open and informed decision making is promoted and encouraged

OUR VISION

Our vision is that Basketball in Grafton will develop and grow to be a sustainable and financially viable option for families to participate and succeed in reaching their personal goals, team goals and provide avenues for our members and community to participate at all levels.



OUR MISSION

To build a culture of inclusion and achievement through programs and workshops at the local level to assist all players and officials.

To raise funds through providing a range of choices in our canteen and participate in fundraising activities that promote the Grafton Sports Centre.

Promote the sport by engaging in community activities and raising the profile of Basketball in Grafton.

Encourage development opportunities for our players and officials through training and involvement in BNSW

Engage in Schools and Community to bring more people to the sport and sporting facility

KEY FOCUS AREAS AND OBJECTIVES

1. Build and Develop a committee/Board and structure that is robust, transparent, trusted, innovative and inclusive
2. Build the financial position of Grafton Basketball Association to ensure better support for our players and members
3. Provide opportunities for our players and officials to develop, enhance skills and succeed in their pathway choices
4. Promote and encourage basketball as the sport of choice throughout the community
5. Provide sound succession planning for the future, in all areas of management, financial, players and patrons
6. Meet the expectations of our players, coaches, referees, customers and legislative requirements
7. Provide our Employees with an environment they can excel in their positions and provide opportunities for them to develop and enhance the operation of the sporting facility and basketball in Grafton
8. Publicly recognise those who have enriched, enhanced and dedicated their skills, time and expertise to the players, coaches and the association as a whole
9. Actively promote the sport centre facility and encourage usage of the facility to its fullest potential



STRATEGIES

| Key Focus | Strategy | Action | Target Date |
|-----------|----------|--|--|
| 1 | 1.1 | Update and endorse GBAI Constitution | 2018 AGM |
| | 1.2 | Develop Templates and Forms to better organise and document process to ensure continual improvement | October 2017 |
| | 1.3 | Promote inclusion of all members by email and social media by invitation to attend and engage | Minimum of 1 week Prior to each General Meeting, Working Bee, Event (or in line with constitution) |
| | 1.4 | Openly Display all current relevant information relating to organisational values, legislative requirements and contractual requirements (pin boards, whiteboards, windows, TV Monitors) | October/November 2017 |
| 2 | 2.1 | Explore all areas of fundraising opportunities and implement, appoint fundraising coordinator from current pool off board members | 3 Per School Term GBAI 2 Per Rep Team Per Year Ongoing Report at General Meetings |
| | 2.2 | Investigate and Deliver more options in the canteen to provide variety and encourage patrons to utilise the canteen | Ongoing Report at General Meetings |
| | 2.3 | Improve Canteen operations during peak times such as carnivals and weekend bookings | Ongoing Report at General Meetings |
| | 2.4 | Strengthen Collections of fees and follow up unpaid monies through strengthen communication with participants and business' | Within 30 days of invoice |
| | 2.5 | Monitor and apply for grants for items identified as necessities for the association and sporting facility | Ongoing Report at General Meetings |
| 3 | 3.1 | Investigate and monitor BNSW programs actively seek nominations from existing officials and players | Quarterly |
| | 3.2 | Actively communicate with BNSW to secure courses in Grafton or surrounding Districts and target Players, Officials to participate | Ongoing |

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| | 3.3 | Identify potential participants from current membership and engage in mentor programs developed by skilled, qualified coaches and officials | 4 annually Beginning of each term |
| 4 | 4.1 | Increase Media coverage of Basketball general local competition | Minimum Fortnightly news print media |
| | 4.2 | Increase Media Coverage of representative games and carnivals | Submit to news print media 2 days after each event |
| | 4.3 | Increase public appearance of senior players in the community at events giving exposure and publicity to the brand. (eg; dragon boat racing, community event involvement) | As events occur |
| | 4.4 | Liaise with local primary schools and develop programs to draw children to the centre in a fun and competitive environment exposing them to the sport | Each School Term |
| | 4.5 | Develop school holiday programs and advertise via vocational care programs | Each School Term by mid term |
| 5 | 5.1 | Develop and update Strategic Plan on a 3 yearly basis | Update Due 2020 |
| | 5.2 | Develop and Implement Operations Plan of Management | November 2017 |
| | 5.3 | Conduct Analysis of Financial position at completion of analysis develop financial strategies to increase income by 50% annually | Initial Analysis completed by December 2017 |
| | 5.4 | Engage Patrons whilst attending senior Vikings home games – e.g 100 club, 3 point competitions, lucky door prizes | Every Senior Vikings Games |
| 6 | 6.1 | Invite coaches, players representative and referees to General Meetings to discuss openly issues, problems, ideas and expectations | Bimonthly |
| | 6.2 | Install Suggestions box in entry for all visitors to provide feedback, suggestions and inclusions | Report weekly |
| | 6.3 | Ensure GBAI is compliant with Department of Fair Trade requirements through enabling Public Officers Position | Annually |
| | 6.4 | Ensure GBAI is complaint with reporting process in line with contract with Clarence Valley Shire Council | Monthly |
| | 6.5 | Ensure GBAI is complaint with reporting process' in line with ATO requirements and reporting | Monthly |
| 7 | 7.1 | Create dedicated office space with limited interruption from other members and visitors to the centre. | December 2017 |
| | 7.2 | Provide functioning and adequate equipment to complete all administrative tasks | January 2018 |

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| | 7.3 | Investigate appropriate training courses to enhance Skills and Knowledge to promote skilled qualified work force. | Commence training/courses in 2018 |
| 8 | 8.1 | Encourage and Involve Current Life Members in all aspects of GBAI | Ongoing |
| | 8.2 | Investigation and seek nominations for Life Membership of worthy recipients as per constitution | Annually |
| | 8.3 | Publicly acknowledge achievement through social media, news print media, display at sporting facility notice board | Ongoing |
| 9 | 9.1 | Engage with current users and promote activities on Centre social media pages | Ongoing |
| | 9.2 | Implement gala days of various sports available through local community and surrounding towns | 1 per school term |
| | 9.3 | Promote activities via news media print at available opportunities | Ongoing |

