



# Strategic Plan

2015 - 2018

## Our Vision

*Aspire to be the leading community-sporting organization in Western Victoria.*

### People

### Inclusion

### Growth

### Facilities

### Awareness

### Leadership

#### Key Focus:

*Strengthen capacity and encourage excellence at every level in basketball*

#### Key Focus:

*Ensure basketball is a sport that enables everyone to play*

#### Key Focus:

*More players, more people, more community engagement and healthy outcomes*

#### Key Focus:

*More and better places to play – turn nobody away*

#### Key Focus:

*Promote recognition of basketball's popularity at all levels of government and throughout the community*

#### Key Focus:

*Build the business of basketball by providing a strategic focus, developing and strengthening partnerships and reinforcing our strong and united community*

#### Key Objectives:

**Develop robust employee performance review process, supported by appropriate training and development**

Maintain and develop solid reporting procedures

**Maintain and develop initiatives to ensure the BMBA retains its family centric culture as it grows**

#### Key Objectives:

**Remain pro-active in the pursuit of an All Abilities program**

Promote basketball to indigenous and all disadvantaged communities as an intervention tool to aid community health and safety and well being

#### Key Objectives:

**Strengthen and grow our grassroots and continuously improve our development programs**

Minimise increase in cost of participation for grass roots players

**Develop initiatives to maximise participant retention at all levels**

Provide training and development opportunities to enable our coaches, players and referees to reach the highest level they can possibly achieve

#### Key Objectives:

**Constantly monitor the local landscape for additional courts and/or facilities**

Maximise basketball participation at existing venues

**Develop mutually beneficial strategic alliances with other associations / sports**

Develop strong working relations with local and state politicians

#### Key Objectives:

**Develop annual Marketing Plan at the start of each year**

Continuously review our communication methods for effectiveness and efficiency

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

#### Key Objectives:

**Be a persuasive advocate for basketball**

Research for better understanding of who plays and what their needs are

**Engage with and support the future leaders of the Association**

Regularly survey members for feedback on BMBA performance