



MOSS VALE AND DISTRICT
BASKETBALL ASSOCIATION INC.

STRATEGIC BUSINESS PLAN

2019 - 2024

15 PARKES ROAD
MOSS VALE
NSW 2577

MISSION STATEMENT

To provide access to the sport of Basketball, for players and officials of all ages, where they can participate in an enjoyable, safe, controlled and challenging environment. To educate and develop players and officials to provide the opportunity for members to participate to their full potential at the highest possible level.

BACKGROUND

Basketball has been an integral part of the Southern Highlands community since the inception of the MVDBAI in 1958. Since this time the Association has been a significant contributor to the sporting landscape, not just in the Southern Highlands but across NSW

The association, through sound business principles and financial management, has grown to be one of the major sporting organisations on the Southern Highlands.

For more than six decades, the Association has been committed to contributing to the community and while doing so, it has enjoyed the support of people and organisations from all walks of life in the Highlands and beyond.

Integral to the sustained development has been a generosity of spirit demonstrated by financial institutions, Government Departments, industrial companies, Local Council, professional offices, retail outlets, social agencies and other sporting organisations; sharing knowledge, time and energy or providing goods or making financial contribution.

In the early years, players gathered in a small Boy's Club Hall, shorter than a cricket pitch, on the current site of Moss Vale Swimming Pool, to play in very cramped conditions where players had to literally shoot through the rafters to attempt a goal. Numbers grew and in 1959 the Association moved to the Moss Vale Show Society Pavilion under the leadership of successful business identity, Brian Whyte (inaugural President). During the 1960's, the Association hosted short games, five long nights a week to accommodate all the players. The need to acquire additional playing space was apparent.

In the mid '60's a search was made for suitable accommodation. As nothing was found, a decision was taken to purchase land and construct a purpose-built stadium. With the support of local business, Wingecarribee Shire Council and generous individuals, under the leadership of Graeme Phillips (President), the stadium opened its doors in Parkes Road, Moss Vale in 1971. It stands as a testament to the courage and commitment of the Board of the day, some members of which continue to serve.

Again, the growth rate of basketball was remarkable, with games conducted on two courts, five nights a week, enhanced by the introduction of a very strong Junior competition on

Saturdays. The Board, led by Graham Brown (President), embarked on an ambitious program of doubling the size of the facility to two International Standard courts, encompassing four smaller courts, opening in 1983.

In the 1980's, the Association met the challenge of other sports which were competing for members in night and weekend competitions and continued to operate successfully. As funds allowed, we continued with improvements to the facility and in 2014, with the help of Local Council we carried out a \$650k upgrade to include insulation to the main buildings and the provision of a comfortable observation area and club room.

The Association is unique in the Highlands because of its ability to host major sporting and community events. Over the years it has successfully staged Regional and State basketball tournaments; hosted touring American senior and junior teams; wheelchair basketball; the Senegal Women's Olympic team and the Korean Professional team; National Basketball League preseason games over the last twenty years, featuring the National Champions, the Wollongong Hawks and Perth Wildcats, WNBL Champions Perth Lynx which have attracted many enthusiasts, and annual social basketball tournaments.

Other major sporting events conducted in the facility have been - Tae Kwon Do tournaments; Volleyball tournaments; Badminton, Disabled Volleyball exhibitions; Indoor Soccer tournaments, and private and public schools' tournaments.

Community based projects such as the Rotary Club sponsored "U-Turn the Wheel" initiative also found a home in the stadium.

Each year thousands of people from all walks of life, across the State and beyond, pass through the Association's doors.

WHERE ARE WE NOW?

ORGANISATION DETAILS

Organisation Name	Moss Vale & District Basketball Association Inc
Postal Address	P.O. Box 76, Moss Vale, NSW, 2577
Street Address	15 Parkes Road, Moss Vale, NSW, 2577
Lot or Plan	
Tenure Details	Property and adjacent land privately owned
Other	

CONTACT DETAILS

Phone: +61 2 4868 1569

Fax: +61 2 4868 1569

Email: mvbball@bigpond.com

Website: http://websites.sportstg.com/assoc_page.cgi?c=11-8471-0-0-0&sID=220143

Preferred Contact:

Name – Margaret Beaumont

Position – Secretary

Phone – +61 2 4868 1569

Email - mvbball@bigpond.com

INCORPORATION & ABN DETAILS

Incorporation Number: Y2668447

Incorporation Date: 1998

ABN - 59 463 415 535

Registered for GST? - YES

Registered Not For Profit: YES

ASSOCIATION ACTIVITIES

Junior competitions / Senior competitions / Winter and Summer local competitions / Host Representative competitions / Representative program – Moss Vale Magic / Representative coaching clinics / Representative Trainings / Holiday clinics / Coaching clinics / Player Development clinics / Primary School programs / Regional and State representative / Youth league program / State League program / Host NBL & WNBL / Hall Hire / Private functions / indoor soccer.

EVENTS ASSOCIATION PARTICIPATES IN

Southern Junior League
Championship league
Waratah Youth League
State League
State Country Championships
State championships
Barrengarry Conference

MANAGEMENT COMMITTEE

POSITION	NAME	POSITION	NAME
Director / Chairperson	Nigel Browne	Director / Secretary	Margaret Beaumont
Director / Treasurer	Amber Ragan	Director	Clint Bentley
Director	Dylan Abbott	Appointed Director	Terry Donovan
Appointed Director	Paul Barcicki		

MEMBERSHIP ANALYSIS & PROJECTIONS

Gender	MALE		FEMALE		TOTAL	
	2018	2024	2018	2024	2018	2024
Seniors	211	230	99	120	310	350
Juniors	244	270	114	180	358	450
Total Members	455	500	213	300	668	800
			32% of total	38% of total		

MEMBERSHIP CATCHMENT AREA



SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Strong financial position • Equity in land & premises • Club history • Strong/static membership base • Commitment to be inclusive • Committed leadership 	<ul style="list-style-type: none"> • Gender divide (local competition and representative) • Canteen profitability & management • Culture of negativity • Number of available courts • Tolerant to bad behavior • Low committee/volunteer numbers • Communication with membership • Complaint management/avoid conflicts • Lack of Committee direction
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase membership base • Increase female member numbers and participation • Promote member / player retention • Increase committee membership • Increase representative teams Esp seniors • New Stadium (infrastructure) 	<ul style="list-style-type: none"> • Other sports (netball/soccer) • Reduction in volunteers / committee members • Disgruntles members • Increasing cost of sports • Losing players to other clubs • Factional groups within membership

WHERE DO WE WANT TO BE?

Club Development category	Where are we now	Where do we want to be
Membership	668	800
Juniors	358	450
Seniors	310	350
Male/female split	68/32	62/38
Qualified coaches (Club Coach - min)	15	30 Develop a clear pathway for coach development from 2019
Player development		Develop a clear pathway for player development from 2019
Qualified Referees	55 qualified (striped) 45 Development (green)	- 70 % Currently active - 50 Development - Develop a clear pathway for officials' development from 2019 - Self-sufficient for representative duties
Facility	2 courts	6 courts (4 - new development adjacent property) Court 2 refurbish (floor, seating, backboards, Short court scoreboards)
Sponsorship	\$12000	\$15000, uniform sponsor, team sponsor.
Finances	Operating excess normally \$11000	Increase operating excess \$20000
Volunteers	Coaches, team managers, committee members	Recruit and Retain enough volunteers to ensure effective operations until 2023
Community Engagement	Currently ad-hoc Unstructured	Community Liaison committee - Structured plan to engage community.
Representative	>90% uptake	Representation in every possible age group in junior and senior leagues and conference.

ACTION PLAN

1. **Membership** - increase from 670 to 800 members.

Project	Start Date	End Date	Responsibility	Resources	Status
Work with local schools and community groups to promote basketball in school newsletters and on noticeboard to attract more junior members	June 2019	Ongoing	Director / Community Liaison Committee	Flyers, Community Committee,	Ongoing
Establish relationship with local media & ensure regular exposure	June 2019	Ongoing	Director / Community Liaison Committee	Facebook Website Photos Advertising Instagram	Ongoing
Maintain relationships b/w NBL & WNBL.	Commenced 2018	ongoing	Director	Develop Budget Phone C Alleyn	Ongoing
Develop new competitions (trial) (3 x 3, Walking basketball)	Summer comp 2019	December	Directors – Match Committee	Court allocation Match Committee	Pending
Increase Junior & female member numbers	In Progress	ongoing	Director – Match Committee Community Liaison Committee	BNSW I'm A Girl Flames Camp, Hawks Camp, Sporting Schools Program	Ongoing

2. Improve Skill level of Coaches & Officials

Project	Start Date	End Date	Responsibility	Resources	Status
Run club coaching course to ensure all coaches are qualified x 2 per year Develop Coach Pathway	3rd Qtr 2019	Ongoing	Director / Representative Committees	BNSW Venue	In progress
Run Relevant referee course to ensure all referees are qualified to meet representative requirements Minimum x 2 per year Develop Referee Pathway	In progress	Ongoing	Director / RDO, Representative Committee	Venue Qualified trainers	In progress
Develop in-house capability to run coach and referee courses and assessments	3rd Qtr 2019	Ongoing	Director / RDO	BNSW Barrengarry Committee RDO CDO	Pending
Score-table Courses	3rd Qtr 2019	Ongoing	Director/ Match Committee	Parents Match Committee Barrengarry	Pending

3. Facility

Project	Start Date	End Date	Responsibility	Resources	Status
Pursue grants to develop new stadium.	Ongoing	Ongoing	Building Committee Board MVD-BAI	Peter Mitchell, Government, Council, Australian Sports Foundation	In-prog
Pursue grants to refurbish and maintain existing facility. Grants up to \$300,000	Ongoing	Ongoing	Board MVD-BAI	Peter Mitchell Government ASF Council	In-prog
Redevelopment of office space	Ongoing	Ongoing	Board MVD-BAI		In-prog

4. Community Liaison & Sponsorship

Project	Start Date	End Date	Responsibility	Resources	Status
Develop Community Liaison committee	3rd Qtr 2019	Dec 2019	Director	Volunteers	Pending
Expand sponsorship policy	3rd Qtr 2019	Dec 2019	Director / Representative Liaison Committee	Board Sponsors	

5. **Finances** – Increase operating excess to \$20,000

Project	Start Date	End Date	Responsibility	Resources	Status
Review association costs and identify areas of inefficiency.	3rd Qtr 2019	Dec 2019	MVDBAI Board Treasurer		Pending
Review Canteen operation viability	3rd Qtr 2019	Dec 2019	MVDBAI Board Treasurer		Pending
Ensure financial documents are presented to the Management Committee on a monthly basis	Ongoing	Ongoing	Director/ Treasurer	Accounts Quicken	Monthly
Ensure that a budget is formulated annually	1 July 2019	Dec 2019	MVDBAI Board Treasurer	Accounts Quick Books	In-Progress

6. **Volunteers** – Recruit and Retain enough volunteers to ensure effective operations until 2024

Project	Start Date	End Date	Responsibility	Resources	Status
Pathway to Board Management through Committees	3rd Qtr 2019	Dec 2019	All	Committee promotion	
Communication - MVDBAI progress & Direction	1 July 2019	Dec 3rd Qtr 2019	MVDBAI Board Committees	Board Newsletter Facebook	Quarterly
Committee Promotion within Association	3rd Qtr 2019	Ongoing	Relevant committee	Facebook website. Newsletter	Quarterly

7. **Representative** - Have representative team in every possible age group in junior and senior leagues and conference.

Project	Start Date	End Date	Responsibility	Resources	Status
Women Youth League -	Commenced	Aspiration 2021 Realistic 2023	Representative committee Director	Coaches Referees Uniforms	Developing U16 and 18 girls from 2019
Women State League	When YL team established?	2024	Representative committee / Director	Coaches Referees Uniforms	Pending
Men State League	Qtr 3 2019	2021	Representative committee / Director	Coaches Referees Uniforms	