



OUR VISION for 2022

WBA will be a leader in basketball, home to championship teams & conducting the largest high quality domestic basketball competitions in WA

Our Purpose: WBA exists to engage the community through basketball and proficiently manage the WS for the benefit of the whole community

CSF 1: Review revenue & cost structures

- 1.1 Revise revenue projections & cost structures against new & revised services
- 1.2 Review revenue for all operating areas/business units
- 1.3 Review supplier agreements
- 1.4 Review fee structures using market comparisons to deliver best value for patrons.
- 1.5 Consider insource/outsource models for selected services

CSF 2: Optimise the utilisation of new stadium

- 2.1 Develop transition plan for staffing
- 2.2 Sustained growth of domestic competitions at junior & senior level
- 2.3 Optimise court utilization
- 2.4 Open and manage Café
- 2.5 Develop marketing communications strategy & plan for new facilities
- 2.6 Develop function centre/events marketing plan
- 2.7 Develop sponsorship plan for all marketable WBA assets

CSF 3: Develop high performance pathways

- 3.1 Plan pipeline and differing pathway programs e.g. high performance, community
- 3.2 ID talent (merit based)
- 3.3 Develop retention strategy for high performing players
- 3.4 Develop clear & transparent selection criteria & process
- 3.5 Communicate (awareness, ID, development, retention, recognition, nurture, celebrate)
- 3.6 Training, support, recognition and retention program for coaches

CSF 4: Invest in our people

- 4.1 Develop plan to attract, retain and recognise volunteers
- 4.2 Review volunteer/staff ratios
- 4.3 Develop and attract staff as required for our operations & vision.
- 4.4 Training, support, recognition and retention program for referees
- 4.5 Provide guidance and support to our domestic clubs
- 4.6 Develop internal strategies to enhance the profile of the board within WBA

CSF 5: Grow community involvement

- 5.1 Develop Stakeholder Engagement Plan to encompass each of the following:
 - Promote participation of basketball at all ages/abilities
 - Willetton and wider surrounding communities
 - Patrons
 - Corporates
 - Cultural groups
 - Schools
 - BWA
 - External sporting groups
 - Government

Our Strategic Advantage: We will continue to leverage our strength and passion in community organised basketball

CSF 6: Our Governance - We will review our Governance and Committee structures as needed

- 6.1 Oversee organisational performance
- 6.2 Oversee organisational compliance
- 6.3 Oversee organisational risk

CSF 7: Our Values-We will develop and communicate our organisational values *Welcoming *Safe *Inclusive and our Code of Conduct

- 7.1 Communicate Code of Conduct and consequences of non-compliance
- 7.2 Ensure values are understood by all and embedded in job descriptions for staff, board, volunteers
- 7.3 Measure & monitor understanding