

Harbour Basketball Strategic Plan to 2027

Our Vision

To be recognised as one of the best basketball organisations in Australasia

Our Mission

To enrich our community through participation in all things basketball

Our Values:



Integrity

Honour
Respect



Excellence

Set the standard
Be ambitious



Collaboration

Inclusive and diverse
Build relationships



Inspiration

Embrace change
Push boundaries

Facilitate pathways – Basketball for life

Players

Enhance player experience:

- No team without a coach
- Increase number of post high school members so ratio of child to adult 8:2
- Diversify offering e.g. walking basketball, social mixed, LGBTQ+
- Develop relationship with Parafed
- Enhance skill development:
- Develop age-appropriate skill curriculum

Grow 3x3:

- Promote 3x3 leagues for all ages
- 20% presence in 3x3 national teams

Focus on girls (school age):

- 10% growth in girl's participation per annum
- Become the second most popular girls secondary school sport in the region

Improve representative team performance:

- At least one national championship title each year
- All Harbour Maroon teams in semi-finals at national championships
- 20% presence across New Zealand national age group teams

Provide international pathways:

- Attendance at minimum 2 international tournaments annually – boys and girls
- Develop relationships with a minimum of 4 Div 1 USA colleges/coaches
- Identify and assist 8 members to receive tertiary scholarships, providing prior guidance

Provide domestic pathways:

- Facilitate engagement with NBL/WNBL/3x3
- Develop relationship with tertiary organisations

Facilitate pathways – Basketball for life

Coaches/Officials

Enhance Coaches' experience:

Improve coaches' skill development:

- Deliver at least 2 coach clinics per year - mandatory for novice coaches to attend at least one clinic prior to coaching representative teams with Harbour
- Provide training around key technology to enhance coaching experience
- Work with schools to promote CoachMate for volunteer/parent coaches
- Send one coach per annum to an international FIBA coaching clinic
- Engage with international coaches to potentially run coaching clinics

Appreciation:

- Recognise and reward coaches, including paying all Harbour representative coaches
- Facilitate coaching pathways
- Develop a coaching database in conjunction with BBNZ

Enhance Official's experience :

Improve official's' skill development:

- Deliver at least 2 score bench/2 live stats clinics per year
- Deliver at least 2 ref clinics per year
- Retain 2/3rds of referees year on year
- Take one referee to international competitions entered by Harbour
- Help to develop a pool of six FIBA/NBL level referees
- Maintain high standards of working with officials

Appreciation:

- Recognise and reward referees, including appropriate payment
- Run annual education campaign with coaches, parents and players to recognise and respect officials

Enhance participation

Revenue growth:

- 30% growth over 5 years
- 6 months salary reserve
- Increase corporate partnerships revenue to 20% of total revenue

Identify locations for future competition hubs:

- Develop a minimum of 3 hubs

Foster and support a vibrant club structure e.g. school alumni, social/community etc:

- Develop a club framework for basketball in the region

Nurture volunteers eg managers, tournament assistance

- Managers:
 - Provide training and handbook for effective team management
 - Provide an incentive for team managers
- Other volunteers:
 - Provide training as required

Promote player welfare protocols:

- Work in conjunction with schools and BBNZ to optimise playing calendar based on Balance is Better
- Ensure both physical and mental wellbeing for players and officials
- Develop a player's handbook including a code of conduct
- Work with providers of player welfare eg physios, strength and conditioning, mental wellbeing etc

Work with local Councils and other partners to increase the number of facilities:

- Form a facilities working group to streamline opportunity development
- Promote the goal of a Harbour controlled practice facility by 2030
- Through greater facilities, increase number of teams in competitions by 10%

Grow engagement

Increase corporate partnerships:

- Identify and value properties for corporate partnerships
- Establish a plan for ongoing support – partners for life

Maintain current strategic partnerships and always be on the look out for more:

- Work collaboratively with basketball providers in the region which align with Harbour values

Develop marketing and communications strategy to increase reach and engagement:

- Develop a plan to execute marketing and communications strategy, to be reviewed annually
- Upgrade web presence – redesign and launch improved website, including online merchandise sales

Increase social media presence: across all platforms

- Improve content capture
- Provide training on social media best practice

Improve staff engagement:

- Upgrade offices
- Ensure professional and personal development plans for all staff, reviewed annually

Work closer with schools:

- Identify priority list of schools to support – both those with low and high participation
- Run in-school trials
- Provide school starter pack e.g. assistance with registration, introduction to CoachMate, league rules etc

Strong relationship with BBNZ:

- Harbour is the preferred delivery agent for basketball related activities in the region

Constantly innovate

Lead with technology – courtside:

- Glory League/Hudl in every venue
- Live stream key games
- Provide access to stats where appropriate to enhance viewer experience

Lead with technology – administration:

- Integrated software platform across all parts of the business incl finance, member database, communications, game scheduling etc – in conjunction with BBNZ if possible
- Become more mobile-led

Magnify use of data analytics and surveys:

- Greater use of member database for marketing and partnerships
- Annual member survey - increase member satisfaction by 10 percentage points
- Annual representative programmes survey
- Annual staff survey
- Annual school co-ordinators survey

Provide on-line learning footprint:

- Provide digital learning opportunities for players, coaches, referees, officials etc