

mission

Wangaratta Basketball represents our proud history and a totally inclusive future. We are here to represent and provide opportunity, pathways and development - encompassing all who engage in our association.



Strategic Plan

2012 - 2014



Strategic Road Map

To determine its strategic direction for the coming years, the Wangaratta Basketball Association has engaged in a comprehensive strategic planning process. With extensive market research, self-evaluation and stakeholder input, the Association has been able to develop a revised mission statement, strategic goals and objectives to start this process.

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Growth	Marketing and Communication	Organizational Development	Accessibility	Inclusiveness	Achieving Excellence
<i>Grow and increase retention of all participants</i>	<i>Increase understanding of our sport and its value throughout the community</i>	<i>Enabling the WBA to be the best that they can be</i>	<i>More and better places to play</i>	<i>Enabling everyone to participate</i>	<i>Helping our participants and contributors achieve excellence</i>
<p>Strengthen and grow our grassroots and continuously improve our development programs</p> <p>Minimize increase in cost of participation for grass roots players</p> <p>Develop initiatives to maximize participant retention at all levels</p>	<p>Develop annual marketing plan at the start of each year</p> <p>Develop a communication plan at the start of each year</p> <p>Continuously review our communication methods for effectiveness and efficiency</p> <p>Increase financial revenue via successful grants and new sponsorship opportunities</p> <p>Regularly survey members for feedback on WBA performance</p>	<p>Develop robust employee performance review process, supported by appropriate training and development</p> <p>Maintain and develop solid reporting procedures</p> <p>Maintain and develop initiatives to ensure the WBA retains its family centric culture as it grows</p>	<p>Constantly monitor the local landscape for additional courts and/or facilities</p> <p>Maximise basketball participation at existing venues</p> <p>Develop mutually beneficial strategic alliances with other associations / sports</p> <p>Develop strong working relations with local and state politicians</p>	<p>Remain pro-active in the pursuit of an All Abilities program</p> <p>Promote basketball to indigenous communities as an intervention tool to aid community health and safety</p>	<p>Provide training and development opportunities to enable our coaches to reach the highest level they can possibly achieve</p> <p>Develop and maintain initiatives / programs to enable our players to reach their highest level</p> <p>Provide training and development opportunities to enable our referees to reach their highest level</p>
<ul style="list-style-type: none"> Increased participation rates Transition of Aussie Hoops to Association members Increased female participation All representative coaches accredited Increased community recognition of the health benefits derived through participation in basketball Subsidized team expenses Promoted in local media Distinct and sustainable pathway Increased number of domestic coaches Increased number of referees Reduce incidence of bad spectator behaviour 	<ul style="list-style-type: none"> More efficient competition management system Increased profile within local community via print media Growing sponsorship Successful Grant and Funding applications Ability to subsidise trip and tournament entries Increasing website traffic Completed survey every 12 months 	<ul style="list-style-type: none"> Creating a sense of belonging and pride Supporting all staff and administrators in achieving their goals One united front for basketball in Wangaratta – junior and senior 100% response to Basketball Victoria surveys and requests Strong and committed committee Constitution, By Laws and Rules reviewed Tribunal and Disciplinary Hearing process put in place All coaches comply with WWC To maximise relationships with the Wangaratta Rural City Council Assistance in identifying state wide trends Informed decision makers 	<ul style="list-style-type: none"> Increased access to facilities and courts Ability to expand competition base Full fixtures on all days of competition Ability to apply pressure for more facilities Number of successful tenders awarded Continued priority rights to the facilities 	<ul style="list-style-type: none"> Increased participation levels for all disadvantaged community groups 	<ul style="list-style-type: none"> Credible Coach Development program Credible Player Development program Credible Referee Development program Higher level of participation Higher level of participant retention