Harbour Basketball Strategic Plan to 2027



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



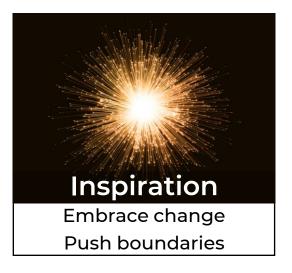
To enrich our community through participation in all things basketball

Our Values:











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

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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

