



**STRATEGIC
PLAN**

**2021-
2025**



OUR PURPOSE

To grow and develop the game of basketball.

OUR VISION

To improve the life of Western Australians through basketball.

Our **VALUES** help us to drive our **PERFORMANCE** by defining our **CULTURE**

1 FUN & ENJOYABLE
We want kids, families, members, volunteers and the community to be involved in basketball as it is fun, enjoyable and gives them a sense of community and achievement.

2 AGILE & INNOVATIVE
We want basketball to be able to move with the changing attitudes and trends, utilising technologies and being flexible and innovative in delivery, ensuring the games relevance is maintained.

3 ACCESSIBLE & INCLUSIVE
We want to ensure basketball is a game for all, removing barriers to ensure every individual, family and the entire community can benefit from the game.

4 WELL GOVERNED & ACCOUNTABLE
We want basketball to hold itself to the highest of standards, meeting the communities expectations and building the capability of its clubs and associations to manage the game well.

5 BECOME THE BEST YOU CAN BE
We wish to provide the platform and environment for all members, players and volunteers to become the best they can be and contribute to the community.

more people playing
Basketball everywhere...
...from shooting hoops to the Olympics
taking back the **STREETS**...
...**MORE** than a sport.

1 FACILITIES

Strategic Imperatives

“Places to Play”

THAT EVERY PERSON IN WA CAN ACCESS A BASKETBALL FACILITY IN THEIR LOCAL NEIGHBOURHOOD.

THAT EVERY REGIONAL LEVEL FACILITY (INCLUDING ALL NBL1 CLUBS) HAS ACCESS TO 6-8 COURTS.

KEY INITIATIVE - Increase the capacity of the State Basketball Centre (and gain commitment for facility growth for Basketball throughout Western Australia).

KEY PERFORMANCE INDICATORS

- Three extra indoor courts built at Bendat Basketball Centre
- Development of HP Training Centre for Basketball at Bendat Basketball Centre
- There is a Business Plan and Agreement with State Government to develop a 16-20 Court State Centre
- Customer satisfaction levels of 95% or greater at Bendat Stadium
- Peak usage of Bendat Basketball Centre is at 95% or greater
- Off-peak usage of Bendat Basketball Centre courts is at 50% or greater.

KEY INITIATIVE - Associations have home court facilities that allow them full-time peak hour access to 4 courts per 25,000 population in surrounding area.

KEY PERFORMANCE INDICATORS

- All metropolitan and Peel NBL1 Clubs have appropriate access to 8-courts
- The Kalgoorlie and Geraldton stadium redevelopments are completed
- A new indoor facility for basketball is opened in the Perth Southeast Corridor
- A new indoor facility for basketball is opened in the Perth Northeast Corridor
- All regional associations have the required access to courts at a minimum ratio of 1 court per 25,000 population during their season
- Access to court space is not a barrier to the provision of off-season competitions and programs in the Southwest and Great Southern regions.

KEY INITIATIVE - Community Facilities are available in every local community.

KEY PERFORMANCE INDICATORS

- Shared use policies for indoor facilities on school property are agreed by the Education Department
- 80% of the population of Western Australia can walk to a local facility in their local park
- 50% of new community facilities built allow for 3x3 competition.

2 ORGANISATIONS

Strategic Imperatives “Facilitating Play”

TO SUPPORT THE CAPABILITY & CAPACITY OF THOSE MANAGING THE GAME.

TO ENSURE THE GAME IS WELL GOVERNED AND FLEXIBLE.

KEY INITIATIVE - That each affiliated basketball association has a strategic plan that aligns to the sports priorities.

KEY PERFORMANCE INDICATORS

- 100% of Affiliated Associations have a Plan that aligns to the sports priorities
- BWA has a yearly operational plan to support affiliated Associations in each region
- BWA has agreed annual priorities to support affiliated metropolitan Association aligned to the sports priorities.

KEY INITIATIVE - That BWA and each affiliated association is well governed and managed.

KEY PERFORMANCE INDICATORS

- BWA policies and procedures are reviewed annually
- BWA offers best practice advice, resources and support to our associations
- All Affiliated Associations with over 1,000 members have a plan to invest in management of the Association
- ALL NBL1 West Associations have at least one full-time employee
- All Associations provide basketball in a healthy environment
- All associations survey their members annually.

KEY INITIATIVE - Basketball in WA is aligned with innovative best practice in the Digital Space

KEY PERFORMANCE INDICATORS

- BWA support the implementation of an effective and innovative new database system in all Affiliated Associations
- All affiliated Associations use the BWA Database (that allows data to be analysed) to register members and run competitions
- All NBL1 West Games are shown live
- Increase the number of WABL and Championship games that are shown live
- All affiliated associations utilise electronic scoring for their domestic competitions
- BWA regularly communicate with members electronically
- Increase engagement with the Western Australian public through social media
- Increase the value of the BWA Brand.

KEY INITIATIVE - Development of a state-wide volunteer management program for the benefit of affiliated associations and clubs

KEY PERFORMANCE INDICATORS

- BWA and all affiliated Associations recognise volunteers formally in a systematic manner
- BWA provides easily accessible resources and support to affiliated Associations to develop and support volunteers.

3 THE GAME

Strategic Imperatives "Playing the Game"

TO PROVIDE QUALITY BASKETBALL COMPETITIONS FOR WA BASKETBALLERS FROM THE STREETS TO THE OLYMPICS.

TO ENABLE THE ACHIEVEMENT OF PLAYERS, COACHES AND OFFICIALS.

KEY INITIATIVE - 3x3 is played in all WA Regions and a competition structure is developed

KEY PERFORMANCE INDICATORS

- Number of registered participants in 3x3 competition increases
- A 3x3 program and/or competition is run in each region of WA.

KEY INITIATIVE - The Development of an athlete, coach and official development model aligned to positive social, community and physical outcomes

KEY PERFORMANCE INDICATORS

- Increase player retention rates between age groups, All coach and officials accreditation programs include off-court education modules, The BWA accreditation system for coaches and officials includes a process of maintaining accreditation, Increase the number of coaches registered with accreditation, Increase the number of referees registered with accreditation, Increase the number of score bench officials with accreditation, All Associations have coach and official mentoring and development programs in place (in regional WA these may be at a regional level), Develop and accredit coaches and officials through a Wheelchair Basketball course increasing the pool of coaches and officials for Wheelchair Basketball, All Associations prioritise mental health development, Western Australia provide in excess of our national population percentage of intake to all National Development Programs, Western Australia coaches, athletes and officials provide in excess of our national population percentage of intake to all national team and international opportunities, There is an effective development pathway for Western Australian females available in Western Australia (inclusive of a sustainable Women's National League team based in Perth).

KEY INITIATIVE - BWA and affiliated associations provide high quality competition management at all levels of participation.

KEY PERFORMANCE INDICATORS

- Increase the number of people registered in BWA affiliated competitions
- Increase the number of BWA affiliated association run competitions in non-affiliated venues
- BWA members are highly satisfied with the competition management of their domestic competition.

KEY INITIATIVE - Delivery of premier WABL / NBL1 / Championship competitions to provide a vehicle for development, promotion, and investment in the sport

KEY PERFORMANCE INDICATORS

- Majority of all NBL1 Players play at a club they played at least 3 seasons of juniors.
- Increase the number of referees on the NBL1 West Panel, Develop a pool of statisticians in Western Australia to effectively support competitions, There is increased corporate investment in NBL1 and WABL, Increase NBL1 Games average crowds, Increase NBL1 Games average viewership.
- Regional athletes have the opportunity to compete in at least 4 inter-regional competitions per year
- 90% satisfaction rate of participants in BWA competitions and events.
- BWA engage in and promote at least 4 community rounds per year across the sport
- A Wheelchair basketball competition exists for male and female athletes in Western Australia.

4 COMMUNITY

Strategic Imperatives "Growing the Impact"

TO ENABLE MORE WESTERN AUSTRALIANS TO PLAY BASKETBALL EVERYWHERE.

TO SUPPORT THE HEALTH & DEVELOPMENT OF WESTERN AUSTRALIANS THROUGH BASKETBALL.

KEY INITIATIVE - WA Schools provide basketball opportunities.

KEY PERFORMANCE INDICATORS

- Increased number of school students visited across the basketball network
- Fuelling Champions School Slam Series occurs annually at each metropolitan Association and in each region.
- The number of school aged children who report regularly playing basketball (Ausplay statistics) increases annually
- BWA has a support agreement with Schoolsports WA, PSA and IPSSA.

KEY INITIATIVE - Provision of introductory and participation programs that link clubs/associations, Local Governments and Community together

KEY PERFORMANCE INDICATORS

- Increase the number of community programs linked to BWA Affiliated Associations
- All affiliated Metropolitan Associations run Aussie Hoops programs (with increasing numbers overall)
- At least 60% of affiliated Regional Associations run Aussie Hoops programs (with increasing numbers overall)
- Increase the number of basketball programs

KEY INITIATIVE - BWA and its Associations provide an inclusive environment for participation

KEY PERFORMANCE INDICATORS

- Increase the number of females with BWA playing membership
- Increase the number of Aboriginal people with BWA playing membership
- Increase the number of female coaches, officials and administrators
- Increase the number of Aboriginal people who coach, officiate and administrate our game.

KEY INITIATIVE - Basketball is utilised as a vehicle that provides positive social impact and community outcomes

KEY PERFORMANCE INDICATORS

- BWA completes all targets in the RAP
- BWA increases the number of partnerships it has with community-based organisations who use basketball for social outcomes with youth at risk
- BWA supports its associations to measure the social impact they have in their community.
- BWA increases corporate support for its community programs.
- Increased awareness of basketball in the Western Australian community.