

BWA Performance & Pathways

Campaign Coach

Position Description



Position Title: Campaign Coach (State Team)

Location:	Bendat Basketball Centre (Perth, WA)
Entity:	Basketball WA (BWA)
Department:	Performance & Pathways
Reports to:	Travelling Team Head Coach
Position Type:	Volunteer – campaign-based appointment

Primary Purpose:

Campaign Coaches play a vital role in delivering Basketball WA's athlete development and identification programs across the Performance and Pathways travelling teams, including but not limited to the Southern Cross Challenge (SCC) and State Teams.

The role focuses on

- Developing athletes in line with BWA and national athlete frameworks.
- Contributing to the overall Performance and Pathways strategy.
- Reinforcing high-performance behaviours in athletes at earlier pathway stages.

This position supports a system-first approach by contributing to long-term athlete and coach development outcomes.

This is a non-travelling role.

Key Responsibilities

The Campaign Coach responsibilities include:

Program Delivery

- Deliver session plans that align with the objectives and curriculum of each program as required.
- Collaborate with other coaches and BWA performance staff to ensure aligned teaching and feedback.
- Attend all required trainings, briefings, planning meetings, and delivery sessions as outlined by BWA.

Athlete Development and Education

- Provide meaningful feedback to athletes during and after sessions.
- Reinforce national curriculum principles and skill development priorities.
- Identify and communicate athlete strengths and areas for growth to BWA staff.

BWA Performance & Pathways

Campaign Coach

Position Description

Team Culture and Values

- Build a positive team environment upholding BWA's values.
- Create a safe, supportive, and inclusive environment for all athletes
- Engage positively with parents, clubs, and associations where relevant

System Contribution

- Actively engage with the broader performance team to align with athlete tracking and future state team considerations.
- Support the creation of consistent messaging and terminology used across the Performance and Pathways system.

Key Competencies

- **Player Development Focus:** Prioritises skill acquisition, learning and long-term outcomes over short-term results.
- **Curriculum Alignment:** Applies consistent coaching language and delivery that supports athlete transition between pathway stages.
- **Team Collaboration:** Works effectively with other coaches and BWA staff in shared session planning and review.
- **Communication:** Communicates effectively with athletes, parents, staff, and BWA personnel.
- **Values-Driven Behaviour:** Models behaviour consistent with BWA's expectations and system values.

Experience Required

Essential

- Valid Working with Children Check (WA).
- Minimum Club Coach accreditation (Association Coach preferred)
- Demonstrated ability to work with junior athletes in a development-focused environment
- Understanding of skill development and athlete growth mindsets
- Alignment with BWA's coaching values and athlete-first approach
- Strong interpersonal and communication skills.

Desirable:

- Experience coaching at State Championships, WABL, NBL1 or national level.
- Prior experience coaching within FDP, HPDC, SCC, or state team programs
- Desire to grow as a coach within the BWA Performance and Pathways system
- Experience using video editing software for scouting, game preparation and development.

BWA Performance & Pathways

Campaign Coach

Position Description

Appointment Process

All Campaign Coaches are appointed through BWA's **Coach & Team Official Selection Process (BWA-HP-PRO-002)**. This includes:

- Submission of an EOI (incl. associated documentation).
- Interview (as required).
- Consideration of performance, alignment and system needs.
- Assessment based on values, behaviour, potential, and team fit.

Appointments are made for specific programs. Coaches may express interest in multiple programs during the EOI process and may work across multiple.

Remuneration and Support

This is a **volunteer role**. Basketball WA will provide:

- Coaching apparel (as appropriate).
- Access to BWA learning and mentoring opportunities.
- Operational and logistical support from BWA staff.

Work Health and Safety (WHS) Context

Basketball WA is committed to a safe, inclusive environment.

Campaign Coaches are expected to:

- Identify and report risks or incidents.
- Promote psychologically safe spaces for athletes.
- Comply with BWA's child safeguarding, risk management, and WHS policies.
- Take reasonable care for their own wellbeing and that of others under their care.

Additional Requirements

- Completion of all required BWA onboarding and safeguarding modules.
- Adherence to BWA Codes of Conduct and Integrity Framework.
- Must not be a current BWA Board Member or immediate family of one.
- Appointees may be offered additional coaching, mentoring, or development opportunities within the BWA system

BWA Performance & Pathways

Campaign Coach

Position Description



Acceptance of Job Description

This Position Description accurately describes the current role and has been explained to the incumbent.

Basketball WA:

Employee:

Tyrone Thwaites
Chief Basketball Officer
Basketball WA

INSERT NAME
Campaign Coach
Basketball WA

BWA Performance & Pathways

Campaign Coach

Position Description



Appendix One: Skills and Attributes Considered During Campaign Coach Selection

Basketball WA appoints Campaign Coaches across its Performance and Pathways programs to ensure the consistent delivery of foundational development experiences for athletes across metro and regional Western Australia. These roles are designed to reflect a system-first coaching approach, focussed on the quality, consistency, and alignment of athlete learning experiences.

Coaches in these roles will be allocated to a specific travelling team. As such, their ability to collaborate across groups, coach a range of athletes, and reinforce shared principles is paramount.

The following skills and attributes are considered during the selection process:

System Understanding and Alignment

Campaign Coaches are expected to demonstrate a strong understanding of Basketball WA's athlete development philosophy and the BWA Principles of Play.

While they may deliver across multiple programs, their ability to maintain system consistency, through shared terminology, teaching focus, and behavioural expectations, is a critical requirement.

Selection favours coaches who demonstrate a willingness to adapt and demonstrate a growth mindset.

Athlete-Centred Development

These roles are about coaching for the future. Coaches must demonstrate an athlete-first mindset, with a clear commitment to skill acquisition, decision-making, and long-term development outcomes.

Experience working with developing athletes, particularly in the 13–17 age range, is highly valued.

Coaches should be comfortable promoting learning environments where trial, error, and adjustment are expected and supported.

Consistency and Reliability Across Programs

Given Campaign Coaches may work across multiple delivery cycles, reliability and consistency are essential.

Coaches must be adaptable yet dependable, able to deliver BWA content faithfully, adjust across age groups or venues, and support the delivery of repeatable learning experiences in any location.

The ability to “plug in” and add value without disrupting program flow is highly regarded.

Communication and Collaboration

Pathway program delivery often includes multiple coaches in shared environments.

As such, strong communication and collaboration skills are essential. Campaign Coaches must be willing to listen, share feedback, support their peers, and take direction from lead coaches or BWA staff.

Coaches who engage positively, remain coachable themselves, and contribute to a team-first coaching culture will be favoured.

BWA Performance & Pathways

Campaign Coach

Position Description



Growth Mindset and System Contribution

Campaign Coaches are expected to view their role as both an opportunity to develop others and to grow as coaches themselves. A genuine growth mindset, including receptiveness to feedback, willingness to adapt, and interest in learning more, is an important consideration in appointments.

Coaches who demonstrate an interest in future coaching opportunities and who actively contribute to the pathway system beyond their session time will stand out.