
Basketball WA launches landmark Performance and Pathways Strategy

Basketball WA has unveiled a landmark Performance and Pathways Strategy 2025–2028, marking a new era of reform and alignment across Western Australia’s high-performance basketball system.

Developed over the past 12 months, the strategy sets a unified vision to elevate Western Australian athletes and coaches to consistently perform at the highest level — while ensuring that pathways remain inclusive and accessible for all.

It outlines a series of strategic shifts to strengthen talent identification, coaching development, and regional servicing, while embedding shared standards that will guide every level of the game - from grassroots to national representation.

The roadmap includes the introduction of a state-wide Athlete and Coach Development Framework, enhanced regional resourcing and servicing, an integrated BWA Wheelchair Basketball Strategy, and sustained investment into coach education and mentoring - providing direct benefits to associations across WA.

Basketball WA Chief Basketball Officer Tyrone Thwaites said the strategy sets a strong foundation for collaboration and excellence.

“This strategy gives us a structure and vision to move forward with collectively,” Thwaites said.

“It’s going to take time, collaboration, and a lot of hard work from both our BWA team and our wider network of associations and partners to bring it to life — but this gives us a clear foundation to do so.

“We’ve built a framework for performance by design, not by chance. We are incredibly proud of the contribution from our staff and associations who helped shape this strategy, which will define how we identify, develop, and support talent across our state.”

Basketball WA Chief Executive Officer Fabian Ross said the strategy reflects both ambition and responsibility.

“This is a landmark moment for Basketball WA and the broader basketball community,” Ross said.

“As the custodian of the pathway in Western Australia, it’s our responsibility to lead and set the standards that define success for our state.

“Over the past year, we’ve worked hard to reclaim that leadership - ensuring that our performance system is deliberate, aligned, and built to achieve sustained excellence.

“We don’t want to be okay, we want to be great as a state.

“This strategy is about creating the environment where that can happen, together.”

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Basketball WA Interim General Manager – Performance & Pathways Dan Donaldson said the strategy provides the clarity and cohesion needed to deliver consistent, long-term outcomes.

“A big part of this outcome connection and intent,” Donaldson said.

“It gives our athletes and coaches a clear direction, while empowering our staff, programs, and associations to work together with purpose that we haven't reached before.

“We now have a shared framework to align and build how we plan, coach, and compete.

“That collective commitment will be what drives sustainable success for Western Australian basketball.”

The Performance and Pathways Strategy aligns with Basketball WA’s broader One WA vision - building a connected, world-class basketball system that reflects the diversity and ambition of the Western Australian community.

The strategy will be officially launched at a community event this evening, with more than 150 guests representing associations, partners, and sporting stakeholders in attendance in person and online.

For more information or to access the full Performance and Pathways Strategy please see our website or click on the [link](#).

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