



**BASKETBALL**  
**WA**

# STRATEGIC PLAN

**2026 - 2030**

**2026 - 2027**

**MASTER THE  
FUNDAMENTALS**

**2028 - 2029**

**FAST BREAK  
GROWTH**

**2030+**

**FULL-COURT  
FUTURE**

# ACKNOWLEDGEMENT OF COUNTRY

**Basketball WA** acknowledges the **Whadjuk Noongar** people as the Traditional Custodians of the land on which our headquarters stand, and the Traditional Owners of lands and waters across Western Australia where our game is played. We pay our respects to Elders past, present and emerging.

As we deliver the Basketball WA 2026–2030 Strategy, we honour the enduring cultural strength, knowledge, kinship and connection to Country that Aboriginal peoples hold across every region of Western Australia.

Across our four strategic pillars, we are committed to meaningful and measurable actions that improve Aboriginal leadership, participation, access, engagement and pathways.

This strategy is guided by a commitment to act, building respectful relationships, fostering meaningful engagement, and ensuring equitable access and opportunities for Aboriginal People within the sport of Basketball across the State of Western Australia.

## STATEMENT OF INCLUSION

We strive to create a safe and inclusive environment for everyone in the basketball community. We are committed to fostering greater representation, acceptance and understanding of diverse backgrounds and experiences. We believe that by embracing diversity, we can create a culture where everyone feels valued and respected.



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# THE CURRENT LANDSCAPE

**A strong established sport, constrained by capacity, is ready to adapt, invest and grow sustainably.**

Basketball in Western Australia is one of the State's most popular and accessible team sports. However, recent trends indicate participation is constrained by limited access to courts, workforce capacity and competition scheduling. Infrastructure shortfalls are now limiting expansion of the game. Addressing these facility and resource pressures is essential to maintain participation levels, improving accessibility, and supporting future growth opportunities.

While the sport's profile and community impact remain strong, an investment gap persists both in financial resourcing and in broader recognition of basketball's social and economic value. The game continues to rely heavily on government support for infrastructure, development programs, and high-performance pathways. Strengthening strategic partnerships, diversifying revenue streams, and clearly demonstrating return on investment will be vital to sustain progress and unlock further potential.

At the same time, the health, safety and wellbeing of participants remain a core priority. Continued focus on governance, compliance and education is critical to ensuring that basketball remains a safe and inclusive environment for all. To stay relevant and engage the next generation, Basketball WA must also embrace innovative game formats, digital engagement, and data driven decision making. This will position the organisation to adapt, evolve and lead within Western Australia's competitive sporting landscape.



# PARTICIPATION & IMPACT SNAPSHOT



**66,291** Registered Members

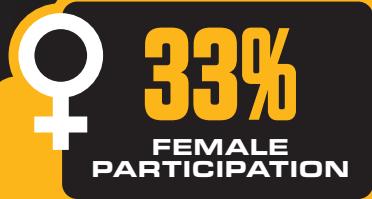
As at February 2026

Building pathways, growing the game and expanding community reach

## PARTICIPATION & REACH



## DIVERSITY & INCLUSION



## STATEWIDE FOOTPRINT



## COMMUNITY CONNECTIONS



GROWING THE GAME ACROSS WESTERN AUSTRALIA

# A MESSAGE FROM THE CHAIR, BOARD & CEO

Basketball plays a vital role in communities across Western Australia. It brings people together, creates opportunity, and continues to grow as one of the State's most popular and accessible sports. This Strategic Plan sets out how Basketball WA will convert that popularity into sustainable participation, performance, and long-term impact.

Developed through extensive engagement with associations, clubs, participants, government, and partners, the message was clear: the game is strong, but the system is under pressure. Court capacity, workforce constraints, infrastructure gaps, and rising demand are limiting growth. At the same time, there is strong appetite for innovation, clearer pathways, better coordination, and confident leadership across the game. In response, this plan is structured around a three-horizon approach that balances immediate priorities with long-term ambition.



**KYLE HOATH**  
CHAIR OF BWA



**FABIAN ROSS**  
CHIEF EXECUTIVE OFFICER

## HORIZON 1:

**Master the Fundamentals** focuses on strengthening the foundations of the game. Across 2026–27, our priority is to get the fundamentals right: safe and inclusive environments, quality coaching and officiating, strong systems, reliable data, and better support for associations and clubs. This work underpins everything that follows.

## HORIZON 2:

**Fast Break Growth** builds momentum. With stronger foundations in place, we will expand participation, grow competitions, reach new communities, and scale innovative programs across metropolitan and regional Western Australia.

## HORIZON 3:

**Full-Court Future** looks ahead. It challenges us to reimagine facilities, pathways, partnerships, and the broader basketball ecosystem so the game is positioned to thrive for generations to come.

Our four strategic pillars, **Win Well, Basketball for Life, Courts for Community, and Leading the Game**, provide the framework for delivery, accountability, and measurement across all three horizons.

This plan is ambitious, grounded in evidence, and focused on impact. It reflects our responsibility to steward the game with integrity, inclusivity, and purpose.

Together with our Board, staff, volunteers, associations, and partners, we will ensure basketball remains everybody's game, now and into the future.



# ● OUR VISION ●

Every Western Australian who wants to play, can

# ● OUR PURPOSE ●

Leading the game's growth



# ● OUR VALUES OVER 2026



\* 2026 BWA WILL REVIEW ITS VALUES

# ● KEY STAKEHOLDERS



## OUR ASSOCIATIONS & CLUBS:

Associations and clubs are the backbone of basketball in Western Australia. They deliver the game locally, understand community needs, and provide the environments where players, officials, coaches, volunteers, and families engage, develop, and belong.



## OUR PARTICIPANTS:

Participants are at the heart of everything we do. From entry-level programs to high performance pathways, Basketball WA exists to ensure every participant has access to safe, inclusive, high-quality experiences that support enjoyment, development, and lifelong involvement in the game.



## OUR BASKETBALL COMMUNITY:

The basketball community extends beyond the court, encompassing volunteers, officials, coaches, schools, fans, partners, and supporters. Their passion, commitment, and shared pride sustain the game, strengthen culture, and amplify basketball's social impact across Western Australia.



## OUR PEOPLE:

Our people enable basketball across Western Australia. By supporting and developing staff, officials, coaches, referees, volunteers, and leaders, we strengthen capability, uphold integrity and safety, and ensure basketball is delivered consistently and sustainably across the system.



## GOVERNMENT:

Government is a critical partner in enabling basketball's growth. Through policy alignment, infrastructure investment, and collaboration, government helps convert the sport's popularity into participation and delivers scalable, multi-purpose outcomes that benefit communities across the State.

# ● STRATEGIC PILLARS

1



## WIN WELL

Enabling Athletes,  
Coaches and Officials  
to achieve their  
performance goals

2



## BASKETBALL FOR LIFE

Growing basketball  
to become WA's  
sport of choice

3



## COURTS FOR COMMUNITY

Expand and activate  
facilities to improve  
access and meet  
community demand

4



## LEADING THE GAME

Lead the game with  
integrity, strong  
governance and  
trusted relationships

# MEASURES OF SUCCESS

2025	MEASURE OF SUCCESS	2026	2027	2029	2030
67,000	Total membership growth to 80,000 by end of 2030	69,000	71,000	77,000	80,000
No framework in play	Increase WA coach representation in national teams; officials on national/international panels (YoY)	WA Coach Development Framework developed	WA Coach and Officials Development Framework Implemented	WA Coaching and Officials model recognised nationally	Above-average national coach & official appointments (per capita)
15+ semi-finals and 8+ podium finishes nationally (2025-28 totals)	Semi-final and podium finishes at National Championships.	15+ semi-finals and 8+ podium finishes nationally (2025-28 totals)	15+ semi-finals and 8+ podium finishes nationally (2025-28 totals)	18+ semi-finals and 12+ podium finishes (rolling 3-year)	Top-three national performance per capita (all genders).
No Baseline	Growth in inclusive participation (Indigenous, disability & gender)	Establish Baseline	5% Growth	5% Growth	5% Growth
n/a	Reduce court deficit per player YoY*	TBC	TBC	TBC	TBC
-2%	Recurring reinvestment of revenue into the game	Break even	Break even	2%	2%
No framework in play	Compliance to the National Integrity Framework	Integrity education framework developed	Integrity education framework implemented	Integrity training embedded across associations	100% association integrity compliance

\* Quantified in the state facilities plan

\*\* 2028 measures will be reassessed in line with Horizon 2

# STRATEGY ON A PAGE

**BA VISION**

**EVERYBODY'S GAME**

**BWA VISION**

EVERY WESTERN AUSTRALIAN WHO WANTS TO PLAY, CAN

**PURPOSE**

**LEADING THE GAME'S GROWTH**

## OUR VALUES

FUN & ENJOYABLE | AGILE & INNOVATIVE | ACCESSIBLE & INCLUSIVE | WELL GOVERNED & ACCOUNTABLE | BECOME THE BEST YOU CAN BE

STRATEGIC PILLARS	1	2	3	4
	<b>WIN WELL</b> Enabling Athletes, Coaches and Officials to achieve their performance goals	<b>BASKETBALL FOR LIFE</b> Growing basketball to become WA's sport of choice	<b>COURTS FOR COMMUNITY</b> Expand and activate facilities to improve access and meet community demand	<b>LEADING THE GAME</b> Lead the game with integrity, strong governance and trusted relationships
OBJECTIVES	Establish WA as a national leader in athlete, coach and official development	Grow basketball to become WA's sport of choice	Understand current and future needs for facilities in the state	Champion governance, integrity, and compliance
	Build a high-performing, sustainable performance workforce	Strengthen association, community and volunteer capability	Increase access through partnerships with key stakeholder groups	Lead education in safe sport practices across WA
	Champion the Win Well philosophy across all programs	Deliver modern, inclusive and commercially valuable competitions (wheelchair, 5v5, 3x3)	Maximise utilisation of existing facilities	Foster strong government and commercial partner relationships to advance basketball
	Close performance inequities across WA	Lead the State in inclusive and accessible sport (Indigenous, disability & gender)	Build advocacy for investment in community basketball infrastructure with government and the private sector	Sustain long term financial and operational sustainability
	Deliver sustained, nationally competitive performance outcomes	Transform access and capability across regional WA and South East Asia		Using digital and data insights and reporting to power transformation and drive accountability
MEASURES OF SUCCESS	Increase WA coach representation in national teams; officials on national/international panels (YoY)	Total membership grow to 80,000 in 2030	Reduce court deficit per player YoY (* quantified in the state facilities plan)	By 2028, recurring reinvestment of 5% into the game
	Semi-final and podium finishes at National Championships places WA in the top three states nationally on a per capita basis (all genders) by 2030	Baseline inclusive (Indigenous, disability and gender) participation figure established (2026) and grows by 5% YoY		100% of associations operating in compliance to the National Integrity Framework