



BALLARAT BASKETBALL ASSOCIATION

3 YEAR STRATEGIC PLAN

JUNE 2022



| OUR VISION

ADVANCING BASKETBALL

| OUR MISSION

**CREATE LIFE CHANGING
BASKETBALL EXPERIENCES**

CORE OBJECTIVES

OBJECTIVES

AIM

| | | | |
|---|--|---|------------------------------|
| 1 | GROW PARTICIPATION AND ENGAGEMENT WITH BASKETBALL | ▶ | COMMITMENT AND PASSION |
| 2 | DEVELOP NATIONAL STANDARD BASKETBALL INFRASTRUCTURE | ▶ | ACCESS AND EXPERIENCE |
| 3 | BUILD FINANCIALLY SUSTAINABLE BUSINESSES | ▶ | FINANCIAL INDEPENDENCE |
| 4 | IMPLEMENT THE HIGHEST STANDARDS OF MANAGEMENT & GOVERNANCE | ▶ | LONGEVITY AND SUSTAINABILITY |

PLANNING / CYCLE DOCUMENTS

ANNUAL

- + BUSINESS PLAN
- + FINANCIAL PLAN (BUDGET)
- + INFRASTRUCTURE & FACILITIES PLAN
- + ENGAGEMENT AND PARTICIPATION PLAN

SITE SPECIFIC / LOCATION

- + SITE MASTER AND INVESTMENT PLANS

DIRECTIONS DOCUMENT

STRATEGIC ROADMAP: (ADVANCING BASKETBALL – 2027 AND BEYOND)

COMMITMENT AND PASSION

Grow participation and engagement with Basketball.

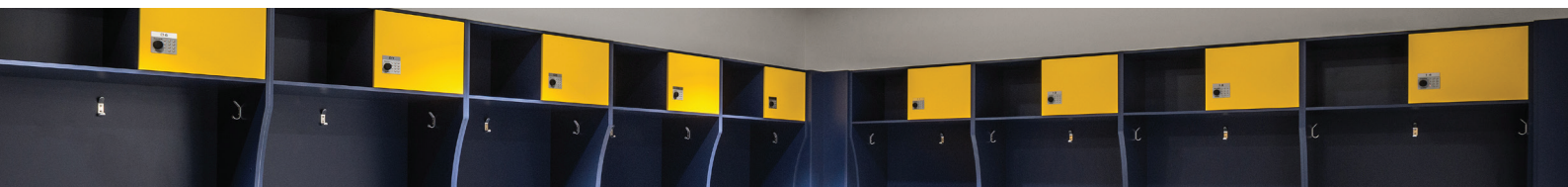
| FOCUS AREA | ACTIONS | TIMELINE (IN YEARS) |
|---|--|---------------------|
| Brand | Undertake brand strategy to determine best model for brand management and use of brands | 1 — ○ — ○ |
| Participation & Pathways | Examine existing pathways for all cohorts to determine key drivers of participation, entry | 1 — ○ — ○ |
| | Benchmark participation amongst cohorts | ○ — 2 — ○ |
| | Undertake extensive participant survey (annual basis) | ○ — 2 — 3 |
| | Map existing participate locations (spatial) to determine concentrations, gaps | ○ — 2 — ○ |
| 3+3 | Develop strategy to leverage 3+3 opportunities and to increase participation | ○ — 2 — ○ |
| Player and parent assets (Ballarat + tournaments) | Complete strategy to leverage participant numbers as a key strategic asset for BBA | ○ — 2 — ○ |
| | Invest in database and data capabilities to improve understanding of participants & stakeholders and further marketing opportunities | ○ — 2 — ○ |
| Volunteers and referees | Build pathways and programs to support volunteer engagement | ○ — 2 — ○ |
| | Build pathways and programs that support referee development and excellence | ○ — 2 — ○ |



ACCESS AND EXPERIENCE

Develop national standard Basketball infrastructure.

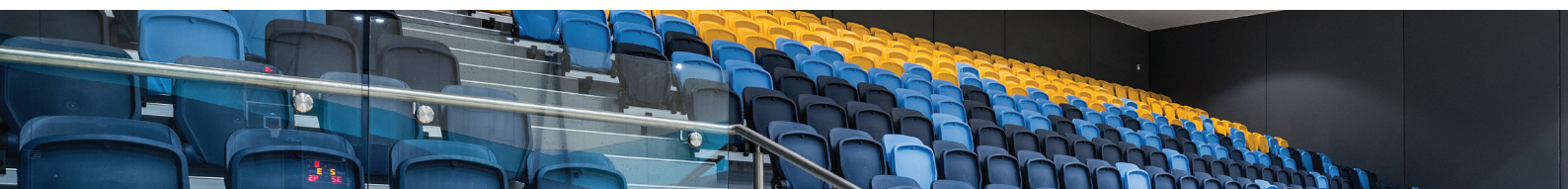
| FOCUS AREA | ACTIONS | TIMELINE (IN YEARS) |
|---|---|---------------------|
| Minerdome + Selkirk (Wendouree assets) | Complete assessment of future playing infrastructure needs of the Wendouree playing infrastructure, considering the potential impact of the review of the Minerdome | 1 — ○ — ○ |
| New facilities | Undertake research and develop long term new facilities and infrastructure strategy | 1 — ○ — ○ |
| Commonwealth Games | Develop plan of attack to access Commonwealth Games opportunities | 1 — ○ — ○ |



FINANCIAL INDEPENDENCE








Build financially sustainable business.

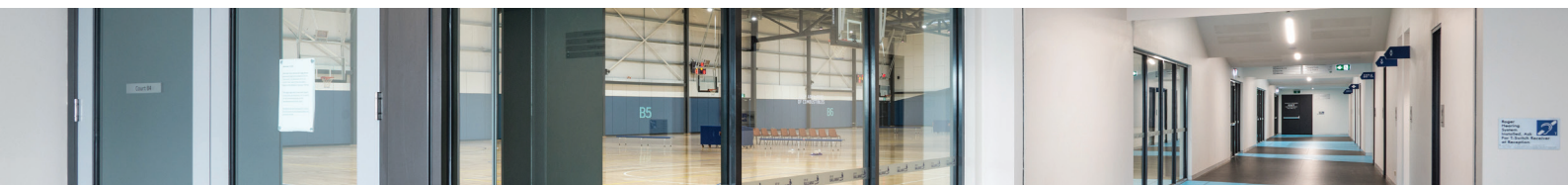
| FOCUS AREA | ACTIONS | TIMELINE (IN YEARS) |
|-----------------------|---|---------------------|
| MINERDOME | Develop strategy for MinerDome | 1 — ○ — ○ |
| | Develop plan to maximise gaming revenue from existing site | 1 — ○ — ○ |
| | Undertaken review to determine future gaming and hospitality model and location | 1 — ○ — ○ |
| USE AGREEMENTS | Establish use agreements with key users and potential users | ○ — 2 — ○ |
| FACILITIES MANAGEMENT | Establish facilities management plans for Selkirk and MinerDome | ○ — 2 — ○ |



LONGEVITY AND SUSTAINABILITY

Implement the highest standards of management and governance.

| FOCUS AREA | ACTIONS | TIMELINE (IN YEARS) |
|------------------------------|---|---|
| GOVERNANCE STRUCTURE | Complete Board Charter including standard Board Reporting Package and associated documentation (SportAus Good Governance Framework / toolkit) |  |
| | | |
| BOARD SUCCESSION AND RENEWAL | Develop Board Skills Matrix |  |
| | | |
| | Establish Nominations Committee and Terms of Reference |  |
| | | |
| | Develop Board Attraction Strategy (eg: Through Leadership Ballarat, Sponsor organisations) |  |
| | | |
| | Investigate whether to include youth board member |  |
| | | |
| | Create quality systems documentation |  |
| | | |
| | Develop digital strategy that identifies and recommends opportunities for use of digital and media technologies across the organisation and infrastructures |  |
| | | |



CONTACT

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