



*our plan
to be*

Excellent

Engaged

Accessible



on the move

Strategic Plan For 2015-18

By 2018 Basketball ACT will be demonstrating **excellence** on and off the court, be **engaged** with our stakeholders and the ACT community and be **accessible** for all.

We will:

- Be recognised as an organisation with well-defined corporate governance structures with a track record of achieving positive results.
- Have annual increases in basketball participation.¹
- Be recognised as a valued member of the community by contributing positively to community outcomes through mutually beneficial relationships with government, businesses, schools, clubs and the ACT generally.
- Have high performance pathways that are accessible and which provide the best possible opportunities for excellence.
- Have developed and/or implemented an alternate strategy to accommodate current and future basketball requirements.

¹ Participation includes volunteers, coaches, officials, spectators and players.



By 2018 Basketball ACT will...



Strategic Focus Areas

Guiding Principles

	Governance and Operations	Competitions and Game Development	Business Affairs	High Performance and Coaching
Excellent	<ul style="list-style-type: none"> • Be recognised as an effective and efficient organisation with well-defined corporate governance structures that adheres to accepted better practice and ethical standards. • Have undertaken and implemented a People and Culture Review to ensure best practice which delivers service excellence to all stakeholders. 	<ul style="list-style-type: none"> • Be providing excellent customer service and competitions that meet stakeholder expectations. • Have by-laws revised, amended and implemented in accordance with Basketball Australia requirements and FIBA regulations. 	<ul style="list-style-type: none"> • Be demonstrating excellence in promoting basketball to increase participation and its benefits to the community including government, businesses, schools, clubs and the not-for-profit sector. 	<ul style="list-style-type: none"> • Have developed high performance programs for players and coaches that has achieved excellence at all levels.
Engaged	<ul style="list-style-type: none"> • Be regularly engaging with members and stakeholders to strengthen relationships, understand and address current issues and seek opportunities for basketball to grow in the ACT region. 	<ul style="list-style-type: none"> • Have an engaging participation, retention and growth strategy that has been developed and implemented resulting in an increase in basketball participation numbers / membership. 	<ul style="list-style-type: none"> • Be engaged and invest in the community to provide positive outcomes by creating mutually beneficial relationships with government, businesses, schools, clubs and the ACT community. 	<ul style="list-style-type: none"> • Have high performance athletes that are engaged, have individual development plans and have access to a training environment that meets their needs.
Accessible	<ul style="list-style-type: none"> • Be accessible and inclusive of all people. • Maintain current facilities, and have explored opportunities to accommodate for future growth to make basketball accessible to all. 	<ul style="list-style-type: none"> • Provide opportunities that promote diversity and empowers people to participate in basketball. 	<ul style="list-style-type: none"> • Have increased awareness of our vision and encourage others to support our strategy of being a sport for all. 	<ul style="list-style-type: none"> • Have coaching education and development programs that are consistent with best practice, are promoted and accessible to the ACT community. • Have high performance pathways that are accessible and provide the best possible opportunities for excellence.