



**BASKETBALL  
ACT**

# **Strategic Plan 2026 - 2030**



# ACKNOWLEDGEMENT STATEMENT

Basketball ACT acknowledges the Ngunnawal people as traditional custodians of the ACT and recognise any other custodians or families with connection to the lands of the ACT and region.

We acknowledge and respect the continuing culture and contribution Aboriginal and Torres Strait Islander people make to the life of basketball within the city and region.

# 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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*Michelle Hocking*

**Chair - Basketball ACT**



*Nicole Bowles*

**CEO - Basketball ACT**

## MESSAGE FROM THE CHAIR AND CEO

We are pleased to present this Strategic Plan, which sets a clear and ambitious direction for basketball in the ACT for the coming years. Reflecting both our responsibility as custodians of the organisation today and our commitment to building a strong and sustainable future.

Building on our previous strategy, this plan has been shaped through consultation with our stakeholders, partners, members and staff. It responds to a changing operating environment, rapidly increasing participation base, increasing governance and integrity expectations, and the evolving needs of the communities we serve. Most importantly, it is grounded in our purpose and values, which continue to guide every decision we make.

As Chair, the Board is focused on strong governance, financial sustainability and long-term impact. This Strategic Plan provides a clear framework to support effective oversight, manage risk and ensure the organisation remains resilient, accountable and future-focused.

As Chief Executive Officer, the priority is translating this strategy into action. The plan provides clarity for our people, aligns our resources and enables us to deliver meaningful outcomes. It balances ambition with practicality and sets measurable goals that will guide our operational planning and performance.

Together, our Board and management are united in our commitment to delivering on this plan. Success will be driven by collaboration, innovation and a shared sense of responsibility. We recognise that achieving our goals will require continued partnership with our stakeholders and a willingness to adapt as circumstances evolve.

We thank everyone who contributed to the development of this Strategic Plan and who continues to support our organisation. We look forward to working together to deliver on our vision and to make a lasting, positive impact.

# STATE OF PLAY: BASKETBALL IN THE ACT 2022-2025

**83.1%**

Growth in overall Basketball  
ACT Community

**40,831**

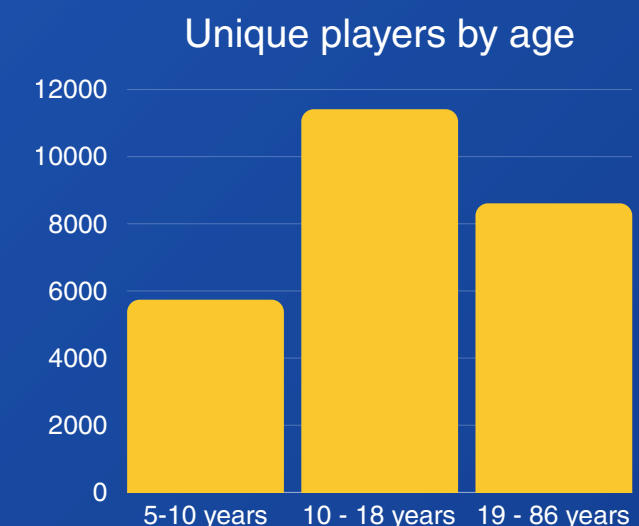
Games of basketball played  
in ACT Competitions

**34**

ACT representatives were  
selected to represent their  
country at national or  
international events as  
either a player, coach or  
technical official.

**23,770**

Unique Players



**1,830**

Active Coaches

**74.7%** of our coaches are Male

**24.8%** of our coaches are Female

**0.6%** of our coaches are Gender Diverse

**646**

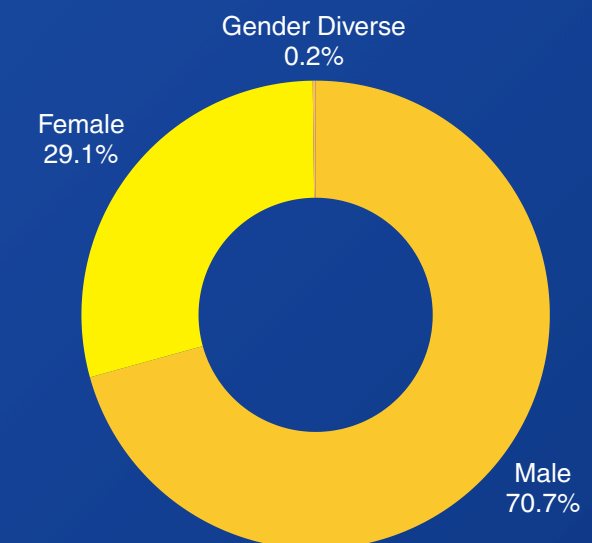
Active Officials

**67.5%** of our officials are Male

**32.0%** of our officials are Female

**0.6%** of our officials are Gender Diverse

Unique players by gender



# DRIVING OUR GAME FORWARD



## VISION TO 2040

Everybody's Game

## MISSION TO 2040

To lead, connect and enhance the experience of the Australian Basketball Community



**BASKETBALL  
ACT**

## 2029 VISION

Sustainable growth of the community involved in basketball by 100% by 2029

## Our Purpose

Basketball ACT exists as a vehicle for stronger, inclusive communities and personal growth

## Australian Basketball 2040 Vision



# BASKETBALL ACT IS PROGRESSING TO NEW LEVELS

ACT U18 Men Win National Championship Bronze Medal



2021

Significant growth of the Walking Basketball Program



2021

Implementation of new Referee Development Programs



2022

Launch Indigenous Basketball Game Development Program



2023



2021



2022



2022



2023

COVID disrupted basketball activities

BACT appoint two staff to support the Officials pathway

Canberra Gunners inaugural NBL1 East Champions

Pilot All-Abilities Hoops Program

Upgraded courts 1 and 2 at the Belconnen Basketball Stadium



2024

Back to back Waratah League Wheelchair Champions



2024

\$427K in grant funding from the Play Our Way Program to support Women and Girls to participate in basketball



2024

Canberra Gunners NBL1 East and NBL1 National Champions



2025



2024

Launch Green Whistle Program for Junior Referee's



Celebrated 75 years of Incorporation

2024

ACT Government commit almost \$1million for planning & design of the Belconnen Basketball Stadium expansion



2025

ACT Ivor Burge Women's Team Win Silver Medal



2025

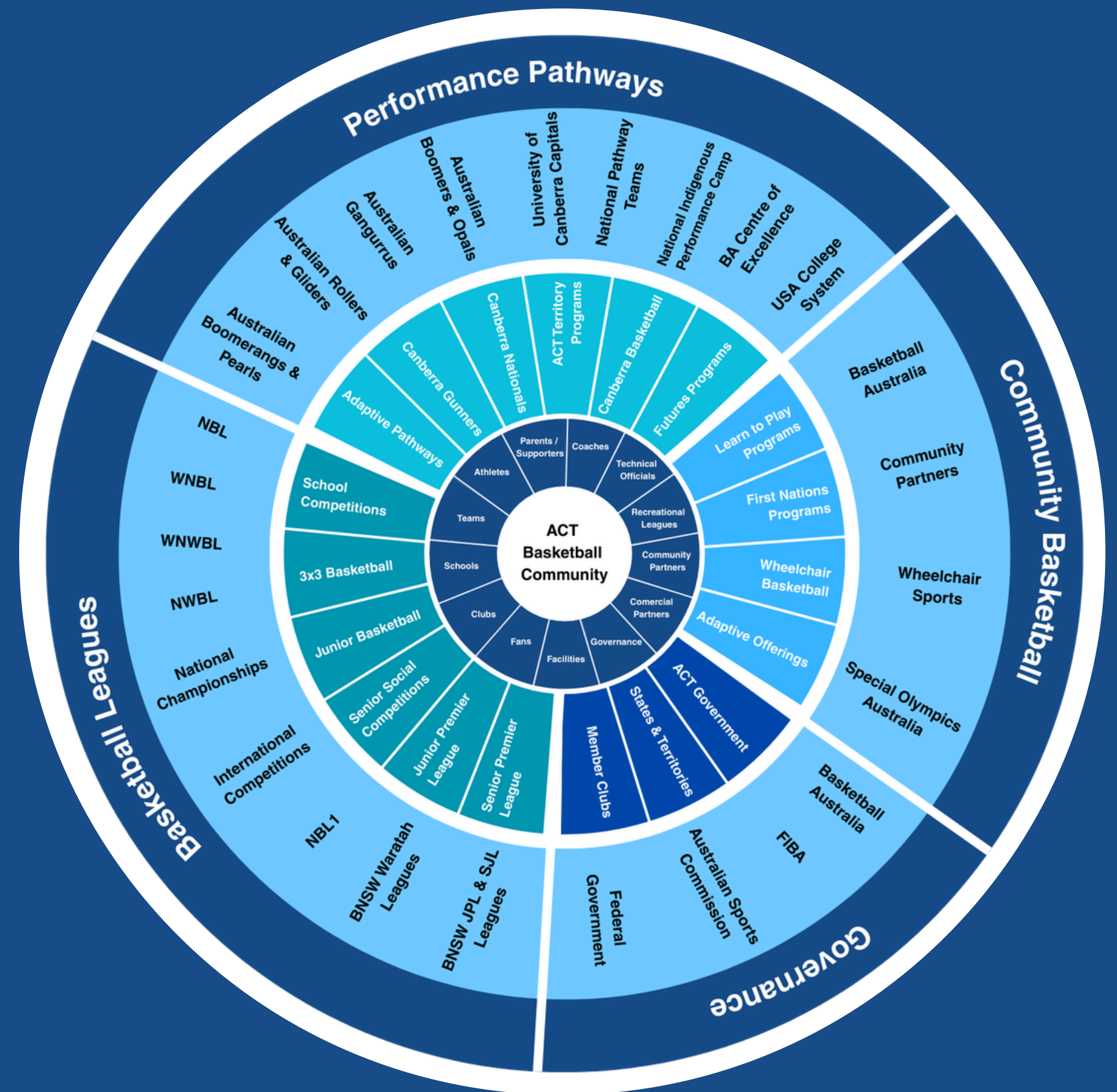
# BASKETBALL ACT ECOSYSTEM

As the governing body for basketball in the Australian Capital Territory, we do not oversee every aspect of the sport, but we hold the responsibility to lead with a unified vision and purpose.

Member Clubs are the foundation of the Basketball ACT ecosystem. They are the primary point of connection between the sport and the community, delivering participation opportunities, nurturing talent, and fostering lifelong engagement with basketball. Beyond the on-court activity, Member Clubs play a vital role in leadership, governance, and community connection. Through strong partnerships with Basketball ACT, clubs enable the delivery of competitions, programs, and strategic initiatives that grow the game and enhance the experience of all participants.

Basketball is a complex stakeholder environment, and we each have a role to play in growing the game. Basketball ACT's five-year strategy focuses on enhancing the experience, capability, and resources of the community, rather than simply pursuing growth.

We believe that when the objectives of each of our five strategic pillars are achieved, sustainable growth will follow.



# DEFINING OUR COMMUNITY

Basketball ACT define our community across five identifiable groups within the basketball ecosystem:

**Registered Players** Are participants who register to Basketball ACT and/or a Member Club and compete in our Junior, Senior and 3x3 competitions. Along with our registered Learn to Play Program participants.

**Volunteers** Are coaches, technical officials, referee coaches and Member Club Committee members who engage with basketball and support the delivery of the game.

**Supporters** Are parents, families, spectators and supporters of Basketball ACT programs and activities. Along with Partners and Sponsors of Basketball ACT who support the delivery of programs.

**External Programs** Are participants who engage with Basketball ACT through events or activities such as Sporting Schools, School Competitions and Community Events.

**Basketball ACT** Are employees, members of the Board, Board subcommittees and Life Members.





## OUR PURPOSE

Basketball ACT exists as a vehicle for stronger, inclusive communities and personal growth





## 2029 VISION

Sustainable growth of the community involved in basketball by 100% by 2029



## OUR IDENTITY ANCHORS

We are ambitious and adaptable



We are inclusive and value difference



We focus on continuous improvement

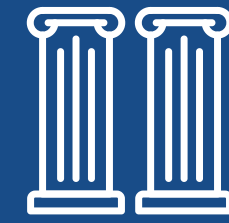


We value participation and achievement



We think and act for the good of the game





## STRATEGIC PILLARS



**Quality Products and Programs**



**Fit for Purpose Facilities**



**Effective Strategic Governance**



**People, Culture and Inclusion**



**Partner and Community Engagement**

# PILLAR 1 - QUALITY PROGRAMS AND PRODUCTS

**Our Commitment** We will enhance the participation experience by providing programs that are safe, reliable, value for money and build social capacity.

## Our Actions

- Implementing a competition framework that supports end to end pathway transition.
- Implementing a BACT Pathway plan aligned with the Basketball Australia Pathway strategy.
- Expanding programs for targeted diversity and inclusion groups.
- Developing a female participation and retention strategy.
- Embedding the National Safe Sport principles and practices.

## Our Success

A growing community that is satisfied with the quality of our programs and products.



# PILLAR 2 - FIT FOR PURPOSE FACILITIES

**Our Commitment** We will ensure participation in fit for purpose facilities by delivering basketball facilities for the community that are safe, accessible, affordable, and meet community needs.

- Our Actions**
- Developing an effective whole of basketball Facilities Strategy.
  - Advocating for club and community access to appropriate, reliable and affordable basketball and multi-sport indoor facilities.
  - Developing a facilities investment plan to maintain and improve Basketball ACT utilised facilities.
  - Showcasing our history, legacy and identity throughout our venues.

**Our Success** We have access to fit for purpose facilities that meets community demand.



# PILLAR 3 - EFFECTIVE STRATEGIC GOVERNANCE

**Our Commitment** We will drive, sustain and grow basketball by providing leadership and strategic direction supported by robust governance, accountability and measurement.

## Our Actions

- Apply “triple bottom line” management principles which contribute to the ACT Government well-being indicators.
- Modernise governing documents for current and future business needs.
- Evolve the operating and affiliation model to position the sport for future growth.
- Ensure contemporary governance practices, compliant with regulatory body requirements.
- Build a sustainable financial model, including a whole of sport investment and revenue diversification strategy.
- Apply best practice integrity management and operationalisation of the National Integrity framework.

## Our Success

We are recognised as best practice governance with strong affiliated clubs.



# PILLAR 4 - PEOPLE, CULTURE AND INCLUSION

**Our Commitment** We will build our community capability and capacity, by investing in and recognising our people and staying accountable to our identity anchors.

## Our Actions

- Provide well-being support practices and personal growth opportunities across the community.
- Implementing Basketball Australia's National Coaching and Technical Official Frameworks, complemented with local upskilling opportunities.
- Adopting the Sports Australia Volunteers recruitment and retention strategy.
- Promoting, celebrating and enabling diversity in the basketball community.
- Elevating the workforce capability and capacity.

## Our Success

We attract, develop and retain capable people that reflect the diversity of our community.



# PILLAR 5 - PARTNER AND COMMUNITY ENGAGEMENT

**Our Commitment** We will foster a whole of basketball approach by having productive and collaborative working relationships with key stakeholders.

- Our Actions**
- Building shared understanding and commitment to the sport.
  - Explore opportunities for shared service arrangements to increase capability and capacity across the eco-system.
  - Maximising corporate and commercial partnerships and opportunities to support sustainability and growth.
  - Hosting events that attract and engage the basketball and broader community.

**Our Success** Our partners and community are engaged, satisfied and active participants in all aspects of our sport.



# OUR ACTION PLANS

The actions and successes of the 2026 - 2030 Basketball ACT Strategic Plan will be underpinned and supported by operational action plans:

1. Grow the Game - Participation Plan
2. Performance Pathway Plan
3. Elevate Her Game Strategy
4. Communications and Engagement Strategy
5. Competition Framework
6. Volunteer Support and Engagement Plan

Aligning to Basketball ACT's Strategic Plan, each of the action plans focus on a key strategic pillar to elevate, grow and build a strong and inclusive basketball community.



# STRATEGY SNAPSHOT

## Our Purpose

Basketball ACT exists as a vehicle for stronger, inclusive communities and personal growth.

## 2029 Vision

Sustainable growth of the community involved in basketball by 100% by 2029.

## Strategic Pillars

### Quality Programs & Products

We will enhance the participation experience by providing programs that are safe, reliable, value for money and build social capacity.

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### Fit for Purpose Facilities

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### Effective Strategic Governance

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- Elevating the workforce capability and capacity.

### Partner & Community Engagement

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## Our Commitment

## Our Actions

## Our Success

A growing community that is satisfied with the quality of our programs and products.

We have access to fit for purpose facilities that meets community demand.

We are recognised as best practice governance with strong affiliated clubs.

We attract, develop and retain capable people that reflect the diversity of our community.

Our partners and community are engaged, satisfied and active participants in all aspects of our sport.





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*Connect with BACT*

