

BASKETBALL ACT
STRATEGIC PLAN
2021-2025





QANTAS
THE AUSTRALIAN AIRLINE



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.

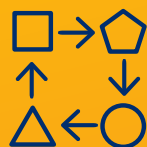
OUR IDENTITY ANCHORS



We think and act for the good of the game



We value participation and achievement



We are ambitious and adaptable



We focus on continuous improvement



We are inclusive and value difference





BASKETBALL IN THE ACT

Basketball is rightly regarded as a world game. It has some of the highest profile leagues in the world in the American NBA and WNBA, it is played to large global audiences in the Olympic Games and World Championships, and is played in more than 200 countries.

Basketball in Australia was first played in Adelaide in 1895 and gained popularity following the Second World War with the involvement of European immigrants, particularly those from the Baltic States. The game in Australia has evolved into one of the leading sports, with high-profile National League competitions, many Australians playing in the NBA, WNBA and other international competitions, strong pathway programs from Association level to international academies, and well-structured administration and competition delivery through member states, territories and associations.

The first recorded game of basketball in Canberra was played in 1942 at the Turner Drill Hall and was organised by the YMCA. ACT Men's Basketball Association was formed in 1949 which set the foundation for viable competitions throughout the 1950s. A strong Baltic community, led by Lithuanian immigrants, dominated many competitions in the 1950s.

In 1961 the ACT Men's Basketball Association and the Ladies International Rules Association amalgamated to form ACT Amateur Basketball Association. The 1960s was a period of strong consolidation and several current clubs can trace their roots back to clubs established in this period. In 1970, two district associations were formed (North Canberra and South Canberra) and in 1973 district competition between the two associations was established. The ACT Amateur Basketball Association was incorporated in 1975 and in 1977 the District Associations joined into ACTABA.

The ACT was an early participant in national leagues, with the Canberra Cannons an inaugural member of the NBL (1979) and the Canberra Capitals joined the WNBL in 1986, after dominating the second tier Australian Women's Basketball Conference in 1985. Both the Cannons and the Capitals won multiple titles as well as league leading off the court in terms of marketing, promotion, and professionalism.

Basketball ACT today is a far cry from its origins, as basketball has developed as a major sport in Australia. Basketball ACT has more than 9,000 registered players, a strong club structure, a variety of different basketball competitions and products (such as wheelchair, walking basketball), programs (such as High Performance pathways and NBL1) and most importantly a community.

This Strategic Plan sets the course for Basketball ACT's operations over the next four years. It has been developed in consultation between the Basketball ACT Board, staff, member clubs and stakeholders. It seeks to represent the aspirations of the basketball community for the sport in the ACT and surrounding area. And it aims to leave a legacy for future generations of basketballers, their families and their communities.





OUR FIVE STRATEGIC PILLARS



#1 Quality products and programs



#2 Fit for purpose facilities



#3 Effective strategic governance



#4 People, culture and inclusion



#5 Partner and community engagement



STRATEGIC PILLAR #1

KEYS TO SUCCESS

QUALITY PRODUCTS AND PROGRAMS

Clearly defined pathways maintained vertically and horizontally

Ensure the right variety of programs and products that remain value for money

Ensure all programs and products are well delivered, creative and innovative and tailored for growth





STRATEGIC PILLAR #2
KEYS TO SUCCESS
FIT FOR PURPOSE
FACILITIES

Advocate for access to facilities for the entire community

Partnering to drive cost effective access to facilities

Appropriate investment to ensure the upkeep of owned facilities



STRATEGIC PILLAR #3

KEYS TO SUCCESS

EFFECTIVE STRATEGIC GOVERNANCE

A strong and appropriate governance structure that suits the environment

Contemporary operating model and policies

Maintain a sustainable financial model that supports the growth of the sport







STRATEGIC PILLAR #4

KEYS TO SUCCESS

PEOPLE, CULTURE AND INCLUSION

Being accountable for upholding
our identity anchors

Recognise, value and celebrate diversity

Attract and retain the right people

Focus on stewardship – leading by example

Building, supporting and investing to
enhance the health of our basketball
community



STRATEGIC PILLAR #5 KEYS TO SUCCESS

PARTNER AND COMMUNITY ENGAGEMENT

Foster a culture of shared responsibility

Strategic engagement mechanisms
between stakeholder groups and
other partners

Investment in the broader community

CONTACT



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