



Strategic Plan

2024 - 2027



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Introduction

Purpose and Scope of the Strategic Plan:

- This strategic plan serves as a roadmap for the association's development and growth over the next four years. It outlines the strategic priorities and initiatives that will help achieve the overall vision and mission of Moreton Bay Basketball Inc.

Alignment with Basketball Queensland and Basketball Australia:

- The strategic plan of Moreton Bay Basketball Inc. is closely interconnected with the strategic plans of Basketball Queensland and Basketball Australia and has adopted the strategic priorities of Basketball Queensland of Growth, Inspire, Develop and Lead. By aligning with the broader objectives of the state and national governing bodies, Moreton Bay Basketball Inc. ensures its efforts contribute effectively to the overall growth and success of basketball in Australia.



2032 Olympic and Paralympic Games

Looking ahead to the 2032 Brisbane Olympic and Paralympic Games, we recognize the significance of these events as an opportunity to showcase Australian basketball talent on the global stage.

Our Strategic Plan takes a holistic approach, not only focusing on preparing potential elite players but also on strengthening our association's organizational capacity, coaching and officiating standards, and community partnerships.

By aligning our efforts with the 2032 Games' potential legacy and impact on the region, we are eager to contribute to the growth of basketball, foster young athletes' development, and create a lasting legacy that extends far beyond the Olympic and Paralympic events.



Vision & Mission



Vision:

To be the leading community basketball association within the Moreton Bay Region, raising the profile of basketball and aims to make a significant positive impact within the local community, promoting inclusivity and community service among its members.

Mission:

Moreton Bay Basketball Inc. is dedicated to providing inclusive, innovative, and high-quality basketball experiences for the community. Our mission is to not only develop skilled athletes but also empower our members to become active community contributors through various community service initiatives. We aim to equip our junior members with life-long skills that will support their future employability and enable them to make meaningful contributions to the local community.

Values:

1. **Inclusivity:** Embracing diversity and providing opportunities for all to participate in basketball and community service activities.
2. **Integrity:** Upholding ethical standards, fairness, and transparency in all aspects of our operations, both on and off the court.
3. **Excellence:** Striving for continuous improvement and delivering high-quality programs that have a positive impact on the Moreton Bay Region.
4. **Teamwork:** Fostering partnerships and teamwork within the association and with local community organizations to create meaningful change.
5. **Community Service:** Encouraging community service and social responsibility among our members, emphasizing the importance of giving back to the local community.
6. **Empowerment:** Empowering our junior members with life-long skills and experiences that will support their personal growth, career aspirations, and community engagement.



Strategic Priorities



- **Grow:** Increase basketball participation and inclusivity within the Moreton Bay region.
- **Inspire:** Inspire positive social impact within the community through basketball initiatives.
- **Develop:** Enhance the skills and capabilities of players, coaches, officials, and the organization.
- **Lead:** Demonstrate exemplary leadership within the sporting community and deliver exceptional member experiences.



Strategic Priority 1 - Grow

Initiative:

1. Develop targeted marketing campaigns to attract new players and participants.
2. Establish school outreach programs that not only promote basketball but also encourage community engagement and service among our junior members; including Aussie Hoop program and developing an Educational Basketball Scholarship program.
3. Expand our reach across the whole Moreton Bay Region with a focus on increasing opportunities for members of all ages 6+ to play and train closer to home.
4. Create inclusive programs for individuals with diverse backgrounds and abilities that actively address local community needs.
5. Increase and diversify revenue streams including sponsorship, grants and fundraising to reduce reliance on membership revenues.

Key Performance Indicators:

KPI 1: Increase in the number of new players and participants registered by 15% annually.

KPI 2: Launch the Educational Basketball Scholarship program at a minimum of 5 new schools each year focused on areas of expanded growth. Attracting 180 new scholarship recipients annually, based on student/member behaviour, community service involvement, and achieving fundraising targets.

KPI 3: Attract a minimum of 50 junior members through the Aussie Hoop/ Junior development program and start a weekly mini-ball competition for kids 6+.

KPI 4: Open a new satellite domestic competition location (and associated training locations) each year in a different area of the Moreton Bay Region, resulting in members accessing basketball competition and training closer to home.

KPI 5: Establish an inclusive (wheelchair) basketball team to play in the local social Spinners association and Basketball Queensland competitions. With the aim to develop a domestic competition if there is a demand.

KPI 6: Establish a local inclusive basketball competition for those with intellectual disability/autism and partner with the Special Olympics Australia organisation.

KPI 7: 10% annual growth of non-membership revenues through sponsorships and fundraising initiatives.

2027 Targets:

1. 1800 members across the Moreton Bay Region
2. Enter teams in all divisions, age groups and genders for QSL and BQJBC
3. 1000+ members that are scholarship recipients
4. Competition is expanded to include kids 6+
5. 5 locations across the Moreton Bay Region running domestic competitions, and associated training.
6. Create domestic inclusive basketball competition(s) for both physically and intellectually disabled members.
7. 35% of total revenues come from non-membership revenues.



Strategic Priority 2 - Inspire

Initiative:

1. Enhance digital engagement through social media campaigns, online content, and live streaming of the clubs basketball and community achievements
2. Collaborate with local community organizations (e.g PCYC) and non-profits to jointly create and execute impactful community service projects, such as running basketball clinics for underprivileged and at-risk youth within the community.
3. Implement social impact initiatives and events such as fund-raising activities to financially support memberships for underprivileged and minority groups.

Key Performance Indicators:

KPI 1: Create 3 social media posts weekly regarding the club's basketball and community activities, attracting a minimum of 100 likes or comments per post.

KPI 2: Establish partnerships with at least three local community organizations, such as PCYC, to jointly develop and execute impactful community service projects.

KPI 3: Organize a minimum of four community basketball clinics/ fundraising events for underprivileged and at-risk youth annually, with the goal of raising funds to support memberships for underprivileged and minority groups.

KPI 4: Offer a minimum of 10 sponsored memberships annually to individuals from an indigenous, minority group or underprivileged background providing them access to basketball opportunities within the association.

2027 Targets:

1. On average club social media posts receive 1000 likes
2. Club provides free community basketball clinics for 1000 at risk youth annually.
3. Club non-scholarship fundraising activities sponsors 25 memberships annually to individuals from an indigenous, minority groups or underprivileged backgrounds

Strategic Priority 3 - Develop



Initiative:

1. Launch a player development curriculum and associated training program, focusing on developing fundamental basketball skills and talent identification at each age level.
2. Launch a high-performance curriculum and associated training program for identified elite players focusing on enhancing basketball skills consistent with the Basketball Queensland and Basketball Australia's High-Performance Pathway.
3. Conduct training and capacity-building workshops for coaches and officials. Including Basketball Qld High Performance Coaching Pathway.
4. Build the organisational capacity including hiring and developing staff to implement the organizational strategic initiatives in a sustainable way.
5. Launch a comprehensive volunteer program with an emphasis on community services within the club and the wider community as well as assist junior members develop real-world skills.
6. Facilitate partnerships with local businesses and organizations to offer internships and work experience opportunities for junior members to develop real-world skills.

Key Performance Indicators:

KPI 1: Successfully launch the player development curriculum and training program for each age level to be incorporated into club training.

KPI 2: Annually assess the progress of players through end of season evaluations and representative team try outs for elite talent identification and to provide feedback to players for improvements in fundamental basketball skills.

KPI 3: Successfully launch the high-performance curriculum and training program for identified elite players ensuring alignment with Basketball Queensland and Basketball Australia's High-Performance Pathway.

KPI 4: Measure the development of elite players through skill assessments and performance evaluations ensuring alignment with the selection criteria of the Basketball Queensland and Basketball Australia's High-Performance Pathway.

KPI 5: Conduct a minimum of two annual training workshops for coaches and other officials, with participation from at least 70% of the coaching and officiating staff.

KPI 6: Evaluate the effectiveness of the workshops through participant feedback, achieving an average satisfaction rating of 80% or higher.

KPI 7: Develop a progressive organisational structure (in-line with member and financial growth) and implement a plan for hiring staff consistent with this structure to support the implementation of strategic initiatives.

KPI 8: Recruit and onboard a minimum of 20 volunteers including representative players, actively engaging them and tracking time spent on community service initiatives within the club and the wider community.

KPI 9: Establish partnerships with at least two local businesses or organizations to offer internships or work experience opportunities for junior members.

KPI 10: Evaluate the effectiveness of the internships through participant feedback, achieving an average satisfaction rating of 80% or higher.

2027 Targets:

1. A player development curriculum and training program implemented and associated drills available to members on the club website.
2. A high-performance curriculum and training program implemented. With 5 members selected within the Basketball Queensland High Performance Pathways.
3. Host two annual Next Gen Camps for U12 and U14s
4. Annual training program for coaches and club officials. With 85% of domestic teams coached by a level 1 coach. 100% of Representative teams coached by at least a level 1 or 2 coach.
5. With expected growth in memberships and revenues hire a full time General Manager/CEO and necessary support staff to implement the organizational strategic initiatives in a sustainable way
6. Successfully implement a volunteer program with at least 25 volunteers assisting with community service within the club and wider community
7. Provide at least 2 internships annually for junior members to develop work experience and real world skills.



Strategic Priority 4 - Lead

Initiative:

1. Focus on member-centric practices, ensuring high-quality good-value experiences for all members. Actively seeking ways to increase value to our members and other stakeholders.
2. Collaborate with local schools, businesses, and community groups to co-create initiatives that address local challenges and contribute to community development.

Key Performance Indicators:

KPI 1: Track membership retention rates, aiming for a minimum retention rate of 80% annually, demonstrating the association's ability to retain satisfied members.

KPI 2: Introduce at least one new member benefit or value-added service annually, such as scholarship program aimed to reduce cost pressures, exclusive events and experiences, based on feedback and needs analysis.

KPI 3: Establish partnerships with three local groups (school, business or community) to co-create basketball programs that address specific local challenges and contribute to community development.

2027 Targets:

1. Annual junior member retention rate at 80%
2. 5 new member benefits/value added services introduced
3. An annual co-created basketball program to address a specific local challenge