



Basketball in Tasmania

Strategic Snapshot 2014-18

Our Mission

Basketball in Tasmania – Passion, Growth, Success and Unity for all

Our Vision

Basketball in Tasmania – Our State Our Game

Our Culture

Basketball in Tasmania recognises our people as our greatest asset that it is **how** as much as **what** we do that impacts on basketball. We at all times uphold our culture of:

Unity – we work together with a shared purpose and vision

Integrity – we're respectful and professional in our conduct

Inclusive – sport for everyone, we're stronger for our diversity

Innovation – we're improving, learning and embracing change

Our Strategic Pillars

Coaching &
Officiating

Growth

Athlete
Development
& Success

Places to
Play

Governance

Coaching & Officiating

Coaching

Aspiration: Basketball in Tasmania has sufficient coaches at all levels, with increased access to development, support and education

Objectives:

1. Dedicated education manager
2. Increased provision of and access to coaching resources and support
3. Delivery and provision of formal coach education under the Basketball in Australia pathway
4. Collaboratively develop a state-wide coach network
5. Collaboratively establish State-wide coaching mentor groups at CAM and club level
6. Conduct a major coach education workshop annually
7. Grow the number of accredited coaches at all levels



Coaching & Officiating

Officiating

Aspiration: Basketball in Tasmania has sufficient technical officials at all levels, with increased access to development, support and education

Objectives:

1. Dedicated education manager
2. Increased provision of and access to officiating resources and support
3. Delivery and provision of formal referee and technical official education under the Basketball in Australia pathway
4. Provide training and education requirements for technical officials to the national standard
5. Grow the number and capacity of referee educators state-wide
6. Conduct clinics and value add to the education experience of state and national level referees
7. Grow the number of accredited technical officials at all levels



Growth

Participation

Aspiration: Participation development successfully increases the recruitment and retention rates of Basketball in Tasmania

Objectives:

1. Target increased participation from juniors through Aussie Hoops and convert Aussie Hoopers into members
2. Increased retention rates at all levels of participation
3. Build capacity within our structures to allow for increased participation
4. Targeted recruitment strategies in place for identified participant groups including but not limited to PWID, ATSI and Wheelchair Basketball
5. Retain or grow the percentage of female players in Tasmania
6. Basketball participation pathways to be clear and accessible
7. Promote competitions state-wide that allow for all levels to participate
8. Basketball participation to be fun, fit and friendly
9. Supportive and welcoming environments at all levels of participation



Growth

Events

Aspiration: Basketball in Tasmania events are well run, ignite the passion and maximise formal basketball participation at all levels

Objectives:

1. Coordination and promotion of events by dedicated events personnel
2. Events are coordinated, calendared and provided strategically at all levels
3. Events exist at all levels of Basketball participation and for all players
4. Focus on innovation in delivering, new and exciting basketball events
5. Events are conducted under a united Basketball in Tasmania structure, maximising efficiencies and minimising duplication
6. All events are financially viable for all stakeholders
7. Basketball in Tasmania events are enjoyable



Athlete Development and Success

Development Pathways

Aspiration: Athletes are developed in a structured and integrated pathway

Objectives:

1. Development pathways to state-wide programs are resourced to allow maximum coaching time with players
2. Improved focus on the development of physical competencies throughout the development pathways
3. Regular recruitment onto the development pathway with multiple entry points
4. Ensure development and integrated pathways for success target all developing players, including; PWID, ATSI and Wheelchair Basketball participants
5. Clubs have a formalised Director of Coaching
6. Regular state-wide competition available for junior development players



Athlete Development and Success

High Performance

Aspiration: To develop a high performance program that supports a leading daily training environment and provides players and coaches for national junior and senior programs

Objectives:

1. Establish clear and positive links between Tasmania SEABL and NBL clubs and Basketball in Tasmania high performance
2. Create and maintain a daily training environment for Basketball in Tasmania high performance athletes
3. Explore partnership opportunities with the Tasmanian Institute of Sport
4. Consistent strong competition experiences and pathways are available to high performance athletes
5. Work with Basketball in Australia to achieve Winning Edge target outcomes for Australian Basketball
6. High performance program resourced sufficiently to achieve high performance targets



Places to Play

Access to facilities

Aspiration: Increased access to quality basketball facilities

Objectives:

1. State-wide basketball facility audit
2. Facility plan developed in conjunction with Basketball in Australia and Communities, Sport and Recreation Tasmania
3. Improved access to school facilities
4. Review outdoor facilities and develop partnerships with all tiers of government for increased provision of recreational basketball infrastructure
5. Encourage shared facilities and effective use of court space state-wide
6. Investigate, advocate and plan for the provision and creation of additional courts



Governance

Structures

Aspiration: We work with a positive and thriving culture, shared purpose and vision recognised at all levels

Objectives:

1. Work towards achieving critical mass CAMS through mutual amalgamation
2. Embed the Mission, Culture and Values of Basketball in Tasmania in all affiliated Tasmanian basketball organisations and providers
3. Provide a framework for unified and uniform administration of Basketball in Tasmania

Finance

Aspiration: Basketball in Tasmania is resourced by a sustainable and robust system of financial development

Objectives:

1. Implement agreed Basketball in Australia financial health indicators
2. Increase generation of revenue from facilities, fixtures and events
3. Increase and attract sponsorship, corporate partners and grant funding through brand promotion
4. Maximise funding partnerships and opportunities with Basketball Australia
5. Sustainable budgeting and the ability to forecast outcomes
6. Consult with and support CAMs to improve financial viability

Governance

Communication

Aspiration: Basketball in Tasmania communicates in a timely, effective and organised manner

Objectives:

1. Implement a state-wide database and leverage the National Registration Database
2. Develop a communication strategy incorporating conventional and innovative forms of communication
3. Create an environment of openness and honesty through systematic inclusive and collaborative engagement with stakeholders
4. Encourage, support and champion transparency at all levels
5. Communications are whole of community and reach the target audience
6. Two way communication, consultation and feedback mechanisms are implemented and regular



Governance

Brand

Aspiration: Consistent, effective brand messages ignite the passion for basketball at all levels

Objectives:

1. Sell our story through consistent brand development and messaging
2. Brand aligned and usable at all levels of Basketball in Tasmania
3. Develop and grow marketing personnel and expertise
4. Use of technology to develop brand relationships and branding
5. Targeted media strategy developed in line with brand messaging
6. Effectively manage, implement, review and adapt the brand

Administration

Aspiration: Our administration is professional, supportive and actively contributes to our success

Objectives:

1. Increase the professionalism of administrators of Basketball in Tasmania
2. Develop and deliver consistent policies and procedures
3. Increase the quantity of paid administrators and formalise these roles in line with a framework for uniform and unified administration of Basketball in Tasmania
4. Ensure administrative compliance with Basketball Australia, Basketball Tasmania and other regulatory peak bodies including governments