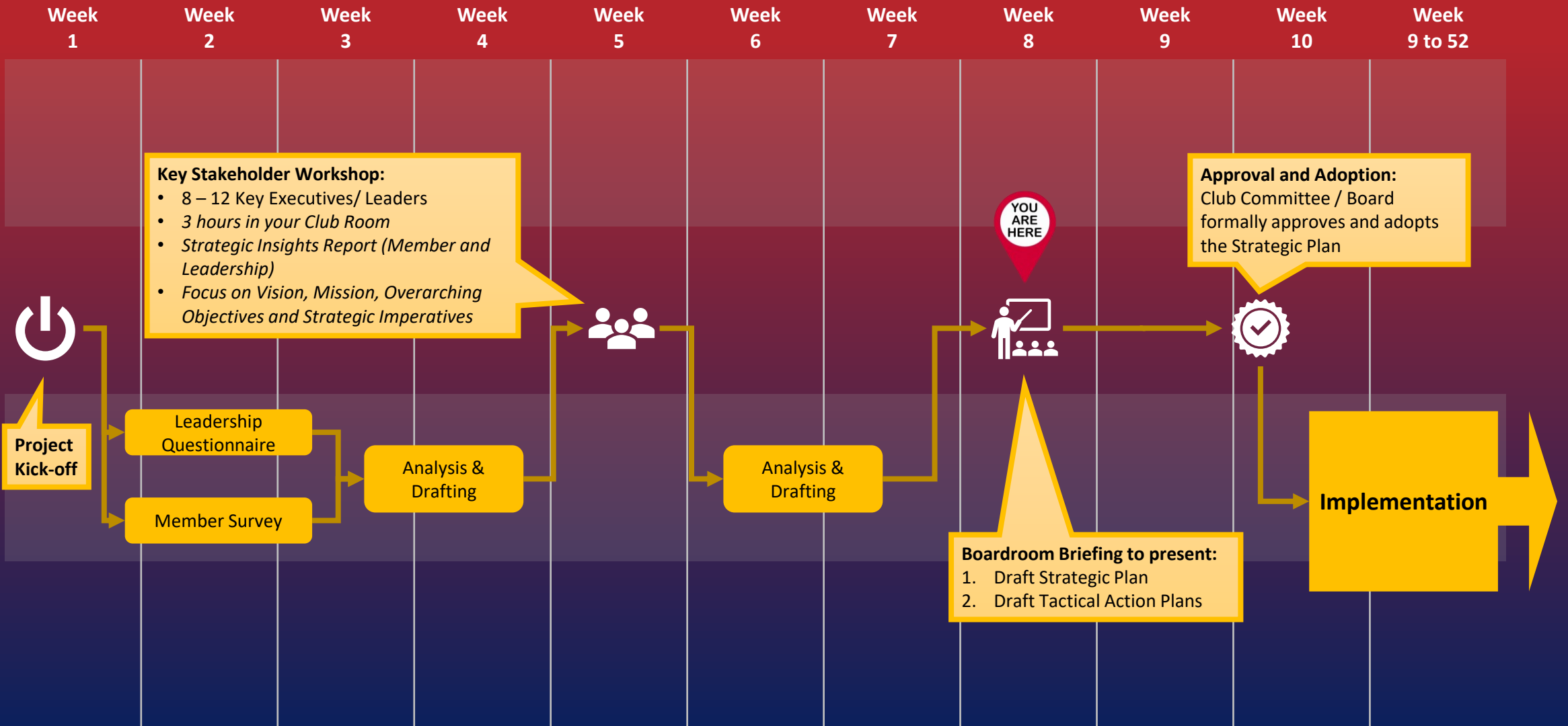




Hamilton Basketball Association

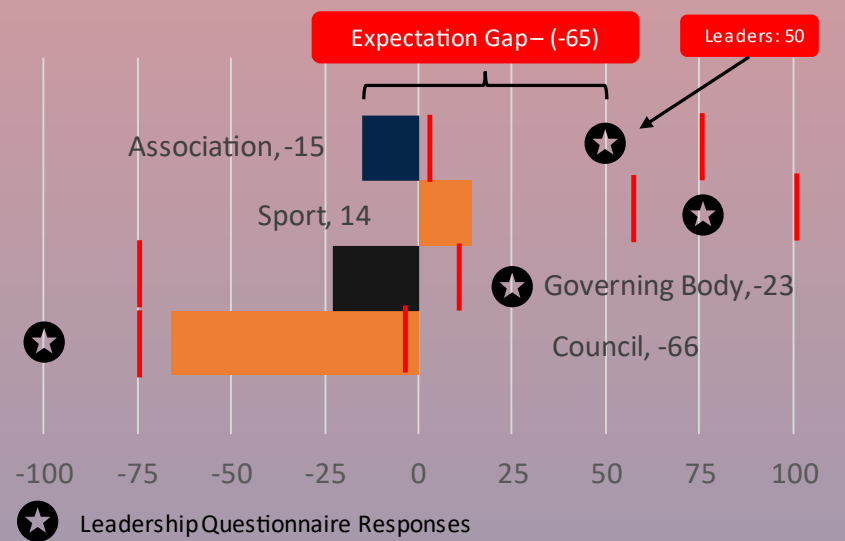
STRATEGIC PLAN

APRIL 2025



Club Builder Insights

Net Promoter Score



*99 Member Survey Responses
 *4 Leadership Questionnaire Responses

Vision & Future	Respondents expressed uncertainty regarding the Association’s future. There is an inference that the Association’s vision is not well communicated and understood by the members. This may indicate a need to review the Association’s strategic plan and improve communication generally
Culture & Atmosphere	Respondents have expressed ambivalence with respect to the overall culture and atmosphere at the Association.
Participation & Development	Respondents have expressed uncertainty with respect to the overall participation and development opportunities offered to players at the Association.
Facilities	Respondents expressed uncertainty with respect to the sporting and non-sporting facilities.
People	Respondents have expressed uncertainty with respect to the engagement and commitment of the people at the Association.
Organisation	Respondents have expressed uncertainty with respect to the overall management of the Association.



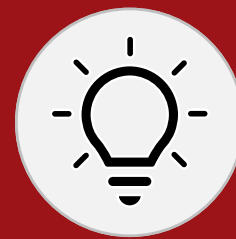
STRENGTHS

- Growing association with a large and active membership base.
- Strong participation across all levels of basketball.
- Committed leadership striving to improve the association.
- Opportunity to make a real impact in the local basketball community.
- Passionate members driving the Association's future success.
- High participation levels across junior and senior basketball competitions.
- Provides opportunities for all ages to play and develop skills.
- Strong community involvement and inclusive environment for players.
- Well-organised competitions offering pathways to representative basketball.



WEAKNESSES

- Lack of volunteers, leading to burnout and difficulty filling committee roles.
- Poor facility conditions, including no air conditioning, leaking roofs, and slippery courts.
- Financial concerns due to past mismanagement and high operational costs.
- Competition structure issues, including team selection and uneven competition grading.
- Lack of clear development pathways for juniors progressing to higher levels.



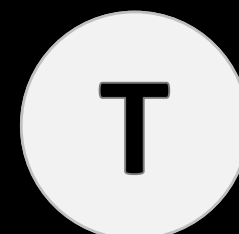
OPPORTUNITIES

- Becoming a basketball hub for regional Western Victoria.
- Strengthening collaboration with the local shire.
- Maintaining high participation levels and keeping members engaged.
- Expanding junior development and development pathways.
- Improving facilities, including air conditioning and multiple courts.
- Increasing participation through fair and balanced competition structures.
- Development of skilled coaches especially for juniors.
- Strengthening community engagement and volunteer involvement.
- Expanding programs beyond U18 to retain older players.



THREATS

- Volunteer fatigue and shortage across all levels
- Limited support and cooperation from the local council.
- Inadequate facilities and poor maintenance affect player and spectator safety.
- Rising participation costs and unsustainable venue hire fees
- Youth leaving the sport, particularly in senior divisions.
- Uneven competition affecting participant experience.
- Lack of development pathways causing loss of members to other sports.



Top 5 Issues affecting the Organisation



	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
Member 1	Volunteer burnout	Communication to members	Goals of association	Facility maintenance	No room for growth of the game
Member 2	Lack of identity/goals/purpose /vision	Having a different vision/not being aligned with HBA	Lack of paid management	Poor financial management	Court availability/time
Member 3	SGSC (Shire) - collaboration and relationship, finances, fees	Volunteer involvement at association level	Getting support from clubs with our vision, mission and focus going forward	Not having much scope at the moment to broaden what we offer - mindset	Communication
Member 4	Plan	Communication	Relationship with council	People	Relevance/branding
Member 5	Mindset / communication	Involvement	Support	Retaining members as they get older	Cost

KEY THEMES

Facilities

Financial Management

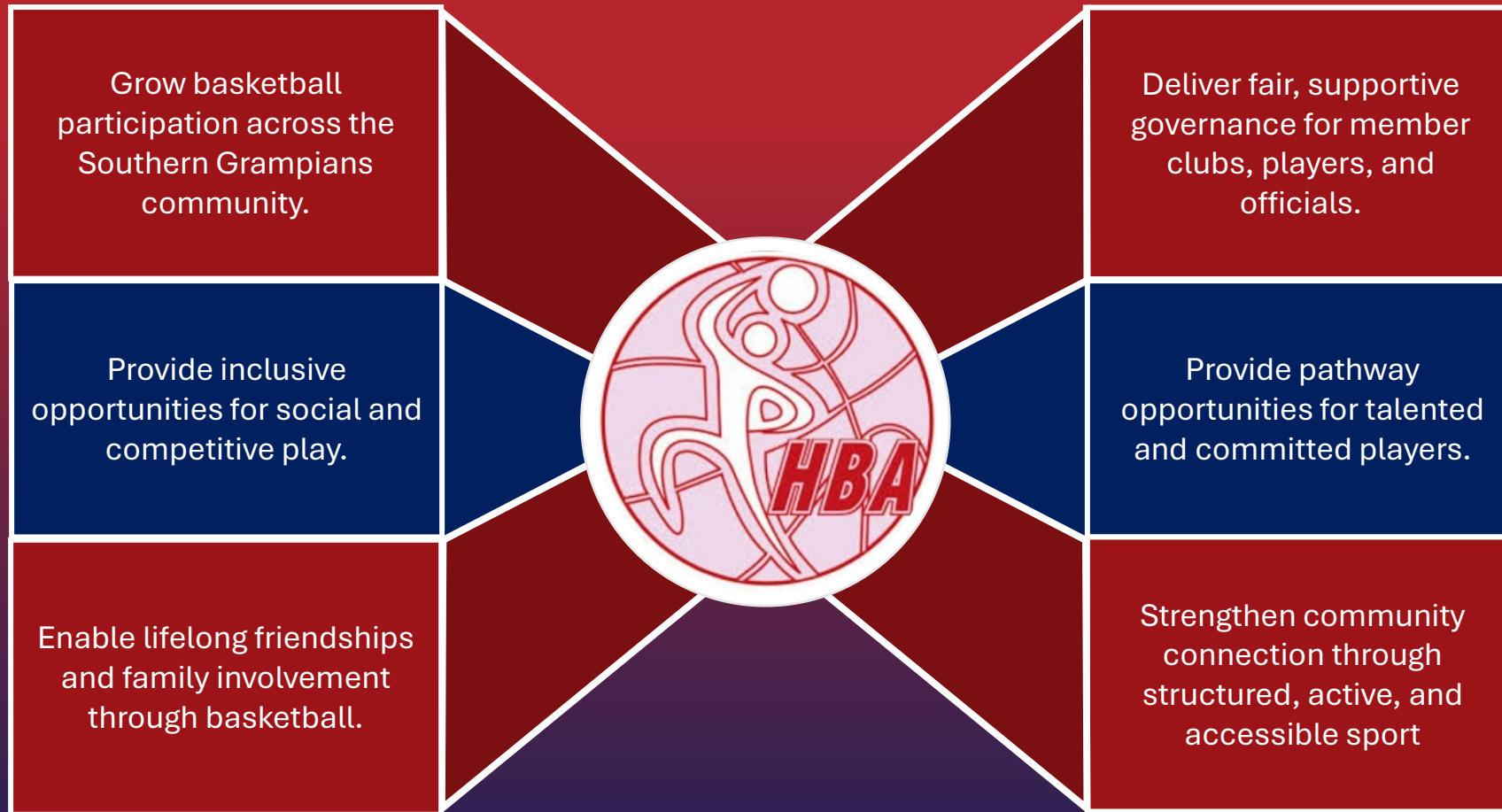
Members & Community

Volunteer Engagement

Leadership/Committee & Communication

Others

Our Purpose



Our Purpose

Our Values

Our Values

Inclusion

We are an inclusive sporting family. We welcome all members of the community that want to share our sport and our club environment. We are an association that reflects our community.

Enjoyment

Fun and enjoyment are a cornerstone of our association's reason for being. Our programs provide an environment where participants "learn to love the game" and find pleasure in the company of our fellow members both on and off the court.

Development

We value development. We value the development of our participants as players, officials, coaches, administrators and as contributing members of our community. We are committed to the development of our clubs and their contribution to the success of our competitions and programs.

Competition

Competition is at the very heart of our game. We value competition on the courts as individuals, as clubs and as an association.

Respect

We value respect. We respect the clubs and participants that make up our association; we respect those that have come before us to pave the way; we respect our community; and we respect all who support our participation in Basketball.



Our Vision & Mission



Our Vision:

A game for everyone

Our Mission:

**Providing social, developmental and
competitive opportunities through
Basketball**

Overarching Objectives



Grow Participation

Grow participation at the association through the provision of high-quality pathways, programs and activities.



Maximise Satisfaction

Provide a quality experience to maximise participant and member satisfaction.



Regional Hub

Build a regional hub and home for Basketball in the Southern Grampians region

Strategic Imperatives

In order to achieve the objectives, we have identified five key areas of opportunity, captured below as strategic imperatives, which align with the association's Vision and Mission.

Provide a range of competitions, programs and development pathways with a focus on strategies that maximise entry level participation; improves attraction and retention of players, coaches, officials and administrative talent; and provides an environment for clubs to grow and thrive.

Work with member clubs of the association, the local council, and other government stakeholders and funding contributors to plan and implement staged facility establishment and upgrades to meet the needs of the association and provide a safe and enjoyable atmosphere for all members of the community.



Focus on effective and meaningful communication & engagement and on building key relationships within the community to strengthen the association's strategic positioning and growth opportunities.

Focus on the organisation's business foundations including governance structure, strategy, policies, business systems, workforce management and financial plan.

Coordinate and support clubs to develop strategically including development of programs and pathways; workforce management and succession planning; communication & engagement; facility development; volunteer engagement; governance, systems and financial sustainability.

Hamilton Basketball Association

STRATEGIC PLAN

VISION



A game for everyone

MISSION



Providing social, developmental and competitive opportunities through Basketball



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STRATEGIC IMPERATIVES

