

Hamilton Basketball Association

STRATEGIC PLAN

VISION



A game for everyone

MISSION



Providing social, developmental and competitive opportunities through Basketball



Grow Participation

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



Maximise Satisfaction

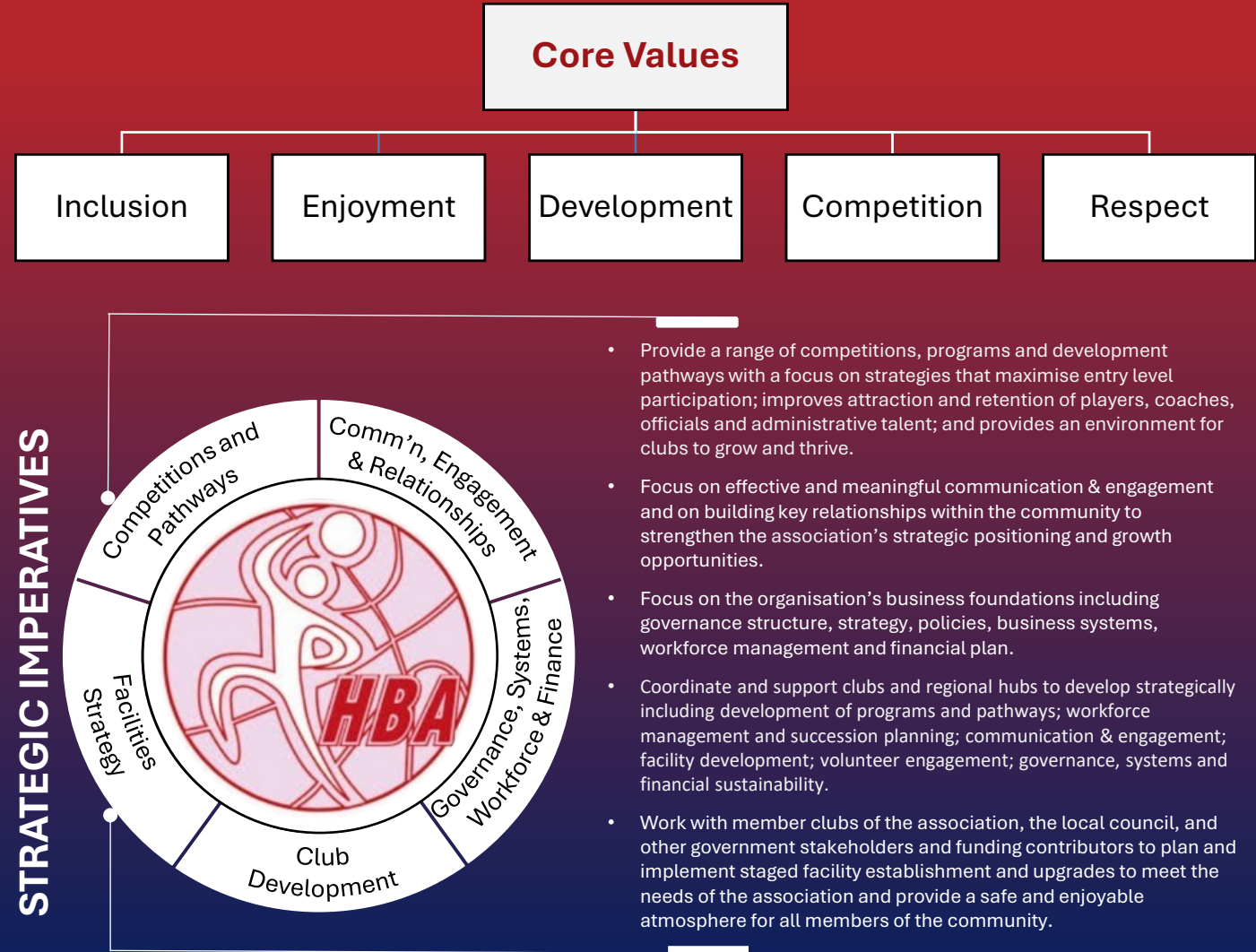
Provide a quality experience to maximise participant and member satisfaction



Regional Hub

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

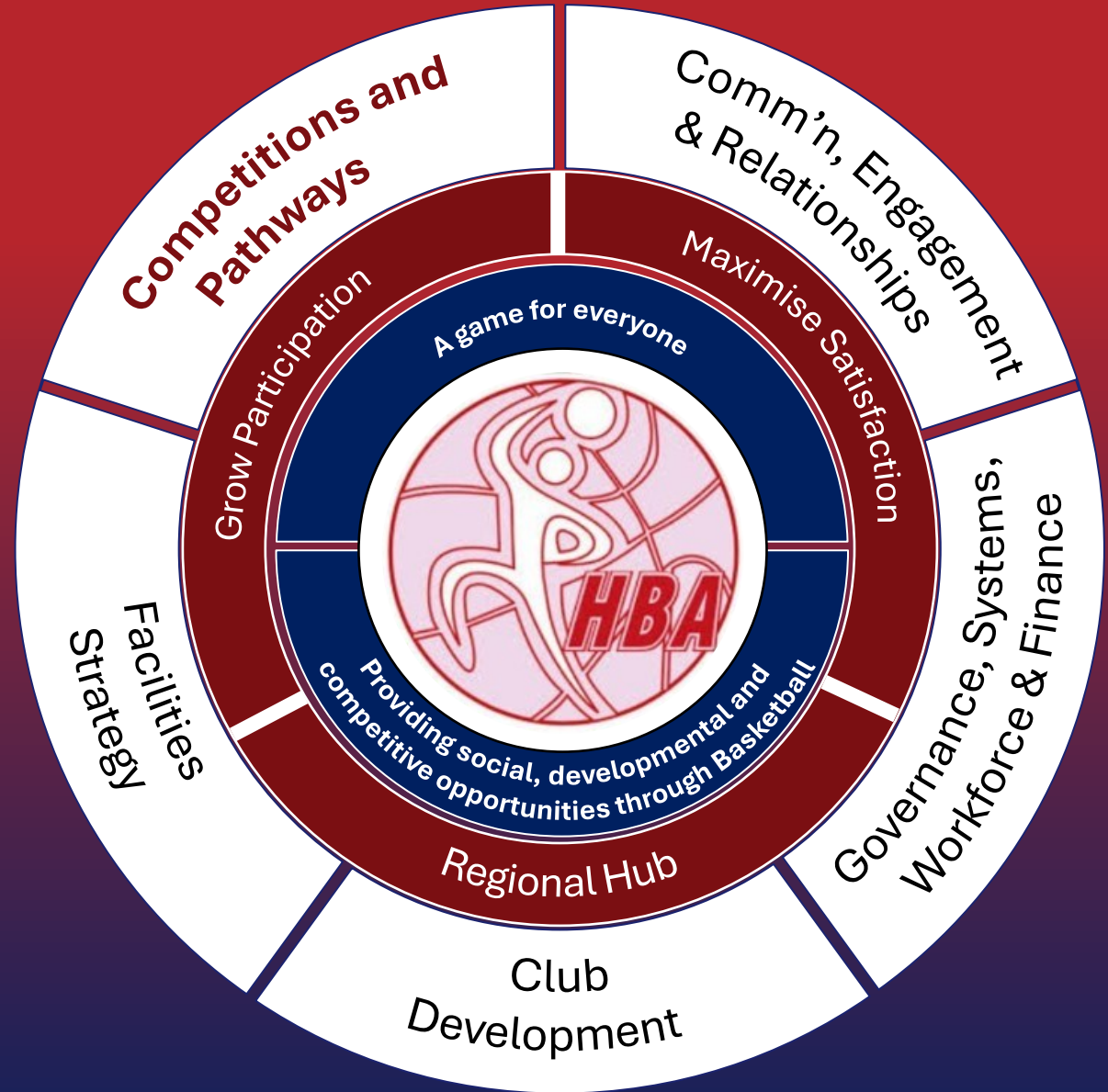
STRATEGIC IMPERATIVES

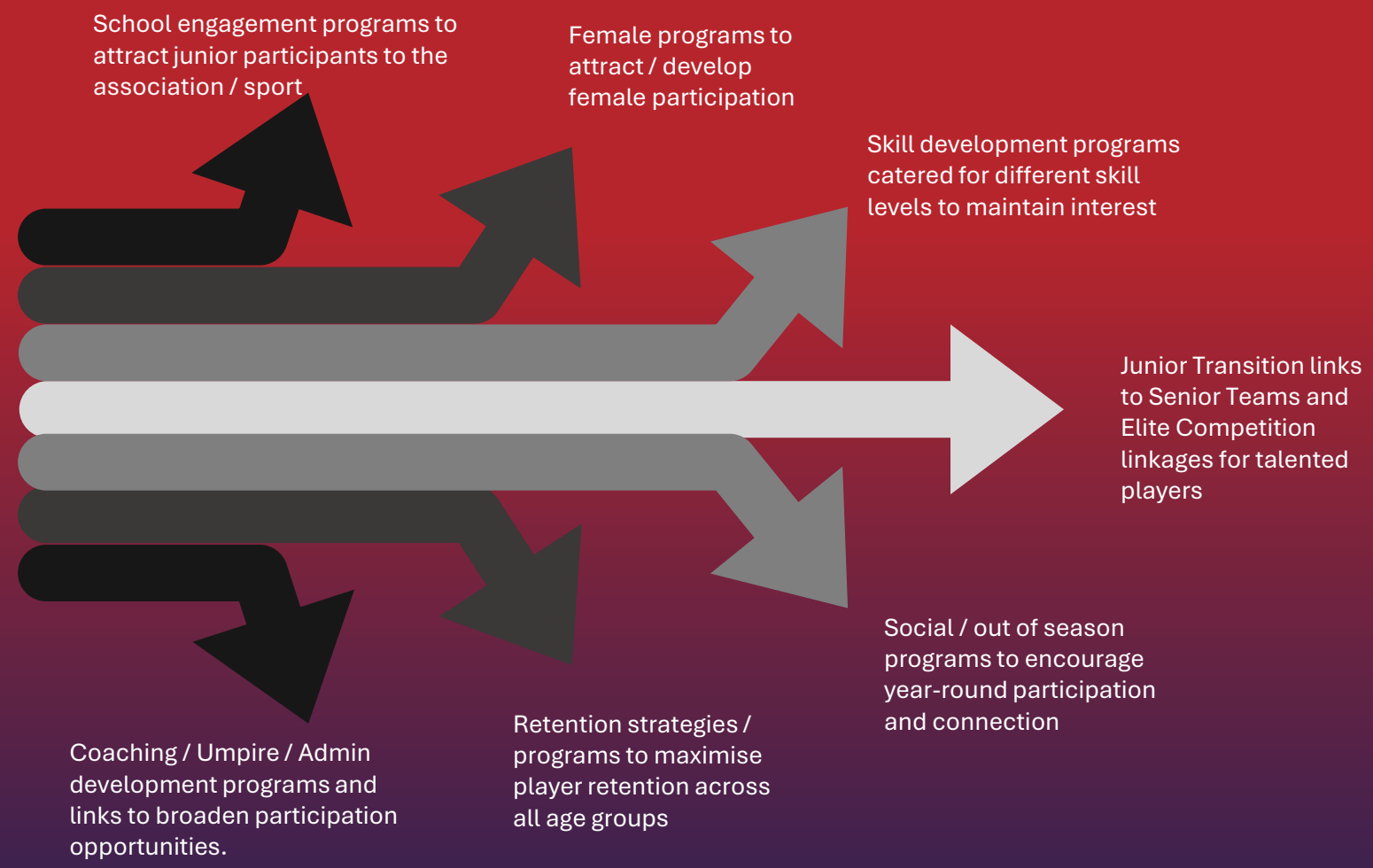


Competitions & Pathways

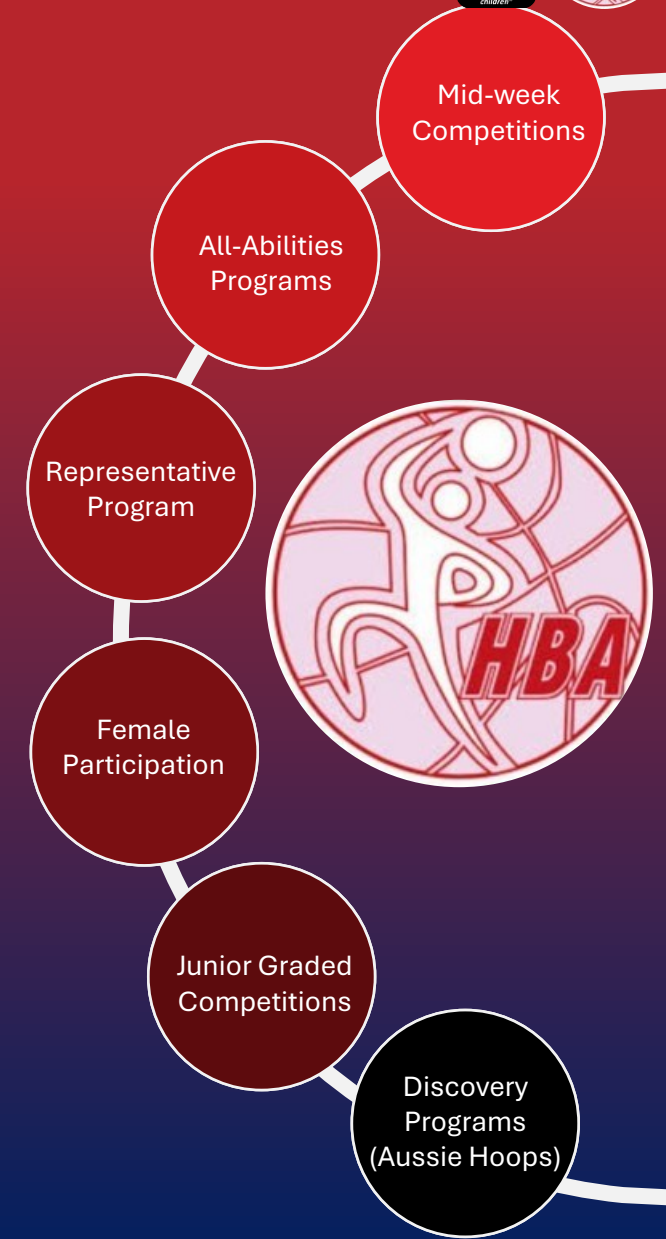
TACTICAL ACTION PLAN

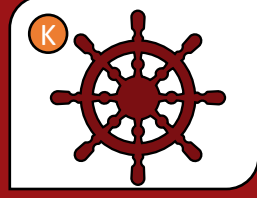
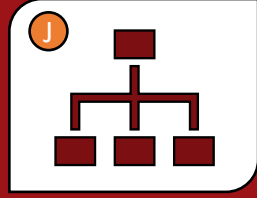
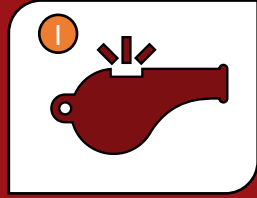
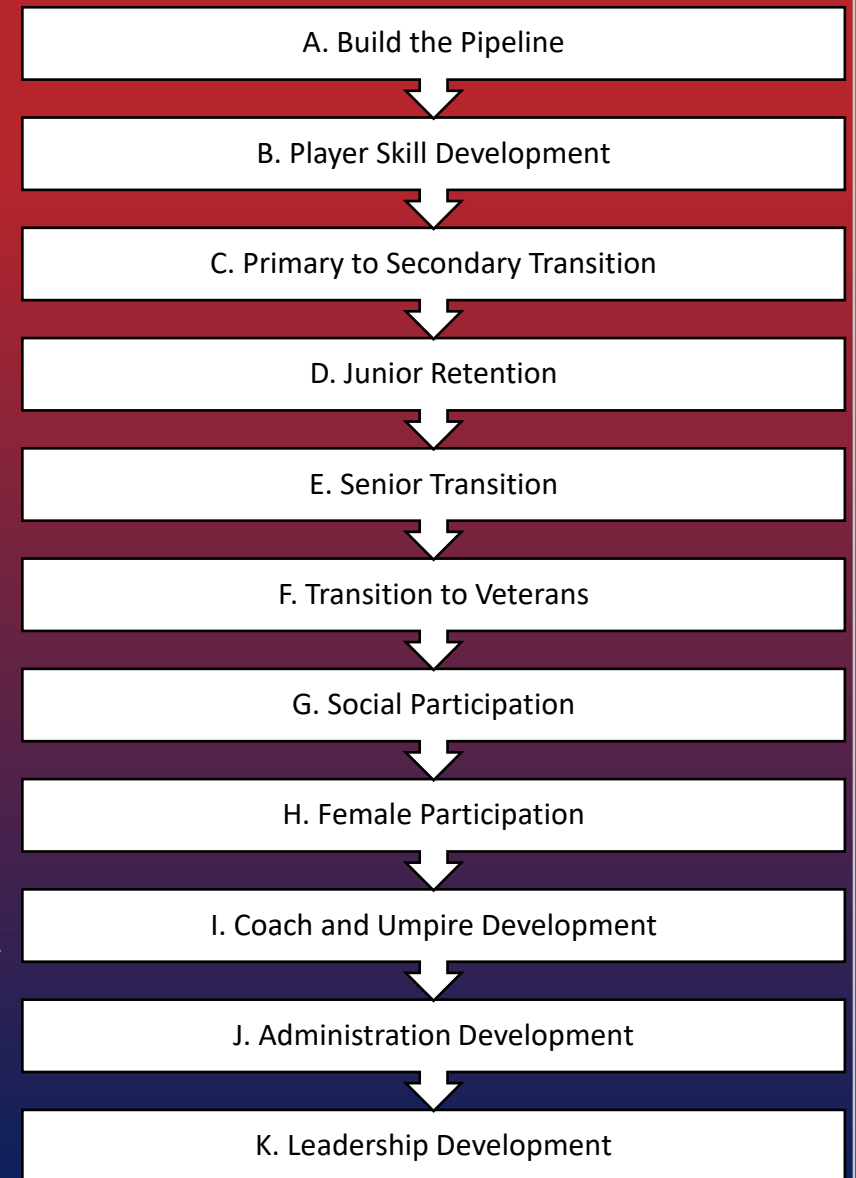
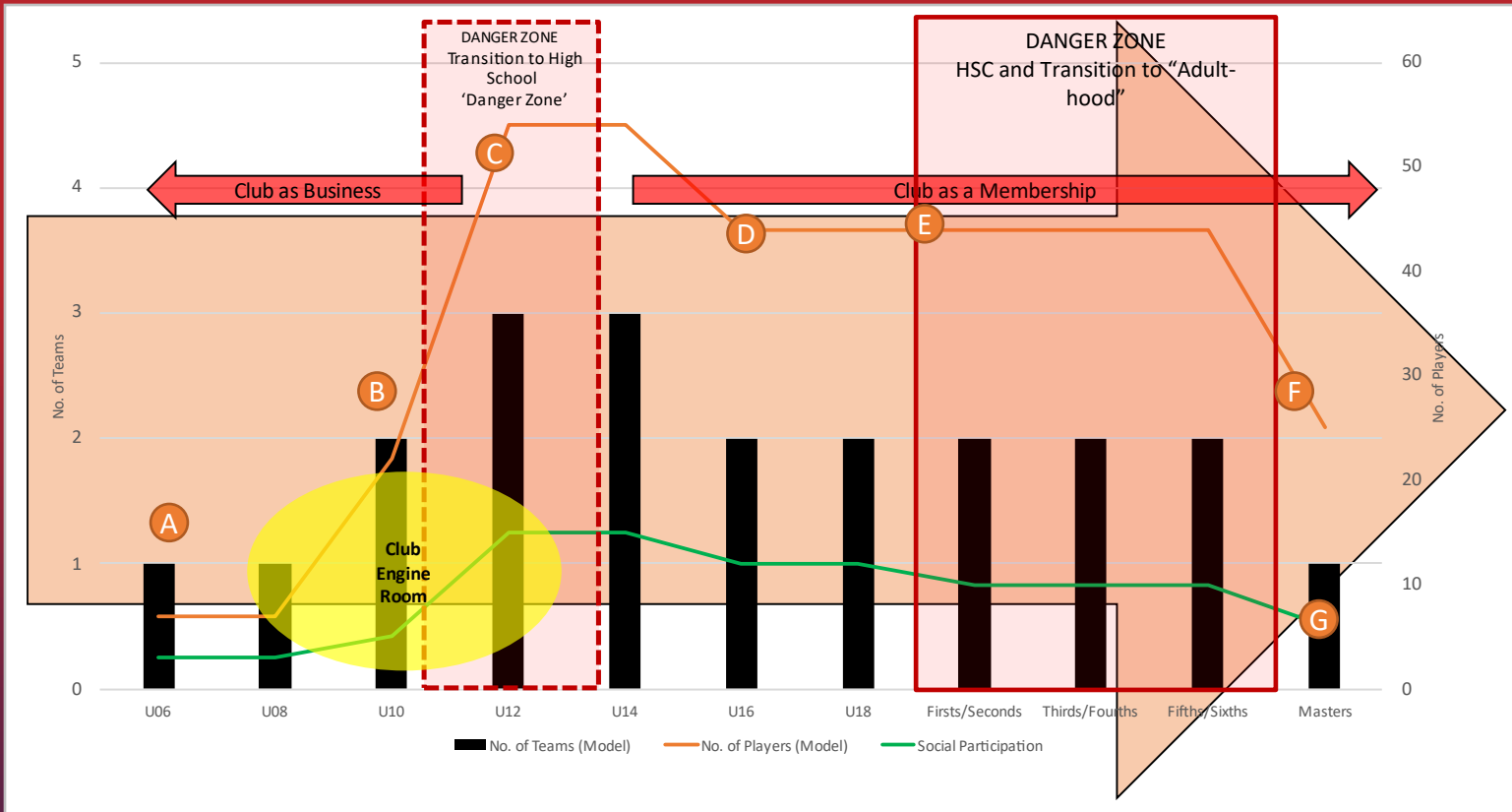
Provide a range of competitions, programs and development pathways with a focus on strategies that maximise entry level participation; improves attraction and retention of players, coaches, officials and administrative talent; and provides an environment for clubs to grow and thrive.



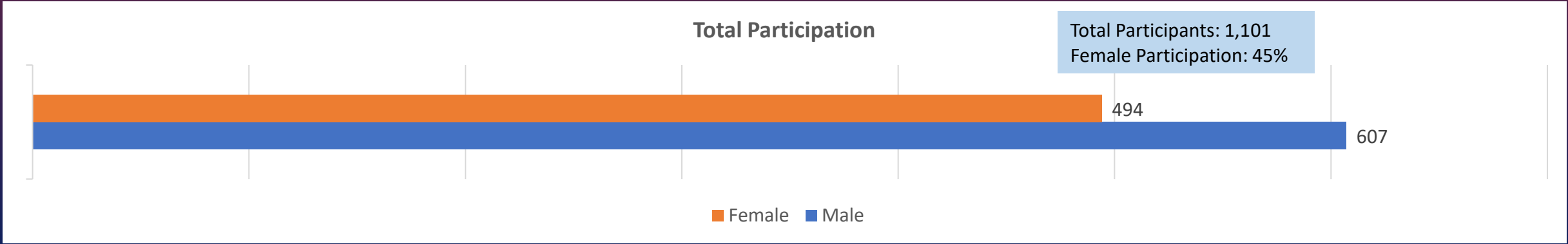
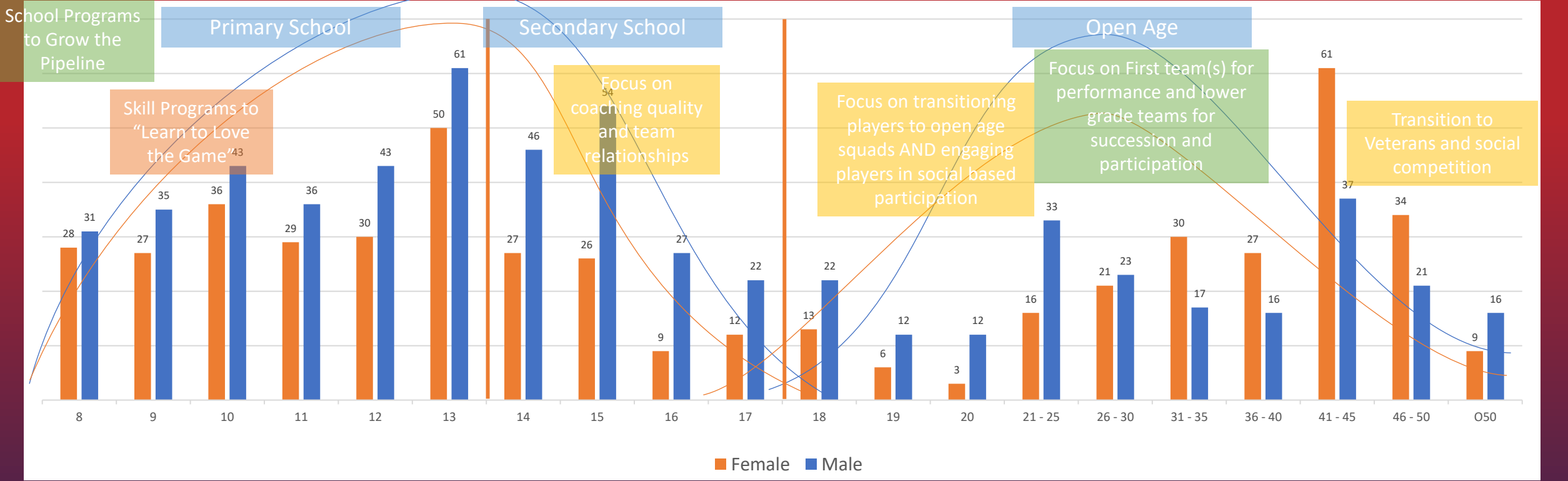


“Good coaches and quality programs are critical to player retention”





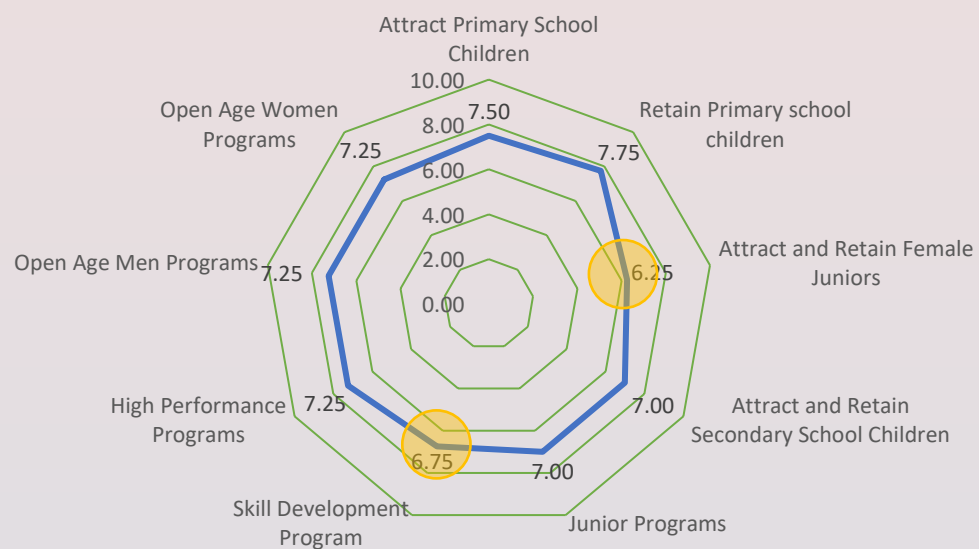
2025 Participation Numbers*



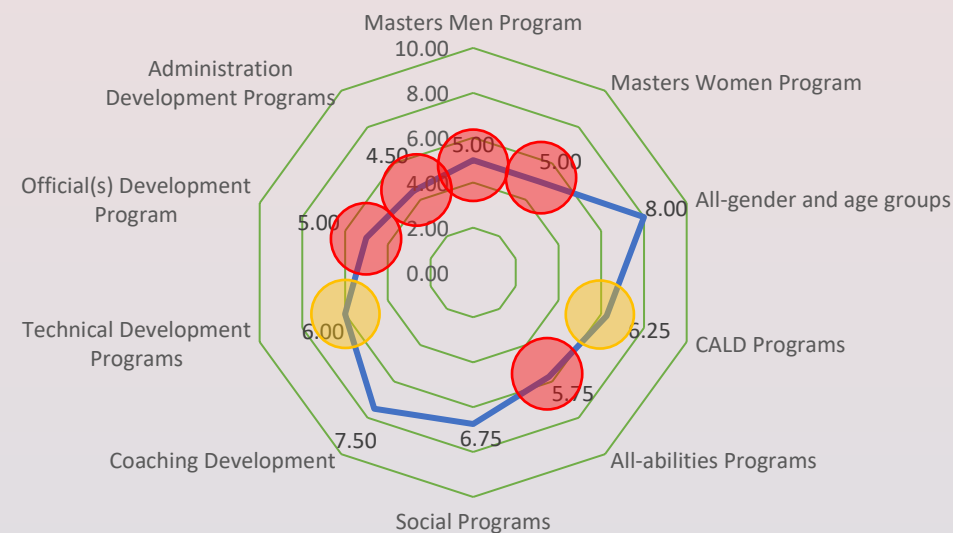
Programs & Pathways



Programs and Pathways



Programs and Pathways Contd.



Theme	Questions	Total Score	Max Score	Avg Score
Programs and Pathways	19	123.75	190	6.51



Tactical Action Plan

ACTION PLAN

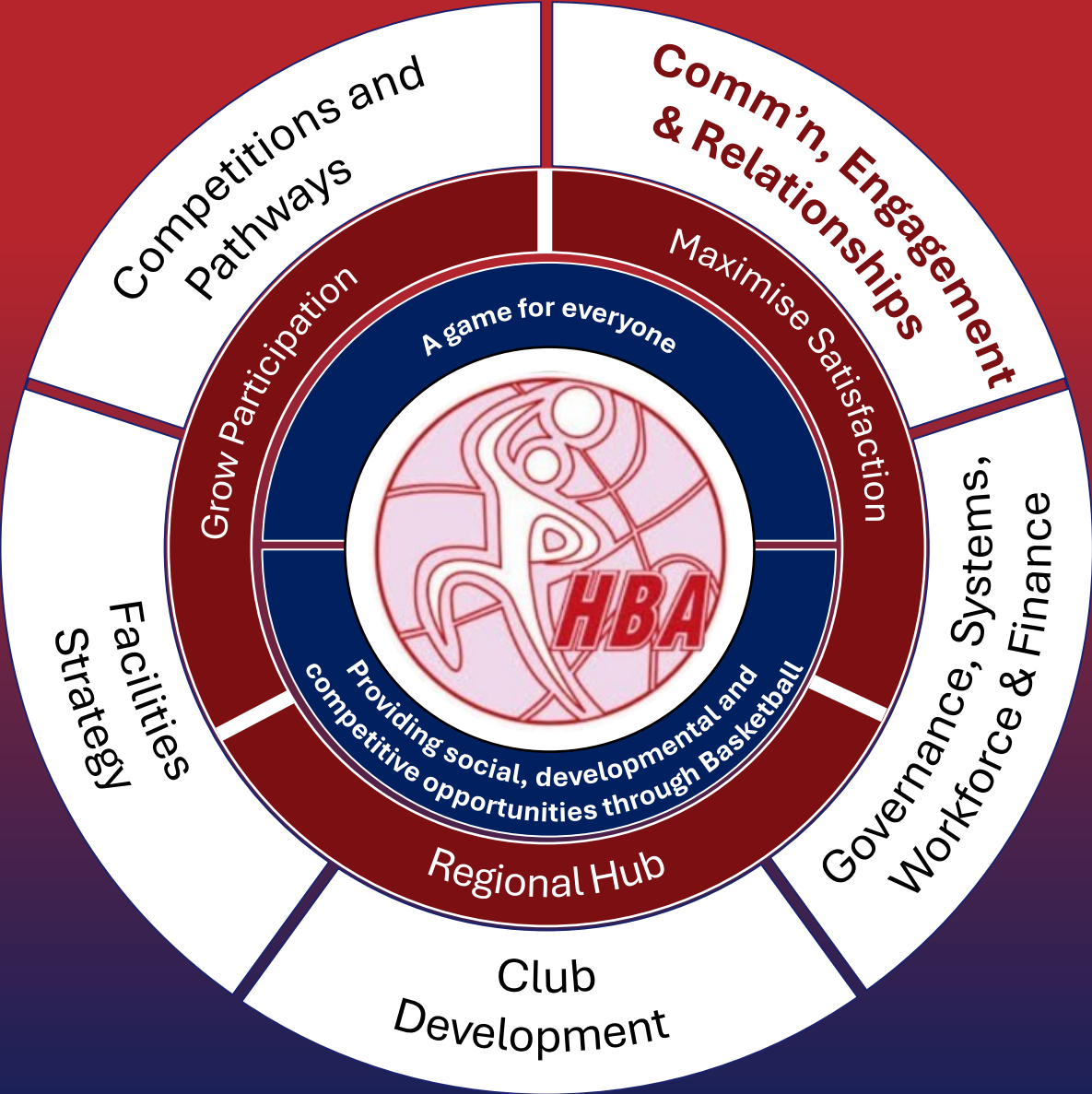
Year 5

Consider all abilities and walking basketball opportunities

Communication, Engagement & Relationships

TACTICAL ACTION PLAN

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.



Communication & Engagement



Why is there a need to communicate?

WHY



When do we need to communicate?

WHEN



Who is our audience?

WHO



What is our message?

WHAT



How are we going to communicate effectively?
(Database, Tools and Channels)

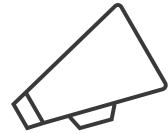
HOW

Communication and Engagement



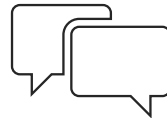
Engagement Moments

- Welcome to Season / association
- association Events
- Newsletters and Ad-hoc Communications
- AGM / Gatherings



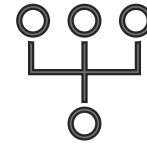
Audience

- Clubs, Members, Teams, Groups, Staff
- Sponsors, Supporters, Political Stakeholders
- Councils
- Suppliers



Message

- Welcome, Induction, Information
- Persuasive, Inclusive, Invitation
- Official, Instructions



Resources

- Phone
- Email, Domain, Website(s), Soc Med Accounts
- Team Communication Tools
- Online Tools (i.e. Mail Chimp etc)
- Database, CRM



Channels

- Face to Face
- Phone, Text, Email
- WhatsApp; Team App
- Web, Social Media
- Newsletter, Direct Mail



Personnel

- Director of Communication & Engagement
- Newsletter Coordinator
- Website Manager
- Social Media Coordinator
- Content Creators, Graphic Designers, Web Editors

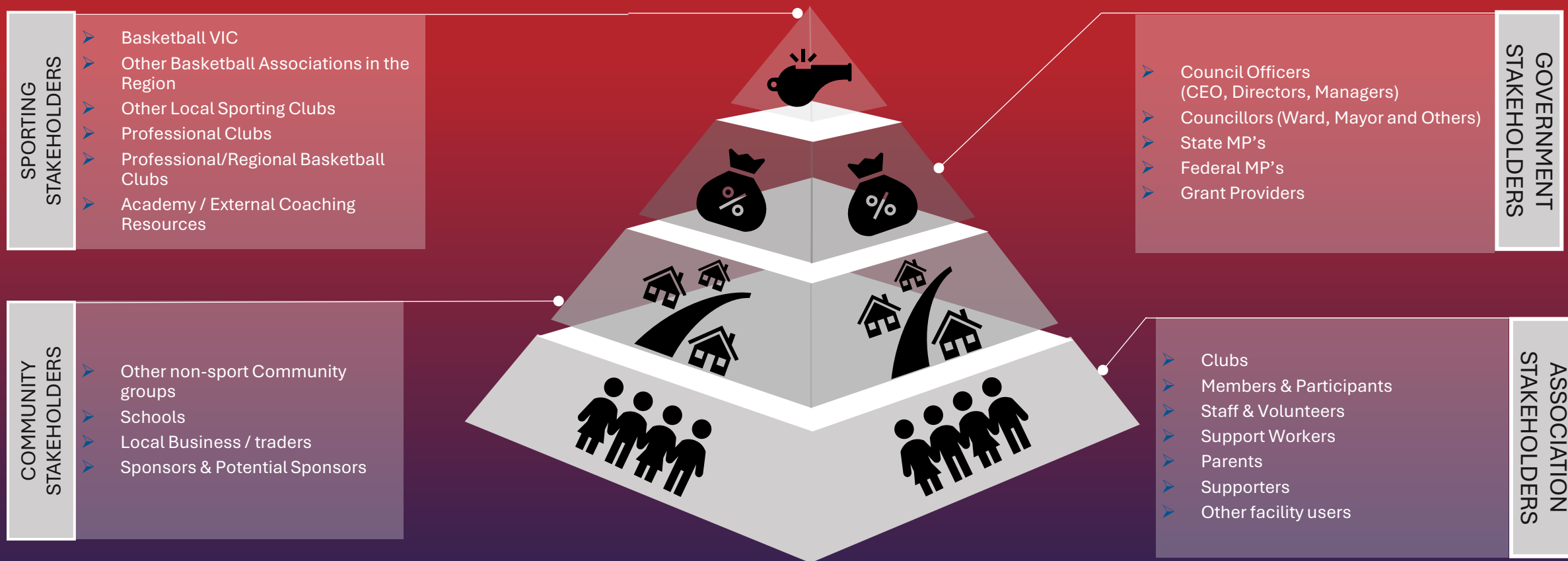
WHEN AND WHY

WHO

WHAT

HOW

Strategic Relationships



Focus on building key relationships within the community to strengthen the Club's strategic positioning and growth opportunities.



PlayHQ

<https://www.playhq.com/org/hamilton-basketball-as...>

Hamilton Basketball Association

Google

sporting clubs in hamilton



Sports Clubs

Club

Location / Home Ground

Phone



Google

hamilton basketball association



All

Images

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Maps

Shopping

More

Tools



PlayHQ

<https://www.playhq.com/basketball-victoria/org/h...>

Hamilton Basketball Association

Hamilton Basketball Association. 83 - 93 Shakespeare St , Hamilton, VIC 3300, Australia · 0411 982 467 admin@hamiltonbasketball.com.au.



Facebook · HBA - Hamilton Basketball Association

2.6K+ followers

HBA - Hamilton Basketball Association

HBA - Hamilton Basketball Association, Hamilton, Victoria. 2231 likes · 267 talking about this · 10 were here. For all information regarding basketball...



Facebook · HBA - Hamilton Basketball Association

2.6K+ followers

Profile for HBA - Hamilton Basketball Association

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HBA - Hamilton Basketball Association

2.2K likes • 2.6K followers

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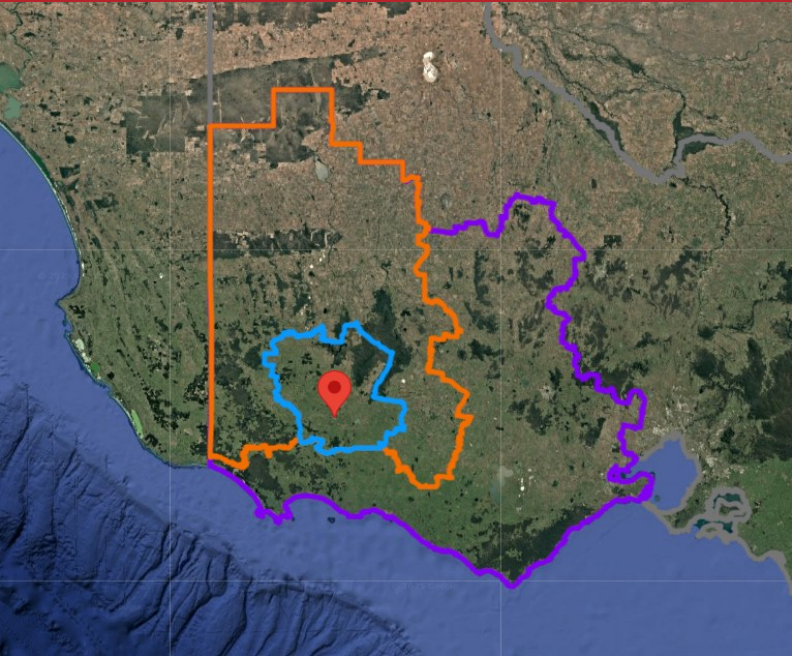
[More ▾](#)



Digital Footprint



Political Stakeholders



Location	83 - 93 Shakespeare St , Hamilton, VIC 3300	
State	Victoria	
Region	Western Victoria	
Division	Wannon	Hon Dan Tehan MP
District	Lowan	Emma Kealy
LGA	Southern Grampians Shire Council	Cr Dennis Heslin (Mayor) Cr Helen Henry Cr Albert Calvano Cr Jayne Manning Cr Katrina Rainsford Cr Afton Barber Cr Adam Campbell



Federal Elections
2025

State Elections
2026

Council Elections
2028



Hon Dan Tehan MP
(Federal MP)



Emma Kealy
(State MP)



Cr Dennis Heslin
(Mayor)



Helen Henry
(Ward Councillor)



Albert Calvano
(Ward Councillor)



Jayne Manning
(Ward Councillor)



Katrina Rainsford
(Ward Councillor)



Afton Barber
(Ward Councillor)

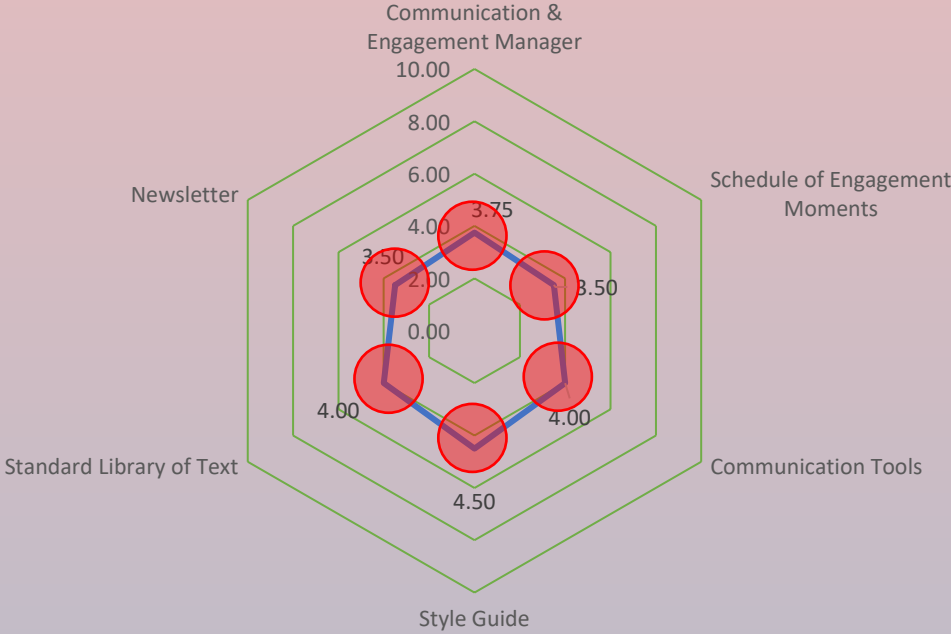


Adam Campbell
(Ward Councillor)

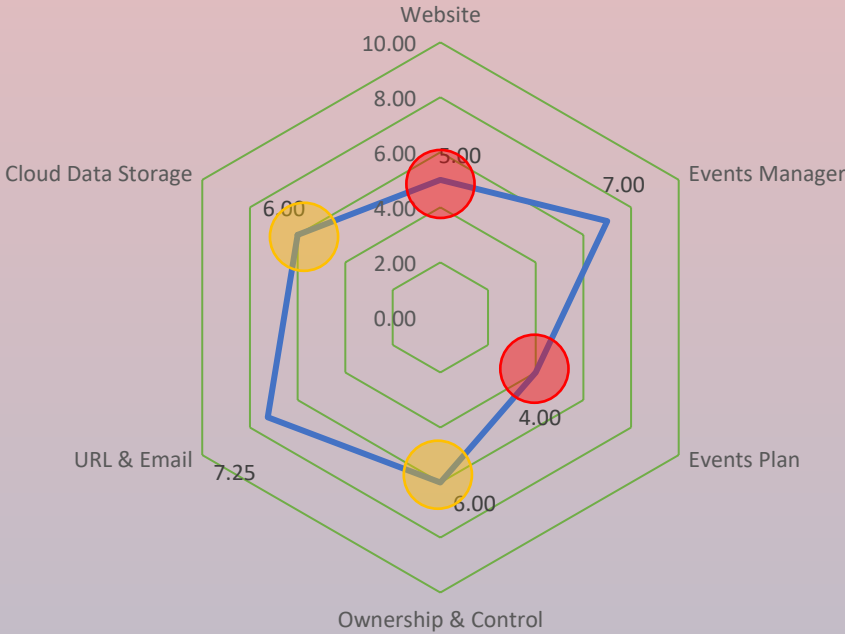
Communication & Engagement



Communication & Engagement



Communication & Engagement Contd.

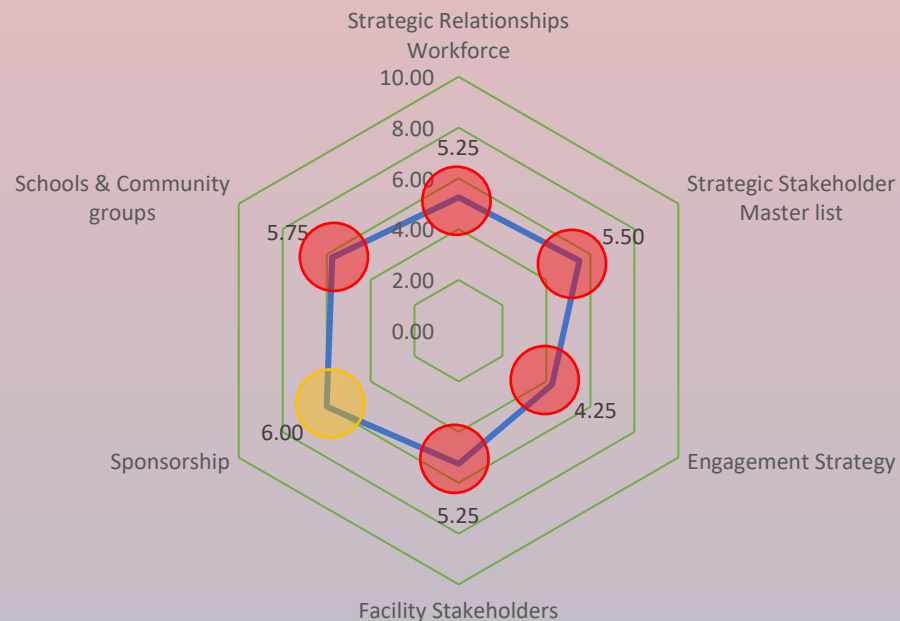


Theme	Questions	Total Score	Max Score	Avg Score
Comm'n, Engagement & Relationships	12	58.50	120	4.88

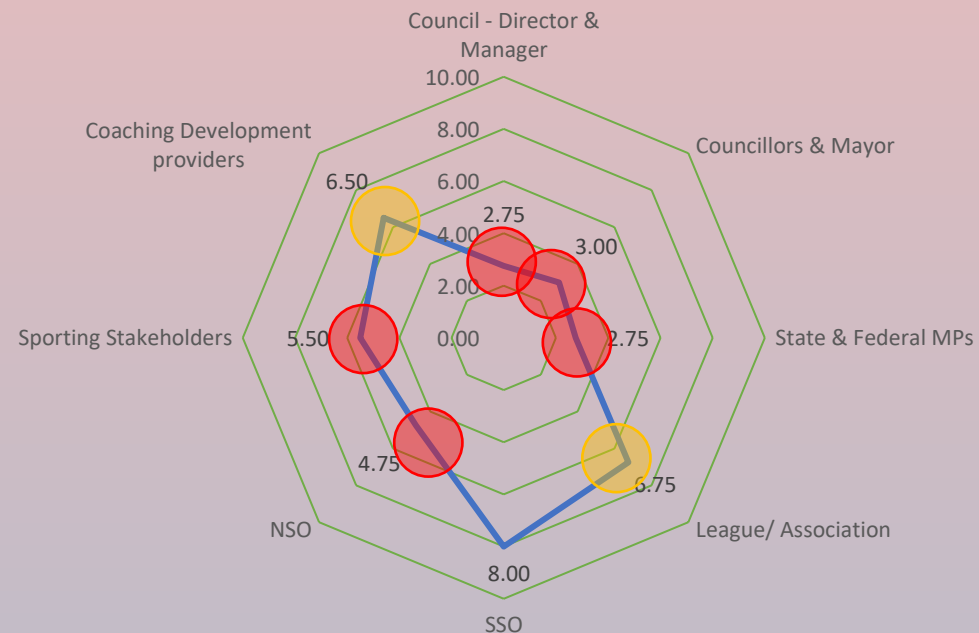
Strategic Relationships



Strategic Relationships



Strategic Relationships



Theme	Questions	Total Score	Max Score	Avg Score
Strategic Relationships	14	72.00	140	5.14

STRATEGIC IMPERATIVES



Competitions & Pathways



Comm'n, Engagement & Relationships



Facilities Strategy



Governance, Systems, Workforce & Finance



Club Development

OVERARCHING OBJECTIVES



Grow Participation



Maximise Satisfaction



Regional Hub

Tactical Action Plan

Communication, Engagement and Strategic Relationship



6 Months
Plan HY1

- Compile a complete stakeholder list.
- Implement Government Stakeholder Engagement Plan.
- Review and update communication tools and channels.
- Secure ownership and control of all association communication tools and channels.
- Implement position-based email addresses and cloud storage.

12 Months
Plan HY2

- Implement a association CRM system.
- Implement Sponsorship Plan.
- Implement Schools Engagement Program
- Create a schedule of engagement moments
- Appoint a newsletter editor.
- Establish regular newsletter.
- Identify and appoint a Website Editor.
- Identify and appoint a Social Media Coordinator.

18 Months
Plan HY3

- Implement association Ambassador Program.
- Implement Member Engagement Strategy
- Implement a Stakeholder Engagement Strategy.
- Engage coaching development providers
- Create a association Style Guide and standard message library.
- Identify and appoint Events Coordinator(s).
- Review & Update website

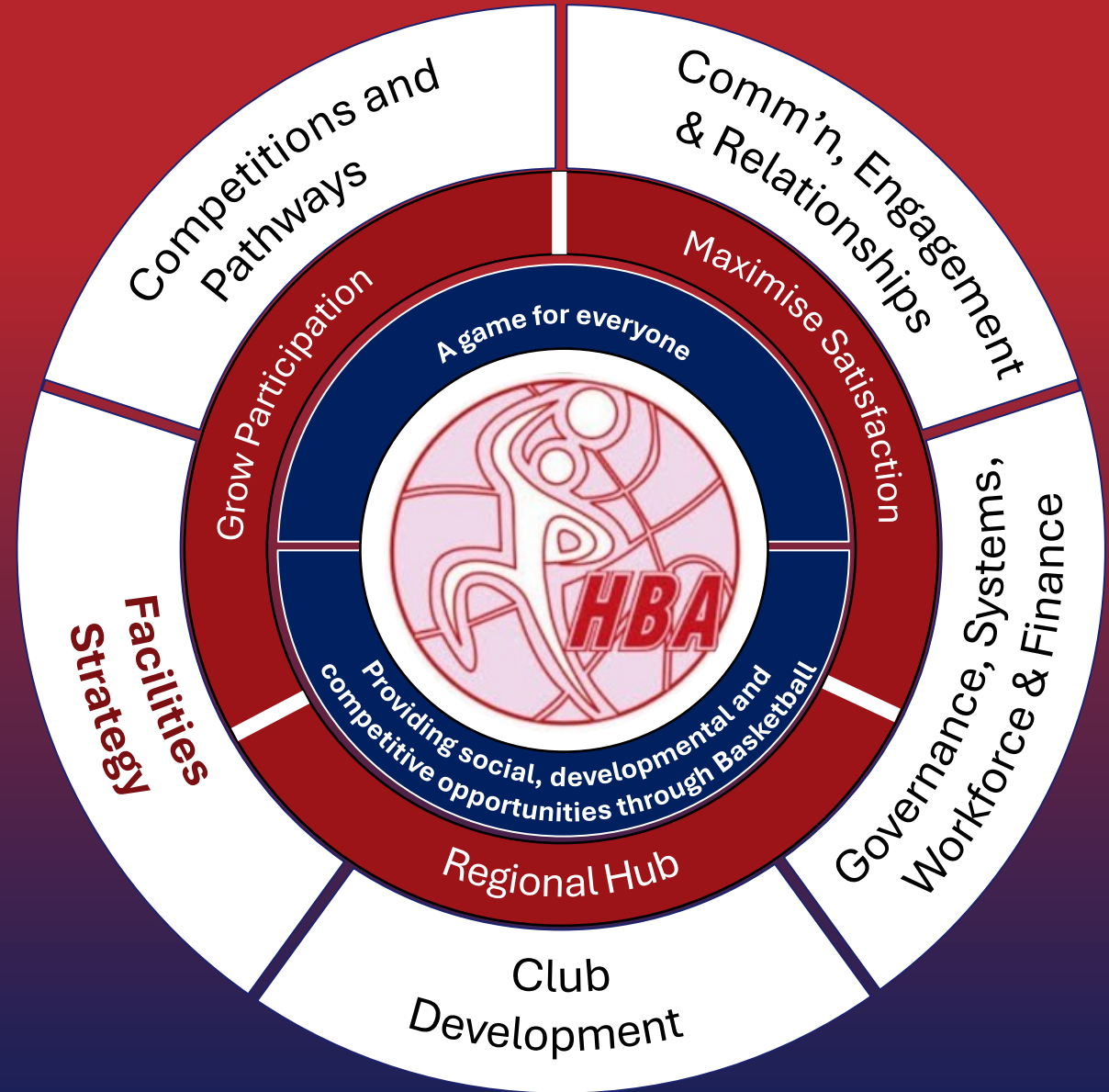
2 – 5 Years
Plan HY4 - HY10

- Fully integrate CRM for stakeholder management and track engagement metrics effectively.
- Strengthen relationships with key stakeholders through regular engagement touchpoints.
- Develop a library of standard event plans, incorporating post-review learnings.
- Annual Review

Facilities Strategy

TACTICAL ACTION PLAN

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.



Facilities Strategy

Current?

What is the current State of Play across the associations' Facilities?

Need?

What is the associations' Need now and 5 & 10 years from now?

Who?

Who are the association, Council and Government Stakeholders that will help / determine our success?

What?

What are our facility priorities and associated costs?

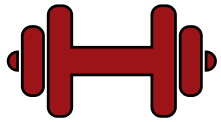
How?

How will we positively and effectively engage with Stakeholders to meet our Need?

Work with members 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 association's community.

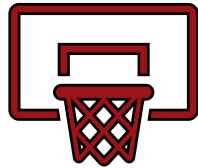
“Do we have access to the appropriate quality and quantity of facilities to meet the needs of the association today and for the future.”

Facilities



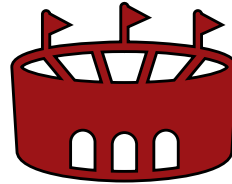
Training and Changing Facilities

- ▶ Female Friendly, accessible and inclusive Change rooms
- ▶ Meet / exceed NSO guidelines
- ▶ Officials' Rooms (both genders)



Playing Facilities

- ▶ A usable playing surface
- ▶ Appropriately sized area of play
- ▶ Irrigation & drainage
- ▶ Lighting to competition standards
- ▶ Space to accommodate the number of teams and players at the association



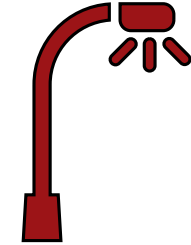
Equipment for Training and Matchdays

- ▶ Balls, Cones, Posts and other equipment necessary for both training and gameday operations



Social Areas

- ▶ Functional Clubrooms
- ▶ Administration areas
- ▶ A Fully equipped kitchen
- ▶ Facilities for association, community and social events to meet the needs of the community



Bathrooms, Amenities and Accessibility

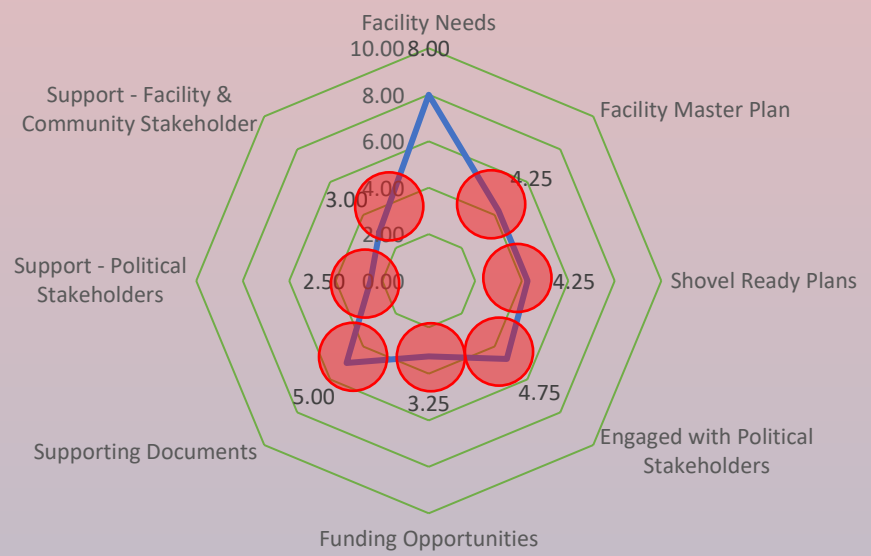
- ▶ Lighting
- ▶ Modern Female friendly and inclusive toilets
- ▶ Disability access

Work with members 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 association's community.

Facilities Strategy



Facilities Strategy



Theme	Questions	Total Score	Max Score	Avg Score
Facilities Strategy	8	35.00	80	4.38

STRATEGIC IMPERATIVES



Competitions & Pathways



Comm'n, Engagement & Relationships



Facilities Strategy



Governance, Systems, Workforce & Finance



Club Development

OVERARCHING OBJECTIVES



Grow Participation



Maximise Satisfaction



Regional Hub

Tactical Action Plan

Facilities Strategy



6 Months
Plan HY1

- Sporting Facilities Insights Survey.
- Prepare a Facility Development Plan and Master Plan.
- Develop concept plans and cost estimates.
- Prepare a Grant Ready Plan.



12 Months
Plan HY2

- Implement the Stakeholder Advocacy Program to engage council officers, Councillors, local MP's, and other government stakeholders.
- Prepare shovel ready plans and costings.



18 Months
Plan HY3

- Grant Applications.
- Funding Proposals.
- Budget and Election Bids.
- Continue Advocacy.

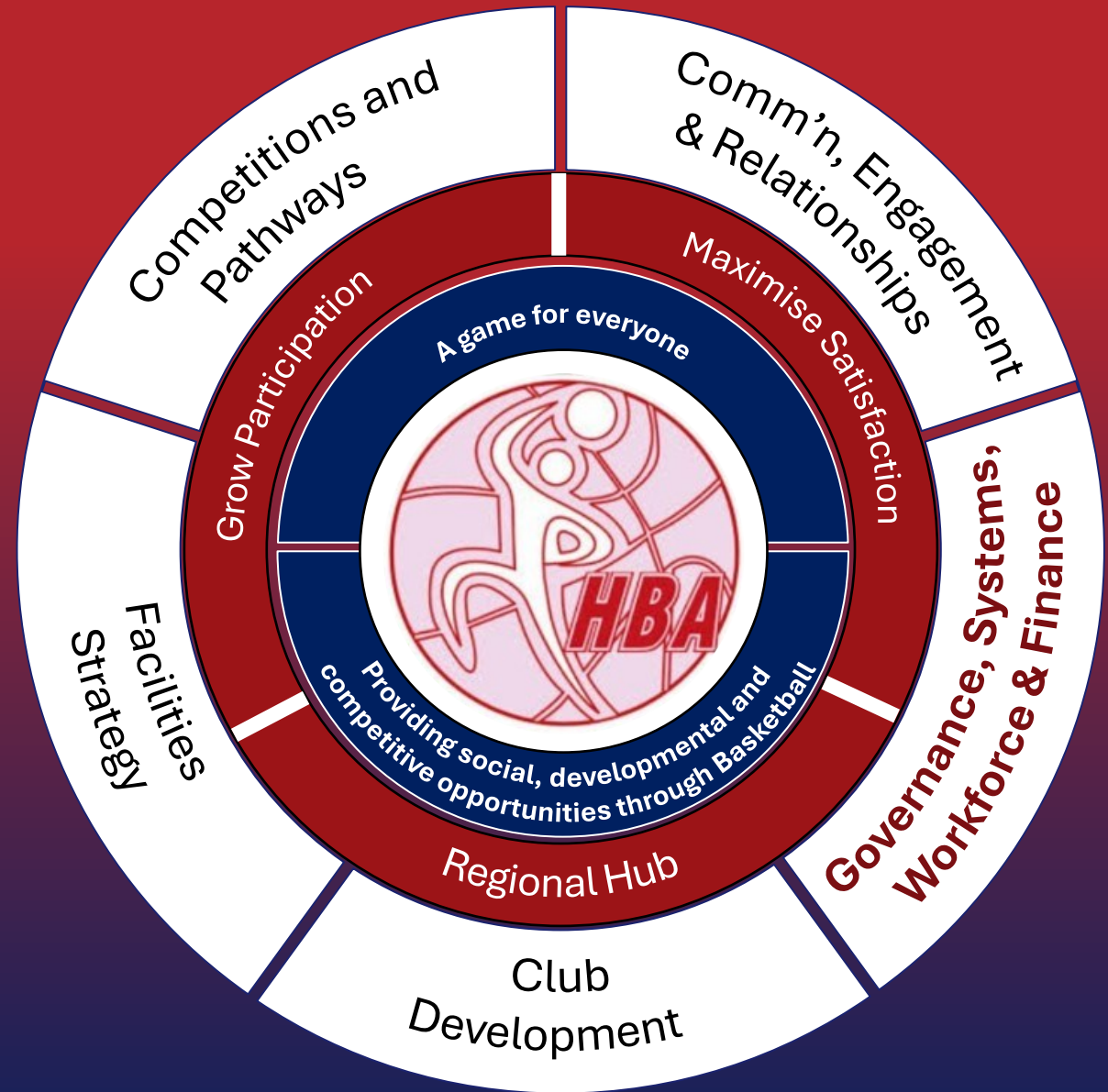
2 – 5 Years
Plan HY4 - HY10

- Monthly Advocacy Cycle.
- Annual Review

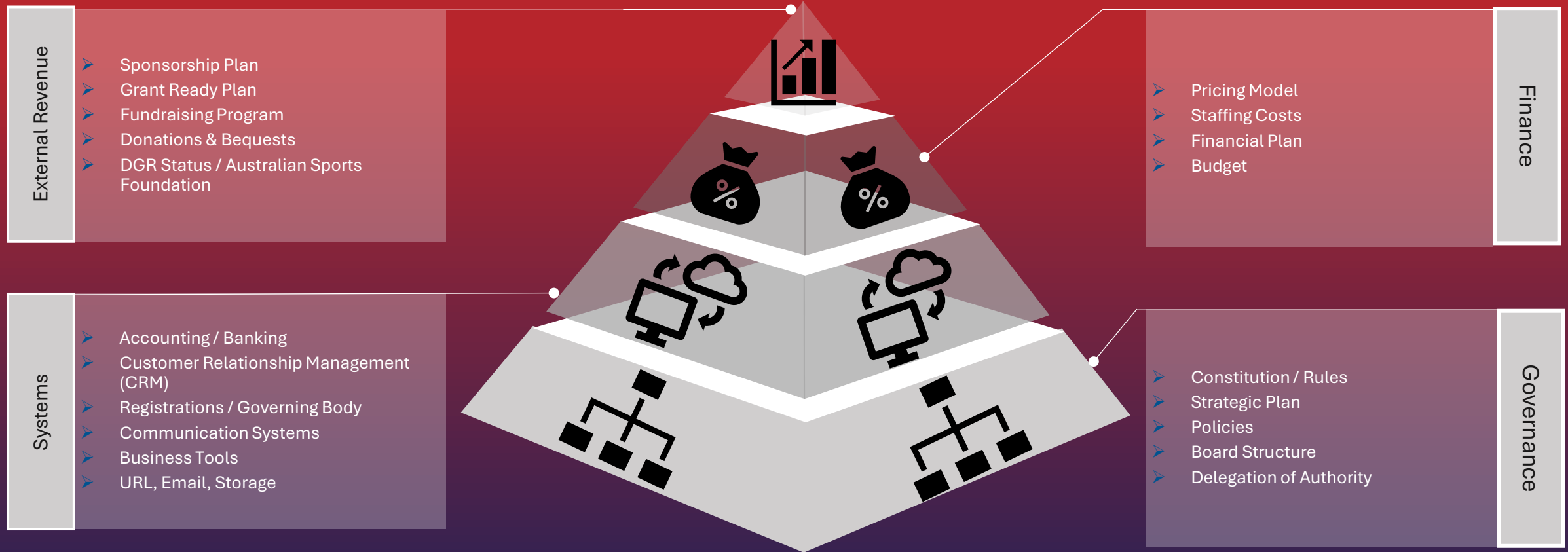
Governance, Systems, Workforce & Finance

TACTICAL ACTION PLAN

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

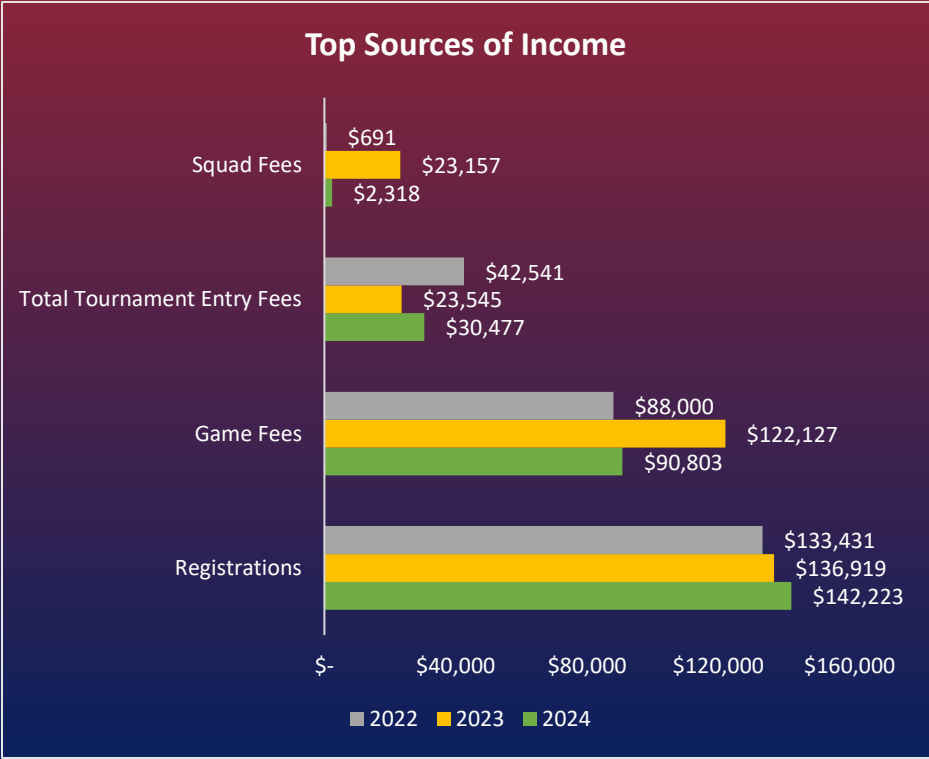
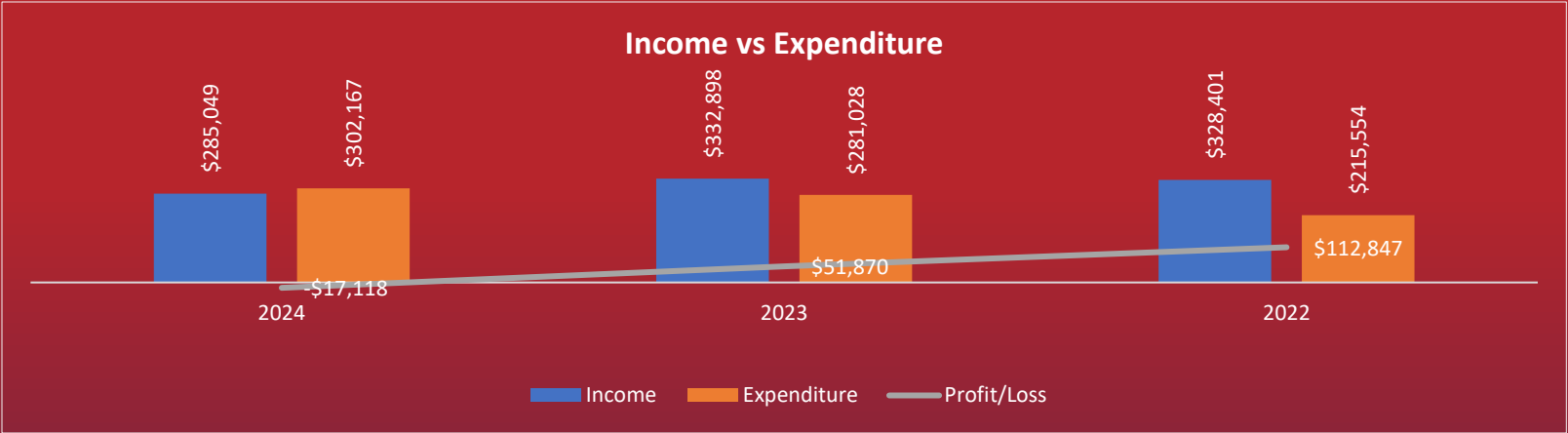


Governance, Systems & Finance



Focus on building the business foundations of the association.

Financial Snapshot



Balance Sheet		
	2024	2023
Cash and Cash Equivalent	\$ 325,215	\$ 360,178
Trade and Other Receivables	\$ 12,400	-\$ 600
Total Current Assets	\$ 337,615	\$ 359,178
Trade and Other Payables	\$ 2,042	\$ 1,661
GST Payable	\$ 7,823	\$ 13,096
Provisions	\$ 598	\$ 551
Total Current Liabilities	\$ 10,462	\$ 15,308
Net Assets	\$ 327,153	\$ 344,270

Category	2024	2023	2022
Income			
Aussie Hoops Income	\$ -	\$ -	\$ 1,492
BBQ & Canteen	\$ 4,749	\$ 2,669	\$ 415
Business Support Fund Grant	\$ -		\$ 48,100
Clearance Fees	\$ -	\$ 191	\$ 141
Clinics	\$ 428	\$ 27	
Game Fees	\$ 90,803	\$ 122,127	\$ 88,000
Interest Income	\$ 163	\$ 122	\$ 94
Raffle Income	\$ 7,251	\$ -	\$ 1,742
Registrations	\$ 142,223	\$ 136,919	\$ 133,431
Squad Fees	\$ 2,318	\$ 23,157	\$ 691
Squad Merchandise	\$ 305	\$ 14,232	\$ 9,755
Total Tournament Entry Fees	\$ 30,477	\$ 23,545	\$ 42,541
Tournament Sponsorship	\$ 5,182	\$ 8,872	\$ 2,000
Other Revenue	\$ 1,150	\$ 1,091	\$ -
Total Income	\$ 285,049	\$ 332,898	\$ 328,401
Expenditure			
Accounting Fees	\$ 3,650	\$ 1,500	
Administration Costs	\$ 5,626	\$ 6,945	\$ 1,857
Advertising	\$ -	\$ 245	\$ 996
Bank Fees	\$ 114	\$ 51	\$ 46
Catering	\$ 2,370	\$ 538	\$ -
CBL	\$ 2,074	\$ -	
Cleaning Costs	\$ -	\$ -	\$ 68
Club Fees	\$ -	\$ 1,012	\$ 1,000
Coach Tournament Expenses	\$ 18,155	\$ 2,182	\$ 7,612
Computer Expenses	\$ -	\$ 2,245	\$ 283
Total Court Hire	\$ 84,454	\$ 59,990	\$ 54,517
Equipment	\$ 6,834	\$ 11,901	\$ 3,441
Fundraising & Raffle Prizes		\$ -	\$ 139
Honorariums	\$ 12,200	\$ 12,120	\$ 10,350
Medical Supplies		\$ -	\$ 6,174
Other		\$ 21	\$ 1
Postage		\$ 18	\$ 105
Printing & Stationery		\$ 20	\$ 189
Professional Fees - Accounting		\$ 1,500	\$ 1,125
Total Referee Expenses	\$ 94,227	\$ 85,599	\$ 61,086
Registration Fees	\$ 590	\$ -	
Repairs and Maintenance	\$ 79	\$ 266	\$ 85
Reimbursements	\$ 3,469	\$ 11,893	
Total Squad Expenses	\$ 30,204	\$ 46,652	\$ 27,204
Skills	\$ 2,500	\$ 2,000	
Superannuation Contributions	\$ 2,150	\$ 2,104	\$ 2,533
Telephone & Internet	\$ 902	\$ 816	\$ 810
Tournament Expenses	\$ 915		\$ 1,227
Trophies	\$ 11,797	\$ 10,975	\$ 8,893
Uniforms	\$ -	\$ 182	\$ -
Wages	\$ 19,543	\$ 20,037	\$ 25,598
Worker's Insurance	\$ 314	\$ 216	\$ 214
Total Expenditure	\$ 302,167	\$ 281,028	\$ 215,554
Current Year Surplus/(Deficit)	\$ 17,118	\$ 46,904	\$ 112,847

STRATEGIC IMPERATIVES



Competitions & Pathways



Comm'n, Engagement & Relationships



Facilities Strategy



Governance, Systems, Workforce & Finance



Club Development

OVERARCHING OBJECTIVES



Grow Participation



Maximise Satisfaction



Regional Hub

Tactical Action Plan

Governance, Systems & Finance



6 Months
Plan HY1

- Conduct a governance audit to assess current policies, procedures, and compliance with best practices.
- Review and streamline financial reporting processes to improve transparency and accuracy.
- Develop and document key operational processes (e.g., membership registration, event management).
- Establish a Finance Team with clear roles and responsibilities.

12 Months
Plan HY2

- Introduce financial forecasting and budgeting tools to assist in long-term planning.
- Implement a Grant Ready Plan
- Create a sponsorship prospectus to attract and secure corporate partnerships.
- Transition to a cloud-based financial management system for real-time monitoring and reporting.

18 Months
Plan HY3

- Develop and implement a association Governance Framework, including a Code of Conduct and dispute resolution policies.
- Implement member management software (e.g., CRM) to centralize and streamline member and financial data.
- Conduct training sessions for committee members on governance best practices and financial literacy.
- Secure funding for priority projects through grants and sponsorships.

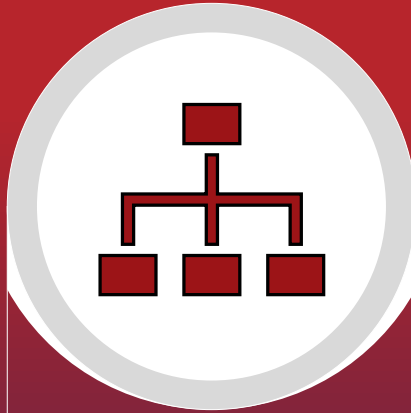
2 – 5 Years
Plan HY4 - HY10

- Establish a sustainable revenue model, including diversified income streams (e.g., sponsorships, events, memberships).
- Perform a governance and financial review every two years to ensure continuous improvement.
- Strengthen risk management systems, including insurance and contingency planning.
- Foster long-term financial sustainability by building an investment reserve fund.
- Annual Review

"Too few doing too much"

Workforce Management

- Max 2 hours per week
- One person, one job



Workforce Structure

- ▶ Organisation Chart
- ▶ Identify and share lessons from leading associations & Competitions
- ▶ Identify areas of responsibility and required underlying workforce structure



Roles & Responsibilities

- ▶ Review and clarification of roles to streamline workflows
- ▶ Document responsibilities, volunteers, and key positions



People

- ▶ Ensure that all staff are properly trained and mentored
- ▶ Greater acknowledgement and promotion of volunteer contributions
- ▶ Appropriate remuneration for staff
- ▶ Develop plans to encourage & attract new volunteers & staff

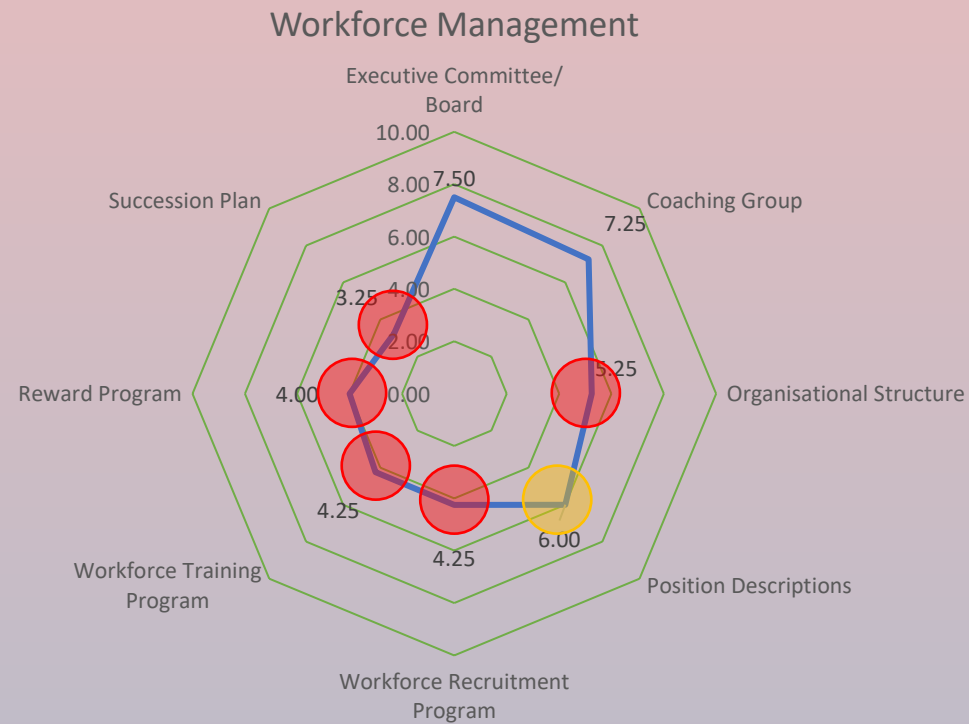


Succession Plans "The heir and the spare"

- ▶ Identify critical roles and develop back up plans
- ▶ Identify and develop potential successors
- ▶ Document key processes and activities to minimise key person risk

Build and support an effective association workforce including committees, key positions, roles & responsibilities, volunteers and staff, and succession planning.

Workforce Management



Theme	Questions	Total Score	Max Score	Avg Score
Workforce Management	8	28.71	80	3.59

STRATEGIC IMPERATIVES



Competitions & Pathways



Comm'n, Engagement & Relationships



Facilities Strategy



Governance, Systems, Workforce & Finance



Club Development

OVERARCHING OBJECTIVES



Grow Participation



Maximise Satisfaction



Regional Hub

Tactical Action Plan

Workforce



6 Months
Plan HY1

- Organisational Structure Chart
- Board Position Descriptions
- Identify all jobs / tasks at the association
- Position Descriptions for all key roles

12 Months
Plan HY2

- Plan to communicate Workforce Plan
- Recruit to fill identified key roles
- Implement Annual Board Induction Program
- Establish Coaching Development Program

18 Months
Plan HY3

- Implement New Member / Volunteer Induction Program
- Ongoing training programs to support key personnel
- Consider Constitutional Review of Board Appointments

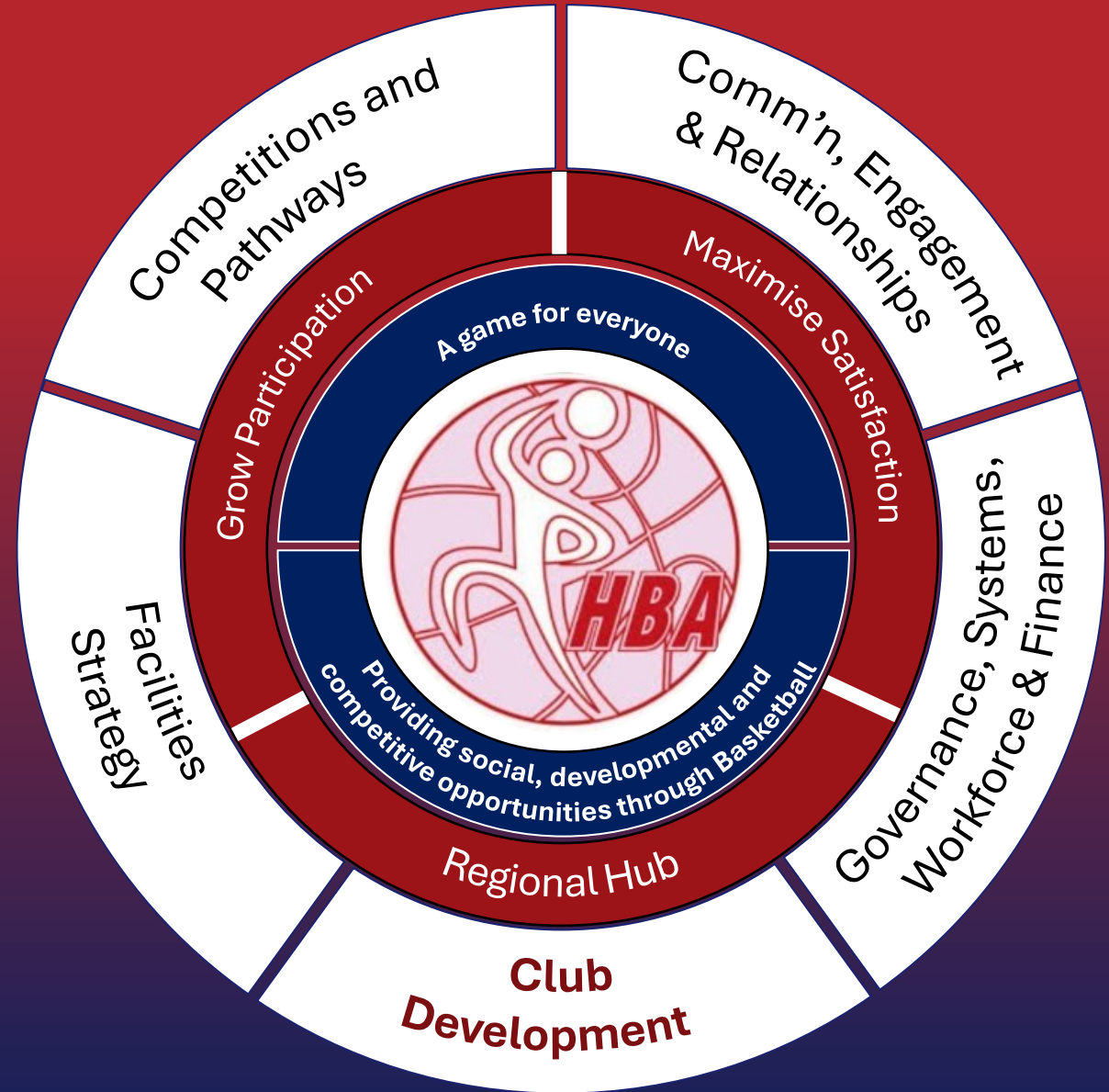
2 – 5 Years
Plan HY4 - HY10

- A structured program to reward and recognise achievements and commitment to the Vision
- An ongoing workforce development and recruitment program
- Annual Review

Club Development

TACTICAL ACTION PLAN

Coordinate and support clubs and regional hubs 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.



Club Development

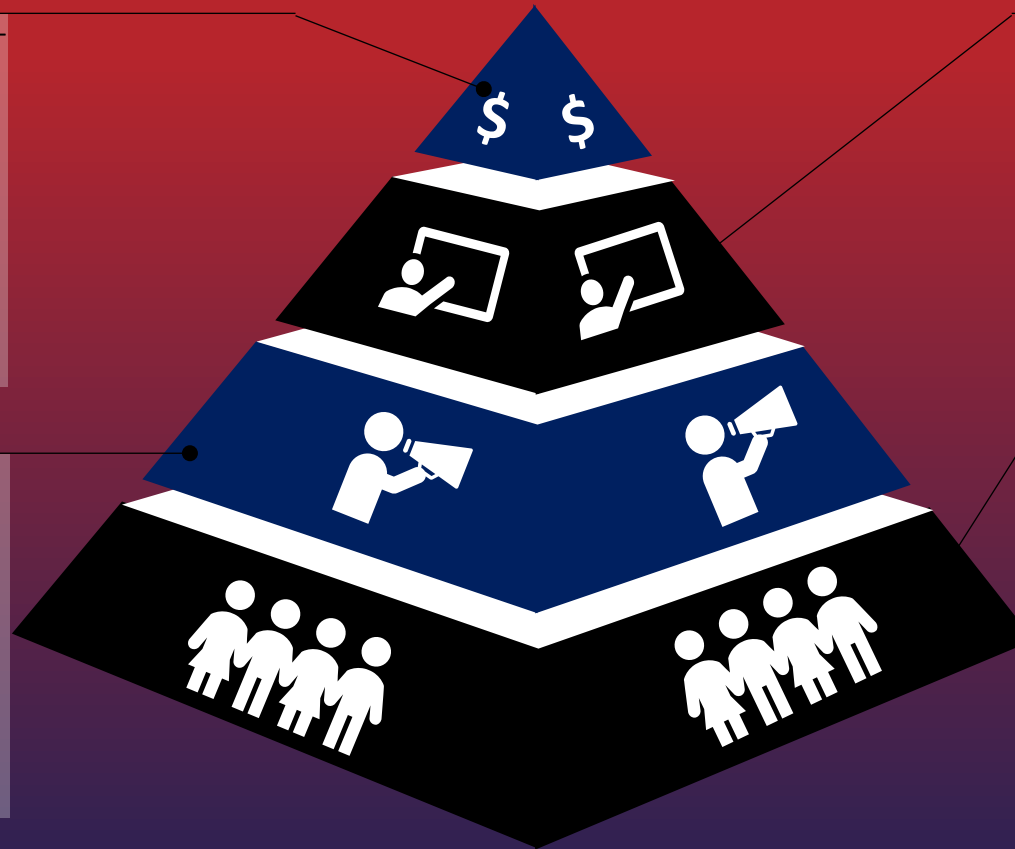
“Strong Clubs = A Strong Organisation”

Governance & Sustainability

- Support the implementation of best-practice governance approaches including constitutional and policy review.
- Support in developing / implementing effective financial management practices.
- Develop standard measures and guidelines (Benchmarks) to assess and support the long-term sustainability of clubs.

Communication Strategy

- Develop a communication strategy and plans to ensure connection and effective communication.
- Support in the identification and development of opportunities and channels to communicate often and engage effectively with the members, stakeholders and the community.



Strategic Development

- Support to undertake long-term strategic planning through identification and evaluation of strategic options that align with the organisation's Strategic Plan.
- Support to develop strategic relationships that align with the organisation and support continued growth and development.

Develop Programs

- Support to engage local schools to increase interest and participation at junior levels.
- Establish a focused and clear junior development pathway from entry level to U12s.
- Support retention and engagement in the “at risk” transition groups.
 - 10-13 yo (Primary to Secondary)
 - 16-18 yo (Junior to Senior)
 - Senior to masters transition

Coordinate and support clubs to develop strategically including development of programs and pathways; workforce management and succession planning; Communication and Engagement & Relationships; Strategic Relationships; and Governance and Sustainability.

Member Clubs

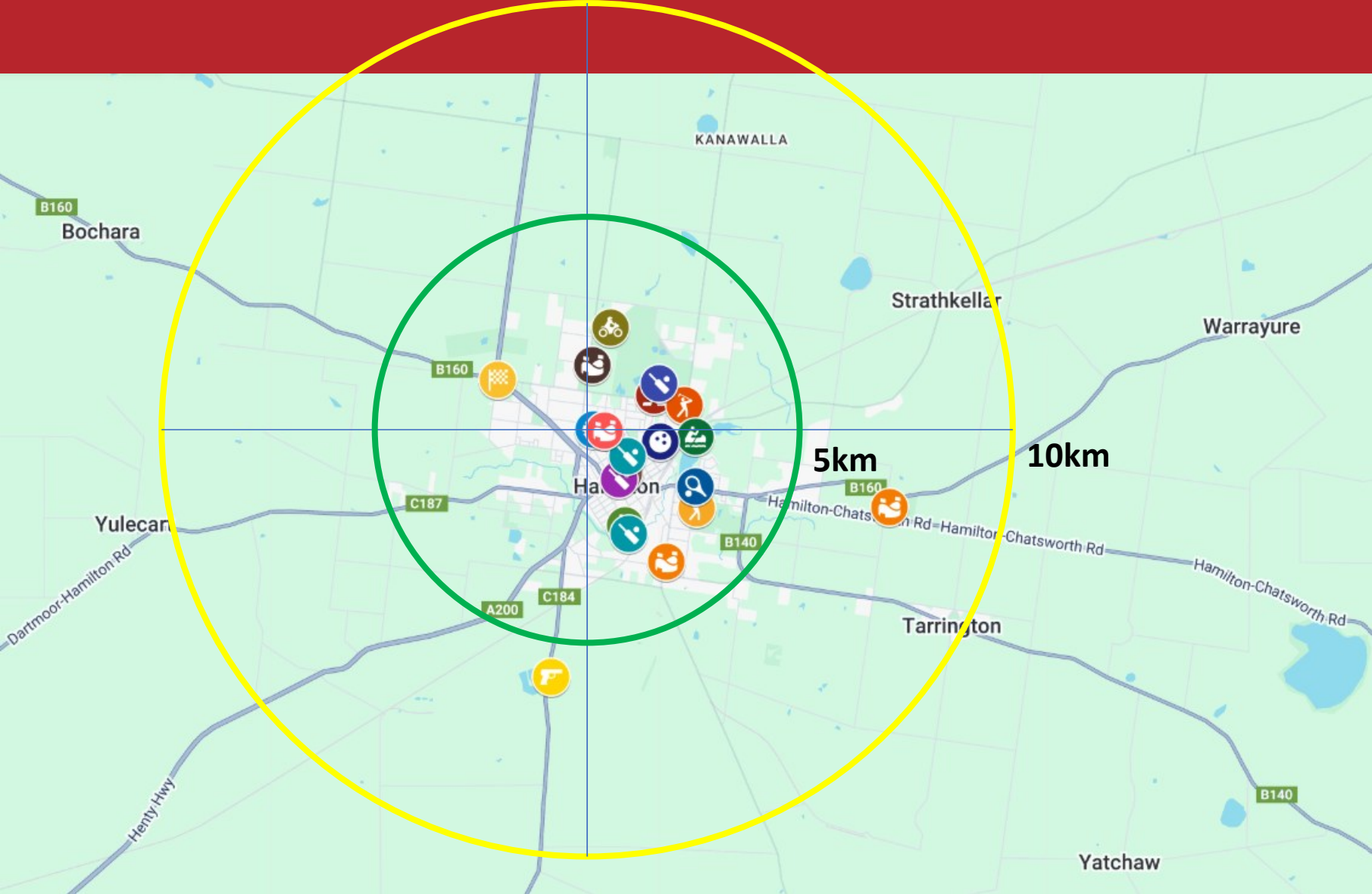


15km



- 5km

Sporting Landscape – Nearby Sports Clubs & Associations



- Hamilton Basketball Association
- Hamilton Table Tennis Association
- Glenelg Regional Hockey Association
- Parklands Golf Club
- Hamilton Golf Club
- Hamilton Clay Target Club
- Hamilton motorcycle club
- Hamilton Croquet Club
- Hamilton Rowing Club
- Hamilton Lawn Tennis Club
- Grangeburn Bowling Club
- Alexandra House Sports Club
- Hamilton And District Gymnastics Club
- Hamilton Football Netball Club Inc.
- Hamilton District Cricket Association
- St Andrews Cricket Club
- Hamilton Cricket Club
- College Cricket Club
- Glenthompson Dunkeld Football Netball Club
- Grampians Cricket Club
- Mooralla Golf Club Inc
- Penshurst Football Netball Club
- Hamilton Little Athletics Centre
- HAMILTON RACING CLUB
- Hamilton Harness Racing Club
- Hamilton Indoor Leisure and Aquatic Centre O...
- Branxholme Wallacedale FNC
- Coleraine Golf Club
- Coleraine Horse Racecourse Track Club
- Coleraine Cricket Club
- Coleraine Football & Netball Recreation Reserv...

STRATEGIC IMPERATIVES



Competitions & Pathways



Comm'n, Engagement & Relationships



Facilities Strategy



Governance, Systems, Workforce & Finance



Club Development

OVERARCHING OBJECTIVES



Grow Participation



Maximise Satisfaction



Regional Hub

Tactical Action Plan

Club Development



6 Months
Plan HY1

- Appoint Club Development Coordinator
- Develop and improve relationships with Member Clubs
- Appoint Schools Coordinator
- Develop a best practice and comprehensive school engagement plan

12 Months
Plan HY2

- Develop and implement plans for a year-round/ off-season programs
- Develop a best practice Comm'n, Engagement & Relationships Strategy for Member Clubs
- Assist member clubs in developing a Strategic Relationships Strategy
- Develop a Strategic Plan template for Member Clubs to follow

18 Months
Plan HY3

- Develop a best practice and comprehensive junior development program plan
- Implement all-abilities program
- Implement targeted programs for the culturally and linguistically diverse communities
- Develop a comprehensive list of Communication Channels and Tools guide for Member Clubs
- Support Member Clubs and help facilitate their relationships with key stakeholders
- Support Member Clubs in the completion of their Strategic Plan
- Develop a best practice governance approaches for Member Clubs to follow
- Develop a best practice financial management plan for Member Clubs to follow

2 – 5 Years
Plan HY4 - HY10

- Create a clear high-performance pathway for Member Clubs to follow and support talented players
- Create standard measures and guidelines to assess long-term sustainability of Member Clubs
- Develop targeted and comprehensive plan to attract and retain Veteran Men
- Develop targeted and comprehensive plan to attract and retain Veteran Women
- Assist Clubs in reviewing and revising their Code of Conduct & Club Policies
- Annual Review

Hamilton Basketball Association

STRATEGIC PLAN – April 2025



Progress Scorecard

Theme	Y0	Y1	Y2	Y3	Y4	Y5
Survey Response Rate (Members)	17.5%					
association NPS (Members)	-15					
Sport NPS (Members)	14					
Governing Body NPS (Leadership)	-23					
Council NPS (Leadership)	-66					

Theme (Leadership)	Y0	Y1	Y2	Y3	Y4	Y5
Programs and Pathways	6.51					
Strategic Relationships	5.14					
Facilities Strategy	4.38					
Communication and Engagement	4.88					
Workforce Management	5.22					
Total	5.43					

Initial Priorities

Workforce Strategy	Develop an Association Workforce Strategy that addresses the organisation structure, roles & responsibilities, succession planning, volunteer engagement and reward and appropriate paid roles to support the professional delivery of the organisation's competitions and programs.
Communications Plan	Develop a Communications Plan that addresses direct access to participants, appropriate channels for club and association communications, upgraded web and social media presence and security of communication and online assets.
CRM	Implement an Association based Customer Relationship Management System including contact details for all clubs, members and participants, coaches, umpires, strategic stakeholders, sponsors and supporters.
Newsletter	Implement an Association based Newsletter to engage the community and provide a direct connection with participants.
Discovery	Implement a Hoops / Schools Engagement program.
Competition Structure	Review the Domestic Competition Structure to maximise participation opportunities and provide a complete pathway through the sport in the region.
Female Participation	Develop a strategy to grow female participation across all aspects of the association.
Facility Strategy	Develop a Facility Strategy that addresses cost and upkeep of the existing facilities, implementation of capital improvements, increases in capacity to support growth and provision of facilities to support the continued growth and development of clubs in the region.
Strategic Relationships	Implement a plan to engage and nurture key strategic relationships within the region to support the growth and operations of the association.
Coaching Development	Implement a Coaching Development program to assist clubs to identify and develop coaches and maximise the quality of experience to participants across all elements of the association's competitions and programs.
Umpire Development	Implement an Umpire Development program to ensure a strong and constant pipeline of umpires and officials to support the association's competitions.
Club Benchmarking	Implement a Club Benchmarking program to identify strengths, weaknesses, opportunities and threats at the club level and assist clubs to develop within the association's strategic framework.
Financial Plan	5-year Financial Plan including Annual Budget and a review of pricing.
Grant Ready Plan	Prepare a Grant Ready Plan in order to capitalise on government funding opportunities as they arise.



Hamilton Basketball Association

STRATEGIC PLAN – April 2025

VISION

A game for everyone

Core Values

Providing social, developmental and competitive opportunities through Basketball

MISSION

Inclusion

Enjoyment

Development

Competition

Respect

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



Workforce Strategy

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Communications Plan

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Umpire Development

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Club Benchmarking

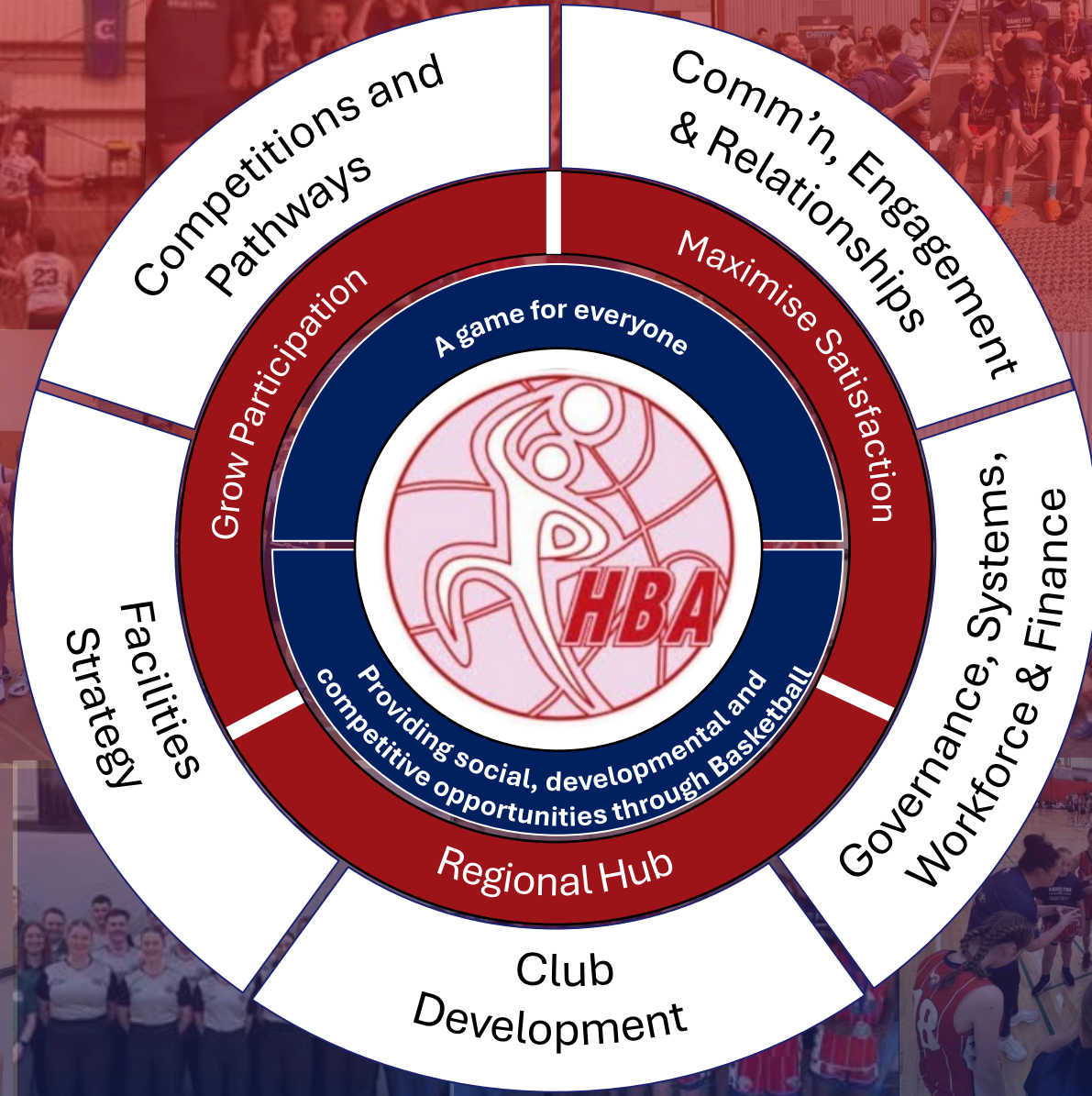
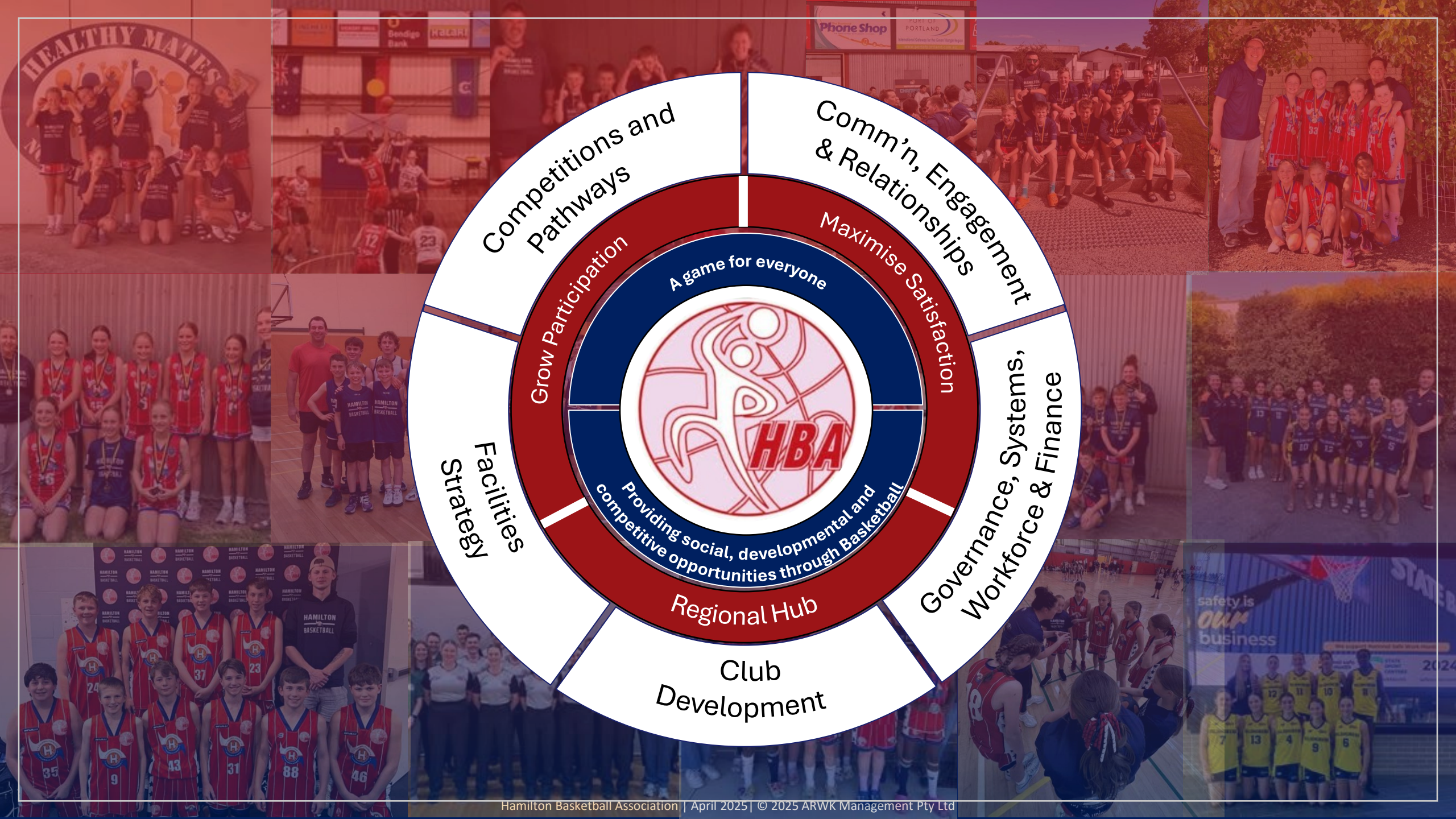
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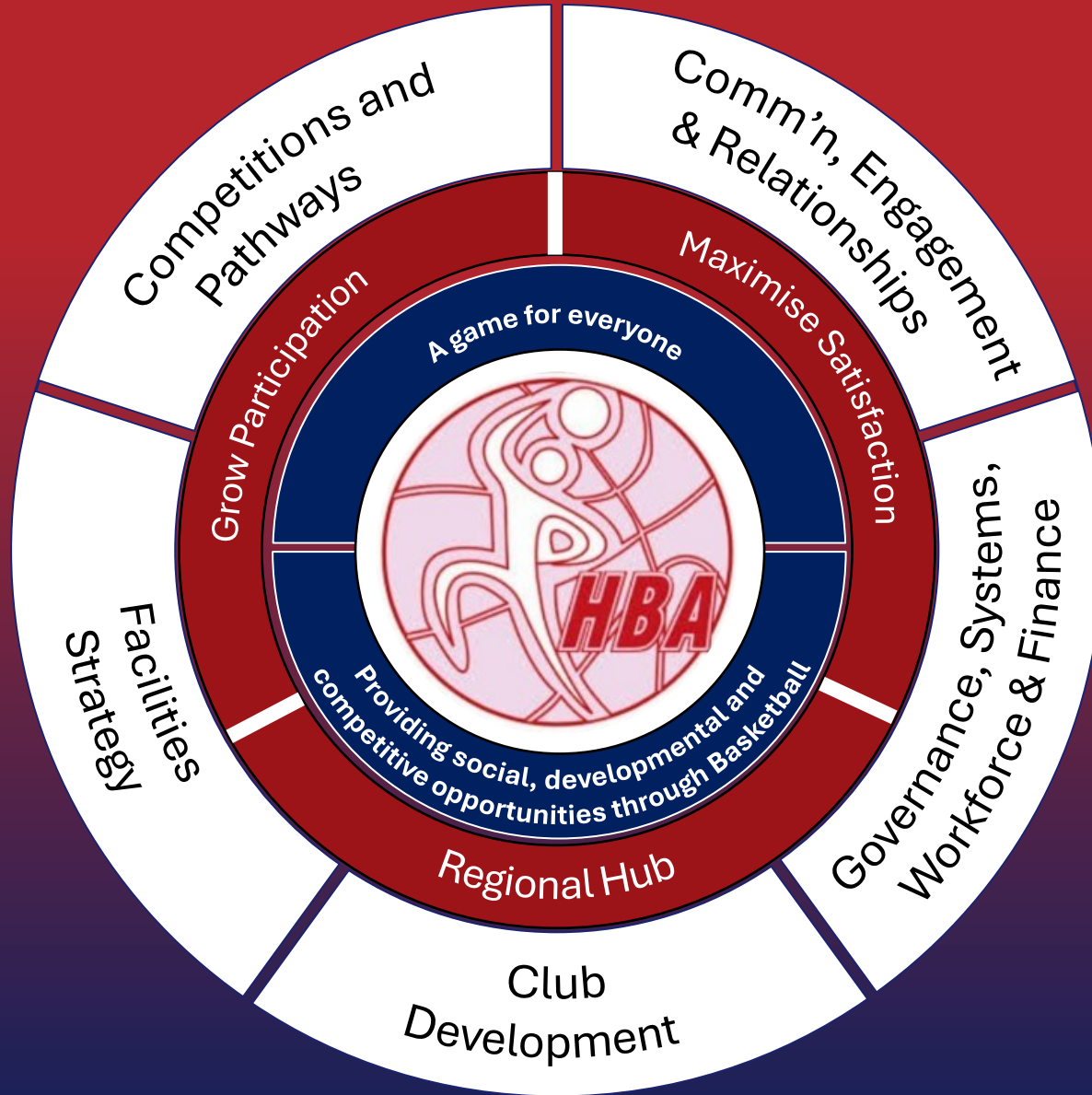
Financial Plan

5-year Financial Plan including Annual Budget and a review of pricing.

Grant Ready Plan

Prepare a Grant Ready Plan in order to capitalise on government funding opportunities as they arise.





Next Steps

- 1 • Review Draft Strategic Plan Framework
- 2 • Accept and Adopt Strategic Plan Framework
- 3 • Form Implementation Working Group
- 4 • Finalise Projects & Initiatives
- 5 • Agree Initial Priorities
- 6 • Implement and Review