



KDBA STRATEGY

2021 - 2025

MISSION:

TO ENCOURAGE BASKETBALL PARTICIPATION FOR ALL, AND THROUGH THE CONTRIBUTIONS OF OUR MEMBERS, CREATE OPPORTUNITY FOR ALL PARTICIPANTS TO HAVE FUN, REALISE THEIR INDIVIDUAL POTENTIAL AND ACHIEVE TEAM SUCCESS

VISION:

TO BE RECOGNISED AS A FORMIDABLE AND PROFESSIONAL BASKETBALL ASSOCIATION

PARTICIPATION

- Provide opportunities for junior members to discover, enjoy and learn basketball
- Ensure opportunities for members to enjoy basketball for all age groups and abilities
- Increase female participation
- Create opportunity for members to engage in basketball through alternative products (eg. 3 x 3 competitions, court hire, holiday camps)
- Source viable opportunities for participation at new venues within KDBA catchment
- Prioritise the wellbeing of our members

DEVELOPMENT

- Increase the awareness of opportunities to enter representative and high performance pathways
- Explore an academy model as a vehicle for player development
- Retain and transition locally grown talent into high performance pathways
- Attract and develop high performing WABL coaches
- Attract and develop a strong referee/officials capability
- Enjoy on court success in WABL championship divisions and NBL1 West

PROMOTION & GROWTH

- Increase awareness of the KDBA "product" within catchment, including the more populated foothills suburbs
- Lobby government and other stakeholders for improved and expanded ROSC facilities to enable growth
- Support schools and clubs to promote basketball and engage with KDBA
- Promote NBL1 as a premium product to increase revenue, particularly through new sponsorship
- Utilize social media and other channels to communicate with existing and prospective members

GOVERNANCE & PEOPLE

- Ensure clarity of roles and responsibility for staff and volunteers
- Prudent financial management in the interest of members
- Develop a strong and valued staff and volunteer base
- Accountability and transparency in decision making
- Open and effective communication between staff, volunteers and members

VALUES

RESPECT

COMMUNITY

INTEGRITY

EXCELLENCE