



2022-25 STRATEGIC PLAN



ACKNOWLEDGMENT OF COUNTRY

SA Country Basketball Council Inc. acknowledges that we live, work and play on the traditional Country of the Kurna people of the Adelaide Plains and pay our respects to Elders past, present, and future.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.

We also extend that respect to other Aboriginal lands and language groups, on which our associations live, work and play.



TABLE OF CONTENTS

4	Introduction	10	Opportunity
5	Basketball Governance	11	Statements
6	Who We Are	12	Values
7	Participation	13	Strategic Direction
8	Current State	14-17	Strategic Pillars
9	Social Media Activity	18	Conclusion



INTRODUCTION

SA Country Basketball Council Inc. has commissioned the following Strategic Plan in order to guide the operations over the next three years. Developed from the 2019-22 Good to Great Strategic Plan and in consultation with affiliated associations, the Strategic Plan focuses on the core purpose of SA Country Basketball.

After two years of interruption and uncertainty this Strategic Plan looks to build on solid foundations to maximise the potential growth of all associations to ensure long-term sustainability.

Following on from the acceptance of this Strategic Plan a detailed Action Plan will be developed with key performance identifiers.



BASKETBALL GOVERNANCE



BSA COUNCIL
3 Reps SA Country,
Basketball Adelaide & 2
Reps SA Church Basketball

**Basketball SA
Commission**

**Office Sport,
Recreation & Racing**



WHO WE ARE

COUNCIL EXECUTIVE

BASKETBALL SA LEADERSHIP GROUP

CEO	Phil Sinnott
Manager Stakeholder Relations & Member Services	Michelle Sterry
Financial Controller	Adam May
Operations Manager	Jacqui McConville
EO SA Country Basketball	Reece Turner



SA COUNTRY BASKETBALL

Executive Officer
Reece Turner



SUB-COMMITTEES

Country Championships Subcommittee
 Danny Millard (Chair)
 Beth Serle OAM
 Ben MacCulloch
 Nathan Grosser
 Executive Officer

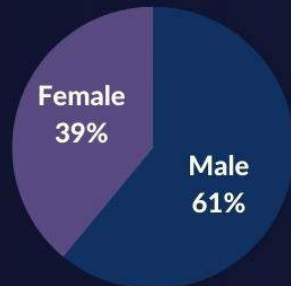
Finance and Audit Subcommittee
 Michael Schultz (Chair)
 Nathan Grosser
 Bert Bargeus
 Cathy Warren
 Executive Officer

Awards & Honours Subcommittee
 John Spooner (Chair)
 Nathan Grosser
 Ben MacCulloch
 Beth Serle OAM
 Executive Officer



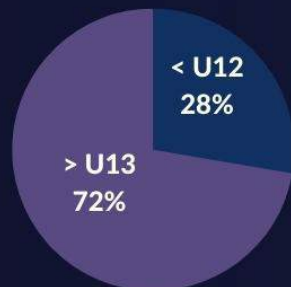
PARTICIPATION

18,563 Members*
16,188 Players*

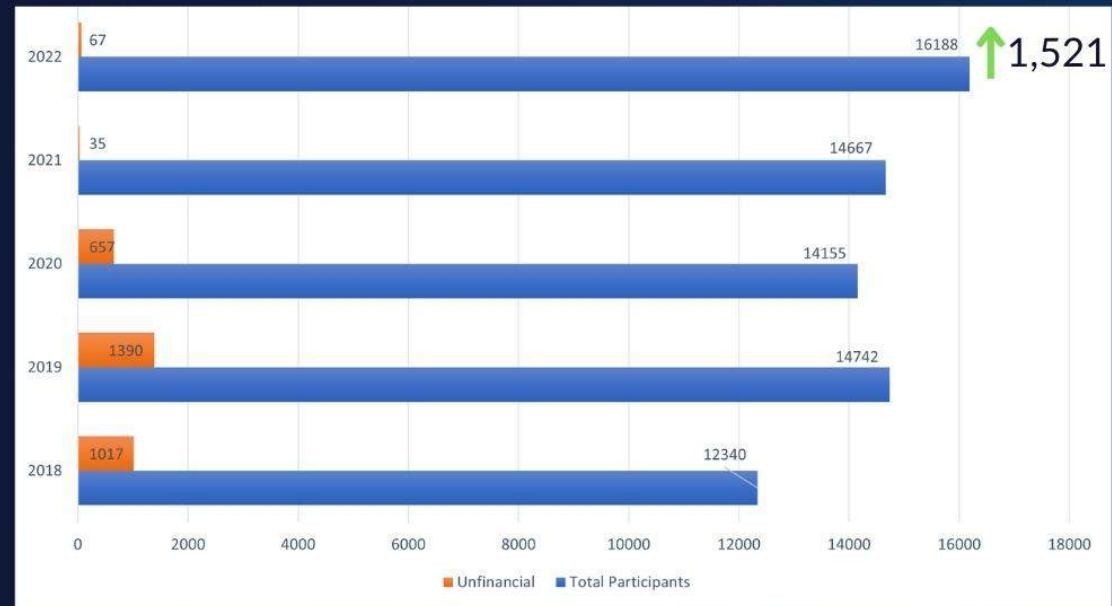


*As of 30/06/2022

U12s & Below 4484
U13s & Above 11,704



Growth By Participation



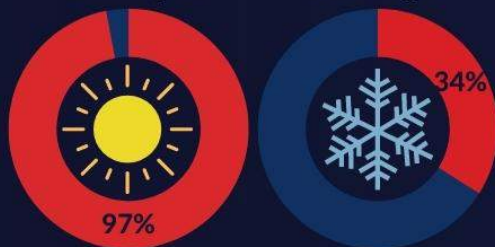
Total Teams
2,516



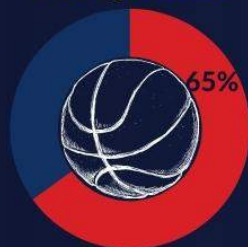
CURRENT STATE

29 Associations

28 Summer Comps 10 Winter Comps



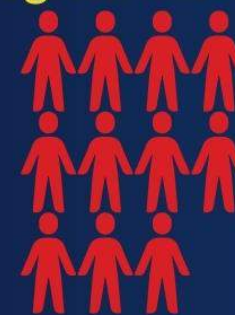
19 Community Athlete Development Programs



9 Elite Athlete Development Programs



11 Athletes Receiving National Performance Program Services



6 Level 3 Performance Coach Accreditation



10 Aussie Hoops & 8 Mini Hoops Programs Delivered



294 SPORTING Schools Sessions Run At 28 Schools In 12 Months



SOCIAL MEDIA ACTIVITY



1 July 2021- 30 June 2022

Facebook Reach

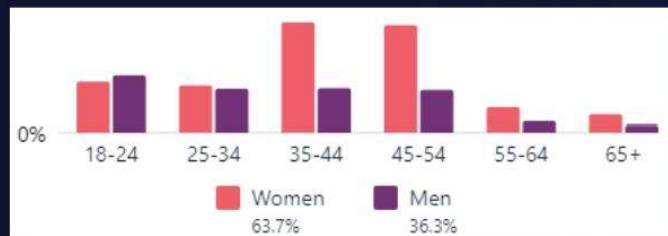
147,370 ↑ 32.2%

Facebook Page Visits

43,414 ↑ 9.9%

Facebook Likes

6,359 ↑ 803



Instagram Reach

22,701 ↑ 420.1%

Instagram Profile Visits

23,230 ↑ 345.3%

Instagram Followers

2,453



OPPORTUNITY

Basketball is continuing on an upward rise in Australia with participation rates being the highest they have ever been. Classed as the worlds game, it is accessible by most and has the potential to become the most participated team sport in Australia.

SA Country Basketball has a real opportunity through clear strategy and partnerships to reap the success of the world-wide popularity of basketball. However there is a need to stay ahead of the curve, particularly in a world when choice of activity is so widespread.

Key areas of opportunity for SA Country Basketball;

- New technology advancements
- Commercialisation
- Database - centralised data point





OUR PURPOSE

SA Country Basketball aims to be recognized and respected by regional basketball communities as the leader in 'best practice' sports delivery, impacting and supporting each of our communities' goals.

VALUE STATEMENT

SA Country Basketball is committed to driving connection between our community to support the fun and safe participation in basketball.



VALUES

Participation

An inviting accessible experience for everyone.

Inclusive

Deliver across a broad section of the community to provide opportunities for all.

Ethical

Conduct ourselves in accordance with our codes of behaviour at all times.

Trust & Integrity

Build an environment of trust through open, transparent and honest leadership.

Fun

Promote enjoyment of basketball through good sportsmanship, a welcoming environment and dynamic programs.

Safe

Provide a safe environment that protects and considers everyone's physical and emotional well-being.

Healthy Lifestyle

Provide the ability for all to participate and lead an active lifestyle.



STRATEGIC DIRECTION

Over the last 12 months the Council Executive and Executive Officer have been reviewing the previous Strategic Plan and have been consulting with affiliated associations.

Through a consultation period with associations key areas of interest became evident:

1. Volunteer fatigue
2. Facilities plan
3. Female participation and retention
4. Growth strategies

The following visual Strategic Plan focuses on meeting the three core areas of our operations and is now the anchor point of everything we do.



STRATEGIC PILLARS

SUSTAINABLE GROWTH

-Identifying potential growth areas and supporting Associations to create their own growth plans

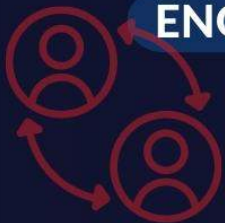
-Understanding the restrictions on growth and support problem solving initiatives



ENGAGEMENT

-Create strong and genuine connections with our associations, our purpose is to support and be proactive not reactive

-Creating 'best practice' procedures for associations – making it easier for volunteers and staff to run progressional associations



PATHWAYS

-Creating pathways from development to elite for players, coaches, referees and officials for our community

-Investing in education and support of our members and participants



SUSTAINABLE GROWTH

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs.

Supporting associations through key areas in the business of sport while being the leaders in 'best' practice delivery:

- Facilities plan
- Volunteers recruitment and retention
- Education and support of committees and administration staff
- Financial management
- Promotion and brand awareness
- Technology / innovation
- Participation reporting
- Investment into the future



PATHWAYS



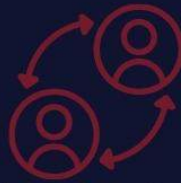
Creation, promotion and support of pathways at every level for players, coaches, referees and officials for our community.

Investing in education and further learning of our members and participants in key focus areas:

- High Performance Program for players and coaches
- Development of referee coaches and mentors across the state
- Female participation and retention



ENGAGEMENT



Enabling a positive connection between all levels of basketball in our communities.

Creation of support networks

Recognised for delivering high quality service to all members

- Member Services - creation of a sharepoint
- Community Leadership - education and support through different programs and courses
- Marketing / branding - people want to be involved with SA Country Basketball and associations
- Communications - clear, concise information is vital to successful relationships
- Events - professionally run and enjoyable events
- Partnerships - strategic partnerships to enable better service to members
- Sponsors - commercial opportunities



CONCLUSION

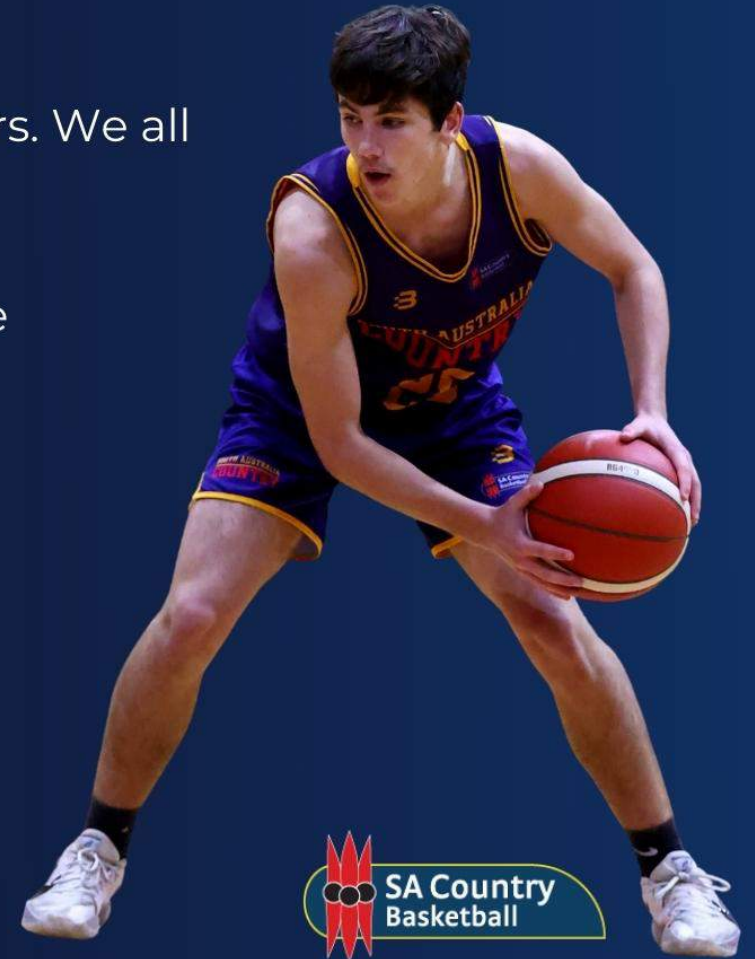
We look forward to our journey over the next three years. We all hope you join along the way.

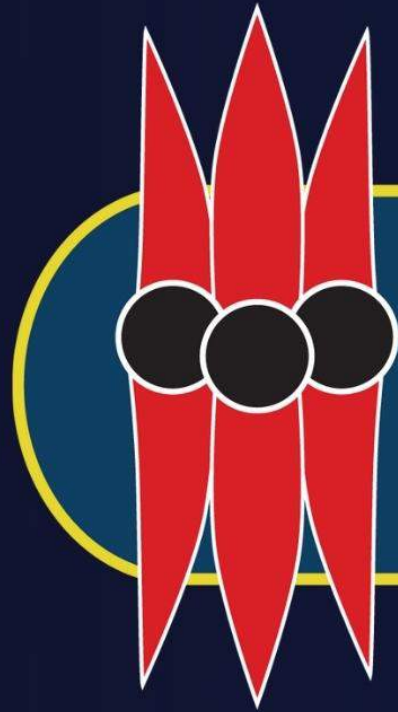
This strategic plan will again be reviewed in 2025 by the Council Executive

Any questions please contact

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SA Country Basketball

PARTNERS

Blackchrome[®]

molten[®]

