

VISION	Provide an environment where basketball participants can achieve their best		
MISSION	To be the best basketball Association in New Zealand		
STRATEGIC THEMES	Association Growth	Operational Excellence	Team Culture
STRATEGIC RESULTS	Player Numbers per capita Financial Performance Increased competitions	Team results at tournaments Player selection for BBNZ Quality of programs Awards received	Highly skilled and motivated people attracted to work in our association Professionalism on and off the court

Strategic Objects	Strategy Map 2018 - 2022	Measure	Quantitative	Qualitative	Initiatives
<u>Financial</u>	<pre> graph TD A[Increase Incomes] --> C[Increase Net Profit] B[Reduce Waste] --> C </pre>	Net Profit Increased Income Operating Costs	<ul style="list-style-type: none"> > 25K ↑ 5% < 2% Variance 	To budget	<ul style="list-style-type: none"> Increase funding applications Simplify membership Simplify administration Event Profits Merchandising Fund Raising
<u>Customer</u>	<pre> graph TD D[Increase Players] --> C[Increase Net Profit] E[Increase Sponsors] --> C F[Customer Satisfaction] --> C </pre>	Team Numbers Increased Competitions Sponsors Customer Satisfaction	<ul style="list-style-type: none"> Increase of 250 Increase of 5 Increase 20% 1 survey per program 	Value to sponsor 85% positive Outcomes 15% Improvements	Self-funding or profitable competitions
<u>Internal Processes</u>	<pre> graph TD G[Improve Offerings] --> C[Increase Net Profit] H[Improve Marketing] --> C I[Contain Costs] --> C </pre>	Improved communication Improved Brand awareness Increased coaching clinics Contain Costs	<ul style="list-style-type: none"> 10% increase Increase 2 per year Levelled 	Comms Plan	<ul style="list-style-type: none"> Increase marketing reach Increase news articles
<u>Organisational Capability</u>	<pre> graph TD J[Pathways & Programs] --> C[Increase Net Profit] K[Increased Courts] --> C </pre>	Court Utilisation No. of Programs	<ul style="list-style-type: none"> Increase total # game time hours Increase of 5 		<ul style="list-style-type: none"> Create a baseline for measure

Customer Focus – Excellence – Professionalism – Integrity – Basketball



Tauranga City Basketball Inc

Strategic Plan

2018 - 2022



Financial

Increase Incomes

- Increase funding applications
- Simplify membership
- Simplify administration
- Event Profits
- Merchandising
- Fund Raising

Increase Net Profit

- Using efficient internal processes
- With a greater focus on levelled costs through the growth of the organisation

Reduce Waste

- Using effective policies allowing streamlined business throughput
- Ensuring non-value-added tasks are kept to a minimum

Customer

Increase Players

- Investigate new competitions in line with court capabilities
- Investigate the establishment of a Coastal BoP Basketball structure to include areas covered by the following councils – Tauranga City, Western Bay, Opotiki District, and Whakatane District.
- Increase school Comms
- In School coaching

Increase Sponsors

- Investigate ways of approaching and increasing corporate sponsorship
- Define a value proposition for the corporate sponsorship

Customer Satisfaction

- Increase the number of Customer Surveys carried out on an annual basis
- Continue with the program feedback from the coaches and managers





Tauranga City Basketball Inc

Strategic Plan

2018 - 2022



Internal Processes

Improve Communications/Marketing

- Develop a Communications Plan including appropriate social media platforms and content.
- Establish an Archive and Honours Roll for Tauranga City Basketball

Improve Offerings

- Develop an Education plan integrated to BBNZ Programme including workshops, resources, mentoring and flyers.

Contain Costs

- Through Establishing a Volunteer Training & Recruitment Program
- Utilisation of volunteers for additional areas of the business functions, marketing, adverts, sponsorship

Organisational Capability

Participation

- Increase participation in TCBA activities annually.

Pathways

- Review and update pathway for Players/Coaches/Managers & Referees (Annually)
- Continue to develop the Representative Programme to ensure success at a National Level (Annually)
- Maintain membership and relationship with BBNZ, Basketball Pacific and Mid North Zone.
- Continue to develop International relationships to further develop pathways for active participants of TCBA.
- Have a wholistic programme for the improvement of TCBA members.

Organisational Potential

- Maintain an up to date database of members.
- Host one high profile event annually.

Expanding Court space

- (both Indoor and Outdoor) in TCBA Catchment area.
- Develop a plan to present to potential funders / councils to construct new multicourt facilities (including outdoor).

