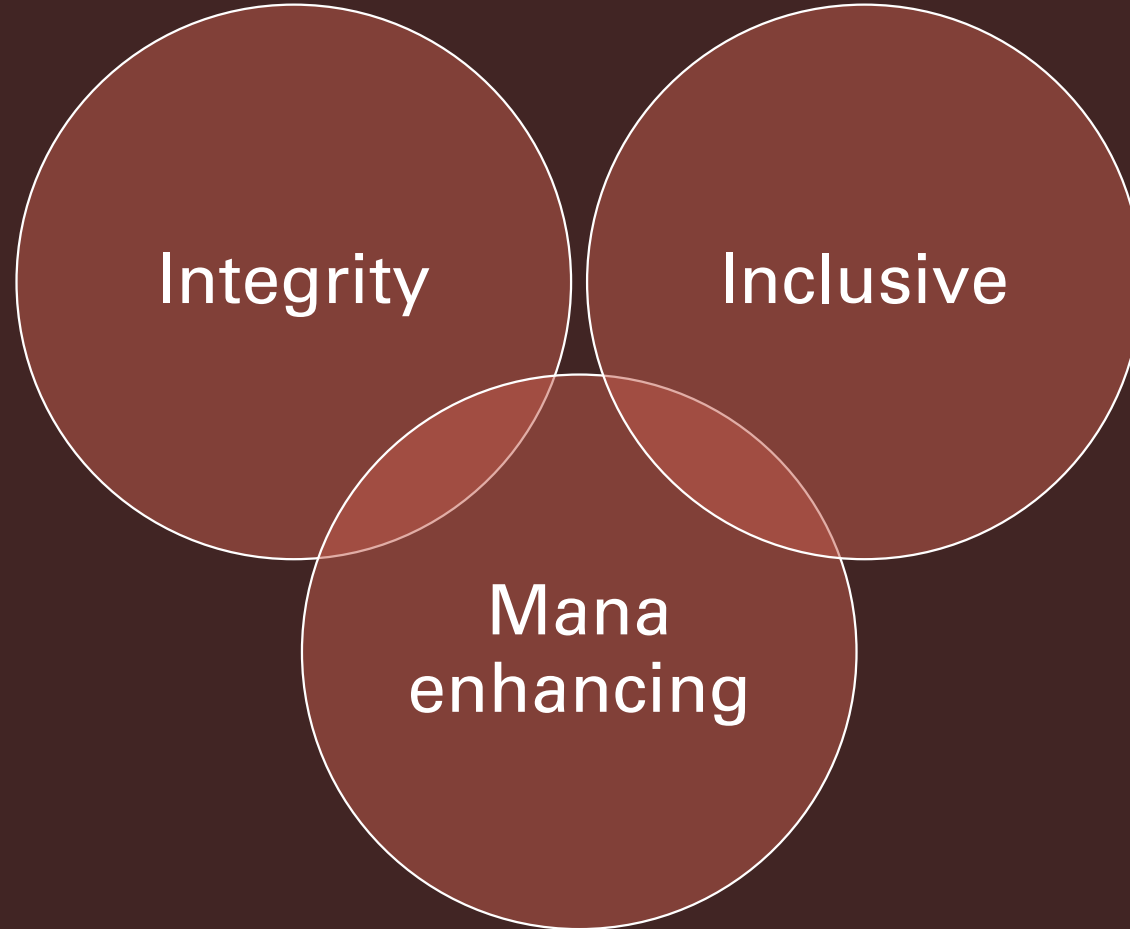

Tauranga City Basketball Association

Strategic Plan 2023 - 2027

Our Strategy

- Vision: To provide an environment where basketball participants can achieve their best
- Mission: To be the best basketball association in Aotearoa New Zealand

Our guiding principles



Our Strategic Priorities

- Our priorities focus on three key pillars:
 - Capability
 - Community
 - Game Development

Capability

→ Increased governance competency

- Review policies
- Review exec job descriptions and induction
- Aspire for exec to represent community (gender, age, relevant skills)

→ Fiscally sound organisation

- Create annual funding plan
- Diversify revenue streams
- Build financial reserves

→ Culturally competent

- Upskill on *Te Tiriti* obligations
- Increase *tikanga* and *te reo* use across programmes

→ Succession planning

- Succession plans in place for all permanent staff roles and exec roles
- Work alongside TCBOA for succession in refereeing

Community

- Grow and enhance access to facilities for basketball
 - Engage with Councils, Bay Venues, Schools and Funders to increase network capacity
 - Partner with other sporting organisations to jointly advocate for new facilities
 - Engage with schools to secure existing capacity
- Develop functional relationships with key stakeholders
 - Partner with BBOP/Whai governance for regular meetings
 - Maintain close relationships with Sponsors, Councils, Schools, Sports Organisations, and Bay Venues
 - Strengthen relationships with members through direct engagement and value proposition
- Demonstrate commitment to improving diversity at all levels of the association
 - Increase talent pool for executive roles
 - Ensure gender balance in all manager/coach/staff /exec appointments
 - Develop and implement a Diversity & Inclusion policy
- Communication
 - Develop and implement a communication strategy
 - Develop relationships with local media
 - Launch membership app
- Support wellness of all basketball participants
 - Develop Wellness plan to include staff, players, volunteers
 - Ensure season design is aligned to SportNZ guidance
 - Ensure representative selection allows for diverse participants

Game Development

→ Continue to support growth of basketball

- Develop 3x3 Strategy
- Develop and implement Women's and Girls strategy
- Implement formal club structure
- Investigate new opportunities for tournament experiences (age group and adult)

→ Clearly articulate pathways for players, coaches, referees, managers and volunteers

→ Maintain and enhance current programmes

- New events
- Investigate moving to 3x3 for all primary competitions
- Continue to run school holiday camps

→ Support season design initiatives to support 'balance is better'

- Remain actively involved with calendar development across sports