

BASKETBALL FOR EVERYONE



OUR GAME PLAN

2022 - 2025

RESPECT
INCLUSIVE
TRUST
ENJOYMENT
EXCELLENCE

**Southern Peninsula
Basketball Association**

Old White Hill Road
Dromana, Victoria

Phone: 03 5981 0347
Email: admin@sthpen.com.au

**RESPECT
INCLUSIVE
TRUST
ENJOYMENT
EXCELLENCE**



CONTENTS

02.	OVERVIEW
04.	GROW PARTICIPATION
06.	ENGAGE COMMUNITY
08.	OPERATIONAL EXCELLENCE
10.	DEVELOP FACILITIES

OVERVIEW

Formed in 1967, SPBA is the largest basketball association on the Mornington Peninsula with over 2,000 members and over 300 teams.

SPBA maintain seven indoor courts in the region which are used by schools, other sports and community groups.

Where are we going?

We will be the professional, progressive and respected community based sporting organisation of the Mornington Peninsula.

Why do we do what we do?

We will provide a safe, fun and inclusive environment to ensure all participants can maximise their full potential.



GROW PARTICIPATION

Increased participant numbers across all roles and levels; underpinned by a strong junior domestic program driving growth.



ENGAGE COMMUNITY

Stronger wellbeing of the community outside of our member base. Increasing community awareness of our brand.



OPERATIONAL EXCELLENCE

A sustainable business model of continual growth through a strong, caring and purpose-driven culture supporting our people to achieve at a high standard. Delivering lower cost, less risk and more satisfied members.



DEVELOP FACILITIES

Provide safe, welcoming and fit for purpose sport, wellbeing and event facilities meeting community demand.

GROW PARTICIPATION



Increase Participation

We are everyone's game, providing opportunities that cater to all persons through any stage of their life.



Provide Pathways

To find a perfect fit for all participants relevant to their own goals and aspirations.



Marketing & Promotion

To encourage participation and wellbeing. To provide an environment conducive to underrepresented and priority groups.



Expand Offerings

Looking outside of the box through alternate participation experiences like 3x3 Competition and Dunk League to achieve more sport more often.



The primary roles involved in leading this pillar and sub-committee are:

- Head of Basketball
- Basketball Administrator
- Board Representative

This pillar encompasses all on court aspects and all people involved:

- Domestic Competition
- Representative Programs
- Development Programs
- High Performance Programs
- Pathways

The Participation pillar revolves around the Australian Sports Commission's Future of Sport Megatrends:

- A perfect fit
- From extreme to mainstream
- More than sport
- Everybody's game

Increase 30 domestic teams per year

Increase 2.5 Junior Sharks teams per year

14% increase in programs participation per year

Increase of tournament teams to 600

**Basketball
for
Everyone**

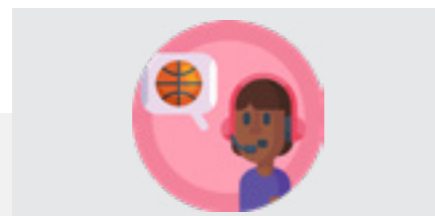
OPERATIONAL EXCELLENCE

A sustainable business model of continual growth through a strong, caring and purpose-driven culture supporting our people to achieve at a high standard. Delivering lower cost, less risk and more satisfied members.



CULTURE

We will develop an engaging culture conducive to growth and the success of our people.



DELIVERY OF A HIGH STANDARD

We will increase functionality, processes, and governance to deliver a high standard of service.



FINANCIAL SUSTAINABILITY

We will ensure financial sustainability to deliver opportunities to benefit the Association and Clubs.

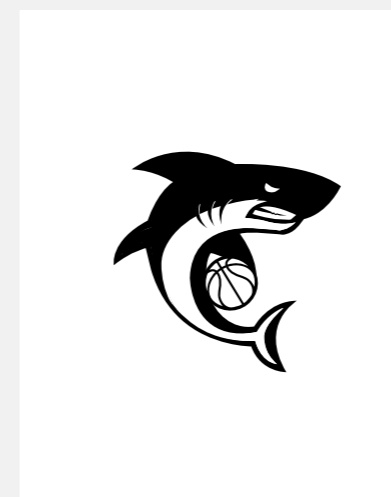


This pillar encompasses all on court aspects and all people involved:

- Finance
- Human Resources
- Governance
- Business Matters

The primary roles involved in leading this pillar and sub-committee are:

- General Manager
- Accounts Officer
- President
- Treasurer
- Vice President



Encompassing our whole organisation with a focus on business operations with the three key areas being culture, processes and financial resources to delivery our operations efficiently and to a high quality.

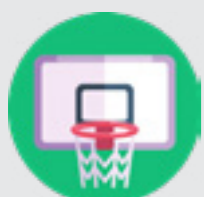
ENGAGE COMMUNITY

Community Engagement

Linking closely with the Grow Participation pillar, engaging the community focuses on engaging people in our catchment which are not our members.

Ultimately, this pillar encourages physical and wellbeing activity through basketball.

This also serves our membership base with wellbeing opportunities and better links with the community they live in.



GROW COMMUNITY OUTREACH

Provide introductory participation opportunities to physical activity and wellbeing through the power of basketball. Including programs such as Aussie Hoops, Baby Sharks & Big V Engagement.



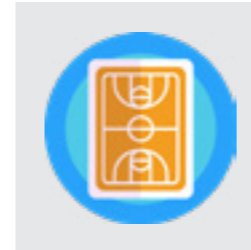
INCLUSIVE ENGAGEMENT

Working with local organisations to provide access for all opportunities for all members of the community,



PRESENCE IN SCHOOLS

Having a presence in all schools in our catchment through programs such as Sporting Schools, Come & Try Sessions, Academies and Extra-curricular programs.



SPONSOR & LOCAL BUSINESS VALUE

To provide enhanced value to sponsors and partners, providing unique opportunities to our members and a strong local economy.

Engagement with every school in catchment

Introductory basketball accessible within 15 minutes of any child in the region

Year on year increase of multi activity engagement

Inclusion programs & initiatives to support priority groups

Increased sponsorship value

DEVELOP FACILITIES

Provide safe, welcoming and fit for purpose sport, wellbeing and event facilities meeting community demand.

Develop Facilities is a holistic pillar encompassing our facilities allowing us to achieve all other strategic objectives. Focusing on the maintenance and growth of facilities in the region.

Facilities expansion, facilities maintenance, external facilities & government advocacy.
The primary team leading this pillar is the General Manager and independent consultants.



IMPROVE FACILITIES

Improve SPBA managed venues under long term infrastructure development plans.

Grow relationships and improve externally managed venues.



EXPAND FACILITIES

Develop relationships with all levels of government to deliver funding and support.

Dromana - upgrade & expansion of 3 additional courts & 2000 seating capacity.

Rosebud - expansion of 2 additional courts shovel ready.





Basketball for everyone.

**Postal Address**

Southern Peninsula
Basketball Association
PO Box 122
Dromana, Victoria

**Phone**

Phone: 03 5981 0347

**Online**

Email: admin@sthpen.com.au
Website: sthpen.com.au

WWW.STHPEN.COM.AU