



# **BASKETBALL SOUTH AUSTRALIA**

## **STRATEGIC PLAN 2020-2024**



# STRATEGIC PLANNING PROCESS

Q2 2019  
(APR-JUN)

**PHASE 1**

**DEEP CONSULTATION**

FACILITATED MEMBER  
FEEDBACK GROUP SESSIONS  
INDIVIDUAL INTERVIEWS WITH  
KEY STAKEHOLDERS, STAFF AND  
COMMISSIONERS

**PHASE 2**

**COMMISSION WORKSHOPS**

FEEDBACK COLLATED AND  
PRESENTED TO COMMISSION  
FACILITATED WORKSHOPS WITH  
COMMISSION  
BASKETBALL AUSTRALIA  
STRATEGIC PLANNING WORKSHOP

Q3 2019  
(JUL- SEPT)

**PHASE 3**

**DRAFT PRESENTED TO  
COMMISSION**

**STRATEGIC SNAPSHOT**

Q4 2019  
(OCT-DEC)

**PHASE 4**

**ENDORSEMENT**

STRATEGIC SNAPSHOT  
ENDORSED BY MEMBERS AT AGM

**PHASE 5**

**FINAL PLAN**

STAFF AND COMMISSION  
WORKSHOPS

Q1 2020  
(JAN - MAR)

**PHASE 6**

**BIG 4 COMMITMENT**

COMMISSION DEVELOP  
STRATEGY TO ADDRESS BIG 4:  
- ASSOCIATION MODEL  
- FACILITY MANAGEMENT  
- COMPETITION REFORM  
- CORE SERVICE PLAN

**EXECUTE PLAN**

2020 PLAN DELIVERED

2020-2021  
**PHASE 7**

**REVIEW**

COMMISSION REVIEW 2020  
DELIVERABLES FOLLOWING COVID

# BASKETBALL SOUTH AUSTRALIA STRATEGIC SNAPSHOT



# STRATEGIC PILLARS

THE FIVE STRATEGIC PILLARS PROVIDE A GUIDELINE FOR BASKETBALL SA'S KEY PROJECTS. ALL KEY PROJECTS MUST FALL WITHIN AT LEAST ONE OF THESE PILLARS AND ASSIST TO ACHIEVE ONE OR MORE STRATEGIC GOALS. BASKETBALL SA'S VALUES SHOULD UNDERPIN ALL PROJECTS AND OPERATIONS.

## SUSTAINABLE BUSINESS MODEL

MANAGE THE FINANCIAL POSITION OF THE SPORT AND INVESTIGATE SUSTAINABLE FUNDING MODELS, TO GROW BSA AND MAINTAIN TRANSPARENCY TO MEMBERS.

STRATEGIC PILLAR 1

## MEMBER ENGAGEMENT

INFORMED, CONSISTENT COMMUNICATION AND SERVICES TO ALL MEMBERS TO UNITE THE SPORT AND STRIVE TO BUILD STRONG ASSOCIATIONS AND CLUBS.

STRATEGIC PILLAR 2

## STRONG FRAMEWORK AND SERVICES

PROGRAMS, SERVICES, STRATEGIES AND MEMBER SUPPORT MECHANISMS UNDERPINNED BY FRAMEWORKS THAT MEET COMPLIANCE STANDARDS.

STRATEGIC PILLAR 3

## FACILITIES AND INFRASTRUCTURE

PLAN TO RESPOND TO CHANGE, MEET THE GROWING DEMANDS OF THE SPORT AND ENSURE FACILITIES COMPLY WITH THE EXPECTATIONS OF MEMBERS AND STAKEHOLDERS.

STRATEGIC PILLAR 4

## PROVIDE MORE OPPORTUNITY TO PLAY AND GROW

PROVIDE A SAFE ENVIRONMENT AND ACCESSIBLE PARTICIPATION OPPORTUNITIES FOR ALL LEVELS AND FORMS OF INVOLVEMENT WITH BASKETBALL.

STRATEGIC PILLAR 5

# STRATEGIC PILLAR DELIVERABLES

## 2022-2024

### STRATEGIC PILLAR 1

#### SUSTAINABLE BUSINESS MODEL

##### ENABLE THE VISION FOR BASKETBALL

- SUPPORTED BY MEMBERS
- INCREASED PARTICIPATION
- COMPETITION MANAGEMENT
- FACILITIES AND INFRASTRUCTURE

##### BUILD FINANCIAL STRENGTH

- NEW INCOME STREAMS
- EFFICIENCIES
- CO-DESIGN
- FUNDING

##### STAKEHOLDER CONFIDENCE

- TRANSPARENT FINANCIAL INFORMATION

### STRATEGIC PILLAR 2

#### MEMBER ENGAGEMENT

##### COMPETITION MANAGEMENT MODEL

- CONTRIBUTION BY MEMBERS
- INCREASED OPPORTUNITIES
- FORWARD PLANNING

##### EFFECTIVE COMMUNICATION

- COMMUNICATION METHODS
- FREQUENCY OF COMMUNICATION

##### MEMBERSHIP FEEDBACK

- ANNUAL FEEDBACK
- ACTIONS REPORT

### STRATEGIC PILLAR 3

#### STRONG FRAMEWORK AND SERVICES

##### SERVICE NEEDS ANALYSIS

- SERVICE REVIEW PER MEMBER
- VALUE PROPOSITION

##### EFFECTIVE COMMUNICATION

- COMMUNICATION METHODS
- FREQUENCY OF COMMUNICATION

##### MEMBERSHIP FEEDBACK

- ANNUAL FEEDBACK
- ACTIONS REPORT

### STRATEGIC PILLAR 4

#### FACILITIES AND INFRASTRUCTURE

##### LONG-TERM COURT ACCESS

- NEEDS ANALYSIS WITH MEMBERS
- PROCUREMENT POLICY
- STREAMLINE COURT USE
- INVESTMENT PLAN

##### STADIUM MANAGEMENT MODEL

- GUIDING PRINCIPLES
- MODELLING OPTIONS AND ANALYSIS
- MEMBER REQUIREMENTS

##### FACILITY IMPROVEMENT

- AUDIT
- MAINTENANCE PROGRAM
- MINOR WORKS FUNDING PLAN

##### COURT UTILISATION

- SCHEDULING STRATEGY
- MEMBER ACCESS

### STRATEGIC PILLAR 5

#### MORE OPPORTUNITY TO PLAY AND GROW

##### ECO-SYSTEM VISION

- RESEARCH
- MEMBER ASPIRATIONS
- FEASIBILITY STUDY

##### COMPETITION CAPACITY AND QUALITY

- SUPPORT PARTICIPATION GROWTH
- DIVERSITY AND INCLUSION STRATEGY
- STATE-WIDE COMPETITION

##### REFEREE DEVELOPMENT

- ENGAGEMENT AND RETENTION STRATEGY
- STANDARDS GUIDELINES
- MENTORING AND RELATIONSHIPS

# BASKETBALL SOUTH AUSTRALIA DELIVERABLES

## STRATEGY PILLAR 1: SUSTAINABLE FINANCIAL GROWTH

2021

2022

2023

2024

### TRANSPERANCY TO STAKEHOLDERS

AUDIT

AUDIT

AUDIT

AUDIT

### COMPLIANCE

STATISTICS

STATISTICS

STATISTICS

### BALANCE COMPETING RESOURCES

BUDGET

BUDGET

BUDGET

BUDGET

### SUSTAINABILITY

### TECHNOLOGY

### PROVIDE MEMBERS WITH FINANCIAL FRAMEWORKS

### MEMBER SUSTAINABILITY

TRAINING

TRAINING

TRAINING

### SECURE ADDITIONAL FUNDING STREAMS THAT CAN GROW SERVICE PROVISIONS

ESTABLISH FUNDING APPLICATION GUIDELINES

SPONSORSHIP

EXPLORE AND INVESTIGATE FUNDING OPPORTUNITIES FOR BSA ACTIVITIES AND MEMBERS

# BASKETBALL SOUTH AUSTRALIA DELIVERABLES

## STRATEGY PILLAR 2: MEMBER ENGAGEMENT

2021

2022

2023

2024

**CONSISTENT COMMUNICATIONS ACROSS ALL MEMBERS/STAKEHOLDERS**

ESTABLISH COMMUNICATION STANDARDS

MEMBER FORUM

MEMBER FORUM

MEMBER FORUM

TECHNOLOGY

NEW BSA WEBSITE

E-NEWSFLASHES AND PRESIDENT EMAILS

**ENABLE CLUBS/ASSOCIATIONS TO GROW EFFECTIVELY (THE GAME)**

SUPPORT GROWTH OF ASSOCIATION MODEL

PROMOTING PATHWAYS

PROGRAM GROWTH

**ENGAGE WITH NEW STAKEHOLDERS**

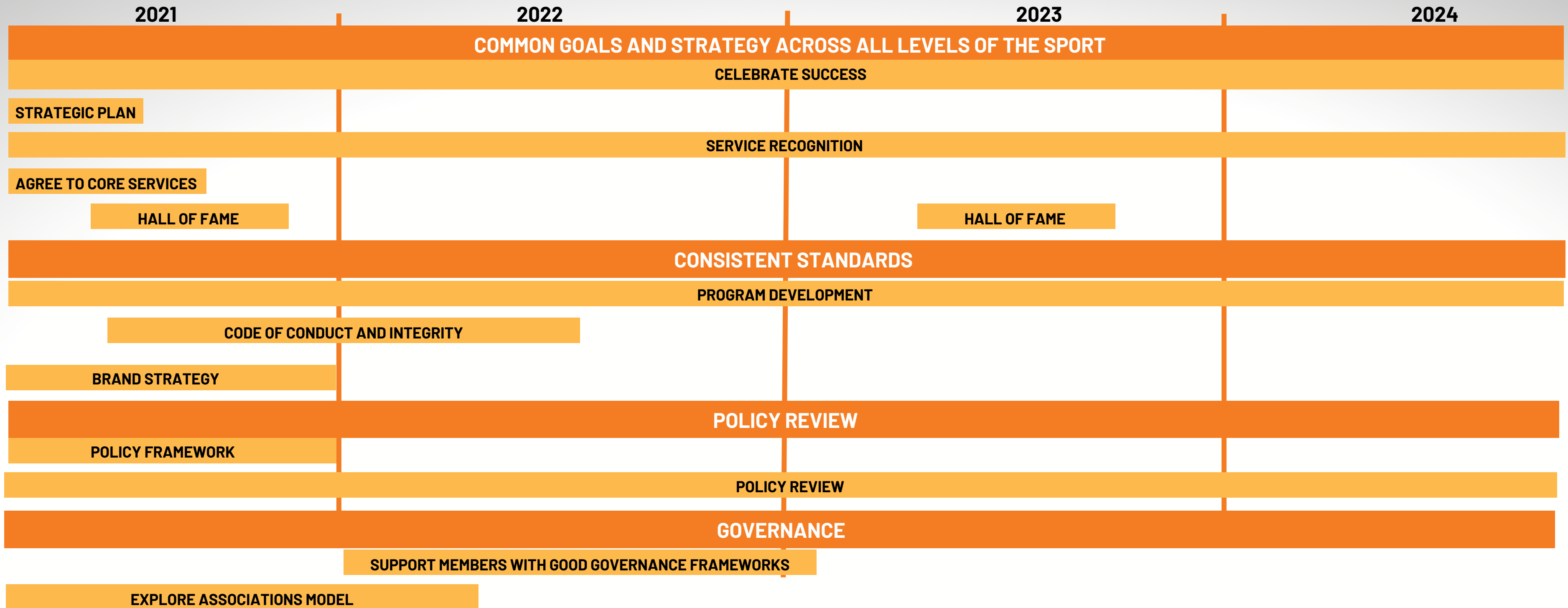
REVIEW AFFILIATION STRUCTURE

ENGAGE NEW MEMBERSHIP CATEGORIES

MEMBER PARTNERS

# BASKETBALL SOUTH AUSTRALIA DELIVERABLES

## STRATEGY PILLAR 3: STRONG FRAMEWORKS AND SERVICES





# BASKETBALL SOUTH AUSTRALIA DELIVERABLES

## STRATEGY PILLAR 4: FACILITIES & INFRASTRUCTURE



# BASKETBALL SOUTH AUSTRALIA DELIVERABLES

## STRATEGY PILLAR 5: PROVIDE MORE OPPORTUNITY TO PLAY/GROW (PARTICIPATION)

