



The Southern Basketball Association Inc.

Our Future Together
2018 – 2021

Our Future Together



Dear Members and the Broader Community,

The Board of the Southern Basketball Association (SBA) is pleased to release – ‘**Our Future Together 2018 – 2021**’. Our Vision & Strategy will direct the Associations efforts over the next 3 years.

The actions that are associated with goals contained in the 5 Pillars will come together with the implementation of Board Sub-Committees who will work with our Operational Team to oversee and undertake the work to achieve the goals. The Board is confident that the goals that have been set are eminently achievable. The opportunity for the Association to grow and become the basketball destination of choice within it’s region is immense.

To develop the Vision & Strategy the Board reviewed SBA’s historical strategic plans, the 2017 – internal 360 degree review recommendations, Basketball Australia and Basketball Victoria’s Strategic Plans, Local Government reports and several other Associations Strategic plans. The Board also undertook a period of consultation with it’s members and community. Feedback was reviewed and considered in the context of the Vision & Strategy. This has enabled the Board to develop a Vision & Strategy that is aligned with industry and the future direction of Basketball in Victoria and Australia.

The Board thanks all those people who have given up their time, and contributed to the development of this Vision & Strategy. In particular the Board recognises and thanks the hard working employees of the SBA, our Life Members, our Member Clubs, Members, the Referees and Officials, and our dedicated Volunteers for their collective effort and contribution to our Associations success. Our future together looks bright.

Now the hard work begins!

A handwritten signature in black ink, appearing to read "Peter Ryan".

Peter Ryan
President

Our Vision

To be a recognised and respected sporting association that is the destination of choice for basketball in our region.

Our Mission

To provide a culture of excellence, under pinned by the principle of inclusion and fairness, that encourages and supports strong leadership across junior and senior domestic competitions, that creates accessible pathways to representative programs, and promotes the active involvement and participation of the community members in all areas and at all levels of Basketball.

Our Community Values



Respect – We **respect** each other regardless of position, role, background or ability.



Health, Wellbeing & Fun – We foster a community based environment that is safe and family friendly, that promotes **health, wellbeing** and **fun** for everyone.



Trust – We earn **trust** through our actions, we look after each other and don't let people down



Integrity – We act with an uncompromising adherence to moral and ethical principles; demonstrating **integrity** and honesty at all times.



Quality – We ensure **quality** through our commitment to continual improvement and best practice in everything we do.

At the SBA, our values are about 'doing the right things well'.

Our values are a shared understanding of what we stand for as an Association – they describe the things we are not willing to compromise on in any situation – with our community and with each other.

Living our values together, helps us to achieve better outcomes. Together with our Code of Conduct, our values guide our behaviours and help us make decisions in the best interest of everyone.

Five Pillars



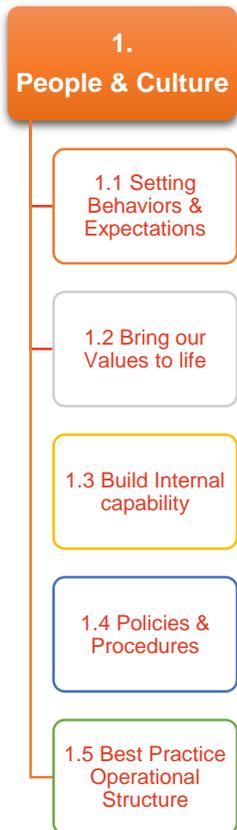
We are dedicated to our vision of making the SBA a recognised and respected Association that is the destination of choice for basketball in our region.

Our mission is to provide a culture of excellence, under pinned by the principle of inclusion and fairness, that encourages and supports strong leadership across junior and senior domestic competitions, that creates accessible pathways to representative programs, and promotes the active involvement and participation of the community members in all areas and at all levels of Basketball.

This is how we are going to do it.

The Strategy consists of Five Pillars that provide the foundation for setting organisational goals for service and operational excellence. Each of the five pillars will have measures that are reviewed regularly in consultation with our Members, and progress publically reported.

1. People & Culture



While successful delivery of our vision will be dependent on many factors, we know that to become a recognised and respected Basketball Association, it is only possible because of our people.

Our people are our strength. The ability of our people to lead, create and innovate, and the SBA's ability to attract, develop and retain operational staff, volunteers, officials and players is critical to our success.

Our People & Culture strategy becomes a foundational piece of work that will deliver outcomes across all areas of the Association and drive a change culture that will see us achieve our vision.

2. Governance



The Board is accountable for oversight of the governance process.

Poor Governance was a key finding of the 2017 - 360 degree review. Improving the Associations Governance structures starts with the development and delivery of a Draft Constitution.

Implementation of a robust and transparent finance and audit system will follow and a progressive governance structure will enhance our operational teams ability to implement governance and the Board's ability to exercise proper oversight.

3. Participation & Pathways



A key objective is to increase participation in Basketball by delivering vibrant, best practice participation programs that support playing, coaching, officiating, and volunteering pathways across the sport.

These become the foundations on which we can build an improved domestic competition, including providing more support to our domestic clubs, and a superior representative program.

If we get this right we will be become a recognised and respected Association and a basketball destination of choice within our region.

4. Communication & Engagement

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4.1 Improved
Community &
Stakeholder
Communication

4.2 Marketing
Strategy

4.3 Increase
Sponsorship

4.4 External
Stakeholder
Relationship

4.5 Improve
Volunteer
Participation &
Development

Effective community and stakeholder engagement not only provides the Association with an opportunity to strengthen its relationship with the community and key stakeholders such as Local Council and Government, it also provides a sound investment in better decision making.

Improved community and stakeholder engagement will attract sponsorship.

We also see a an opportunity to develop volunteer participation through provision of volunteer development pathways *(we note there is some cross over with People & Culture and Participation & Pathways Pillars)*

5. Facilities & Infrastructure



With improved Community and Stakeholder engagement the SBA will expand its operation with a new courts development. This is a key deliverable for the SBA to grow.

Whilst we push forward with the new court development we must maintain our existing facilities and develop plans to ensure they foster an environment that is safe, family friendly and that promotes health, wellbeing and fun for all.

We will review existing operational infrastructure and develop a plan of improvement to ensure it is able to easily connect to the new court development.

Our Future Together



St Leonard's College