



Stakeholder Engagement and Communication Plan

July 2020

Introduction

One of the strategic pillars in the SBA Strategic Plan ‘Our Future Together 2018-2021’ is Communication and Engagement. The following Stakeholder Engagement and Communication Plan has been developed to support this strategic pillar and improve engagement and communication with all internal and community stakeholders.



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 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).

Purpose and Objectives:

The purpose of the SBA Stakeholder Engagement & Communication Plan is to identify and monitor the planned and regular communications and engagement activities to our SBA stakeholders and wider community.

Objectives of the Plan:

- Increase awareness and transparency of SBA Board activities and information to stakeholders and key audiences;
- Reinforce SBA vision, strategy and objectives and support policy changes as needed;
- Maintain flow of timely, regular and relevant information to all stakeholders and key audiences – minimise rumour and speculation;
- Gain understanding, support and buy-in from internal and external stakeholders;
- Improve stakeholder engagement and foster a sense of community; and
- Provide opportunity for input and feedback.

The plan serves as a guide to help reshape Board perception, enhance awareness and support our vision '**to be a recognised and respected sporting association that is the destination of choice for basketball in our region**'. Implementation of the plan will also help build internal culture and community by fostering engagement among all members of the SBA Community: Life and Club Members, Playing and Parent Members, staff, officials, sponsors and external stakeholders.

Guiding Principles:

- **Open and Honest**
 - Do what you say
 - Remain visible and accessible
- **Clear**
 - Make messages easy to understand and unambiguous
 - Give straight answers
- **Consistent**
 - Ensure messages given over time reinforce and are not contradictory
- **Timely and Regular**
 - Communicate decisions as soon as possible
 - Communicate regular updates on work in progress
- **Two-Way**
 - Take time to listen and explain
 - Respond constructively to feedback
- **Relevant**
 - Ensure communication meets the needs of different groups
 - Provide the context and rationale for decisions
- **Face-to-Face**
 - Use face to face communication where possible
 - Support with other methods as appropriate (e.g. print, website, social media, Team App)

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.

Target Stakeholders and Needs:

Target Stakeholders	Needs
Board	<ul style="list-style-type: none"> Be seen to deliver the SBA Strategy & Vision to members and community, and act in the best interest of the SBA Provide oversight of sound governance practices, policies and procedures to ensure a high level of service delivery and professionalism
SBA CEO	<ul style="list-style-type: none"> Strategic direction and delivery support Operational optimisation and KPIs Financial approvals and oversight Confidence in Board Support to communicate and influence
SBA Head Coaches	<ul style="list-style-type: none"> Strategic direction and alignment to Participation and Pathways strategic pillar Support to communicate and influence
SBA Support Staff	<ul style="list-style-type: none"> Acknowledgement of their contribution Information shared in timely manner to address questions and perform role effectively Ability to ask questions
Sabres Coaches and Team Managers	<ul style="list-style-type: none"> Understanding of role, responsibilities and expectations Support to perform role and address conflicts, issues and give feedback
Referee Advisor, Supervisors & Referees	<ul style="list-style-type: none"> Information shared in timely manner to effectively perform role Support and program to develop and progress as a referee through levels (pathway)
Life Members	<ul style="list-style-type: none"> Confidence that Board will act in the best interests of the SBA Be informed of major changes and progress of projects (milestones)

Target Stakeholders and Needs continued:



Target Stakeholders	Needs
Domestic Club Members (Presidents)	<ul style="list-style-type: none"> Confidence that Board will deliver on their requirements and act in best interests of the SBA Regular communication of considerations and decisions impacting domestic clubs and competition, and SBA changes and project updates Provision of a high level of service to support the domestic competition
Player Members	<ul style="list-style-type: none"> Provision of a well-run, supported competition with timely and relevant communications as needed
Junior Representative Players & Parents	<ul style="list-style-type: none"> Understanding of program expectations and pathways Regular and timely communication Development player feedback
YL and NBL1 Players	<ul style="list-style-type: none"> Clear program and performance expectations Board/management commitment to and support of program Communication with Senior Coaches and SBA staff
Basketball Victoria	<ul style="list-style-type: none"> Confidence in Board, CEO, Coaching programs Delivery of SDP to required standard (sub-hub)
Sponsors	<ul style="list-style-type: none"> ROI / Benefits of sponsorship; generate goodwill Confidence in SBA as a solid and responsible community citizen Acknowledgement and thanks as appropriate
Bayside City Council	<ul style="list-style-type: none"> Confidence in stability and capability of Board and CEO, with strong governance processes and practices in place Confidence in financial position and ability to fund and deliver major project of four new courts

Planned Board Communications and Engagement Activities:



Comm'n	Purpose / Message	Planned Impacts	Responsible	Frequency	When	Audience	Medium
President's End of Year Message	<ul style="list-style-type: none"> Summary of year and what was achieved and future plans Thanks to members, staff, volunteers 	<ul style="list-style-type: none"> To inform members and stakeholders 	President	Annually	December	All	Website Facebook
President's Quarterly Message	<ul style="list-style-type: none"> Quarterly update on activities, programs etc Key milestones and developments 	<ul style="list-style-type: none"> To inform members and stakeholders 	President	Quarterly	March, June, September	All	Website Facebook
Board Meeting - Reports	<ul style="list-style-type: none"> Financial Report Operational Report Strategy Pillar / Project Reports 	<ul style="list-style-type: none"> Transparency of financial results Progression of strategy 	Board and CEO	Bi-Monthly	Every 2 nd month	Board & CEO	Email
Board Meeting - Minutes	<ul style="list-style-type: none"> Summary of meeting discussion and decisions 	<ul style="list-style-type: none"> Governance adherence Transparency To inform 	Secretary	Monthly	+1 month (published after passed at Board meeting)	All	Website
AGM Annual Report	<ul style="list-style-type: none"> Provide Members with an overview of progress against objectives and what has been achieved Submit financial reports 	<ul style="list-style-type: none"> Annual summary of performance to members Compliance 	President, Secretary & Treasurer, Sub-Committee Chairs (if applicable)	Annually	January	AGM Attendees, Life Members, Club Member Reps, SBA staff	Printed for AGM Attendees and Website

Board Communications and Engagement Activities cont.:



Comm'n	Purpose / Message	Planned Impacts	Responsible	Frequency	When	Audience	Medium
Domestic Presidents Forum	<ul style="list-style-type: none"> Quarterly or Bi-Annual update of progress – President meetings 	<ul style="list-style-type: none"> Increase engagement, seek feedback Consistent messaging Transparency 	President, CEO	Quarterly	Scheduled per quarter	Member Club Presidents	Face to face meeting
Life Members	<ul style="list-style-type: none"> Hold Life Member get togethers 	<ul style="list-style-type: none"> Increase engagement 	Board	Annually	TBD	Life Members	In person
Bayside City Council Meetings and periodic updates	<ul style="list-style-type: none"> Verbal and written reports as required to Mayor and Councillors 	<ul style="list-style-type: none"> Build trust and engagement Inform of progress (e.g. court funding, governance) 	President, Other Board Members as required	As required	As required, min. twice per year	Mayor and Councillors (collectively and individually)	Verbal Written
Misc.	<ul style="list-style-type: none"> Communicate changes to policies, significant changes within SBA and other major announcements 	<ul style="list-style-type: none"> To inform and provide transparency 	President or delegate	As required	As required	All	Website Facebook

Operations - Communication and Engagement Activities:



Comm'n	Purpose / Message	Planned Impacts	Responsible	Frequency	When	Audience	Medium
Sabres Magazine	<ul style="list-style-type: none"> Acknowledgement of Sabres program and performance Record of events Thanks to all involved 	<ul style="list-style-type: none"> Increase engagement Foster positive culture Memento 	CEO Head Coaches	Annually	August / September	All NBL1, YL and Junior Representative players/parents, coaches, TMs	Published Magazine
Sabres Parent Meeting	<ul style="list-style-type: none"> Inform parents of responsibilities, tryouts, tournaments, practice games and grading. Share vision, values of SBA 	<ul style="list-style-type: none"> Communicate updates/reinforce messages, receive parent feedback 	Head Coaches	Annually	October / Nov (start of rep season)	Parents of rep players	Verbal presentation
Domestic Grand Final Presentations	<ul style="list-style-type: none"> Present awards to teams Opportunity to communicate key messages from SBA if applicable 	<ul style="list-style-type: none"> Increase awareness and engagement amongst players and parents 	VYC / NBL1 players (wherever possible) Board Members (if required)	Twice per year	June / December	Domestic Players and Parents	Verbal presentation
Sabres Representative Parents Survey	<ul style="list-style-type: none"> Obtain feedback on program and identify opportunities for improvement Evaluate effectiveness of current program 	<ul style="list-style-type: none"> Increase engagement, seek feedback Player retention 	CEO to administer – reviewed by Board, CEO and Head Coaches	Annually	June (2020)	Parents of Sabres Rep players	Online / Team App Email

Operations - Communication and Engagement Activities cont.:



Comm'n	Purpose / Message	Planned Impacts	Responsible	Frequency	When	Audience	Medium
Sabres Player Survey	<ul style="list-style-type: none"> Obtain feedback on program and identify opportunities for improvement Evaluate effectiveness of current program 	<ul style="list-style-type: none"> Increase engagement, seek feedback Player retention 	CEO to administer – reviewed by Board, CEO and Head Coaches	Annually	June (2020)	Sabres Players	Online / Team App Email
Sabres Coach Survey	<ul style="list-style-type: none"> Obtain feedback on program and identify opportunities for improvement Evaluate effectiveness of current program 	<ul style="list-style-type: none"> Increase engagement, seek feedback Coach retention 	CEO to administer – reviewed by Board, CEO and Head Coaches	Annually	June (2020)	Sabres Coaches	Online / Team App Email
Domestic Club survey	<ul style="list-style-type: none"> Seek feedback from Domestic Clubs on a range of topics such as SBA performance, communication, engagement, issues, concerns, challenges, etc 	<ul style="list-style-type: none"> Increase engagement, seek feedback 	CEO to administer – reviewed by Board and CEO	Annually	TBC - 2020	Presidents, sample size of parents of domestic players	Online Email

Operations - Communication and Engagement Activities cont.:



Comm'n	Purpose / Message	Planned Impacts	Responsible	Frequency	When	Audience	Medium
Playing Member survey	<ul style="list-style-type: none"> Provide adult playing members with the opportunity to provide feedback and identify opportunities to leverage skills, expertise and potential sponsors 	<ul style="list-style-type: none"> Increase engagement, seek feedback, identify sponsors and skills Player retention 	CEO to administer – reviewed by Board and CEO	Annually	TBC - 2020	Sample size of Senior Player Members	Online Email
Bayside City Council	<ul style="list-style-type: none"> Verbal and written updates as required to CEO and/or Manager Open Space, Recreation & Wellbeing 	<ul style="list-style-type: none"> Build trust, engagement and ensure strong working relationship Information sharing (both ways) 	CEO	As required	Regular contact and updates	CEO & Manager Open Space, Recreation & Wellbeing (primarily)	Verbal and written