



**STRATEGIC PLAN 2019 - 2024
Mandurah Basketball Association (MBA)**

Basketball WA Vision	For Basketball to become the sport of choice for Western Australian families in the 21st Century
MBA Vision	The Biggest and Best Basketball Association in WA
Mission	Grow an inclusive Basketball Association that inspires, leads and provides opportunities for all in the Peel region
Values	Accountable, Transparent, Unified, Respect, Unique, Integrity, Professional

Revision History

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Version:	
Endorsed By:	MBA Board
Endorsement Date:	13/5/2019
Review Date:	14/5/2020
Publication Date:	14/5/2019

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Performance Targets for Mandurah Basketball Association

MBA Pillars	Portfolio performance KPI's	MBA Targets	Governance	Facilities
Performance Targets	<ol style="list-style-type: none"> 1. Domestic player representation increases 2. Resources and equipment increased for all Domestic & WABL Coaches 3. WABL Teams finals success for all age groups 4. Achieve SBL Player success for Female and Male teams 5. Achieve greater referee representation within SBL Competition 6. State representative player increase 	<ol style="list-style-type: none"> 1. Domestic Club resource and investment 2. Increase participation within Domestic Competition by minimum 5% each year 3. Increase number of qualified referees within Association 4. Increase Volunteer numbers 5. Engage Development Officer for player and Development Coach for all Coaches 	<ol style="list-style-type: none"> 1. Implement Portfolio Development Plans and Procedure Manuals, including Domestic, WABL, SBL, Development, Volunteers and Finance 2. Centralise all communication, budgeting and operations for association 3. Office operational strategy and outcomes 4. Operational sustainability and review 5. Engage membership 6. Establish marketing and promotions plan to increase profile of MBA 7. Establish professional attitude, clear culture and behavioural outcomes 	<ol style="list-style-type: none"> 1. Preparation of business case for two extra courts, start a building fund (2020) 2. Develop and deliver building proposal for increased storage facilities 3. Investment into SBL presentation and facility enhancement

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MBA Pillars	Portfolio performance KPI's	MBA Targets	Governance	Facilities
<p>Supporting Strategies Reference portfolio strategic plans.</p>	<ol style="list-style-type: none"> 1. Domestic Player representation increases <ol style="list-style-type: none"> 1.1. Reference Domestic strategic plan 2. Resource and equipment increased Domestic and WABL coaching numbers <ol style="list-style-type: none"> 2.1. Development Coach appointment 3. WABL Teams finals success for all age groups <ol style="list-style-type: none"> 3.1. Reference WABL strategic plan 4. Achieve SBL Playoff Success for Male & Female Teams <ol style="list-style-type: none"> 4.1. Reference to SBL strategic plan 5. Achieve greater referee representation within SBL competition <ol style="list-style-type: none"> 5.1. Develop a clear referee pathway and promote. 5.2. Increase level 1 group of referees 5.3. Introduce a reward and recognition program 6. State representative player increase <ol style="list-style-type: none"> 6.1. Development Officer appointment 6.2. Develop a High Performance Academy 	<ol style="list-style-type: none"> 1. Domestic Club resource and investment <ol style="list-style-type: none"> 1.1. Invest in coaching, development, resourcing, new clubs, facilities, engagement 1.2. Refer to Domestic strategic plan 2. Increase participation within Domestic Competition by minimum 5% each year <ol style="list-style-type: none"> 2.1. Smart scheduling and court utilisation of court availability 2.2. Provide opportunity for community to play basketball 3. Increase number of qualified referees within Association <ol style="list-style-type: none"> 3.1. Ensure members are aware of referee training courses/participate and replicate BWA courses 3.2. Increase number of Referee Supervisors by 35% (to 8 from current 5) 3.3. Offer courses locally, level 1 once per year prior to Summer season commencing 	<ol style="list-style-type: none"> 1. Implement Portfolio Development Plans and Procedure Manuals, including Domestic, WABL, SBL, Development, Volunteers and Finance <ol style="list-style-type: none"> 1.1. Establish clear JDF's 1.2. Continue to review established procedure manuals 1.3. Develop clear handover procedures 2. Centralise all communication, budgeting and operations for association <ol style="list-style-type: none"> 2.1. Establish firm, clear budgeting 2.2. Centralise and streamline policy and procedure and remove red tape. 3. Office operational strategy and outcomes <ol style="list-style-type: none"> 3.1. Establish clear office procedure, performance & employee reviews 4. Operational sustainability and review <ol style="list-style-type: none"> 4.1. Increase income streams, focus areas: sponsorship, marketing, fund raising and grants 	<ol style="list-style-type: none"> 1. Preparation of business case for two additional courts, start building fund (2020) <ol style="list-style-type: none"> 1.1. Undertake feasibility study 1.2. Research and apply for state and federal funding 1.3. Start building fund account 2. Develop and deliver building proposal for increased storage facilities <ol style="list-style-type: none"> 2.1. Propose plans and draw up 2.2. Establish building fund 2.3. Apply for CSFFR grants 3. Investment into SBL presentation and facility enhancement <ol style="list-style-type: none"> 3.1. Installation of quality Sound, lighting, seating facilities, entry procedures.

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		<p>3.4. Reduce referee training costs – investigate possible grant funding opportunities</p> <p>3.5. Incentive referee payment by recognition of levels</p> <p>3.6. Formalise referee awards and recognition programs</p> <p>3.7. Introduce referee induction and mentor programs</p> <p>4. Increase Volunteer numbers</p> <p>4.1. Locate examples of other Associations to form basis</p> <p>4.2. Check Volunteering WA and DSR for resources to assist</p> <p>4.3. Investigate accessing students for volunteer services (their community service and practical assessment needs)</p> <p>4.4. Reference Volunteer strategic plan</p> <p>5. Engage Development Officer for players and Development Coach for all Coaches</p> <p>5.1. Funded by MBA and BWA to mentor, train and support all MBA Coaches. Refer to Development strategic plan</p>	<p>4.2. Decrease costs, focus areas: staff, SBL portfolio, stock and inventory</p> <p>4.3. Establish base line net profit position</p> <p>4.4. Ensure transparency in all actions</p> <p>5. Engage membership</p> <p>5.1. Conduct a members needs analysis (survey membership, Top Club assessment)</p> <p>5.2. Action feedback from needs analysis and communicate results</p> <p>6. Establish marketing and promotions plan to increase profile of MBA</p> <p>6.1. Form a Marketing and Promotions sub-committee</p> <p>6.2. Develop marketing and promotions strategies</p> <p>6.3. Identify and obtain new sponsors</p> <p>7. Establish professional attitude, clear culture and behavioural outcomes</p> <p>7.1. Clear dress standard</p> <p>7.2. Behavioural guidelines & enforcement</p>	
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		6. Training court accessibility increase 6.1. Assess what indoor and outdoor courts are available within the region and book for use and provide for all MBA competition participants	7.3. Clear cultural expectations, pride & passion in MBA 7.4. Promotion of merchandise & positive inclusive attitude & support.	
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Performance Targets for Domestic Portfolio

Domestic Pillars	Portfolio Performance KPI's	Domestic Targets	Governance	Facilities
Performance Targets				

Performance Targets for WABL Portfolio

WABL Pillars	Portfolio Performance KPI's	Domestic Targets	Governance	Facilities
Performance Targets				

Performance Targets for SBL Portfolio

SBL Pillars	Portfolio Performance KPI's	Domestic Targets	Governance	Facilities
Performance Targets				

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Performance Targets for Development Portfolio

Development Pillars	Portfolio Performance KPI's	Domestic Targets	Governance	Facilities
Performance Targets				

Performance Targets for Volunteers Portfolio

Volunteer Pillars	Portfolio Performance KPI's	Domestic Targets	Governance	Facilities
Performance Targets				

Performance Targets for Finance Portfolio

Finance Pillars	Portfolio Performance KPI's	Domestic Targets	Governance	Facilities
Performance Targets				