

Launceston Basketball Association

Strategy 2023-28

Our Mission

The Launceston Basketball Association provides inclusive basketball participation, development programs and pathways to Northern Tasmanian players, coaches and officials.

Our Vision

The leading Basketball Association in Tasmania for all aspects of the game.

Our Culture

The Launceston Basketball Association recognises our people as our greatest asset and commits to a culture of:

Unity – we work together with a shared purpose and vision

Integrity – we're respectful and professional in our conduct

Inclusive – sport for everyone, we're stronger for our diversity

Innovation – we're improving, learning and embracing change

Our Strategic Pillars

Participation
& Access

Players &
Events

Coaching &
Officiating

Accessible
Places to Play

Community
& Culture

Participation & Access

Aspiration: Launceston Basketball Association participation is gender equal (players, coaches, and officials) with year-on-year retention of 80 per cent

Inclusion

Strategies

1. Expand inclusive programs including Wheelchair Basketball, Walking Basketball, and align programs with NDIS where possible
2. Develop partnerships with inclusive organisations, including Migrant Resource Centre, UTAS, Schools, Disability Service Providers and NDIS
3. Pilot clinics with target population groups including migrant communities, people living with disability, and older Tasmanians
4. Increase inclusive social engagement opportunities
5. Inclusion awareness training embedded across the organisation

Retention

Strategies

1. Annually collate and report on participant retention trends by age, gender, program
2. Annually collate and report on coach, official and volunteer retention trends by gender
3. Identify and better understand retention barriers for players, coaches, officials, and volunteers
4. Develop targeted retention initiatives in identified high turn-over areas, age groups, and programs/events

Women & Girls

Strategies

1. Strengthen partnerships with and expand involvement of the Tornados within the LBA
2. Actively promote LBA programs for women and girls – including with Utas and High Schools/Colleges
3. Review and restructure timing of women and girls' events to maximise involvement around school tournaments and other sporting seasons
4. Review uniform requirements to maximise inclusion
5. Incentivise female participation in target age groups

Value for Money

Strategies

1. Clarify and publicise the LBA's Value Proposition
2. Develop a program of financial incentives and concessions for participation targeting players, coaches, officials, referees, and volunteers
3. Promote and provide education on sponsorship and scholarship opportunities
4. Promote and access external funding opportunities including Government (Ticket to Play, NDIS etc) and Not-For-Profit (Smith Family etc)
5. Maximise playing opportunities through programs and events for all participants

Players & Events

Aspiration: Launceston Basketball Association members have a range of high-quality events, pathways and support programs available to them, regardless of age, gender, or ability.

Wellbeing

Strategies

1. Prioritise wellbeing throughout all levels of the LBA
2. Identify, better understand, and address player and volunteer burnout
3. Review timing of games to ensure appropriate times per age group
4. Encourage and promote player participation in appropriate level and quantity of competition/s
5. Develop and promote ongoing wellbeing education and communications to members, including existing BA resources
6. Promote and prioritise Mental Health First Aid training
7. Explore partnerships, training, and promotion of RUOK Day, Speak Up Stay ChatTY and other NFPs
8. Provide and promote annual Injury Management training

Pathways

Strategies

1. Provide pathways for all ages and abilities
2. Clearly articulate LBA pathways
3. Sustainable growth of Aussie Hoops participation
4. Explore additional age groups in Under 9, Under 10, and Under 11s
5. Improve transition rates from Under 18s to Senior competition
6. Review, streamline and improve Representative and Domestic participation and processes
7. Provide additional program/s for aspiring FDP and SDP players

Programs & Events

Strategies

1. Provide programs and events for all ages and abilities
2. Review rosters and implement minimum number of games per roster
3. Increase alignment in appropriate programs and events with BTAS rules and processes
4. Resource and implement additional inclusive programs including Wheelchair and Walking Basketball
5. Increase social events including player fun days, King of Court
6. Implement recognition events to celebrate and publicly acknowledge player progress and achievements
7. Implement High School based programs and events

Coaching & Officiating

Aspiration: Every team within the Launceston Basketball Association is supported by accredited and resourced coaches and officials

Coaching

Strategies

1. Increase provision and uptake of introductory and upgrade coach courses
2. Increased support and mentoring for pathway coaches
3. Review and formalise funding structure for coaches through a sustainable and ongoing budget allocation
4. Establish a regular professional development and engagement/communication network of coaches

Officiating

Strategies

1. Increase provision and uptake of introductory and upgrade referee courses
2. Increased support and mentoring for pathway officials
3. Review and formalise funding structure for officials through a sustainable and ongoing budget allocation
4. Establish a regular professional development and engagement/communication network of officials

Education

Strategies

1. Strengthen partnership with BTAS
2. Prioritise wellbeing and inclusion into existing education programs and promote additional opportunities to learn in these areas (Play By The Rules etcetera)
3. Formalise and establish mentor relationships and program for coaches and officials
4. Promote and upskill coaches in referee knowledge and vice versa
5. Increase Trainer and Assessor cohort for delivery of formal accreditation courses

Recognition

Strategies

1. Implement Appreciation events, including Annual Awards celebration
2. Regularly provide public recognition of coaches, officials and volunteers
3. Embed a culture of informal/continuous appreciation and recognition
4. Celebrate our coaches, officials and volunteers through external nomination pathways including Awards (Local Councils, Sport Australia, Get Moving Tasmania etcetera)

Accessible Places to Play

Aspiration: Launceston Basketball Association has secure, and ongoing access to affordable, quality facilities that meet player and club needs.

New Facilities

Strategies

1. Partner with BTAS for joint lobbying and advocacy to Government
2. Form a Facilities Working Group with individuals skilled in facility development and broad funding/stakeholder networks
3. Leverage BTAS and Local Government Facility Strategies
4. Work collaboratively with Government and community to understand facility needs and progress new facility development/s
5. Partner with other indoor court sports for combined approach to new multi-sport indoor facility development/s

Upgraded Facilities

Strategies

1. Establish a single point contact for LBA basketball facility use
2. Complete an LBA specific audit of current facilities and usage and work to maximise usage of existing venues
3. Formalise/standardise hire agreements across existing facilities
4. Establish grant working group and actively pursue funding pathways for upgraded facilities and equipment
5. Create and service a Business Register to identify additional partners and benefactors
6. Work in close partnership with Department of Education, Children and Young People to upgrade Department basketball facilities
7. Strengthen partnerships with BTAS and Elphin Sports Centre towards increased usage of Elphin courts

Community & Culture

Aspiration: Launceston Basketball Association governance is transparent, continually improving and fosters a collaborative culture of unity, integrity, inclusion, and innovation.

Governance

Strategies

1. LBA to actively adopt and promote good governance systems and practices
2. Actively promote LBA governance tools and processes including the Strategic Plan, Constitution, and By-Laws; and involve members in the review
3. Foster and enable increased inter-club collaboration
4. Implement and maintain standardised conflict resolution policy and practices
5. Ensure transparency and communication around meeting outcomes, financial position, organisational health and committee activities

Behaviours & Culture

Strategies

1. Reinforce and promote BTAS Codes of Conduct
2. Actively celebrate and implement initiatives to recognise aligned positive behaviours and outcomes
3. Increase LBA presence and assistance to Clubs in embedding positive behaviours and cultures
4. Maintain best practice conflict of interest procedures

Safety

Strategies

1. Maintain and support a network of Mental Health Officers
2. Implement, publicise and regularly review Health & Injury Management Plans
3. Ensure adequate safety equipment and first aid supplies are accessible and available at LBA events
4. Embed and strengthen the LBA as a Child Safe Organisation
5. Maintain an active network of resourced Member Protection Information Officers
6. Ensure all LBA programs emphasise and enable the enjoyment of basketball

Communication

Strategies

1. Ensure communications are accessible and clear
2. Actively and regularly seek feedback on LBA events, systems, processes, and structures
3. Communication Policy/ies in place for LBA outputs including social media content and conduct
4. Communication from the LBA is regular, timely and relevant