

CANTERBURY BASKETBALL STRATEGIC PLAN 2019-2022

OUR VALUES

- KAIRANGI Excellence
- WHAKAUTE Respect
- NGĀKAU PONO Integrity
- KOTAHITANGA Collaboration



CanterburyBasketball

OUR MISSION

Encouraging people of all ages to participate as players, coaches, referees, administrators, high performers, supporters or fans.

Strategic Goals 2019-2022

RESILIENT

- Diverse income streams
- Risk Management Health, Safety & Wellbeing, Policies & Procedures
- Thriving organisation and basketball community
- Effective governance

ADAPTABLE

- Opportunity focused, based on data and trends
- Strongly connected
- Responsive to community needs
- Highly trained basketball community

GROWING

- Club capability and capacity
- Referee/coach recruitment
- Women and girls
- Administrator training
- Provision of and access to facilities
- School/Club partnerships
- Investigate dedicated venue
- Tournaments

VIBRANT

- Strong communications
- Competitive Rep. Teams
- National Representation
- Competition structures
- Seamless pathways
- Effective Marketing
- Effective Branding

Outcomes 2022

- Scoped Social Enterprise/Trust
- Fiscally solid – 6 months reserves minimum
- Policies and Regulations compliant
- Prof. Dev Plans for all staff
- Developed employment philosophy
- 10% injury reduction
- Board induction and succession plans

- 3 opportunities seized
- 3 midnight basketball locations
- Formed symbiotic relationships
- Identified trends
- Improved quality of referees, coaches, table officials and administrators

- All School/Club and other partnerships cemented
- 8 Tier 1 Clubs with player improvement/retention programmes
- Equitable pathways for women and girls
- Facilities meet demand
- Dedicated venue feasibility study undertaken
- Established three new tournaments

- Majority of CBA teams in top 4 at Nationals
- At least 10 CBA player in Pinnacle NZ teams
- Modern competition structures
- Measurable increase in the recognition of CBA's profile
- Increased media exposure
- Marketing, Branding and Communication Plans completed

“enhancing lives through basketball”