



Canterbury Basketball

**STRATEGIC
PLAN
2023-2027**



STRATEGIC PLAN **2023-2027**

OUR MISSION

To lead and facilitate Basketball in the Canterbury region and encourage participation of all age groups in the sport as players, coaches, referees, officials, administrators or supporters.

OUR VISION

Enhancing communities through basketball.

OUR VALUES

Collaborative, Integrity, Respectful, Community-focused.



STRATEGIC PLAN

2023-2027

PARTICIPATION

PILLAR+**OBJECTIVES**

Community
Pathways
Officials
Women and Girls

DEVELOPMENT

PILLAR+**OBJECTIVES**

Club Capability
Players
Coaches
Officials
Women and Girls

STRUCTURE

PILLAR+**OBJECTIVES**

Membership
Facilities
Technology
People
Partnerships

BUSINESS

PILLAR+**OBJECTIVES**

Sustainability
Business
Operations



STRATEGIC PLAN **2023-2027**

PARTICIPATION **OBJECTIVES**

**Community • Pathways
Officials • Women and Girls**

- Sustain existing participation opportunities and pathways.
- Diversify participation opportunities.
- Implement a pathway that supports officials to engage with the game.
- Implement a pathway that supports women and girls to engage with the game.



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PARTICIPATION

SUCCESS MEASURES

- Participation – junior participation numbers increase by 6%; senior participation numbers to increase by 12%
- Participation – participants not returning to senior competitions is less than 5% annually
- Participation – participants in new participation initiatives are 200
- Referees – have sufficient to appoint two trained officials to every CBA competition game
- Women & girls – 6 teams in a competitive Premier League
- Women & girls – females account for at least 40% of participation numbers



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DEVELOPMENT **OBJECTIVES**

**Club Capability • Players
Coaches • Officials • Women and Girls**

- Establish a club network that provides for geographical coverage across the region.
- Facilitate opportunities to enhance club capability.
- Facilitate pathways for player development.
- Facilitate pathways for coach development.
- Advance our officiating programs to develop officials.
- Advance our programs to develop women and girls.



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DEVELOPMENT

SUCCESS MEASURES

- Clubs – total number of fully inclusive clubs (have junior, senior, male and female teams) increases to 4
- Māori – at least 4 Ōtautahi teams at national Māori tournament
- Coaching – 50% of Canterbury representative coaches (including assistant coaches) of women / girls' teams are female (U13, U15, U17, U19 and D-League)
- Refereeing – at least 150 referees with current BBNZ Level 1 qualification
- Representative – at least 50% of Canterbury teams in top four at BBNZ national tournaments (U15, U17, U19, U23 / D-League) across four years



STRATEGIC PLAN **2023-2027**

STRUCTURE **OBJECTIVES**

**Membership • Facilities
Technology • People • Partnerships**

- Transparency and responsibility in creating safe and enjoyable playing environments.
- Secure access to facilities and infrastructure to enable delivery of the game.
- Create and maintain positive relationships with basketball stakeholders / partners.
- Utilise technology to enhance digital communication to the basketball community.



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STRUCTURE

SUCCESS MEASURES

- Safe – all staff and volunteers working with children and vulnerable persons are police vetted
- Safe – all facilities utilised are assessed annually to confirm safe for basketball
- Facilities – make annual submission and deputation to each local territory authority on facility requirements
- Facilities – secure Parakiore as central hub for basketball in Canterbury
- Facilities – maintain access to sufficient facilities to meet participation requirements
- Relationships – annual satisfaction survey identifies 80% of stakeholders (including clubs) / participants satisfied with CBA performance
- Technology – database grows to 20,000
- Technology – become the biggest digital community for basketball in Canterbury
- Technology – enhance / replace the CBA website to create a more user-friendly primary source of information



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BUSINESS **OBJECTIVES**

Sustainability • Business Operations

- Ensure ongoing financial and governance sustainability.
- Drive innovative community funding and funders engagement
- Diversify revenue streams and the portfolio of partnership experiences for the 'whole of Basketball'.
- Ensure the business operates in a manner that provides a platform for success.
- Modernise the way our brand is seen by the community and reflects our community – the look and feel of the brand, as well as what it says.



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BUSINESS **SUCCESS MEASURES**

- Financial – maintain 50% of annual expenditure as cash reserve
- Financial – corporate partnerships account for at least 10% of revenue
- Branding – community understanding of CBA enhanced
- Branding – evolve the logo / visual identity and what it represents



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RATIONALE

***AGILE. STRONG.
MENTALLY SHARP.
DECISIVE. FOCUSED.***

These are attributes required of basketball players to achieve success. Similarly they are attributes required of basketball's administrators to provide the foundations for success on and off the court.

This Strategic Plan has been prepared to ensure the Canterbury Basketball Association is best placed to maintain basketball as a leading sport in Canterbury and its place as New Zealand's preeminent basketball association.

It is about capturing the opportunity presented by the current upswing in basketball's popularity in Canterbury, while protecting and enhancing the Canterbury Basketball Association's proud tradition of success.

The Canterbury Basketball Association is the regional sport organisation responsible for the delivery of basketball in the geographic area comprised by the Christchurch and Selwyn territories. The primary focus of the Canterbury Basketball Association's activities is to allow the community to participate in basketball. Be this through playing, coaching, refereeing, administration of and supporting basketball.

This is achieved by:

- offering opportunities for all persons to participate in the game of basketball and to make basketball a readily accessible sport and recreation for all;
- providing all participants with the opportunity to excel by developing their game to their chosen or actual potential; and
- providing a healthy social environment within the basketball environment.

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A recognised strength of basketball in Canterbury is its club-based structure, which is a point of difference to many other basketball associations throughout New Zealand. The 15 affiliated clubs operating within Canterbury provide the means for basketball programmes to be delivered across the province based on each club's geographic location. This allows the Canterbury Basketball Association and its clubs to work collaboratively to deliver programmes that develop players, coaches and officials.

At the start of this Plan (based on 2022 numbers), the participation numbers for the Canterbury Basketball Association are:

- 8,799 players, from mini-ball to seniors, including programmes and competitions delivered by affiliated clubs and stakeholders, playing in 1,102 teams across Canterbury Basketball competitions;
- The vast majority of players (7,940) are juniors, participating within affiliated school competitions from Year 3 (7 year olds) to Year 13 (18 year olds). There are 859 adult participants.
- 32% of players in Canterbury Basketball competitions are female;
- 180 coaches in Canterbury Basketball competitions;
- 85 referees with Basketball New Zealand level 1 accreditation or higher (level 1 online course and workshop complete);
- 63 referees who referee 10+ games per season; and
- 29 high schools that enter teams in Canterbury Basketball competitions.

The ability to communicate desired messaging to the wider community is seen as an essential component to on-going success. The Canterbury Basketball Association has 11,315 recipients on various communication channels in 2022:

- Membership database (Glory League utilises this same database) – 2,767 members;
- CBA Facebook Page – 4,200 likes, 4,600 followers;
- Thomson/Whelan Facebook page – 1,500 likes, 1,700 followers;
- Instagram – 1,400 followers;
- Twitter – 577 followers;
- YouTube – 271 subscribers.



STRATEGIC PLAN 2023-2027

A survey and various stakeholder workshops conducted with the basketball community in 2022 to inform the development of this Plan, identified that the strengths of the Canterbury Basketball Association are:

- Membership numbers
- Player development, and
- Representative programme.

Those same processes have identified the current areas requiring significant improvement are:

- Referee development, and
- Communication.

Improvement in these areas will be a key consideration in terms of measuring success against the Plan.

In seeking to achieve the stated outcomes of this Plan, the following are key foundation concepts that must be embraced:

- Diversity, inclusion & belonging
- People & capability
- Governance & integrity, and
- Partnerships.