

HORSHAM HORNETS

HORSHAM AMATEUR BASKETBALL ASSOCIATION STRATEGIC PLAN 2016-2017





Strategic Plan 2016 - 2017

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Our Vision:

Linking communities within the Horsham region through basketball.

Our Mission:

Create opportunities and pathways for all players, officials and the local community by providing a safe & supportive place where they all have the opportunity to grow.



People

We will:

Strengthen capacity & encourage excellence at every level in basketball

- Create a sense of belonging and pride
- Strong and committed committee
- Tribunal and disciplinary hearing process put in place
- All coaches to comply with WWC
- Reduce incidences of bad parent and spectator behaviour
- Supporting all administrators, referees and coaches in achieving their goals
- Prioritise support and development for referees
- Develop all

Facilities

We will:

More and better places to play – turn nobody away

- Increase female participation and retention
- All representative coaches to be accredited
- Increase the number of referees
- Increase number of domestic coaches
- Credible coach, referee and player development programs
- Promote in local media
- Increase participation rates

Inclusion

We will:

Basketball is a sport that encourages everyone to participate

- Increase the participation levels of players, coaches, referees, volunteers and administrators in basketball for:
 - All abilities
 - All cultures
 - All languages
 - New arrivals
 - Rural and remote
 - All sexes
 - Financially and socially disadvantaged

Awareness

We will:

Promote recognition of basketball's popularity at all levels of government and throughout the community

- Marketing plan in place providing a yearly focus
- Increased profile in the local community via the media
- Grow sponsorship
- Successful grant and funding applications
- Increase website traffic
- Well communicated members
- More efficient competition management

Growth

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Leadership

We will:

Build the business of basketball by providing a strategic focus, developing and strengthening partnerships and reinforcing our strong and united community

- Maximise the relationships with the educational sectors who have a vested interest in our association
- Our young members are recognised as leaders in the community
- Use ambassadors to increase Horsham Basketball in the region
- Ensure Horsham Basketball Association operates efficiently and effectively and values innovation