

STRATEGIC PLAN

2023 - 2025



PRESIDENTS MESSAGE



STUART CALLAGHAN

The Board of the Diamond Valley Basketball Association (DVBA) is proud to unveil our strategic plan for 2023 - 2025.

There has never been a more exciting time for basketball in the Diamond Valley and surrounding areas, with participation at the domestic and grassroots level at an all time high.

The position we are currently in is testament to everyone connected with our Association, and it's due in no small part to the progress we've made over recent years.

This Strategic Plan sets the course for the Diamond Valley Basketball Associations operations over the next three years. It has been developed in consultation between the DVBA Board, staff, member clubs and stakeholders.

It seeks to represent the aspirations of the basketball community for the sport in Melbourne's North and it aims to leave a legacy for future generations of basketballers, their families and their communities.

Further, this document summarises our strategic direction linking our mission, vision and values with the seven core focus areas that will support basketball at all levels within the DVBA.

On behalf of the Board of the Diamond Valley Basketball Association, I would like to thank all those who have contributed to this important strategic plan and look forward to witnessing the positive outcomes this will deliver for basketball in our region.

Mission

What we do

The Diamond Valley Basketball Association is a leading basketball Association in Melbourne's North. Its purpose is to provide a range of opportunities and programs to engage with the sport of basketball from entry to elite levels.



Vision

Who we want to be

- To be the leading basketball association in Metropolitan Melbourne by supporting all participants to learn and develop new skills, refine elite skills and provide pathways for basketball excellence.
- We will strive to be the heart of the community: a place where people can connect, be inspired, learn and grow through the game of basketball.
- An association that measures its success by its ability to operate by and deliver outcomes that align with our values.



Values

What We Believe In

Community

To be an active participant of the Diamond Valley community by being present and providing a competition where people can come together to enjoy the sport of basketball with a strong focus on health & wellbeing.

Equality and inclusion

To provide a safe and inclusive environment where everyone is welcome, involved, safe and valued.

Respect

To treat everyone with respect by developing positive relationships between all members of the basketball community including players, coaches, parents/carers and officials.

Honesty

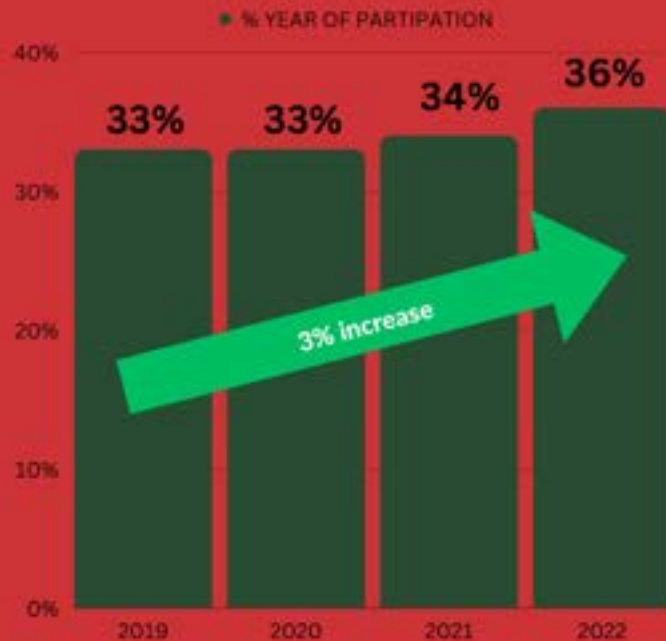
To be open, honest and transparent about how we operate at all levels of the Association and to foster a strong sense of trust and fair play which will help us all grow together.

Excellence

To pursue excellence and be known as an Association that works as a team in developing high performing athletes and programs.



FEMALE PARTICIPATION



Above the
National Female
Participation
Average of 35%

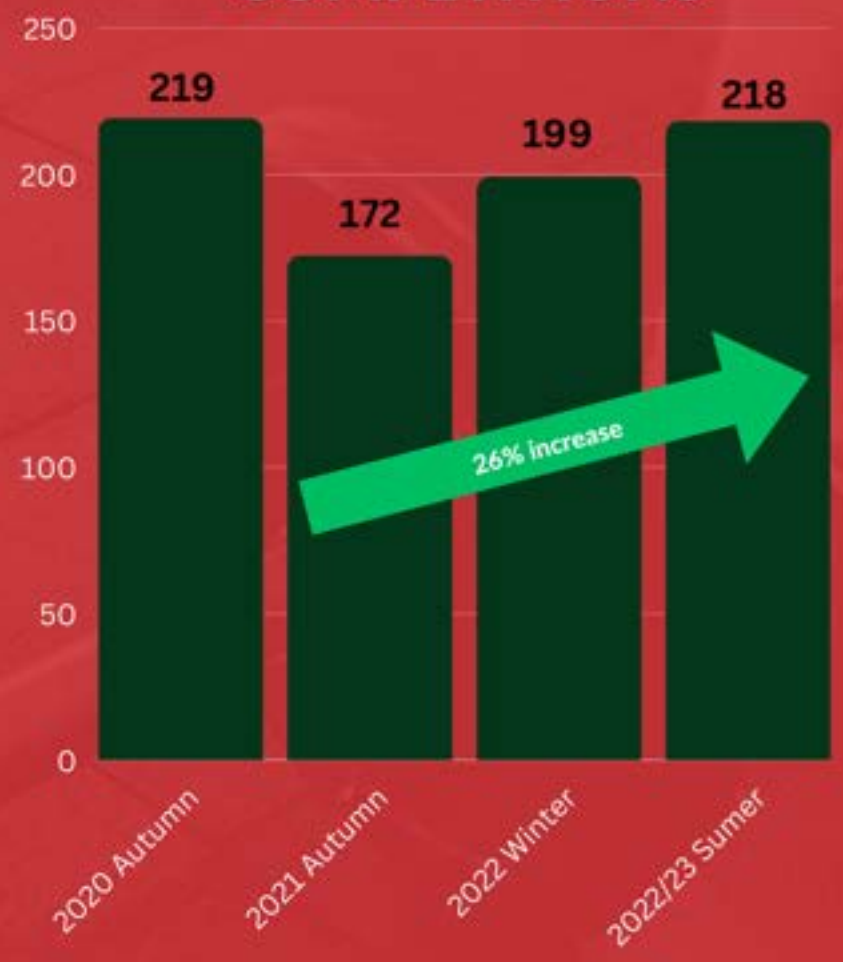
18% increase of
teams since Covid
lockdowns

JUNIOR DOMESTIC TEAMS IN COMPETITIONS

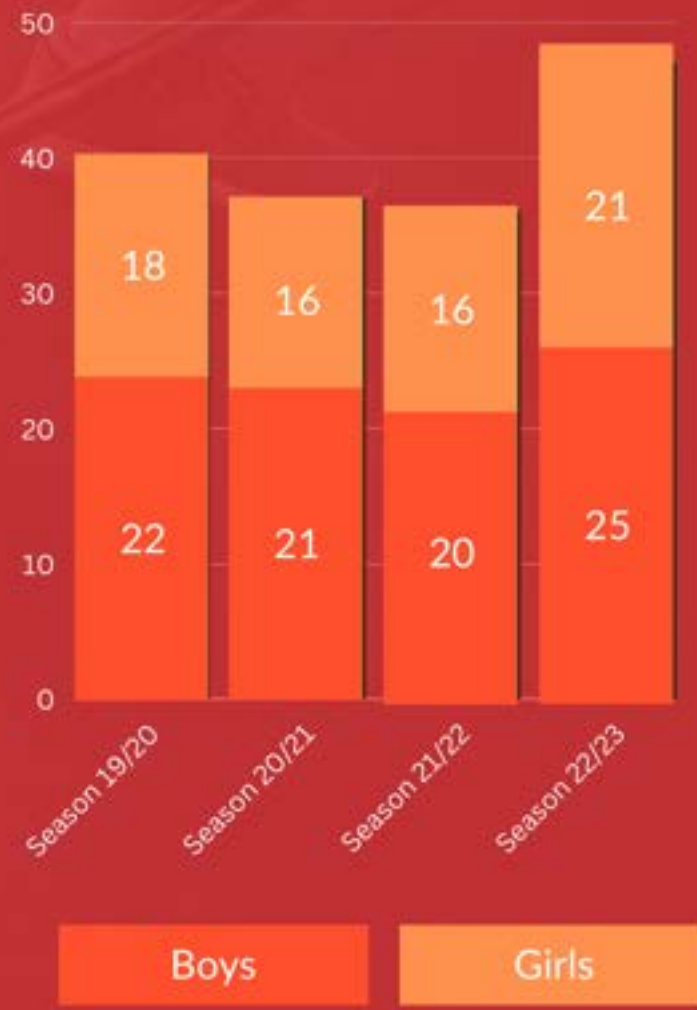


Since Covid in 2020, Senior Domestic Teams have increased by 26% in the last 2 years

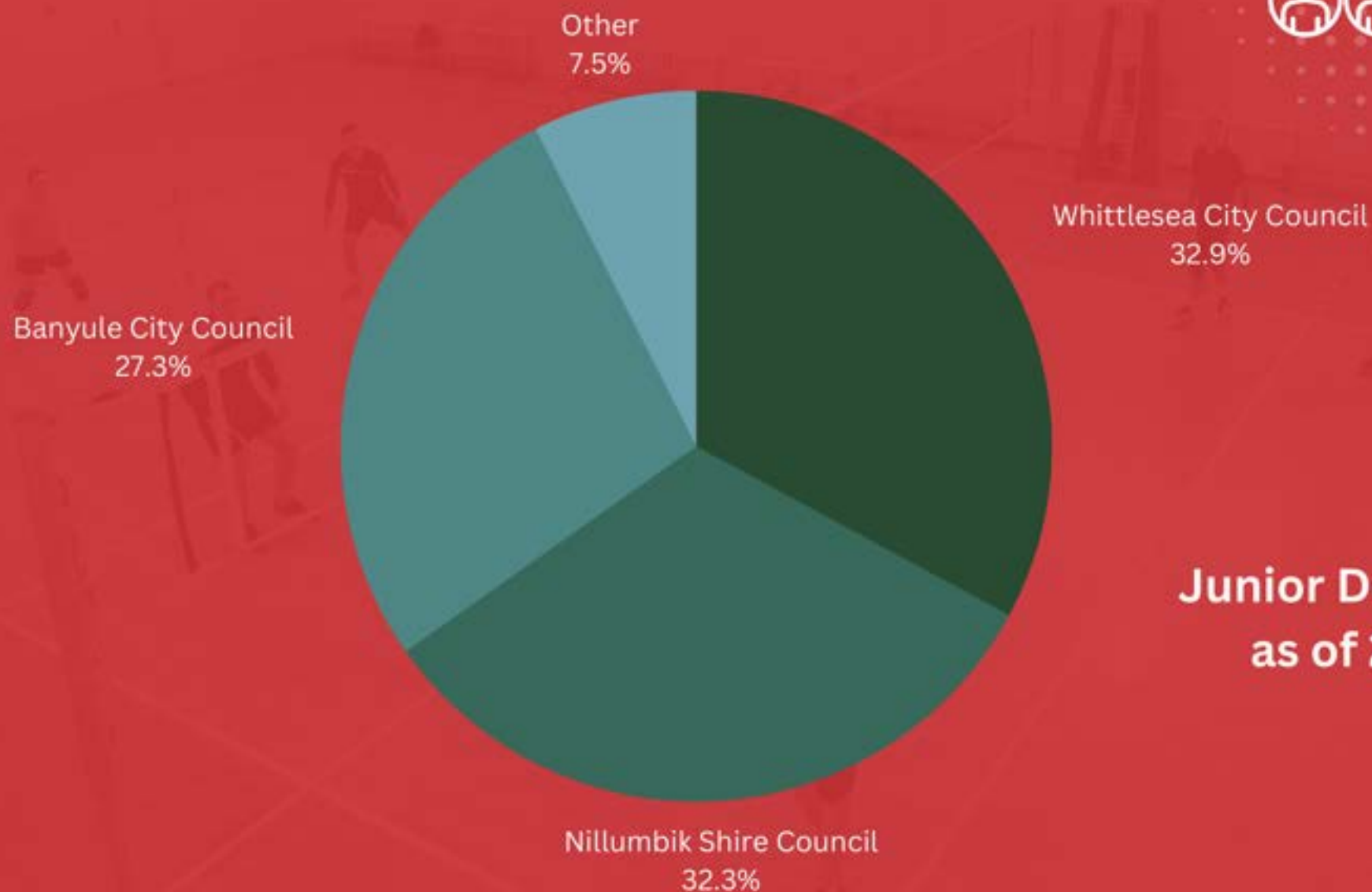
SENIOR DOMESTIC TEAMS IN COMPETITIONS



JUNIOR REPRESENTATIVE TEAMS



Where are our players from?



**Junior Domestic
as of 2023**

REFEREE NUMBERS



2022-120 new green shirt participants (90 promoted to C Grade throughout the year).



3 Beginner Schools.

Solos down from 38% Feb 2022 to 2% by end of 2022.

46 new green shirt participants in 2023 already.



KEY FOCUS AREAS

1. Clubs, Memberships and Competitions
2. Community and Partnerships
3. Facilities
4. Developing Our People
5. Governance and Policies
6. Engagement and Communications
7. Financial Management



KFA1 | Clubs, Membership and Competitions



- Drive player retention and increase participation of junior girls.
- Promote and grow participation in representative Junior Championship program and progression from domestic clubs.
- Provide programs to aid in the development of domestic club coaches.
- Foster strong relationships between junior domestic clubs and the DVBA.
- Continually improve our processes in the provision of competitions.
- Expand our new club reach into developing areas in the Northern Region and become a hub in the north for new programs - particularly in minority representation.
- Promote and provide health and wellbeing for junior athletes.



KFA2 | Community and Partnerships

- Establish community programs for the promotion of basketball.
- Actively encourage and focus on diversity, inclusion, fairness and sportsmanship.
- Increase local business sponsorship to fund the further development of the sport through programs and competitions, facilities and equipment.
- Participate in community events promoting basketball and the club throughout the region.
- Foster strong relationships within the local school community.





KFA3 | Facilities

- Identify and secure appropriate facilities to sustain Association operations.
- Provide and maintain high quality playing and training facilities for participants.
- Create partnerships with complimentary training facilities and service providers to provide pathways for elite performance.

KFA4 | Developing Our People

- Deliver a strong, successful and highly sought-after representative program at all levels.
- Implement development programs for elite pathways
- Develop and deliver training programs and initiatives to domestic and representative coaches to progress.
- Provide high quality refereeing by encouraging referee development, which is supported by training programs and a pathway for elite referee progression
- Ensure Health and Wellbeing are pillars for conduct and participation for all staff and participants within the DVBA.
- Enable our staff and representatives to be certified in accordance with best practice standards





KFA5 | Governance and Policies

- Monitor and measure compliance to established policies and adjust policies when necessary to reflect changes in the association.
- Develop new association policies where required.
- Support domestic clubs in the development of appropriate policies.
- Establish appropriate governance around data protection and data privacy for a sporting association.

KFA6 | Engagement and Communications

- Provide clear and timely communications to the membership and community, with a dedicated focus on excellent communication skills at each touchpoint.
- Provide Process Transparency for all relevant stakeholders
- Periodically engage with the DVBA community, invite and engage with feedback to refine and improve processes.





KFA7 | Financial Management

- Manage the viability of the association with a strong focus on financial performance, while also leveraging development opportunities
- Pursue grants and financial assistance dedicated to sports development and health & wellbeing programs.
- Drive and build solid sponsorship programs and packages
- Conduct fund-raising activities to support facility, equipment and education improvements



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#WE ARE NORTH