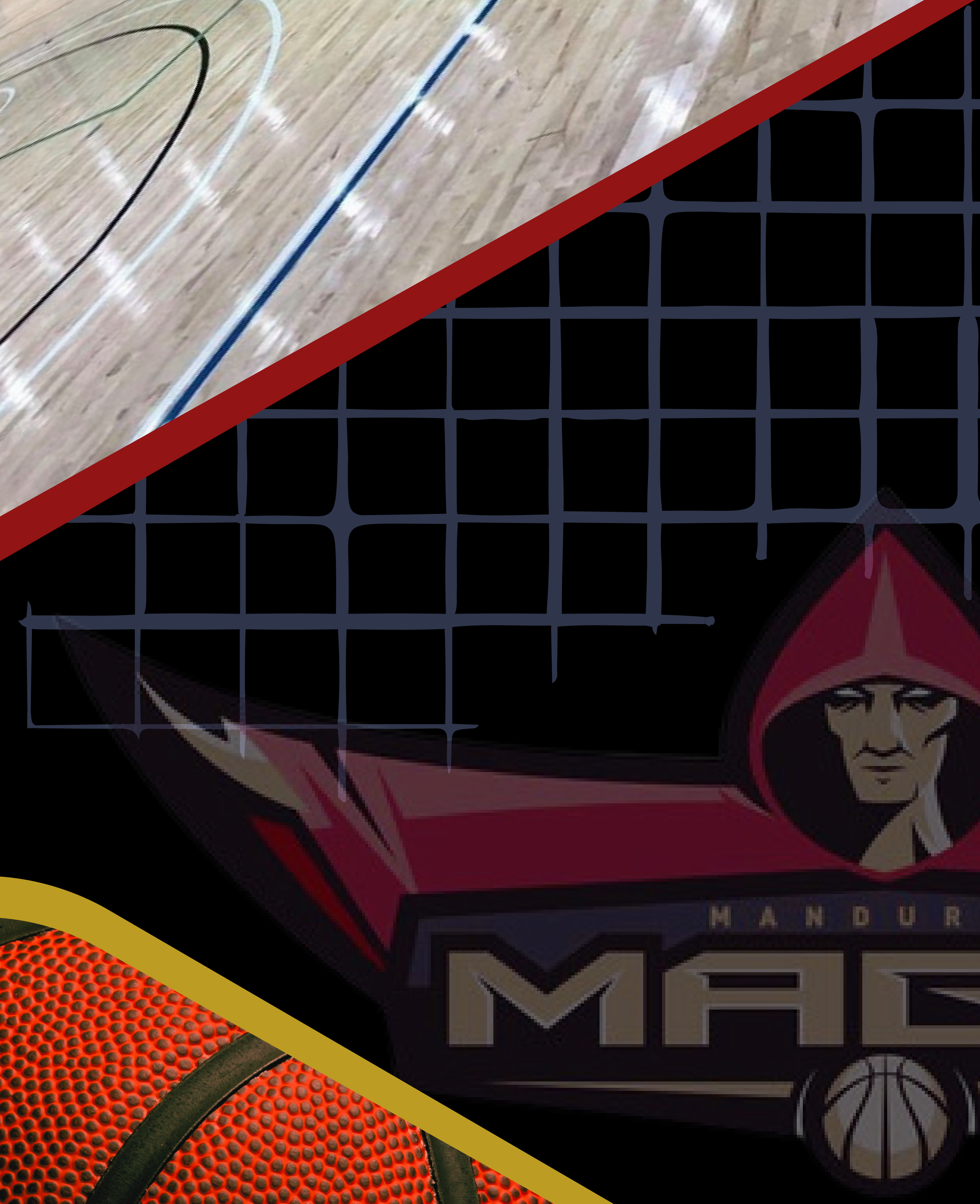
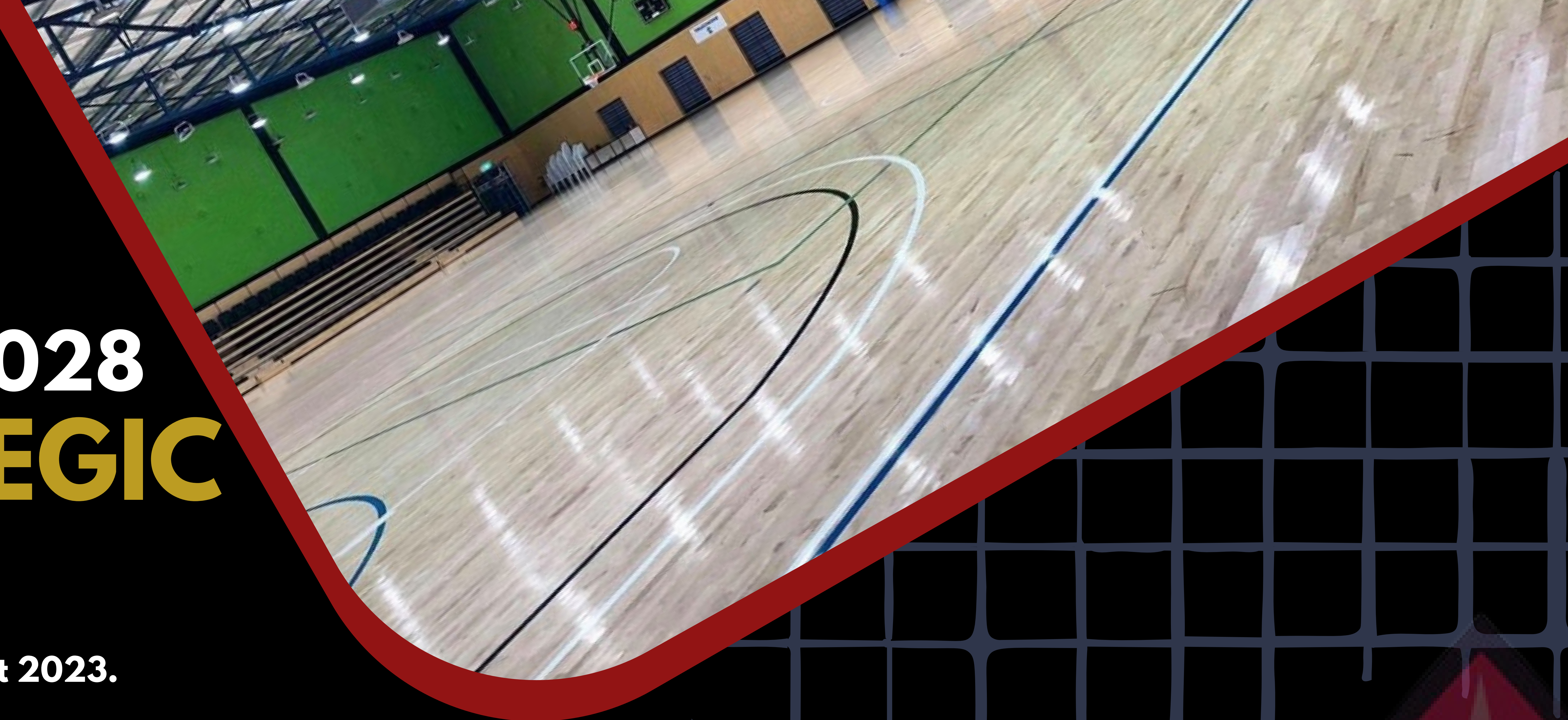


2023 - 2028 STRATEGIC PLAN

Adopted: 30th August 2023.

MANDURAH
BASKETBALL



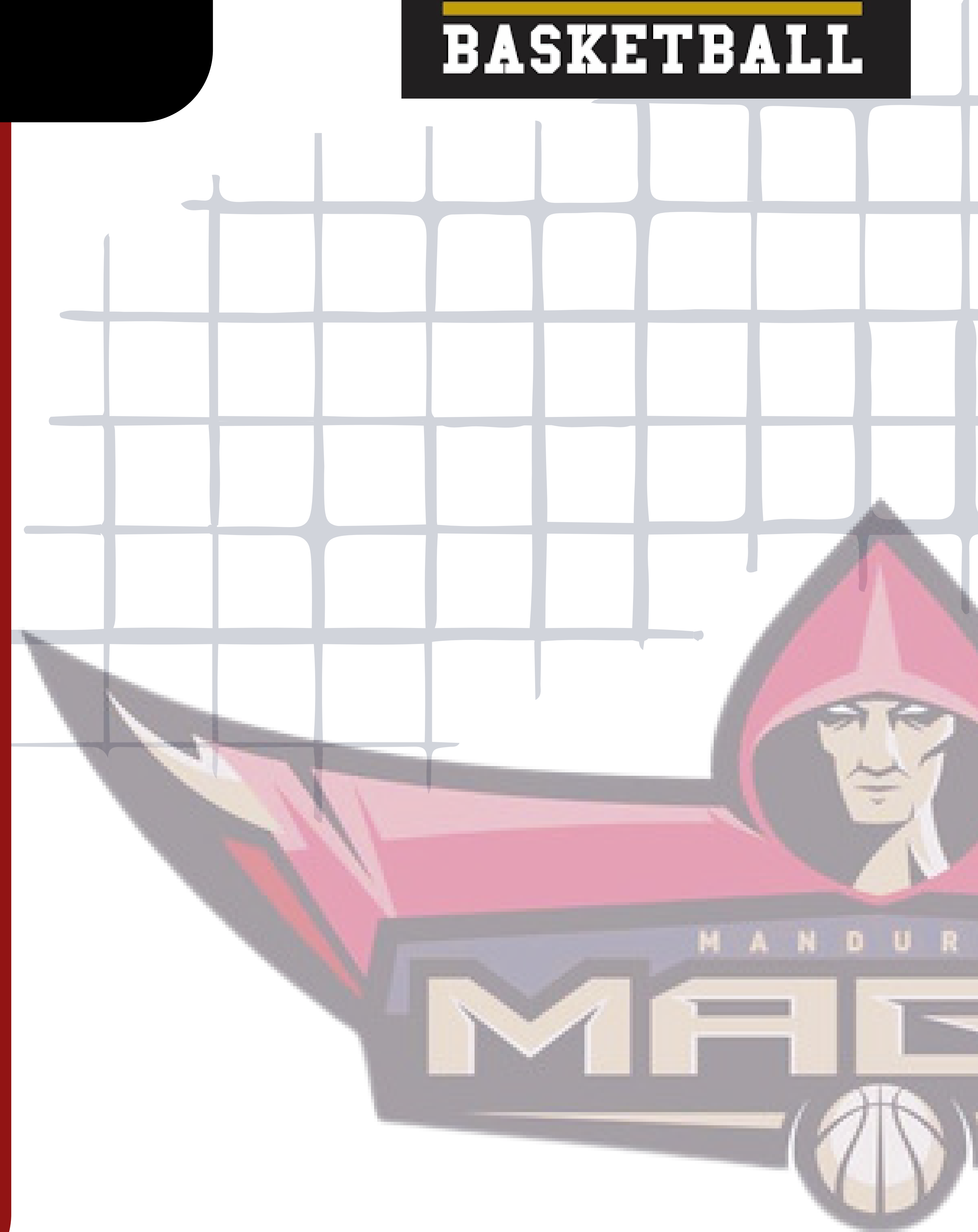
Introduction

The Plan outlines the Mandurah Basketball Association's vision and focus areas for the next five years.

The Plan demonstrates growth that is sustainable and strong for the future.

The Plan advances Mandurah Basketball Association (MBA) to be the Club of choice for athletes, families, volunteers, stakeholders, and the community in the Peel region.

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We are MAGIC!

We are one of the largest domestic competitions in WA. We provide the opportunity for over 3000 members to participate annually.

Our Development programs are carefully designed to meet the needs of athletes, and to provide the tools for participants to improve at their own pace.

Our Junior Representative programs provide our talented athletes, referees, coaches and managers a pathway to pursue opportunities across Western Australia, Australia and potentially the world.

Our NBL1 West teams showcase talent and the pathway for our emerging athletes. They are inspiring and entertaining family community events, with our supporters filling the stadium each game day.

MANDURAH
BASKETBALL



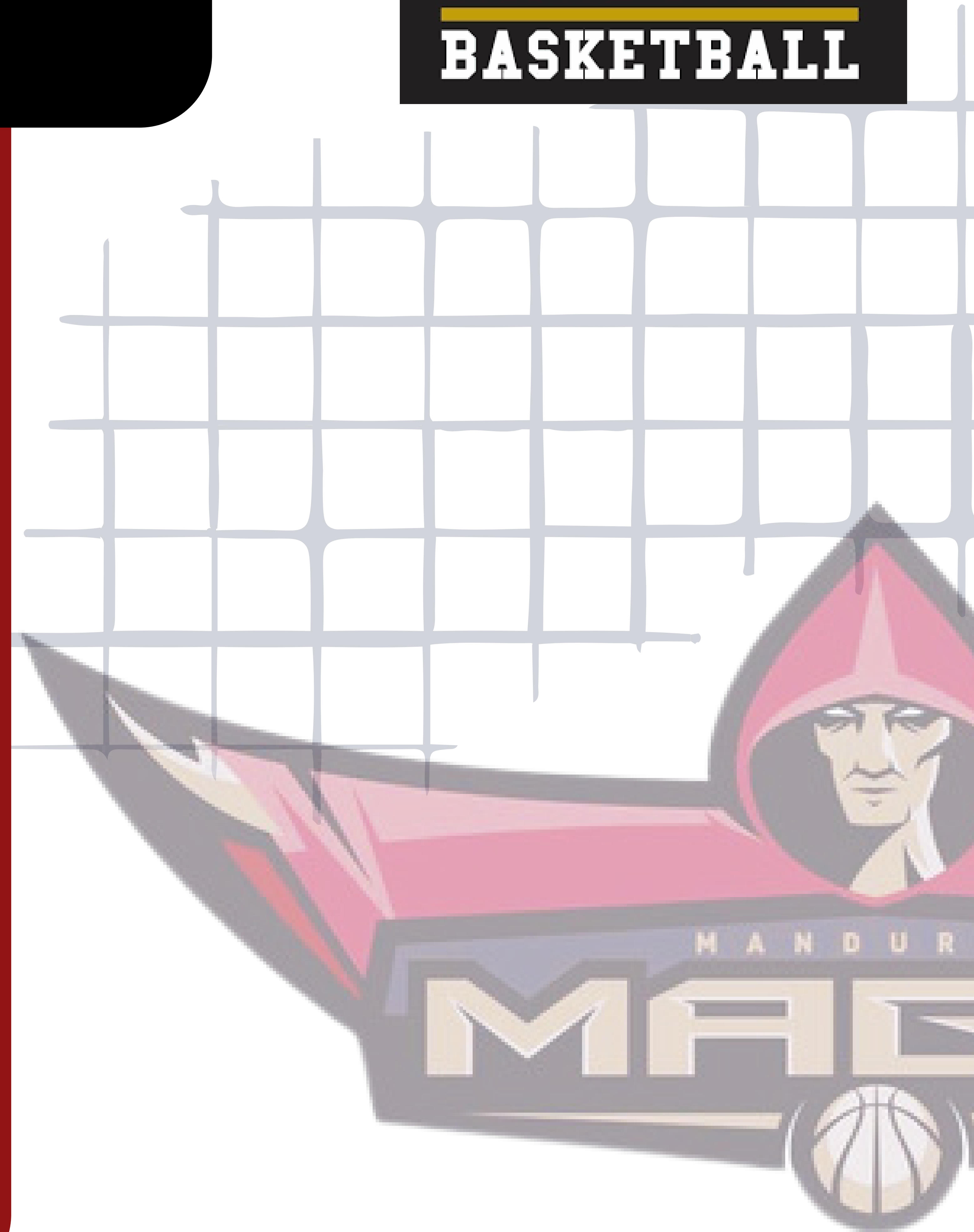
We are MAGIC!

The dedication of many volunteers and our staff ensures that the MBA can successfully implement the Plan. The MBA relies upon passionate volunteers for sustainability and viability. Volunteers take on a range of roles, including administration tasks, team managers, game day assistance, coaches, domestic committees and board members. Our staff are supported by these volunteers.

The Board of Directors provides governance oversight and guidance to MBA, and ensures the Plan is implemented. The Association is affiliated with Basketball WA.

Within our community we will continue to develop long standing relationships with a variety of stakeholders, and stakeholder groups.

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OUR VISION

Our Club is a beacon of positive energy, fostering a welcoming community where every member feels at home.

OUR PURPOSE

With a commitment to excellence, on and off the court, we nurture and grow basketball through the dedication of our athletes, volunteers, coaches, officials and staff.

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OUR MISSION

Through our inclusive Pillars we continue to create a future where our Club thrives through adapting and responding to our members, and where we provide opportunities for all.

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Our Strategic Goals

To have more people in the Peel region involved and participating at our Club.

To ensure the financial sustainability and longevity of the MBA.

To be synonymous within Mandurah and the Peel region.

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Our Pillars

M Mindful

A Authentic

G Generous

I Integrity

C Celebration

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How will we deliver the Plan?

Mandurah Basketball Association has developed values that are referred to as the MAGIC Pillars. The Pillars set the standard of how we will act, behave and work. These standards are the accepted norms for all at our Club.

Key Focus Areas

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Community

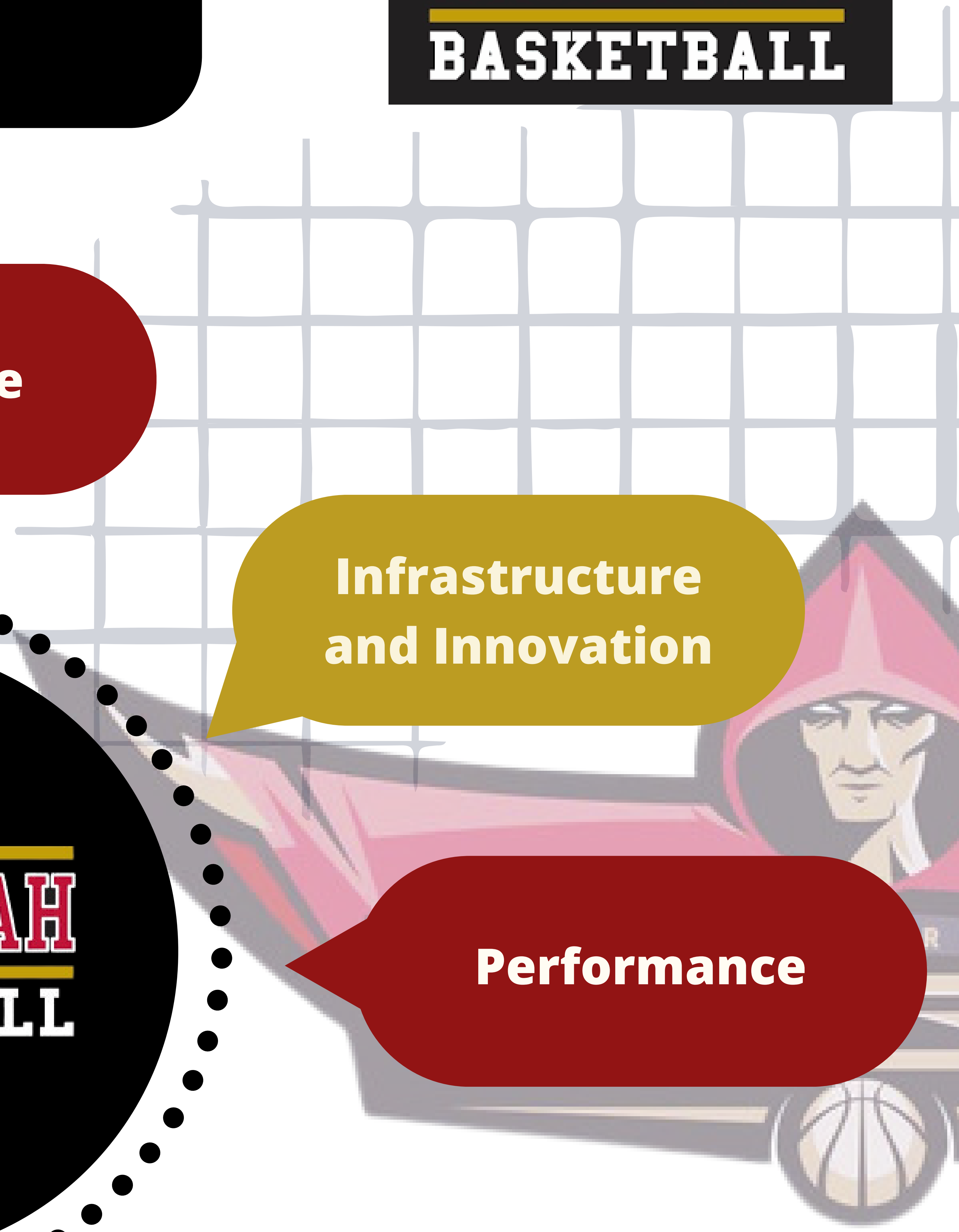
Governance

Infrastructure
and Innovation

People and
Culture

MANDURAH
BASKETBALL

Performance



People and Culture

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BASKETBALL

*Attract, promote, celebrate and retain
our people who live the Magic Pillars*

Success is:

- An increase in the number of appropriate new volunteers each year.
- An increase in the number of appropriate volunteers retained each year.
- Culture and Code of Conduct training conducted at least once per year.
- All members agree to compliance of the Code of Conduct at least once per year.
- A reduction in complaints received regarding spectator or athlete behaviour towards officials.
- The creation and provision of roles and responsibilities documents for volunteers.
- Celebration of volunteers through a recognition program.

Community

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To engage and grow our Club within our community.

Success is:

- 5% increase in partnerships per year.
- 5% increase in new sponsorships per year.
- Sponsorship retention for a period of at least three (3) years.
- Maximum capacity of Summer Domestic competition, without quality compromises.
- 5% increase in Winter Domestic competition per year.
- One (1) new school partnership per year.
- Five (5) Magic community events held per year.
- An increase in the non-MBA membership attendance at NBL1 Home Game events.
- Increased support and partnerships with current Domestic Clubs to improve their sustainability.

Governance

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To be financially sustainable, ethical, transparent and comply with the Club's legal obligations.

Success is:

- An effective Consitution review.
- Policy suite review, creation and implementation by 2024.
- Creation of a financial reserve, that will cover six (6) months of operational requirements by 2026.
- The development of an Implementation Plan for delivery of the Strategic Plan by 2024.

Infrastructure and Innovation

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To optimise and advocate for facilities and drive innovation.

Success is:

- The development of partnerships with existing facilities, for increased, fit for purpose court access.
- The development of a Business Plan for the advocacy of greater, suitable court access.
- The development of a partnership with a local provider to be the 'Home of the MBA' for away game member gatherings.
- Continually investigating and utilising new technology of suitable advantage in improving the Club's operations, and athletes, officials and coaches knowledge and skill development.

Performance

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The provision of a pathway for all aspiring members to develop successfully at their own pace.

Success is:

- 70% WABL coaches hold a Level 1 accreditation by 2025.
- NBL1 coaches hold a Level 2 accreditation by 2024.
- An increase in the number of Level 1 referees per year.
- All WABL athletes receive a competency level for their respective age and an improvement plan that is reviewed twice per year.
- WABL selection is merit based, with all team places declared vacant for a transparent and fair trial process.
- 70% of NBL1 teams consist of local juniors, who have developed through the MAGIC Junior Representative Program.