



**Yarrawonga Mulwala
Basketball
Association**

Strategic Plan 2023

Strategic Plan prepared by:

Valley Sport

120 Numurkah Rd, Shepparton 3630

Ph: 03 5831 8456

Email: info@valleysport.net.au

Web: www.valleysport.net.au



In partnership with:

Yarrawonga Mulwala Basketball Association



Table of Contents

Background	4
Strategies.....	4
Purpose of this Plan.....	4
Desired Future	5
Wish List	5
Measures of Success	5
Value and Vision	6
Strategic Directions	7
Goals/Outcomes & Actions	7
Responsibilities.....	7
Timeframes.....	7
Governance	8
Policies & Procedures	9
Participation	10
Planning & Infrastructure	12
Financial Sustainability	12
Facility Management	13
Marketing & Communications	13
Resources	14
Appendix	16
SWOT Analysis	16
Member Survey Results.....	18
One Page Summary Sheet	29

Background

Yarrawonga Mulwala Basketball Association received funding through Moira Shire community strengthening grants for the development of this plan.

Consultation between Valley Sport and Yarrawonga Mulwala Basketball Association began in June 2023. A member survey was circulated in July and August, gathering 34 responses. The feedback gathered in these surveys was used to determine where the association stands in the eyes of its members and was used in the analysis of the Yarrawonga Mulwala Basketball Association's strengths and weaknesses.

Three face to face workshops were held over August and September. Current and immediate past committee members of YMBA and YM Rep executive were invited to participate in the development of this plan, including the development of the Association's Vision and Values, and responsibilities for actions set during the development process were delegated accordingly.

Strategies

Yarrawonga Mulwala Basketball Association has decided to develop a five-year strategic plan, focusing on the following six strategic themes:



Purpose of plan

The Yarrawonga Mulwala Basketball Association determines the purpose of undertaking this strategic plan is to:

- Provide a framework for growth financially and in participation numbers.
- Improve the associations operations and governance.
- Ensure a healthy and sustainable association.
- Provide greater satisfaction within the association.
- Provide direction and focus.
- Provide an opportunity to self-reflect and question the status quo.

Desired Future

Through the workshop process, a large number of improvements to the Association both on and off the court were identified. The table below outlines what the Yarrawonga Mulwala Basketball Association would look like in an ideal scenario and lists how the success of this plan will be measured.

WISH LIST	MEASURES OF SUCCESS
<ul style="list-style-type: none"> • New stadium • An attractive space to catch up, a sporting hub. • Ample quality facilities to meet increasing demand. • Better skilled referees • A paid referee coach. • Coaches that love to coach, engaged and skilled coaches at all levels. • Dedicated full time rep coach. • Director of coaching • Better systems • Experienced qualified officials • Impact on the community • NBA/NBL representation, pathways to elite levels • Participants come to this association to play sport, the first-choice sporting activity for kids 	<ul style="list-style-type: none"> • Training opportunities for all sides (domestic and rep) • Increased skill level for players at all levels of competition • Increased knowledge and skills for coaches, officials, and volunteers • Healthy & growing numbers • Full grades in domestic competition • More women & girls playing basketball. • Referees who continue refereeing • More kids in rep sides and stronger rep team results • All ages and abilities represented in the association. • Financial sustainability

Our Vision

**For our community to connect, strive, learn,
and grow through the game of basketball.**

Our Values

**Community
Inclusive
Development
Respect**

Strategic Direction and Actions

Using a SWOT analysis framework, and considering member survey feedback, the following goals, outcomes, and actions were determined. Responsibility for each action and a timeframe has been established to give direction to the Yarrawonga Mulwala Basketball Association once this strategic plan is adopted.



Responsibilities

Responsibilities for each action have been assigned to either individuals or roles within the organisation. Individuals assigned were present during the face-to-face workshops and may change over time.

Timeframes

Timeframes identified in this document have been determined by Yarrawonga Mulwala Basketball Association

Short Term: Within 6 months

Medium Term: 6 months – 3 years

Long Term: 1 – 5 years

Ongoing

Policies and Procedures

A review of the Association's governance structures, policies and procedures was completed in accordance with the Victorian Government's Fair Play Code. As part of this plan, Yarrawonga Mulwala Basketball Association will review and adopt policies and procedures outlined below.

Governance

GOAL / OUTCOME	ACTIONS	RESPONSIBILITY	TIMEFRAME
Committee restructure	<ol style="list-style-type: none"> 1. Review and draft proposed structure 2. Seek relevant resources – BV etc. 3. Review other association’s structures 	Scott James & Amanda	Short Term: Within 6 months
Constitution	<ol style="list-style-type: none"> 1. Update/continue review of each policy/procedure. 2. Consider the best option for Association – Model rules, BV template, review current. 3. Prepare to adopt at upcoming AGM (need to notify 28 days AGM date) 4. Consider frequency of role rotation 	Alison, Scott, Amanda, James	Short Term: Within 6 months
Annual Plan	<ol style="list-style-type: none"> 1. Introduce annual plan each year. 2. Set priorities for upcoming year. 3. Include budget. 	President	Annually post AGM
Policy & Procedures Update	<ol style="list-style-type: none"> 1. Review and update of each policy/procedure as per below table – adopt as necessary. 2. Delegate to relevant people 3. Make publicly available online. 4. Update policy review process (when are these policies reviewed) 	Scott & Amanda to delegate	Medium Term: 6 months – 3 years
By Laws	<ol style="list-style-type: none"> 1. Review and update as necessary 	Scott, Alison, James & Amanda	Medium Term: 6 months – 3 years
Position Descriptions	<ol style="list-style-type: none"> 1. Circulate and review current position descriptions. 2. Delegate/transfer responsibilities where required. 3. Develop PD’s for newly created roles in committee restructure 	Amanda & James	Medium Term: 6 months – 3 years
Succession Planning	<ol style="list-style-type: none"> 1. Complete committee restructure as above. 2. Develop handover/onboarding procedures. <ol style="list-style-type: none"> a. Identify potential personnel. b. Share resources. c. Develop procedures. d. Provide education and resources. 	Incumbent	Medium Term: 6 months – 3 years

Policies and Procedures

GOAL / OUTCOME	RESOURCES	RESPONSIBILITY	TIMEFRAME
Constitution	Model Rules Wodonga Basketball Association Constitution BV Template Constitution	Scott, Alison, James & Amanda	Short Term: Within 6 months
Child Safe Policy	https://www.basketballvictoria.com.au/resources/association-resources/child-safe-standards https://vicsport.com.au/child-safe-sport	Clancy, Mel	Short Term: Within 6 months
Member Protection Policy	https://www.basketballvictoria.com.au/cdn/sdy7tabapyos4844 https://www.playbytherules.net.au/resources/templates/member-protection-policy	Kelly, Nici	Medium Term: 6 months – 3 years
Disability Inclusion Policy	https://www.playbytherules.net.au/resources/templates/disability-inclusion-policy	Committee	Med Term
Gender Equity	Gender Equity Checklist	Committee	Med Term
Code of Conduct	https://www.basketballvictoria.com.au/cdn/byuip6j02lssg4ok https://www.playbytherules.net.au/resources/templates/code-of-behaviour	Committee	Med Term
Social Media / Marketing & Communications Policy	https://www.basketballvictoria.com.au/cdn/ic8g5n24svcoowck https://www.playbytherules.net.au/resources/templates/social-media-policy https://www.playbytherules.net.au/resources/templates/communications-policy	Committee	Med Term
Alcohol & Illicit Drugs Management Policy	https://www.basketballvictoria.com.au/cdn/rjxki7igpk0kok0c https://www.playbytherules.net.au/resources/templates/alcohol-policy	Committee	Med Term
Integrity/Gambling	https://www.basketballvictoria.com.au/cdn/4htuhblwhr408wsg	Committee	Med Term
Conflict of Interest	https://www.playbytherules.net.au/resources/articles/when-interests-collide	Committee	Med Term
Privacy Policy	https://www.basketballvictoria.com.au/cdn/1oqboco3r8k8cg0	Committee	Med Term
Working with Childrens Checks	https://www.basketballvictoria.com.au/cdn/s1a534ozq28o0g44	Committee	Med Term
Extreme weather policy	https://www.basketballvictoria.com.au/cdn/lel3qh2dadscosk4	Committee	Med Term

Participation

GOAL / OUTCOME	ACTIONS	RESPONSIBILITY	TIMEFRAME
School Engagement	<ol style="list-style-type: none"> 1. Meet with schools in the area, build relationships with school contacts, specifically PE teachers. 2. Investigate Sporting Schools Grant – are schools interested in running this program? 3. Continued presence in school newsletters. 4. Look to engage with professionals in the school setting (Lauren Jackson, NBL teams for example) 5. Increase/continue school-based clinics & consider alternative options – paid instructors, before school clinics etc. 	Scott	Ongoing
Referee Development	<ol style="list-style-type: none"> 1. Increase recognition of referees <ol style="list-style-type: none"> a. Seasonal/annual awards - Most improved, MVR etc. b. Vouchers etc. c. Meaningful awards d. Public recognition 2. Review pay rates. 3. Promote benefits of refereeing <ol style="list-style-type: none"> a. Refereeing as an alternative to traditional jobs for teenagers. b. Community “volunteer” work, for resumes, scholarships etc. 	Ref Coordinator	Short Term: Within 6 months, or ongoing
Coach Development	<ol style="list-style-type: none"> 1. Be more “involved” in face-to-face domestic coach development. <ol style="list-style-type: none"> a. Implement domestic coach development sessions before seasons. b. Increase communication & reminders with coaches. 2. Host coaches meeting in the second week of domestic seasons outlining expectations. 3. Introduce coaching director position. 4. Pay for BV rep coaching course for coaches 	Coach Coordinator	Ongoing
Rep & domestic and skill development training opportunities	<ol style="list-style-type: none"> 1. Investigate alternative options – outdoor courts, weekend sessions, Friday evenings, Cobram Stadium 2. Look to offer strength and conditioning sessions to compliment skills sessions 	Rep Coordinator	Ongoing

Promote Team Play	<ol style="list-style-type: none"> 1. Empower referees and coaches to ensure games are run in “good spirit.” <ol style="list-style-type: none"> a. Pregame speeches, email reminders etc. b. “Rule of the week” type promotions 2. Reiterate referee respect amongst players. <ol style="list-style-type: none"> a. BV resources b. Coach/player communication c. Online webinars 	Domestic Coordinator	Ongoing
“Bridging the gap” between rep and domestic	<ol style="list-style-type: none"> 1. Offer specific domestic clinics/training sessions, include rep players who missed out 	Rep Coordinatoor	Ongoing
Social functions	<ol style="list-style-type: none"> 1. Offer social functions or opportunities for all members/volunteers to increase connectedness. <ol style="list-style-type: none"> a. End of season break ups, gala days etc. 	Committee	Ongoing
Women/Girls Engagement	<ol style="list-style-type: none"> 1. Continued focus on younger age recruitment and retention, this should flow into older age groups and open ages. 2. Provide girls only skills development sessions 	Amanda	Long Term: 1 – 5 years
Aussie Hoops Program	<ol style="list-style-type: none"> 1. Separate girls and boys programs into 2 sessions 2. Find a second coach 	Amanda	Medium Term: 6 months – 3 years
U18 Girls Rep	<ol style="list-style-type: none"> 1. Focus on U14/16’s teams to have more players meet rep standard when they reach U18. 2. Reach out to Cobram Association – can their girls help make up numbers? 	Alison & James	Long Term: 1 – 5 years
Merchandise	<ol style="list-style-type: none"> 1. Make merchandise available for all members, not just rep, to increase awareness in the community and pride in the club. 2. Investigate a store front on website 	Seona	Medium Term: 6 months – 3 years

Planning and Infrastructure

GOAL / OUTCOME	ACTIONS	RESPONSIBILITY	TIMEFRAME
New stadium build & fundraising	<ol style="list-style-type: none"> 1. Continue to engage with action group. 2. Be involved in conversations. 3. Continue to promote community outcomes. 4. Continue to work with netball association. 5. Be the advocate for the stadium. 6. Continue to provide relevant and accurate information when requested. 7. Investigate stadium sponsorship requirements/restrictions 	Stadium steering committee	Ongoing
Other stadium user groups	<ol style="list-style-type: none"> 1. Continue to work productively with these groups to receive the best outcomes 	General Committee	Ongoing
Use of Cobram Stadium	<ol style="list-style-type: none"> 1. If demand arises – survey members. 2. Consider a carpooling roster 	Rep Coaches	Medium Term: 6 months – 3 years

Financial Sustainability

GOAL / OUTCOME	ACTIONS	RESPONSIBILITY	TIMEFRAME
Sponsorship & fundraising	<ol style="list-style-type: none"> 1. Continue current sponsorship program, review sponsorship proposals if required. 2. YMBA fundraising element for new stadium – implement specific fundraising committee if required. 3. Define sponsorship role in committee restructure and position descriptions. 4. Consider alternative sponsorship types to reduce/subsidise costs for: <ol style="list-style-type: none"> a. Tournament entry b. Skills sessions 5. Association to help facilitate teams fundraising efforts (BBQ's etc.) 	Scott	Ongoing
Financial Year Realignment	<ol style="list-style-type: none"> 1. Map out year – when is the best time when thinking about rep and domestic seasons? 2. Define membership options – fees & types 	Mel & James	Short Term: Within 6 months
Grants	<ol style="list-style-type: none"> 1. Identify priority projects in annual plan. 2. Identify potential people to assist – succession planning. 3. Grants officer position description. 	Angela	Medium Term: 6 months – 3 years

Annual Budget	1. Introduce budget	Mel & James	Medium Term: 6 months – 3 years
Membership fees	1. Ensure fees are covering costs. 2. Investigate fees for skills sessions. 3. Look into program insurance coverage – will membership types cover nonmembers participating in skills sessions? 4. Identify membership categories per constitution	Mel & James	Medium Term: 6 months – 3 years

Facility Management

GOAL / OUTCOME	ACTIONS	RESPONSIBILITY	TIMEFRAME
Morning, weekend, Friday night training sessions	1. Investigate potential of morning sessions 2. Check facility availability	Clancy & Coaches	Ongoing
Scoreboards	1. Liaise with Sacred Heart regarding permanent scoreboard. 2. Seek quotes for scoreboards – Blue Vane.	Angela	Short Term: Within 6 months
Cleaning equipment	1. Purchase own equipment – scissor mop. 2. Storage cupboard for equipment	Nici	Short Term: Within 6 months
3v3 tournament	1. Consider as a fundraising option	Committee	Long Term: 1 – 5 years

Marketing & Communications

GOAL / OUTCOME	ACTIONS	RESPONSIBILITY	TIMEFRAME
Communication Plan	1. Continue to develop and implement. 2. Utilise calendar. 3. Develop marketing procedures, include in relevant position descriptions. 4. What information needs to be communicated? 5. How will this information be communicated? 6. How do we want to receive communication?	Amanda & James	Medium Term: 6 months – 3 years

Communication systems & methods	<ol style="list-style-type: none"> 1. Investigate database software for contacts, including previous members. 2. Investigate communication platforms (i.e., team app) 3. Seek advice from other associations on their methods 	Scott & James	Medium Term: 6 months – 3 years
Website	<ol style="list-style-type: none"> 1. Engage website builder. 2. Prioritise YMBA specific domain (e.g., ymba.com.au) 	Scott & James	Medium Term: 6 months – 3 years
Emails	<ol style="list-style-type: none"> 1. Introduce YMBA domain specific emails (e.g., president@ymba.com.au) to reduce use of personal emails 	Scott & James	Medium Term: 6 months – 3 years
Branding/Logo	<ol style="list-style-type: none"> 1. Consider alternative branding/logos for different merchandise pieces 	James	Long Term: 1 – 5 years

Resources

RESOURCE	
Basketball Victoria	https://www.basketballvictoria.com.au/resources/association-resources/hub
Play by the Rules	https://www.playbytherules.net.au/resources/templates
Fair Play Code	https://sport.vic.gov.au/publications-and-resources/community-sport-resources/fair-play-code
Club Help	https://www.clubhelp.org.au/club-resources
VicSport	https://www.vicsport.com.au/
Valley Sport	https://valleysport.net.au/
Moir Shire Council	https://www.moir.vic.gov.au/Home

Page left intentionally blank.

Appendix

SWOT Analysis

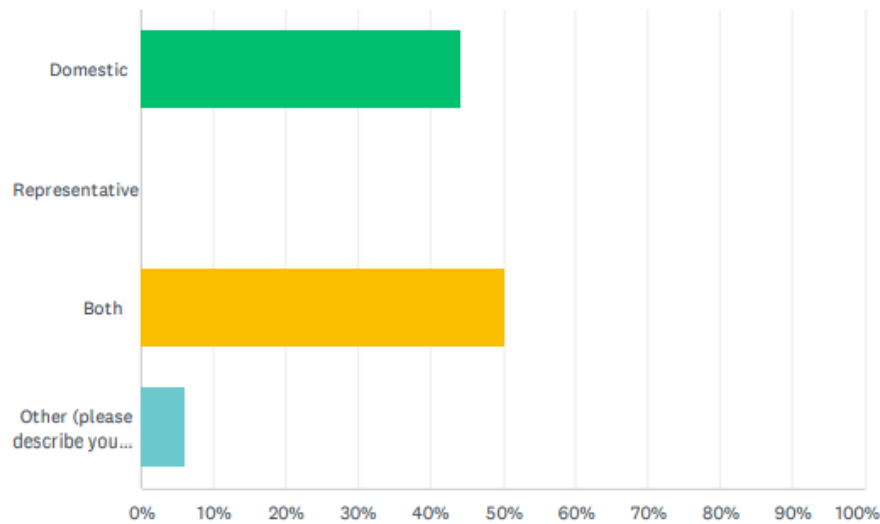
GOVERNANCE			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Good foundations & framework</p> <p>Professional representation on committee</p> <p>Harmonious committee</p> <p>BV Resources</p> <p>Perspective</p> <p>Relationships with other associations</p> <p>Fair play code awareness</p> <p>“Quality of output given size of the town.”</p>	<p>Following procedures – relaying this to the right people</p> <p>Entirely volunteer run</p> <p>Can be complex.</p> <p>Lack of experience for newcomers</p> <p>Constitution and By Laws outdated – need to be reviewed.</p>	<p>Advance governance – policies, procedures, and operations</p> <p>Committee structure review</p> <p>Sustainability</p> <p>Annual plan</p> <p>Further develop position descriptions</p>	<p>Compliance Obligations</p> <p>Sustainability</p> <p>Lack of succession planning</p> <p>Continued downward pressure from Government and BV on governance topics</p>
PARTICIPATION			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Participation</p> <ul style="list-style-type: none"> - Junior & Senior Basketball participation generally is rising. <p>Aussie Hoops program</p> <p>Positive referee feedback</p> <p>Positive coaching feedback</p> <p>Population growth</p> <p>Relatively strong women’s participation (GSBA currently has 3 women’s teams)</p>	<p>Restricted by facility – no room to grow.</p> <p>Perceived divide between rep and domestic</p>	<p>Review season structure – is it the best option?</p> <p>“Domestic Development” – introduce a tier between domestic comp and rep to bridge the gap.</p> <p>Skill development – players, coaches, refs, volunteers, committee</p> <p>Domestic and rep more harmonious</p> <p>Mini Tournament (3v3) – explore options.</p> <p>CBL?</p> <p>Volunteer training (scoring, timekeeping etc.)</p>	<p>No room to grow – at capacity.</p> <p>Other sports in the area</p> <p>Aging population in yarramul</p> <p>Perception that basketball is an “elitist” sport.</p> <p>Drop off in participation at teenage years</p>
PLANNING AND INFRASTRUCTURE			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Strategic Plan – provides guidance on future decisions/direction</p>	<p>Lack of facility</p> <p>Lack of “social” areas</p> <p>Lack of spectator seating</p> <p>Minimal succession planning</p>	<p>New Stadium</p> <p>Goal setting from Strat plan</p> <p>Stadium sponsorship</p> <p>Working with other sporting clubs – e.g., netball association</p> <p>Use of Cobram stadium for overflow</p>	<p>No stadium / Delay in Build</p> <p>Community doesn’t “back” new stadium</p>

FINANCIAL SUSTAINABILITY			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Money in the bank</p> <p>Willing to spend/invest.</p> <p>Smart financial operations in past</p> <p>Currently “lucky” with costs (court hire etc.)</p> <p>Grant Writing experience and success</p> <p>General consensus of affordability and value for money</p>	<p>Increasing costs</p> <p>Currently do not budget</p>	<p>Willing to spend/invest.</p> <p>Develop annual budget.</p>	<p>Increasing costs all around</p> <p>Association has been “lucky” with court hire fees – these will increase with new stadium.</p> <p>Continued cost increases, pressure this puts onto individuals/families.</p>
FACILITY MANAGEMENT			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Positive feedback on facility</p> <p>Ability/willingness to improvise</p>	<p>Lack of storage</p> <p>Hot/cold courts</p> <p>No scoreboards – need to improvise.</p> <p>Late game times</p>	<p>New equipment and uniforms</p> <p>3v3 tournament</p> <p>Use of Cobram stadium for overflow</p> <p>Training sessions scheduling</p>	<p>Lack of storage facilities</p> <p>Facilities don’t meet minimum standards.</p> <p>Inability to train leading to skill level stalling.</p> <p>Inflexibility of facilities due to capacity</p> <p>Reliance on other orgs for facility</p>
MARKETING AND COMMUNICATIONS			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Have not had to market – natural growth has led to being at capacity.</p> <p>Positive feedback regarding communication improvements</p>	<p>Hasn’t marketed (haven’t needed to)</p> <p>No marketing plan.</p> <p>Perceived lack of procedure following – how can these procedures be communicated better?</p> <p>“Newcomers aren’t made to feel welcome straight away”</p>	<p>How do we communicate?</p> <p>Which systems to use</p> <p>Marketing/Comms director</p> <p>Implementation of technology</p> <p>Improvement in how conversations are held</p>	<p>Succession planning – who has this role?</p> <p>Selecting the right system – which is the best for your needs.</p> <p>Negative emotion when exiting the association</p>

Survey Results

Q1 Do you or your child participate in domestic or representative competition?

Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES
Domestic	44.12% 15
Representative	0.00% 0
Both	50.00% 17
Other (please describe your involvement)	5.88% 2
TOTAL	34

#	OTHER (PLEASE DESCRIBE YOUR INVOLVEMENT)	DATE
1	Supporter	8/18/2023 12:15 PM
2	Have had child in rep & domestic for 10 years, I also ref domestic	8/15/2023 10:47 AM

Q2 As a club, what do we do well?i.e. What are our strengths? What should we do more of?

Answered: 29 Skipped: 5

#	RESPONSES	DATE
1	Take care of own	8/28/2023 4:17 PM
2	Great leaders and coaches	8/18/2023 11:25 PM
3	I believe the sport is growing. The strengths are the kids are getting a chance to play. The weekends like any club there is not enough volunteers	8/18/2023 11:04 PM
4	Support the sponsors by having sock award nights and presentation.	8/18/2023 6:57 PM
5	Organisation	8/18/2023 6:28 PM
6	We have a great uniform.	8/18/2023 4:00 PM
7	Providing as much basketball for kids as able with the current facilities Sharing information about other opportunities	8/18/2023 12:40 PM
8	Involvement Welcoming	8/18/2023 12:15 PM
9	We Communicate with all members and provide a fun introductory/intermediate level program for athletes seeking to further their basketball development from domestic level	8/18/2023 12:01 PM
10	Create great pathway for representative Basketball Advocate for basketball externally to the community	8/17/2023 9:00 PM
11	Get everyone who wants to involved in playing both rep and domestic and aussie hoops	8/15/2023 10:47 AM
12	Communication Overall running of day to day operations	8/10/2023 10:02 AM
13	Great organisation of teams Information is received well	8/8/2023 1:40 PM
14	Run a great domestic comp, support rep kids	8/8/2023 12:42 PM
15	Team and club camaraderie. Locality of tournaments we attend (not too far). Number of tournaments is good. Price is good and paying tournaments as we go is helpful for parents. Communication good I feel.	8/7/2023 10:49 PM
16	Great friendly welcoming and inclusive club. Good communication - Well organised team lists and fixture. Mostly kind referees supportive of children learning the game. Affordable.	8/7/2023 10:33 PM
17	Provide lots of opportunities to get involved.	8/7/2023 9:04 PM
18	Communication is a strength Community involvement strength Aussie hoops program - awesome Basketball involvement is fantastic in our town	8/7/2023 8:32 PM
19	Providing a well run sport. Well refereed.	8/7/2023 8:09 PM
20	Manage the demand in basketball really well with such a shortage of facilities. Offer a brilliant Aussie hoops program!	8/7/2023 8:09 PM
21	Communication. Plenty of time to register . Info sessions	8/7/2023 7:49 PM
22	Get kids on the court. Communication is pretty good and has improved over time	8/7/2023 7:24 PM
23	Inclusiveness. Working with what you have.	8/7/2023 7:22 PM
24	Make everyone welcome	8/6/2023 9:21 PM
25	Dedicated coaches and umpires that take the time to teach and mentor junior players.	8/5/2023 11:56 PM
26	Offer opportunities to play at multiple tournaments	8/5/2023 8:20 PM
27	Well organised. Communication. More training and skills sessions on holidays would be fantastic.	8/5/2023 7:32 PM
28	Do Good - keep the good of the athletes and the program in to the future top of mind. Promote the Association within the community and more recently create an environment for kids to come and try.	7/27/2023 7:11 PM
29	Provide an affordable intermediate level development program for those athletes seeking a slightly high level competition. I think we need to provide more Clinics for up-skilling athletes and coaches	7/25/2023 3:35 PM

Q3 Are there any areas you feel we could improve? i.e. What are our weaknesses? What can we do better?

Answered: 26 Skipped: 8

#	RESPONSES	DATE
1	More developing, development in younger years.	8/28/2023 4:17 PM
2	Training for domestic teams to increase skills	8/18/2023 11:25 PM
3	Like above I take my hat off to everyone involved. A better venue would be good another court and a better stand for the parents to view thier3 children as it is hot and poles ect obscure to see	8/18/2023 11:04 PM
4	Earlier team selection so accommodation can be organised earlier.	8/18/2023 6:57 PM
5	Inclusion for all players in rep teams.	8/18/2023 6:28 PM
6	We need to help develop coaches and refs from a young age. We need to encourage more people to under coaches courses - can we run one here in town??? Encourage the u16/u18 boys and girls to be involved with the u12/14s to help develop there skills	8/18/2023 4:00 PM
7	Parent engagement - kids v parents games, social events, workshops, pathways for more kids and parents to learn coaching, refereeing etc, fundraising and scholarships for kids who can't afford to play	8/18/2023 12:40 PM
8	Seniors	8/18/2023 12:15 PM
9	Up-skilling officials, coaches and facilities	8/18/2023 12:01 PM
10	Inclusion of all abilities more opportunities of informal skills days or casual come and try days for junior players and even adults	8/17/2023 9:00 PM
11	communication with parents re their childrens inclusion or not in rep teams, and ad hoc treatment of any issues that arise.	8/15/2023 10:47 AM
12	No ideas	8/8/2023 1:40 PM
13	Player and coach development. More training if we had the space.	8/7/2023 10:49 PM
14	Games are sometimes quite late for the kids.	8/7/2023 10:33 PM
15	Building the capacity and qualifications of coaching staff.	8/7/2023 9:04 PM
16	Connection of domestic basketball to rep basketball. Developing rep players at a domestic level -	8/7/2023 8:32 PM
17	Obviously a better facility would be great.	8/7/2023 8:09 PM
18	Beyond Aussie hoops there is no formal skill development/training sessions once children join the domestic competition. Strong players get stronger and the gap between weaker kids and stronger kids increases.	8/7/2023 8:09 PM
19	Highlight all the costs to do rep not just the start up costs especially for new families . It may be out of reach of some. Maybe a yearly scholarship for a kid that is talented but can't afford to commit to rep. Just to maybe do a year of it and get noticed at rep level .	8/7/2023 7:49 PM
20	To ensure that decisions are made with the focus on whats best for all players... not on adult personal agenda's.	8/7/2023 7:24 PM
21	Training prior to game night if possible	8/6/2023 9:21 PM
22	Skill development. Perhaps informal practice sessions, especially for junior players that didn't get the opportunity to do Aussie hoops.	8/5/2023 11:56 PM
23	Careful selection of parent coaches- Our coaching code of conduct needs to be carefully followed. Last year one representative coach constantly yelled at the team, even swore swore at them at breaks, he argued with the referees, as did his child and the behaviour wasn't addressed. Kids felt intimidated and scared to make errors or even take the court. We need committee members present at tournaments to observe or have ways in which there is reflections/ follow up done by families after tournaments to check in on well being of players. Then feedback can then be given to coaches. Cost of representing the town is expensive, particularly when there are multiple children in families, can it be subsidised?	8/5/2023 8:20 PM
24	Email amd facebook communication has improved tenfold this year. Keep that up.	8/5/2023 7:32 PM
25	Weakness = facilities - both in number of courts available and suitability of each venue. Could do better = need to find a way to foster more Adult involvement in the day to day operation - specifically coaching.	7/27/2023 7:11 PM
26	Refereeing and coach and parent participation with getting involved	7/25/2023 3:35 PM

Q4 If you could see one positive change over the next 3 years, what would it be?

Answered: 28 Skipped: 6

#	RESPONSES	DATE
1	Younger ages groups. More inclusion without the last name.	8/28/2023 4:17 PM
2	Increase in skill sessions, more teams in each grade	8/18/2023 11:25 PM
3	Better court, more volunteers	8/18/2023 11:04 PM
4	Training at a domestic level especially with the girls to bring their skill levels up which will increase Rep involvement and competitiveness.	8/18/2023 6:57 PM
5	If there are enough players to make 2 teams for rep, do it. It will keep players rather than losing them	8/18/2023 6:28 PM
6	We get a stadium to play in, not playing in poor school court that are not up to standard.	8/18/2023 4:00 PM
7	More club activities	8/18/2023 12:40 PM
8	More female participation	8/18/2023 12:15 PM
9	New facility	8/18/2023 12:01 PM
10	More opportunities to play domestically, community days for joining members & non members and mini tournaments etc when we get the new stadium	8/17/2023 9:00 PM
11	All adults in positions of power in the YMBA remembering that we are here for the children to have positive experiences, and endeavouring to remove their own ego from the equation.	8/15/2023 10:47 AM
12	Implement skills training for younger players who are playing at a domestic level only Introduce a sponsorship program where through donations and sponsorships, children who aren't able to afford to play are given the chance.	8/10/2023 10:02 AM
13	New courts	8/8/2023 1:40 PM
14	New stadium!!!	8/7/2023 10:49 PM
15	More training opportunities for domestic kids.	8/7/2023 10:33 PM
16	The new stadium would provide greater opportunity for older boys to transition to senior basketball. Greater opportunity for athlete development	8/7/2023 9:04 PM
17	Pathway to develop Rep basketballers at a domestic level U12 rep kids are split evenly through teams and often don't have any other players to support their own skill improvement. It's noticeable and very yelling at tournaments	8/7/2023 8:32 PM
18	The ability to hold a tournament.	8/7/2023 8:09 PM
19	A stadium! And hopefully with more playing space the introduction of age group skills sessions	8/7/2023 8:09 PM
20	New courts . Desperate for this new stadium with the growth of the sport . Accom for rep maybe stay as groups like other clubs do.	8/7/2023 7:49 PM
21	Communication. Growth of club Coaching development	8/7/2023 7:24 PM
22	Training for the children not in any other competition	8/6/2023 9:21 PM
23	Continuing to grow the sport and engaging older players and mentoring them for coaching and umpiring positions.	8/5/2023 11:56 PM
24	Ongoing coaching protocols and development in representative basketball-feedback/feedforward for them on working with children in sport, modelling positive behaviour	8/5/2023 8:20 PM
25	Get more kids involved	8/5/2023 7:44 PM
26	More training offered.	8/5/2023 7:32 PM
27	Stadium build - this is the cornerstone to further building Basketball in our community, this will give us the ability to hold events for both local and wider community - ie. Mini tournaments, and this in turn will encourage broader community involvement.	7/27/2023 7:11 PM
28	We require more facilities for our program to continue to grow	7/25/2023 3:35 PM

Q5 What should be the top 3 focus areas over the next 3 years?

Answered: 27 Skipped: 7

#	1	DATE
1	Development	8/28/2023 4:17 PM
2	Training sessions	8/18/2023 11:25 PM
3	Better courts	8/18/2023 11:04 PM
4	Domestic Training especially for girls	8/18/2023 6:57 PM
5	Inclusion	8/18/2023 6:28 PM
6	Improve coaching for domestic/ rep	8/18/2023 4:00 PM
7	Club activities	8/18/2023 12:40 PM
8	Facilities	8/18/2023 12:15 PM
9	New facility	8/18/2023 12:01 PM
10	Productivity & streamline processes to enable growth of numbers of players & new teams	8/17/2023 9:00 PM
11	Positive & enjoyable game experiences for players	8/15/2023 10:47 AM
12	Securing the new stadium (not completely in your control)	8/10/2023 10:02 AM
13	Participation	8/8/2023 1:40 PM
14	Rep	8/8/2023 12:42 PM
15	New stadium	8/7/2023 10:49 PM
16	Building capacity of coaches	8/7/2023 9:04 PM
17	Coaching upskilling	8/7/2023 8:32 PM
18	Stadium	8/7/2023 8:09 PM
19	Skills sessions for domestic comps	8/7/2023 8:09 PM
20	New stadium	8/7/2023 7:49 PM
21	Facilities	8/7/2023 7:24 PM
22	Skill development	8/5/2023 11:56 PM
23	Coaching development- increase coach participation in domestic and representative	8/5/2023 8:20 PM
24	New stadium	8/5/2023 7:44 PM
25	Training for skills	8/5/2023 7:32 PM
26	Build the Stadium & the excitement around this	7/27/2023 7:11 PM
27	New Stadium to facilitate a larger competition	7/25/2023 3:35 PM

#	2	DATE
---	---	------

8 / 16

Yarrowonga Mulwala Basketball Association Member Survey

1	Competition for younger	8/28/2023 4:17 PM
2	Increase teams in leagues	8/18/2023 11:25 PM
3	Funding	8/18/2023 11:04 PM
4	New Stadium	8/18/2023 6:57 PM
5	Expansion	8/18/2023 6:28 PM
6	Offer more training for domestic players	8/18/2023 4:00 PM
7	Pathways	8/18/2023 12:40 PM
8	Female Participation	8/18/2023 12:15 PM
9	More Training opportunities for domestic and Rep	8/18/2023 12:01 PM
10	Build a culture that empowers more people to take on volunteer roles & contribute	8/17/2023 9:00 PM
11	Development of skills and knowledge in players	8/15/2023 10:47 AM
12	Implement training for all domestic team	8/10/2023 10:02 AM
13	Skill development	8/8/2023 1:40 PM
14	Numbers in domestic	8/8/2023 12:42 PM
15	Coach development	8/7/2023 10:49 PM
16	Opportunities for athlete development	8/7/2023 9:04 PM
17	Teaching kids to dribble properly	8/7/2023 8:32 PM
18	Rep teams improving	8/7/2023 8:09 PM
19	Increasing women's participation	8/7/2023 8:09 PM
20	Adult comp for all ages (older ones) maybe a A grade and B grade	8/7/2023 7:49 PM
21	Process that outlines how team selection takes place.	8/7/2023 7:24 PM
22	Coaching/umpiring mentoring	8/5/2023 11:56 PM
23	Player development and pathways	8/5/2023 8:20 PM
24	Training for fair play in sport and how kids treat each other	8/5/2023 7:32 PM
25	Build the Girls Program	7/27/2023 7:11 PM
26	Up-skilling our referee's by bringing experienced personal in	7/25/2023 3:35 PM

#	3	DATE
1	Involvement	8/28/2023 4:17 PM
2	Teams get to choose players	8/18/2023 11:25 PM
3	Volunteers	8/18/2023 11:04 PM
4	More local and cheap/free clinics	8/18/2023 6:57 PM
5	Sponsorships	8/18/2023 6:28 PM
6	Continue to develop future basketballs	8/18/2023 4:00 PM
7	Funding and scholarships	8/18/2023 12:40 PM
8	Seniors	8/18/2023 12:15 PM
9	Up skilling officials and coaches	8/18/2023 12:01 PM
10	Build capacity & knowledge of good Governance & management	8/17/2023 9:00 PM
11	Positive working experiences for volunteers & administrators	8/15/2023 10:47 AM

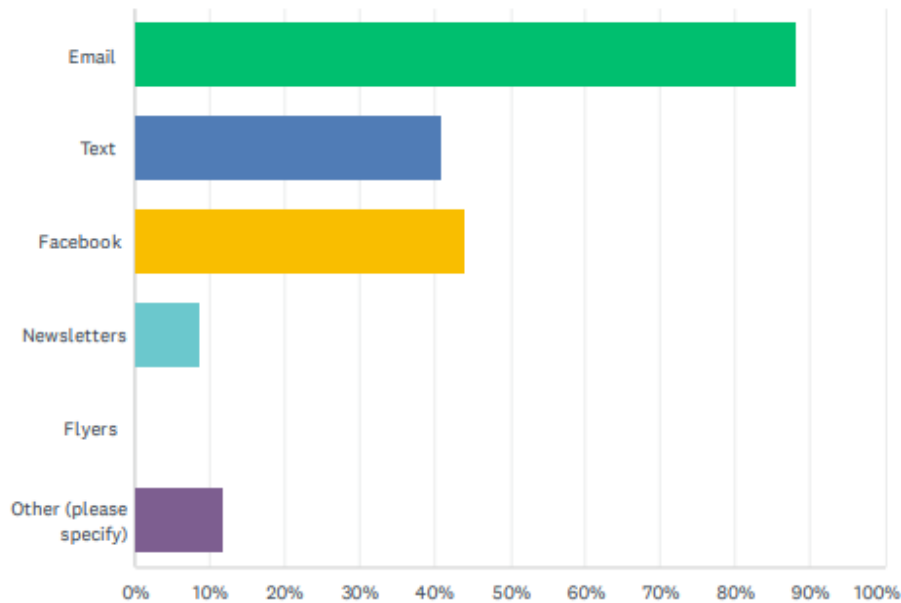
9 / 16

Yarrowonga Mulwala Basketball Association Member Survey

12	Sponsorship program for kids who can't afford to ay	8/10/2023 10:02 AM
13	Kids enjoyment	8/8/2023 1:40 PM
14	Facilities	8/8/2023 12:42 PM
15	Player development	8/7/2023 10:49 PM
16	Facilities	8/7/2023 9:04 PM
17	Developing Rep kids at a domestic level	8/7/2023 8:32 PM
18	Retention of older players	8/7/2023 8:09 PM
19	Stadium/facilities	8/7/2023 8:09 PM
20	Scholarship	8/7/2023 7:49 PM
21	Transparent coaches expectation, but also parents behaviour. To build on creating experiences for all club stakeholders	8/7/2023 7:24 PM
22	Game promotion	8/5/2023 11:56 PM
23	Training sessions for parents to learn to score	8/5/2023 7:32 PM
24	Foster a Basketball Community & Inclusive Culture	7/27/2023 7:11 PM
25	holding our own 3v3 comp or tournament	7/25/2023 3:35 PM

Q6 What is the most effective way for us to communicate with you?

Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES	
Email	88.24%	30
Text	41.18%	14
Facebook	44.12%	15
Newsletters	8.82%	3
Flyers	0.00%	0
Other (please specify)	11.76%	4
Total Respondents: 34		

#	OTHER (PLEASE SPECIFY)	DATE
1	Short text. To the point emails - dot point.Facebook flyers check your emails	8/18/2023 4:00 PM
2	Electronic Calendar	8/17/2023 9:00 PM
3	Messenger groups	8/7/2023 10:49 PM
4	I find email or text more reliable to be seen, rather than Facebook where posts can be missed.	8/7/2023 10:33 PM

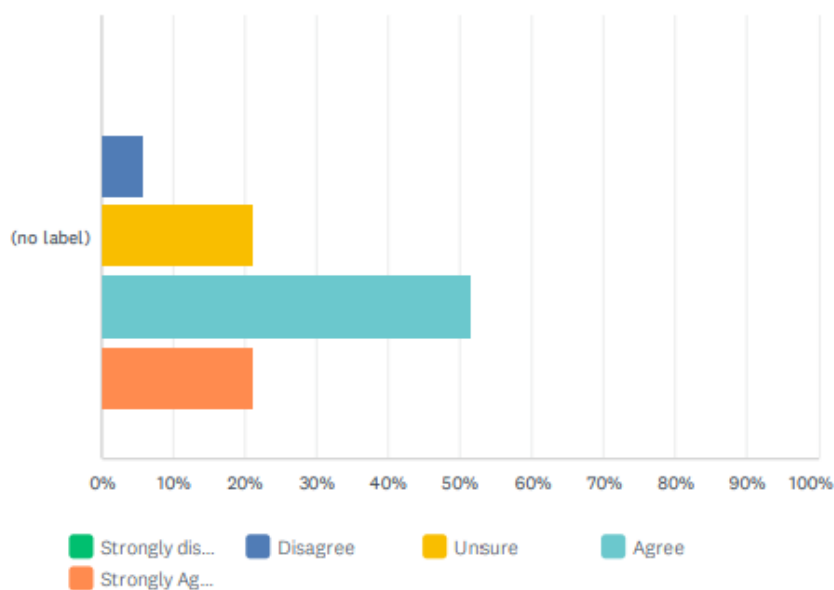
Q7 What do you think sets this club apart from others?

Answered: 22 Skipped: 12

#	RESPONSES	DATE
1	Community	8/18/2023 11:25 PM
2	All players love the sport and am very grateful that we have. Opportunity to play here in Yarrawonga	8/18/2023 11:04 PM
3	Unsure.	8/18/2023 6:57 PM
4	We are a small club that involves all players and parents	8/18/2023 4:00 PM
5	Passionate volunteers	8/18/2023 12:40 PM
6	Includiveness	8/18/2023 12:15 PM
7	Affordable and understanding	8/18/2023 12:01 PM
8	Great people with a focus on facilitating personal growth & development for all people	8/17/2023 9:00 PM
9	Accessibility for all - players and adults alike	8/15/2023 10:47 AM
10	Nothing yet	8/10/2023 10:02 AM
11	No other basketball club in town to compare too	8/8/2023 1:40 PM
12	Mateship. A committee that shares a common goal.	8/7/2023 10:49 PM
13	Friendly and inclusive of participants of all abilities.	8/7/2023 10:33 PM
14	I don't think we are set apart.. yet	8/7/2023 8:32 PM
15	Quality of output considering g the size of the town	8/7/2023 8:09 PM
16	For a small town we do a lot of things well. Maybe not as ruthless as other clubs so kids are given a go . Aussie hoops is a great program . Holiday programs great too	8/7/2023 7:49 PM
17	There are and has been some fantastic committee members that have worked hard on a vision to build the club and genuinely do it for the players	8/7/2023 7:24 PM
18	Friendly atmosphere and promotion of team spirit.	8/5/2023 11:56 PM
19	Great committee members trying their best for our kids.	8/5/2023 8:20 PM
20	Families involvement	8/5/2023 7:32 PM
21	What we offer for a small community and the passion behind it.	7/27/2023 7:11 PM
22	Flexibility, our affordability and the people are for the club	7/25/2023 3:35 PM

Q9 I feel like this club represents value for money

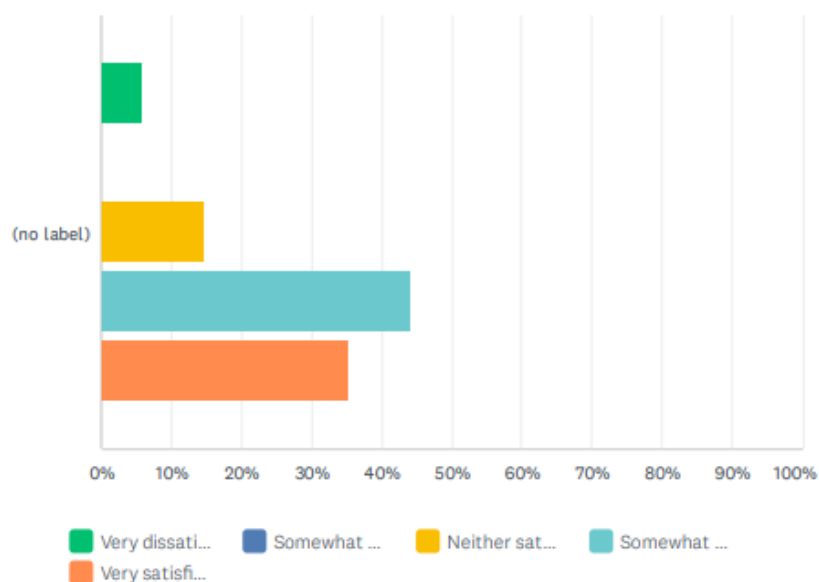
Answered: 33 Skipped: 1



STRONGLY DISAGREE	DISAGREE	UNSURE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
0.00%	6.06%	21.21%	51.52%	21.21%	33	3.88
0	2	7	17	7		

Q10 Overall, how satisfied are you with our club?

Answered: 34 Skipped: 0



VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEITHER SATISFIED OR DISSATISFIED	SOMEWHAT SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
5.88%	0.00%	14.71%	44.12%	35.29%	34	4.03
2	0	5	15	12		

Q11 Is there any other feedback or ideas you would like to provide?

Answered: 12 Skipped: 22

#	RESPONSES	DATE
1	Roster for scoring / canteen for kids	8/18/2023 11:25 PM
2	Keep up the good work with the lack of funds and support you have. Without you there would not be a association 🙌	8/18/2023 11:04 PM
3	Thanks to all the volunteers and the opportunity to give feedback	8/18/2023 12:40 PM
4	I'm appreciative of the amazing work of the exec have done to advocate for the new stadium. The club is in an extremely strong position due to the knowledge, expertise & work of people in the past.	8/17/2023 9:00 PM
5	All the adults in the club need to continuously reflect on how our actions & words affect others, so we can continuously endeavour to build each other up. We need to be able to have difficult discussions in a grown up manner.	8/15/2023 10:47 AM
6	With so many teams in the under 12's maybe you could play grand finals for first 4 and then remaining 4 like division 1 & 2	8/8/2023 1:40 PM
7	Some training for players that aren't in rep teams would be beneficial	8/7/2023 8:09 PM
8	Already mentioned above	8/7/2023 7:49 PM
9	Thanks to those who volunteer to keep the club going.	8/7/2023 7:24 PM
10	The huge increase in numbers across domestic competition is fantastic and a huge credit to committee members and volunteer coaches	8/5/2023 8:20 PM
11	They do a wonderful job with such a small stadium. Encouragement of more parents to participate.	8/5/2023 7:32 PM
12	Growing the club in to the future will be difficult without increased court time. If there are further delays to the stadium build we need to explore alternative options to build the program.	7/27/2023 7:11 PM



Over the past few months the YMBA committee has developed our strategic plan to help guide our course for the next 3-5 years. Here is a summary:

OUR VISION

For our community to connect, strive, learn, and grow through the game of basketball.

OUR VALUES

Community
Inclusive
Development
Respect

KEY ACTIONS



An overhaul of our committee structure and update of our policies and procedures



Engage our whole community in basketball



Continue to work toward our new stadium



Review of our financial practises



Further improvements to our communications

Thank you for your continued support and involvement in our organisation!

Strategic Plan prepared by:

Valley Sport

120 Numurkah Rd, Shepparton 3630

Ph: 03 5831 8456

Email: info@valleysport.net.au

Web: www.valleysport.net.au



In partnership with:

Yarrawonga Mulwala Basketball Association

