

2026 – 2028 Strategic Plan



Ipswich Basketball Association Inc.

IPSWICH BASKETBALL HIGHLIGHTS AND ACHIEVEMENTS

REACH & IMPACT

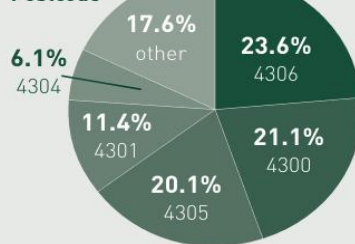


2,190+
Participants...
and growing

4-65
YEARS
Age range
of players

75%
Players
under the
age of 18

Members by
Postcode



60+
Referees



200+
Attendees at school
holiday camps



49%
Member growth
(2019 - 2021)



60+
Years serving the
Ipswich community

9 Affiliated
clubs



170+ Teams participating in
our local competitions

170,000+
Stadium visitors annually



3,500+
Stadium visitors
per week

~5,000
Southeast Queensland
stadium visitors annually
for junior representative
competitions

Stadium
Used
7 Days
a week

6 out of 8
Home games sold
out in 2024

Partnerships & Hire Agreements with Local Schools

- » Bremer State School
- » Ipswich Grammar School
- » Ipswich Girls Grammar School

ALL-YEAR-ROUND PLAYING SEASON

2024 Glory League Game Recordings



2,028 Games
recorded

128,067
Highlights
generated

88%
Active users from
participants

1,600 Unique livestream viewers
per game 2024 NBL 1 North
national competition

2,108
Participants (players,
coaches, spectators)

29,737
Game emails
delivered



4,200+
Instagram followers

~5,000

Website visitors in
the last 30 days
(at time of design)



8,000+

Facebook followers

Ranked 2nd State League
NBL1 club for Facebook fans
and engagement 2024



3,000

Email database contacts

Basketball QLD Awards



WINNER
Fastest growing
association in QLD - 2019



WINNER
Large Association of
the Year - 2012

2024 WINS

NBL1 North Champions

2nd most live-streamed team nationally
1,974,865 minutes watched



2024 IPSWICH Sports Awards

- Sporting Organisation of the Year
- Team of the Year - NBL1 North Men's Team
- Senior Sportsperson of the Year - Jason Ralph



The Community

Ipswich and surrounding area
(Source: Australian Bureau of Statistics)



112,886
Population

35.1
Median
age

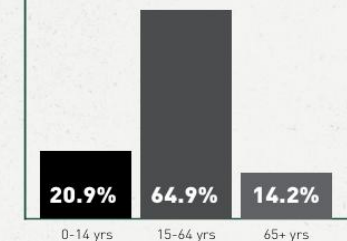
26,715
Families

37,032
Households



\$95,257
Median annual
family income

Age Profile



Finalist

7 News Community
Achievement Award

Numbers and data correct at time of design.

IPSWICH BASKETBALL ASSOCIATION 2026 – 2028 STRATEGIC PLAN ON A PAGE

Vision

To be a leading association that inspires, connects, and empowers our community through basketball, fostering excellence and inclusivity at all levels

Mission

To deliver innovative, inclusive, and high-quality basketball experiences that develop players, coaches, officials, and volunteers, and strengthen our community

Three Year Outcomes

- Increased participation in basketball in the Ipswich region.
- Expand our facilities to ensure IBA can accommodate increased participation.
- Continued improvement in the quality of our players, coaches and officials.
- Increased capacity of IBA to sustain the growth of basketball.
- Increased engagement with stakeholders through digital platforms (social media, websites, e-newsletters, etc) and stakeholder events.
- Ensure that IBA continues to be financially viable.

Strategic Pillars

Inclusive Participation
and Growth

Pathways to
Excellence

Facility Development
and Accessibility

Health, Wellbeing and
Safety

◆ **INCORPORATION NAME**

Ipswich Basketball Association Inc.



Ipswich Basketball Association

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OUR SPORT: Basketball

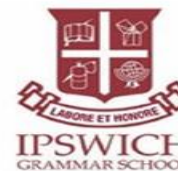
- A global game played in 213 countries with approximately 610M players regularly playing the game;
- A sport at which Australia is very successful, as both the women, the Opals, ranked 3rd and the men, the Boomers, are ranked 9th in the world;
- One of Australia's most popular sports with over one million players throughout the nation;
- Has the second highest participation rate of sports in Queensland;
- Is played by men and women;
- Suitable for all ages and abilities;
- Provides an opportunity to participate as a player, official, coach, administrator, or volunteer from grass roots to elite; and
- Provides an opportunity to connect with friends.

Ipswich Basketball Association Profile

- A not-for-profit incorporated association overseen by a Management Committee;
- Large “family” demographic with players aged from 4 – 65;
- Participation from males and females of all ages;
- Eight (8) Affiliated Clubs;
- Large player base with over 2,000 participants with many social players;
- Caters to players of all abilities;
- Majority of players (75%) under the age of 18;
- Played indoors 12 months of the year;
- Player development programs;
- Participation in all regional and Queensland junior and senior State championships; and
- Excellent relationship with Federal, State and Local Governments.



Our Affiliated Clubs





VISION

To be a leading association that inspires, connects, and empowers our community through basketball, fostering excellence and inclusivity at all levels





CORE BUSINESS

To service the needs of the members of IBA by:

- Maintaining state-wide links with basketball associations and the Queensland governing body, Basketball Queensland;
- Assisting clubs affiliated with IBA;
- Providing strong leadership through strategic planning, quality management and ensuring financial viability of IBA;
- Providing leadership and co-ordination of competitions and representative teams for Queensland junior championships and senior representative basketball competitions (QSLYL, QSL and NBL1 North);
- Promoting the sport of basketball throughout the Greater Ipswich Region;
- Developing participation programs to attract and retain participants of all abilities; and
- Delivering development programs to players, coaches, and officials.

IPSWICH BASKETBALL ASSOCIATION 2025 – 2027 STRATEGIC PRIORITIES

Our Mission	Strategic Priorities	Summary
To deliver innovative, inclusive, and high-quality basketball experiences that develop players, coaches, officials, and volunteers, and strengthen our community.	1. Inclusive Participation and Growth	Create opportunities for people of all ages, abilities, genders, and backgrounds to engage with the sport, fostering a culture of inclusivity and diversity.
	2. Pathways to Excellence	Develop clear and accessible pathways for athletes, coaches and officials to progress from grassroots to elite levels, supporting lifelong involvement in the sport.
	3. Facility Development and Accessibility	Advocate for and invest in high-quality accessible, and sustainable facilities that meet the needs of the association and the broader community.
	4. Health, Wellbeing and Safety	Prioritise the physical and mental wellbeing of all participants by promoting safe practices, providing access to support and fostering a positive sporting environment.

Strategic Priority
2026-2028



1. **INCLUSIVE PARTICIPATION AND GROWTH**

Create opportunities for people of all ages, abilities, genders, and backgrounds to engage with the sport, fostering a culture of inclusivity and diversity.

- 1.1. Increase the number of registered participants at IBA;
- 1.2. Increase the number of teams competing in IBA domestic club competitions.
 - 1.3. Increase the number of officials at IBA;
 - 1.4. Increase the number of coaches at IBA;
- 1.5. Increase the number of courts available to IBA; and
- 1.6. Maximise the use of courts at IBA Stadium.

Key Performance Indicators

- Increase the number of teams competing in IBA competitions
- Reach and maintain a ratio of one (1) active referee for every seven (7) teams
- IBA competitions are conducted every day of the working week, all day Saturday and Sunday night
- Grow the number of registered participants in each IBA introductory program (e.g., Force Future Stars, G-Force, Q-Hoops and Ability Hoops by 15%
- 10-15% increase in the number of accredited coaches
- Continue the development of IBA Grants/funding applications

Strategic Priority
2026-2028



2. PATHWAYS TO EXCELLENCE

Develop clear and accessible pathways for athletes, coaches and officials to progress from grassroots to elite levels, supporting lifelong involvement in the sport.

- 2.1 Improve the skills of IBA basketball players;
- 2.2 Improve the skills of IBA coaches; and
- 2.3 Improve the skills of IBA officials.

Key Performance Indicators

- Increase the number of athletes progressing to Next Gen, FDP, SDP and NPP by 30% by 2028
- Increase the number of Junior Force Representative teams finishing in top 4 of Div 1 by 50% by 2028
- Continue to implement Force Performance Academy development program with 20 regular participants every Rep off peak cycle
- All representative coaches to be accredited at the appropriate level
- IBA to finish 9th or better in the Vince Hickey Award
- All QSL/QSLY to finish in the top half of the ladder
- IBA NBL1North Men and Women teams to finish in the top eight (8)
- 85% of the respondents to the junior Rep survey report improved confidence and competence

Strategic Priority
2026-2028



3. **FACILITY DEVELOPMENT AND ACCESSIBILITY**

Advocate for and invest in high-quality accessible, and sustainable facilities that meet the needs of the association and the broader community.

3.1 Finalise development associated with \$5M election commitment by 2028

3.2 Finalise development associated with \$825,911 Sport and Recreation Recovery Grant

3.3 Secure funding for at least two new facility upgrades or new court developments by 2028

3.4 Increase seating for spectators at NBL1, QSL & SQJBC events by 2028

3.5 Improve event infrastructure through enhanced seating, scoreboards, livestream capabilities and spectator amenities by 2028 to support State and National-level competition requirements.

3.6 Implement smart facility booking and utilisation systems by 2028.

3.7 Develop a facilities master plan identifying priority maintenance, upgrades and future expansion opportunities by 2028.

Key Performance Indicators

- Increase overall court utilisation rates by 25% by 2028 through optimising scheduling and community partnerships
- Completion of Facilities Master plan
- Completion of annual accessibility audits and action plans
- Smart Facilities booking system introduced by 2028
- Decreased facility operating costs

Strategic Priority
2026-2028



4. **HEALTH, WELLBEING AND SAFETY**

Prioritise the physical and mental wellbeing of all participants by promoting safe practices, providing access to support and fostering a positive sporting environment.

- 4.1. Achieve an 85% satisfaction rate in annual participant surveys regarding safety, wellbeing and overall experience
- 4.2. Provide mental health and wellbeing resources to 100% of participants, coaches and officials by 2027
- 4.3. Establish partnerships with local mental health service providers to support participant wellbeing.
- 4.4. Reduce the number of reported injuries during competitions and training by 20% by 2028 through education and improved safety protocols
- 4.5. Develop and maintain sport-specific warm-up and injury prevention guidelines across all representative and junior programs.
- 4.6. Ensure all venues maintain current emergency response procedures and equipment standards.
- 4.7. Achieve 100% compliance with Child Safeguarding practices, as evidenced by annual external reviews and staff training completion.
- 4.8. Review safeguarding policies annually to ensure alignment with legislative and industry best practice.
- 4.9. Launch a new initiative annually, such as mental health workshops, nutrition education or injury prevention for participants at all levels.

Key Performance Indicators

- 100% compliance with Child Safeguarding Practices
- Staff, Volunteer and Management Committee training and workshops attended regularly
- Accurate BlueCard registry
- Injury Prevention Data
- Participant and spectator satisfaction ratings about 90% by 2028.
- Increased volunteer engagement by 25% by 2028
- Annual stakeholder surveys with a satisfaction rating above 85% for governance and communication