



2024 Business Plan

Vision

To be the leading sporting association in Ipswich providing an inclusive, innovative, and safe environment by building a stronger and more connected community.

Mission

To deliver a great basketball experience to our members and position Ipswich Basketball as a leader in the community.

Ipswich Basketball Association aims to promote Basketball as the ultimate sports activity and provide the required infrastructure, expertise, services and opportunities for our sponsors, community partners, staff, volunteers, and participants to thrive.

We achieve this by

- Working hard to make basketball the most popular sport in our community and by promoting our game to everyone we meet.
- Knowing who and where our members are and engaging with them.
- Providing our members and guests with a superior experience in a secure, comfortable, and entertaining environment
- Helping our sponsors build their brands and grow their business.
- Demonstrating high level focus on customer service and member relations
- Making our community a better place through our support of worthy social issues.
- Being proactive and accountable in carrying out our mission.

Strategic Priorities

Grow

Develop

Lead

Inspire

Ipswich Basketball Association 2024 Strategic Priorities

Strategic Priorities	Summary
1. Grow	To grow basketball participation within the local Ipswich Community and beyond by providing inclusive and innovative participation opportunities working with Basketball Queensland and community stakeholders to ensure our Association has the capacity to manage the growth in participation.
2. Develop	To develop inclusive and innovative pathways for players, officials, coaches, and administrators to ensure basketball in Ipswich enjoys both immediate and long-term success.
3. Lead	Lead a unified sport through clear governance, structures, policy frameworks, effective management, and transparent processes
4. Inspire	To provide inspiration to our members and the wider community by creating engaging content, sharing our game, athletes, members, and association's stories and by being at the forefront of initiatives that create positive social change within both our basketball and local community.

Strategic Priority	Objectives
1. Grow	<ul style="list-style-type: none"> 1.1. Increase the number of registered players by 3% to 2,170; 1.2. Increase the number of referees to ensure that there are sufficient referees to meet the demands of both club and representative competitions in 2024 and into the future; 1.3. Increase the number of coaches to ensure that there are sufficient coaches to meet the demands of both club and representative competitions in 2024 and into the future; and 1.4. Increase the number of courts and other infrastructure available to Ipswich Basketball Association (IBA).
2. Develop	<ul style="list-style-type: none"> 2.1. Improve the skills of IBA junior basketball players through age specific development programs to: <ul style="list-style-type: none"> 2.1.1. Maintain and/or improve IBA's standing in the Vince Hickey Award when compared to 2023; 2.1.2. Have at least one (1) IBA male and female athlete selected to the U16 and U16 QLD South State Teams; and 2.1.3. Survey results from representative program athletes indicate that the program is improving athlete confidence and competence. 2.2. Improve the skills of IBA coaches: <ul style="list-style-type: none"> 2.2.1. Develop and maintain a coaches' database to enable measurement of numbers and for ease of communication; 2.2.2. A club coach development activity conducted prior to the commencement of each junior season; and 2.2.3. Conduct at least three (3) coach development workshops during the year. 2.3. Improve the skills of IBA officials through the delivery of accreditation course and all levels
3. Lead	<ul style="list-style-type: none"> 3.1. Maintain the focus on open and transparent governance of IBA by: <ul style="list-style-type: none"> 3.1.1. The IBA Management Committee will meet ten (10) times in 2024; 3.1.2. A conflicts of interest register established and reviewed at each meeting of the IBA Management Committee; and 3.1.3. Any decision of the IBA Management Committee that may have an impact of the membership to be communicated to the members. 3.2. Regularly review and where necessary update all policies, by-laws, the constitution and procedures to ensure compliance with all legislative requirements and to minimise identified risks; 3.3. Provide leadership and guidance to our affiliated clubs by: <ul style="list-style-type: none"> 3.3.1. Establishing a Terms of Reference for the Junior Committee; and 3.3.2. At least four (4) meetings of the Junior Committee to be conducted each year. 3.4. Ensure the financial viability of IBA by: <ul style="list-style-type: none"> 3.4.1. IBA to operate within the confines of the budget; and 3.4.2. A Finance Committee to meet to review the IBA finances each month.
4. Inspire	<ul style="list-style-type: none"> 4.1. Grow the number of social media fans/followers by 10% when compared to 2023. 4.2. Regularly Communicate with registered participants through an e-newsletter that is published six (6) times throughout the year ensuring that the open rate is 40%. 4.3. Regularly survey our members to ensure satisfaction with our programs and products.