

## Our Vision 2025

WBA is a centre of positive impact, home to championship teams and the leading basketball association delivering high quality competitions and programs designed to maximise enjoyment and personal development.

## Our Purpose

WBA exists to make a positive impact on our community through basketball and to manage WS responsibly for the benefit of the community.

### CSF1. The Stadium

- 1.1 Optimise the utilisation of the courts with a focus on off-peak usage
- 1.2 Develop and drive functions and events as a destination venue south of the river
- 1.3 Maintain and improve the stadium for the benefit of the community by the considered reinvestment of funds
- 1.4 Ensure an unwavering commitment to provide a safe stadium environment for the community to use
- 1.5 Seek alternative revenue streams by identifying external opportunities for stadium bookings and events
- 1.6 Maintain our commitment towards sinking fund obligations for large asset replacement with a focus on sustainability
- 1.7 Capitalise on our multi-sports status

### CSF2. Domestic Competitions

- 2.1 Promote and manage a positive game day experience and oversee the implementation of the Willetton Way
- 2.2 Provide leadership, guidance and support to the ADJCs
- 2.3 Provide a recruitment, training, support, recognition and reward program for domestic referees
- 2.4 Develop and promote a domestic level coach development academy aimed at improving the talent pool of domestic coaches within the association
- 2.5 Build on existing relationships with local governments and schools to assist with future growth opportunities for competitions
- 2.6 Provide opportunities for domestic level players to enhance their skills and develop their understanding of the game

### CSF 3. High-performance Pathways

- 3.1 Develop and implement a comprehensive coach development program for WABL coaches
- 3.2 Implement various high-performance programs with a focus on holistic athlete development
- 3.3 Identify high-performing players early and develop retention strategies
- 3.4 Actively promote the high-performance pathway for referees in the association (white to stripes)
- 3.5 Build sustainable NBL1 programs with a focus on the development of local players and coaches
- 3.6 Actively promote the pathway for game officials
- 3.7 Identify ways for the NBL1 program to be active in the local community
- 3.8 Undertake a feasibility study in relation to a potential NBL license

### CSF4. Our People & Community

- 4.1 Prioritise investing in personal development opportunities for staff and volunteers
- 4.2 Advertise and communicate all employment and volunteer opportunities internally
- 4.3 Identify opportunities to continue to engage the wider community at WS
- 4.4 Build on the current stakeholder engagement plan in place
- 4.5 Develop a volunteer management plan to attract, retain and recognise volunteers
- 4.6 Increase awareness of sponsors within the association to the wider WBA community through promotion and support
- 4.7 Attract suitably qualified individuals to join the committees and board of WBA

### CSF5. Governance

- 5.1 Review our governance, committee structures and constitution as needed
- 5.2 Oversee robust financial management
- 5.3 Oversee organisational performance
- 5.4 Oversee organisational risk
- 5.5 Oversee organisational compliance

### CSF6. Communications & Culture

- 6.1 Continue to develop and grow our communication channels and program
- 6.2 Continue to identify ways to communicate and embed our values and Code of Conduct
- 6.3 Continue to find ways to create a welcoming, safe, inclusive environment for participation.

### CSF7. Technology & Systems

- 7.1 Use data analysis from systems to pursue efficiencies
- 7.2 Adhere to maintenance plans for stadium equipment and infrastructure
- 7.3 Identify opportunities to improve the technology and systems of the association