



**BASKETBALL
MANAWATŪ**

Strategic Plan

2022-2026

Introduction

Basketball in Manawatū has enjoyed a period of growth for the last few years and this plan aims to provide a framework for activity to keep driving the sport over the next three years.

At the heart of the plan are young people and what they need so that physical activity becomes something they will do for the rest of their lives. Basketball Manawatū wants basketball to be a sport through which young people grow and realise their potential. Starting with a fantastic introduction to the game at primary school level and progressing through a pathway providing quality experiences delivered by well supported coaches, managers, officials and administrators.

Basketball has the ability to engage and unite communities in low socio-economic areas. It also has the potential to be one of the most inclusive and a key focus of this plan is building a system so that no-one misses out.

Getting started in Basketball is easy – all that's needed is a ball and hoop. The accessibility of the sport links into the social value of the game, and with minimal barriers to basic participation, the sport can be innovative where indoor space is limited. Growing urban basketball, encouraging the expansion and growing participation in the outdoor game and other flexible formats could ensure the organisation can keep meeting demand.

With increasing demand comes challenges. The organisation is heavily reliant on a strong volunteer base to make things happen. As participation grows so must the support of the volunteer base.

We want our volunteers to love what they do and have the confidence & skills that they can do, what is asked of them.

So the provision of upskilling opportunities, developing & shared learnings, and access to information will be key to encouraging more volunteers to become a part of the basketball community. And at the same time retain the ones we currently have.

Advocating for access to quality facilities is more important now than ever, and during the next three years the organisation will steadily keep building the case supporting stakeholders with further investment in the provision of quality indoor facilities. The four standout priorities to address for the sport over the next four years are:

1. Addressing the number of quality coaches to support the game – from quality playing experiences at a local level to developing players to participate at competitive level.
2. Strengthening relationships between teams and schools and growing great partnerships to achieve a greater consistency and depth in the sport throughout the region.
3. Tackling the under-representation of women and girls, people with disabilities, and adults in general.
4. Creating a more stable environment for basketball and growing a strong positive community profile so that we can leverage broader opportunities for investment.

This strategic plan has been designed as an overview document for a wide audience and other stakeholders who can benefit from - and contribute to - the game. There are four main strategic pillars to grow people, participation, talent and to be an effective governing body. With clear direction provided by this plan, annual and delivery plans will subsequently flow – creating the opportunity for much greater communication and Basketball to secure its position as the number one sport of choice in region.

Our People

Our aspiration is to cultivate an environment where people thrive through Basketball.

We believe that our objectives in this pillar will position Basketball as the sport of choice in Manawatū.

We're seeking this position because we believe that Basketball offers the experience people are looking for.

It has the capacity to positively influence all levels, abilities and communities.

It's our intention to realise this capacity and to bring this experience to life in the period covered by this Strategic Plan.

1. Grow Coaches

We will grow coaching year on year. We'll develop a framework and a strategy that focuses on increasing the number of people new to coaching, growing the quality of our coaches, and retaining this workforce through a program of learning and development opportunities aligned with national outcomes for youth sport.

2. Develop People

We will invest time in staff, parents, teachers, coaches, administrators, officials, managers and volunteers and equip them with what they need to inspire that will support Basketball to become the sport of choice in Manawatū.

3. Partner with Officials and Referees

We will grow a partnership with our Basketball Officials and prioritise support that raises the profile of basketball officiating, promotes the development of officials within schools and local programs, and recognises the importance of their role as an essential component of our regional basketball system.

Success Will Mean

Basketball is recognised as an activity through which people can thrive personally and professionally.

People love being involved in delivering basketball and we have quality coaches at all levels.

Our Manawatū coaching and officials program is recognised for its' success in growing quality Basketball coaches and referees and other officials.

There is a strong collaborative relationship between Basketball Manawatu and schools and teams, and all organisations work together to deliver positive quality basketball experiences

Participation

Increase Summer League participation

- Begin advertising through the current season
- Review current format and identify scenario options (e.g. late finishes)

Increase Premier Competition participation in Winter League

- Review format of competition to attract school aged players
- Promote basketball to Netballers (as sport timing doesn't clash)
- Target Schools, who may be keen to play in the Adults Prem League

Maintain Secondary School Competition participation in Winter League and aspire to be the most popular secondary school sport in the Manawatū

- Actively promote basketball into secondary schools (target schools)
- Use US collegiate girls to promote to schools (Ambassador Programme)
- Promote the focus on fun; rather than competition, for those young adult players who are not results driven

Increase Intermediate Competition participation in Winter League

- Actively promote basketball into secondary schools (target schools)

Maintain current activities with Y1 & Y2 participants

- Develop a suitable, skill/drills/game programme
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- 🏀 Co-ordinate schedule with facility for allow more favourable access
- 🏀 Establish a baseline of current participants

Overall Increasing our participation numbers

- 🏀 Target the outlying areas of our region. (especially Feilding, Levin, Pahiatua, Dannevirke, Wairarapa)

Pursue increased participation in Master's age group competitions, through the further development of the "Walking basketball" programme.

- 🏀 Develop some initiatives (Summer League)

Establish a 3 x 3 League

- 🏀 Develop and implement initiatives, looking at out laying areas and outside options

Establish a competition for wheel-chair athletes

- 🏀 Create links with appropriate agency

Ensure there are sufficient coaches to coach teams at all levels of competition

- 🏀 Identify coaches during Terms 2 & 3 through school competitions
- 🏀 Make personal invitations to potential candidates to attend clinics
- 🏀 Run clinics in Term 1 for school coaches
- 🏀 20 Kiwi Hoops coaches trained each season
- 🏀 10 Community coaches trained each season
- 🏀 Utilise holiday programmes as training opportunities

Ensure there are sufficient numbers of referees to officiate at all levels of competition

- Establish a baseline of current referee numbers and requirements and qualifications
- Undertake a survey of referees as to what the motivations are (also barriers)
- Continue initiatives currently underway for growing the referees' pool
- Monitor current referee 'recruitment/retention' initiatives and annually review success of initiatives
- Remunerate referees based on the level at which officiating occurs

Ensure that referees are suitably qualified for the level they are officiating at

- Undertake an induction/registration process for referees and establish a database of current referee's qualifications
- Create an up-skilling programme for referees that includes individual initiatives for each referee
- Develop role descriptions for all referee levels
- Continue initiatives currently underway developing the qualifications of referees
- Implement initiatives and the grading system of all officials
- Investigate the possibility of school student Referees receiving NCEA credits
- Consider all Rep players undertaking a Referees course

Community Basketball

Our aspiration is that Basketball provides families throughout the Manawatū communities with a fun, safe, quality environment for people of any age and ability to play

Our objectives in this pillar underpins our strategy for Basketball to be recognised by all local communities as the sport which is strongest in their immediate neighbourhood.

We want Basketball to be recognised in this way because we believe strong local recognition will generate support for participants to pathway from local urban and rural communities to the highest level of their choice.

1. Retain & Grow Participation

We will continue to grow the numbers participating in local basketball by creating more opportunities to enter and stay in the game, strengthening our relationships with schools and teams and clearly defining the pathways for people of all abilities to enjoy the sport, with a particular priority on females and people with disabilities.

2. Community-wide Focus

We will aim to grow Basketball as the community game by concentrating our efforts in places where Basketball can play a positive role in achieving greater community wellbeing and we will focus on building a system that includes training and support to local teams, schools and team contacts to make their roles simpler and more efficient.

3. Grow our Support to the Basketball Community

We will build a system of support services enabling members to deliver best practice levels of service catering for Tamariki, Rangatahi, and adults.

Success Will Mean

There is plenty of opportunity for participants to enter and develop to the level of their choice.

There is depth in Basketball amongst participating schools.

Competition structures support increased participation and competitions are more evenly contested.

Basketball has a strong network of teams providing quality Basketball opportunities aligned with the needs of their local schools and immediate communities.

There is better consistency of Basketball throughout the region.

Basketball is inclusive and there is greater diversity throughout the sport.

No one misses out.

Player Development

Our aspiration is for more players having quality experiences. We want to develop a strong framework for our talent system so that Manawatū has a pool of players who can and do succeed regionally and nationally.

We want to significantly increase the number of players accessing and progressing through a regional talent system with a quality experience. It's important that we create the environment for players to have dreams and the ambition to play to a high level. We recognise that FUN is the critical ingredient in keeping youth in the game and reducing drop off, and that we must be responsive to understanding what that means from a youth perspective, adapting accordingly, and influencing our community to all be on the same page with regards to a balanced approach to player development.

Our objectives in this pillar will guide us to establishing a regional talent system ensuring we are meeting the demand for our sport and that all players have the opportunity to perform.

Our approach to developing our players underpins our aim to position Basketball as the leading sport organisation in Manawatū. The reason we seek this position is to ensure that we attract and grow skilled staff, coaches, administrators and officials to the area.

1. Youth Focus

We will be proactive in understanding the needs of young people and we'll be open to the changes we need to make to ensure young people receive quality experiences irrespective of the level at which they participate.

2. Talent System

We will clearly define and identify the talent system we want. We'll implement an improved player pathway and transition model that is both inclusive and progressive. Establishment of effective partnerships will ensure the provision of quality training environments, and we'll support our coaches with quality professional development programs.

3. Performance

We will implement a teams' development plan, program, policies and procedures that align to BBNZ performance programs

Success Will Mean

We are an organisation that is responding to what is important to youth, we retain our players, we increase female participation at representative levels, and then reduce the drop off between 16 years -18 years.

We can clearly articulate the player pathway so that all participants truly understand the journey from their local court through to high performance.

We retain more players in our talent system, and the opportunity for players to develop their talent is maximised.

Representative teams perform consistently well at regional and national championships. Local players achieve their aspirations to perform in professional leagues.

We celebrate success as more than just winning.

We will have a Development Officer appointed to focus on this key area of our programme.

PERFORMANCE PATHWAYS

Develop linking performance pathways that optimise opportunities for playing talent in the Manawatū

- Develop a performance pathway framework and identify suitable vehicles for talent development
- Assess the resourcing requirements for talent development initiatives
- Generate a performance pathway framework
- Generate an assessment of resourcing requirements

Ensure there are sufficient coaches for each representative team

- Establish baseline numbers for current coaching requirements
- Identify numbers for coach requirements as soon as practical prior to the start of the representative season
- Generate a pool of potential representative coaches
- Implement a targeting process to identify potential coaches
- Review the current representative format and assess whether there is potential to reduce the numbers of coaches required
- Run clinics in Term 4 for coaches interested in representative coaching

Ensure representative coaches are suitable qualified

- Establish the level of qualification that individual coaches have obtained
- Each representative coach participates in ongoing qualification improvement
- Maintain accurate records of qualification attainment

Ensure we have a strong relationship between Basketball Manawatū and the JET's

- Work with the Jets to assist in the potential delivery of some of the planned community-based programmes

Have a Team entered in the Women's National Basketball League (WNBL)

- Review and identify the key requirements for fielding a team in the WBC
- Pursue developing a viable model for fielding a sustainable WBC team in the Manawatū region

Our Business

Our aspiration is to improve our ongoing financial stability and ensure that Basketball Manawatū continues to lead our sport and invest in supporting delivery at a local level.

We will invest in the people and programs that make our sport a success. This includes a commitment to best practice in governance and leadership and securing the ongoing financial stability of our organisation through new partnerships and greater diversity of income streams.

We believe our objectives in this pillar will guide us to perform to a high standard across all areas of governance and operations and support us to become recognised as a leading RSO in Manawatū.

We aim to be a great employer supporting our team to engage in continuous improvement, deliver organisational excellence and inspire a culture that underpins a strong brand and a positive reputation.

1. Governance

We will implement responsible and progressive governance practices required for supporting our people and for building a strong regional basketball system in Manawatū

2. Partnerships

We will take the initiative on strengthening our existing relationships with key stakeholders as well as seeking new partnerships that will assist us to realise the benefits the sport has the potential to offer in terms of social capital gains and community wellbeing.

3. Facilities

We will work with our key partners to achieve sufficient, fit for purpose facilities to meet existing and future demand.

4. Facilities

We will undertake to identify new income streams and reduce our reliance on grant funding whilst keeping basketball affordable.

5. PR & Marketing

We will grow the positive profile of the sport and support the community capturing their stories and recognising the commitments made by those behind the scenes driving success.

Success Will Mean

The community has confidence in our leadership of Basketball, and we are recognised for positively influencing the growth of Basketball.

We increase the number of partners investing in, and contributing to, the growth of Basketball in Manawatū.

There is increased investment into facilities to cater for the current and future growth in Basketball.

We are a secure resilient organisation with greater ability for long term financial planning.

We have a great public profile and everyone acts together maintaining the integrity of Basketball in Manawatū.

EVENTS

Host the NZ National Secondary Schools Tournament at Palmerston North

- Prepare appropriate documentation for event bid
- Formulate funding plans to maximise returns to Basketball Manawatū
- Review resource requirements for event and formulate delivery plan that reduces commitment of BASKETBALL MANAWATŪ resources

Host International Games in Palmerston North

- Qualifiers for Age Group (e.g. U19) where players from this region will be involved
- Actively pursue the whole spectrum of International events hosted by BBNZ

CAPABILITY

Improve the capability of key organisations that deliver basketball in the Manawatū

- Review the capability requirements of the organisation
- Formulate an action plan to address capability gaps and enhance capability across the organisation

Resource the objectives of the Whole of Sport Plan (WOSP)

- Establish the resourcing requirements of the WOSP
- Identify gaps in resourcing and develop appropriate solutions

Maximise support from Sport Manawatū

- Ascertain what support Sport Manawatū is able to offer in regard to fulfilling objectives of the Plan

Maximise support from Basketball NZ

- Ascertain what support Basketball NZ is able to offer in regard to fulfilling objectives of the Plan

Maximise funds for basketball in the region

- Formulate funding plans to maximise returns to BASKETBALL MANAWATŪ from the NZ National Schools Tournament
- Identify opportunities to increase revenues of BASKETBALL MANAWATŪ through current activities

FACILITIES

Ensure there is sufficient facility capacity for basketball in the Manawatū

- Work with facility management and other users to generate additional capacity

Ensure the future facility requirements for basketball are identified

- Provide appropriate contribution to the Sport Manawatū Regional Sport Facility Plan

COMMUNICATIONS

Profile is improved through communications with the basketball community and media

- Develop and implement a communications plan that has two key recipients, (a) participants in basketball in Manawatū and (b) the media
- Conduct a stakeholder survey pre and post the implementation of the Communications Plan
- Make approaches to the Business & Administration Department at UCOL or Massey University to see if students could undertake Communications Planning and survey activities

Exposure and profile of basketball is enhanced in the region through events

- Develop and implement a communications plan that is deployed at key events (e.g. NZ National Schools Tournament)
- Conduct a stakeholder survey post the implementation of the Communications Plan
- Make approaches to the Business & Administration Department at UCOL or Massey University to see if students could undertake Communications Planning and survey activities

Exposure and profile of basketball is enhanced in the region through participation of teams in the men's & women's NBL

- Develop and implement a communications plan that is deployed at the beginning of a NBL campaign
- Conduct a stakeholder survey post the implementation of the Communications Plan
- Make approaches to the Business & Administration Department at UCOL or Massey University to see if students could undertake Communications Planning