



STRATEGIC PLAN

2023-2025

OUR VISION

TO BE THE **INDUSTRY LEADING** SPORTING ORGANISATION THAT IS **RESPECTED** FOR ITS **PEOPLE, PROGRAMS AND PERFORMANCE.**

OUR MISSION

BE A VALUED **COMMUNITY ASSOCIATION** THAT PROVIDES A **SAFE AND INCLUSIVE** ENVIRONMENT FOR ANYONE TO **PARTICIPATE AND ENJOY** THE GAME OF BASKETBALL, WHILST DELIVERING **SUSTAINABLE SUCCESS** BOTH ON AND OFF THE COURT.



OUR VALUES - P.R.I.D.E

PROFESSIONALISM | RESPECT | INTEGRITY | DIVERSITY | ENGAGEMENT



OVER 9,000
PARTICIPANTS



OVER 950
DOMESTIC TEAMS

55

CAVALIER
REPRESENTATIVE TEAMS



1.5 MILLION
ANNUAL VISITORS



SINCE 2014
360%
MEMBER
INCREASE



CASEY BASKETBALL ASSOCIATION

KEY FOCUS AREAS

STRATEGIC PLAN

2023-2025

PARTICIPATION

- Provide a thoroughly enjoyable introduction to our sport to encourage participants to transition into after school and Saturday domestic competitions
- Increase our junior domestic teams to 700 by 2025 and our senior domestic teams to 280 by 2025
- Increase female participation across Aussie Hoops and domestic competitions to 2,500 by 2025
- Offer the most inclusive programs in basketball, including variations of the game, to cater for the diverse needs of our community
- Provide affordable basketball programs, comparable to other associations and sports, to maximise participation
- Create an enjoyable environment to ensure our programs are the preferred choice

PATHWAYS & PERFORMANCE

- Provide leading player development programs from domestic through to representative levels
- Continuously improve results in representative competitions through coach education and player development
- Ensure our athletes are selected for state, national and international programs
- Provide an outstanding Technical Officials Program (TOP), recognised for its support and development
- Maintain sufficient quantity and quality of coaches across the teams, clubs and the Association
- Build partnerships with local and overseas basketball organisations to attract high calibre athletes
- Win an NBL1 championship

PEOPLE & CULTURE

- Develop a team that will deliver to the highest standards by providing professional learning and development
- Increase engagement of senior representative players (NBL1/Big V) with our junior members and broader community
- Build a professional, inclusive, respectful and winning culture
- Provide a safe and supportive environment that focusses on health and wellbeing

FACILITIES

Secure quality infrastructure via a joint venture or long-term lease to:

- increase court availability & ensure accessibility
- foster growth in competitions and development programs
- improve player development by extending training times and create court access for domestic clubs

Increase Casey Cavaliers visual branding at venues and on show courts to provide a home court look and feel

BUSINESS

- Provide leadership to ensure effective corporate governance
- Provide support and guidance to domestic clubs to perform at their best, ensuring strong financial structures are in place and correct governance arrangements are established
- Continue strong financial performance to allow for investment into the Association
- Uncover additional streams of revenue to lessen the financial reliance on domestic competitions, ensuring basketball remains accessible to the Casey community
- Identify and engage potential board candidates with appropriate skills

MARKETING

- Align our marketing activities to focus on fan engagement, brand and revenue
- Create greater recognition and awareness of Casey Basketball, growing the brand across the nation
- Build strong relationships and partnerships with the wider community, local businesses and all levels of government to improve sponsorship opportunities
- Continue to host marquee events, attracting high-profile basketball games to Casey Stadium
- Increase of 15% in NBL1/Big V door takings by end of season 2025
- Increase of 50% paid NBL1/Big V memberships by end of season 2025