



# CASEY BASKETBALL

## 2026 - 2028 STRATEGIC PLAN



### 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 13,000  
PARTICIPANTS



OVER 1100  
DOMESTIC TEAMS



72 CASEY  
REPRESENTATIVE TEAMS



1.7 MILLION  
ANNUAL VISITORS



145%  
MEMBER INCREASE  
SINCE 2022



# CASEY BASKETBALL ASSOCIATION KEY FOCUS AREAS

**STRATEGIC PLAN**  
2026 -2028

## PARTICIPATION

- » Provide an enjoyable introduction to our sport that makes our programs the preferred choice and supports progression into domestic competitions.
- » Increase our junior domestic teams to 900 by 2028 and our senior domestic teams to 400 by 2028
- » Increase female participation across Aussie Hoops and domestic competitions to 3,000 by 2028
- » Increase female athlete participation while improving player retention during the transition from U14 to U16 and from U16 to U19 in domestic competitions.
- » 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

## PATHWAYS & PERFORMANCE

- » Deliver outstanding development programs for technical officials, players, and coaches, ensuring high-quality support, recognition, and progression across all levels of the Association.
- » Increase the number of junior teams qualifying for and competing in elite competitions to achieve the following annual outcomes:
  - 12 team in Victorian Championship (VC)
  - 31 teams in VJL VC-VJL4
  - 7 teams in National Junior Classics
  - 1 team in U14 Club Championships
- » Provide athletes with high-quality education and development programs that equip athletes with the skills to maximise their opportunities for selection in state, national, international, and collegiate pathways.
- » Increase female domestic coaches/assistant coaches to 30% and female junior representative coaches/assistant coaches to 25% by 2028.
- » Build partnerships with local and overseas basketball organisations to attract high calibre athletes
- » Win an NBL1 championship

## FACILITIES

- » Secure quality infrastructure via a joint venture or long-term lease to:
  - Increase availability and ensure accessibility to support the needs of Domestic Clubs
  - Foster growth in competitions and development programs
  - Improve player development by extending training times and create court access for domestic clubs
- » Promote the proper upkeep of existing infrastructure by engaging with partner organisations and schools to encourage timely maintenance and repairs.
- » Secure a commitment from the City of Casey, State Government and Federal Government with upgrading the current stadium or building another Stadium.

## BUSINESS

- » Implement and monitor best-practice corporate governance frameworks to ensure 100% compliance with relevant policies and standards.
- » Increase non-domestic revenue sources by 20% to reduce reliance on domestic competitions and support affordability for the Casey community.
- » Achieve a 20% year-on-year increase in brand recognition and engagement metrics through targeted marketing campaigns across digital, social, and community channels.
- » Establish a board recruitment framework and identify a minimum of 2 board candidates annually with skills aligned to strategic needs (e.g. finance, legal, marketing, community engagement).
- » Develop and implement a marketing strategy that increases social media engagement by 20%, grows merchandise revenue by 15%, and improves sponsor brand visibility.
- » Increase average NBL1 game attendance by 20% through enhanced community outreach, partnerships, and game-day experiences.

## PEOPLE & CULTURE

- » Build a high-performing team of professionals committed to excellence by investing in ongoing staff training, developing key skill sets, and implementing targeted learning and development initiatives.
- » Embed a structured succession planning framework to identify, develop, and retain high-potential staff for future leadership and critical roles
- » Increase engagement of senior representative players (NBL/Big V) with our junior members and broader community
- » Build a professional, inclusive, respectful and winning culture
- » Provide a safe and supportive environment that focuses on health and wellbeing

## PARTNERSHIPS

- » Provide and regularly communicate ongoing support and guidance to domestic clubs to perform at their best, ensuring strong financial structures are in place and correct governance arrangements are established
- » Build strong and sustainable relationships with local community groups.
- » Develop strategic partnerships with local businesses to support mutual growth.
- » Engage effectively with local, state, and federal government bodies
- » Attract more sponsorships by showing clear benefits to partners.
- » Position Casey as a leading hub for elite basketball by hosting marquee events that attract high-profile games and international teams, driving global recognition and community engagement.