



STRATEGIC PLAN 2026-2028

Our Purpose

To grow the game of basketball and provide an inclusive community in a fun, family-friendly environment

Our Values

Supportive

Integrity

Respect

Community

Our Strategic Priorities

Run quality junior, senior, community and social basketball competitions and programs

Develop our coaches and referees/officials

Improve development pathways

Increase availability of basketball facilities

Strengthen our operational, financial and governance sustainability

Our Strategic Goals

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Increase girls and women's participation to 30% by 2028

Formalize referee development pathways and ensure all referees comply with new standards

Improve process (for players and coaches) for development programs

Build relationships to get more regular access to school COURTS (increase of 6 courts by end of 2028)

Diversify & increase our funding base
(grants, fundraising, and sponsorship)

Expand schools program to 12 new schools by 2028

Ensure 90% or more of games have 2 referees

Improve on court performance within our junior rep program

Continue to advocate to all levels of government (local, state and federal) for a new basketball stadium

Ensure we are compliant & up to date with all policies & procedures.

Support players/participants who self-report disability and/or financial hardship

Develop program for coach development.
75% of club coaches are level 1 accredited by 2028
50% of rep coaches and all QSL coaches are level 2 accredited by 2028

Improve on court performance in our senior program in QSL & QSLYL.

Reduce number of reportable breaches of codes of conduct by 50% by 2028

Develop program for scorebench development, to ensure we have new & stronger scoretable officials

Enter teams into NBL1 by 2027

