



2023 – 2025 Strategic Plan



Cairns Basketball Inc.

289 Aumuller St.
Manunda QLD 4870

Cairns Basketball Draft 2023 – 2025 STRATEGIC PLAN ON A PAGE

Vision

For basketball in Cairns to be an innovative, unified, culturally safe, and inclusive sport recognised as a leader in delivery, infrastructure, and development.

Mission

To provide leadership and a framework that enables everyone to grow, develop and participate in the sport of basketball throughout the Cairns region and provide opportunities local, state, national and international representation.

Three Year Outcomes

- Increased participation in basketball in the Cairns region
- Continued improvement in the quality of our players, coaches and officials
- Increased capacity of our association to sustain the growth of the sport
- Increased engagement with stakeholders through digital platforms (social media, websites, e-newsletters, etc) and stakeholder events
- Ensure that Cairns Basketball continues to be financially viable

Strategic Priorities

Grow

Develop

Lead

Engage

IDENTIFICATION

◆ **INCORPORATION NAME**

Cairns Basketball Inc.

◆ **WEBSITE**

www.cairnsbasketball.com

◆ **OFFICIAL LOGO**



◆ **HEADQUARTERS**

Early Settler Stadium
289 Aumuller Street
MANUNDA QLD 4870

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Email: admin@cairnsbasketball.com





OUR SPORT

Basketball:

- A global game played in 211 countries with 450M players regularly playing the game;
- A sport at which Australia is very successful, as both the women, the Opals, and the men, the Boomers, are ranked number 3 in the world;
- One of Australia's most popular sports with over one million players throughout the nation;
- Is played by men and women;
- Suitable for all ages and abilities;
- Accessible to all;
- An opportunity to participate as a player, official, coach, administrator, or volunteer from grass roots to elite; and
- Provides an opportunity to connect with friends.



BACKGROUND

About Cairns Basketball:

Cairns Basketball Inc. was formed in 1958 with the first fixtures being held that year. In 1963 Cairns Basketball Inc. moved to a permanent home on the corner of Aumuller and Gatton Streets. This is the site that the association still occupies to this day.

Cairns Basketball is a not-for-profit incorporated association with a primary market and demographic of families. The association has three primary objectives, to:

1. Administer the sport of Basketball in the Cairns region;
2. Provide an avenue for over 1,700 players, coaches, officials and volunteers to participate and develop through organised competitions and development programs; and
3. Provide a quality entertainment opportunity for spectators.

Basketball is an extremely popular and well recognised international sport, not only in Queensland, but Australia wide. It is a sport that provides a safe and enjoyable opportunity for players of all age groups.

Cairns Basketball is a professionally administered incorporated association offering an outstanding opportunity to corporate partners and sponsors, providing mutual benefits.

Cairns Basketball is managed by a highly professional team of paid staff, and many volunteers. The governance of Cairns Basketball is through a skilled management committee.

Cairns Basketball operations are driven by strategic and operational plans where stakeholders have input in developing.

Usage of our indoor, air-conditioned stadium has allowed the sport to be played all year round in comfort



Cairns Basketball Profile

- ❖ Large “family” demographic with players aged from 4 – 65;
- ❖ 4 Affiliated Clubs;
- ❖ Large player base with over 1,700 participants with many social players;
- ❖ Participation from men and women;
- ❖ Ability to play at all ages;
- ❖ Played both indoors 12 months of the year;
- ❖ Highly professional Management Committee Members and staff;
- ❖ Links to the Cairns Taipans NBL team;
- ❖ National elite development programs;
- ❖ Junior development programs;
- ❖ Participation in all regional and Queensland basketball championships; and
- ❖ Excellent relationship with Federal, State and Local Governments.





MISSION

To provide leadership and a framework that enables everyone to grow, develop and participate in the sport of basketball throughout the Cairns region and provide opportunities local, state, national and international representation.

VISION

For basketball in Cairns to be an innovative, unified, culturally safe, and inclusive sport recognised as a leader in delivery, infrastructure, and development.





CORE BUSINESS

To service the needs of the members of Cairns Basketball by:

- Maintaining state-wide links;
- Assisting clubs affiliated with Cairns Basketball;
- Providing strong leadership through strategic planning, quality management and ensuring financial viability of the association;
- Providing leadership and co-ordination of competitions and representative teams for Queensland junior championships;
- Promoting the sport of basketball throughout Cairns;
- Developing participation programs and coordinating special events; and
- Delivering development programs to players, coaches, and officials.



Vision and Mission	Strategic Priorities	Summary
<p style="text-align: center;">Our Vision</p> <p><i>For basketball in Cairns to be an innovative, unified, culturally safe, and inclusive sport recognised as a leader in delivery, infrastructure, and development.</i></p> <p style="text-align: center;">Our Mission</p> <p><i>To provide leadership and a framework that enables everyone to grow, develop and participate in the sport of basketball throughout the Cairns region and provide opportunities for local, state, national and international representation.</i></p>	<p>1. Grow</p>	<p>To raise the profile of the sport to assist in the growth of the number of participants involved with basketball in the Cairns region and to promote, influence and measure an increased level of participation.</p>
	<p>2. Develop</p>	<p>To continue to identify and develop the skills and abilities of our players, coaches, and officials to improve the immediate and longer-term success of basketball in the Cairns region.</p>
	<p>3. Lead</p>	<p>To lead a unified, culturally safe, and inclusive association through clear governance structures, management, transparent processes, and strategic objectives while ensuring financial viability.</p>
	<p>4. Engage</p>	<p>To engage and inform all stakeholders using digital platforms and stakeholder events and meetings.</p>

Strategic Priority	Objectives
1. Grow	<ul style="list-style-type: none"> 1.1. Increase the number of registered players; 1.2. Increase the number of affiliated clubs; 1.3. Increase the number of referees; 1.4. Increase the number of coaches; 1.5. Deliver programs for people with a disability; and 1.6. Increase the number of courts and other infrastructure available to Cairns Basketball.
2. Develop	<ul style="list-style-type: none"> 2.1. Improve the skills of Cairns Basketball junior basketball players; 2.2. Improve the skills of Cairns Basketball coaches; and 2.3. Improve the skills of Cairns Basketball officials.
3. Lead	<ul style="list-style-type: none"> 3.1. Maintain the focus on open and transparent governance of Cairns Basketball; 3.2. Regularly review and where necessary update all policies, by-laws, the constitution and procedures to ensure compliance with all legislative requirements and to minimise identified risks; 3.3. Provide leadership and guidance to our affiliated clubs; and 3.4. Ensure the financial viability of Cairns Basketball.
4. Engage	<ul style="list-style-type: none"> 4.1. Grow the number of social media fans/followers and website traffic; 4.2. Hold meetings and events with stakeholders to engage and inform; and 4.3. Regularly survey our members to ensure satisfaction with our programs and products.