



Strategic Plan 2025 to 2028

Our Mission

Provide inclusive and exceptional opportunities for players of all ages and skill levels in Otago to compete, participate, enjoy, grow, and excel in basketball.

Our Vision

By 2028, Otago Basketball will be recognised as the premier sports organisation in the region.

Our Purpose

Ignite a passion for Basketball to harness its power to make a positive impact on the lives of individuals, families, and the wider Otago community.

Strategic Priorities	Our Objectives	Our Outcomes
1. Vibrant Community Engagement	Fostering a loyal and diverse basketball community, with strong partnerships and a culture of inclusivity, respect, and fun.	<ul style="list-style-type: none">❖ Increased registered players by 20% by 2028 through targeted programs and underrepresented communities.❖ Partnered with at least five local organisations or schools each year to promote basketball and provide resources for community engagement events❖ Implemented regular and standardised feedback channels
2. Unparalleled People Development	Producing talented, well-rounded, and inspired players, officials and support personnel who succeed at all levels, from grassroots to elite.	<ul style="list-style-type: none">❖ Implemented a clear skill progression framework with age-appropriate training from grassroots to elite levels❖ Increased coach engagement by 30% by 2028 through mentorship and ongoing support programs.❖ Develop 11 new referee pathway plans annually, implement mentorship, and comprehensive training curriculum.
3. Excellence	Embracing creativity, clarity, technology and best practices to deliver exceptional programs, offerings and experiences that exceed expectations.	<ul style="list-style-type: none">❖ Utilised technology for online registration, scheduling, and results tracking to streamline processes for participants and organisers❖ All policies, programmes and events clearly defined & documented.❖ Established a system to track player performance metrics (e.g. points per game, assists, rebounds)
4. Sustainable Growth	Ensuring a strong, resilient, and adaptive organisation, with a solid foundation for long-term success and a lasting impact on the Otago region.	<ul style="list-style-type: none">❖ Diversified funding strategies, increased revenue by 10% through enhanced sponsorships & partnerships by 2028❖ Implemented 10+ eco-friendly practices and raise sustainability awareness within the basketball community.❖ Fostered community relationships and organised 1 event annually to promote basketball's health and social benefits

Our Values

Values underpin everything we do.
They shape the way we act and what we expect our teams to adhere to.

Respect

Show **respect** to all stakeholders through inclusiveness and understanding

Excellence

Strive for **excellence** in all that we undertake, by pursuing best practise

Integrity

Demonstrate **integrity**, through honesty and transparency in what we undertake

Current Achievements :

- 4,000+ players
- Fastest growing sport in NZ
- 450+ teams
- 350,000+ Facebook interactions

