



Basketball Victoria
STRATEGIC PLAN
2025-2028





Basketball Victoria acknowledges the Traditional Custodians of Country throughout Victoria and pays respect to elder's past and present. We extend this respect to all Aboriginal and Torres Strait Islander children, young people and their families who participate in our sport.

Basketball Victoria acknowledges the deep connection Aboriginal and Torres Strait Islander people have with the land that we play our game on, land that Aboriginal people have lived on and cared for over thousands of years.

Basketball Victoria respects and celebrates Aboriginal and Torres Strait Islander culture and welcomes and encourages all Aboriginal and Torres Strait Islander children and young people and their families to participate in basketball.





THE CURRENT LANDSCAPE

After a period of substantial growth, basketball continues to be one of Victoria's fastest growing sports.

Currently growing at a rate in excess of 5% per year, basketball can become the largest participation sport for both males and females in Victoria. Continuing the sport's positive growth will require strong leadership and increased access for all Victorians to play basketball where, and when they want. Data has shown that in Australia by the time a child reaches 13 years old, seven out of ten (70%) kids will quit the sport they love. There are increasing pressures on peoples' time with extended and varied working hours, and a greater range of sport, leisure and recreational pursuits competing for our time and discretionary spend. This is impacting not only our on-court participation, but also contributing to a downwards trend in volunteer roles off court that enable and facilitate our sport.

The makeup of our communities is also changing. More than one quarter of Victoria's population were born overseas and almost half of all Victorians were either born overseas or have a parent who was born overseas.

Victoria is currently growing faster than any other state and Melbourne is the fastest growing capital city in Australia. Migration continues to drive our population growth, with Victoria's population projected to grow by more than three million people by 2050. Whilst Victoria overall is growing, some parts of the state are experiencing population decline. The

changing population in different regions has a significant impact on basketball associations and the clubs that exist within them.

It has been played in Victoria since 1905 and has the highest participation rate of the sport nation-wide. Basketball in Victoria, however, is ever changing. Whether it is the rapid growth of 3x3 or advancements in technology, basketball continues to grow and evolve. Changes in technology to help promote and support our game will continue to influence the sport moving forward. Recognising and embracing these changes will shape our presentation, delivery and participation.

Moreover, we are committed to increasing our understanding of the barriers that limit participation in basketball – as athletes, coaches, technical officials and administrators in both paid and volunteer roles. We are also committed to developing solutions in a practical and achievable manner.

These and other environmental factors have been considered in producing our future plans.

As the landscape changes, so must our plans. In 2024 Basketball Victoria initiated a process to develop its Strategic Plan for the period 2025-28. This document summarises our strategic direction for the next four years, linking our vision, mission and values with core strategic pillars that aim to support basketball at all levels right across Victoria.



VISION

Everybody's
Game





PURPOSE STATEMENT

Through basketball we connect communities to support the health, wellbeing and development of all Victorians.





VALUES

We are accountable

We act with integrity

We are leaders

We are people focused





KEY STAKEHOLDERS

ASSOCIATIONS AND CLUBS

An association or club, and their direct members, that affiliate within the Basketball Victoria community.

BASKETBALL PARTICIPANTS

Individuals who engage in basketball in Victoria, as a coach, technical official, administrator or player.

THE BASKETBALL COMMUNITY

The community of basketball volunteers and supporters who grow and maintain the sport.

NEW & FUTURE VICTORIAN BASKETBALL STAKEHOLDERS

To continue to grow these stakeholders, we are seeking to attract, convert and grow the overall reach and footprint of basketball within the broader Victorian community and marketplace.

STRATEGIC PILLARS



PROMOTE BASKETBALL

Inspire more play and make basketball the number one participation sport in Victoria.



LEADERSHIP

Provide direction and support for stakeholders to grow basketball.



PERFORMANCE PATHWAYS

Provide a world class performance pathway that inspires the next generation of great Victorian basketballers.



INFRASTRUCTURE DEVELOPMENT

Ensure that all participants have enough courts to participate when and where they want.



STRATEGIC PILLAR

PROMOTE BASKETBALL



INITIATIVES / MEASURES

PROMOTE BASKETBALL

Inspire more play and make basketball the number one participation sport in Victoria.

Increase basketball participation and improve retention

Develop 3x3 programs

Increase female participation

Increase basketball participation in under-represented communities

- Grow participation at an average of 4% per year
- Be the largest participation sport in Victoria
- Deliver the World's largest 3x3 community participation events in Victoria
- Increase the number of Victorians competing on the World stage for 3x3
- Female participation to be 40% in Aussie Hoops across all age groups
- Women and girls make up 32% of all domestic basketball participants
- Develop a community wheelchair program with a professional pathway
- Increase participation from CALD communities



STRATEGIC PILLAR

LEADERSHIP



INITIATIVES / MEASURES



Provide direction and support for stakeholders to grow basketball.

Provide governance support for associations and clubs

- Affiliated Associations are 100% compliant

Promote innovative practices

- Develop and implement measures that will improve efficiencies for stakeholders

Provide a safe sporting environment with strong child safety practices

- Development and implementation of an updated integrity department
- Ensure a safe environment for all participants



STRATEGIC PILLAR

PERFORMANCE PATHWAYS



INITIATIVES / MEASURES

PERFORMANCE PATHWAYS

Provide a World Class performance pathway that inspires the next generation of great Victorian basketballers.

Develop a World Class pathway from community to elite participation

- 1 x Gold Medal at U20
- 1 x Gold Medal at U18
- 1 x Gold Medal at U16 National Championship

Increase and upskill basketball participants

- Strengthen the training and retention of coaches at all levels

Create a diverse and inclusive performance pathway

- 1 x Gold Medal at Ivor Burge
- 1 x Gold Medal at Kevin Coombs Cup
- Provide greater pathway access to members of the CALD community



INFRASTRUCTURE DEVELOPMENT

INFRASTRUCTURE DEVELOPMENT

Ensure that all participants have enough courts to participate when and where they want.

INITIATIVES / MEASURES

Work with Government and private partners for the development of new facilities

Increase the number and availability of basketball courts

- Position basketball as a key funding source for Government and private partners
- Increase funding opportunities for additional facilities
- Reduce court deficit each year
- Increase access to under-utilized facilities

OUR ACTION PLANS

To deliver our vision of 'everyone's game', we will publish two targeted action plans over the course of this strategic plan.

POWER FORWARD GENDER EQUITY ACTION PLAN

- To offer equal opportunities for women and girls to participate in all aspects of basketball, both on and off the court.
- To be the highest participation sport statewide for women and girls.

BV INNOVATE RECONCILIATION ACTION PLAN

- Basketball Victoria's vision for reconciliation is to respect and acknowledge Aboriginal and Torres Strait Islander histories and cultures within the basketball community and ensure equitable opportunity for participation and development.

WHEELCHAIR PARTICIPATION ACTION PLAN

- Provide education and resources to support affiliated Associations in inclusive practices and policy whilst developing the workforce.
 - Increase participation opportunities for people with a disability to participate at all levels of basketball.
- Promote and reinforce positive community attitudes to people with disabilities.
- Reduce barriers for people with disabilities to be able to access basketball.

VISION	EVERYBODY'S GAME			
PURPOSE	Through basketball we connect communities to support the health, wellbeing and development of all Victorians.			
STRATEGIC PILLARS	PROMOTE BASKETBALL Inspire more play and make basketball the number one participation sport in Victoria. OBJECTIVE: To grow basketball and make it accessible for all Victorians.	LEADERSHIP Provide direction and support for stakeholders to grow basketball. OBJECTIVE: To ensure basketball continues to thrive.	PERFORMANCE PATHWAYS Provide a world class performance pathway that inspires the next generation of great Victorian basketballers. OBJECTIVE: To develop and support World Class talent.	INFRASTRUCTURE DEVELOPMENT Ensure that all participants have enough courts to participate when and where they want. OBJECTIVE: To give access to more Victorians to play basketball.
KEY PRIORITIES	<ul style="list-style-type: none"> • Increase basketball participation and improve retention • Develop 3x3 programs • Increase female participation • Increase basketball participation in under-represented communities 	<ul style="list-style-type: none"> • Provide governance support for associations and clubs • Promote innovative practices • Provide a safe sporting environment with strong child safety practices 	<ul style="list-style-type: none"> • Develop a World Class pathway from community to elite participation • Increase and upskill basketball participants • Create a diverse and inclusive performance pathway 	<ul style="list-style-type: none"> • Work with Government and private partners for the development of new facilities • Increase the number and availability of basketball courts
KEY STAKEHOLDERS	ASSOCIATIONS & CLUBS An association or club, and their direct members, that affiliate within the Basketball Victoria community	THE BASKETBALL COMMUNITY The community of basketball volunteers and supporters who grow and maintain the sport	BASKETBALL PARTICIPANTS Individuals who engages in basketball in Victoria, as a coach, technical official, administrator or player.	
VALUES	We act with accountability	We act with integrity	We are leaders	We are people focused