



**BASKETBALL  
QUEENSLAND**

BASKETBALL QUEENSLAND  
**STRATEGIC PLAN**  
*2023 - 2025*





## ABOUT

Established in 1946, Basketball Queensland is the peak body for the global and diverse sport of basketball. Basketball Queensland provides inclusive opportunities for participants from all backgrounds to experience, follow and contribute to the game.

Basketball Queensland is a well governed and professionally administered organisation that performs consistently both on and off the court on the National and International stage.

Our athletes, coaches, officials, volunteers and staff are proud Queenslanders who represent and support their State with passion, commitment and excellence.

## THE RUNWAY TO BRISBANE 2032

While this strategic plan finishes in 2025, seven years out from the Brisbane 2032 Olympic and Paralympic Games, it is important that these first three years of the runway to 2032 are used to set up the sport of basketball in Queensland to capitalise on the many benefits that the Olympics and Paralympics will bring to our sport. These benefits include infrastructure construction, increased participation and a wide range of development opportunities for our players, coaches, volunteers and officials.

As a leading sports organisation in Queensland where the Olympic and Paralympic Games are to be held, it is our responsibility to ensure that as many of our Queensland players, coaches, officials and volunteers are represented and showcased throughout both the Olympic and Paralympic Games.





# OUR ASSOCIATIONS



**BASKETBALL  
QUEENSLAND**



# OUR PARTNERS

## CORPORATE



## COMMUNITY





# GROWING THE GAME

## 2020 - 2022

# IN QUEENSLAND



### GROWING THE GAME

↑ **51,953**  
(+79.2%)  
ACTIVE PARTICIPANTS

↑ **1,461**  
(+86%)  
TEAMS IN BQ COMPS

↑ **5,252**  
(+26%)  
REGISTERED COACHES

**40** (+4)  
ASSOCIATIONS

**71.4%**  
INCREASE IN FEMALE PARTICIPATION

**182**  
COACHING WORKSHOPS

**1,208**  
COACH COURSE PARTICIPANTS

**67**  
REFEREE WORKSHOPS

**1,634**  
REFEREE WORKSHOP PARTICIPANTS

### HIGH PERFORMANCE

**5**  
NATIONAL CHAMPIONSHIPS



**55**  
NATIONAL REPRESENTATIVES

**12**  
CENTRE OF EXCELLENCE

**23**  
AUSTRALIAN CAMPS

### DIVERSITY AND INCLUSION

↑ **1.7%**   
INCREASE IN % OF FIRST NATIONS PARTICIPANTS

### MARKETING THE GAME

↑ **50,353**  
(+103%)  
SOCIAL FOLLOWERS



## STRATEGIC PRIORITIES

### VISION

For basketball in Queensland to be an innovative, unified and inclusive sport recognised by the broader Queensland community as a leader and as part of the national basketball community.

### MISSION

To provide inspirational leadership and a state-wide framework that enables everyone to grow, develop and participate in the sport of basketball throughout Queensland.

## OUR CORE VALUES

**INNOVATIVE**

**INCLUSIVE**

**INTEGRITY**

**COLLABORATIVE**

**CUSTOMER FOCUSED**



# STRATEGIC PRIORITIES



## 1. GROW

To grow basketball participation within Queensland by providing inclusive and innovative participation opportunities and ensuring that our Association's have the capacity to manage the growth in participation.



## 2. INSPIRE

To provide inspiration to the wider Queensland community by creating engaging content, sharing our game's stories and by being at the forefront of initiatives that create positive social change within our basketball community.



## 3. DEVELOP

To develop inclusive and innovative pathways for players, officials, coaches and administrators to ensure basketball Queensland enjoys both immediate and long-term success.



## 4. LEAD

Lead a unified sport through clear governance structures, policy frameworks, effective management and transparent processes.





## "BASKETBALL WILL BE THE SPORT OF CHOICE FOR ALL QUEENSLANDERS"

- 1.1. Sustainably grow the number of active basketball participants in Queensland within Associations, school basketball and casual basketball participation.
- 1.2. Create and expand inclusive participation opportunities to ensure that our sport can be the sport of choice for all Queenslanders regardless of gender, race, background or ability.
- 1.3. Provide participants with enjoyable, high quality, inclusive and innovative competition pathways.
- 1.4. Conduct capacity building initiatives to grow the number and quality of officials, facilities, coaches and volunteers to ensure participants have a positive basketball experience.
- 1.5. Increase the retention rate for players, coaches and officials within BQ Programs and Competitions.

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### KEY PERFORMANCE INDICATORS

- 1.1. Growth in the number of active basketball participants within Queensland.
- 1.2. Basketball Queensland's community perception as to its level of inclusiveness.
- 1.3. Growth in the popularity of Basketball Queensland's competitions.
- 1.4. Reduction of the benchmarked ratios of players to coaches, officials and volunteers.
- 1.4. Number of new facilities built or made accessible to basketball.

### 2025 TARGETS

- 1.1. 100,000 Active Basketball Participants
- 1.2. Feedback from BQ's Stakeholders annually rates BQ as a highly inclusive organisation.
- 1.3. BQ competition survey feedback shows the competitions as well organised and enjoyable.
- 1.4. Reduction of the average ratios for players/officials, players/volunteers, players/coaches and
  - Players/officials from 39.30 to 25
  - Players/volunteers from 43.55 to 35
  - Players/coaches from 26.26 to 15
- 1.4. Three new facility projects committed to by 2025.
- 1.5. Increase in retention rate of 2.5% over the three year period.



*"BASKETBALL QUEENSLAND WILL BE RECOGNISED AS A FORCE FOR POSITIVE CHANGE WITHIN OUR COMMUNITY"*

- 2.1. Develop programs that have a positive social impact on the basketball and wider Queensland community.
- 2.2. Initiate and seek out partnerships with organisations who are committed to creating positive change within the community.
- 2.3. Increase engagement across all of Basketball Queensland's digital platforms.
- 2.4. Inspire the next generation of athletes, coaches and officials through creating engaging storytelling of the sport of basketball in Queensland.

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## KEY PERFORMANCE INDICATORS

- 2.1. Development and implementation of positive social impact programs.
- 2.2. Key partnerships developed and maintained with community organisations.
- 2.3. Grow the number of social followers across Basketball Queensland platforms.
- 2.4. Engagement rate through digital platforms.

## 2025 TARGETS

- 2.1. Implementation of two social impact initiatives that create pathways for new participants to the game.
- 2.2. Two new partnerships with community organisations that unlock positive social change for the basketball and wider Queensland community.
- 2.3. 75,000 followers across Basketball Queensland's digital platforms.
- 2.4. Higher than market average engagement rate for industry content.





*"BASKETBALL QUEENSLAND WILL BE RECOGNISED AS THE LEADER IN THE DEVELOPMENT OF THE SPORT OF BASKETBALL WITHIN THE NATIONAL SPORTING COMMUNITY."*

- 3.1. Develop the engagement, number, skill and quality of players, coaches and officials through the delivery of innovative and inclusive development programs throughout Queensland.
- 3.2. Develop the skills of BQ member association volunteers and staff to improve the management and governance to enhance the delivery of services of basketball associations throughout Queensland.
- 3.3. Improve the skills of the BQ Board and staff to improve the governance and management of Basketball Queensland.

## KEY PERFORMANCE INDICATORS

- 3.1. Overall performance of Queensland players, officials and coaches at National Championships and within National Programs.
- 3.1. Feedback of participants within development programs and accreditation courses.
- 3.1. Number of participants successfully completing coach accreditation courses.
- 3.1. Number of participants successfully completing official accreditation courses.
- 3.2. Feedback from attendees of Association Development activities.
- 3.2. Improvement of Association management and Governance.
- 3.3. Establishment of formal professional development for Board and Staff.

## 2025 TARGETS

- 3.1. Ten Medals at National Junior Championships with at least three gold.
- 3.1. Queensland Referees appointed to ten medal games at National Championships.
- 3.1. Fifty Queensland Athletes selected to National Teams.
- 3.1. Five coaches selected to National Programs.
- 3.1. Twelve athletes offered scholarships at the Centre of Excellence.
- 3.1. Two thousand new coaches.
- 3.1. Two thousand, five hundred new officials.
- 3.1. 90% Participants rate their participation within our programs as aiding their competence and confidence.
- 3.1. Athletes, Coaches and Officials within State Performance Programs consistently report their wellness above 80%.
- 3.2. 90% Participants rate their participation within our activities as aiding their competence and confidence.
- 3.2. Measurement of success: at least 80% of Association Management Committee Members have gone through formal governance training.
- 3.3. Directors and Staff participate in professional development each year.





## LEAD

*"PROVIDE GENUINE AND CLEAR LEADERSHIP FOR BASKETBALL WITHIN QUEENSLAND AND BE AN EXAMPLE FOR OTHERS WITHIN THE SPORTING AND BUSINESS COMMUNITY TO FOLLOW."*

- 4.1. BQ to lead initiatives which demonstrate its ability to be at the forefront of the sporting landscape.
- 4.2. BQ to exemplify a culture of providing quality experiences to customers.
- 4.3. Review and update by-laws and board policies and procedures to improve organisational performance and ensure continued compliance with all legislative requirements.

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### KEY PERFORMANCE INDICATORS

- 4.1. Recognition within sporting landscape.
- 4.2. 360 Review and other feedback scores.
- 4.3. Annual Review of and relevant updates to policies and by-laws.

### 2025 TARGETS

- 4.1. Recognition within the sporting landscape as a leader.
- 4.2. Feedback through 360 Reviews and other feedback mechanisms reflect that Basketball Queensland provides quality service to customers.
- 4.3. BQ's policy and by-laws are modern and up to date.







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