



Sharks Basketball Club 2021 – 2023 Strategic Plan

STRATEGIC GOALS

What we must achieve to be successful.

OBJECTIVES

Specific outcomes that compel us into action.

MEASURES

Indicators and monitors of success.

OUR MISSION

The **Sharks Club** mission is to provide a safe, happy and healthy sporting and community atmosphere for all children and families.

OUR VISION

To be an inspirational Basketball club that is accessible to everyone and allows members to be their best self and reach their true potential.

OUR VALUES

Our **Sharks Club** values are to promote and foster;

- Diversity
- Equity &
- Inclusiveness

STRATEGIC GOAL 1

INCREASE PARTICIPATION & PROVIDE POSITIVE PATHWAYS

Through Community engagement and member satisfaction.

Participation

- Inspire growth.
- Retain & transition members.
- Build community spirit and unity
- Establish a Sharks Youth Leadership
- Create a youth program, developed and led by the Sharks youth group.
- Actively engage with members & the community.

- Host/sponsor events for disability & disadvantaged all ages.
- Have x2 youth leaders represented on the Executive.
- Create a satisfaction survey & feedback/suggestion form.
- Develop & implement a player pathway program.

STRATEGIC GOAL 2

ENHANCE OUR CURRENT AND FUTURE CAPABILITIES

Develop, support and build a sustainable operation to inspire the next generation.

Capability

- Build a plan to get a home stadium
- Enhance our governance and operational structure.
- Improve volunteer onboarding & retention.
- Create constant coaching standards across all age groups.
- Provide positive & strong leadership.

- Create a pathway to get a home stadium.
- Create a key succession plan for key leadership roles.
- Implement responsible and progressive governance practices.
- Implement a Sharks Basketball Coaching framework.
- Build and promote strategic partnerships with member & member businesses.

STRATEGIC GOAL 3

LIVE, BREATHE & PRACTISE OUR SOCIAL RESPONSIBILITIES.

Promote and foster, diversity, equity & inclusiveness.

Responsibility

- Increase awareness for coaches & managers on diversity & inclusiveness.
- Identify the need for Minority Group programs & initiatives.
- Promote Girls & Women in sport.
- Meet our compliance & governance obligations.
- Acknowledge and pay our respects to the traditional owners of the land.

- Facilitate a Diversity & Inclusion training for coaches & managers.
- Develop Sharks Diversity, Equity & Inclusion Sub-committee & TOR.
- Create a basketball event promoting Girls & Women in sport e.g. Mother & Daughter game.
- Sharks website/social media to have an acknowledgement statement to local Aboriginal Mob.