



# Strategic Plan

2012-2016

Updated January 2013

# Introduction

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**WHO WE ARE:** Basketball BC is the governing body for basketball in the province of British Columbia

**WHAT WE DO:** Create, guide or support all programs that build and protect the integrity of the game of basketball for all participants, based on the Canadian Sport 4 Life Pathway

The purpose of this Strategic Plan is to what actions and focus is needed for Basketball BC to make British Columbia the leading province for the development of players, coaches and officials in Canada. . Having identified the strengths and weaknesses of the organization and the threats and opportunities in the current environment, Basketball BC's Strategic Plan, as agreed to by the Board of Directors, sets out the strategic initiatives to be taken to move basketball from 'where we are now' to 'where we want to be'.

This plan defines the strategic priorities for Basketball BC including programming, partnerships and advocacy. It will also document our progress and serve as a guide for activities and program development as they relate to the ongoing, mission-based work of the organization.

The strategic priorities highlighted in this plan will be integrated into Basketball BC's operating plan, translating mission into action and action into outcomes, as we move forward to achieve the desired future for Basketball BC and the basketball community in our province.

It is important to understand the guiding principles for Basketball BC, as these impact strategic priorities of the organization and the foundation of all the programs and partnerships that Basketball BC initiates or participates in.

## *Canadian Sport for Life*

The Canadian Sport for Life (CS4L) pathway is the philosophical and practical base of sport programming in Canada. Basketball BC endorses and commits to aligning all program development to reflect CS4L and to fully engage with sport partners and leaders to define, educate and implement the principles

## *The Game*

Basketball is more than traditional 5 on 5 basketball. Individual skills at the fundamental stage that are foundations of athlete development and physical literacy, 3 on 3 basketball and 5 on 5 play are only some of the features of the game that Basketball BC is committed to developing.

3 on 3 basketball is a game related to traditional basketball but unique in many ways. As both a foundation for the traditional team game and an activity that spans generations, it is a game now in its early development but one that Basketball BC is committed to continue to promote and develop

## *Sport Landscape*

The sport landscape in Canada is changing. There is increased pressure on kids to specialize early focusing on a single sport; there is added competition for athletes not only with other sports but in our own sport. This is a pivotal moment for our sport in BC, a time when all of the basketball community needs to pull together to establish a new framework that maintains our position as a major-sport in Canada.

British Columbia is known nationally and internationally as a place where people are fit, active and healthy. Building on the initiatives of the government and other sport organizations, there is an opportunity to regain the top position amongst the sports in BC.

# Overview

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## **VISION**

BC is the leading province for basketball in Canada

## **MISSION**

Develop lifelong passions for our sport and grow the great game throughout the province

## **OUR VALUES:**

**Accessibility** all participants in the basketball community have the greatest opportunity to participate and excel

**Respect** valuing each other and our sport to enhance the game

**Excellence** a commitment to the highest standards in all endeavours

**People** recognize, support and celebrate the contributions and successes in our community

**Transparency** openness and authenticity in all that we do

**CRITICAL SUCCESS FACTORS:** In order to attain our ambitious vision, there are a few critical success factors that must be achieved and maintained.

### **Players**

Youth, Participation, High Performing, Life Long  
*Increase in the number of players playing the game*

### **Coaches**

Youth, School, High Performing  
*Increase the number of trained coaches  
developing players*

### **Partnerships**

Government, Sport organizations, Schools, Community groups, Clubs and Corporations  
*Build a collaborative community that partners to deliver the best development opportunities for  
players, coaches and officials*

### **Infrastructure and Resources**

Facilities, Officials, Volunteers, and Administrators  
*Provide Access to the entire infrastructure needed to play our game, and maintain an effective  
operational and governance structure to oversee basketball in BC.*

# Players

*Increase the number of players playing the game: youth, participation, high performing and lifelong.*

**Strategic Objective:** Offer affordable and accessible opportunities, directly or through partners, for players at all levels and abilities within the CS4L framework.

Basketball and sport is changing – sports are competing for players at a younger age and forcing specialization. BBC is committed to the CS4L framework – one in which supports physical literacy and long term athlete development through exposure to multiple sports.

Basketball BC is committed to expanding Steve Nash Youth Basketball for ages 7-13, developing K-3 basketball programs which will be integrated through elementary schools and community programs and establishes the game of 3X3 across all programs in BC to ensure opportunities to participate in basketball across all age, gender and geographic groups.

## Strategic Initiatives:

Focus Area	Strategies	Range
Youth	Develop a K-1 model that aligns with CS4L and provides young athletes with fun activities that creates a positive experience with basketball and core learning around physical literacy.  Develop a comprehensive development model from U6 – U13	Short term  Midterm
Steve Nash Youth Basketball	Continue to expand program SNYB associations across BC and improve program delivery through SNYB administrator summits and coaching support (see Coaching initiative)  Partner with CB to review the SNYB program and model, with consideration for further enhancements including the inclusion of 3x3.  Within the SNYB program, increase practices to 2 times a week at the 4/5 age level and up  Transition to BBC branded youth programming	Ongoing  Short Term  Short Term  Mid Term
High Performance	Critically analyze the EDP program with the purpose of increasing participant benefits, expanding opportunities for BC athletes and decreasing the overall financial cost  Work with a pilot group of School Districts to offer a school based basketball academy that follows CS4L and meets BCSS requirements to allow players to participate in the high school season of play.	Short term  Short term
3x3 Game	Expand the 3x3 game across BC with ongoing summer competitions, leading to a provincial championship and participation in a Regional or National Championship.	Short-term

\*Range (time to implement): Short-term 0 to 2 years, Mid-term 2 to 5 years, Long-term – 5 to 10 years

# Coaches

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*Increase the number of trained coaches developing players*

**Strategic Objective:** Build a strong pipeline of coaches who create the best environment in a stage-appropriate way that develops skilled players.

Basketball in BC and Canada is primarily coached by volunteers. Basketball BC is committed to the recruitment, training and retention of coaches. Basketball BC will continue to find as many resources as possible to assist in this process. This will be achieved by providing training opportunities, online resources and print materials to coaches in as many geographical centres as possible.

**Strategic Initiatives:**

Focus Area	Strategies	Range*
Youth Coaches	<p>Create coaches clipboard for youth coaches – youth coach online resource based on practice plans</p> <p>Mentorship programs that take advantage of social media and online functions</p> <p>Youth coaching certification program (non-NCCP) – series of videos (“bite size”) and accompanying quiz</p> <p>Enhance the clinic offerings for youth, develop youth specific training/clinic program</p>	<p>Short-term</p> <p>Mid-term</p> <p>Mid-term</p> <p>Mid-term</p>
Coaches Resources	<p>Support Canada Basketball efforts to develop convenient and affordable online training materials and promote as available</p> <p>Conduct a gap analysis the Canada Basketball Long Term Athlete Development plan and start developing additional stage-appropriate materials that continue to train coaches across BC</p> <p>Working with other provinces, develop a sustainable coaching training program that distinguishes between training and certification. NCCP. Clinics (can also help meet requirements for prof. development to retain NCCP cert.)</p> <p>Enhance the clinic offerings across the province to develop consistent application of the LTAD under all programs</p>	<p>Short-term</p> <p>Mid-term</p> <p>Short-term</p> <p>Ongoing</p>
Retain Coaches	<p>Design an online network</p> <p>Outline a social network for coaches to build relationships (gatherings, event specific networking event)</p> <p>Integrate coaching development into high performing events.</p>	<p>Short-term</p> <p>Short-term</p> <p>Short-term</p>

\*Range (time to implement): Short-term 0 to 2 years, Mid-term 2 to 5 years, Long-term – 5 to 10 years

Focus Area	Strategies	Range*
Train Coaches	Collaborate with other like sports to build best practices in cross sport training.  Integrate training and certification programs into educational programs (high school, universities, and colleges).	Short-term  Mid-term
Recruit Coaches	Create a recruiting program for SNYB Provide opportunities and incentives for High Performance players to 'coach' or 'officiate' <ul style="list-style-type: none"> <li>• Pilot with one of the Provincial teams</li> <li>• Launch program with all U17 teams</li> <li>• Integrate into affiliate club MOU's</li> </ul> Increase the awareness on how to become and train to be a coach <ul style="list-style-type: none"> <li>• Launch an awareness campaign – pathway to coaching</li> <li>• Create website space 'How do I become a coach?', that mirrors the Athlete 'How can I play?' pathway</li> </ul>	Short-term Short-term Mid-term  Short-term Short-term

\*Range (time to implement): Short-term 0 to 2 years, Mid-term 2 to 5 years, Long-term – 5 to 10 years

# Partnerships

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*Build a collaborative community that partners to deliver the best development opportunities for players, coaches and officials*

**Strategic Objective:** Basketball BC will enhance its position as the leader of basketball in the province, continue to promote membership, and aggressively pursue and support all partnerships that are mutually beneficial and that develop the game in alignment with CS4L.

Basketball BC is committed to the development of sport through engaging and cultivating meaningful relationships with our partners and sponsors. Our game is developed in many ways – through our programming, schools, club and academy programs post-secondary institutes and community partners. Basketball BC will continue to promote membership and support for all agencies involved in the development of basketball. Partnerships that are mutually beneficial and that develop the game in alignment with CS4L will be aggressively pursued.

**Strategic Initiatives:**

Focus Area	Strategies	Range*
Continue to build community partnerships	Conduct focus groups with CIS and community based groups to surface critical issues and partnership opportunities	Short-term
	Identify and sign MOU's with sporting partners	Ongoing
	Establish and document a strategic partnership with school districts and recreation commissions	Mid-term Ongoing
	BBC become a leading stakeholder of ViaSport	
BBC Website	Conduct a review of BBC's website and reconfigure material for better usability and access by members	Short-term
	A more user friendly website with appropriate age groupings and pathways to information	Short-term

\*Range (time to implement): Short-term 0 to 2 years, Mid-term 2 to 5 years, Long-term – 5 to 10 years

# Infrastructure and Support

*Provide Access to the entire infrastructure needed to play our game, and maintain an effective operational and governance structure to oversee basketball in BC.*

**Strategic Objectives:** Ensure consistent affordable access to key infrastructure.

**Current Environment:** Without a solid and sustainable infrastructure for basketball across the province, there will be little opportunity for the growth in participation and high performance players and coaches. This infrastructure includes facilities, officials, volunteers and administrators. To help maintain this infrastructure, Basketball BC has a strong operational and governance plan that provides expert resources to oversee the game.

- Although there are many facilities across the province where basketball can be played, these are not always accessible and affordable.
- The rules of the game as intricate as the game itself thereby increasing the importance of a strong partnership with BCBOA to maintain and grow the crop of officials in all areas of the province.
- Volunteerism is at the foundation of amateur sport. Basketball BC is committed to assisting volunteers who play an important part in the development of the game through various program registrations, committee work, fund raising at the local level and many other supportive activities.

## Strategic Initiatives:

Focus Area	Strategies	Range*
Officials	Assist in efforts to recruit, train and retain officials through a partnership with BCBOA  Assist BCBOA in the production of a casebook and related marketing materials.	Short-term
Enhance governance model	Enhance use of Terms of Reference for all committees  Align reporting across governance model that promotes discussion, accountability and effective decision making.	Short-term  Short-term
Long term plan for affordable facility access	Develop partnership with Viasport, provincial sport organizations, school districts, post-secondary institutes and recreation commissions that provides for member access to affordable facilities.  Develop a grassroots lobbying model for basketball associations to assist with efforts during BC's provincial election and ongoing municipal relations.	Ongoing  Short-term
Financial Model	Design a revenue generation plan for financial sustainability  Develop and execute a relationship map for potential funders	Ongoing  Short-term
Marketing	Develop and document a realistic and comprehensive marketing plan	Short-term

\*Range (time to implement): Short-term 0 to 2 years, Mid-term 2 to 5 years, Long-term – 5 to 10 years