



2024-2028

STRATEGIC PLAN

Shoalhaven Basketball Association

Appendix 1: 2024 Action Plan

This Action Plan has been prepared to support the Shoalhaven Basketball Association 2024-2028 Strategic Plan. Actions for the 2024 calendar year are listed against the identified priority areas with the intended start period.

SBA Board will report against the Action Plan at the mid-year AGM and publish an updated document annually to identify actions for the new calendar year. Actions will be undertaken by the SBA Board, SBA staff, Advisory Sub-Committee members, and other volunteers.

The 'Target/Outcome' column identifies where SBA aims to be by the end of 2028, the 'Action' column identifies actions to be undertaken in the 2024 calendar year, the 'Start' column identifies the quarter when the identified action is scheduled to begin.

STRATEGY AT A GLANCE

Governance and Strategy

Priority 1	SBA Board and governance structure aligned to operational priorities and all policies, procedures and by-laws up to date, published and centrally stored.
Priority 2	SBA maintains a productive and collaborative relationship with government stakeholders at all levels.
Priority 3	SBA has a strong inclusive value-based culture where everyone is welcome.

Community Basketball	Social Competition	Representative Basketball	Capacity Building
SBA provides structured and fun learn to play, entry level, skills development and community programs for people who are interested in basketball.	SBA provides social competition basketball from U12 to seniors with accredited referees and coaches.	SBA invests in the development of coaches, referees, and other critical volunteer roles to enable our professionally run competitions and expand our participation in representative leagues.	SBA invests in the development of coaches, referees, and other critical volunteer roles to enable our professionally run competitions and expand our participation in representative leagues.
Priority 4: Provide Tigers Cubs introductory program for 3-5 year olds to promote early engagement with basketball and build fundamental skills in an enjoyable environment.	Priority 10: Increase opportunity to play through multiple divisions.	Priority 14: Junior Representative teams representing in each age group, both male and female, from u12s with one team represented in each Division including JPL by 2027 season.	Priority 18: Provide a clearly defined and published Technical Officials and Coach pathway program including pay structure run by a part-time Development Officer.
Priority 5: Provide Aussie Hoops 4 terms per year capped at 20 children per court with qualified coaches and experienced co-ordinators to maximise the experience of participants.	Priority 11: Run girls only competition night with female coaches.	Priority 15: Youth League Representative teams in BNSW Waratah League Divisions 1 and 2 by 2028 for both men and women.	Priority 19: Green shirt program for referees to provide more opportunity and grow the pool of referees with a structured development and accreditation.
Priority 6: 'Girls Only' Aussie Hoops and Tigers Academy.	Priority 12: Expand local competition to multiple divisions and/or formats for both juniors and seniors with a coach on junior games and two (2) qualified referees on every game.	Priority 16: Senior Representative teams in BNSW Waratah Competition Divisions 1 and 2 by 2028 for both men and women.	Priority 20: Establish a referee mentoring team with a shared philosophy and techniques for referee instruction and support.
Priority 7: Expand Aussie Hoops and Tiger Cubs to the broader Shoalhaven region.	Priority 13: Keep participant costs for local competition in line with the market and include in budget process each year.	Priority 17: Junior and Senior development teams in both male and female in the Barrengarry Conference each year.	Priority 21: Establish a Technical Advisory Committee and a Coach Advisory Committee to underpin Technical Official and Coach development and accreditation.
Priority 8: Provide the U10 transition program from Aussie Hoops to U12 social competition.			Priority 22: Provide staff to support our operations and maximise opportunities, as allowed by income growth
Priority 9: Introduce Tigers Academy (U12 to U18) for skills training and development to improve fundamentals across all age groups.			

Marketing and Communication

Priority 23:	Provide timely, relevant, and effective communications to all our stakeholders through a variety of communication channels.
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Governance & Strategy	Target/Outcome	Action	Start
Priority 1: SBA board and governance structure aligns to our operational priorities and all policies, procedures and by-laws kept up to date, published and centrally stored	1. Publish agreed governance structure including annual operational priorities and Strategic Plan actions each year.	1. Initial governance structure agreed and reviewed annually in February.	Q1 2024
	2. Form a Finance & Audit Advisory Sub-Committee of two (2) Directors and a staff member to build the operational budget for sign off by the full Board and manage financial reporting including end of year accounts.	2. Annual appointment of Director to the Finance & Audit Advisory Sub-Committee.	Q3 2024
	3. Publish and keep policies, by-laws, procedures up to date on the website.	3. Publish Strategic Plan and share operational priorities.	Q1 2024
	4. All Advisory Sub-Committees have clear Terms of Reference (ToR) based on a template including scope of the committee and decision power.	4. Request for participation in regular surveys at completion of programs and competitions to seek member feedback and bi-annual survey to monitor progress and priorities.	Q1 2024
	5. Maintain staff appropriate for our income and member base, while proactively identifying opportunities to maximise growth with the creation of new positions to support the execution of the 2024-2028 Strategic Plan.	5. Update functionality of website policy page to be a publicly accessible register of policies and by-laws.	Q3 2024
		6. Establish review timeline for SBA policies and by-laws and process to check link currency for BNSW and Basketball Australia policies and by-laws.	Q3 2024
		7. Identify the point at which staffing roles identified as necessary to support the plan become viable and actively manage the move toward these with six-monthly review of income growth.	Q3 2024
		8. Define additional staff roles through a PD including core role and competencies with a focus on lifting the base skill level and enjoyment of all SBA participants.	Q3 2024
Priority 2: SBA maintains a productive and collaborative relationship with government stakeholders at all levels	1. Allocate Director to Chair Facilities Portfolio and be responsible for relationship with Shoalhaven City Council (SCC).	1. Annually identify and agree on an appropriate Director to Chair Facilities Portfolio and liaise with SCC.	Q3 2024

Governance & Strategy	Target/Outcome	Actions	Start
Priority 2: SBA maintains a productive and collaborative relationship with government stakeholders at all levels	2. Ensure basketball has representation at SCC sports forums to improve visibility and influence of the sport.	2. Board agree on annual priorities to work with SCC on each year.	Q1 2024
	3. A Director to meet regularly with local State and Federal MPs to present our strategic plan and initiatives aligned to the MPs local strategies and plans, and identify priority areas to seek support for funding.	3. Identify and agree on the appropriate Director/s to build a relationship and communicate with the State and Federal Members.	Q2 2024
	4. Engagement and participation of politicians at all levels with consistent invitations to events.	4. Maintain a list of local, state, and federal politicians to invite to key events and ensure staff are included.	Q2 2024
		5. Build relationship with local, state, and federal councillors and MPs with invitations to events each year including Grand Finals, Representative Awards, and end-of-year celebration week.	Q3 2024
		6. Send annual end of year letter to the identified local politicians with SBA highlights, thanking them for their support, and inviting them to be involved in the following year.	Q4 2024
	Priority 3: SBA has a strong value-based culture where everyone is welcome	1. Appoint one (1) Director to oversee Member & Child Protection and disciplinary tribunals.	1. Identify and appoint a Director responsible for working with staff to ensure we always operate in a safe environment for all.
2. Focus on driving a value-based culture by embedding our values across communications, and ensuring both good and bad behaviour is recognised.		2. Communicate behavioural expectations to junior and senior participants at the beginning of each social season and in representative pre-season sessions for players and their families.	Q2 2024
3. Clearly communicate behavioural expectations and consequences whenever possible and appropriate.		3. Build storyboards with key stakeholders on how they can support the culture and recognise good behaviour and role models.	Q3 2024

Governance & Strategy	Target/Outcome	Actions	Start
Priority 3: SBA has a strong value-based culture where everyone is welcome	4. Undertake bi-annual member survey and online feedback surveys at the conclusion of each program and competition.	4. Evaluate survey responses and feedback through formal channels against operational capacity, implement improvements based on feedback, and communicate these through appropriate channels.	Q3 2024
	5. Build storytelling where all stakeholders have a voice and show the culture at work.	5. Utilise social media channels to recognise and highlight actions that align with SBA's value based culture.	Q1 2024
		6. Re-introduce Tigers Spirit Awards to be given at the end of each season to players, coaches, referees, and volunteers for their positive cultural contributions.	Q2 2024
		7. Introduce a system of behaviour warning cards as a consequence for negative sideline behaviour.	Q1 2024
		8. Hold annual End of Year celebration week to provide an accessible, inclusive celebration for all members.	Q4 2024
Community Basketball	Target/Outcome	Actions	Start
Priorities 4-9: SBA provides structured and fun learn to play, entry level, skills development and community programs for people who are interested in basketball	1. Appoint one (1) Director to have oversight and drive community programs.	1. Annual appointment of Director to Domestic Competitions & Community Basketball portfolio.	Q3 2024
	2. Establish the Domestic Competitions & Community Development Advisory Sub-Committee of one (1) Director, and maximum of five (5) members made up of SBA Director/s, staff, and members.	2. Appoint Senior Coordinator for Aussie Hoops with defined PD and pay structure.	Q2 2024
	3. Work toward employing additional staff to support the achievement of SBA's strategic goals.	3. Appoint Aussie Hoops coaches with defined mini-PD and pay structure.	Q2 2024
	4. Clearly define the Tiger Cubs and Aussie Hoops programs, including key deliverables and how they create life long basketballers.	4. Publish Aussie Hoops Co-ordinator and Coach PDs and pay structure on website.	Q2 2024
	5. Nurture a team of Tiger Cubs and Aussie Hoops coaches who are empowered to deliver a quality program and support expansion.	5. Evaluate the impact of the Aussie Hoops Senior Co-ordinator role on the quality, consistency, and growth of the program.	Q3 2024

Community Basketball	Target/Outcome	Actions	Start
<p>Priorities 4-9: SBA provides structured and fun learn to play, entry level, skills development and community programs for people who are interested in basketball</p>	6. Run Aussie Hoops four (4) terms per year capped at 20 participants per court with a ratio of 10 participants per coach.	6. Develop a program and instigate the Tiger Cubs.	Q1 2024
	7. Deliver U10s transition program from Aussie Hoops to U12 local competition year round.	8. Identify location to commence Tiger Cubs and Aussie Hoops programs south of Nowra.	Q4 2024
	8. Introduce 'Girls Only' Aussie Hoops program.	9. Reintroduce U10s transition program.	Q1 2024
	9. Expand Aussie Hoops and local competition to the broader Shoalhaven region.	10. Explore introduction of 'new player sessions' covering rules and fundamental skills at the beginning of each season.	Q1 2024
		11. Develop Tigers Academy program including Elite pathway, Prep for Rep, and skills beyond Aussie Hoops.	Q2 2024
<p>Priorities 4-9: Marketing and communications material for community basketball programs</p>	1. Provide an easily accessible overview of the pathway and programs available on the website.	1. Create an illustration of the pathway through basketball from Tiger Cubs to representing beyond SBA, add it to the website, and link from all relevant pages.	Q2 2024
	2. Maintain current list of schools and childcare centres to promote programs.	2. Check currency of school and child care list at beginning of each year.	Q1 2024
	3. Effectively promote each program through a range of appropriate channels.	3. Share member and participant stories and experiences on social media to encourage connection and engagement.	Q1 2024
	4. Proactively promote sign up for the following term and progression to the next program or competition.	4. Celebrate the terms and program graduations in person and on social media using video, images, and quotes.	Q1 2024
	5. Celebrate milestone such as start and finish of each program/ term.	5. Provide next steps and incentives to sign up for next season.	Q1 2024

Social Competition	Target/Outcome	Actions	Start
<p>Priorities 10-13: SBA provides social competition basketball from U12 to seniors with accredited referees and coaches</p>	1. Appoint one (1) Director to have oversight and drive domestic comps and community building.	1. Annual appointment of a Director to Domestic Competitions & Community Development Engagement portfolio.	Q3 2024
	2. Establish the Domestic Competitions & Community Development Advisory Sub-Committee of one (1) Director, and maximum of five (5) members made up of SBA Director/s, staff, and members.	2. Explore re-organisation of competition nights to maximise participation opportunities and growth.	Q2 2024
	3. Increase opportunity to play through multiple divisions for both junior and senior competitions.	3. Trial 2 divisions for U12 and U14 boys in 2024 Winter Competition.	Q2 2024
	4. Introduce Girls Only competition night with female coaches and referees.	4. Identify suitable night for Girls Only program.	Q3 2024
	5. Offer a diverse and inclusive range of basketball activities beyond 5v5 social comp, including Walking Basketball.	5. Identify location to commence social competition or 3x3 south of Nowra.	Q4 2024
	6. Provide two (2) referees on junior and senior games plus a coach on all junior games.	6. Assess community interest and SBA capacity for Friday night 3x3 games.	Q3 2024
		7. Explore reintroduction of annual All Schools Carnival for public and private primary and high schools.	Q3 2024
		8. Explore introduction of annual Masters event in 2025.	Q4 2024
<p>Priorities 10-13: Marketing and communications material for each local competitions</p>	1. Provide clear information on the website relating to social competition.	1. Review website content relating to registration and social comps to identify possible improvements.	Q3 2024
	2. Effectively promote programs and social competitions to strategically maximise growth opportunities.	2. Develop campaign and budget to promote 2024 senior Winter Season.	Q1 2024
	3. Promote each comp and share positive stories through social media.	3. Review competition By-Laws and add to the website.	Q1 2024
	4. Proactively promote sign up for the following season and explain progression to the next age group.	4. Keep members informed and share photos of a range of players and games to increase engagement.	Q1 2024

Social Competition	Target/Outcome	Actions	Start
Priorities 10-13: Marketing and communications material for each local competitions	5. Celebrate milestones such as start and finish of each season, mid-season ladder, player stats etc.	5. Celebrate the comps by publishing end of season wrap up and winners with photos and awards on social and web.	Q1 2024
		6. Continue to celebrate members through stories and recognition throughout the year.	Q1 2024
		7. Actively promote Walking Basketball as a low-impact, accessible basketball activity.	Q1 2024
Representative Competition	Target/Outcome	Actions	Start
Priorities 14-17: SBA provides representative competition basketball through BNSW run leagues and the Barrengarry Conference from U12 to Seniors	1. Allocate one (1) Director to have oversight of the Representative portfolio.	1. Annual appointment of a Director to Representative portfolio.	Q3 2024
	2. Establish the Representative Advisory Sub-Committee of one (1) Director, and maximum of five (5) members made up of SBA Director/s, staff, and members.	2. Increased representative coach participation at BNSW camps, clinics and competitions for broader exposure and professional development throughout the year with review held after the rep season.	Q1 2024
	3. Increase awareness of representative basketball among social comp players.	3. Proactively seek and engage potential new players for representative teams throughout the year and provide opportunities to build fundamental skills required with focus on skills matrix for each age group.	Q2 2024
	4. Increase contribution and participation of representative players in the Tigers community.	4. Hold annual Intro to Rep session for all members before trials.	Q3 2024
	5. Provide development opportunities to lift the skill base of our players through the Tigers Academy and Prep for Rep.	5. Hold mandatory annual Parent & Player session for selected players and their families to increase player retention through increased understanding and explicit cultural expectations.	Q4 2024
	6. Increase coach collaboration opportunities and foster the program approach for knowledge sharing and succession planning.	6. Allocate the strongest, most experienced coaches to younger age groups (U12 & U14) and girls teams to build solid foundations skills.	Q3 2024

Representative Competition	Target/Outcome	Actions	Start
<p>Priorities 14-17: SBA provides representative competition basketball through BNSW run leagues and the Barrengarry Conference from U12 to Seniors</p>	7. Instigate a development program for U18G and women.	7. Continue to strongly encourage player participation in BNSW skill development opportunities and trials.	Q1 2024
	8. Enter teams in all senior representative competitions - U20s, Waratah League, and Barrengarry Conference.	8. Proactively establish teams to participate in January 2025 Waratah U20 competition to retain more athletes graduation from juniors.	Q3 2024
	9. Aim to have enough depth in seniors to have NBL1 East teams in 2028.	9. Identify and agree on requirements of the community contribution expected from representative players and include in Rep Player Handbook	Q2 2024
		10. Identify alternative venues for representative training outside of SISC.	Q3 2024
<p>Priorities 14-17: Marketing and communications material for representative basketball</p>	1. Provide clear information on the website depicting the SBA pathway and BNSW pathway.	1. Create a 1-2 page pathway document, publish on website with annual review for currency.	Q3 2024
	2. Promote awareness of the rep program throughout SBA.	2. Update presentations for use annually - Intro to Rep, Coach Induction, and mandatory Player & Family session.	Q3 2024
	3. Conduct annual Intro to Rep session before trials and annual Coach Induction, Manager Induction, and mandatory Parent & Player sessions explicitly stating the honour of being selected, commitment required, and behaviour expectations.	3. Share EOIs for coaches, referees, and managers, followed by announcement of coach and team selections.	Q3 2023
	4. Maintain an outline of intent for all competitions as outlined in this plan with milestones relating to all stakeholders (coaches referees, and athletes) to inform actions and timelines over the next 5 years.	4. Keep members informed and share photos and updates showcasing a range of players and games to increase engagement, and raise awareness of the rep program.	Q1 2024
		5. Promote upcoming home games and BNSW rounds to raise awareness of the rep pathway.	Q1 2024
		7. Continue to celebrate through stories and recognition during the season.	Q3 2024
		8. Develop outline of intent for rep comps and publish on website.	Q4 2024

Capacity Building	Target/Outcome	Actions	Start
<p>Priority 18-21: SBA invests in the development of coaches, referees, and other critical volunteer roles to enable our professionally run competitions and expand our participation in representative leagues.</p>	1. Allocate one (1) Director to have oversight of the Coaching portfolio and one (1) Director to have oversight of the Technical Officials portfolio.	1. Annual appointment of a Director to Coaching portfolio.	Q3 2024
	2. Establish the Coaching Advisory Sub-Committee of one (1) Director, and maximum of five (5) members made up of SBA Director/s, staff, and members.	2. Annual appointment of a Director to Technical Officials portfolio.	Q3 2024
	3. Establish the Technical Officials Advisory Sub-Committee of one (1) Director, and maximum of five (5) members made up of SBA Director/s, staff, and members.	3. Publish a coaching pathway document with recommended activities for progression through SBA, BNSW, and beyond.	Q2 2024
	4. Work toward a part-time Referee Development Officer (RDO) by 2026.	4. Publish a technical officials pathway including SBA, BNSW, and beyond.	Q2 2024
	5. Continue to deliver a comprehensive and supportive Green Shirt program for trainee referees with balanced gender participation.	5. Define RDO role through a PD including core role and competencies, pay, education, and mentoring and referee supervision with annual KPIs.	Q3 2024
	6. Facilitate a qualified referee mentoring team with a shared philosophy and techniques for referee instruction and support.	6. Identify suitable referees to expand referee mentor group by attending training and engaging with junior referees and Duty Referees.	Q3 2024
	7. Maintain domestic referee pay rates in line with market rate to retain qualified referees, include in the budget process each year aligned to cash flow.	7. Recruit green shirt referees, capped at 10 per season, with regular evaluation and progress updates supporting a timely graduation to stripes.	Q2 2024
	8. Offer a competitive financial incentive that is viable within the SBA budget to enable and encourage referees to travel for representative events.	8. Hold regular referee education and training including a Level 1 course for representative players after selections.	Q1 2024
	9. Foster a network of connected and supportive coaches committed to the JDP and its outcomes including a consistent style of play and skill level from U12 to seniors.	9. Proactively recruit senior referees and provide opportunities for Duty Referees to be graded.	Q2 2024

Capacity Building	Target Outcome	Actions	Start
Priority 18-21: SBA invests in the development of coaches, referees, and other critical volunteer roles to enable our professionally run competitions and expand our participation in representative leagues.	10. Develop Player Skills Matrix appropriate for SBA's player base to evaluate the skill base of rep teams and identify training focus areas for pre-season and in-season skill development, and to guide ongoing development of skill base in our social comps through Tigers Academy.	9. Hold an annual referee celebration event.	Q3 2024
	11. Provide resources and coach development opportunities to underpin the JDP and embed a consistent SBA style of play from U12 to seniors.	11. Review Representative Referee Travel Policy with bi-annual review prior to call for representative referees each season, publish to website.	Q1 2024
	12. Offer an end of rep season stipend to Head Coaches that is viable within SBA budget with the view to expand to Assistant Coaches in the future.	12. Schedule regular coach gatherings for domestic and representative coaches, and anyone interested in coaching, to establish the Shoalhaven JDP style of play and provide professional development.	Q1 2024
	13. Support SBA's domestic and representative games with a community of qualified Score Table Officials and Statisticians.	13. Review and document 2024 coach recruitment process for continuity in engaging holistic coaches aligned with the Tigers JDP.	Q2 2024
	14. Attract and retain sponsors at the Association level to increase capacity and support operations across SBA.	14. Disseminate SBA Skills Matrix with input from all representative coaches and review bi-annually.	Q2 2024
	15. Increase volunteer numbers and improve retention.	15. Review representative coaching end-of-season stipend annually in line with SBA budget and publish any updates on the website.	Q1 2024
		16. Promote opportunities to build skills and contribute to the community as score table officials and statisticians to create a pool of qualified volunteers.	Q4 2024
Priorities 18-22: Marketing and communications material for capacity building	1. Maintain 'Get Involved' section of website with relevant information for coaches, referees, score table officials, and statisticians.	1. Review 'Get Involved' section of website for currency and to identify improvements.	Q3 2024
	2. Effectively promote entry point opportunities and elevate the social standing of coaches, referees, and officials in the SBA community.	2. Keep members informed and share photos and updates showcasing a range of activities to increase engagement, and raise awareness of how they can be involved at SBA.	Q1 2024

Capacity Building	Target/Outcome	Actions	Start	
Priorities 18-22: Marketing and communications material for capacity building	3. Share positive stories and celebrate professional development and progress on the pathway at SBA and beyond through appropriate channels.	3. Celebrate our community and the volunteer roles available with stories and recognition.	Q1 2024	
	4. Recognise coaches, referees, and score table, and volunteers throughout the year through appropriate channels.	4. Celebrate the graduation of green shirts to stripes and coaching qualifications gained.	Q1 2024	
	5. Provide a clear outline of intent for the transition to the JDP and program approach to coaching and skill development with milestones for each step, use this to inform actions and timelines over the next 5 years.	5. Communicate the importance of Score Table Officials and Statisticians to supporting our long term representative goals.	Q2 2024	
	6. Develop an outline of intent for growing our volunteer base with milestones for each step to be realised to inform actions and timelines over the next 5 years.	6. Publish the names of nominees and recipients for relevant domestic and representative awards.	Q3 2024	
	7. Produce a compelling sponsor engagement pack covering association level and representative sponsorship opportunities.	7. Implement a digital channel for coach and referee communication to support open discussion and shared learning, and share information from SBA without relying on email.	Q4 2023	
		8. Develop and publish outline of intent to implement and transition to JDP.	8. Develop and publish outline of intent to implement and transition to JDP.	Q3 2024
		9. Develop and publish outline of intent to for volunteer growth and publish to website.	9. Develop and publish outline of intent to for volunteer growth and publish to website.	Q3 2024
		10. Survey volunteers for feedback on their experience.	10. Survey volunteers for feedback on their experience.	Q3 2024
		11. Review sponsor pack in line with strategic goals, review annually.	11. Review sponsor pack in line with strategic goals, review annually.	Q3 2023
		12. Allocate one person (staff or volunteer) responsible for sponsorship and managing delivery of the sponsorship pack commitments.	12. Allocate one person (staff or volunteer) responsible for sponsorship and managing delivery of the sponsorship pack commitments.	Q1 2024
		13. Develop comms plan to engage and connect with sponsors for ongoing support including invitations sponsors to key events and end-of-season feedback session.	13. Develop comms plan to engage and connect with sponsors for ongoing support including invitations sponsors to key events and end-of-season feedback session.	Q2 2024

Marketing & Comms	Target/Outcome	Actions	Star
<p>Priority 23: Provide timely, relevant, and effective communications to all our stakeholders through a variety of communication channels.</p>	1. Allocate one (1) Director to have oversight of the Communications & Member Engagement portfolio.	1. Develop a social media cheat sheet with guidance on the kind of content that can be shared to support the Strategic Plan outcomes.	Q2 2024
	2. Maintain a Communications Matrix that clearly identifies the type of information SBA will share and through which channels.	2. Develop Communication Matrix and share on the website.	Q2 2024
	3. Utilise a suite of digital tools to increase efficiency and collaboration when producing marketing and communications materials.	3. Continue to use Canva, Asana, Flickr, and Tidy HQ for increased efficiency and streamlined collaboration.	Q1 2024
	4. Establish a volunteer content creation team to produce relevant and engaging content for social media.	4. Seek volunteer content creators and photographers with annual agreement and clear delivery expectations.	Q1 2024
	5. Create different look and feel for SBA communications opening of registrations, celebrations, and storytelling across all basketball activities (programs, domestic, rep, Board comms).	5. Continue to forward plan social media posts to highlight all aspect of SBA's activities and inform the Shoalhaven basketball community while also managing staff and volunteer capacity.	Q1 2024
	6. Maintain a live, current website that is reviewed and adjusted regularly in line with current standards and community expectations.	6. Review website prior to each term for currency of information relating to competitions and programs.	Q1 2024
	7. Maintain a suite of images for promotion and storytelling with the help of volunteer photographers from the community.	7. Review and update photo galleries on website.	Q2 2024
	8. Maintain positive, safe, and welcoming social media channels where behavioural expectations are enforced.	8. Review website customer journey and ease of access to rego information to identify possible improvements.	Q2 2024
	9. Curate social media channels that are reflective of SBA's diverse and dynamic community and activities.	9. Engage web developer to make adjustments to the website in support of the strategic plan and rebrand.	Q2 2024
		11. Reshare Basketball Australia Member Protection Policy which covers social media, and pin to Facebook page.	Q2 2024