



Our Vision

“To Be Leaders in moving the game forward by providing experiences, opportunities, development and pathways for players, coaches, officials, staff, volunteers and partners within our local community.”

This aligns with Basketball Victoria’s Vision Statement:

“Through leadership, innovation, engagement and opportunity, basketball becomes the sport of choice for Victorians”

Our Mission

The Association will provide leadership that will promote and facilitate an engaging framework enabling everyone to participate, grow and develop in the sport of basketball throughout the local community.

Our Stakeholders

MBA works collaboratively with our stakeholders, those who influence or are influenced by what we do, to produce the best outcome for our members and to ensure our vision can be achieved. Our key stakeholder focus will be on our members, specifically:

Our clubs, members, participants
Coaches, Officials, Volunteers

Our MBA stakeholders also include:

Parents & Guardians
Local Community
Local Councils
Fans and supporters
Schools
Inclusiveness Groups
Venues & Facilities
Sponsors and Partners
Government – Local and State
Basketball Victoria
Media
Suppliers

Our Culture & Values

Our values make us who we are and defines our culture:

Participation & Inclusion

We value the participation of all people within our community not just as players, but as coaches, officials, volunteers, and support groups.

Leadership

We are leaders and problem solvers who are proactive in creating experiences for our community that push the conventional boundaries of local basketball associations.



Pride

We take pride in the work we do and own the outcome it creates.

Passion

We are inspired by the endless opportunities of sparking change – to improve the game, our people and our community. We encourage innovation, challenge the why and are brave with new ideas and solutions.

Dedicated

We anticipate our communities needs while not being easily discouraged. We are solutions focussed, have great follow up and exhibit excellent communication. We consider all views and can be trusted to get the job done.

Teamwork

We treat each other with respect and value everyone's contribution. We foster collaboration while maintaining individual accountability. We celebrate achievements and strive to have fun on and off the court.

Pillars

In no particular order are as follows:

Leadership

People, Culture & Brand

Participation & Development

Operational Excellence

Our Clubs

Community Engagement

Stadium Facilities

Financial



All the Pillars are considered of equal importance. Some will have short term priorities and others are more long term.

Notwithstanding this, the MBA Executive and the management team have set as our Top priorities to be focused on over the next 2-3 years as follows:

1. Stadium Facilities & Financial
2. Our Clubs
3. Participation and Development
4. People, Culture and Brand
5. Leadership

Success Factors

There are a significant number of success factors or performance goals that relate to the Pillars we have discussed above.

We have set out in Appendix A, a Scorecard of the top performance goals (base and stretch targets) that we will strive to achieve as an association.

These will be measured on an annual basis and adjusted as appropriate given an ever changing environment.

Member and Club Satisfaction Surveys will also be conducted on an annual basis to measure how the MBA is performing as well as to provide valuable feedback and input into future planning.