



MOSS VALE & DISTRICT BASKETBALL ASSOCIATION INC.

STRATEGIC BUSINESS PLAN

2025 - 2030

15 PARKES ROAD
MOSS VALE
NSW 2577

Background

Since its establishment in 1958, the Moss Vale & District Basketball Association (MVDBAI) has been a vital part of the Southern Highlands community. For almost seven decades, the MVDBAI has grown to become one of the region's most significant and successful sporting organisations, providing opportunities and a community asset for thousands of individuals to play, coach, and officiate basketball.

The association operates with strong business principles, leveraging community partnerships and financial discipline in order to deliver meaningful and successful programs. This Strategic Plan for 2025–2030 aims to build on this legacy, ensuring the organisation remains sustainable, impactful, and inclusive.

Mission Statement

To provide accessible and inclusive opportunities for players, coaches, and officials of all ages to engage in basketball within an enjoyable, safe, and challenging environment. Our mission is to foster the development of skills, sportsmanship, and pathways for individuals to achieve their full potential, from grassroots through to the elite levels.

Our Vision

To be the leading regional basketball association in NSW, offering world-class facilities, programs, and opportunities that inspire players, coaches, officials, and the broader community to thrive.

Chairman's Message

"Uniting the Highlands region through Basketball"

Basketball is more than just a sport - it's a unifying force that brings together people of all ages, backgrounds, and abilities. Here in the Southern Highlands, our association has a proud legacy spanning more than 65 years, built on the passion and dedication of our members, volunteers, and community supporters.

The Moss Vale & District Basketball Association has been a cornerstone of this region, providing opportunities for personal growth, team spirit, and excellence. Our sport continues to grow at an unprecedented pace, with participation rising, and more schools and communities embracing basketball as a way to connect and thrive.

Looking forward, we are embarking on an ambitious journey. This Strategic Plan outlines our vision for 2025–2030:

- to expand our facilities,
- strengthen community ties, and,
- provide pathways for everyone to achieve their full potential in the sport of basketball.

Let's continue to inspire the next generation of athletes, coaches, officials and volunteers. Together, we will make Moss Vale a hub for basketball excellence for the whole of the Southern Highlands.

Yours in basketball,

David Watts

Chairman, MVDBAI

MANAGEMENT COMMITTEE

POSITION	NAME	POSITION	NAME
Director / Chairperson	David Watts	Director / Secretary	Margaret Beaumont
Director / Treasurer	Phil Soon	Director	Simon Harris
Director	Joanne Marr	Appointed Director	Peter Mitchell
Appointed Director	Kristen Gibbeson		

MEMBERSHIP CATCHMENT AREA



Strategic Objectives (2025–2030)

1. Membership Growth

- Increase total membership from 700 to 900, with a focus on boosting female participation to achieve a 60/40 male-to-female split.
- Grow junior membership from 400 to 500.
- Expand engagement with schools, community groups, and local media to attract and retain members.

2. Infrastructure Development

- Expand existing facilities from 2 main courts to 6 courts (including multi sport use) on our adjacent land.
- Upgrading and refurbishment of the existing courts, including new backboard systems to courts 3 & 4, new flooring, new seating, wall insulation and lining to court one.
- Addition of an outdoor 'half court' basketball court for member and community use.
- Upgrading the existing carpark.
- Consistently apply for local, state and federal government grants in order to minimise the reliance, and financial impact, on our members.

3. Coach, Player, and Referee Development

- Develop clear in-house pathways for training and certification for coaches and officials.
- Continued development of suitable coaching staff to increase those with Basketball NSW certified qualifications from 30 to 50.
- Continued development of Basketball NSW qualified referees from 70 (70% active) to 90 (90% active) by 2030.
- Further enhance player development programs for juniors and seniors.

4. Community Engagement

- Establish a Community Liaison Committee to improve relationships with local organisations.
- Host quarterly community events to increase participation and visibility.
- Promote and expand our existing competitions to include 3x3, walking basketball, and the Basketball NSW 'All Hoops' program, so as to be even more inclusive.

5. Financial Sustainability

- Grow operating surplus from \$10,000 to \$30,000 annually.
- Increase annual sponsorship revenue from \$40,000 to \$60,000 through targeted initiatives.
- Diversify revenue streams through canteen enhancements and paid community programs.

6. Volunteer Recruitment and Retention

- Recruit and train 30 additional volunteers across various roles.
- Implement and maintain a Volunteer Pathway and Recognition Program to encourage long-term engagement.

7. Representative Team Excellence

- Ensure representation in all Basketball NSW junior leagues and senior leagues by 2030.
- Re-establish a Women's Waratah League team by 2029.
- Strengthen pathways and opportunities for youth players to transition into senior leagues.

SWOT Analysis

Strengths

Rich history and strong community ties.

Financial stability, ownership of stadium and adjacent real estate.

Established pathways for juniors and seniors.

Opportunities

Expanding membership, in particular junior and female participation.

Access to grants for facility upgrades, and use of adjacent land for further development.

Partnerships with schools, the local council and businesses.

Weaknesses

Limited volunteer numbers.

Insufficient court capacity to meet increasing demand.
Ongoing costs to maintain the existing facility.

Gender imbalance in membership.

Threats

Competition from other sports, including individual and informal sporting activities.

Rising costs of sports participation.
Lack of government funding.

Declining volunteer engagement.

Projections (2025–2030)

Metric	2025 Baseline	2030 Target
Total Members	800	1,100
Junior Players	400	500
Senior Players	300	400
Male/Female Split	65/35	60/40
Qualified Coaches	30	50
Qualified Referees	70 (70% active)	90 (90% active)
Sponsorship Revenue	\$40,000	\$60,000
Financial Surplus	\$10,000	\$30,000
Number of Courts	2	6

Bringing Our Vision to Life

This plan is more than just numbers and goals. It's about creating a basketball culture that reflects the heart of the Southern Highlands. With your support—whether as a player, parent, coach, referee, volunteer, or sponsor—we can make basketball a lifelong passion for generations to come.



Club

Culture

Passion & Participation

- We are determined, we are disciplined, and we accept that failure is part of our growth.
- We are grateful of our past and are willing to 'give back' to show appreciation to those who have assisted our journey in sport.

Responsibility

- We are accountable for our own, and our team's, actions, and inactions on and off the court.
- It's not about '**ME**', it's about '**WE**'.

Integrity & Inclusion

- We always hold ourselves to the highest possible standards.
- We treat our sport and others with courtesy, compassion, and respect.

Dedication & Development

- We train hard, play strong, and build a positive team spirit.
- We believe in our coach, our teammates, and our club culture.
- We listen and study the game for the benefit of our team.

Enjoyment

- Sport is about all of us having fun.
- We actively encourage, assist, and mentor others to enhance everyone's enjoyment of our game.



Next Steps

Join us as we embark on this exciting journey. To support MVDBAI or learn more about our programs, contact us at mvbball@bigpond.com or visit our website at www.mossvalebasketball.com.au.