

NORTH ADELAIDE BASKETBALL CLUB

STRATEGIC PLAN 2025 - 2027

OUR VISION

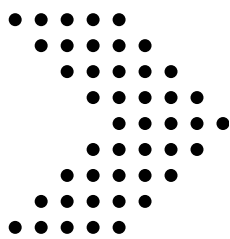
To be the South Australian basketball club of choice which makes a positive contribution to the community and that is respected for it's people, programs and performance.

OUR MISSION

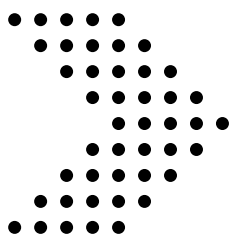
Empowering Athletes, Building Futures: Our basketball club is a tight-knit family committed to fostering a passion for the game while nurturing values that extend beyond the court. We envision a community where every player, coach, and supporter is not just part of a team but an integral member of our basketball family, dedicated to personal growth, mutual respect, and shared success. Together, we aim to inspire a love for the game, cultivate lifelong friendships, and create a legacy of sportsmanship that echoes through generations."



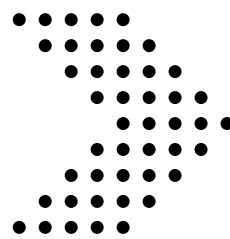
Over 600 members



Over 65 district teams



Over 40 social teams



2x NBL1 Teams



PEOPLE & CULTURE

- Establish and nurture a positive, inclusive, and resilient club culture that emphasises respect, trust, and collaboration both on and off the court.

PARTICIPATION

- Implement structured programs to engage young athletes and introduce them to basketball in a fun, accessible, and educational way.

BUSINESS

- Implement sound financial practices, including budgeting, accounting, and resource allocation. Ensure that investments in player development, facilities, and operational costs are sustainable.
- Develop strong relationships with local businesses, corporate sponsors, and other stakeholders.

MARKETING

- Establish a strong and recognisable brand identity for the basketball club, reflecting its values, culture, and mission. Utilize local media outlets, community events, and grassroots programs to promote the club and its activities.

PATHWAYS & PERFORMANCE

- Create clear pathways for player development, from youth programs to professional teams. This includes both playing opportunities and coaching roles
- Create development pathways for coaches, referees, and other technical staff. Ensure that aspiring coaches have access to quality training and mentorship programs.

TEAMWORK

Foster collaboration and unity, understanding that success comes from working together as a team. Encouraging players to support one another and prioritise the team's success over individual accolades.

RESPECT

Show respect for coaches, teammates, opponents, official, and the game itself. Always promote good sportsmanship and a positive attitude.

INCLUSION

Create a welcome environment for players or all backgrounds, abilities & skill levels. Promote equality and ensure that all players can contribute to the team.

CORE VALUES

HARD WORK & DEDICATION

Committed to continuous improvement through practice, effort, & perseverance. Encourage a strong work ethic, both on and off the court, to achieve individual & team goals.

INTEGRITY

Act with honesty, fairness, and transparency in all aspects of the games and interactions. Uphold high ethical standards and ensuring that all members of the club demonstrate good moral character.

EXCELLENCE

Strive to be the best in every aspect of the game. Setting high standards and pushing for continuous growth and achievement.

RESILIENCE

Emphasis on the importance of bouncing back from setbacks & maintain a positive mindset. Encourage players to learn from losses, injuries, and challenges to become stronger.

COMMUNITY

To build a sense to belonging within the club and the broader basketball community. Encourage involvement in community events.

FUN & ENJOYMENT

To ensure that the experience of playing basketball remains enjoyable and fulfilling. Promote the idea that sports should be fun, whether in competition or practice.