

AUSTRALIAN BASKETBALL VISION 2040

A United Vision for
Australian Basketball



OUR VISION Everybody's Game

By 2040 there will be more Australians:

- participating in basketball
- engaged as fans at all levels
- excelling around the world



AUSTRALIAN BASKETBALL VISION 2040

Introduction

Basketball in Australia has experienced a renaissance. Participation rates are at an all-time high and the sport has become an integral part of Australian culture. Basketball reflects the nation's diversity and connects with people from all regions and backgrounds. Basketball is truly Everybody's Game.

This Vision is a bold, comprehensive plan aimed at ensuring basketball remains a key part of Australia's sporting landscape. Through collaboration, alignment, and strategic investment, the sport is set to reach new heights by 2040.

Background

This Vision implements a key recommendation from the 2022 Basketball Australia Governance Review to establish a unified strategic vision for the sport. This Vision aims to align the sport through collaborative and accountable strategies for all basketball stakeholders. To create an inclusive vision, over 1,200 individuals were engaged through town halls, interviews, and surveys. Feedback from diverse communities and regions have shaped the Vision, ensuring a shared approach to achieving basketball's future success.

Australia's growing cultural diversity and ongoing urbanisation, positions basketball, more than any other sport, to meet the needs of a growing and changing population. With the Brisbane 2032 Olympic and Paralympic Games on the horizon, Basketball Australia (BA) and the eight state and territory governing bodies are therefore setting out this Australian Basketball Vision (Vision) to position the sport for sustainable growth.



BASKETBALL VISION

Building on strong foundations, by 2040, basketball will be Australia's largest team sport. To achieve this goal, Australian basketball will see increased participation rates, stronger fan engagement, and Australian athletes, teams and officials recognised and excelling on the global stage. The goal is for basketball to be embraced by Australians at all levels, in all regions and across all demographics.

The Vision sets out 39 objectives across eight categories:

- Participation
- Facilities
- Community and Culture
- Leadership
- Development Pathways
- High Performance
- Basketball's People
- Brand and Communications

All 39 objectives also include measurable actions that will support implementation and enable ongoing progress reporting and review.

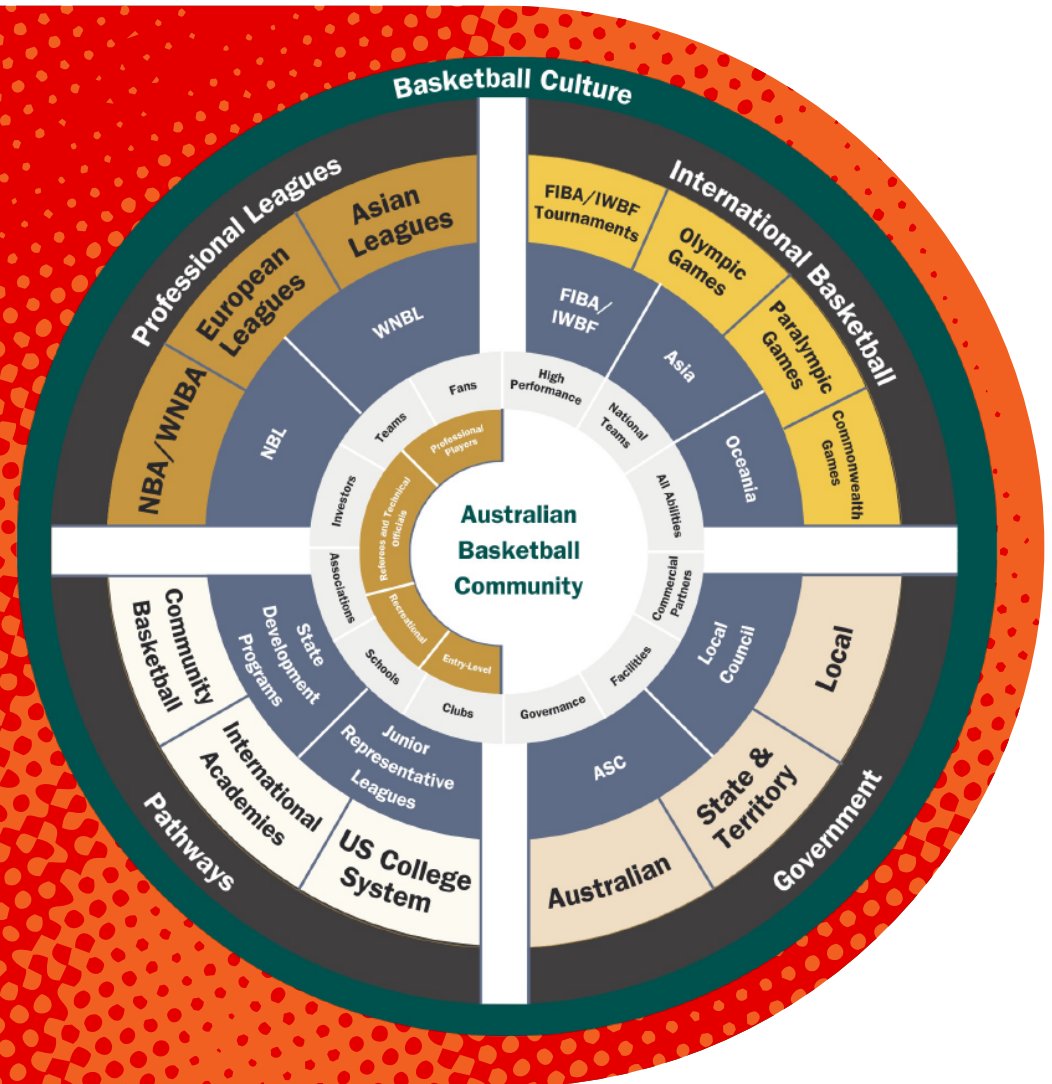
A key focus for the sport will be growth in participation, facilitated by improved facilities, and better infrastructure to support the sport's expansion. Importantly, participant experience, culture and safety will also be key foundations for the sport to grow.

Sustainable on court success will remain a key priority for the sport. International success will be underpinned by the evolution and continual improvement of world's best development pathways and high-performance programs across the ecosystem. Basketball will celebrate and communicate its success to ensure the basketball community are connected and engaged to inspire the next generation of athletes, officials and fans.



BASKETBALL ECOSYSTEM

Australian basketball operates within a complex ecosystem, with various formats, leagues, and communities all playing key roles in the operations and governance of the sport. Australian basketball includes the domestic governing bodies (BA and the eight State and Territories), community level competitions and programs managed by local associations and clubs, domestic professional and elite level leagues (NBL, WNBL, NWBL, WNWBL and NBL1), global governing bodies (FIBA and IWBF) and it is also an Olympic, Paralympic and Commonwealth Games sport. In addition, the NBA is one of the most prominent, popular and successful global sporting brands. For the sport to maximise its potential and to achieve this Vision, it is vital for all segments of the game to work together. This Vision is therefore underpinned by a strong focus on collaboration and aligning interests.



STRATEGIC HORIZONS

The Vision is divided into two key phases: pre and post Brisbane 2032. The Vision will be reviewed in 2032 to assess progress and set new targets. It also includes four strategic phases to guide the alignment of organisational strategies toward the collective Vision.

AUSTRALIAN BASKETBALL 2040 VISION

Horizon 1
Pre-Brisbane 2032

Horizon 2
Post-Brisbane 2032

Phase 1
2026-2028

Phase 2
2028-2032

Phase 3
2032-2036

Phase 4
2036-2040



PARTICIPANTS ARE NOT JUST PLAYERS

In this Vision, the term 'Participants' refers to all active contributors to a game, e.g. players, coaches, referees, bench officials, statisticians and other staff and volunteers. At times specific reference is made to roles where an initiative is designed to address a group, such as coaching initiatives.





EVERYBODY'S GAME

- Participation – the people who play, coach, officiate, administer and coordinate basketball across the country
- Basketball will be Australia's largest team sport with people of all ages and abilities readily participating in the sport.
- Membership and participation models will fit the evolving needs of Australians.
- Basketball will be Australia's most participated team sport by girls and women.
- A truly national support team will enhance the participant experience.
- Closer partnerships with schools will increase participant transition to clubs and associations.



A PLACE FOR ALL AUSTRALIANS TO PLAY

Facilities – the places we play the game

Every Australian will have access to a fit-for-purpose basketball facility.

There will be an aligned national approach to engage productively with government about facility investment.

Basketball will collaborate with schools to increase and enhance facility development and optimise facility use.

The value basketball facilities can deliver developers and other businesses will be leveraged to build an engagement strategy.

A SAFE SPACE FOR ALL

Community and Culture – what we stand for and how we engage with the sport

Basketball will be recognised as the leading Australian sport for providing a safe space for all participants.

A culture of respect will exist at all levels of the game.

Diversity, equity and inclusion will be embedded within the heart of basketball, ensuring that all members of the basketball community feel valued, and that basketball serves as a catalyst for positive social change.

Basketball will expand its influence as a unifying force within Australian communities.



COMPETITION WILL BE LEFT ON THE COURT

Leadership – working together in the best interests of the sport

A fit for purpose governance and business model will meet the needs of participants.

A nationally consistent operational approach will be supported by nationally aligned resources.

BA and the states and territories will focus on the services they deliver to members and participants.

Collaboration between the professional leagues and governing bodies will improve the game for members, participants and fans.

The basketball community will have a clear voice through to the governing bodies.

Service and decision making will be data led to meet community needs.



PATHWAYS TO THE WORLD

Development Pathways – the programs and systems to develop our participants from the community level towards High Performance

Australia will provide talented players with the world's best player development pathway options.

Junior pathways will be affordable and accessible to all Australians.

More, well trained coaches will be available for pathway programs and teams.

Pathways will prioritise player and official development.

Australian technical officials will be given the opportunity to be world class.

Australian basketball will provide referees with a clear pathway from green shirt to international appointment.



STAYING ON TOP OF THE WORLD

High Performance – how we sustain success on the international stage

The national Centre of Excellence will be a world's best facility and the pinnacle of the Australian pathway.

Australian Basketball will understand and leverage the value of its talent development Intellectual Property.

Winning well on the world stage will be a national endeavour.

An Australian style of play (for each discipline) will be recognised and provide a competitive advantage on the international stage.

Australia's national teams will be supported with access to world leading services.

Australian basketball will own its own high-performance home.





THE LIFEBLOOD OF THE GAME

Basketball's People – the volunteers and officials who deliver the game to the community

Volunteers will be respected and recognised as key contributors to the game.

Referees will be recognised as part of the team for the key role they play in the sport at all levels.

Australian basketball will have sufficient accredited coaches to support the number of players and teams.

AUSTRALIAN BASKETBALL'S IDENTITY

Brand & Communications – how we communicate to the Australian public and beyond

Australian basketball will have a unified, brand position that resonates with fans, participants and the Australian public.

Basketball will recognise and nurture the sport's cultural impact on Australian society.

The sport will be open, transparent and timely with its communication.

Basketball will be a storyteller.

Australia's national teams will be nationally recognised brands that connect and resonate with the Australian public.

