

Elevate

BASKETBALL AUSTRALIA
STRATEGIC PLAN 2026-2028





Basketball Australia acknowledges the Traditional Owners of the land on which we work and play our game. We pay our respects to Elders past, present and emerging.

We acknowledge we play our game on this land and respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of basketball.



MESSAGE FROM CHAIR & CEO

Australian basketball has never been stronger. In 2025, more Australians watched, played, officiated and loved the sport than ever before. This has been achieved through the vision, hard work and passion of volunteers, players, officials and administrators in every corner of the country, across many decades.

As we look to LA28 and to home Olympic and Paralympic Games in Brisbane 2032, the sport is well placed to ensure that the entire Australian basketball community benefits from the opportunities ahead and with the release of the Australian Basketball 2040 Vision – *Everybody's Game* - our sport enters a new era of unity and long-term ambition.

The 2026–2028 Basketball Australia Strategic Plan represents the first phase of delivering on the 2040 Vision. It translates the sport's shared long-term aspirations into clear priorities and coordinated action, building on our proud history and strengthening the collaboration between Basketball Australia and our State and Territory Associations.

Our focus to 2028 will be to elevate Australian basketball, including enhancing the experience of participants, ensuring a safe, inclusive environment to play and officiate, celebrating basketball's position in Australian culture, growing commercial returns and investing in ongoing international success.

To deliver the high expectations we all have, BA will provide strong leadership to elevate the Australian basketball community to work together, united in our love and dreams for the game. Much more will be achieved if we continue to expand collaboration across the sport, working as partners.

We are honoured to have the opportunity to lead Australian basketball into the next 4 years of its development and equally conscious of the responsibility we have to all of the sport's stakeholders. The basketball community should take immense pride in basketball's place in modern Australia, equally we hope you also share our excitement for the future.



John Carey
Chair, Basketball Australia



Matt Scriven
CEO, Basketball Australia

INTRODUCTION

Basketball Australia's vision for the next three years is to elevate the sport of basketball across the nation.

As the governing body for basketball in Australia, we are committed to uniting key stakeholders and strengthening the connection between the sport and Australian communities.

Our 2021–2024 Strategic Plan laid essential foundations for the sport's growth. Having delivered on its objectives, Basketball Australia is now well positioned to lead the sport into its next phase.

Over the last two years, Basketball Australia has worked collaboratively with State and Territory Associations to develop a shared, whole-of-sport direction through the Australian Basketball 2040 Vision – *Everybody's Game*. This Vision provides the long-term context and direction that underpins the 2026–2028 Strategic Plan.

Interest in basketball is at an all-time high, with demand to play continuing to grow rapidly. This growth has led to longer waitlists across the country, highlighting the need to enhance participation opportunities and improve the overall experience in the coming years.

The 2026–2028 Strategic Plan will ensure the experience of every participant is engaging and rewarding, while building sustainable pathways for the future. Through this Plan, Basketball Australia will also begin work on a long-term national facilities strategy to support growth and provide more places to play.

Basketball Australia will continue to perform its core role as the sport's national governing body, providing leadership, overseeing national teams, developing high-performance pathways, and delivering national championships. We remain committed to game development, integrity, and safe sport standards, supporting inclusive and thriving basketball communities across Australia.



PARTICIPANTS ARE NOT JUST PLAYERS

In this strategy, the term 'Participants' refers to all active contributors to the 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.



AUSTRALIAN BASKETBALL STATE OF PLAY

Basketball in Australia is a true sporting success story.

From its foundations in the early 20th century, basketball has grown to be the second largest team sport in the country. In this time, Australia has become a global force, hosting World Cups, Olympic and Paralympic Games, and consistently winning medals at this elite level.

To track progress made through the execution of this strategy, the state of play reflects the known metrics nationally across the game.



4m+
Fans



1.4m+
Players



24,000+
Officials



150,000+
Other Programs



37,200 +
Coaches

* Data sourced via official Basketball Australia accreditation and registration systems, and other sources including AusPlay, Neilson and competition and program management platforms

AUSTRALIAN BASKETBALL VISION

Basketball Australia and the State and Territory governing bodies have now launched the Australian Basketball 2040 Vision – Everybody's Game – a unified, long-term roadmap designed to guide the growth, sustainability and shared direction of the sport. With this whole-of-sport Vision now in place, the Strategic Plan represents the first phase of turning its purpose into action.





AUSTRALIAN BASKETBALL'S VISION

Everybody's Game

BASKETBALL AUSTRALIA'S VISION

Elevating Basketball, Together.

BASKETBALL AUSTRALIA'S MISSION

To lead, connect and enhance the experience of the Australian basketball community.

FIBA

ASIA CUP

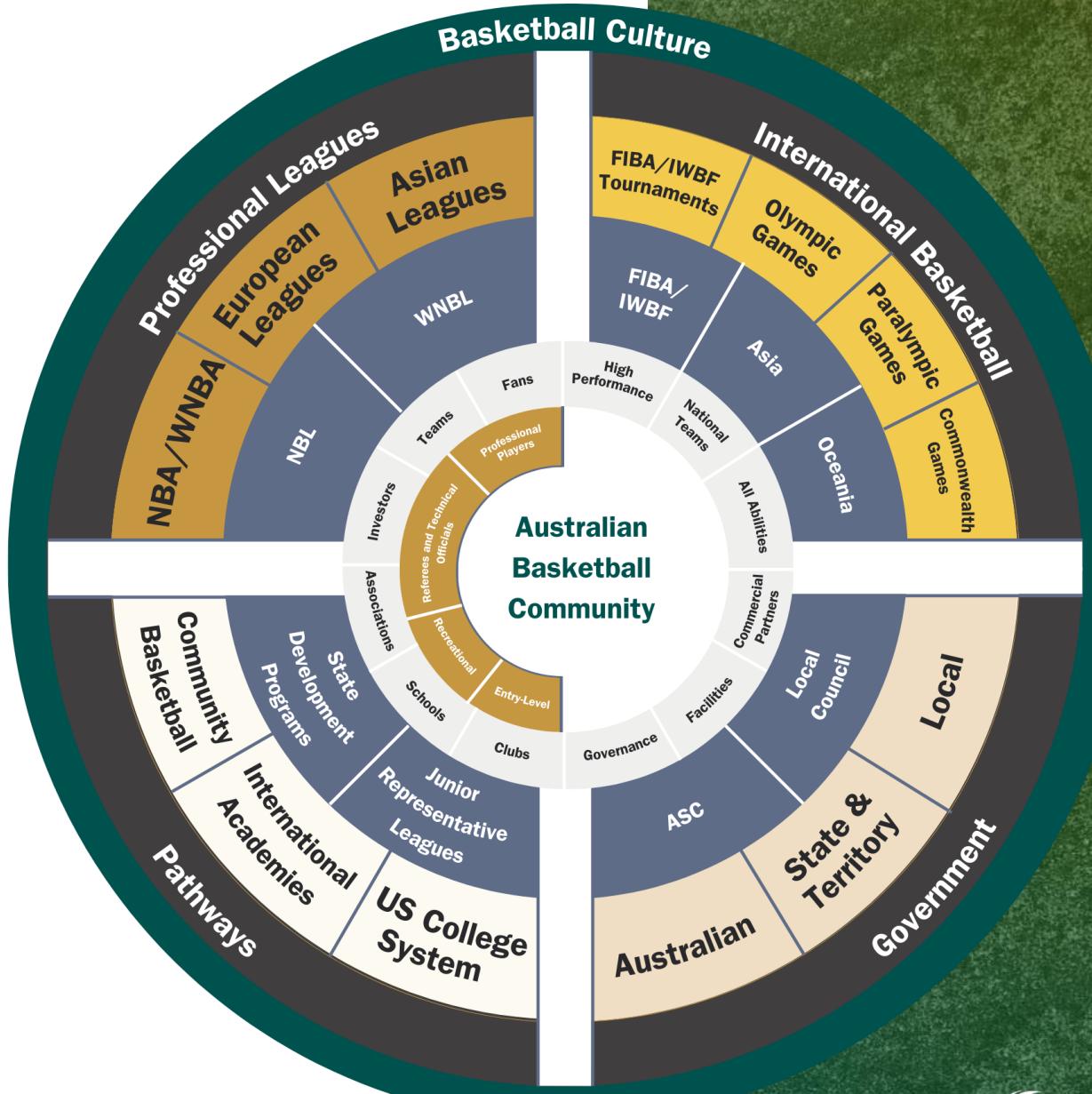
ASIA CUP
SINGAPORE

OUR ECOSYSTEM

Basketball is a complex stakeholder environment. The game performs best when all elements of the basketball community are working harmoniously to grow the game.

Whilst BA does not control and is not responsible for all elements of the community, as the national governing body for the sport in Australia, it carries the responsibility of leadership to maximise unity of vision and alignment of purpose across the game.

The focus of this strategy is therefore to enhance the experience, capability and resources of the basketball community.



STRATEGIC PILLARS



Participating

Playing well

We will enhance the experience of participants by making basketball safe, fun and accessible.



People

Growing capabilities

We will recognise all people who make our sport thrive in the community, and support and develop the basketball community to enhance their skills and capabilities to deliver the safest, most inclusive and best game at all levels.



Performing

Winning well

We will provide Australia's basketballers and officials with the opportunity to be their best on and off the court.



Leading

Working together

We will lead through best practice governance and optimise and align how we operate and engage with our members and participants.



Impact

Converting unique opportunities

We will celebrate, promote and grow the sport by continuing to integrate basketball into Australian culture.

ENABLING PRINCIPLES

The enabling principles will ensure that basketball is a leading sport. These principles set out how BA will act to lead the sport and are critical to achieving the strategy.

Safety & respect

- Promote the desired culture of the Australian game in all aspects of BA's business
- Live the culture in all that BA and its people do
- Actively promote and embed diversity, equity and inclusion through the organisation

Data led & evidence based

- Systematically use knowledge and resources from BA, the states and territories, associations, clubs and with stakeholders as partners (e.g. schools, government, sponsors, broadcasters)
- Grow access to and the ability to use data, nationally, to better understand the basketball community's behaviours and needs.
- Use data to inform everything we do, including evidence based strategic decision making, investment allocations and to enhance government funding applications.
- Establish data ownership and access protocols to ensure privacy and maintain security standards

Partnership & collaboration

- Understand the different needs and priorities of BA's stakeholders and partners to better collaborate to achieve the strategic outcomes
- Use a customer focused approach to consider how each decision and action creates value for participants and enhances their experience of the game
- Create measures of success for BA which prioritise reduction in duplication within the sport's administration, growth in collaboration with states and territories, and the number and quality of outcomes of initiatives undertaken with these partners and others

People & culture

- Develop the capabilities of our staff to enhance all aspects of our business.
- Empower our people
- Have the right people in the right place at the right time to deliver the best outcomes for our basketball community
- Create an environment where our people feel a sense of belonging and can bring their best self to work

ALIGNED STRATEGIES AND ACTION PLANS

BA has targeted strategies and action plans to support the implementation of this Strategic Plan. These focus on BA's key functions to lead and advocate for the sport at a national level, support the basketball community, establish and maintain performance pathways and manage our high-performance programs and national teams. Each strategy and action plan supports and enhances our ability to implement this strategy effectively.

High performance strategy

- Integration of What It Takes To Win
- Enhance the Wheelchair Basketball programs for sustainable success
- Creation of 3x3 Program as a HP Discipline
- Sustainable development of Opals and Boomers to repeated podium finishes
- Continued leverage and ongoing development of the COE as a pathway catalyst

Women & girl's strategy

- Strengthen pathways for women and girls, and foundations of support
- Lead with a dedicated BA women and girls department
- Drive performance excellence through equity and access
- Champion the visibility of women in basketball
- Create a sustainable future for women's basketball through targeted investments and strategic collaborations

Reconciliation action plan

- Our vision for reconciliation is to create a culture of equality, opportunity, and growth, where the Basketball community serves as a beacon of respect and celebration for Aboriginal and Torres Strait Islander peoples
- Basketball plays a vital role in uniting communities, bridging gaps between Aboriginal and Torres Strait Islander and non-Indigenous peoples
- This involves actively promoting reconciliation, driving equality both on and off the court, leveraging partnerships for industry-wide growth, challenging perspectives, breaking down barriers, and creating opportunities for First Nations Peoples throughout the basketball landscape

Play well participation strategy

- Recently completed and to be delivered through 2026

BASKETBALL AUSTRALIA'S VALUES



BELONGING

Our People feel a sense of belonging, inspired by each other and a greater purpose

- Being your authentic self
- Inclusive of all perspectives and people
- Aligned to the organisation's goals
- Creating equal opportunities for all
- Working as a team, for a team.



SAFETY

Our place is a safe place, for all people, of all abilities, and all backgrounds

- Respecting others
- Mitigating safety risks
- Trust in your peers and leaders
- Setting healthy boundaries
- Prioritising each other's wellbeing



LEADERSHIP

Our organisation leads with pride and influences positive change

- Empowering and developing others
- Challenging with care
- Being transparent and accountable
- Have a growth mindset
- Professionally represent the sport



EXCELLENCE

Our work is innovative and high quality, always striving for excellence

- Creative thinking and problem solving
- World Class standards
- Working collaboratively internally and externally
- Evidence Based programs and decisions



TEAMWORK

Our work is delivered by a high functioning team working toward a common goal

- Cross-department collaboration
- Active interest in others work
- Gaining diverse opinions
- Challenging each other with care

2026-2028 BA STRATEGIC PLAN ON A PAGE

Australian Basketball Vision

Everybody's Game

Basketball Australia Vision

Elevating Basketball. Together.

Basketball Australia Mission

To lead, connect and enhance the experience of the Australian basketball community.

Data-led and evidence based

Safety & respect

People & culture

Partnership & collaboration

Participating	People	Performing	Leading	Impact
We will enhance the experience of participants by:	We will develop the capabilities of and opportunities for our people by:	We will provide Australia's basketballers with the opportunity to be their best by:	We will optimise and align how we operate by:	We will celebrate and grow our sport by:
Developing a national facilities strategy to support facility investment and development across the country.	Enhancing the value of volunteering, by understanding, respecting and recognising volunteers.	Providing the world's best performance pathway.	Developing a fit for purpose business model for BA and Australian basketball to achieve the goals of this strategy.	Promoting Australian basketball's culture through a nationally aligned brand and promotional campaign.
Developing a Safe Sport Framework to establish basketball as a leading sport in safe participation.	Increasing the number, capability and experience of volunteer coaches and officials.	Embedding the Sport Australia Win Well philosophy into our high-performance culture.	Establishing nationally aligned rules and regulations to officiate and administer the sport.	Establishing our national teams as prominent national brands with connection points across the country.
Improving the quality and accessibility of participation programs.	Investing in girl's and women's basketball to enhance the experience and profile of players, officials and administrators.	Providing our national teams with state-of-the-art technology and resources to win well and achieve the HP targets set for LA28.	Collaborating with the professional leagues to grow Australian basketball.	Growing basketball's commercial program to reflect the scale, assets and impact of the sport.
Establishing a national school engagement plan.	Celebrating, promoting and enabling diversity within the sport.	Supporting players, coaches and officials to develop their abilities and maximise their potential.	Establishing an aligned and united government engagement strategy for the sport of basketball to better demonstrate its value to Australian communities.	Hosting events that impact and engage the basketball community.
		Ensuring that national tournaments are focussed on developing players, coaches and officials.	Maintaining the highest standards of integrity across the sport.	Evaluating the opportunity to host FIBA and IWBF events.
		Development of a long-term high-performance facilities plan.	Implementing and maintaining best practice governance standards as set by the Australian Sports Commission.	

PARTICIPATING

The scale of Basketball in Australia is represented by the number of backboards and hoops that can be seen in suburban yards, driveways, footpaths and laneways across the country. Put simply, Australians like playing basketball.

However, with its rapidly growing popularity, Australian basketball faces a major challenge in being able to access enough facilities to accommodate an expanding participation base. Establishing a national facilities plan for the development of new facilities is therefore a priority.

This also means that simply growing participation is not the right choice for 2026-2028. Instead, a key focus for BA will be on working with members and stakeholders to elevate the experience of existing participants.



PARTICIPATING

We will enhance Australian basketball by:

Initiative	Developing a national facilities strategy to support facility investment and development across the country.	Developing a Safe Sport Framework to establish basketball as a leading sport in safe participation.
Measures of success	<ul style="list-style-type: none">• National facilities database in place, to be maintained and reviewed annually.• National Facilities Strategy, including priority court development pipeline implemented by 31/12/2027.	<ul style="list-style-type: none">• A national approach to sport culture and behaviour, implemented through nationally aligned resources and targeting all levels and all roles in the sport, promoting physical and psychological behaviour as a key pillar of basketball's value proposition embedded by 31/12/2028.• Safe sport strategy and supporting resources in place by 30/06/2026.• Promotional program focusing on good behaviour and practice in place by 31/12/2026.• Safe Sport provider recognition program in place by 31/12/2027.• Safe Sport Framework evaluation tools embedded and a full framework evaluation completed by 31/12/2028.

PARTICIPATING

We will enhance Australian basketball by:

Initiative	Improving the quality and accessibility of participation programs.	Establishing a national school engagement plan.
Measures of success	<ul style="list-style-type: none">Whole of sport national participation programs framework, endorsed and supported by key stakeholders through program satisfaction ratings established and reported annually.Associations delivering national participation programs have access to a suite of readily accessible program delivery resources (e.g. toolkits) that are updated annually.A process to monitor retention of participants within the sport (including conversion between programs, competitions and roles) is in place and utilised to develop retention strategies by 31/12/2027.Concept development and trial of a nationally managed and locally supported development officers' network, completed by 31/12/2026.	<ul style="list-style-type: none">National plan for school engagement, accounting for the management of school facilities, participation programs, education, competitions and pathways, in place by 31/12/2027.

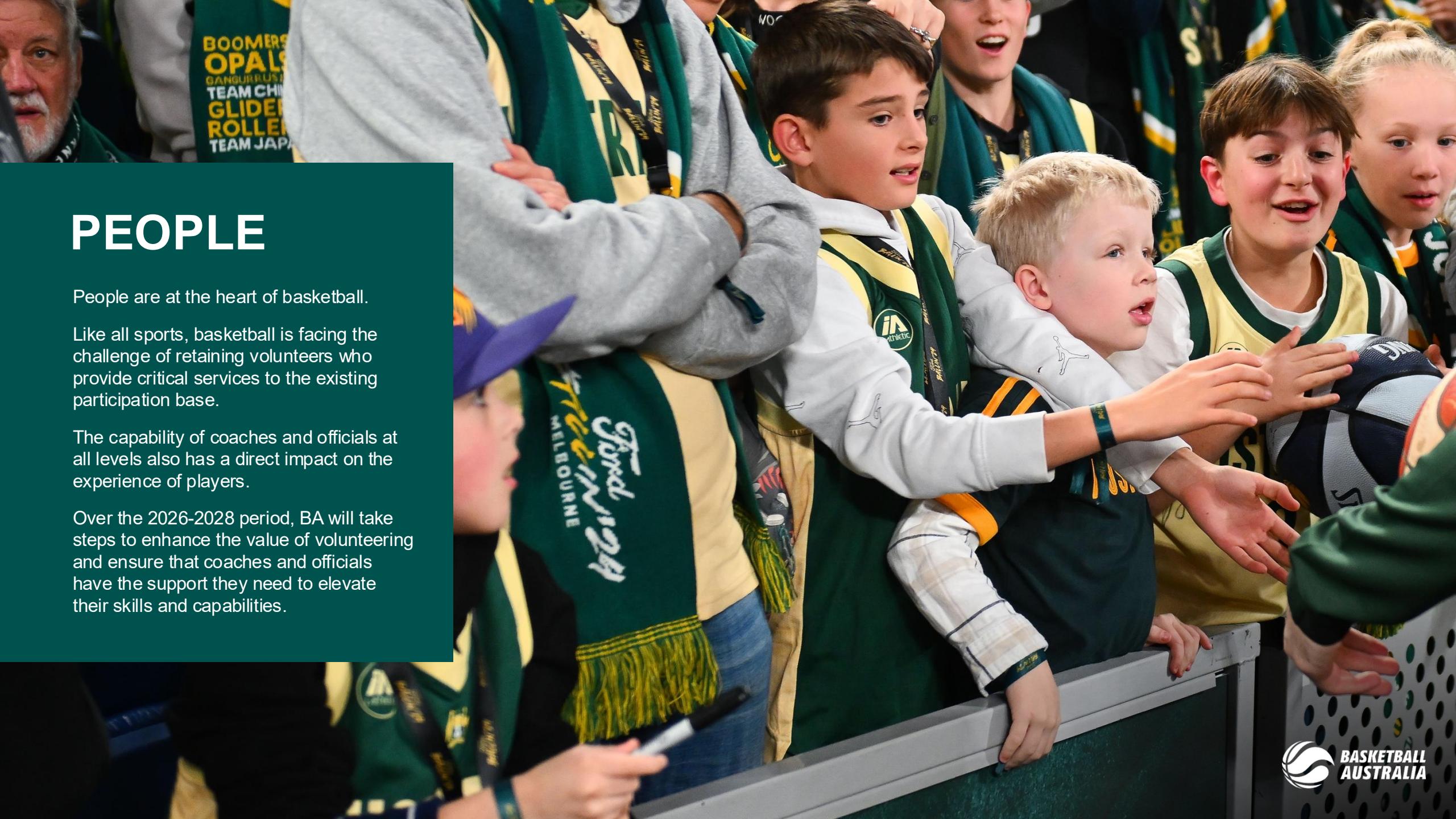
PEOPLE

People are at the heart of basketball.

Like all sports, basketball is facing the challenge of retaining volunteers who provide critical services to the existing participation base.

The capability of coaches and officials at all levels also has a direct impact on the experience of players.

Over the 2026-2028 period, BA will take steps to enhance the value of volunteering and ensure that coaches and officials have the support they need to elevate their skills and capabilities.



PEOPLE

We will enhance Australian basketball by:

Initiative	Enhancing the value of volunteering, by understanding, respecting and recognising volunteers.	Increasing the number, capability and experience of volunteer coaches and officials.
Measures of success	<ul style="list-style-type: none">Develop a whole of sport volunteer database incorporating a Basketball Volunteer Registration Portal to track, recruit, and engage volunteers at all levels by 31/12/2027.Establish a national volunteer recognition program that connects, aligns and enhances existing state and territory programs by 31/12/2028.	<ul style="list-style-type: none">National development programs in place by 31/12/2026.Volunteer coach and official satisfaction levels measured annually, from 2026.Year-on-year growth in diversity of volunteer coaches and officials.A national ratio of 1:10 for accredited coaches to players achieved by 31/12/2028.A national ratio of 1:20 for fully accredited referees to players achieved by 31/12/2028.

PEOPLE

We will enhance Australian basketball by:

Initiative	Investing in girl's and women's basketball to enhance the experience and profile of players, officials and administrators.	Celebrating, promoting and enabling diversity within the sport.
Measures of success	<ul style="list-style-type: none">• Implement the BA Girls and Women's Strategic Plan with the vision of being Australia's most participated team sport by girls and women.• Develop dedicated pathways and support systems for girls and women officials, coaches and administrators by 31/12/2026.• BA role models best practice gender inclusion through equal female representation across the organisation with targets in place.	<ul style="list-style-type: none">• Develop national diversity, equity and inclusion resources to support and promote inclusion at all levels of the game.• Develop a national campaign to promote basketball as a game that welcomes all, irrespective of background, beliefs or ability by 31/12/2026.

PERFORMING

Australia's strong pathways and high-performance programs have been built over decades to underpin the success of Australia's national teams. This success drives the growth and strength of the sport at the community level, inspiring the next generation.

Continued success of the national teams and elite players in the world's biggest leagues is critical to continuing to raise the profile of the sport in Australia as well as maintaining Australia's influence in international basketball. Equally Australia seeks to develop high-performing officials on the local, national and world stages.



PERFORMING

We will enhance Australian basketball by:

Initiative	Providing the world's best performance pathway.	Embedding the Sport Australia Win Well philosophy into our high-performance culture.
Measures of success	<ul style="list-style-type: none">Enhance the Centre of Excellence (COE), with increased investment, continuous review and improvement by 31/12/2027.Increase scholarship COE numbers from 12 to 16 for male and female programs by 31/12/2027.Improved and expanded talent identification and pathways for wheelchair, 3x3 and ID talent with revised strategies in place by 31/12/2026.Performance Officiating Pathway embedded through to the international level by all states and territories by 31/12/2026.Agreed/aligned/established and communicated pathways in place for officials progressing into the professional leagues and through to international level by 30/06/2026.	<ul style="list-style-type: none">Performance Wellbeing Strategy implemented and monitored annually.Annual measurement against the Win Well Pledge.

PERFORMING

We will enhance Australian basketball by:

Initiative

Providing our national teams with state-of-the-art technology and resources to win well and achieve the HP targets set for LA28.

Measures of success

- WITTW models in place by 31/12/2026.
- BA Performance Health Division established by 31/12/2026 to ensure athletes have access to world-class sports science and services.
- Achieve LA28 Olympic and Paralympic Medal Targets set out in HP Strategy.

Supporting players, coaches and officials to develop their abilities and maximise their potential.

- Establish a framework of performance pathway options to identify clear choices for emerging talent by 30/06/2026.
- Implement an education and engagement process for athletes and their families by 31/12/2026.
- Adoption and understanding of the Athlete Referee Philosophy, to improve the in-game relationships between athletes and officials, amongst Performance Officiating Pathway referees by 31/12/2026.

PERFORMING

We will enhance Australian basketball by:

Initiative	Ensuring that national tournaments are focussed on developing players, coaches and officials.	Development of a long-term high-performance facilities plan.
Measures of success	<ul style="list-style-type: none">National review of state and national tournaments to ensure they are optimally fulfilling their role to identify and holistically develop talent aligned to BA's HP Strategy and Performance Officiating Pathway, completed by 31/12/2026.Review and establish mechanisms to recognise achievements at national tournaments, other than simply winning by 31/12/2026.	<ul style="list-style-type: none">Develop a facilities plan for future home(s) of basketball's national HP and pathway programs by 31/12/2026.

LEADING

Providing strong leadership for the game is a key role of BA as the sport's national governing body. BA seeks to unite and align the sport to deliver greater experiences and services for basketball participants across the country.

BA will lead through collaboration and engagement with its members and key stakeholders to cultivate the sharing of knowledge across the game for everyone to benefit.



LEADING

We will enhance Australian basketball by:

Initiative	Developing a fit for purpose business model for BA and Australian basketball to achieve the goals of this strategy.	Establishing nationally aligned rules and regulations to officiate and administer the sport.	Collaborating with the professional leagues to grow Australian basketball.
Measures of success	<ul style="list-style-type: none">Review the current BA and Australian basketball business model and adopt recommended improvements to achieve the goals of this strategy and Australian Basketball's 2040 Vision by 31/12/2026.Expand existing national and state roles and responsibilities to each level and key stakeholder within the game, including agreed accountabilities by 31/12/2026.	<ul style="list-style-type: none">Adopt a nationally consistent approach to how the game is played and administered with agreed rules and policies by 30/06/2027.Develop a national resource bank with template rules, policies and other resources to support management of the game at all levels by 31/12/2027.	<ul style="list-style-type: none">Agreed and communicated roles and responsibilities with the NBL, WNBL and WBA in place by 31/12/2026.

LEADING

We will enhance Australian basketball by:

Initiative

Establishing an aligned and united government engagement strategy for the sport of basketball to better demonstrate its value to Australian communities.

Measures of success

- Government engagement strategy established by 30/06/2026.
- Information, resource and knowledge sharing implemented across national, state and local levels by 31/12/2026.

Maintaining the highest standards of integrity across the sport.

- Maintain a Sport Integrity Australia compliant National Integrity Framework applied consistently across all levels of the sport.
- A consistent approach to prevention, reporting and complaint management implemented through nationally aligned resources reviewed annually.
- A best practice national integrity education strategy is maintained.

Implementing and maintaining best practice governance standards as set by the Australian Sports Commission.

- Achieve and maintain best practice governance standards across the sport, as set by the Australian Sports Commission, measured annually.

IMPACT

Basketball has become a part of Australian culture. It is prominent in schools, shops, parks and streets all over the country. Australia has embraced basketball culture, and this provides a unique opportunity for the game.

This cultural integration can supercharge the growth of the game, leveraging the investment of others in basketball culture, to create new event and commercial opportunities.



IMPACT

We will enhance Australian basketball by:

Initiative	Promoting Australian basketball's culture through a nationally aligned brand and promotional campaign.	Establishing our national teams as prominent national brands with connection points across the country.	Growing basketball's commercial program to reflect the scale, assets and impact of the sport.
Measures of success	<ul style="list-style-type: none">• A unified Australian brand position and identity for basketball participation, providing a clear brand purpose, values, personality and attributes developed by 30/06/2026.• Australian basketball, its players and its key brands such as the national teams, are promoted through a marketing plan to elevate the sport's awareness and respect in Australian culture reflecting its scale and international achievements by 31/12/2026.	<ul style="list-style-type: none">• An events strategy is implemented to take the national teams' games to all corners of the country and then updated annually.• An annually updated schedule of national team games and tournaments accounting for the national interest in the sport has been implemented by 31/12/2026.	<ul style="list-style-type: none">• A suite of rights that maximises the commercial return for the sport is in place and refreshed annually.

IMPACT

We will enhance Australian basketball by:

Initiative

Hosting events that impact and engage the basketball community.

Measures of success

- Event delivery plan and value proposition, including initiatives such as coaching clinics and community activations at BA run events and games, which maximises the value and connection to the basketball community in place by 30/06/2026.
- Success metrics to measure community impact and engagement when planning event opportunities and evaluating outcomes established by 31/12/2026.

Evaluating the opportunity to host FIBA and IWBF events.

- A list of potential events that Australia could host through to 2040 developed and updated annually.
- An evaluation tool to determine whether to bid to host major events will be developed by 31/12/2026.



BASKETBALL AUSTRALIA

