

CAIRNS BASKETBALL INC. STRATEGY 2026-2029



OUR VISION:

"To be the standard for success and inclusivity in basketball."

OUR MISSION:

"To empower our community with an experience that enables everyone to grow, develop and participate in basketball."

OUR KEY OBJECTIVES:

1. FINANCE	Grow annual revenue
	Build an emergency reserve
	Fund new equipment and infrastructure
	Invest in coaching and referee programs
2. PEOPLE	Provide training, resources and opportunity for empowerment
	Clear roles & responsibilities for new & current staff
3. PARTNERSHIPS AND PROGRAMS	Develop, enhance and maintain mutually beneficial relationships with stakeholders, community groups and technical resources
	Elevate the experience and framework that increases participation, retention and development of our members
4. POLICIES AND PROCEDURES	All policies and procedures are established and carried out to guarantee transparent communication with all relevant stakeholders
5. INFRASTRUCTURE	Advocate & secure funding for 3-court expansion and high performance facility

OUR 3-YEAR GOALS:

1. FINANCE

Grow revenue by 10%-15% year-on-year

Grow Facilities & Maintenance reserve:

- \$50K by end of year 1
- \$150K by end of year 2
- \$300K by end of year 3

2. PEOPLE

Clarify roles and responsibilities. Review ongoing:

- 6 monthly initially
- 12-monthly reviews thereafter

- Enhance club culture, by celebrating club people and history through awards & recognition
- Leverage BQ conferences and seminars to strengthen the ongoing professional development of staff & management

3. PARTNERSHIPS AND PROGRAMS

Engage new groups to utilise the facility weekdays between 09:00 – 15:00 to increase court utilisation to 60% within 3 years

Elevate our rep program holistically supporting talent, safety and becoming more cost effective

Increase the number of referees to 100, by 2028, to cover competitions at a high quality with a coordinator in place

Increase the number of female participation by 10% each year

Ensure that 90% of all affiliated coaches have their Community Coach accreditation, to improve player and coach development

4. POLICIES AND PROCEDURES

Complete and/or update the current policies in the first 12 months

Implement the revised policies in the 2nd and 3rd years

Maintain safety, compliance and child-safe protocols

5. INFRASTRUCTURE

By 2028:

- Replace roofs in courts 1 and 2
- Upgrade air conditioning systems in courts 3 and 4
- Establish a maintenance fund
- Advocate & secure funding for 3-court expansion and high performance facility