



MAITLAND BASKETBALL ASSOCIATION INC
STRATEGIC PLANNING DAY 18TH DECEMBER 2010

Planning Session opened 8.35am

Attendees: Keith Gavin – Facilitator, Craig McGregor(Chairman MBA), Chris Heath(GM MBA), Richard Boyle(Financial Director Board & Life Member), Glen Rumble(Board Member MBA, Life member), Jim Noud(Coaching Coordinator MBA), Stacey Jacobs(Board member MBA), Debbie Logan(Treasurer Sub Committee Representative program), Guy McKendry(Board Member MBA), Alex Abrahams(MBA Sponsor Pacific Smile Group), Luke Boyle (ABA Men's Coach MBA), Tim Mallon(Member MBA, Life Member), Adam Boyle(Life Member), Nathan Reynolds(Member and previous Board member).

Apologies: Mark Neilson(MBA sponsor – The Belmore Hotel) ,Leon Bendeich(Previous GM MBA), Natalie Porter(ABA Women's coach)

Craig McGregor- MBA Chairman welcome all guest and thanks them giving up their time. Craig explained the goals for the day which included open and frank discussion required to build , ratify and distribute a 1 year business plan(2011) and a 3 year Strategic plan (2011-2013). Craig then introduced Keith Gavin – CEO of Not for Profit organisation PACIFIC LINK.

Keith Gavin- introduced himself, outline his experience and any conflicts of interest he may have had in relation to MBA. He also outlined the day and the key discussion topics.

1. Revenue- Increasing options and Targets
2. External Grants and Funding initiatives
3. Representative programs development and Growth
4. Community Engagement Strategies
5. Other initiatives & Ideas
6. Agree way forward

Revenue Increasing:

Current turnover levels have very tight margin, under utilisation of stadium facilities.
Main revenue is through local competitions,

Can we expand?

Possible Super league comp for juniors on a Saturday morning, where we have the ABA men and women players coach a side each.

3 on 3 competitions/Dunk comps/all star days- possible attracting new members

Inter school competitions and then expand to take in Newcastle schools to play off for a NAMED trophy.

Apply for more grants and funding opportunities

We need to drive our current competitions and membership

New sports to be played in the stadium- possible summer Netball comp

Utilise the facility over the weekends with more usage of the facility the canteen revenue will also grow.

Grow membership through our mustangs in school program by converting the visits into schools players becoming members of MBA

More holiday camps for more days during the holidays

We need to have a quality product to sell and grow membership

Individual team sponsorship packages

Rezone the facility through council for broader usage, expos, trade shows

External Grants & Funding initiative:

CH explained that he applies for most funds available but was open to any other funding streams.

Funding streams such as:

Our community

Dept Sport & Rec

Banks and mines

Target specific sponsors for specific competitions or camps

Need to formulate a strategic approach to funding and grants available, currently applying for funds and building a reason around it.

Representative Programs Development and Growth:

Why aren't we growing was the main focus. Maitland is the fastest growing regional town in NSW

Our product isn't good enough in the local comp therefore we don't have the players to select from for our rep program.

Referees in short supply and at a critical level. We need more referees, more training for referees.

Need more and better coaches, need to train and mentor our coaches.

More open discussion with the rep committee, left hand runs one way and the right hand goes the opposite

Development plan to involved rep program for growth purposes

Board needs to give more structure to the rep committee, assist them and give direction.

Junior super league may assist in the growth of our younger age rep players.

Community Engagement strategies:

It was recognised that the Association should engage more with the local community.
Through initiative such as free entry to BB camps for the wider community.
Work with the indigenous groups to assist where possible
Target specific projects in our community to assist with.
More media attention if we put back into our community.
Social media needs to be used more such as Facebook, website and community notice boards
Attend local markets promoting our facilities, products and competition to the wider community.
We need to support the special needs of our community, which includes, scholarships, hardship policy needs to be put in place to assist all in our community.

Christmas Period Difficulties:

No real need for our competitions to stop over the Christmas period.
Restructure the comps to suit what clients we have at the time.
Christmas holidays is a good time for more structured training for our rep program.
Volunteer training, getting them ready for the season ahead.
More camps using multi sports to attract a wider/broader clientele
Time to look at the quality of our product and plan for new competitions
Attract other sports in the stadium over the Xmas period- summer Netball

Other Initiatives & Ideas:

We need to have a purpose – Statement
Skills based Board
Far Better product
Membership Data base for networking and improved communication
Improved cleaning throughout the entire facility
Development officer – Critical
More human resources
Better links to our players
Document frame work for players input in to the club
More training across our volunteers
More communication across all levels, members, committees, stakeholders
Improve product
Improve facilities, more usage across the quiet times- Gym, Day-care, functions, training rooms for businesses.
Expand/out source other income through using current facility space, physio facility, Gym facility
Coffee carts on game days and tournaments
Super League for women/girls
Client surveys

Summary of Key Initiatives, agreed goals and timing:

It was unanimous across all sectors that attended the planning day that we need:

1. A purpose Statement- one put up was. We operate a quality Basketball competition/facility for members and the Maitland Community.
2. Need a far better competition – Local
3. Grow our memberships
4. Improved resources
5. Cleaner facilities- maintain facilities to a high standard
6. Specific sponsors for specific targets
7. Increased funding through a strategic approach
8. Skills based Board
9. Full community, internal and external support for all fund raising activities
10. Improve our social media and brand exposure
11. Transparent and more open communications
12. Organisational structure
13. More training availability for referees, volunteers and coaches
14. More usage of our facilities
15. Development of our facilities- upstairs mezzanine area
16. Competition can be all year round
17. More holiday camps – multi sport
18. Membership drive across the community, not only players but have social, old boy and supporter memberships available
19. More input from senior players to help the club across all it functions, training, coaching, refereeing and supporting.
20. Take every opportunity we have to become a better association, with the best products and the most recognised brand.

It was agreed that Chris Heath - General Manager have a business/development plan available for the Board to ratify at the January Board meeting.

Closed 12.38pm

Craig McGregor and Keith Gavin thanked everyone for their attendance & input and looked forward to seeing the end results.