

STRATEGIC

PLAN

2025-27



MCBBA

MELBOURNE CENTRAL BASKETBALL ASSOCIATION

LETTER FROM THE GM

Dear MCBA Members, Partners, and Supporters,

As we look ahead to the next three years, I am thrilled to share the Melbourne Central Basketball Association's Strategic Plan for 2025-2027. This plan marks an exciting new chapter for MCBA, one built on growth, innovation, and a renewed commitment to opportunities for members. Our association is thriving, with a vibrant community that spans from our youngest Aussie Hoopers/Tiny Tigers to our juniors and, our dedicated senior athletes including our newest participants in our Walking Basketball program, all supported by a passionate team of Directors, coaches, volunteers, and staff who share a common vision.

Our recent growth has been remarkable, and it's a testament to the strength and dedication of everyone involved. We've seen a surge in participation across all levels, which speaks to the energy and engagement of our community. To support this expansion, we are investing in new programs and building on the foundations of our existing ones. Whether it's introducing new skill development initiatives for our juniors and all abilities or offering advanced competition pathways for seniors, MCBA is coming together to foster an inclusive, dynamic environment for all players and their families.

This growth has only been possible thanks to the unwavering support and vision of our founding members and Board of Directors. We extend our deepest gratitude to the CYMS Basketball Association, Melbourne Basketball Association (MBA), Spartans (Metropolitan Southern Districts) Basketball Association, Melbourne Tigers Women's Basketball Association and Melbourne Tigers Basketball Association. The MCBA Board of Directors have been instrumental in guiding MCBA to the growth and development of basketball in our Association and developing the 2025-2027 Strategic Plan for the future.

I'd also like to thank our operations team and advisory committees, who consistently dedicate their time and expertise to guide MCBA's direction. The hard work behind the scenes makes it possible for us to build and develop the Association, ensuring our competitions, programs and facilities meet the needs of our growing community.

As we embrace the future, we remain focused on our core priorities that will allow us to sustainably manage our growth, improve our resources, and provide opportunities for everyone within the Association. These priorities will serve as the guiding principles behind every decision we make, from program enhancements to community outreach.

The future of MCBA is bright, and I look forward to working alongside all of you as we continue to make a positive impact on the court and in our community. Together, we will build a stronger, more unified Association that offers opportunities for everyone to thrive and reach their full potential.

Thank you for your unwavering support and dedication. Let's make the next three years our best yet!

Rebecca Thorburn

General Manager of Melbourne Central Basketball Association

INTRODUCTION

VISION

To be recognised within Victoria and Australia as a preeminent Association providing a broad range of affordable, accessible, high-level basketball offerings including casual activities, competitions, development programs, elite competitions and pathways that support participation in basketball.



PURPOSE

- Represent the interests of Basketball, and all involved in Basketball within the Association, in the Port Phillip and Melbourne Central region and at state and national level
- Provide individuals of all ages and capabilities with opportunities subject to available resources, to maximise their potential by participating in the highest level of Basketball possible
- Promote, develop and encourage participation and inclusiveness in the sport of Basketball
- Conduct competitions at Melbourne Sports and Aquatic Centre (MSAC) and such other venues from time to time deemed appropriate
- Have regard to the public interest in its operations
- Undertake and or do all such things or activities which are necessary, incidental or conducive to the advancement of these Objectives

OUR VALUES



FUN

We believe that basketball should be an enjoyable experience for everyone, fostering a love for the game that lasts a lifetime and creates memories for all involved.



SAFETY

We prioritise the well-being of our players, coaches, and spectators by maintaining safe facilities and promoting practices that protect everyone involved.



LEARNING

We are dedicated to the continuous development of our players, coaches, and officials, providing educational opportunities that enhance skills and knowledge.



RESPECT

We cultivate an environment where respect for teammates, coaches, opponents, and the game itself is paramount, creating a culture of mutual appreciation and dignity in our basketball community.



ENCOURAGEMENT

We foster a supportive environment where every player is encouraged to participate and have a go to improve and feel confident in their abilities and enjoy social engagement within our basketball community.



SPORTSMANSHIP

We promote fair play, respect for opponents, and grace in both victory and defeat, embodying the true spirit of the game.



QUALITY

We strive for excellence in all aspects of our organisation, from coaching to officials to opportunities, encouraging a positive experience for everyone involved.



PARTICIPATION

We are committed to ensuring that every player has the opportunity to get on the court at any age or skill level, to participate and enjoy a love of basketball and enjoy social engagement whilst doing so.



OPPORTUNITY

We provide a platform for all players, coaches and officials to grow, upskill, compete, and excel, offering pathways to reach their full potential both on and off the court and be part of our basketball community. We foster fitness opportunities across all age groups.



INTEGRITY

We uphold the highest standards of honesty, fairness, and ethical behaviour, ensuring a positive environment for all participants.

COMMITMENTS

BASKETBALL OPPORTUNITIES

- **Play & Participate:** Provide ways for everyone to play.
- **Community Support:** Back clubs, associations, and local groups.
- **Fun & Fitness:** Promote fun, social environments and child fitness.
- **School Partnerships:** Team up with schools to expand access.

TALENT DEVELOPMENT

- **Skill Growth:** Support players, coaches, and officials.
- **Pathways to Success:** Offer support for developing talent.

VALUES & GOVERNANCE

- **Integrity & Ethics:** Act with integrity and uphold values.
- **Transparency:** Ensure decisions are open and efficient.
- **Accountability:** Commit to being answerable and responsible.

COMMUNITY & HISTORY

- **Unity:** Strengthen social and community cohesion.
- **Honouring History:** Build on the achievements of past associations.
- **Volunteer Recognition:** Appreciate and support volunteer efforts.



KEY PRIORITIES FOR THE NEXT 3-5 YEARS

OUR CULTURE

WE AIM TO

- Have a positive culture that is attractive to players, coaches and families across all areas of activities
- To foster an environment where participants feel part of the MCBA community

OUR COMPETITIONS

WE AIM TO

- Promote, develop and encourage participation and inclusiveness in the conduct of all Domestic Competitions – (both juniors and seniors) under the MCBA umbrella
- Ensure competitions are operating effectively.

OUR COURT HIRE ACCESS, PROGRAMS AND REVENUE

WE AIM TO

- Maximise court usage and revenue generation for use of Courts 1-8, the Arena Courts and the Multi-purpose courts at MSAC during both core periods and non-core periods where it is profitable to do so



KEY PRIORITIES FOR THE NEXT 3-5 YEARS



OUR JUNIOR REPRESENTATIVE PROGRAM

WE AIM TO

- Have a successful program with teams playing at the highest possible level
- To provide pathways from junior domestic to junior representative to senior representative programs

OUR SENIOR REPRESENTATIVE PROGRAM

WE AIM TO

- Enter women and men's teams in the NBL1 which are competitive on court with an aim to be final contenders
- Enter women and men's teams in the Big V Victorian Youth League which are competitive on court
- Ensure pathway & engagement linkage between the Senior NBL1 & Big V Youth League teams and Junior representative programs
- Manage the senior representative Big V/NBL1 program in a financially viable and sustainable manner



KEY PRIORITIES FOR THE NEXT 3-5 YEARS

OUR BRAND AND COMMUNICATIONS

WE AIM TO

- Represent and advocate the interests of Basketball, and all involved in Basketball within the Association, in the Port Phillip and Melbourne Central region and at state and national level
- Promote, develop and encourage participation and inclusiveness in the sport of Basketball
- Ensure the communication of the brand supports the pursuit of the aims of the Association

OUR ONGOING SUSTAINABILITY

WE AIM TO

- Ensure the Association is financially viable and sustainable for the future.
- Operate in a commercially responsible manner in line with MCBA's strategic aims.
- Meets the Association's compliance and obligations.

OUR BOARD OBLIGATIONS AND PROJECTS

WE AIM TO

- Ensure all obligations set out in the membership Deed, other contractual arrangements and commercial compliance requirements are met
- Begin initial stages of planning to build or acquire stadium ownership and/or management and control





MCBA

MELBOURNE CENTRAL BASKETBALL ASSOCIATION

Contact

administration@mcba.net.au

Website

mcba.net.au

Address

30 Aughtie Dr, Albert Park VIC 3206

