



**ONTARIO  
BASKETBALL**

# **STRATEGIC PLAN 2020 VISION**



## INTRODUCTION

Ontario Basketball (OBA) is the governing body for basketball in the province. A member of Canada Basketball, the national governing body for basketball, OBA is the largest provincial basketball organization in the country. OBA is a non-profit entity and receives financial support from the Ontario Ministry of Tourism, Culture and Sport. The organization was incorporated in 1977, but its history dates back to over 80 years ago.

Ontario Basketball is led by a Board of Directors, who set the strategic direction for the organization. Professional staff and volunteer committees carry out the day-to-day activities to advance OBA's mission and priorities and to support its 185 member clubs and nearly 50,000 players, coaches and administrators.

OBA oversees basketball development in the province through the provision of programs and services aimed at meeting the needs of the evolving provincial, national, and global basketball landscape. OBA promotes basketball development in accordance with Long-Term Athlete Development (LTAD) and Canadian Sport for Life (CS4L) principles, and endeavours to support participants in all stages of development, from building physical literacy to developing high performance athletes to facilitating lifelong participation as athletes, coaches, officials, and administrators.

### Mission

We provide leadership and structure to enable the sport of basketball to flourish in Ontario.

### Vision

By living our values, Ontario Basketball aspires to be a world-class leader in the development and enrichment of the people in our sport.

### Values

**CS4L:** We are unwavering in our commitment to basketball development according to the principles of CS4L.

**Clarity of Purpose:** We are clear, committed and passionate about basketball development.

**Innovation:** We believe that creativity, diversity and flexibility are necessary to thrive in a complex environment.

**Relationships:** We value collaborative and open relationships between members, volunteers, partners and staff.

### Purpose of the Strategic Plan

Ontario Basketball's "2020 Vision" defines the organization's goals for the next five years and provides a strategy to achieve those goals, taking into consideration the organization's strengths, challenges, and opportunities identified through the planning process. The Strategic Plan will guide decisions about OBA's programs, services, and operations, and through yearly review and revision, it will drive annual operational plans.

## 2020 VISION

**BASKETBALL IS THE PREFERRED SPORT FOR EVERYONE IN ONTARIO TO PLAY.**

## Financial Management

### Strategic Priorities:

1.1. Financial Model. Establish a stable financial model.

a. Programs. Review and conduct a cost analysis for each portfolio to establish self-sufficient finance model.

b. Diversified Revenue Streams. Grow revenue through diversified revenue streams (e.g., sponsorships).

c. Reserve Fund. Replenish reserve fund.

d. Membership Fees. Ensure that membership fees cover operational costs and regularly increase fees in conjunction with inflation.

1.2. Budgeting. Create a five-year strategic budget planning process.

1.3 Athlete Sponsorship Fund. Build fund to provide financial support for athletes at all levels of play.

1.4. Tax Audit. Engage an accounting firm that specializes in not-for-profit / amateur sport organizations to conduct a full review to ensure we are acting in accordance with Canada Revenue Agency guidelines.

**2015-16 Strategic Priority:** *Conduct a comprehensive organizational financial feasibility study to assess future membership cost and long-term sustainability (Strategic Priority 1.1).*

## Organizational Processes

### Strategic Priorities:

1.5. Operational Processes. Streamline Ontario Basketball's operational processes.

a. Cheques. Eliminate the use of cheques to receive payment; exclusively use electronic funds transfers.

b. Systems Alignment. Align financial system with registration system.

c. Tax Receipts. Automate tax receipts for individual program payments.

1.6. Effective Leadership. Clearly define staff roles and responsibilities, incorporating changes to organizational processes and program offerings.

1.7. Strategic Planning. Review Strategic Plan annually to assess progress and set yearly targets to direct the annual operating plan. Begin creating 2020-2025 Strategic Plan in 2019-20 for approval at the 2020 Annual Meeting of Members.

### **2015-16 Strategic Priority:**

*Audit and prioritize current organizational programs and processes to assess and address gaps and to provide clarity on roles and responsibilities for current and future OBA staff (Strategic Priority 1.5).*



### Strategic Priorities:

2.1. Ontario Not-for-Profit Corporations Act. Make necessary changes to Ontario Basketball's by-laws and policies to conform to the Ontario Not-for-Profit Corporations Act.

2.2. Board of Directors. Ensure that OBA is led by a skilled and diverse Board of Directors.

a. Succession Plan. Establish a yearly succession plan for the Board of Directors.

b. Diversity. Enhance the diversity of the Board of Directors to better represent and reflect the Ontario basketball community.

2.3 Accountability. Govern basketball in Ontario in accordance with OBA and Canada Basketball policies and procedures and FIBA rules and regulations.

2.4. Risk Management. Educate OBA members regarding risk management and liability.

a. Insurance. Review insurance coverage annually to ensure comprehensive and inclusive coverage for all OBA members and stakeholders.

### **2015-16 Strategic Priority:**

*Review Ontario Basketball's Constitution and make recommendations to the membership for approval at 2016 Annual Meeting of Members (Strategic Priority 2.1).*



## 3. SUPPORT OF MEMBERSHIP

*Goal: An open, cooperative and supportive basketball community.*



### **Strategic Priorities:**

3.1. Membership Value. Strengthen the value of Ontario Basketball membership.

- a. Registration. Provide members with an affordable, comprehensive registration platform that aligns with OBA's system and can be used at the club level.
- b. Programs. Ensure that OBA's programs are relevant and meet members' needs.
- c. Coach Development. Offer development opportunities and support for member coaches.
- d. Policies. Ensure policies are current and athlete-focused.

3.2. Communication. Improve member communications and promote ongoing, shared dialogue.

- a. Website. Redesign website to be more user-friendly and mobile optimized, and ensure that it contains relevant, useful, and compelling content.
- b. Webinars. Utilize webinars to connect with members across the province who cannot attend membership meetings in person.

### **2015-16 Strategic Priority:**

*Introduce new registration platform for membership registrations (Strategic Priority 3.1).*

### Strategic Priorities:

- 4.1. Program Offerings. Audit existing programs and make any adjustments necessary to ensure sustainability and to meet membership needs.
- 4.2. Provincial Championships. Collaborate with member clubs and tourism groups to host season-ending event for all stages of development.
  - a. Sponsorship. Engage corporate partners to add value.
- 4.3. Leagues. Introduce and implement sustainable league structures for Learn to Train through Train to Compete and Competitive for Life stages of development, including:
  - a. Club-based league (Learn to Train, Train to Train and Train to Compete) for males and females.
  - b. Train to Compete league for male high performance.
  - c. Train to Compete league for female high performance.
- 4.4. Marketing and Promotion. Improve marketing and promotion of OBA's brand, programs, and services for more widespread recognition and participation.

### 2015-16 Strategic Priority:

*Introduce and implement sustainable league for club members (Strategic Priority 4.3).*



### Coach Development

#### Strategic Priorities:



5.1. Coaching Certification. Ensure that every registered coach has the appropriate coaching certification for the stage of development at which they coach.

5.2. Development Opportunities. Establish affordable professional development opportunities for coaches.

5.3. Coaching Resources. Develop and provide coaches with access to useful, high quality coaching resources.

5.4. Female Coaches. Increase the number of female coaches through targeted recruitment and retention strategies.

### Player Development

#### Strategic Priorities:

5.5. Participation. Increase overall player participation in club basketball in the province and improve the quality of development opportunities by providing access to experts and high-quality facilities.

5.6. Grassroots Development. Offer accessible grassroots training programs that deliver age-appropriate curriculum aimed at maximizing athlete engagement, development and retention.

5.7. Athlete Education. Educate athletes about long-term athlete development, including age-appropriate training and streams of competition, and the pillars of athlete development (physical, basketball, mental and social / emotional).

5.8. Talent Identification and Selection. Identify athletes based on Gold Medal Profile, and engage and educate coaches in the process of identification.

5.9. Talent Tracking and Benchmarks. Provide targeted athletes with baseline testing, and educate athletes about gaps identified through baseline testing in comparison to gold medal standards.

#### 2015-16 Strategic Priorities:

*Continue to grow the number of certified coaches (Strategic Priority 5.1) and establish additional development opportunities for member club coaches at all LTAD levels (Strategic Priority 5.2).*



**ONTARIO BASKETBALL  
2A - 55 GORDON STREET  
WHITBY, ON  
L1N 0J2**

**@OBANews**



**ONTARIO  
BASKETBALL**

**WWW.BASKETBALL.ON.CA**