

# ONTARIO BASKETBALL STRATEGIC PLAN 2021-26

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**NextGen 2026**

Building on foundations of success  
in new, uncertain times



# NextGen 2026



## VISION

“All communities in Ontario are enhanced through the sport of basketball.”



## MISSION

“To create growth-driven possibilities in basketball for everyone in Ontario.”



## VALUES

“Respect, integrity, collectiveness, adaptability, fun, compassion.”



# BRINGING BASKETBALL TO EVERYONE

Strategies aimed at fundamentally involving as many Ontarians as possible in the sport of basketball, be it as players (or their parents), coaches, officials and volunteers. It includes high level marketing and promotional activities by the OBA and its partners, and also small, community-driven outreach initiatives managed incrementally around the province through the OBA's member clubs and academies.



# BRINGING BASKETBALL TO EVERYONE



## BRAND

Position the Ontario Basketball brand to be a sport for all Ontarians.



## PROVINCIAL DEVELOPMENT

Create a provincial basketball development plan, targeting fundamental involvement of people in organized basketball in Ontario.



## PARTNERSHIPS

Strengthen developmental partnerships with professional basketball and other sports partner organizations.



## DRIVEWAY PLAYERS

Target inclusion of the casual 'driveway hoop' basketball player into organized basketball in Ontario.



## REC LEAGUES

Explore ways to drive greater involvement of recreational adult player groups.



## THE NORTH

Establish a plan for the development of the sport of basketball in Northern Ontario.





# BUILDING AN ACCOUNTABLE, SUSTAINABLE BASKETBALL SYSTEM

Strategies geared to create an OBA family – the OBA and its members – where roles and responsibilities are clear and owned, and the resources needed to run the sport (revenue, volunteers, etc) are generated by the basketball system's normal activities.





## POLICIES AND PROTOCOLS

Drive and enforce policies and protocols that properly safeguard the welfare and dignity of those participating in basketball, particularly children.



## STRONGER DATA

Establish stronger data regarding participation in basketball in Ontario, and its socio-economic impact in specific Ontario communities and the provincial economy at large.



## CLUB DEVELOPMENT

Identify club/academy development strategies that strengthen members' systems of governance and organizational management.



## TECHNICAL LEADERSHIP

Develop the technical leadership in Ontario clubs and academies (targeting coach leadership skills, not just basketball coaching skills).



## OFFICIATING

Develop greater alignment with the provincial basketball officials association to construct a commission which reflects what has occurred at the national level with CBOC.



## SANCTIONED ACTIVITIES

Drive firmer accountabilities with respect to participation in OBA-sanctioned activities from non-sanctioned organizations or individuals.



# REMOVING BARRIERS IN BASKETBALL

Strategies targeting particular areas that can be identified as presenting barriers to certain groups participating in basketball as they would like. This not only includes societal barriers, but all material barriers such as limitations in facilities availability, or rural remoteness.





# REMOVING BARRIERS IN BASKETBALL



## ADVOCACY

Create a clear advocacy platform for basketball facilities development and renewal in Ontario with province-wide facilities inventory.



## GAME MODIFICATIONS

Explore game modification options that brings the game out of the gyms and onto the streets.



## EXISTING LEAGUES

Target barriers that prevent the inclusion of existing, non-sanctioned basketball leagues and organizations into the OBA membership family.



## WOMEN'S LEADERSHIP

Prioritize the development of women in basketball coaching, officiating and other leadership positions.



## DIVERSITY

Create a strategy for the development of basketball among targeted sociological groups, including black, indigenous and people of colour (BIPOC), immigrants to Canada and New Canadians, and LGBTQ+ communities.



## FINANCIAL BARRIERS

Build partnerships that target financial barriers that prevent participation in basketball in Ontario, particularly in economically-disadvantaged areas of the province.





# UNLOCKING EVERYONE'S BASKETBALL POTENTIAL

Strategies that focus on the development of people's basketball skills and abilities, allowing them to become the best they can be, or want to be. This includes development of basketball coaches and officials, as well as players. It also includes competition reform and development, as well as individual or collective athlete training initiatives.





## TRAINING CURRICULUM

Establish a province-wide training curriculum and drive it into the collective, routine player development in member clubs and academies.



## HIGH PERFORMANCE SYSTEM

Continue the development of a more robust high performance basketball system (clearly separated from traditional 'competitive' or 'travel' basketball,) with targeted development of existing or potential high performance coaches in Ontario



## LONG TERM ATHLETE DEVELOPMENT

Drive the core principles of Long Term Athlete Development into all basketball competition (including local tournaments and leagues) in Ontario.



## COACH DEVELOPMENT PROGRAMS

Prioritize the development of structured and unstructured coach development programs in member clubs and academies.



## ATHLETE-FOCUSED CULTURE

Educate clubs/academies and their coaches on the benefits of an athlete development-focused culture, rather than a competition and game results-driven culture.



## OFFICIATING STANDARD

Support the continued drive towards standards of excellence in basketball officials to improve consistency of officiating across the sport in Ontario.

