

BASKETBALL
NOVA SCOTIA



On behalf of the Board of Directors and staff at Basketball Nova Scotia (BNS), I am delighted to share ***Fine Focus 2030*** – our new strategic plan charting a new focused direction over the next five years.

Over the course of 2024, we've worked closely with sport management consultancy Capitis Consulting to undertake careful research with our member clubs, sport partners, and most importantly, the people of Nova Scotia who play, coach, lead, and officiate basketball every day. This plan flows entirely out of this insight so we can be sure that what we commit to as an organization and a sport is reflective of what those we serve ultimately want from us.



Fine Focus 2030 identifies a more purposeful direction for our strategic activities moving forward, to ensure they are safe, productive and value-adding, and that our resources – be they people, funding or time - support difference-making activities within our basketball communities throughout Nova Scotia.

We are aware that our resources are often restricted and, as such, there are limitations to what we can effectively do. Our new plan tightens the lens of our future work and introduces collaborative ways with our members and partners to grow the game, make it safer and in the end work to reach our overall intended mandates.

Fundamentally, at BNS, we see ourselves as focusing on three core master pillars in the development of the sport of basketball in this province:

- System Governance
- Technical Leadership & Cohesion
- Competitions & Events

Please take a few moments to read through what we're committed to achieving between now and 2030. There is an important role for everyone in our basketball community to play in this plan, and we are excited about that alignment and opportunity.

Basketball is Nova Scotia's game. Our success is a shared success, dependent on everyone stepping up and joining. Whether you coach, officiate, play, or watch from the stands – we invite you to join us as we work to build this beautiful game over the next few years with the ultimate goal of providing safe, inclusive and quality opportunities for everyone in Nova Scotia to put a basketball in their hands.

Best,

A handwritten signature in black ink that reads 'Lori Lancaster'.

Lori Lancaster
Executive Director, Basketball Nova Scotia

VISION

‘Basketball is at the heart of Nova Scotia sport culture.’

MISSION

‘To get a basketball in the hands of every Nova Scotian, to help them play, grow, compete and succeed in a safe and productive environment.’

VALUES

Honesty

We are open and clear in our communication and our commitments.

Inclusion

We strive to ensure anyone who wants to play basketball can do so visibly free of barriers, be they financial, geographical or socio-cultural.

Solidarity

We work together as a basketball system, built on allyship across our communities, following a common mission of providing a safe, welcoming and productive basketball environment across the province for all those involved with the game.

Community

We believe that Nova Scotia basketball communities thrive when led by strong socio-cultural visibility and representation and unify through open and honest communication.

Commitment

We understand that the commitments we make, and the standards we set for ourselves, take dedication, patience, strength and resilience. We pledge to bring this approach to everything we do because high standards are key to our growth and success.



Capitis
CONSULTING

Nova Scotia’s new strategic plan clearly pinpoints where the organization can be most effective and where it must partner with its member clubs and sport partners to bring the sport forward.

We know this, as this direction has come specifically from the organization’s key stakeholders, notably its member clubs and participants.”

*Paul Varian, President
Capitis Consulting*

CORE PILLARS

Our core pillars are the key drivers of this plan. They serve to guide BNS as to where to target our resources, and which areas of the basketball system we can impact to add the most value for our basketball communities.

System Governance

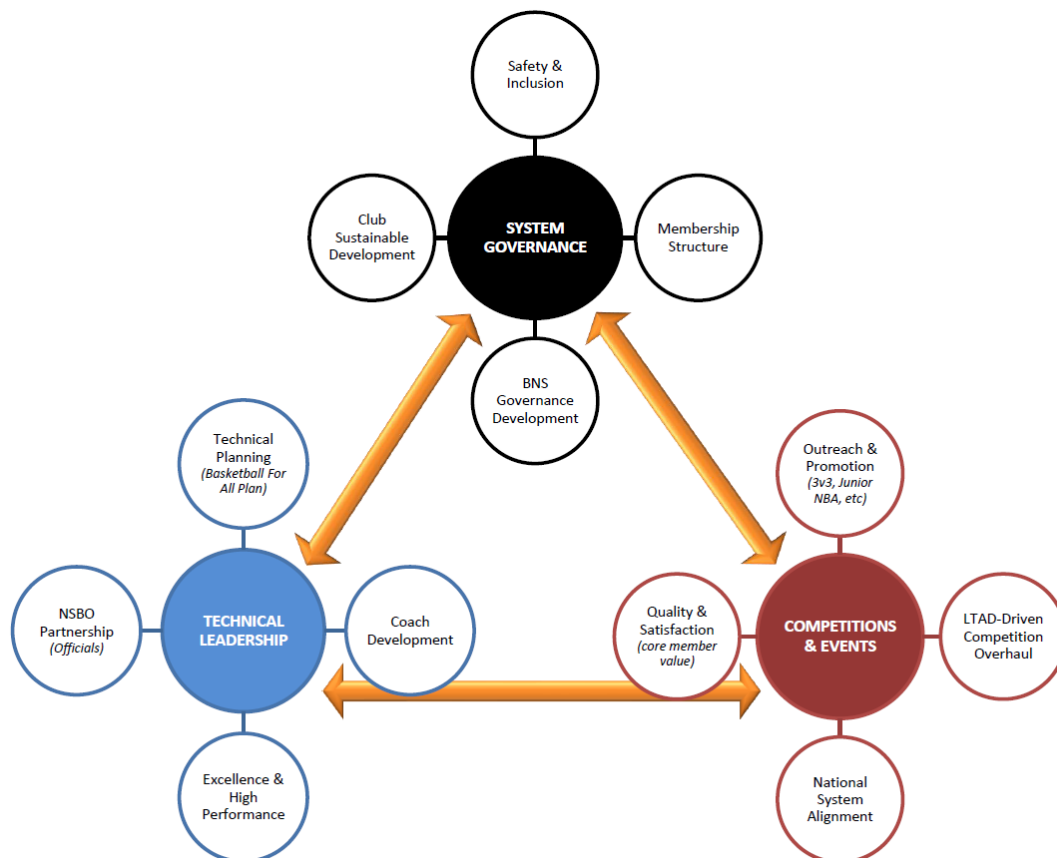
Ensuring basketball in Nova Scotia is run safely, fairly, ethically and in line with rules and policies required by law and the sport's governing bodies.

Technical Leadership & Cohesion

Developing a player development system that allows every player to develop to the best of their age and ability, led by qualified coaches who see their growth and development as keys to success and growth of the game.

Competitions & Events

Developing and administering a competition system throughout the province that supports the development of players, coaches and officials at all levels, and creates a positive, enjoyable basketball experience for all.



OUR STRATEGIC PLAN

Our plan highlights key strategies geared towards the growth and betterment of basketball overall - focusing on three key groups: Basketball Nova Scotia, our member club organizations, and our affiliated basketball participants. Our plan is also laid out in a format that aligns with the pillars of our Sport Development Tool, which supports the fiscal health and growth of Basketball Nova Scotia now and in the future.

ORGANIZATIONAL EFFECTIVENESS

BASKETBALL NS

Enhance and align BNS systems of governance

- Review and modernize **policy framework, bylaws, and Board structure**.
- Enhance **Board representation and effectiveness** and stabilize **staff attrition** rates.
- Establish stronger **systems of internal communication** and role definition to improve workflow and overall productivity.



MEMBER CLUBS

Refine a member services approach that focuses on sustainable development of and connection with BNS Club infrastructure

- Improve efficiency and ease of **athlete registration** through roll-out of sport-wide registration system in partnership with Canada Basketball.
- Promote and expand **Canada Basketball's Verification Program** to BNS member clubs.

PARTICIPANTS

Promote core Safe Sport principles to all affiliated participants

- **Promote and monitor all Safe Sport policies and procedures** that are in effect (including coach screening, safe sport education, and grievance/incident reporting protocol) to all BNS-affiliated participants.
- In collaboration with the Nova Scotia Basketball Officials Association, enforce **a respectful game environment for all**, taking a zero-tolerance approach to abusive or disruptive behaviours.



PARTICIPATION

BASKETBALL NS

Promote safe, equitable, welcoming and inclusive participation of all Nova Scotians

- Encourage the affiliation of **unsanctioned basketball organizations** to BNS.
- Continue the development of **wheelchair basketball** programs on an outreach basis to athletes with a disability.
- Continue to partner with KidSport Nova Scotia to **reduce financial barriers** to participation in youth basketball and look to additional opportunities to mitigate the cost of participation.
- Work hand in hand with our **African Nova Scotia communities** and member programs to increase the opportunities for participation and growth at all ages and in all areas of the game.
- Establish ways to bring basketball opportunities to **Nova Scotian indigenous communities and New Canadians / newcomers**.
- Provide fun and innovative programming options to encourage **young girls** to stay in the sport.



MEMBER CLUBS

Develop a sport-wide ‘Basketball For All’ technical plan, integrating all of BNS’s competition, underpinned by Long Term Athlete Development compliance.

- Standardize provincial **rules of play** for all age groups.
- Introduce **3x3 basketball** at appropriate development levels, implemented in a phased approach.
- Expand the partnership with **Junior NBA**, to the benefit of BNS member clubs, and their work promoting and developing youth basketball.
- Move to a province-wide approach to the creation of a **standardized competition structure**.
- Expand **competition-based playing opportunities** for all at Sport For Life level for U13-U18 ages
- Clearly differentiate the NCCP **Learn-to-Train, Train-to-Train and Train-to-Compete coaching pathways** for competition from the Sport For Life coaching model which promotes participation-driven competition.

PARTICIPANTS

Drive Safe Sport practices into all basketball activities in BNS-affiliated clubs and programs.

- Ensure all provincial **Safe Sport policies** are adopted by all BNS clubs and basketball programs.
- Review **BNS discipline policies and procedures** and adjust to adopt modern Safe Sport practices.

COACHING & OFFICIALS

BASKETBALL NS

Continue to integrate basketball officials into BNS at a system and organizational level.

- Develop a Memorandum of Understanding with **Nova Scotia Basketball Officials Association**, outlining roles in support and enforcement of **Safe Sport practices** in game environments.
- Establish how and where BNS can provide **enhanced support** to the Nova Scotian basketball officiating community.
- Explore and support **education opportunities** to further the development of basketball officials in Nova Scotia



MEMBER CLUBS

Enshrine coach development and coaching qualification standards in BNS's 'Basketball For All' technical plan.

- Increase the number of **coach learning facilitators and evaluators** who can deliver coaching courses and evaluate coaches.
- Drive BNS's newly developed **Introduction to Coaching Course** and provide access to all coaches in BNS member clubs and related development activities.
- Work with Canada Basketball to **make coach certification more accessible and affordable** for each individual coach.
- Work to support the addition of Learning Facilitators within member club organizations or regions to support the growth and development of coaches.
- Create **minimum standards of coaching qualifications**, starting with Intro to Coaching and Learn to Train certification.
- Encourage and work with clubs (particularly large, capable ones) to establish and fund **resident coach development programs** in their organizations.

PARTICIPANTS

Provide value-adding support to coaches, complementing club-delivered coach development endeavors

- Ensure **Safe Sport training** is actively delivered to all BNS coaches as a minimum coaching standard for all competitions.
- Offer and promote **free professional development opportunities** to BNS coaches.
- Commit to running an appropriate volume of **coaching courses and clinics** to match the demand.



EXCELLENCE



BASKETBALL NS

Establish capacity needed to develop and execute a modern excellence athlete development program structure.

- Improve the **athlete identification model** to ensure provincial reach.
- Identify and target the recruitment of **top and emerging excellence coaching talent**.
- Establish **excellence program planning** in partnership with Canada Basketball and the Canadian Sport Institute Atlantic that is funded and supported appropriately.
- Support excellence for our athletes and coaches by **collaborating on programming** with other provincial basketball organizations in Atlantic Canada.

MEMBER CLUBS

Establish Excellence programming that integrates properly with club members activities and needs.

- Establish junior (U12-U14) and senior (U15-U17) **programs of excellence** and integrate their training with local club or high school activities.
- Integrate BNS-sanctioned competitions with its **excellence programs**, particularly as it pertains to high performance athlete training curriculum and associated game load.
- Align excellence programs with **BNS' provincial team program** and Canada Basketball National training camp activities.

PARTICIPANTS

Provide value-adding support to higher performing athletes

- Provide opportunities to **train with like-skilled athletes**.
- Provide consistent **access to sport science/medicine resources** such as strength & conditioning, mental performance and nutrition guidance.
- Ensure **Safe Sport policies and procedures** fully extend into advanced development systems, such as the provincial team program.
- **Celebrate and promote the success** of BNS excellence athletes and their athletic accomplishments, whenever they occur.