



BASKETBALL NOVA SCOTIA

2019 - 2024 Strategic Plan

GROW THE GAME



**BASKETBALL
NOVA SCOTIA**

MISSION

To lead, develop and promote positive basketball experiences at both the recreational and competitive levels throughout Nova Scotia.

VISION

To be the pathway to maximizing basketball potential at all levels.

GROW THE GAME



ATHLETES



COACHES



COMMUNITY



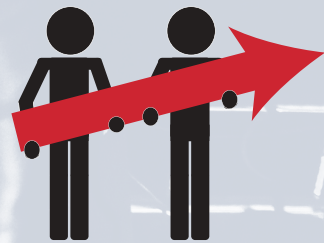
LEADERS

STRATEGIC DIRECTIONS

Foster Player Development in Nova Scotia



Team Scotia (U15/U17 boys & girls) top 3 in Canada



Membership growth +20%

Create Better Pathways for Coach Education in Nova Scotia



Women in leadership positions +15%



Trained and NCCP certified coaches +25%

Enhance Engagement



Revenues +100% (sponsorship focus)



Improved stakeholder relations

Strengthen Governance



Effective leadership for our members and the game

KEY INITIATIVES

Foster Player Development in Nova Scotia



1. Refine high performance programs
2. Increase support to recreational programs
3. Increase opportunities to play

Create Better Pathways for Coach Education in Nova Scotia



1. Diversify coach education
2. Increase mentorship opportunities
3. Actively recruit female coaches

Enhance Engagement



1. Improve member support
2. Create community partnerships
3. Engage alumni/alumnae
4. Develop various revenue streams
5. Enhance government relations

Strengthen Governance



1. Refine organizational processes
2. Implement best-practices
3. Enhance board recruitment & retention
4. Monitor Performance

ATHLETES

Foster Player Development in Nova Scotia



1. Refine high performance programs

- Two (2) Nova Scotian athletes on a Canada Basketball roster
- Refine Targeted Athlete Strategy
- Increase opportunities to play elite competition
- Additional skill development & showcase events
- More athletes appearing in front of next-level coaches & competition

2. Increase support to recreational programs

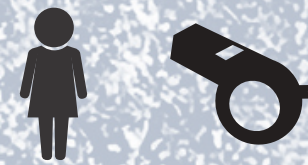
- Greater presence in clubs & gyms of members
- Successful workshops for both coaches and players at the club level
- Jr. NBA growth
- Create province-wide competition structure

3. Increase opportunities to play

- Create special program & events
- Build additional court access (BNS Facility)
- Provide members with tools to offer a diverse range of programs

COACHES

Create Better Pathways for Coach Education in Nova Scotia



1. Diversify coach education

- Bridge the gap between introductory coach training and NCCP
- A greater number of NCCP certified coaches

2. Increase mentorship opportunities

- Additional coaches involved in high performance programs
- Formalized coach mentorship program

3. Actively recruit female coaches

- An active recruitment and retention program
- More females participating in coaching, facilitation and mentorship

COMMUNITY

Enhance Engagement



1. Improve member support

- Increase member satisfaction
- Increase visibility of BNS throughout Nova Scotia
- Greater understanding of BNS' purpose & value

2. Create community partnerships

- Develop new partnerships
- Strengthen current partnerships
- Ensure partner satisfaction

3. Engage alumni/alumnae

- Alumni/alumnae more visible and active
- Alumni/alumnae activated as stronger resource for BNS activities
- Develop a Nova Scotia Basketball Hall of Fame

4. Develop various revenue streams

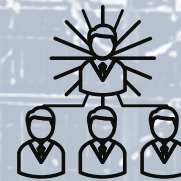
- Expand range of programs & special events
- Increase revenues from more diverse revenue streams
- Expand range of sponsorship opportunities

5. Enhance government relations

- Build key relationships
- Improve results on the Sport Development Tool
- Source increased financial support

LEADERS

Strengthen Governance



1. Refine organizational processes

- Clarify sphere of influence
- Update By-Laws
- Define structures, roles and responsibilities
- Ensure appropriate organizational policies
- Engage active and effective Committees

2. Implement best-practices

- Define and communicate best-practices
- Implemented respectful environment policy
- Update policies to be current and member-focused

3. Enhance board recruitment & retention

- Create a larger and more diverse volunteer base
- Engage a continuing flow of potential Board Members
- Activate and consistently update current athlete and alumni/alumnae database

4. Monitor Performance

- Create opportunities for progress to be regularly measured and reported
- Survey members to ensure that activities offer value

FAMILY.

