STRATEGIC PLAN 2026 – 2030

Providing the Enjoyment of Basketball

Five years. Four pillars. One goal — to be the leading junior domestic basketball association in Australia.

EASTERN DISTRICTS JUNIOR BASKETBALL ASSOCIATION

ABOUT THIS PLAN

Built on fifty years of junior basketball

The EDJBA is an association of clubs joining together to conduct a metropolitan junior domestic basketball competition. The competition is fixtured to accommodate coaches with multiple teams and teams with differing time requests, within reason, with a view to maximising participation.

The EDJBA Strategic Plan 2026–2030 outlines the association's priorities over the next five years. It builds on the achievements of the past fifty years and provides the strategic focus to position the EDJBA as the leading domestic basketball association in Australia.

50+ YEARS OF HISTORY

5 YEAR HORIZON

4 STRATEGIC PILLARS

WHY WE EXIST

Purpose, Mission & Vision

PURPOSE

To manage and run a Saturday junior basketball competition for our member clubs in the Eastern suburbs of Melbourne.

MISSION

To be recognised as the most successful junior community sporting competition in Australia.

VISION

Providing the Enjoyment of Basketball.

2026 – 2030

Four Strategic Pillars

The priorities that will shape everything the EDJBA does over the next five years.

01

Promote & Grow Basketball

More players, more energy, a bigger profile for the game we love.

02

Inspiring & Developing People

A safe, inclusive competition that recognises everyone who makes it happen.

03

Operational Excellence

A well-graded, well-governed competition that clubs can rely on.

04

Leadership

Setting the standard for junior sport — on the court and beyond it.

PILLAR 01

Promote & Grow Basketball

More players, more energy, a bigger profile for the game we love.

WHAT WE AIM TO ACHIEVE

- Provide an environment for fast-paced, competitive and exciting basketball which encourages high energy, skill development and recognises a variety of contributions.
- Support clubs promoting the benefits of health and wellbeing, attracting new participants and boosting participation rates within our current geographical area.
- Increase retention of participants in older age groups to keep more people within the basketball community for longer.
- Raise the profile of the EDJBA and its competition with all areas of government and the general community.

KEY INITIATIVES

01 Improved social media and website

02 Explore opportunities to reduce travel for participants

03 Review our approach to the usage of zone defence

04 Explore the feasibility of lower rings for the Under 8 & 9 competition

PILLAR 02

Inspiring & Developing People

A safe, inclusive competition that recognises everyone who makes it happen.

WHAT WE AIM TO ACHIEVE

- Provide a competition that is safe and enjoyable for all participants, with strong child safety measures.
- Strengthen teamwork, collaboration and a shared sense of purpose amongst everyone across the EDJBA.
- Support and acknowledge talented and passionate players, officials, coaches, organisers and volunteers across the EDJBA and member clubs.
- Ensure the EDJBA provides opportunities to support diversity, equity and inclusion in basketball.
- Continue the EDJBA's commitment to increasing female participation in the competition.

KEY INITIATIVES

01 Referees — promote, support and retain

02 Increase recognition of teams and individuals

03 Review opportunities to support diversity, equity and inclusion within the EDJBA and other competitions in Melbourne's eastern suburbs

04 Ensure there is a broad domestic Coach Development Program

05 Continue to promote female participation through a girls showcase event every year

06 Explore options to promote a mental health initiative

PILLAR 03

Operational Excellence

A well-graded, well-governed competition that clubs can rely on.

WHAT WE AIM TO ACHIEVE

- Maintain a well-graded, competitive, well-administered competition.
- Deliver strong governance and clarity of accountability.
- Ensure financial viability and responsibility.
- Maintain respectful communication with all clubs regarding standards, expectations and cooperation.
- Maintain and monitor minimum standards for courts.

KEY INITIATIVES

01 Maintain and refine excellence in the grading of the competition

02 Streamline administration processes and support club staff and volunteers

03 Develop best practices for Venue Supervisors

04 Share information regarding grant opportunities

05 Review our approach and consequences for undesirable behaviour

06 Conduct venue audits to inform operational decisions

PILLAR 04

Leadership

Setting the standard for junior sport — on the court and beyond it.

WHAT WE AIM TO ACHIEVE

- Show leadership in junior sport by setting expectations of good sportsmanship and respect for officials, and ensuring all support is encouraging and constructive.
- Be a leader in the basketball community and support the ongoing success of nearby associations and competitions.
- Promote the need for continued investment in infrastructure and celebrate all new and improved facilities.
- Be open to contributing to research and the continuous improvement of junior sport.

KEY INITIATIVES

01 Review, finalise and communicate our sportsmanship policy

02 Limit our geographical growth to be mindful of neighbouring associations

03 Advocate with Basketball Victoria for the development of new facilities, with appropriate car parking, accessibility ramps and amenities

04 Provide opportunities to share information, including club forums and networking

Providing the Enjoyment of Basketball

EDJBA Strategic Plan 2026 – 2030

- **Promote & Grow Basketball**
- **Inspiring & Developing People**
- **Operational Excellence**
- **Leadership**

EASTERN DISTRICTS JUNIOR BASKETBALL ASSOCIATION