



Eagles Basketball Club 2024 – 2026 Strategic Plan



Eagles Basketball Club

Purpose — To contribute to a safe, healthy and active community by advancing Eagles Basketball Club

Vision — To create a thriving basketball community through basketball and events

Values — Respect, Commitment, Dedication and Inclusivity

GROWTH

LEADERSHIP

PATHWAYS

A SPORT FOR ALL

STRATEGY

Advocate and support players to offer greater opportunities for anyone to be involved in basketball

Effective Leadership and governance practices that build a solid platform for EAGLES Basketball Club

Enhance the pathways to gain, retain and develop players, coaches, officials, volunteers, and administrators

Create safe, inviting and accessible environments welcoming to all



GROWTH

LEADERSHIP

PATHWAYS

A SPORT FOR ALL



OUTPUTS

- Club health and game day performance
Investment into equipment
 - Greater opportunities for people across the sport
 - Better quality systems and quantity of data
 - Increased awareness and conversion through digital
 - Investment
- Increased member stakeholder satisfaction
 - Different offerings and increased revenue streams
 - Quality control on systems, processes and club management
 - Leadership groups to offer values lead experience
- More local coaches and volunteers
 - More opportunities to play the game
 - Increased player awareness of pathway opportunities
 - Locally competitive players
 - Create a culture to drive high performance
- Child safety plans
 - Increased number of participants from diverse backgrounds
 - More indigenous Territorians participating in basketball
 - Creating opportunities for connection through social and club events



MEASURES

- Increased numbers of junior and senior players and committee members and volunteers
 - Partner with a local school to drive growth in Eagles junior basketball players
- Better use of the current administration database
 - Increase the percentage of feedback opportunities
 - Increase the number of grant applications
- Increase in club coaches through upskilling
 - Develop a junior pathway into men's and women's basketball
 - Gain and retain local talent
 - Increase the number of juniors playing in senior basketball teams
- A child safety plan
 - Regular promotion of achievements on and off the court throughout each year
 - Develop a welcome pack for new and existing members
 - Maintain a diverse committee

MISSION

OBJECTIVE

ACTIVITIES

GROWTH

To grow the number of people playing basketball more often in a safe and welcoming environment.

Embed basketball as a sport of choice for all. Provide a clear pathway from school to Eagles BC. Enhance the profile of Eagles BC with effective marketing activity and campaigns.

Work with Elevate Hoops, DBA & BNT representatives to promote basketball in the community. Support the delivery of basketball in the club. Promote the use of entry-level programs for young children with regular marketing materials.

LEADERSHIP

To ensure that Eagles BC is focused, effective and accountable, that our Governance and financial management are best practices, and that it is true to its values.

Use best practice governance structure for Eagles BC. Ensure financial sustainability of critical programs and equipment. Further, strengthen collaborative relationships with Elevate Hoops, DBA and BNT and ensure their values are deeply embedded.

Keep the Eagles BC Constitution, Bylaws and policies under review to ensure they are relevant. Ensure everyone in Eagles BC is committed to our values. Develop leadership groups to drive change and high performance.

PATHWAYS

To support those who drive the development of coaches, volunteers and officials. To build a performance pathway to develop best talent.

More juniors playing basketball while developing a sustainable pathway into senior basketball with support for a highly engaged coaching workforce.

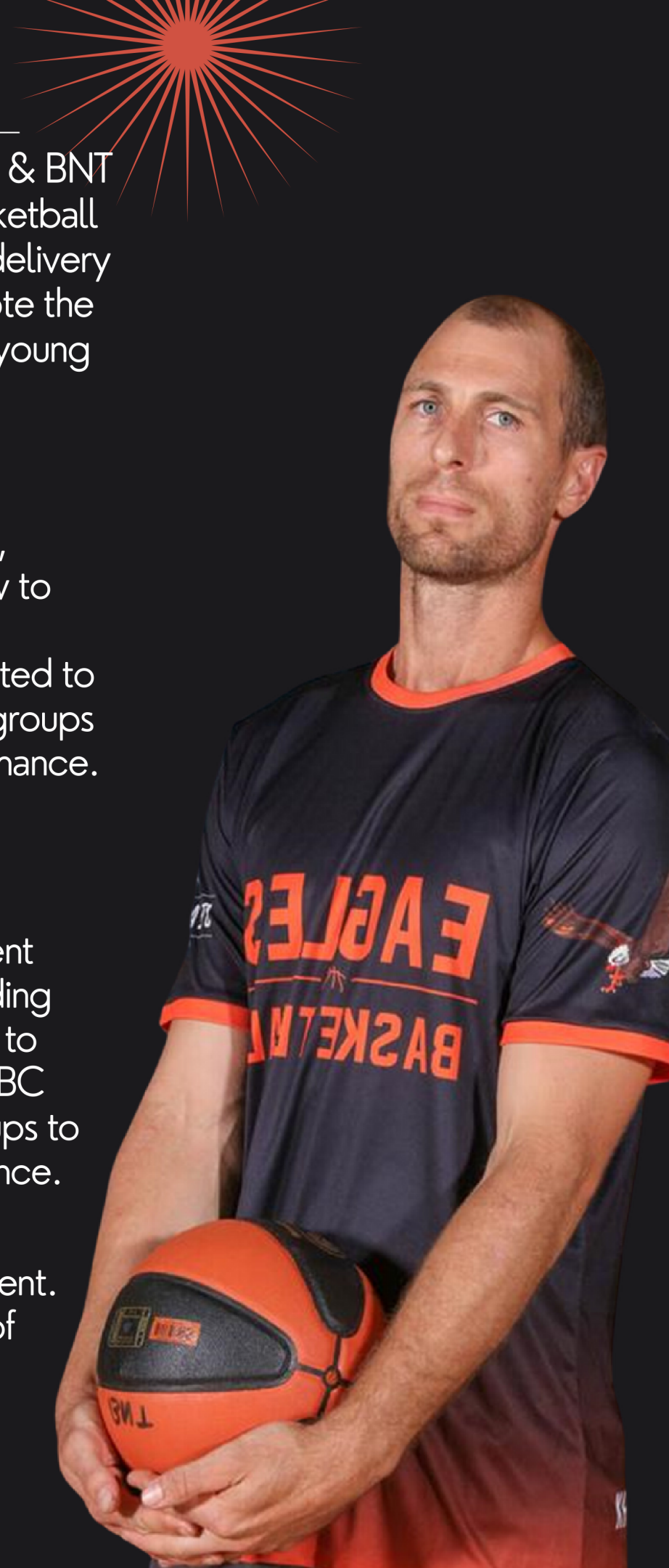
Provide professional development opportunities for coaches, including new entrants. Support pathways to gain, retain and develop Eagles BC juniors. Develop leadership groups to drive change and high performance.

A SPORT FOR ALL

To be a leader in the participation of Basketball.

Increase participation in basketball by providing meaningful and sustainable programs.

Provision of training and equipment. Creation, review and updating of Eagles BC welcome packs. Develop a Child Safety Plan.



2024 Sponsorship Packages



Player Sponsorship

\$500

- ✓ Eagles Polo or supporter shirt (x1)
- ✓ Game Day functions
- ✓ Exposure on club website and social media
- ✓ Cover playing costs for nominated player



Ochre Partner

\$1,500

- ✓ Eagles Polo or supporter shirt (x2)
- ✓ Game day functions
- ✓ Exposure on club website and social media
- ✓ Logo or name on supporters tops and Eagle Polo Shirts



Silver Partner

\$3,500

- ✓ Eagles Polo or supporter shirt (x2)
- ✓ Game day functions
- ✓ Exposure on club website and social media
- ✓ Logo or name on supporters tops and Eagle Polo Shirts
- ✓ Club appreciation gift
- ✓ Logo or name on pop-up banner at league games and club functions



Gold Partner

\$5,500

- ✓ Eagles Polo or supporter shirt (x2)
- ✓ Game day functions
- ✓ Exposure on club website and social media
- ✓ Logo or name on supporters tops and Eagle Polo Shirts
- ✓ Club appreciation gift
- ✓ Logo or name of pop-up banner at league games and club functions
- ✓ Invitation to Junior Awards Night
- ✓ Naming rights on alternative playing uniform for Men's and Women's league teams



Platinum Partner

\$10,000

- ✓ Eagles Polo or supporter shirt (x2)
- ✓ Game day functions
- ✓ Exposure on club website and social media
- ✓ Logo or name on supporters tops and Eagle Polo Shirts
- ✓ Club appreciation gift
- ✓ Logo/name on pop-up banner at league games and club functions
- ✓ Invitation to Junior Awards
- ✓ League Championship Kick Off
- ✓ League players available for sponsor events or promotions
- ✓ Regular Club functions
- ✓ Company logo or name on Junior and Senior regular club playing uniforms

