



# STRATEGIC & MARKETING PLAN 2018 TO 2019

CLARENCE UNITED BASKETBALL ASSOCIATION

# INTRODUCTION

- Clarence United Basketball Association (CUBA) is the representative basketball association on the Eastern Shore of Hobart, providing the platform for developing elite junior basketball players from under 12 to under 23; and senior men and women's teams at the highest competitive level in Southern Tasmania
- As a Constituent Association Member (CAM) of Basketball Tasmania, CUBA prides itself on providing a high quality basketball program for Eastern Shore community.
- CUBA directly competes against 4 other CAM's in the Southern Tasmania region, in the newly formed Hobart Chargers Representative leagues as well as against other Tasmanian based CAM's
- CUBA has a close alignment with the Dominoes and Grenadiers basketball clubs to ensure a solid pathway for basketball participation for juniors
- This Strategic Plan sets out key pathways, objectives and associated initiatives to further enhance CUBA's strength, relevance and presence in the Tasmanian basketball community.

# STRUCTURE

## CUBA Clubs



## Competing CAM's



Hobart Phoenix BA



Glenorchy BA



Southern Wolves BA



Kingborough-Huon BA

# STRUCTURE (CONT.)



- Senior Men & Women
- Reserve Men & Women
- Div 1 U12 to U18
- Development League



- Div1 CUBA feeder clubs
- U10 to U18 Reserves
- Aussie Hoops



# STRATEGIC PLAN 2018 TO 2019

## CORE PURPOSE + VISION

## GOALS

What are we here to do?  
What will we achieve?

| GOALS                              | TARGET<br>Year 1 | TARGET<br>Year 2 |
|------------------------------------|------------------|------------------|
| Player numbers                     |                  |                  |
| Sponsorship (\$)                   |                  |                  |
| Social Media followers/subscribers |                  |                  |
| Team Success                       |                  |                  |

## STRATEGIC PATHWAYS

| PATHWAY 1          | PATHWAY 2            | PATHWAY 3           | PATHWAY 4               | PATHWAY 5   | PATHWAY 6            | PATHWAY 7     |
|--------------------|----------------------|---------------------|-------------------------|-------------|----------------------|---------------|
| Junior Development | Coaching Development | Referee Development | Participation/Community | Sponsorship | Sound Administration | Communication |

## MAJOR INITIATIVES

|                                     |                                         |                                        |                                                             |                                                   |                                                 |                                                  |
|-------------------------------------|-----------------------------------------|----------------------------------------|-------------------------------------------------------------|---------------------------------------------------|-------------------------------------------------|--------------------------------------------------|
| Formalise Aussie Hoops programs     | Appoint Coaching Director               | Appoint Referee Director               | Conduct community based initiatives (fundraising/volunteer) | Develop sponsorship packages for local businesses | Appoint a Member Protection Information Officer | Upgrade website                                  |
| Increased additional Junior Clinics | Formalise coaching development programs | Formalise referee development programs | Family events (BBQ etc.)                                    | Fundraising activity (Quiz Nights etc.)           | Confirm CUBA home base                          | Lift Social Media profile (Instagram & Facebook) |
| Develop closer alignment with Clubs | Initiative 3                            | Initiative 3                           | School involvement/sponsorship                              | Initiative 3                                      | Initiative 3                                    | Develop e-newsletter and build subscriber base   |
| Consistent school based competition | Initiative 4                            | Initiative 4                           | Social rosters for men & women                              | Initiative 4                                      | Initiative 4                                    | Signage and promotion                            |

# COMMUNICATION STRATEGY

| Message                                                                                  | Audience                                            | Channels                                                                                             | Spokesperson                                                                                                                                        | Timing                                                                                                                                              |
|------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Club Announcement<br>(AGM, applications, registrations, try outs, upcoming rosters etc.) | All players, coaches, public                        | <ul style="list-style-type: none"> <li>Facebook (Main)</li> <li>Email</li> </ul>                     | <ul style="list-style-type: none"> <li>Committee</li> <li>Board</li> <li>President</li> <li>Approved person</li> <li>CUBA administration</li> </ul> | <ul style="list-style-type: none"> <li>As soon as practical (min 2 weeks prior to event)</li> <li>Follow up communication 48 hours prior</li> </ul> |
| Player/Coach only announcement (team based info, game times etc.)                        | Registered players, coaches and team managers only) | <ul style="list-style-type: none"> <li>Facebook (Private group pages only)</li> <li>Email</li> </ul> | <ul style="list-style-type: none"> <li>Administration</li> <li>Approved team managers</li> </ul>                                                    | <ul style="list-style-type: none"> <li>As required</li> </ul>                                                                                       |
| Photos, Club updates, Scores etc.                                                        | All players, coaches, public                        | <ul style="list-style-type: none"> <li>Instagram</li> <li>Facebook (Main)</li> </ul>                 | <ul style="list-style-type: none"> <li>N/A</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>As required/ immediate</li> </ul>                                                                            |
| Monthly CUBA updates<br>- Summary of important news/information                          | All players, coaches, members, subscribers          | <ul style="list-style-type: none"> <li>Email newsletter (MailChimp)</li> </ul>                       | <ul style="list-style-type: none"> <li>CUBA Board</li> </ul>                                                                                        | <ul style="list-style-type: none"> <li>First week of each month</li> </ul>                                                                          |

## Guiding Principles

- Important CUBA information needs to be planned and released with sufficient lead time for players, coaches, public
- CUBA main Facebook page should only be used for information that the general public needs to know, and should be used strategically to ensure important CUBA messages aren't lost
- Facebook private groups (use for individual teams) to be used for team specific information
- CUBA needs to develop a subscriber email list to release news and important information to any party interested/subscribed
- Instagram is to be used primarily for photos, snippets from games etc. and shared to Facebook where appropriate



# JUNIOR DEVELOPMENT

## **Objective**

Provide pathways for junior players to participation at all levels – from participation through elite levels.

## **Strategy and execution**

Initiatives that will achieve objective

1. Close alignment with Dominoes and Grenadiers clubs for all junior programs
2. Junior clinics
3. School based competitions
4. Increase number of Aussie Hopps programs



# COACHING DEVELOPMENT

## Objective

Develop CUBA coaches to ensure players are exposed to the best coaching and development program possible

## Strategy and execution

Initiatives that will achieve objective

1. Coaching courses
2. Minimum expectation of coaching credentials (Level x).
3. .





# REFEREE DEVELOPMENT

## Objective

Develop CUBA based referees to ensure high quality officiating and assist in pathways for referees to officiate at local, state and national level.

## Strategy and execution

Initiatives that will achieve objective

1. Referee courses
2. .
3. .



# PROFILE IN THE COMMUNITY

## **Objective**

Build the CUBA profile in the community to increase relevance and encourage participation in basketball and for all ages.

## **Strategy and execution**

Initiatives that will achieve objective

1. Community profile strategies
2. Public Relations activities



# SPONSORSHIP

## Objective:

Increase Sponsorship income for CUBA to ensure player fees are kept to a minimum and CUBA can increase Marketing activity

## Packages:

### **Option 1 - Platinum: ~\$3000 p.a. (min 2-3 years)**

Premier partner. Logo on playing tops. Premium acknowledgement in all communications and monthly newsletter advertisement. Logo on signage. Facebook sharing. Work with partner for further mutual opportunities .

### **Option 2 - Gold: \$1000**

Major purchase for the club (basketballs, clinic sponsorship). Small logo on signage. Acknowledgement in monthly newsletter. Facebook sharing

### **Option 3 - Silver: <\$200**

Contribution towards specific items (drink bottles, warm up tops).  
Acknowledgement in newsletter.



# MARKETING & PROMOTION

## **Objective:**

Increase marketing and promotional activities

## **Strategy and execution:**

Initiatives that will achieve objective

1. Upgrade website
2. Develop signage to increase awareness of CUBA and promote sponsors
3. Utilise Social Media to build tactical awareness campaign and basketball participation



# REWARDS & RECOGNITION

## **Objective:**

With year long seasons now in place, CUBA need to prepare for an Awards night at the end of the regular season.

## **Proposed Awards:**

- MVP per team
- Most improved player
- MVP (for state CAM tournaments)
- Player of the year (across all age groups)
- Coach of the year (across all age groups)

# ADMINISTRATION

## **Objective**

Develop CUBA administration to ensure a strong and sustainable association

## **Strategy and execution**

Initiatives that will achieve objective

1. Appoint key roles to cover all aspects of Association requirements
2. Confirm a true home base for games, training and social events
3. Income and Cost management



# FEE STRUCTURE

## Registration and Membership fees

- Fee structure for 2018 and indicative for 2019

Include strategy for Club affiliation requirements (i.e. player must be registered for a Club first)



# CALENDAR/SCHEDULE

| Jan & Feb 2018                 | March & April 2018 | May & June 2018 | July & Aug 2018 | Sept & October 2018 | Nov & Dec 2018 | Jan & Feb 2019 | March & April 2019 | May & June 2019 | July & Aug 2019 | Sept & October 2019 | Nov & Dec 2019 |
|--------------------------------|--------------------|-----------------|-----------------|---------------------|----------------|----------------|--------------------|-----------------|-----------------|---------------------|----------------|
| 20 <sup>th</sup> Jan - Tryouts |                    |                 |                 |                     |                |                |                    |                 |                 |                     |                |
| 3 <sup>rd</sup> Feb - Tryouts  |                    |                 |                 |                     |                |                |                    |                 |                 |                     |                |
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|                                |                    |                 |                 |                     |                |                |                    |                 |                 |                     |                |
| Tryouts                        | Start Roster       | End Roster      | Event           | Board Meeting       | AGM            |                |                    |                 |                 |                     |                |