



HAWKS GAME PLAN

OUR 5 YEAR STRATEGY 2024-2028

BANYULE 1
HAWKS. —





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INTRODUCING OUR HAWKS GAME PLAN

Our Hawks Game Plan outlines our five-year strategy, embedding our commitments to promote the sport of basketball, encourage participation and develop our players to reach their full potential.

As a domestic basketball club, we pride ourselves on our community spirit, and strive to create a welcome space for juniors of all ages to get involved in basketball and enjoy the many benefits of team sport.

Our club has gone from strength to strength over its nearly 50-year history, going from an after-school ad hoc activity with a handful of players to catering for 109 teams and over 820 players in our current season.

Feedback from our members shows that community and belonging are critical to our Club's success, and this is reflected in our Club's values.

Our pillars capture the core strengths of the Club and provide the basis of directions the Hawks will head over the coming 5 years.

Our enablers are the drivers and key needs of the Club to help us reach our goals. We aim to continue to support our coaches and volunteers and strengthen our structure and processes.

The Committee has collated feedback and prioritised key actions over the next 5 years that will help us to build on our strengths and foundations.

We thank our members for their continued input and support.

The Banyule Hawks Committee



HAWKS GAME PLAN

OUR 5 YEAR STRATEGY 2023-2028

VISION, MISSION AND PURPOSE

OUR VISION IS TO BE A CLUB OF CHOICE FOR LOCAL BASKETBALL PLAYERS WITH TEAMS AND PROGRAMS CATERING FOR ALL JUNIOR ABILITIES

OUR MISSION IS TO ENCOURAGE JUNIORS TO JOIN AND CONTINUE TO PLAY BASKETBALL AND BUILD SKILLS TO REACH THEIR FULL POTENTIAL

OUR PURPOSE IS TO PROVIDE A FRIENDLY AND WELCOMING ENVIRONMENT TO SUPPORT KIDS TO PLAY BASKETBALL AND DEVELOP THEIR SKILLS

GUIDING VALUES

COMMUNITY

FUN

FAIRNESS

INCLUSIVITY

SAFETY

FRIENDSHIP

PILLARS

P1. GROW OUR MEMBERSHIP AND RETAIN PLAYERS WHO JOIN THE HAWKS

P2. STRENGTHEN OUR PLAYER PATHWAYS AND DEVELOPMENT PROGRAMS

P3. BUILD OUR SENSE OF COMMUNITY AND RELATIONSHIPS ACROSS BANYULE

P4. ENCOURAGE DIVERSITY IN THE SPORT OF BASKETBALL

ENABLERS

E1. SKILLED COACHES

E2. QUALITY VENUES

E3. STRUCTURE & GOVERNANCE

E4. STAFF & VOLUNTEERS



HORIZONS

HORIZON 1 2024-2025

HORIZON 2 2025-2026

HORIZON 3 2027+

P1. GROW OUR MEMBERSHIP AND RETAIN PLAYERS WHO JOINING THE HAWKS

DEVELOP PLAYER RETENTION STRATEGY
GROW MINI HAWKS PARTICIPATION, AND
LAUNCH GIRLS ONLY MINI HAWKS
BUILD SCHOOL OUTREACH PROGRAM

EXPAND OUR PATHWAYS INTO BASKETBALL
FOR NEW PLAYERS
STRENGTHEN OUR GRADING POSITION WITHIN
EDJBA

DEVELOP AN IN-SCHOOL PROGRAM

P2. STRENGTHEN OUR PLAYER PATHWAYS AND DEVELOPMENT PROGRAMS

PILOT 3X3 COMP
EXPAND SCHOOL HOLIDAY PROGRAMS
CREATE PERFORMANCE DEVELOPMENT
PROGRAM

FORMALISE REP PATHWAYS
BUILD A STRUCTURED PRESENCE IN
TOURNAMENTS

HOST COMPETITIONS

P3. BUILD OUR SENSE OF COMMUNITY AND RELATIONSHIPS ACROSS BANYULE

STRENGTHEN OUR RELATIONSHIP WITH OTHER
LOCAL SPORTING CLUBS
COLLECT REGULAR FEEDBACK FROM
MEMBERS

ENGAGE IN LOCAL COMMUNITY EVENTS
BUILD RELATIONSHIPS WITH LOCAL
UNIVERSITIES AND ELITE BASKETBALL CLUBS

CREATE A PHYSICAL HOME FOR THE CLUB
STRENGTHEN OUR RELATIONSHIP WITH LOCAL
GOVERNMENT & BUSINESSES

P4. ENCOURAGE DIVERSITY IN THE SPORT OF BASKETBALL

DEVELOP STRATEGY TO BUILD FEMALE
PARTICIPATION
CHANGE UNIFORM TO ENABLE
GREATER FEMALE PLAYER RETENTION

BUILD FEMALE DEVELOPMENT PROGRAM
DEVELOP INCLUSIVITY PLAN

HOST ALL ABILITIES PROGRAMS
BUILD ALTERNATIVE TRAINING PLANS FOR
HIGH PERFORMANCE TEAMS

E1. SKILLED COACHES

REVIEW COACH BAGS & EQUIPMENT
SET UP REGULAR COACHING CLINICS
ESTABLISH WOMEN WHO COACH NETWORK

INCREASE PERCENTAGE OF FEMALE COACHES
DEVELOP ATTRACTION & RETENTION STRATEGY
FOR COACHES

BUILD A COACH MENTORING PROGRAM
ESTABLISH COACH DEVELOPMENT
FRAMEWORK

E2. QUALITY VENUES

STABILISE VENUES TO ENHANCE CLUB
GROWTH
DEVELOP FUTURE=FOCUSSED VENUE PLAN

SEEK TO DIVERSIFY THE GEOGRAPHICAL BASE
OF VENUES

INVEST IN ENHANCING OUR VENUES

E3. STRUCTURE & GOVERNANCE

DEVELOP GOVERNANCE, FINANCIAL AND
OPERATING PLANS
REVIEW OPERATING SYSTEMS & PROCESSES

INVEST IN SOFTWARE TO ENHANCE CLUB
GOVERNANCE & OPERATIONS

DEVELOP STRATEGIC PLAN FOR NEXT 5 YEARS

E4. STAFF & VOLUNTEERS

REVIEW STAFFING AND ENSURE ADEQUATE
PAID ROLES TO COVER OPERATIONS
DEVELOP VOLUNTEER INDUCTION PROGRAM &
RECRUITMENT STRATEGY

BUILD A NETWORK OF VOLUNTEERS TO
SUPPORT CLUB GROWTH

INVEST IN TRAINING PROGRAMS FOR
VOLUNTEERS