



# KDBA 2025-2030: Mission, Vision, Strategy & Values

**OUR MISSION:** Through basketball, we **connect** and **inspire** our community to **achieve** and maximise their potential

**OUR VISION:** To be **valued** by our community and **respected** by our rivals

## OUR STRATEGY:

### GROW ENGAGEMENT & PARTICIPATION

- Extend our brand within our catchment to attract talent and resources to the Club
- Develop and execute on a community engagement plan
- Grow Aussie Hoops participation
- Engage with business community to double sponsorship revenue

### ELEVATE OUR PROGRAMS

- Move to a Club-based model for Domestic to more sustainably maintain local participation
- Develop and implement 3 year 'roadmaps to excellence' for each of our Domestic, WABL and NBL1 programs
- Ensure role clarity, efficient communications and workflow within the Club

### DEVELOP OUR PEOPLE

- Launch a 'Suns Value Proposition' – our articulation of why players, referees and coaches should choose us
- Launch a structured 'Summit' skills development program to support player development from entry through to NBL1
- Launch a formal Suns Pathway & Program for coaches and other officials
- Expand our network of volunteers through targeted outreach and advisory groups

### IMPROVE OUR FACILITIES

- Obtain the funding for court expansion through lobbying and advocacy
- Upgrade stadium seating
- Develop a facilities roadmap which improves the stadium experience for our members

## OUR VALUES:

RESPECT

COMMUNITY

INTEGRITY

EXCELLENCE