

# BASKETBALL QUEENSLAND 2020 – 2022 STRATEGIC PLAN ON A PAGE

## Vision

For basketball in Queensland to be an innovative, unified and inclusive sport recognised by the broader Queensland community as a leader in sports delivery and development and as a part of the national basketball community.

## Mission

To provide inspirational leadership and a state-wide framework that enables everyone to grow, develop and participate in the sport of basketball throughout Queensland and open the door to national and international opportunities.

## Our Shared Values

Integrity

Innovative

Service  
Oriented

Inclusive

Collaborative

## Three Year Outcomes

- Increased participation in basketball throughout Queensland
- Continued improvement in the quality of our players, coaches, officials and administrators
- Increased capacity of our associations to sustain the growth of the sport
- Improved delivery of the sport through more efficient use of technology
- Increased engagement with stakeholders through digital platforms (social media, websites, Apps, e-Newsletters, etc)
- Recognised for the service we provide to our customers
- Improved unity and strategic alignment between BQ and stakeholders

## Strategic Priorities

Grow

Develop

Build

Lead