



CDBA
CAMBERWELL

Camberwell District Basketball Association
2026 STRATEGIC PLAN

ABOUT US

Camberwell District Basketball Association (CDBA) is a dynamic, community-driven not-for-profit organisation based in Melbourne's inner-eastern suburbs.

We proudly deliver the Community Basketball League (CBL) and the Camberwell Dragons representative program, while providing a comprehensive range of on- and off-court development opportunities for players, coaches, referees, administrators and their families.

With a participation base of more than 5300 players and 800-plus officials and coaches, CDBA is one of the fastest-growing basketball associations in Australia.

This Strategic Plan sets out our shared purpose, guiding values and key strategic pillars that will shape our direction and decision-making through to 2030.





OUR PURPOSE

“We create the opportunity for our community to connect, grow and thrive through the shared love of basketball.”

OUR VALUES

COMMUNITY

We embrace and celebrate the collective contribution of all.

Contribute any way you can, no matter how small, and make a difference in our community.

OPPORTUNITY

Make the most of every opportunity provided.

We seize every opportunity, participating as players, coaches, officials, volunteers or partners, giving our all to excel.

RESPECT

We treat everyone with dignity and uphold the spirit of the game.

Show respect to players, coaches, officials, opponents and partners by being fair, humble and dignified, and by valuing each other.

EXCELLENCE

Drive to be the best we can be in everything we do.

We're dedicated to continuous growth as players, coaches, officials, volunteers and partners to become the best version of ourselves.

12s	14s	16+
	1. Ian - 48	1. Ruben
	2. Benji - 57	2. Will



FOCUS AREAS

Over the next three-five years, we will turn our purpose and values into action by focusing on the following key areas:

1. PATHWAYS

Developing structure and progressive pathways for our players, coaches and officials to aspire to.

2. GROWTH

Creating and promoting more opportunities for the community to participate in the game of basketball.

3. INFRASTRUCTURE

Securing quality infrastructure for our basketball program.

4. GOVERNANCE

Strengthening the association's governance and risk management.

KEY STEPS & ACTIONS

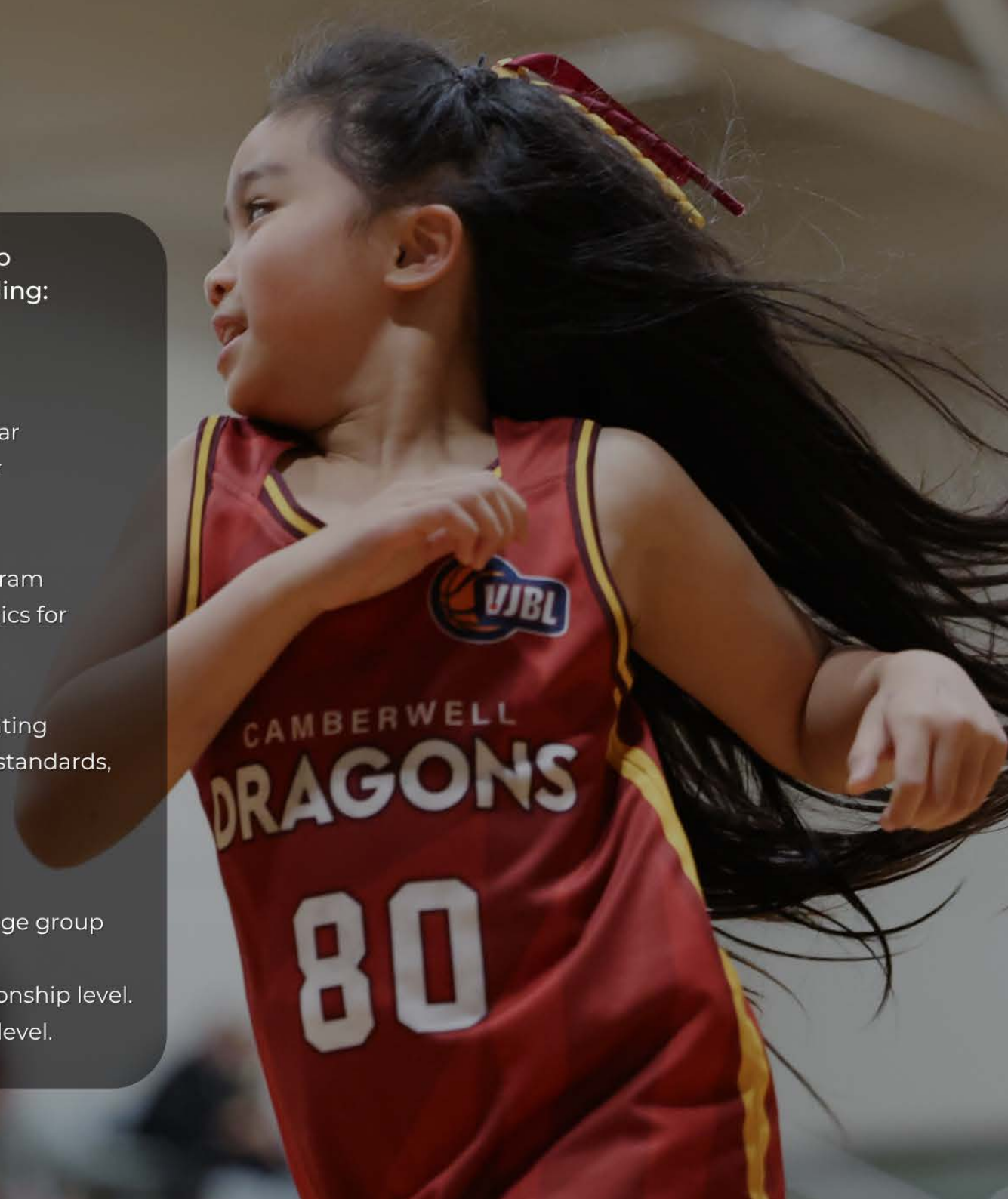
Several important steps will be taken to advance our goal in all focus areas, including:

1. PATHWAYS

- Deliver high-quality basketball programs with clear development paths, skill benchmarks and regular evaluations for players.
- Develop and roll out coaching development program that offers mentoring, workshops and annual clinics for representative and junior domestic coaches.
- Establish and actively manage a structured officiating pathway with smooth onboarding, performance standards, mentoring and continuous training,

FIVE-YEAR STRATEGIC GOALS

- Victorian Championship (VC) team in each VJBL age group (Boys and Girls).
- Big V Youth League teams competing at Championship level.
- Big V Senior teams competing at Championship level.



A background image showing several young boys playing basketball. They are wearing yellow and blue jerseys. One boy in the foreground has 'KEW EA' and the number '13' on his jersey. They are all reaching their arms up, likely trying to block a shot or rebound. The scene is set in a gymnasium with bright overhead lights.

KEY STEPS & ACTIONS

Several important steps will be taken to advance our goal in all focus areas, including:

2. GROWTH

- Grow basketball participation across all levels by building clear junior development pathways, expanding competition opportunities and actively strengthening representative programs.
- Drive community engagement and long-term sustainability by delivering inclusive programs, improving communication with stakeholders and forming strong, lasting community partnerships.

FIVE-YEAR STRATEGIC GOALS

- Grow CBL to 700-plus teams, sustain 60-plus VJBL teams and 15-plus EDL teams and establish a senior domestic competition with 50 teams.
- Two inclusive programs: Walking Basketball and All-Abilities program with 20-plus participants each.
- \$100,000 p.a. generated from sponsorship and fundraising activities.

KEY STEPS & ACTIONS

Several important steps will be taken to advance our goal in all focus areas, including:

3. INFRASTRUCTURE

- Secure long-term access to quality courts by investing in facilities, forming strategic partnerships with government, schools and clubs, with a focus of actively pursuing a dedicated CDBA home court.
- Ensure our members and the community have safe, friendly and high-quality local facilities for all programs, while optimising court usage.
- Increase CDBA, CBL and Camberwell Dragons branding at all venues.

FIVE-YEAR STRATEGIC GOALS

- Secure a long-term home court facility (multi-court).
- All home games played at multi-court high-quality facilities.

KEY STEPS & ACTIONS

Several Important steps will be taken to advance our goal in all focus areas, including:

4. GOVERNANCE

- Strengthen governance in CDBA by:
 - reviewing, refining and consistently adhering to CDBA Constitution;
 - offering clear and practical guidance to clubs, members and partners;
 - strengthening our policies, procedures and practices;
 - providing on-going financial transparency
- Creating and enforcing a safe, respectful basketball environment through parent education, clear behaviour standards and athlete accountability.

FIVE-YEAR STRATEGIC GOALS

- Fit-for-purpose governance structure
- Sound financial position and sustainable operating model
- Best-practice recognition for child safety and welfare



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For more information, visit:
www.camberwellbasketball.com