



**Basketball  
Ireland**

# // 5 Year Strategic Plan 2023–2027



[www.ireland.basketball](http://www.ireland.basketball)

// Teamwork is the beauty of our sport,  
where you have five acting as one.

Mike Krzyzewski



**Basketball  
Ireland**

The national governing body for the sport on the island of Ireland.

Part of FIBA, the World Governing body, Basketball Ireland is responsible for the promotion and administration of basketball throughout Ireland and for Irish international participation.



# // Introduction



**Paul McDevitt**  
Chair



Basketball Ireland's Strategic Plan 2023–2027 outlines the exciting trajectory our sport is travelling. We aim to increase registered players referees and table officials by 33% by 2027 to 42,000 players, 650 referees, and 450 table officials respectively. We also want to add 50 new clubs during this five-year period, to keep pace with the growing appetite to play and engage in basketball in Ireland. This would coincide with improved access to gym facilities for our clubs island-wide, while simultaneously improving the infrastructure standards at those gyms. Basketball Ireland intends to redevelop and modernise the National Basketball Arena, to provide a best-in-class elite facility. Basketball Ireland also wants to double its turnover, increase visibility through a robust communications plan, establish a High Performance Unit, ensure best practice when it comes to governance and grow the numbers of women in leadership roles as part of our Women in Basketball Strategy. These are just some of the goals set out in this Strategic Plan – basketball in Ireland has a bright future, with the best yet to come.

Basketball Ireland has been working on our new Strategic Plan since May 2022. We have widely consulted the basketball community through surveys, focus groups and interviews with key stakeholders within the game. This collaborative approach was of paramount importance, to ensure every sector within basketball was taken into account, when bringing this Strategic Plan to fruition, and this is an accurate reflection of their views and aspirations for the sport. We have worked with specialist outside expertise to assist us in this process to ensure that our 5-year Strategic Plan will continue to bring Basketball Ireland, and the sport of basketball, forward to another level and provide the platform for growth in all aspects of our game in the future, both on and off the court.

**John Feehan**  
CEO



Basketball  
is everywhere



and  
for everyone

# // Mission

To grow the sport of basketball through:



**Strong**  
Leadership



**Professional**  
Management



**Empowerment**  
of Volunteers

# // What we value

## Integrity

We operate with respect  
and as a team

## Inclusion

We are compassionate  
and embrace diversity



**Basketball  
Ireland**

## Courage

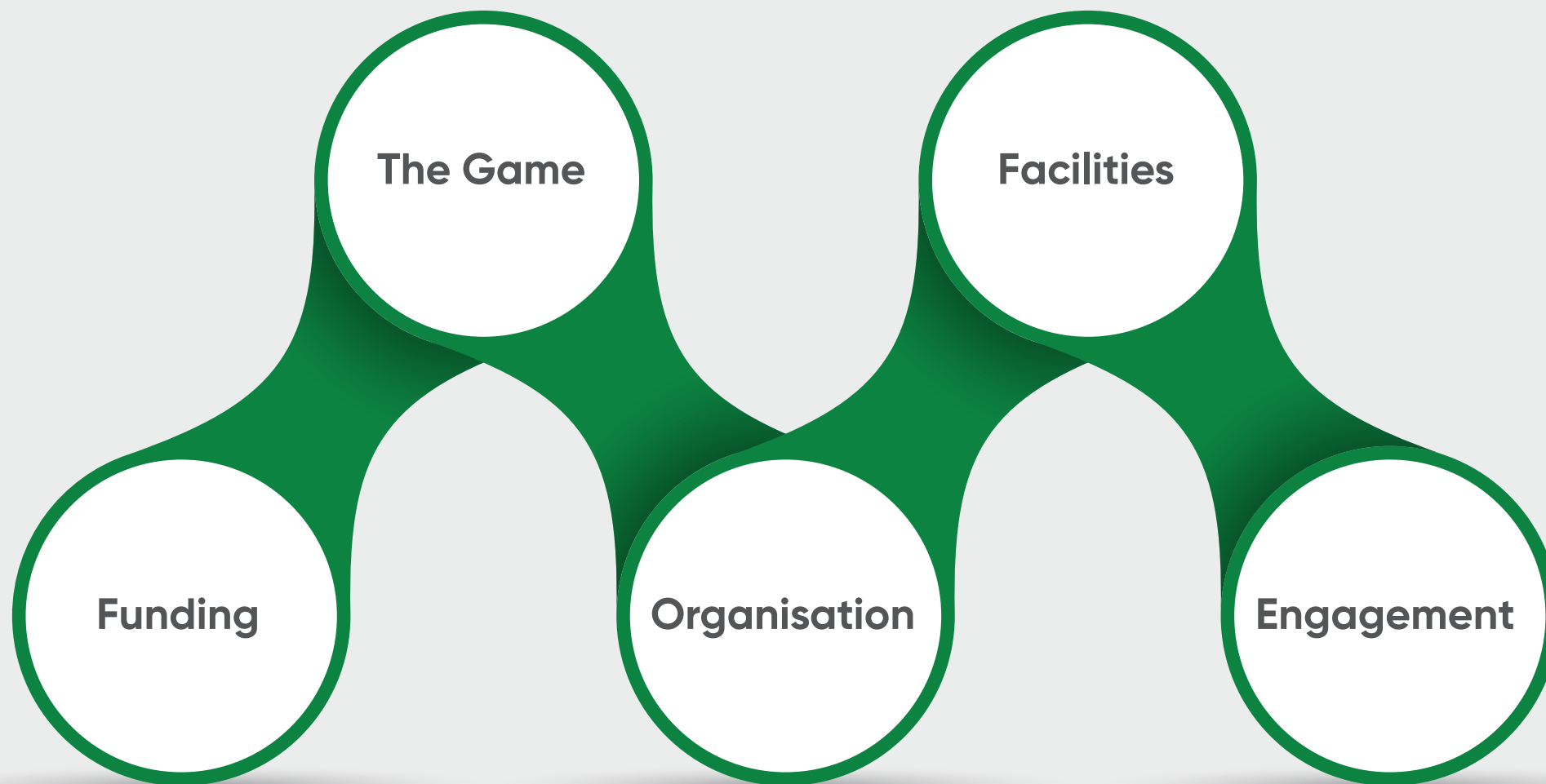
We lead by example  
and do the right thing

## Ambition

We are progressive  
and strive for excellence

2023 - 2027

# // Five Strategic Pillars



We will develop all aspects of basketball – technical, performance, participation, development and retention, and promote diversity, gender balance and equity in all areas of our sport

## The Game



Basketball  
Ireland

### Actions:

1. Development of a retention programme for players from school to club to seniors by end 2025
2. Introduction of an inclusive and user-friendly registration system by the start of the 2024/2025 season
3. Development of the women in basketball strategy during 2023
4. Recruitment of a Technical Director
5. Further development of the coaching structure to support both national and international levels
6. Development of 3x3 to become a High Performance Sport Ireland funded programme
7. Development of properly funded clear pathways to the international game, in order to compete successfully on the international stage at all levels
8. Enable our coaches and officials to update and maintain their standards and use technology to do this via the expansion of the online learning platform 'Helpside'





The  
Game

## The Numbers

Category	Current	By 2027
Registered Players	31,200	42,000 ▲ 35%
Referees	478	650 ▲ 36%
Table Officials	335	450 ▲ 34%
Coaches	1,785	2,400 ▲ 34%
Clubs	210	260 ▲ 24%
Post Primary Schools Players	41,000	46,000 ▲ 12%

To professionalise, raise standards and improve access  
in all our facilities

## Facilities

### Actions:

9. Redevelop and modernise the National Basketball Indoor Arena by the end of 2026
10. Develop Centres of Excellence around the country to support elite players in a hub and spoke model, exploring partnerships between the local Area Boards, and the third level institutions
11. Set up a working group to find more gym availability and work with clubs and gyms to make sure infrastructure standards improve across the board
12. Ensure affordable access to basketball courts for clubs in their local communities and ensure that community clubs have proper legal standing where they play

To develop a long-term sustainable commercial and financial growth model for all levels of the game, both at a national and local level

## Funding

### Actions:

13. Expand the commercial programme through the addition of new commercial partners to support the sport, a philanthropy programme, a redeveloped Arena revenue, member fees, and through the expansion of merchandise/retail and other commercial revenue streams
14. Grow our membership database to 125K by 2027 and deliver targeted database interaction to enhance communication and engagement with our key stakeholders, as well as increase commercial revenue
15. Assist clubs in becoming best-in-class in club administration, financing, and revenue generation and put a structure in place that clubs could use to assist them with finding commercial partners
16. Continue to explore alternative sources of funding both locally and nationally, such as public funding opportunities via government, local authority and educational institutions' funding programmes



We will govern and organise our sport with a transparent process

## Organisation



### Actions:

17. Review our governance and policies to ensure best practice and that they are in line with Sport Ireland policy and that all terms of reference are regularly reviewed
18. Remould our internal executive functions to align better with the overall strategic plan and direction
19. Streamline organisational structures with clear visibility of role and remit and make the administration of the sport more professional
20. Embrace technology and review how we can better communicate with all of our stakeholders, but particularly internally between the different sectors of the organisation and the sport

Proactive leadership and active public affairs with Sport Ireland, the Government, FIBA, the media and all key stakeholders

## Engagement

### Actions:

21. Position the senior international teams and the Super League teams as the springboard to highlight our game, with better team and player narratives to engage existing and new fans
22. Develop further the internal communications platforms for our basketball community and get ongoing feedback
23. Develop a multi-layered communications strategy for all media platforms over the five-year term including TV, national and local radio and press, our OTT platform, and across all social media platforms
24. Implement media training for our international squads, due to their raised profile
25. Develop a public affairs plan that places basketball at the centre of government, national and local authority discourse



# // By the end of this plan we will have:

## The Game

Implemented the guidelines in the Sport Ireland Diversity & Inclusion Policy, with the intended outcome of more people from diverse communities participating and engaging in basketball at all levels

Increased the numbers of women in leadership roles (coaching, officiating, governance, administration)

Developed a sustainable plan for the support and development of volunteers

Doubled the number of Sports Development Officers

Increased players, coaches and officials by 33%+

Implemented minimum standards of operation for all National League Clubs

Established a High Performance Unit



## Funding

- Created a philanthropy and patronage programme for the sport
- Doubled the Basketball Ireland turnover

## Engagement

- Raised the profile of basketball throughout Ireland, with continuous and regular coverage of the top domestic competition and international teams, to double the level of coverage

## Facilities

- Significantly redeveloped and modernised the National Basketball Indoor Arena

## Organisation

- Reviewed the structure and governance of all committees



# // Acknowledgements



We thank you for your ongoing support of Basketball Ireland

The staff and Board of Basketball Ireland.

All those who responded to the survey or gave their time in the consultation for this strategy.

The clubs, officials, volunteers and players who make up basketball in Ireland.

// 5 Year Strategic Plan  
2023-2027



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2023 - 2027