



BPBA STRATEGIC PLAN SURVEY 2026

WHAT OUR COMMUNITY TOLD US

"Being known as a well run, transparent and player focused association that listens to its members, communicates openly, and consistently delivers a positive basketball experience for everyone. This should be the standard, not the exception."

– COMMUNITY MEMBER, PARENT

338

RESPONSES

4

SURVEYS

1,740

WRITTEN COMMENTS, EVERY ONE READ

YOU TOLD US. HERE'S WHAT WE HEARD.

In 2026 we asked our community to help shape the future of basketball on the Bellarine. 338 of you responded. This report shows what you told us – the good and the hard – and where it goes next.

We've published it in full, including the parts that are hard to read. These are the six messages that came through most clearly.

AT A GLANCE

91%

FACILITIES & COURTS – THE clearest message in the survey

91% of community respondents support BPBA pursuing facility expansion – the highest-rated item across all four surveys. Only **11% are satisfied** with court availability today. Facilities was the community's top priority and the most-raised theme in what you wrote.

57%

MODERATE, NOT NEGATIVE

of community members rated their overall experience in the middle band – reasonably satisfied, not yet convinced.

85%

COACHING CONSISTENCY

of Junior Rep families said the coaching experience is mixed or inconsistent from team to team.

Fairer

GRADING & COMPETITION

Get grading right up front, adjust early when games are lopsided, and spread byes evenly.

64%

CULTURE & INCLUSION

of community respondents raised culture and inclusion in their comments – with keeping girls in the game a clear thread.

3 in 10

COMMUNICATION & TRUST

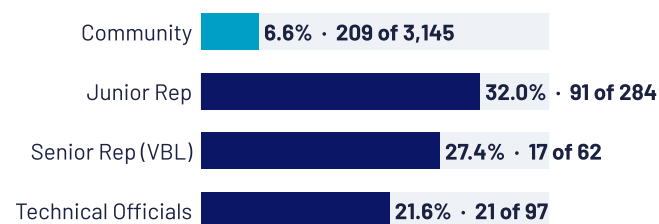
are actively negative about trusting BPBA to act on feedback. People are more satisfied with the basketball than with how we communicate about it.

HOW WE LISTENED

We ran four surveys – for our community, our junior representative families, our senior representative program (VBL, formerly Big V), and our technical officials. Every response was read. Nothing was set aside.

WHO RESPONDED

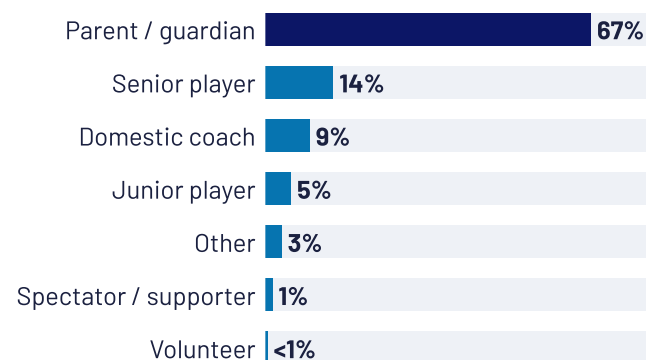
Response rate by survey – % of those eligible



The community survey went to a subscriber list that includes past members and did not ask respondents to confirm current registration.

COMMUNITY SURVEY – WHO ANSWERED

209 responses, by main involvement



WHO ANSWERED

Two-thirds of community responses came from parents and guardians. That shapes what we heard – much of the feedback about the junior experience is seen through a parent's eyes, and we've kept that in mind throughout.

HOW WE HANDLED YOUR WORDS

All 1,740 written comments were grouped into themes so we could see what came up most often – but none of it was thrown away. Every response has been preserved in full and provided to the BPBA Board. The quotes in this report are drawn directly from what you wrote.

HOW WE REPORT THE NUMBERS

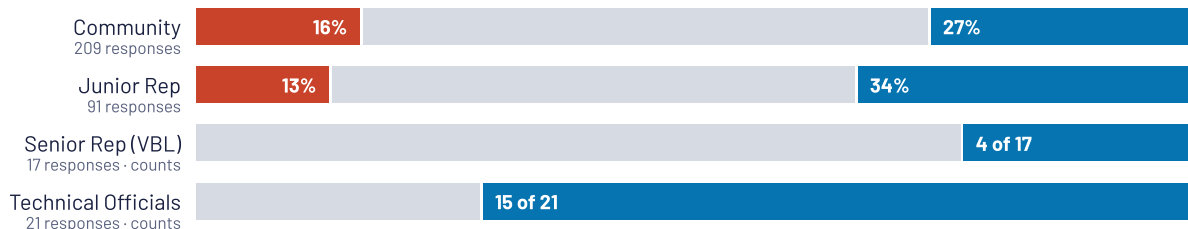
For our two largest surveys we report percentages. For the Senior Rep and Technical Officials surveys, where numbers are smaller, we report counts – “12 of 17” rather than a percentage – so we don't imply more precision than the responses support.

READING THE CHARTS

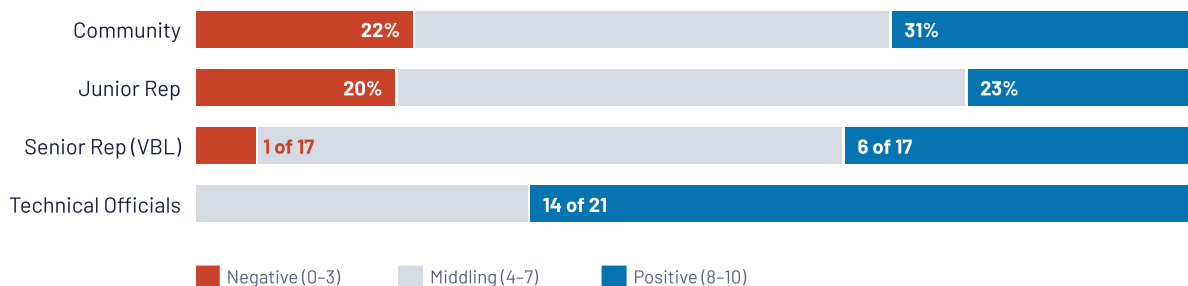
Most questions used a 0–10 or 1–10 scale. We group answers as **positive (8–10)**, **middling (4–7)** and **negative (0–3)**, so you can see the spread rather than a single average.

HOW YOU'RE FEELING

OVERALL SATISFACTION



CONFIDENCE BPBA IS HEADING IN THE RIGHT DIRECTION



Senior Rep and Technical Officials are smaller groups and are shown in counts. Response rates differ across surveys, so compare groups with care. Technical Officials rate highest partly because officials who have left aren't in the sample.

Across the board, the picture is **moderate rather than negative**.

Most people sit in the middle – reasonably satisfied, not yet convinced. In the community survey, 57% rated their overall experience in the middle band, with far more positive than strongly negative.

That's an honest starting point. It says the foundations are sound and there's real work to do to move people from "it's okay" to "it's great."

The large middle is the opportunity. Fewer than one in five community members are strongly negative. Most are waiting to be convinced.

HIGHEST AND LOWEST RATED

Community survey · % rating each item positively (8-10) · 209 responses

MOST POSITIVE



LEAST POSITIVE



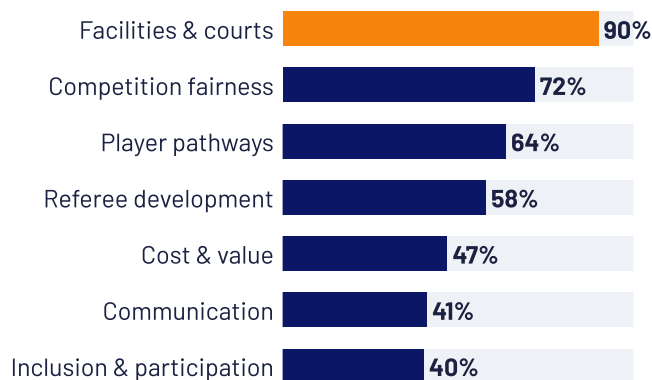
Both ends of the list point to courts. The idea members back most strongly – expanding our facilities – and the experience they rate lowest – court availability today – are the same issue seen from opposite sides.

WHAT MATTERS MOST TO YOU

We asked everyone to rank their top five priorities for BPBA from a fixed list.

COMMUNITY

% who placed each option in their top five · 209 responses



For the community, one priority stands clearly above the rest: **facilities and courts**. Nine in ten placed it in their top five, and almost half (48%) ranked it first. Nothing else came close.

JUNIOR REP

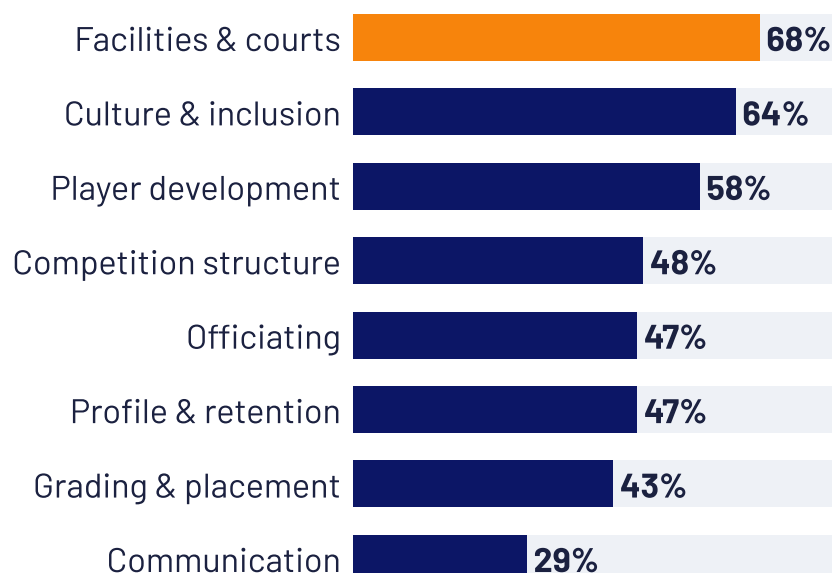
% who placed each option in their top five · 91 responses



For Junior Rep families, the priorities were **player development** and **coaching quality** – the things that shape a young player's experience week to week.

IN YOUR OWN WORDS

% of community respondents whose written comments raised each theme · 201 wrote comments



When we look at what people wrote in their own words, the same themes rise to the top – with one addition.

Culture and inclusion was raised by nearly two-thirds of community respondents, almost as often as facilities, even though it ranked lower in the fixed list. Your comments corrected the picture.

FACILITIES & COURTS

Across every way we asked — ratings, rankings and your own words — facilities came out on top. Demand has outgrown the courts we have, and members want it fixed.

91%

support BPBA pursuing facility expansion — 191 of 209, the highest-rated item in all four surveys

11%

are satisfied with current court availability — the lowest-rated item in the community survey

9 in 10

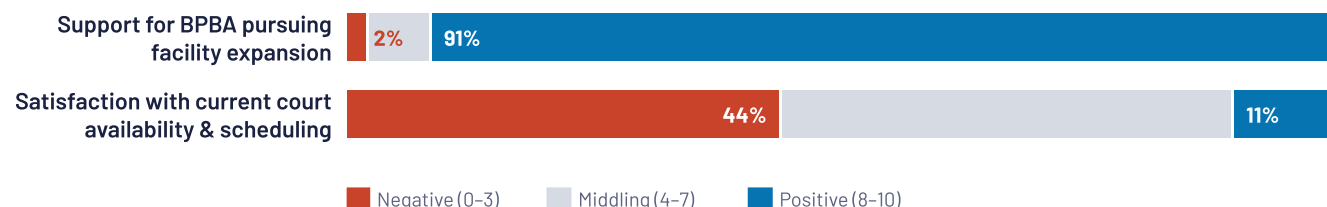
put facilities in their top five priorities — 48% ranked it first

68%

raised facilities in their own words — more than any other theme

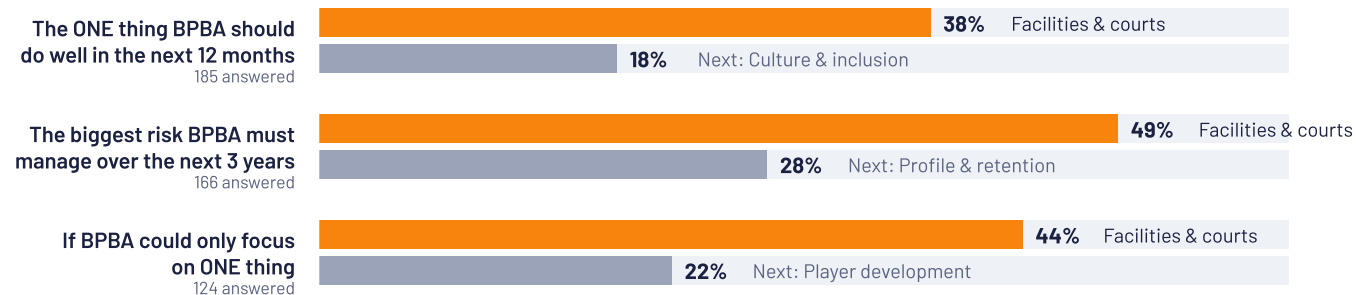
STRONG DEMAND, POOR SUPPLY

Community survey · 209 responses



Support for expansion is near-unanimous — only 4 of 209 people scored it 0-3. Satisfaction with court availability sits at the other end: 44% are negative. **They are two sides of one issue: demand has outgrown the courts we have.**

FACILITIES WAS THE TOP ANSWER TO EVERY OPEN QUESTION ABOUT THE FUTURE



% of community respondents who answered each open question whose answer raised the theme

Terrible scheduling, overcrowding the competitions resulting in more byes due to limited courts, outdated facilities.

— COMMUNITY MEMBER, SENIOR PLAYER

Negotiate additional courts — either the use of existing courts or long-term planning to build additional courts.

— COMMUNITY MEMBER, PARENT

Get more courts! Kids playing such late games is a killer.

— COMMUNITY MEMBER, PARENT

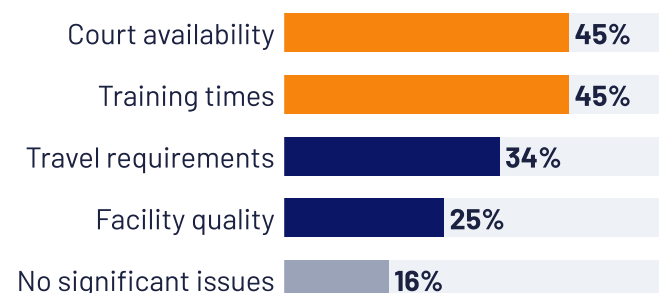
FELT ACROSS EVERY PROGRAM

This isn't only a domestic competition issue. Our representative families, our VBL program and our technical officials all named the same pressure.

JUNIOR REP

45%

named **court availability** as an issue, and 45% named **training times**. Only 16% of families reported no significant issues.



% of 91 • more than one could be chosen

Facilities and unavailability of courts for training. Play for Bellarine, shouldn't have to train in Geelong.

— JUNIOR REP PARENT

Getting greater access to courts for players to train outside of team trainings.

— SENIOR REP RESPONDENT

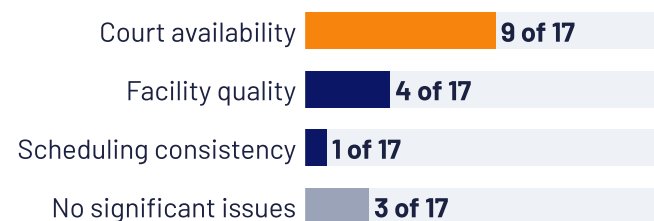
More courts so we can finish earlier.

— TECHNICAL OFFICIAL

SENIOR REP (VBL)

9 of 17

named **court availability** as the main facility issue for the program — more than any other.



Counts • 17 responses

WHY IT MATTERS: KEEPING PEOPLE PLAYING

Asked to name **the biggest risk BPBA must manage over the next three years**, half of the community members who answered (49%) pointed to courts and facilities — nearly twice the next theme. Many linked the shortage directly to byes, late game times for young players, and families leaving for other associations.

The risk exists now. There are not enough courts to safely accommodate the children.

— COMMUNITY MEMBER, PARENT

Losing kids to Geelong league due to lack of courts.

— COMMUNITY MEMBER, PARENT

New courts, better facilities — all the regional areas have newer and better facilities than us. I know it's in the pipeline but it's been a long time.

— JUNIOR REP PARENT

MEMBERS ARE WILLING TO HELP

What community members would accept to bring a facility outcome forward • % of 209



Nearly two-thirds (63%) pointed to a slight fee increase or a stronger sponsorship push. Only 6% would accept no trade-off at all.



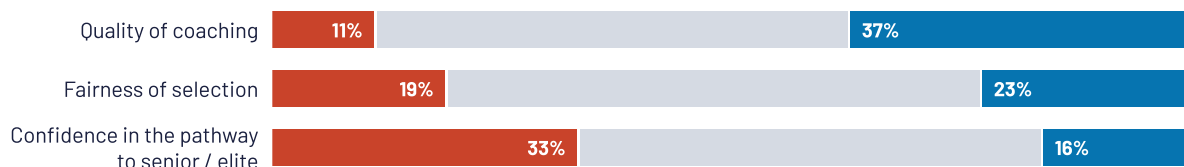
THE JUNIOR END — JUNIOR REP

Junior Rep and Senior Rep aren't two separate programs — they're one pathway a player travels, from their first representative season through to VBL. Here's what each end told us.

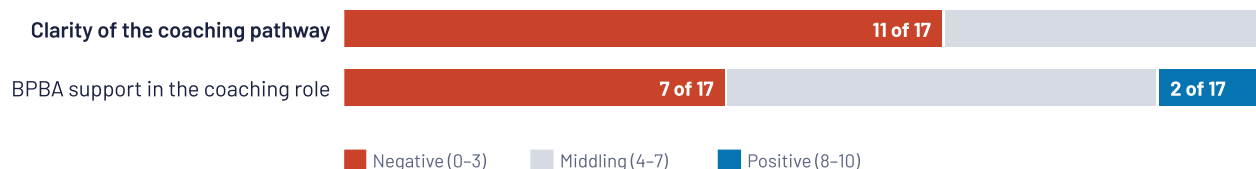
COACHING & DEVELOPMENT

Junior Rep • 91 responses (32% response rate) • coaches-only questions shown as counts

JUNIOR REP FAMILIES • 91 RESPONSES



JUNIOR REP COACHES ONLY • 17 RESPONSES

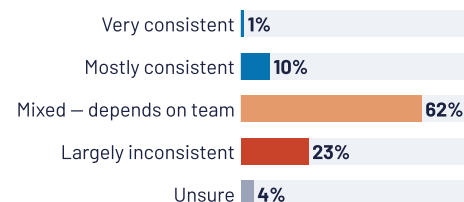


Coaching quality and player development are what Junior Rep families care about most. But the clearest signal is a gap: **clarity of the coaching pathway — asked of our 17 Junior Rep coaches — is the lowest score anywhere in our data.** Not one rated it positively.

And this isn't a handful of isolated cases. **85% of Junior Rep families told us the coaching experience is mixed or inconsistent from team to team** — only around one in ten described it as consistent.

HOW CONSISTENT IS COACHING ACROSS TEAMS?

% of 91 Junior Rep respondents



There are some amazing coaches and then some not so amazing — it's too big a discrepancy. When you change teams you should expect the same amazing experience from previous coaches, and when you don't get that it's super disappointing, especially for the players, which in turn can turn them off trying out again for the next season.

— JUNIOR REP RESPONDENT

It's worth saying what is working, though: the program's **culture of respect and safety** drew the fewest negative ratings of any Junior Rep measure (8%) — a genuine strength for families to build confidence on, even as coaching consistency is the thing to fix.

I think Storm has awesome culture. Great people, great community, like a second home for our boys.

— JUNIOR REP PARENT

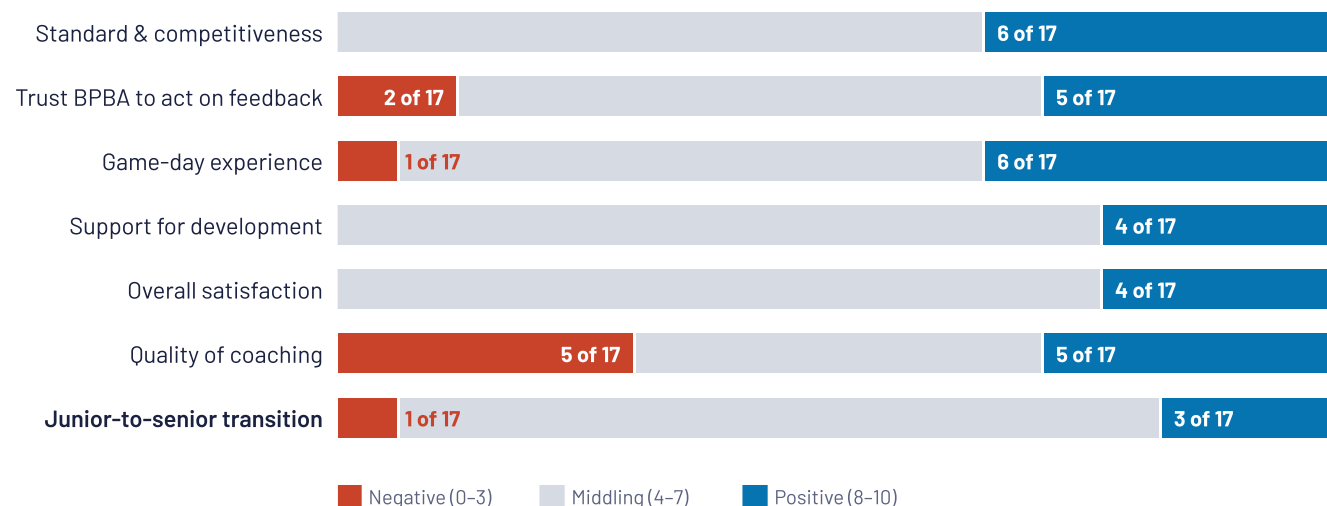
THE SENIOR END — VBL

Bellarine Storm · VBL, formerly Big V · 17 responses from players and coaches (27% response rate) · shown as counts



HOW MEMBERS RATE THE PROGRAM

Number of respondents, of 17



At the senior end, the picture is quietly encouraging. VBL members rate the **standard and competitiveness of the program** most highly of all — and, notably, their **trust in BPBA runs higher here than in any other group we asked**. Game-day experience also rates well. This is a program with momentum.

That confidence shows in what members want next: a bigger crowd, a stronger game-day atmosphere and a higher community profile for the Storm program. And the facility issue they feel most is a familiar one — **court availability, named by 9 of 17**, the same pressure the wider community identified.

The softer spots are just as telling: coaching quality divides opinion, and **support for the transition from junior to senior rep drew the fewest positive ratings** (3 of 17).

Promote and celebrate the culture we're building. It can be a point of difference in our region and help us with recruitment.

— SENIOR REP RESPONDENT

Consistency is the key. Offer coaching contracts to lock in good coaches ... celebrate the success stories and be proud of the teams.

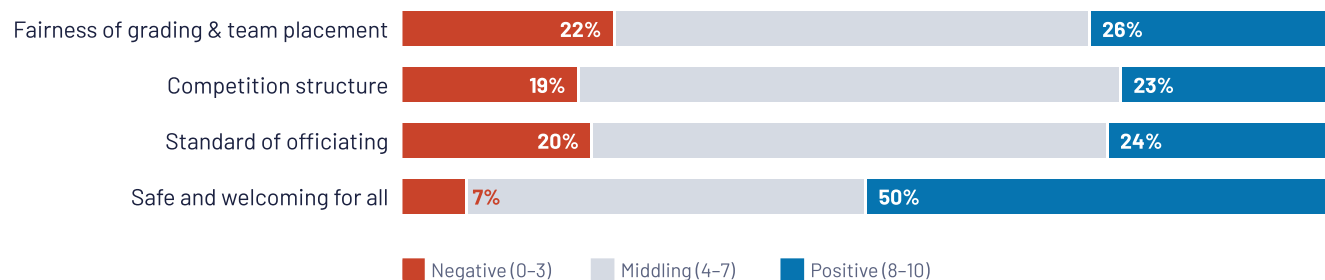
— SENIOR REP RESPONDENT

The pathway is the story. The junior end asks for coaching quality and a clearer route forward; the senior end is competitive and confident but sees the junior-to-senior transition as the gap. Both ends are pointing at the same join — and that join is where the work is.

GRADING, OFFICIATING & CULTURE

THE COMPETITION EXPERIENCE

Community survey - 209 responses



GRADING & FAIRNESS

A recurring theme was the fairness of domestic grading – making sure teams are placed in the right division so games are competitive rather than lopsided. Several respondents linked poor grading to families drifting to other associations in search of a better contest.

Teams should not be moved once the season is underway except in exceptional circumstances. Greater care should be taken when creating divisions and fixtures to ensure balanced match-ups, an even distribution of byes, and that all teams play each opponent a similar number of times.

– COMMUNITY MEMBER, PARENT

Teams winning or losing by large margins early in the season are moved into suitable divisions.

– COMMUNITY MEMBER, PARENT

The ask is concrete: **fairer grading, fewer blow-outs, and an even spread of byes.**

OFFICIATING

The standard and consistency of officiating came through as a theme in its own right. Better support and development for referees – many of them young and learning themselves – was a recurring request.

Referees with more training and better understanding of appropriate decision-making based on ages.

– COMMUNITY MEMBER, PARENT

CULTURE & INCLUSION

Half of community members rated BPBA as safe and welcoming – one of our strongest results. Much of the feedback was about keeping it that way as players grow, and one thread stood out: **keeping girls in the game.**

Girls leaving basketball as they get older because there isn't a place for them.

– COMMUNITY MEMBER, PARENT

Actually listening about how to keep girls in the game at domestic level.

– COMMUNITY MEMBER, PARENT

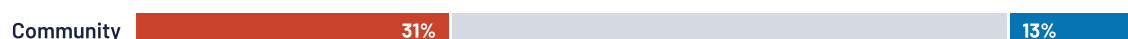
COMMUNICATION & TRUST

This is the hardest part of the report, and we're publishing it in full.

TRUST BPBA TO LISTEN AND ACT ON FEEDBACK



TRANSPARENCY OF DECISION-MAKING



EFFECTIVENESS OF COMMUNICATION



■ Negative (0-3) ■ Middling (4-7) ■ Positive (8-10)

Technical Officials were not asked these questions. Senior Rep shown in counts.

Across our two largest surveys, trust that BPBA acts on feedback sits around the middle of the scale, with **roughly three in ten actively negative**.

Transparency of decision-making drew the lowest positive rating of any community question apart from court availability. The people closest to the game feel it most: our **domestic coaches were the least trusting** of the main groups in the community survey.

The communication and transparency around decision-making has been severely lacking, which impacts how participants feel about the association.

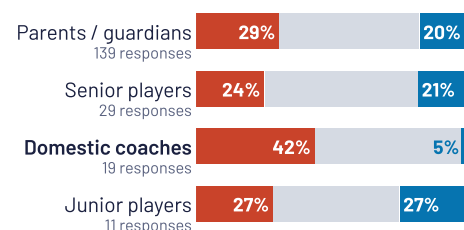
– COMMUNITY MEMBER, PARENT

Perhaps more visibility from the actual BPBA staff members at games mid-week ... willing to meet and chat to families, show who is who. I compare it to the footy club where everyone knows the president. Not a criticism at all, just something that might be a good idea.

– COMMUNITY MEMBER, PARENT

TRUST TO ACT ON FEEDBACK, BY GROUP

Community survey - groups of 10 or more



The clearest finding in this report: people are more satisfied with the basketball than with how we communicate about it. The game is strong. The relationship is where the work is.

WHERE THIS GOES NEXT

The biggest risk facing BPBA is failing to retain players, families, coaches, referees and volunteers by not providing a consistently positive basketball experience. As expectations continue to grow, participants have more choice than ever.

– COMMUNITY MEMBER, PARENT

WHAT WE HEARD

You told us **facilities are the priority** – and that the shortage of courts is already affecting byes, game times and whether families stay. That coaching quality and a clear pathway matter most in our rep programs. That domestic grading needs to be fairer. That girls need a stronger place in the game. And – most importantly – that we need to communicate better and show we act on what you tell us. Running through all of it was one risk: **losing players and families if the experience doesn't keep pace.**

WHERE THIS GOES

Every response has been recorded in full – nothing has been set aside. This feedback now goes to the BPBA Board and becomes a key input into the Association's next Strategic Plan, expected in late 2026 to early 2027, and the operational planning that follows it. That is where specific actions, priorities and timelines will be set.

ON TRUST

We know that trust is something BPBA has to earn, not claim – a number of you told us so directly in this survey, and we've heard it. Sharing this report, in full and including the parts that are hard to read, is where that starts.

"Being known as a well run, transparent and player focused association that listens to its members ... This should be the standard, not the exception."

– COMMUNITY MEMBER, PARENT

THANK YOU

to everyone who took the time to share their thoughts. The complete set of written responses has been preserved in full and provided to the BPBA Board.

