

President's Report

The past year has been an active one for our organization. After my appointment in July the committee sat down and set up a strategic plan for our club under the direction of Cheryl Gush.

This was to formalise a written document that could be referred back to when it came to decision making and define where we wanted to head to as a club. I have included the framework from this Strategy Meeting as part of the written copy of the Presidents' report and encourage you to use your skills to help us achieve some of these goals

Part of this framework was a desire to ensure players who did not pay, did not play. This was enforced by naming of players on our facebook group, ensuring the TC's were aware and had the autonomy to follow through. The team hardest hit with this was our B grade Black team where 5 players from that team tallied outstanding fees of about \$1000.

Thanks to Shayne Penn who weathered this storm and all the club players who happily filled in so that this team did not default a game. Ben Todd (our treasurer) will be sending Harbour a list of players who have outstanding fees shortly to ensure they do not play for any other team until they paid the cash owed to us - this process will happen every season and was trialled last year by Coach DT with good results.

You will notice with the upcoming winter league invoices we have added in a Stand down date, which will mean that if a player has not paid by this date (unless an agreement has been arranged with Ben Todd) then he/she will not be able to take the court until payment is made.

Team wise this past Summer League we have had Coach DT get more active around the Club Coaches Role, placing players in teams and being available for coaching at the NSEC every Tuesday and Wednesday evenings for those teams that want help. We can now see that having the focus solidly in this direction by Coach DT has enabled us to keep teams together from one season to the next, examples are DBC Blue and Rogues already sorted with players for this upcoming winter season.

Werner (our asset manager) has been pushing the committee to apply for new uniform (and ball/first aid kit) funding and with the help from our "Applications Consultant" Franco Pierantoni we have recently applied for over \$7,000 for new team uniforms, and have secured court funding through to May 2016.

New balls and first aid kits will be in circulation this upcoming season.

The change last July from the per season to a yearly club membership fee transitioned as well as could be expected with thanks to Ben Todd who took on the thankless and important task of sorting out the club invoicing system so things could run smoothly.

The committee also appreciated the honesty of our club members when it came to sorting invoices out that were incorrectly charged or not at all! It was greatly appreciated and even though we are all volunteers in these roles we still try to maintain a professional approach on getting things done in a timely manner for you.

A reminder that the new membership year starts again in at the end of July with the \$100 fee covers 12 months of scrimmage time at Breakers Gym, YMCA and Kristin. If pro-rata-ed the fee is \$10 per month.

Also please note If when we have social members filling gaps to help out teams that are short in numbers the cost to charge is \$12.50 per game. Please advise us of any ad-hoc players so we can let harbour basketball know and avoid any charges for playing non registered players.

It is good to see that the club is continuing to develop a community spirit and we were pleased to that when the request came to us (from Takapuna Grammar) for more help with their basketball teams we were able to give them some needed support.

We also had a visit from the Auckland Wheelchair Association, which enabled some club members to take a look at basketball from a different perspective for a night!

The Mini mixed tournaments are still continuing to be run at the end of every long weekend and with the usual 6 week mini mixed leagues played in between seasons proving as popular as ever, we are developing the fun social side of our basketball club nicely.

Unfortunately with my resignation forthcoming, the organisation of this usual mini mixed league was postponed for this break but will be back again between the Winter/Summer season.

Our Dolphinz Pupz sessions are growing from strength to strength and with the change from Monday to Thursday evenings combined with a location change to Kristin School proved a good decision and has stimulated growth with Coaches Werner and Ben now having a waitlist of young players wanting to learn how to play basketball.

We are hoping to be able to increase our numbers in this area and extend the age availability from 5-12 all the way out to 14 mid way through this year. This will enable us to have a pathway right the way through our club for our younger players, who are the lifeline to the continuation of a successful club for many years to come.

Our website (dolphinzbasketball.co.nz) is coming into its own and a good source of new players with the total number of unique visitors in 2015 being 5202!

Communication is key and Paul Lamb has stepped forward strongly to fill this gap over the last 8 months. Also his IT understanding of how to make the website “work” has been invaluable and having his knowledge and experience on systems within the committee framework a blessing.

I would like to take the opportunity to thank you all for your continued support of our Club and am sure the committee would welcome any new ideas or feedback on how things can be done smarter

My move to Hamilton is a permanent one and it is with regret that I am having to leave the Club I have helped build over the last 10 years, but am confident you, the players, are in good hands

Remember our Mission Statement is

Dolphinz - Creating an enjoyable and progressive family based basketball experience on the North Shore by making pathways for our players through every level

Thank you

Debby Stanaway

Dolphinz Basketball

Dolphinz Basketball Club

Strategic Goal plan

Themes

1. Finance
2. Competition
3. Brand
4. Venue
5. Teams

Goal One

The Dolphinz Club will be a financially transparent and growing club investing the in the future by January 2017

Strategy

We will align our financial practice with best practice, increase transparency and create forward planning to enable our growth.

Key Performance Indicators. (how we will know we reached our goal)

1. There is ongoing transparency of our financial position, reported with regular frequency
2. We have an onsite method of revenue collection
3. We have less reliance on outside funding
4. We have an annual surplus to invest in the future

Critical success factors (the to do list)

1. We have a formalized budget with 12 month projections
2. Enforce the no pay no play rule
3. Understand the real cost of investing in our future
4. Investigate the cost of onsite Eftpos
5. Set up a sub committee for funding
6. Create a formalized shared process for requesting funding
7. Investigate the alternative to revenue collection from community funding and club memberships

Goal Two

The Dolphinz is a highly competitive club facilitating a club competition by 2017

Strategy

We will strive to facilitate the growth of clubs in New Zealand by demonstrating leadership in this field and making basketball the sport of choice through the formalization of club pathways .

Key Performance indicators (KPI)

1. We have created a formalized pathway for all our players that is documented and shared with the club.
2. There is an increased volume of basketball clubs in New Zealand
3. We have our own club competition that is well attended and valued by other clubs in the country

Critical Success Factors (CSF)

1. Invite the other clubs in New Zealand to a working weekend to plot a path forward on this.
2. Create a Competitive club competition to kick off the season next
3. Investigate a club 3X3 competition
4. We create the parameters for a Challenge shield and develop the concept with other clubs at a regional club development meeting

Goal Three

We are a well-recognised brand in the basketball environment that reflects our culture and purpose

Strategy

We will engage club members and formalize a Marketing plan that sets us up as the club of choice for all players in the New Zealand, Auckland territory.

KPI

1. Our brand is recognised at the same level as the Breakers
2. We have a formalized marketing strategy with measurable outcomes
3. We collect revenue streams off the strength of our brand
4. Other clubs and associations look to us to leverage brand strength
5. Through brand affinity our club members choose to purchase club merchandise and uniforms
6. Our members acknowledge the value of club membership
7. We have 200 paying members by the end of 2016

CSF

1. Identify and announce our Vision and Mission statement to the club.
2. Formalize the Brand Culture through a process of engaging our club members
3. We have someone dedicated to growing and managing the brand
4. We canvas the club members to understand what they want from the club
5. We engage with the community outside of the club to grow our brand both formally and informally.
6. Our branding is consistent
7. We develop the skills needed to maximise the use of “e” communication through FB, Glory League and Web stats
8. We place a formal 12 month calendar into FB to facilitate visibility and access to tournaments and games for all players

Goal Four

The Dolphinz club is recognised as a leader in competitive club basketball and has a strong competitive base of coaches and players representing international travelling teams for both men and women or all ages.

Strategy

Through our “pathway to podium” success plan we will develop a world class coaching and playing environment for both men and women competing in both own and other organized tournaments.

KPI's

1. We have clearly defined team criteria
2. We have at least 2 mens and one womens premier team
3. We have a active “coach the coach” program
4. Coaching is a sort after position in our club
5. Our coaches are held in high regard in the basketball environment
6. We have a high performing ladies team with a tail pipeline
7. We have at least one travelling team for both men and women competing in an Australian tournament.

CSF

1. Build and implement an active player profile management system and have placed players in it
2. Engage senior ladies coaches in the Auckland region to help us with this task. There are a number of NZ coaches with deep interest in growing the sport.
3. We will create a holiday program for all age groups to develop the skills of our players that is both fun and educational
4. We use FB to create a calendar
5. Build a network of established Coaches and international players who will be happy to bring their experience to our members.

Goal Five

The Dolphins has a recognized Venue as its home base where the basketball community can meet by the end of 2016.

Strategy

We will seek to align ourselves with an existing gymnasium that shares our strategic platforms so that our members can have an increased sense of belonging to our club. We will continued to investigate the concept for a owned club facility,

KPI

1. We have a venue that is accessible to all members on a regular basis either FOC or below market rate

CSF

1. Partner with a school in the short term
2. Do a cost benefit analysis on own versus rent space
3. Understand the cost of warehouse conversion to basketball space
4. Create a long term strategy for this investment