



Dear Club Members,

This is my first presidents report to the members of the West Adelaide Basketball Club, a club where I spent the majority of my childhood and young adult life playing and coaching, a club that is very close to my heart, a club that I am very passionate about.

I had the time of my life growing up as a "BEARCAT" and I am very passionate about creating the same environment for our current players and families. An environment that is safe, family friendly and ultimately, all about the children and giving them the opportunity to be the best that they can be and doing it with a smile on their faces.

Yes our senior programs are important and having highly competitive senior programs is a key barometer of our success. Our junior programs, our children and their families however are our future and I see a key element of the Executive Committees KPI's being to ensure that our juniors and their families are highly engaged and passionate about being a part of South Australia's most successful Basketball Club.

Over the last 12 months the club executive has been reviewing the current structure of our club and considering what the right structure may be moving forward.

Two 'truisms' were immediately apparent when we began reviewing our club:

- (1) many hands (will) make light work, and
- (2) if you keep doing the same things the same way you'll inevitably get the same result.

With all that in mind we decided to make some changes, which are designed to provide better focus on some specific areas, with some new roles created which are smaller, well defined and manageable in terms of time required. This will hopefully mean more people will be willing to put up their hands to participate. Watch what happens, as more people get involved, more things get achieved, passion develops, the BEARCAT spirit burns and our club culture grows stronger and stronger as people want to be around; because they have a great time and their children have a great time, playing a great game, for a great club.

As an Executive Team we realised we needed to be focused to get things achieved. You can't do everything at once; as much as you would like to, hence we made the conscious effort to focus on four key areas;

- Becoming more efficient in how we operated
- Becoming more effective in how we communicate
- Building a financially sustainable base for the club to operate from
- Update, Review and Refresh our club constitution

I am pleased to say that we have made good progress in each of these key areas and we will continue to make these areas priorities as we move forward.

I would like to specifically call out the following key achievements that we have collectively made as a club throughout 2015;

- We released a Club Handbook which is the result of 2 years worth of work of both current and previous executive committee members.
- We had a record number of teams at the 2015 BEARCATS Carnival.
- We rolled out and are leading the way within the SA Metro District Competition with regards to On Line Player Registration.

- We are a leading club with regards to creating child safe environments.
- A Junior Development Program was created and implemented.
- We had a highly successful Premier League Season Launch.
- Both our Men's and Women's Premier League Teams played in the finals.
- Our participation numbers at U10's are at an all-time high.
- We have a solid Aussie Hoops and Starters Program.
- We had a number of state players and coaches representing West Adelaide on the National arena.
- We have commenced the club wide rollout of TEAMSTUFF.
- We have a new club website.
- We have a number of players playing overseas in the US college system.
- We currently have a record number of junior teams representing our club.
- We have got to a stable position with regards to our financial performance.

The BEARCATS are very special to me and along with my executive team we are all very passionate about ensuring that we have a successful and sustainable future which continues to nurture and build on the passion and success of our history.

As an Executive Committee, like any board we have to have an eye on the present and also to the future. We need to be forward thinking (Strategic) as well as agile and flexible as we run the day to day business of the club.

The next phase of growth as a club must come from the basketball court, we must collectively as coaches have a real focus on the development of our players and the style of basketball that we want play. In the coming weeks while we continue to rollout key initiatives like TEAMSTUFF, we will be developing two key documents which will guide and drive our strategic thinking and our future performance on the basketball court.

The first step will be developing a Strategic Plan for the club, which will provide key focus areas for our executive committee and members. This Strategic Plan will contain specific goals and measurements that will guide our thinking and behaviour. This will be a public plan and once completed I will invite all club members to a session where we can share our goals and aspirations so we can all be on the same page and have buy in.

The second step will be to develop the "BEARCAT Basketball Brand", within this we will clearly articulate the style of basketball we want to be famous for. We will then develop a program to assist and support our many volunteer coaches to ensure that we have consistency around both the content that we teach and the way that we teach it. We know that this will be a journey, an exciting journey and one that will deliver fantastic results both individually and from a club perspective. We will be guided as always by the principal of giving our players every opportunity to be the best that they can.

I am very proud of our achievements in the last twelve months, with a new executive team. I would personally like to thank every member of executive. We are all volunteers and running a basketball club as big as ours takes a lot of time and effort. Much work goes un-noticed especially from an administration perspective. The passion that the current executive team exhibits is first class. I am very proud to be a part of such a proactive and passionate group. We are also very well supported by a number of tireless volunteers who week in week out keep our club running across areas like the club office, the bar, the canteen, uniforms and player numbers. I too thank these individuals for their time, commitment and passion. I have recently been told from new members at the club that "THE BEARCATS" are one of the most organised and well-run clubs that these individuals have been involved with. That credit I pass on directly to our passionate volunteers in the areas mentioned above plus the team managers and coordinators who do a fantastic job in welcoming people to the club and ensuring that things run smoothly. Well Done and Thank You!

Finally I would like to thank our coaches, we trust you to teach, develop and care for our children, to help mould them into great people and great basketball players. The time and effort that our coaches put in is significant and on behalf of all our families, volunteers and the executive I would like to pass on a heartfelt THANKYOU.

In wrapping up my first report I would also like to acknowledge key Executive Team Members who over the course of the last twelve months have resigned from the Executive Team;

- Ian Walsh, Club President (10+ years service)
- Peter Shattock , Club Treasurer (10+ years service)
- John Pearce, JLG Leader (10+ years)
- Steve Wormald, Club Commercial Leader (6+ years)

These gentlemen have had significant influence over the club and its performance over the past 10 years and handed over the club in a very solid position. I thank them very much for their passion and commitment to the club and for providing a great platform for the new executive to drive continued growth and on court success.

I very much look forward to leading this great club into the future and playing a part in ensuring that the BEARCATS continue to be this states most successful district basketball club.

Best Regards

A handwritten signature in black ink, appearing to read 'Mark Williamson', with a long horizontal flourish extending to the right.

Mark Williamson
Club President
West Adelaide Bearcats Basketball Club