A ROADMAP FOR THE FUTURE OF BASKETBALL

While the vision and mission defined in 2011 remain, new strategic objectives for 2019-2027 have been developed, with three priorities highlighted for the 2019-2023 cycle.

STRATEGIC OBJECTIVES 2019-2027

2019-2023 PRIORITIES

**EMPOWER NATIONAL FEDERATIONS**
- Build professional capabilities
- Design grassroots programs
- Encourage NF participation in international competitions
- Enable NFs to organise FIBA competitions
- Improve equipment and advise on new infrastructure
- Increase the number of NFs in top groups

**WOMEN IN BASKETBALL**
- Implement new competition system for women in both disciplines
- Develop and leverage elite competitors and coaches
- Develop future female basketball administrators
- Increase gender diversity in FIBA and National Federations
- Increase number of female fans

**ENLARGE FIBA FAMILY**
- Increase the number of licensed participants in both disciplines
- Include more stakeholders (clubs, leagues, promoters, etc.)
- Endorse and encourage innovation in basketball
- Align strategic plans with other actors in basketball
- Optimise procedures and coordination during the second cycle of the new governance

Develop youth basketball
- Drive successful 3x3 growth model
- Strengthen World Tour and competition network
- Develop and market dedicated 3x3 stars
- Drive commercial revenue to multiply prize money
- Engage more NFs in 3x3
- Grow the fan base

Continue to build 3x3
- Clarity of competition structure and qualification process
- Promote FIBA’s model based on sporting criteria and local development of players
- Opt optimise synergies within the FIBA family and with strategic partners
- Strive towards financial stability of clubs
- Increase users of 3x3 online tools

Shape international club competitions
- Apply consistent FIBA standards from bidding to delivery
- Elevate players’ experience at FIBA competitions
- Raise the level of promotion and fan engagement (on-site and on-screen)
- Opt optimise the delivery of regular home-and-away qualifying games
- Enhance synergistic effect between national team and club competitions

Excellence of FIBA competitions
- Apply clear criteria in allocating resources

Sustainable financial growth
- Increase media and marketing revenues from current competition network and new sources
- Opt optimise procedures among the eight FIBA offices
- Implement a robust business case and achieve strong financial reserves
- Make senior competitions self-sustainable

Basketball is the most popular sports community

We develop and promote the sport of basketball, and unite the community