

FUN TEAM FIRST CULTURE

BASKETBALL SKILLS

PERSONAL GROWTH

LOCAL VALUES

COMMUNITY CONNECTIONS

WOLVES

2025 - 2030 STRATEGIC PLAN



A MESSAGE FROM OUR PRESIDENT

FUN TEAM FIRST CULTURE
BASKETBALL SKILLS PERSONAL GROWTH LOCAL VALUES
COMMUNITY CONNECTIONS

Wolves Basketball was founded on Tamborine Mountain in 2019 and is now home to around 150 players across all ages and still growing! Our focus is on the school-aged kids that play other regional clubs year round in organised basketball competitions year, which is currently the North Gold Coast Seahawks.

We support these players and families with social and skill development opportunities on the mountain such as basketball programs, coaching and player clinics, social scrimmage and competitions, as well as social events and team building.

Developing local children into confident and capable young adults through the sport of basketball, both on and off the court, is our mission.

- Ben Norling



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A MESSAGE FROM OUR VICE PRESIDENT

As the only basketball club in the Scenic Rim, the Wolves have operated without a dedicated basketball facility or clubhouse to call home. Our club relies on the goodwill of a strong committee, the passion of willing volunteers, the commitment of facility partners, and the loyalty of local sponsors to achieve our club's mission.

Securing a long-term home on the mountain remains our club's priority to meet the growing demand of our local community.

- Leila McKail



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MANAGEMENT COMMITTEE



PRESIDENT

BEN NORLING



VICE PRESIDENT

LEILA MCKAIL



TREASURER

JEN MUGGLETON



GENERAL MANAGER

JESS KEAVNEY



REGISTRATIONS COORDINATOR

KIRSTIE PARKER

The Management Committee have been appointed by members at the Annual General Meeting to comply with the Constitution of the North Gold Coast Seahawks.

SECRETARY

ISAAC HAMPSON



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VOLUNTEERS



The club is run by passionate volunteers across various roles including coaches, team managers, administration, registrations, uniforms, marketing, community engagement, events, leasing and so much more.

**To get involved in a great club culture, reach out here
info@wolvesbasketball.com.au**



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WOLVES VALUES

INFORMED BY WOLFPACK SURVEY

- A Cultivating a fun team-first culture for youth competitive basketball**
- B Developing skills for players and volunteers to promote personal growth**
- C Creating opportunities for community connections**
- D Sharing Tamborine Mountain community values with the greater region**



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INVESTMENT PRIORITIES

2025 PRIORITIES: INFORMED BY WOLFPACK SURVEY

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RANK	PRIORITY	PRIMARY STRATEGY				
		FUNDRAISING	SPONSOR	GRANT	MEMBERSHIP	SPECIAL CASES
1	Local basketball development clinics					
2	Basketball coaching					
3	Support disadvantaged families					
4	Local competitions on the mountain					
5	New facilities					
6	New equipment					
7	Registration subsidies for players					
8	Uniform subsidies for players					
9	Awards and ceremonies					
10	Support high-performing athletes					
11	Sponsored social events					
12	Marketing and incentives for attracting new players					



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DRAFT BUDGET

#	BUDGET			VALUES		INVESTMENT PRIORITIES	
	CATEGORIES	ITEMS	COST	RANK	VALUE	RANK	PRIORITY
1	Compliance	Accounting and software	2000	-	Operations	-	Operations
2	Marketing	Advertising	2000	-	Operations	-	Operations
3	Administration	Website, subscriptions, fees	2000	-	Operations	-	Operations
4	Marketing	Volunteer uniforms	1000	-	Operations	-	Operations
5	Program	Street Hoops Costs	2000	B	Player skill development and personal growth	1	Local basketball development clinics
6	Program	Player and coaching Clinics	4000	B	Player skill development and personal growth	1	Local basketball development clinics
7	Coaching	Coaching fees	14000	B	Player skill development and personal growth	2	Basketball coaching
8	Support	Fee subsidies	5000	C	Community connections	3	Support disadvantaged families
9	Facilities	TMSA membership	2000	D	Tamborine mountain community	5	New facilities
10	Facilities	TMSHS MPC hire	13000	D	Tamborine mountain community	5	New facilities
11	Equipment	New equipment	3000	D	Tamborine mountain community	6	New equipment
12	Awards	Awards day	2000	A	Team environment	9	Awards and ceremonies
13	Awards	Trophies	2000	A	Team environment	9	Awards and ceremonies
14	Social	Social day	2000	C	Community connections	9	Awards and ceremonies
TOTAL			56,000				



FUNDRAISING

OPPORTUNITIES

Sponsorship

Bunning Barbeques

Easter Chocolate Drive

Xmas Raffle

Equipment

Volunteer Uniforms

Wolves Assist Cup - NEW!

Wolves Trivia Night - NEW!



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FUNDRAISING

OPPORTUNITIES

FUNDRAISING PLAN

TARGETS

#	TYPE	DESCRIPTION	UNITS	COST PER UNIT	TOTAL
1	Sponsorship	Refer sponsorship packages			25000
2	Fundraising	Bunnings barbeques	4	3000	12000
3	Fundraising	Chocolate Drive	2	2000	4000
4	Fundraising	Xmas Raffle	1	3000	300
5	Grant	Equipment	1	3000	3000
6	Sponsorship	Volunteer uniforms	1	1000	1000
7	Fundraising	Wolves Assist Cup	1	5000	5000
8	Fundraising	Wolves Trivia Night	1	5000	5000
TOTAL					58000



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SPONSORSHIP

ANNUAL OPPORTUNITIES

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\$5K plus

Help bring to life the Wolf Den, a new community basketball facility at the Long Road Precinct

\$4K

Enable professional coaching for senior competitive players

\$3K

Support a local basketball development program for under 10s

\$2K

Sponsor Wolves End of Season Awards Day

\$1K

Fund a professionally designed and run local basketball clinic

\$500

Support a disadvantaged family



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PARTNERSHIPS

MINIMUM 3 YEAR COMMITMENT

MAJOR PARTNER

JERSEY LOGO PLACEMENT
BACK ABOVE PLAYER NUMBER
\$6000 x 5YRS // \$30,000 TOTAL



OFFICIAL COACHING PARTNER

COACHES KIT BAG
\$1000 x 3YRS // \$3000 TOTAL



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PREMIER PARTNER

JERSEY LOGO PLACEMENT
FRONT L OR R LAPEL
\$3000 x 3 yrs // \$9,000 TOTAL



CLUB PARTNER

SHORTS LOGO PLACEMENT
FRONT L OR R LEG
\$1500 x 3yr // \$4500



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JUNIOR DEVELOPMENT PARTNER

PROGRAM TS LOGO PLACEMENT
BACK OF T
\$1000 x 3 yrs // \$3000



ALL SPONSORS AND PARTNERS

SIGNAGE PLACEMENT



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PARTNERSHIPS

SUPPORT WOLVES GIRLS!!

We are looking for a unique partner to help support girls in basketball.

Your **3 year commitment** will help us:

- replace our girls uniforms with female cut jerseys and shorts
- pay for a professional coach for our Div 1 SLG (U16-U20) team
- develop coaching and development programs for all our girls teams.

PREMIER GIRLS PARTNER

JERSEY LOGO PLACEMENT

FRONT L OR R LAPEL

\$1500 x 3 yrs // \$9,000 TOTAL



CLUB GIRLS PARTNER

SHORTS LOGO PLACEMENT

FRONT L OR R LEG

\$1000 x 3yr // \$4500



2026 WINTER TEAM STATS

Current 26 girls players
U10G1, U12G1, SLG1, SLG2

2026/27 SUMMER PROJECTIONS

35 girls players
U10G1, U12G1, U14G1, SLG1, SLG2



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TMSHS MPC

Following recent upgrades to the Tamborine Mountain State High School's Multi-Purpose Court, the Wolves have entered into a partnership arrangement to pay market rate hire fees for this indoor full court.

A long-term lease has secured court access for weekly training Monday through Wednesday with programs, scrimmage and social events on Sundays.



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THE WOLF DEN

TMSA x TMBA

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Working with Tamborine Mountain Sports Association will enable the Wolfpack to have our very first 'home' the WOLF DEN. The future sustainability & growth of basketball on Tamborine Mountain depends on facility availability and we are passionate to make this happen.



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THE WOLF DEN

TMSA x TMBA

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Rationale:

- 150+ players and growing
- Up to 17 teams in Northern Gold Coast competition, forecast to increase
- Popular Street Hoops social basketball program for ages 5 - 10
- Demand for 30+ basketball sessions per week
- >50% cancellations last season for Monday & Thursday sessions due to rain
- Demand for senior and social fixtures and scrimmage
- Requirement for three full sized indoor courts to host training, clinics, programs, competitions and events
- Limited availability or suitability of existing venues
- Current operations spread across 3 separate venues
- **100% members support for new facility at Long Road**



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#GOWOLVES

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