

FACILITIES



BASKETBALL
New Zealand

CASE STUDY

TAURANGA CITY
BASKETBALL ASSOCIATION

CONTENTS

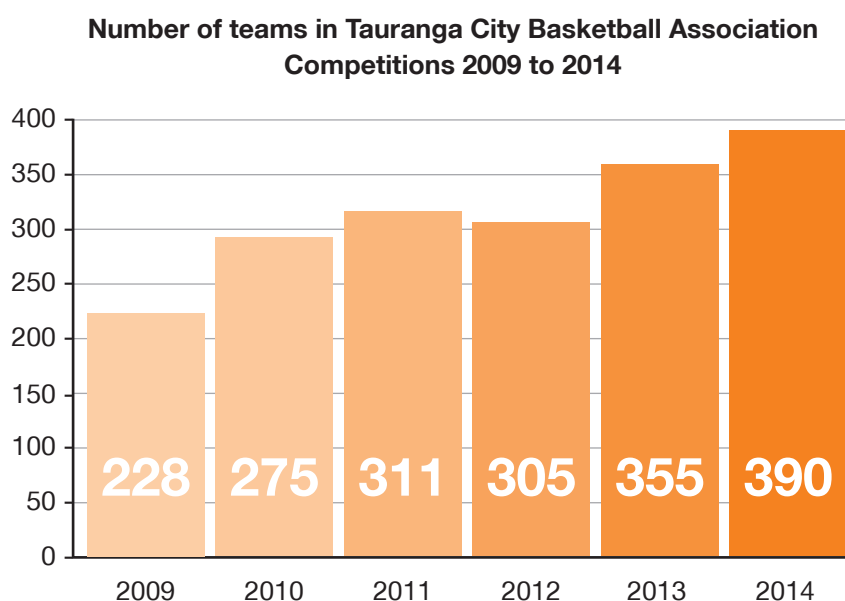
Case Study Tauranga city basketball association	2
Background	3
Tauranga City Council - Indoor Sports Facilities	4
Challenges Facing TCBA	5
National Facilities Strategy for Indoor Sports	7
TCBA Strategies for Growth	8
Principles of Successful Council-Sport Partnerships	8
Actions to Achieve TCBA's Growth Strategy	9
Conclusion	10
APPENDIX A: Current Network of Indoor Facilities	11

CASE STUDY - TAURANGA CITY BASKETBALL ASSOCIATION

Background

Since commencing operation in the 1950s, Tauranga City Basketball Association (TCBA) has grown to be a sporting success story. With a total membership of over 5,000 with 3,000 being regularly active, the association over the decades has grown its participation levels and sporting profile.

Basketball participation within Tauranga City over the last six years is shown in the table below [1]. From 2009-2014 there was a 41.5% (162 teams) growth in teams competing in Tauranga.



The make-up of these teams is represented in four main categories: primary, intermediate and secondary schools and adult leagues.

The association has increased its national and international profile by working closely with Basketball New Zealand (BBNZ), the Tauranga City Council (TCC) and Bay Venues Limited to host a range of national events, including the Tall Blacks test versus South Korea held at the TSB Arena recently.

Hosting of national events places restrictions on availability of the venue for TCBA competitions and other community indoor sport. The TCBA's success in hosting national events results, at times, in less space being available for TCBA competitions.

Tauranga City Council - Indoor Sports Facilities

TCC provides 13 indoor sports courts at four centres under the control of TCC and Bay Venues Limited. Indoor sports venues include the ASB Arena (9 courts), Queen Elizabeth Youth Centre (3 courts) and the Mt Maunganui Sports Centre (1 court). TCC also has a share agreement in place with Merivale Primary and Aquinas and Otumoetai Colleges to facilitate community access to those single court facilities.

The TCC has established a policy for prioritising use of indoor facilities⁶. The policy objectives reflects the need for TCC and Bay Venues Limited to provide a framework for consistent decision-making and a flexible approach to prioritisation of sport bookings.

The policy also aims to achieve an appropriate balance between utilisation and user fees and charges in order to minimise the ratepayer subsidy, and to ensure that the type of activity occurring is appropriate to the type of space being used. TCC discounts youth activities and its hire fees for indoor facilities are just below the national median⁷.

The policy outlines the main type of use expected to be accommodated in the indoor sports facility network and the priority for use of the space as follows:

Facility	Priority
ASB Arena at Baypark 3 court facility	<ul style="list-style-type: none"> International, national and regional events, including centre court sport, events and exhibitions, then Regular community sport leagues and tournaments
ASB Arena at Baypark 6 court	<ul style="list-style-type: none"> Regular community sport leagues and tournaments; then International, national and regional events including centre court sport, events and exhibitions
QE Youth Centre	<ul style="list-style-type: none"> Regular community sport leagues and tournaments and smaller community activities and events
Otumoetai Action Centre	<ul style="list-style-type: none"> Sports training and community activities
Aquinas Action Centre	<ul style="list-style-type: none"> Sports training and community activities
Merivale Action Centre	<ul style="list-style-type: none"> Sports training and community activities

TCC applies a network approach to indoor facilities and seeks to provide equitable access to the spaces available for indoor sports, prioritising long-time users of a facility, those with high participation levels, relocation options and established success of an activity.

Changes that FIBA makes to the rules of basketball is a particular challenge for TCC and Bay Venues Limited. In particular the rule change affecting the size of the key hole required additional expense, and the recent change to the time-out rule will require timing equipment to be adapted. The requirement for expenditure resulting from FIBA rule changes is unpredictable and non-recoverable from the sport.

⁶Tauranga City Council: Prioritising Use of Indoor Facilities (M11/38/3), 14 June 2011

⁷Tauranga City Council: Survey of indoor sports centre charges, 2013

Challenges Facing TCBA

The TCBA uses a number of facilities within the Tauranga City area. TCBA primarily uses the ASB Arena for their competitions, and uses local schools for development and representative training. The TCBA reduced its usage of the Queen Elizabeth Youth Centre Stadium for mini-ball in preference to the ASB Arena as a means of consolidating the competition into a single venue.

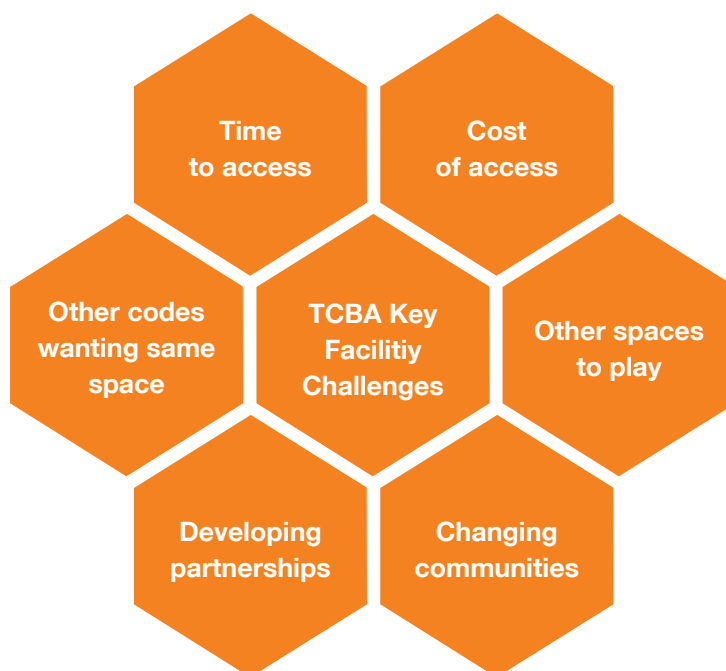
There are 23 full sized basketball courts within the Tauranga City area which are of varying quality. Of these the TCBA considers that 12 courts are suitable for basketball competitions, and 11 are considered unsuitable, either because they are a one court facility or because of the quality of the floor surface.

In comparison to the national benchmark target of one court per 9,000 residents, Tauranga City currently has 5,217 residents per court (taking into account TA and school facilities). For basketball competitions there are 10,000 residents per court (based on a population of 120,000 with 12 courts available for competitions).

Bay Venues Limited has recognised the growth that basketball is experiencing and has been supportive by prioritising basketball over football to allow basketball increased access to the courts during events at the ASB Arena, in accordance with the prioritisation policy.

Some schools in the Tauranga/Bay of Plenty area have started their own basketball programmes. While this has a direct impact on TCBA membership numbers, it increases the opportunities for young people to participate in basketball. This can be an opportunity rather than a threat if these young people are encouraged to transition into basketball leagues on leaving school.

There are a number of factors that contribute to constraints on growth of the sport of basketball in Tauranga. The diagram below [2] identifies six facility key challenges facing TCBA now and in the future.



Time to access:

Competing sports want to access the same space at the same time. TCBA consider there are too few courts to meet all of basketball's needs in the prime week night time (in particular secondary school basketball on Wednesday nights). In response TCBA will "think outside the square" to create opportunities for more people to play basketball. For example base more of the mini-ball programme at Queen Elizabeth Youth Centre, use school courts, play 12 months of the year (if there is sufficient demand), play on outdoor areas such as tennis courts, establish 3x3 competitions, start junior games at a 4pm time slot, and not allow time-outs for secondary school players to enable more games to be played within the available time.

The cost of access:

Court hire is increasing as Council faces demands on its rates. Low cost sporting options are essential to provide equitable access for participation in sport and recreation activities. For this reason the TCC provides youth rates and has kept its fees below the national median. By providing alternatives to indoor court space TCBA will be able to offer cheaper alternatives, particularly for young people. The TCBA will also need to ensure its own fees don't become a barrier to participation.

Other codes want the same spaces.

Basketball is competing with the growing demand from more sports to use indoor courts i.e. Netball, Badminton, Volleyball, Gymsports and Football. TCBA will explore other opportunities e.g. returning to Queen Elizabeth Youth Centre for more mini-ball games, playing 12 months of the year to spread usage, earlier start-times in order to provide more opportunities to participate in basketball.

Other spaces to play:

TCBA will look for other places to play basketball e.g. increased use of Queen Elizabeth Youth Centre for mini-ball, school courts, playing on outdoor areas such as tennis courts, and establishing 3x3 competitions.

Developing partnerships:

TCC has partnership agreements in place for access to three schools. Schools, as well as TAs, are an important future partner in growing the network of indoor sports facilities. Providing the floor surfaces are suitable, TCBA will explore opportunities to use school facilities within the network more often. This may include outdoor as well as indoor spaces.

Changing communities:

The population of Tauranga City is growing, and overall demand for indoor court space is growing aligned with population growth. The population is also becoming more ethnically diverse. Basketball is a very popular sport for the resident Asian population. Over the next 20 years the Tauranga population is expecting an increase by 36,000 people to over 151,000 by 2031.

There are nearly 23,000 young people in Tauranga - one in five residents is less than 15 years old.

Basketball strongly appeals to this cohort as the game can be structured or unstructured, it is fun, and people can play with their mates.

Thirty seven percent of people aged 15 years and over in Tauranga City have an annual income of \$20,000 or less, and need equitable access to sport and recreation opportunities in order to maintain healthy lifestyles.

The TCBA will ensure it continues to target the market of young people in Tauranga and through innovative planning and thinking will increase the opportunities provided to engage with young people and offer them structured and unstructured opportunities to play basketball and become involved in refereeing and coaching the game.

National Facilities Strategy for Indoor Sports ³

The National Facilities Strategy was developed to provide a framework and guidance to “assist in developing the greatest efficiency in the facilities network to meet the needs and aspirations of the New Zealand public”.

The National Facilities Strategy makes a number of findings which link with the challenges faced by the TCBA (and indoor sport in general).

- There has been a recent focus by councils on building entertainment centres rather than community sports centres for indoor sports (TCC’s policy on Prioritising Use of Indoor Facilities helps mitigate this impact).
- The network of indoor sport facilities was built to meet social demands in the 1960s and 1970s. This resulted in a reasonably high number of smaller facilities which do not meet the needs of an increasingly diverse range of sports.
- Participation in basketball is highest (71%) in people aged 5-24 years. Basketball has the 2nd highest membership for indoor sports behind Netball, but additionally has over 200,000 (Active NZ) participants mainly in secondary schools.
- The New Zealand benchmark for provision of indoor facilities is 1 court for every 9,000 people.
- There is a high proportion of smaller indoor facilities in New Zealand. These facilities lack the scale for permanent on-site management which results in ad-hoc use, limited marketing and potentially more maintenance.
- People are prepared to travel to larger, multi-sport facilities unless transport or associated costs are a barrier.
- Sprung floors (to reduce injury) and lighting of indoor centres is important, but the single most important issue is the number of courts provided to give flexibility to meet a range of sport needs.
- School facilities provide 63% of the total network. The Ministry of Education is the major provider of indoor sports courts in almost all regions. In some areas schools are closing or merging and this will impact on overall provision.

³ Sport New Zealand: National Facilities for Indoor Sports, Revised Edition 1, (May 2014)

TCBA Strategies for Growth

The TCBA's overall strategy is to grow participation in basketball in order to meet the ongoing needs of current members and to provide opportunities for the people of Tauranga to play basketball as both a summer and winter sport.

In particular the TCBA is focused on achieving growth through developing partnerships, addressing changing community needs and exploring opportunities for other spaces to play, to address the challenges it faces and potential issues going forward.

This is aligned with the Sport NZ's outcomes statement of "More young people engaging in more Sport and Recreation". The TCBC can contribute positively to Sport NZ's target of 80% of school-aged children participating in organised sport for at least three hours a week.

The TCBA's Strategy for growth is also aligned with the BBNZ All of Basketball Plan. This plan proposes that a National Participation Programme be introduced offering quality, consistent participation experiences and engagement over 12 months of the year for all ages, levels and abilities.

Growing the existing participation programmes throughout the year will help ensure basketball receives sustained revenue opportunities, better utilisation of indoor court availability and greater basketball participation experiences and choices.

Access to facilities has been identified as a key determinant of growth of the sport. Achieving that target will require a collective effort from BBNZ, basketball Associations, schools, TAs and RSTs.

Principles of Successful Council-Sport Partnerships

The TCBA has identified that it needs to follow best practice to work collaboratively and in partnership with the TCC and Bay Venues Limited based on the following elements.

- An understanding of the unique issues/challenges facing TCC and Bay Venues Limited and their priorities for investment.
- A willingness to work collaboratively with TCC, Bay Venues Limited and all other indoor sports to get the best result possible for everyone.
- A positive and ongoing relationship with the relevant TCC manager, Bay Venues Limited and Sport Bay of Plenty rather than seeking to address "one-off" issues.
- A strategic (or business) plan that clearly sets out the vision, strategies for success and actions to achieve the vision) aligned with the TCC Annual and Long-Term Plans.
- Factual information on sport specific participation and trends over time that drive demand and provide evidence based support for requests.
- An ability to think "outside the square" to address issues and challenges and come up with workable solutions.

Actions to Achieve TCBA's Growth Strategy

The TCBA has aligned with the Sport NZ outcomes, the BBNZ All of Basketball Plan and findings from the Sport NZ: National Facilities Strategy for Indoor Sports in developing a strategy to achieve growth.

The TCBA will foster strong and positive relationships with the TCC, Bay Venues Limited and Sport Bay of Plenty to help address the challenges that have been identified. This includes ensuring submissions to the Annual and Long-Term Plans of the TCC to address long-term needs.

Because the TCBA is not a direct provider of facilities, the required role is to collaborate with other indoor sports to influence development of a regional facility plan to continue to address operational requirements and development of indoor space to meet the needs of sport.

In particular, aligned with the National Facilities Strategy for Indoor Sport, the TCBA will work with the TCC, Bay Venues Limited, Sport Bay of Plenty and other indoor sports to:

- Advocate for development of an Indoor Sports Facility Strategy for the Bay of Plenty region in collaboration with other sports and other TAs to align with the TCCs' Annual and Long-Term Plans.
- Develop a full understanding of the sports facility network across the city. This includes identifying any latent supply of space, which may be available to create further opportunities to participate in basketball.
- Get a full understanding of the total available hours of indoor spaces across the city to host basketball related activities. This needs then to be compared with current levels and future planned growth activity so that there is identified latent space capacity for the sport to continue to grow.
- Work collaboratively with other sports to identify if on occasion "spaces to play" or resources could be shared in any way to maximize possible savings or maximize utilization of facilities.
- Explore opportunities to change from winter to summer utilisation for some basketball competitions, or move to evenings or weekend days not popular with other sports e.g. Sunday basketball competitions.
- Explore opportunities to develop outdoor facilities for basketball e.g. in car-parks and other public space.
- Explore opportunities to use latent capacity at tennis courts outside of their peak season to lead the way in new thinking by clubs and communities sharing resources.
- For new developments explore opportunities for multi-sports court or space rather than a netball or basketball court as a possible solution in areas where land may be a premium or new housing developments can provide a real "sport at their door approach".
- Explore opportunities to work in partnership with the MoE to highlight the needs of the basketball community in Tauranga as they plan for replacement of ageing facilities.

Explore with TCC and Bay Venues Limited an opportunity to provide certainty around financial planning for both TCC and sports. The TCBA has identified that the price to participate is a barrier for many young people who participate in the indoor sports. Price may be a reason not to participate for those who are low-income earners or may mean that access to sport and recreation is limited.

Conclusion

This case study has highlighted that there are many challenges facing indoor sport facility users and the TCBA. There are also many challenges facing local TAs, as more and more councils are challenged with reducing costs of operating facilities and delivering key services.

For TCBA to continue to be a success story for basketball, new approaches have to be considered. Working cooperatively and in collaboration with the TCC, Bay Venues Limited, Sport Bay of Plenty and other indoor sports is essential in order to address the issues and challenges identified and plan to meet the growing need for indoor sport space.

This includes:

- Maximising use of all possible venues including schools rather than consolidating into a single venue.
- Relocating more of the mini-ball programme to the Queen Elizabeth Youth Centre.
- Starting junior games at an earlier time-slot or splitting the leagues and playing on a different day of the week to enable additional rounds of games to be played.
- Removing the time-out rule for secondary school games to enable an additional round of games to be played.
- Exploring opportunities for summer and winter basketball (noting that some schools will only programme basketball in winter) using a variety of venues and including 3x3 basketball.
- Partnering with schools who are running their own basketball programmes so that school leavers can transition into TCBA programmes and continue to play basketball in adult leagues.

APPENDIX A: CURRENT NETWORK OF INDOOR FACILITIES

The current network of indoor sports facilities captured in this study are identified in the table below. The combined network consists of 11 facilities with three facilities being solely council owned, two community share facilities on school sites and six school facilities owned and managed by the Ministry of Education (MoE).

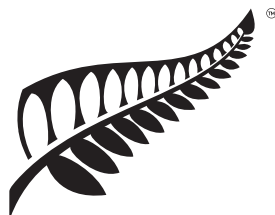
Combined provision of indoor courts in Tauranga:

Facility	Number of courts	Ownership	Floor
Merivale Action Centre	1	School / Community share	Plurastic on concrete
Mt Maunganui Sports Centre	1	TA	Wood
Queen Elizabeth Youth Centre Stadium	3	TA	Wood
ASB Arena	9	Bay Venues Limited	Sprung wood
Aquinas Action Centre	1	School / Community share	Wood on concrete
Tauranga Girls	1	School	Wood
Tauranga Intermediate	1	School	Wood on concrete
Mt.Maunganui College	1	School	Poor quality flooring
Otumoetai Action Centre	1	School/Community share	Wood
Te Wharekura o Mauao	1	School	Wood on concrete
Tauranga Boys High	1 + 75	School	Wood on concrete
Papamoa College	1	School	Wood
Bethlehem College	1.5	School	Wood on concrete
Total combined courts	23 full size		



BASKETBALL
New Zealand

This Guide was developed
with the support of



SPORT
NEW ZEALAND