

Basketball Strengthen and Adapt Project

**PRIORITY FOCUS AREAS EMERGING FROM
NATIONWIDE CONSULTATION**



**BASKETBALL
New Zealand**

- After an extensive series of basketball community consultations throughout New Zealand, 23 areas of potential improvement in basketball have surfaced.
 - Within the 23, there are 13 areas being considered for the Strengthen and Adapt funding bid to meaningfully strengthen basketball. The remaining 10 will still be considered during future strategic planning.
 - This document sets out the 23 areas of improvement and identifies the 13 priority areas being explored further.
 - The next step will be to narrow the list of 13 to the priorities that will form the Basketball Strengthen and Adapt funding bid.
 - The priority areas of improvement not included in the Basketball Strengthen and Adapt funding bid will be responded to by BBNZ working with the wider basketball community.
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- A series of consultations were held throughout New Zealand to gather research for this project.
- The consultations spanned face-to-face meetings with a mix of people from different basketball backgrounds. These meetings were held in the Northern, Mid-North, Central, Capital, Mainland and Southern zones. The consultations involved interviews with representatives of associations, clubs, schools, tertiary, Maori, Pacifica, Wheelchair basketball, Deaf basketball, independent providers, and discussions with our Community Advisory Group (made up of a number of representatives from Associations), plus a public survey that garnered 713 responses.
- With external support a sense-making workshop with the project team was held to consider the areas identified through the consultation, in particular the areas stakeholders have told us are the most significant.
- To identify the priority areas from the original 23 improvement areas, the project team considered the criteria used by Sport NZ (see next slide).
- Slides 5 – 11 set out key areas of change selected to be explored further and the rationale for those choices. These are identified with ‘✓’ marks.
- The other areas were not considered to meet Sport NZ’s criteria, but are still considered for inclusion in future basketball strategic planning. These are identified with ‘⇒’ marks.

NATIONAL PARTNER STRENGTHEN AND ADAPT - EVALUATION FRAMEWORK DISCUSSION



Initiatives you may be considering

- Transformative operating models that drive efficiency and effectiveness, increasing a line of sight through the system
- Pilots, grounded in a strategic frame, with a possibility to scale
- The design, implementation and transition to new governance models
- Initiatives targeted at strategic priority areas – new products, programmes, better accessibility by target groups
- Operating models that show collaboration and sharing of resources
- For 'plan to plan' – change programmes including deeper research, stakeholder engagement and organisational design?

The project team recommends 13 areas to be explored further for potential inclusion in Basketball's Strengthen and Adapt Plan



KEY: → Considered for inclusion within future basketball strategic planning. ✓ Explore further for the Strengthen and Adapt plan

Focus area	How and where can you improve?	✓ / →	Rationale
1. Voice of the participant.	Improvement 1: Provide participants with a regular active voice and involve them in the design and improvement of BBNZ and Association services.	✓	It was acknowledged that while some insights-work is being regularly undertaken by BBNZ or through parties (e.g. Sport NZ), BBNZ does need to expand its rolling insights programme to bring the voices of participants and stakeholders through to inform its ongoing work programme.
	Improvement 2: Ensure everyone in the basketball ecosystem knows the data they need to collect and share so that everyone has access to the information they need to operate and make better decisions.	✓	This area requires addressing further across the sport and resolution, given basketball has significant data gaps which is impacting our ability to understand critical trends, understand the impact of our work, tell our story, sell our sport and communicate with basketball stakeholders, including participants.
2. Structure of the basketball system.	Improvement 3: Develop a shared vision that everybody can work together to collectively achieve.	→	BBNZ has a vision, but parts of the broader basketball community might not understand it and aren't working to it. However, an updated strategy will be an output of this project.
	Improvement 4: A new service delivery model and structure that ensures clarity of roles and responsibilities and consistent delivery of basketball across the country, including the establishment of a dedicated focus to understand and address the unique long-term challenges and opportunities of growth in Auckland and other main centres.	✓	A fit for purpose Structure will dramatically change the basketball landscape and identify where there are currently gaps. This will enable us to show how community providers, alongside other elements of community networks can facilitate a community-based response to basketball.

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3. Working with independent providers.	Improvement 5: Work with other providers to better connect the system to help ensure participants can easily access quality experiences.	✓	A critical area for basketball to resolve as a sport. The past decade has seen a proliferation of independent providers enter the market to fill gaps, and by and large they are doing a good job, and are popular with participants. While Associations haven't always been accepting, stakeholders have generally agreed we need to put participants at the centre in conversations with Associations to ensure they work seamlessly in 'co-opetition' with independent providers. This initiative will be informed by the review of the structure (improvement 4), as this clarifies everybody's role in the ecosystem.

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4. Basketball in Schools	Improvement 6: Rebalance the basketball offering at the school level to include more casual and social opportunities so more schools can offer basketball, and attract greater participation across all age groups	→	It is important to note that two strongly inter-related improvement areas are recommended which overlap with this 'Basketball in Schools' focus area (Focus Area 5 – Connections to Clubs; Focus Area 8 – Women and Girls).
5. Connections to Clubs	Improvement 7: Develop and support a healthy community basketball structure with a mix of existing and new clubs and community providers across New Zealand that includes strong connections with schools.	✓	The development of a strong, contemporary and connected community provider structure will be a key enabler for growing the grassroots, as well as stopping people from falling out of the game after they leave school. Through clubs, we will develop better connections to the grassroots and deliver more varieties of basketball to a broader range of communities, as well as grow our pool of coaches and officials.
6. Spaces to play	Improvement 8: Create a long-term plan and attract investment and support from Territorial Authorities to create a broad range of courts that are accessible to diverse communities.	✓	Having more spaces to play, particularly easily accessible courts and facilities, will support our desire to lift the game by providing more social opportunities to play. There is a shortage of courts in New Zealand and our survey demonstrated that a lack of access to spaces to play was a key reason people drop out of the game.
	Improvement 9: Elevate the status of 3x3 and its importance, and fully commit to growing the game within New Zealand.	✓	3x3 is a key area where we can attract significantly more players. It's all about those who want to play the game with less time commitment than 5x5 basketball, and is played outdoors, which can make it far more accessible. We are already in this space, however truly elevating 3x3 with a real focus will allow us to penetrate this market (while 3x3 has been initially tagged under 'Spaces to Play', this offering also relates to Focus Area 7 – Diversifying Customer Offerings).

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7. Diversifying Customer Offerings	Improvement 10: Introduce modified casual versions of the game to make the game more social and accessible.	✓	Promoting more casual and social opportunities to participate and play was a consistent theme that emerged from the consultation process.
	Improvement 11: Provide a greater variety of social and competitive leagues across all skill levels to keep adults playing.	⇒	This area links to Focus Area 5 – Connections to Clubs in regard to the range of basketball opportunities they offer.
	Improvement 12: Find ways of making the game more attractive to tertiary students so that they make time to play.	⇒	As above, this area links to Focus Area 5 – Connections to Clubs in regard to the range of basketball opportunities they offer.
	Improvement 13: Connect with and support ethnic groups to help them grow the sport in their communities.	✓	There is a strong expectation from Sport NZ that we should be making the game accessible and reaching out to a variety of ethnic groups. Feedback from consultation indicated that reaching diverse communities would improve the level of satisfaction and grow participation. As above, this area links to Focus Area 5 – Connections to Clubs in regard to the range of basketball opportunities they offer.
	Improvement 14: Ensure greater alignment with organisations that deliver basketball to people with disabilities so that they're an integral part of delivering on basketball's vision.	⇒	There is real potential and opportunities in the wheelchair space, and with the Special Olympics. The thriving league in Nelson demonstrates the potential opportunities to align and grow the sport in the disability space. As above, this area links to Focus Area 5 – Connections to Clubs in regard to the range of basketball opportunities they offer.

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8. Growing the game for Women and Girls	Improvement 15: Create basketball offerings tailored to the factors that motivate women and girls at different ages to continue to play.	✓	There is a huge gap in the women and girls' space, as participation is plateauing and declining, especially at secondary school age. This is one of the biggest opportunities for our sport.
	Improvement 16: Collaborate with other sports to ensure that girls are able to fully and actively participate in a variety of sports at the level they desire.	⇒	Strategic cross-code discussions are needed in putting the wants and needs of women and girls at the heart of our collective decision making to maximise their participation opportunities.
	Improvement 17: Promote more female role models.	⇒	This is an improvement area to be explored as part of a wider area of improvement needed.
	Improvement 18: Ensure there is significant female representation at all levels of leadership to provide a strong female voice shaping the direction of the game.	✓	Getting more female leaders is fundamental – we won't break the male-dominated image of our sport if we don't actively and genuinely promote females into leadership positions. This is a key area for change to enable us to grow the women and girls' game overall. We will not build momentum if we do not address this issue with urgency. This will require changes in leadership and policy.

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9. Reaching socio-economically deprived groups	Improvement 19: Help players from deprived areas overcome barriers to fully participate in development pathways and fulfil their potential.	⇒	Links to Focus Area 5 – Connections with Clubs and also Focus Area 7 – Diversifying Customer Offerings. It is critical that basketball organisations continue to work on making the sport accessible as the issue of court costs continue to put pressure on programme costs. New offerings at schools and outdoor facilities can help mitigate indoor court hire costs.
	Improvement 20: Engage in a co-design process to enhance existing development courses with a programme of ongoing learning and development resources that are easily accessible and reflect current best-practice.	⇒	It was identified through the consultation that greater access to ongoing coach and official learning and development opportunities is a real priority and improving online mechanisms are one obvious way to deliver greater support to our stakeholders.
	Improvement 21: Implement a dedicated outreach programme (beyond Kiwi Hoops) to schools and clubs to help them improve their coaches and officials.	✓	This is a major area for improvement given the overwhelming feedback received during the consultation process. We heard consistently that we need to help coaches and officials more than the basketball sector does now, especially through schools and clubs. We need a strong delivery mechanism to deliver into schools and clubs. Awareness of existing programmes need to be improved and coach and official developments currently underway fast-tracked for implementation.
10. Strengthening the volunteer base	Improvement 22: Increase support for volunteers in the delivery of the game, alongside a focused programme to grow the community of volunteers.	⇒	This is a potential area for improvement to be explored and links to a range of other discussions and eventually, what specific ideas and solutions might be appropriate.

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Focus area	How and where can you improve?	✓ / →	Rationale
11. Player wellbeing	Improvement 23: Provide a range of programmes to support player wellbeing and ensure that we are giving all tamariki and rangatahi opportunities to have an awesome basketball experience.	✓	We see the pressures on players' wellbeing relating to specialisation, workload and burnout, and can help players to realise their dreams in the sport at their desired level, especially as basketball is increasingly becoming a year-round sport. This strongly aligns with Balance Is Better's fundamental focus on encouraging participation for tamariki and rangatahi at all levels, and the development of skills at the right pace. Increasingly, player wellbeing is seen as a major issue for basketball that requires strong leadership to address.