

Growing New Zealanders' love of basketball

Basketball in Aotearoa has experienced strong growth during the last decade with more people playing, watching and becoming fans. Basketball now has a strong foundation to build a sustainable future and foster more quality opportunities for our tamariki and rangatahi.

GROWING PARTICIPATION



FASTEST GROWING SECONDARY SCHOOL SPORT

45% INCREASE IN 10 YEARS

Participation trend indicates that basketball will become the **number one NZ secondary school sport by the year 2022.**

From 2015 to 2019, basketball participation for those **aged 16-64 increased 146.6%** – one in eight NZer's aged 16-64 years old played basketball in some form in 2019.

INCREASING STRENGTH OF DIVERSITY

For example, record participation at NZ Māori Basketball Tournament in January 2021 – **a massive 284 teams.**

One of only two NZ sports in the top five most popular activities across all genders and ethnicities, including Māori, Pasifika, Chinese and Indian populations.

KIWI HOOPS PARTICIPATION INCREASES 220% IN FIVE YEARS

2015	7,185
2016	11,075
2017	14,423
2018	19,190
2019	23,042



KIWI HOOPS
Have a go programme for Kiwi kids aged 5-13 years.

#1 recreational activity in NZ for girls and boys aged 5-18 years.



OVER 100 KIWI KIDS PLAYING BASKETBALL ON SCHOLARSHIP IN THE US ACROSS NCAA DIVISIONS I, II, III AND JUNIOR COLLEGES.

Kiwis playing NCAA Division I basketball show huge growth in ten years.

2010/11 SEASON	2019/20 SEASON		
Six players	40 players	21	19

GROWING PRESENCE

46% INCREASE Adult basketball participation increased 46% in last five years.

FAR MORE LIVE BASKETBALL ON OUR SCREENS

in last three years Basketball New Zealand has signed media deals with **Sky Sport, Māori TV** and **STUFF**, mainstream media wants more basketball.

Tall Blacks one of only three teams to get all FIBA World Cup pool games broadcast live to viewership of 3 billion! Other two are US and China.

NZ NBL SIGNS WITH ESPN



every game broadcast live on world's biggest international sports channel.



NZ VIEWERSHIP OF NZ NBL MORE THAN TREBLED IN LAST TWO YEARS

Full NZ NBL seasons now broadcast live. Sal's NBL, plus new Schick 3X3 Cup (men's and women's) and Sal's NBL 18IN18 (women's league) – every game broadcast for first time ever in 2020.



THE BASKETBALL STRENGTHEN & ADAPT PLAN is the culmination of months of extensive stakeholder consultation and research from across the spectrum of **our basketball community.**

23 FOCUS GROUPS
SIX BASKETBALL ZONES
16 KEY STAKEHOLDER INTERVIEWS

23 OPPORTUNITIES for improvement came to the surface from our analysis of all stakeholder feedback, research and data analysis.

13 OF THE 23 OPPORTUNITIES

were identified as potential areas of transformation for further exploration.

12 ONLINE FOCUS GROUPS to further explore potential Transformational Areas.

40 STAKEHOLDERS from across the basketball community gathered for a **Basketball Think Tank** to generate **ideas and solutions** for potential Transformational Areas.

GROWING FANS



More fans loving NZ teams, in part thanks to becoming part of the new FIBA Asia Zone which ensures home games and closer connection with stars.

Facebook	Growth	Key growth due to
@TallBlacks	205% in 2019	FIBA World Cup
@TallFerns	421% in 2019	FIBA Olympic Qualifying event in Auckland
@NZNBL	229% in 2020	Sal's NBL Showdown

NEW ZEALAND 2021 NBL SEASON WILL GROW TO 20 PROVINCIAL TEAMS

10 women's and 10 men's teams bringing live basketball and local heroes to the regions.

