



# **Basketball Strengthen & Adapt Plan**



**A hoop in the heart of  
every community**



# 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.

**KIWI HOOPS PARTICIPATION INCREASES 220% IN FIVE YEARS**

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

**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**  
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

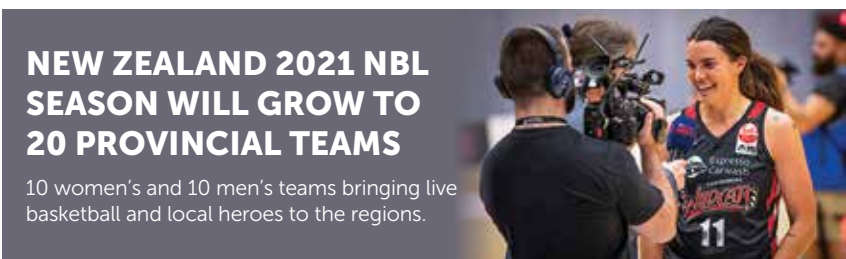


**More fans loving NZ teams, in part thanks to becoming part of the new FIBA Asia Zone which ensures home games and closer connection with stars.**

| 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.



## 23 Areas For Potential Transformation

**A HOOP IN THE HEART OF EVERY COMMUNITY**

## Deliver high performance basketball

To provide the best players the opportunity  
to represent NZ and excel on  
the world stage

## STRATEGIC PILLARS

## IMPROVEMENT OPPORTUNITIES

## Basketball for people with disabilities

## HOW AND WHERE CAN WE IMPROVE?

- Ensure greater alignment with organisations that deliver basketball to people with disabilities so that they're an integral part of delivering basketball's vision.

There are strong relationships between these 23 initiatives and each will contribute to multiple improvement areas.

- Sport NZ Strengthen & Adapt application
- Basketball to seek complementary investment
- Basketball to prioritise in annual planning cycle





# 8 Areas for Transformation

Our Basketball Strengthen and Adapt Plan includes eight Transformational Areas which will help transform and strengthen basketball in New Zealand. These will not only sustain the current positive growth trends, but also foster more growth in other areas.

- 1. Voice of the Participant .....8
- 2. Growing the game for women and girls ....12
- 3. Basketball delivery structure
  - A. Structure of the basketball system .....16
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- 4. Spaces to play ..... 22
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- 6. Player wellbeing ..... 26
- 7. Strengthening the volunteer base (coaching and officiating) ..... 28
- 8. 3X3 growth opportunities ..... 30



# Voice of the Participant

## Two Improvement Opportunities

Improvement Opportunity One

### Problem statement

There are some channels for participants to have their voice heard. However, the feedback received is not regular, and often not specific or insightful enough to enable BBNZ and member organisations to understand whether they are delivering on the unique needs of participants.

### Improvement opportunity

**Provide participants with a regular active voice, and involve them in the design and improvement of BBNZ and member organisations' offerings and services.**  
*Links to Sport NZ's Insights Approach and in part to Sport NZ's Athlete Voice Focus Area*

### How we will do it

1. Design and implement a rolling insights programme featuring a range of data-gathering methods and engagement channels at the national, regional and local levels to regularly capture the voice of participants.
2. Leverage the insights capability of other NSOs, Sport NZ and Regional Sports Trusts (RSTs) and establish in-house analytical ability to analyse data, deep dive into basketball-specific issues and share insights and learnings.
3. Design and implement a training programme for member organisations and accredited providers to learn how to create locally-generated insights to understand their progress and inform their work.
4. Develop co-design expertise and mechanisms to involve participants in the design of basketball offerings and services.

### What the transformation would deliver

- A wide range of channels tailored to the different preferences and needs of participant groups.
- Planned approach to actively seek regular feedback and input from participants.
- Insights are specific and accurately reflect the unique needs of participants.
- Insights and co-design mechanisms are used to create programmes, events and offerings.
- BBNZ and member organisations use insights generated from Voice of the Participant to inform the development of their national or regional basketball plans.

### How we will resource and sustain it

- BBNZ to review and realign internal capacity and capability to integrate and sustain Voice of the Participant improvements supporting BBNZ and member organisations.

### How we will know we're successful

| Outcomes  | Measures (three-year result)  |
|---|---|
| Increased understanding of who our participants and members are                           | <ul style="list-style-type: none"><li>• 20% growth in response rate from diverse range of engagement channels (Today: Baseline needs to be established)</li></ul>               |
| BBNZ and member providers are working to insights-based key performance indicators (KPIs) | <ul style="list-style-type: none"><li>• 50% of services developed are co-designed with participants</li><li>• 50% of member associations have KPI-driven annual plans</li></ul> |



“We need regular engagement with players and parents to ensure we continually understand our communities.”







Improvement Opportunity Two

Problem statement

There are gaps in the information and data that BBNZ and member organisations need to understand the challenges and opportunities in basketball, as well as the impact that they are having in the delivery of the game and quality of participant experience.

Improvement opportunity

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.

Links to Sport NZ’s Insights Approach

How we will do it

- 1. Identify data gaps and develop three-year road map to systematically collect, access and share data across the basketball ecosystem.
- 2. Improve completeness and accessibility of data gathered.
- 3. Develop and implement an education and awareness campaign to improve member organisations’ understanding of the importance of and compliance with data capturing and sharing.
- 4. Develop accountability mechanisms to ensure BBNZ and basketball providers are collectively working together to an integrated set of KPIs that collectively define the success of basketball.

What the transformation would deliver

- Providers across the basketball system capture and share relevant participation information.
- Basketball providers understand and respond to challenges and opportunities.
- Improved collective impact and progress against national and regional basketball plan KPIs.
- A regular process of monitoring and evaluation is embedded across the basketball provider network.

How we will resource and sustain it

- BBNZ to review and realign internal capacity and capability to implement participation data improvements and support member organisations.
- Member organisations to be supported and accountable for meeting data requirements for all players and volunteers.

How we will know we’re successful

| Outcomes   | Measures (three-year result)  |
|--|---|
| BBNZ database accurately captures relevant participant information   | <ul style="list-style-type: none"><li>• 90% accuracy in national database with BBNZ and member organisations collecting and sharing core ‘basic’ data (Today: Significant gaps in information and data)</li></ul> |
| Widespread behavioural change in that BBNZ and providers are walking in the shoes of current and prospective participants        | <ul style="list-style-type: none"><li>• 80% of respondents are valuing their overall experience as positive (Active NZ, Voice of rangatahi, Voice of the Participant)</li></ul>                                   |
| Accountability mechanisms to ensure BBNZ and member organisations are collectively working together to an integrated set of KPIs | <ul style="list-style-type: none"><li>• 50% of member organisations consistently achieve their KPIs (Today: No accountability framework in place)</li></ul>   |

“We need more comprehensive participation data to help us understand our impact and areas to improve.”



# Growing the Game for Women and Girls

Two Improvement Opportunities

Improvement Opportunity One

Problem statement

To attract, retain and develop girls and women in basketball, there needs to be a strong female voice in influential positions across all levels of the game.

Improvement opportunity

Ensure there is significant female representation at all levels of leadership to provide a strong female voice shaping the direction of the game

Links to Sport NZ's Women and Girls Focus Area

How we will do it

1. Establish a BBNZ Board Women and Girls Committee to lead the growth in the women's game.
2. Establish a Women and Girls Leadership Group with influential female leaders who will regularly meet to advise on key opportunities and challenges.
3. Expand this project plan into a three-year Women and Girls Action Plan, with growth and retention KPIs.
4. Establish processes to enable the implementation of the Women and Girls Action Plan.
5. Resource the Women and Girls Action Plan, with a women and girls regional workforce.
6. Promote and increase commitment to gender equality, and embed this into policies, procedures and performance expectations at all levels of the basketball ecosystem.
7. Attract commercial investment to sustain the growth in the women and girls game.
8. Provide development opportunities to increase the number of women in influential leadership positions on member organisation boards.
9. Develop an emerging leaders programme for women and girls that identifies, encourages and supports future basketball system leaders (designed by women and girls for women and girls).
10. Encourage more women and girls into coaching and officiating roles at all levels by completing BBNZ community coaching and officiating courses.
11. Provide mentorship and support to increase the number of women and girls in head coaching positions.
12. Profile and promote female leaders across all levels of the game.
13. Create opportunities for female participants and advocates of women and girls basketball to connect at local, regional and national levels.

What the transformation would deliver

- Women and girls are regularly connecting across all ages and stages to foster strong leadership, collaboration and support.
- A diverse range of women being motivated and empowered to lead across all levels and areas of basketball.
- Strong leadership and collaboration by women and girls developing environments for them to participate, develop and thrive.
- The women's game is highly valued across all levels of basketball.

How we will resource and sustain it

- Sport New Zealand will invest \$1,000,000 over three years to support a major regional pilot focusing on three improvement areas;
  1. Growing the Game for Women and Girls
  2. Connections to Community Clubs
  3. Spaces to Play
- Successful programmes, services and learnings will be shared with other regions.
- This project will be supported by BBNZ seeking investment to support an additional 3-4 targeted regional projects.

How we will know we're successful

| Outcomes  | Measures (three-year result)  |
|---|---|
| Women are equally valued and visible in leadership, coaching and officiating roles across the basketball system | <ul style="list-style-type: none"><li>• A minimum of 40% of BBNZ, Association and partner organisation board members are female</li><li>• A minimum of 40% of BBNZ, Association and partner organisation coaches and officials are female</li></ul> |
| Women and girls feel supported and valued as equal members of the basketball community                          | <ul style="list-style-type: none"><li>• 70% retention rate of female participants (Today: Baseline to be established)</li><li>• 80% of respondents are valuing their overall experience as positive (Today: Baseline to be established)</li></ul>   |
| Change and progress is fronted by women and girls, supported by the wider basketball community                  | <ul style="list-style-type: none"><li>• 80% of respondents in BBNZ annual Stakeholder Survey are 'positive or above' on women and girls effectively leading change (Today: Baseline to be established)</li></ul>                                    |
| The women's game is highly valued across the community and public   | <ul style="list-style-type: none"><li>• 50% growth in the amount of dedicated commercial revenue the women's game attracts (Today: Baseline to be established)</li></ul>  |

“How can we grow the female voice, so females are speaking for girls and women’s needs?”



Problem statement

Basketball is a growth sport but the rate of growth for women and girls has been slower than men and boys, and static in the key rangatahi age group.

“There’s no real dedication around the girls programme. How can women be empowered to embrace and promote the game for their daughters and future generations?”

Improvement opportunity

Create basketball offerings tailored to the factors that motivate women and girls at different ages to start and continue to play.  
*Links to Sport NZ’s Women and Girls Focus Area*

How we will do it

1. Further analysis of Sport NZ insights to understand why there is a decline in female participation in sports and determine implications for basketball.
2. Carry out research to determine the fundamental reasons for the decline in women and girls basketball, particularly between the ages of 13-18, to understand their unique wants and needs.
3. Ensure ongoing research, insights and evaluation capability – connecting with the Voice of the Participant project and resourcing.
4. Research recent developments and good practices internationally to attract and retain women and girls in the game that could be applicable to NZ.
5. Design and implement offerings and development programmes for women and girls, and secure buy-in from the basketball community.
6. Develop a deliberate women and girls programme design approach (designed by women and girls for women and girls).
7. Empower targeted communities, including Māori and Pasifika, to design attraction and retention solutions and support them in delivery.
8. Communicate and promote the range of offerings and entry points available to women and girls at different ages and stages.
9. Expand women and girls marketing and promotion plan and tactics.
10. Build partnerships and capability to regularly pilot new approaches and programmes tailored specifically to address the unique needs of women and girls (regional resourcing and funding approach).
11. Identify and empower local leaders/role models to lead the implementation of new initiatives on the ground.
12. Share insights and progress of the development of the women and girls game across the basketball community.

What the transformation would deliver

- An increased and continually-developing understanding and provision across basketball providers of what quality participation opportunities look like for all women and girls.
- Basketball providers offer female-inclusive, welcoming, supportive and motivating environments.
- A diverse range of opportunities and entry points for women and girls to participate and connect.
- Women and girls being aware of, and motivated by, the opportunities and pathways that are available to them in basketball.
- Basketball is widely seen as a game for all genders.
- The women’s game is highly visible across all levels.

How we will resource and sustain it

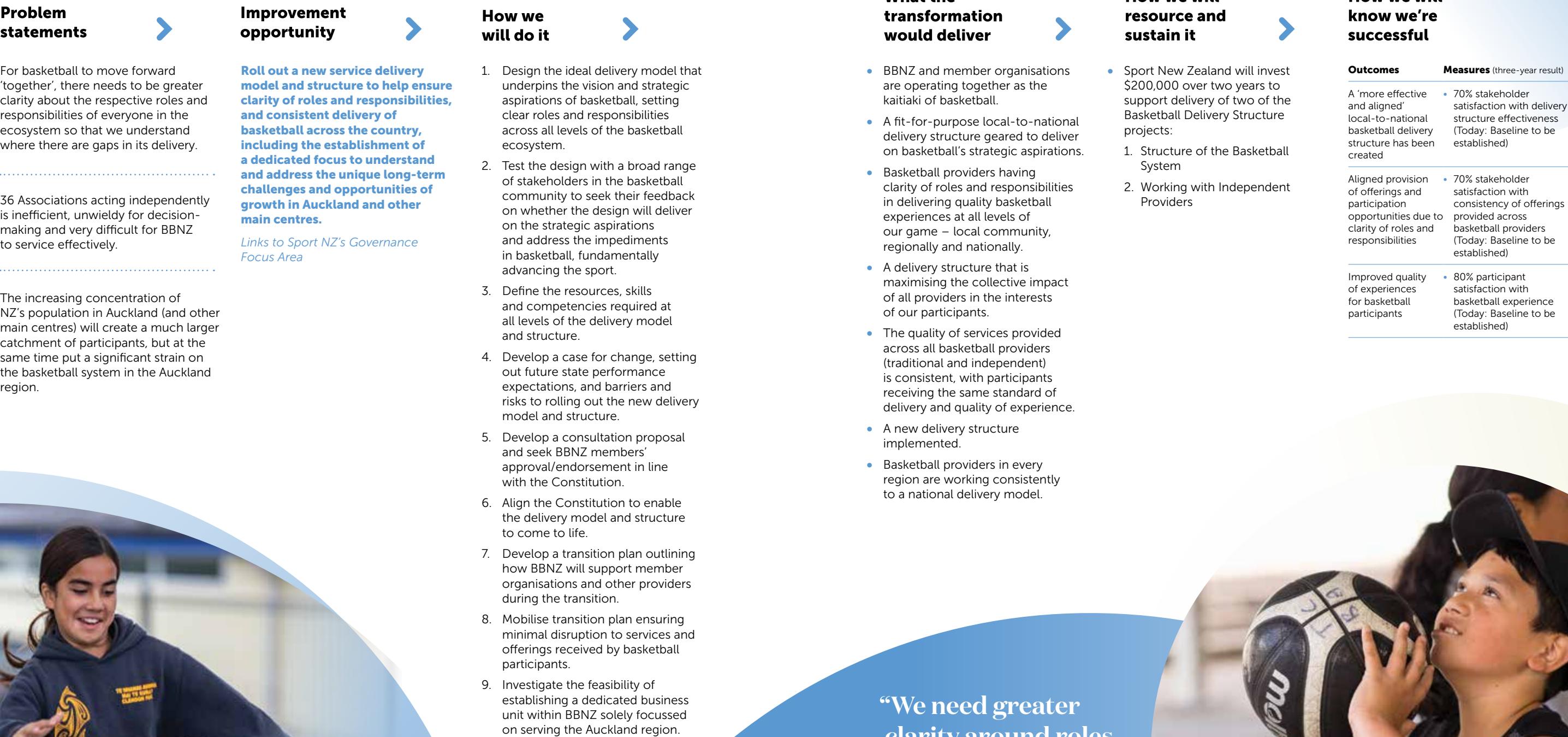
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- Successful programmes, services and learnings will be shared with other regions.
- This project will be supported by BBNZ seeking investment to support an additional 3-4 targeted regional projects.

How we will know we’re successful

| Outcomes  | Measures (three-year result)  |
|---|---|
| Increased range and accessibility of quality offerings for women and girls across the basketball system | <ul style="list-style-type: none"><li>• Audit of offerings, participation and retention shows 50% growth (Today: Baseline to be established)</li></ul>  |
| Women and girls feel supported and valued as equal members of the basketball community                  | <ul style="list-style-type: none"><li>• 70% retention rate of female participants at primary/secondary school transition points (Today: Baseline to be established)</li><li>• 80% of respondents are valuing their overall experience (Today: Baseline to be established)</li></ul> |
| Offerings for women and girls better meet their diverse needs and wants                                 | <ul style="list-style-type: none"><li>• 30% growth in participation by women and girls (Today: Baseline to be established)</li><li>• 80% of respondents are valuing their overall experience as positive (Today: Baseline to be established)</li></ul>                              |



# Structure of the basketball system



“We need greater clarity around roles and responsibilities across our basketball system.”



# Working with independent providers

Problem statement

There are varying opinions about whether independent providers have a place in the game to improve the basketball experience, but there is evidence they are delivering value in the game where there are service gaps in the market.

Improvement opportunity

Develop mechanisms to leverage the strengths of independent providers, including a quality assurance/accreditation system to ensure every participant receives the same standard of delivery, regardless of who is providing it.

Links to Sport NZ's Governance Focus Area

How we will do it

1. Define value proposition to independent providers to reinforce their critical role in the basketball ecosystem.
2. Identify the range of independent providers currently and potentially delivering basketball offerings.
3. Develop an independent provider engagement plan outlining how BBNZ, member organisations and independent providers will work together to coordinate service provision, ensuring a seamless experience for basketballers.
4. Establish new or adapt current programmes that will be delivered by BBNZ centrally or via other providers (e.g. Associations) to independent providers.
5. Establish the capacity within BBNZ to regularly engage with and service independent providers.
6. Determine fees that independent providers should pay for the benefits they receive from being accredited and the services provided.
7. Design, pilot roll-out quality assurance/accreditation/sanctioning systems to evaluate, approve and promote independent providers.

“Other providers can help offer additional opportunities so more people can easily play basketball through one system.”

What the transformation would deliver

- The quality of services provided across all basketball providers (traditional and independent) is consistent, with participants receiving the same standard of delivery and quality of experience.
- A clear and transparent mechanism exists for any provider to join up with other providers in delivering one basketball plan in each region.
- Independent providers are clear about their roles and responsibilities in the context of regional basketball plan delivery.
- Regional basketball leaders are collaborating and creating an environment that brings all basketball providers together to deliver locally-led, participant-centred regional basketball plans that connect to the national plan.

How we will resource and sustain it

- Sport New Zealand will invest \$200,000 over two years to support delivery of two of the Basketball Delivery Structure projects:
  1. Structure of the Basketball System
  2. Working with Independent Providers

How we will know we're successful

| Outcomes  | Measures (three-year result)  |
|---|---|
| Greater alignment of all providers to delivering regional basketball plans                                  | • 60% of independent providers are aligned to regional plans (Today: No baseline in place)    |
| Aligned provision of offerings and participation opportunities due to clarity of roles and responsibilities | • 60% of independent providers are accredited (Today: No baseline in place)                   |
| Improved quality of experiences for basketball participants because of improved system alignment            | • 80% participant satisfaction with basketball experience (Today: Baseline to be established) |



# Connections to community clubs

Problem statement

The transition from school to adult basketball is difficult, and therefore players drop out because there is not a strong club structure throughout NZ that gives them a sense of belonging and networks.

Improvement opportunity

Establish a healthy contemporary club structure across NZ that includes strong connections with schools, to diversify playing opportunities.

Links to Sport NZ's Locally-Led Approach and Insights Approach

How we will do it

1. Complete a gap analysis by carrying out a stocktake of clubs within NZ, their participation levels, the activities they carry out and the services they offer.
2. Implement initiatives to encourage more clubs to be established across NZ, prioritising regions where there is not a strong club structure.
3. Support clubs to establish by providing them access to case studies, tools, templates and best practice resources and guidance.
4. Provide specific programmes that will enable clubs to diversify or adapt their activities or services to attract and keep people from all ages and stages for longer, including:
  - Introducing modified casual versions of the game to make basketball more social and accessible.
  - Providing a greater variety of social and competitive leagues across all skill levels to keep adults playing.
  - Connecting with and supporting ethnic groups to help them grow the sport in their communities.
5. Enable Associations with programmes and resources so that they can service clubs within their area.
6. Encourage and support clubs and schools to work together to facilitate the transition from school to adult basketball.
7. Expand coaching and official development support into clubs through the regional coach and referee developer networks.

What the transformation would deliver

- A sustainable, contemporary community club structure, including strong connections with secondary schools.
- A diverse range of community clubs representing multi-sport, multi-community interests.
- Community clubs collaborating with other accredited basketball providers in offering playing opportunities that are reducing the post-secondary school decline in participation.
- Community clubs who are clear about their roles and responsibilities in the context of the regional basketball plan.
- Networks of community clubs that have high visibility where rangatahi feel a strong sense of belonging, especially after secondary schooling.

How we will resource and sustain it

- Sport New Zealand will invest \$1,000,000 over three years to support a major regional pilot focusing on three improvement areas;
  1. Growing the Game for Women and Girls
  2. Connections to Community Clubs
  3. Spaces to Play
- Successful programmes, services and learnings will be shared with other regions.
- This project will be supported by BBNZ seeking investment to support an additional 3-4 targeted regional projects.

How we will know we're successful

| Outcomes   | Measures (three-year result)   |
|--|--|
| An increasing number of community clubs are operating and connected to feeder secondary schools and targeted ethnic groups | <ul style="list-style-type: none"><li>• The number of clubs in NZ increased by 30% (Today:102 clubs)</li></ul>     |
| Regions are working to a plan to establish a strong club structure   | <ul style="list-style-type: none"><li>• All regions have club development plan in place (Today: Unknown)</li></ul> |
| Players transition from school to adult basketball by joining a club   | <ul style="list-style-type: none"><li>• 20% average growth in club membership (Today: Unknown)</li></ul>           |

“We lack a mature community club structure which makes it difficult to transition from school to adult basketball.”



# Spaces to play

| Problem statement   | Improvement opportunity   | How we will do it  | Transformation would deliver   | Resource and sustain it  | Know we're successful   |          |                              |   |   |   |   |  |  |
|---|---|--|--|--|---|----------|------------------------------|---|---|---|---|--|--|
| There is overwhelming support for having more hoops that maximise outdoor spaces so that basketball is more accessible and visible.   | <b>Significantly scale up new hoops investment, and support from councils and funders to create a broad range of outdoor spaces that are accessible to a diverse range of communities.</b>  | <ol style="list-style-type: none"><li>1. Complete gap analysis of existing provision through primary school, intermediate and secondary school facility databases.</li><li>2. Complete gap analysis of existing public spaces provision in targeted regions, connecting into existing RST-led regional plans.</li><li>3. Identify regional pilots and areas of priority. Consult with relevant stakeholders to establish partnerships and action plans, to create and activate outdoor spaces.</li><li>4. Collaborate with regional partners to develop funding plans to support expansion of hoops installation programme.</li><li>5. Establish dedicated resource to grow outdoor programmes and formal leagues to enable ongoing activation aspects of the Hoops in Schools and Hoops in Parks programmes.</li><li>6. Update and expand best practice guidelines for outdoor spaces to play, including case studies on how outdoor courts can be developed and activated.</li><li>7. Design and implement initiatives that increase sociability and accessibility of playing opportunities within communities, and share best practice examples with providers.</li></ol> | <ul style="list-style-type: none"><li>• Increased accessibility to outdoor hoops and courts for a diverse range of communities, reducing participation barriers for priority populations.</li><li>• The creation of accessible outdoor courts in low socio-economic communities is a key strategy in all regional basketball plans.</li><li>• Informal and formal basketball opportunities are enabled through a growing number of outdoor courts and spaces to play.</li><li>• Regional mapping of existing courts and hoops, gap analysis and prioritised planning on the locations of new courts and hoops.</li></ul> | <ul style="list-style-type: none"><li>• Sport New Zealand will invest \$1,000,000 over three years to support a major regional pilot focusing on three improvement areas;<ol style="list-style-type: none"><li>1. Growing the Game for Women and Girls</li><li>2. Connections to Community Clubs</li><li>3. Spaces to Play</li></ol></li><li>• Successful programmes, services and learnings will be shared with other regions.</li><li>• This project will be supported by BBNZ seeking investment to support an additional 3-4 targeted regional projects.</li></ul> | <table><tr><th>Outcomes</th><th>Measures (three-year result)</th></tr><tr><td>BBNZ and member organisations are working from a complete understanding of school and community spaces for basketball</td><td><ul style="list-style-type: none"><li>• Audit completed; system in place to keep live understanding</li></ul></td></tr><tr><td>Regional pilots have been identified and new outdoor spaces activated, providing improved informal and formal opportunities for tamariki and rangatahi to participate in basketball</td><td><ul style="list-style-type: none"><li>• 20% increase in number of outdoor spaces (Today: Anecdotal evidence of need for more outdoor spaces)</li><li>• 75% of NZ schools have an outdoor basketball hoop in good condition (Today: 39%)</li></ul></td></tr><tr><td>Current outdoor spaces are activated and used to provide informal and formal participation opportunities</td><td><ul style="list-style-type: none"><li>• 25% of respondents surveyed felt that a lack of spaces to play was a key reason to drop out of the game (Today: 68%)</li></ul></td></tr></table> | Outcomes | Measures (three-year result) | BBNZ and member organisations are working from a complete understanding of school and community spaces for basketball | <ul style="list-style-type: none"><li>• Audit completed; system in place to keep live understanding</li></ul> | Regional pilots have been identified and new outdoor spaces activated, providing improved informal and formal opportunities for tamariki and rangatahi to participate in basketball | <ul style="list-style-type: none"><li>• 20% increase in number of outdoor spaces (Today: Anecdotal evidence of need for more outdoor spaces)</li><li>• 75% of NZ schools have an outdoor basketball hoop in good condition (Today: 39%)</li></ul> | Current outdoor spaces are activated and used to provide informal and formal participation opportunities | <ul style="list-style-type: none"><li>• 25% of respondents surveyed felt that a lack of spaces to play was a key reason to drop out of the game (Today: 68%)</li></ul> |
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|   | <p>Links to Sport NZ's Locally-Led Approach</p>   |  |  |  |   |          |                              |   |   |   |   |  |  |

“We need more outdoor spaces with more visibility – every school and council park should have a quality hoop.”

“We need more outdoor spaces with more visibility – every school and council park should have a quality hoop.”





# Basketball for people with disabilities

Problem statement

Despite organisations that provide basketball services to disabled people receiving limited support, basketball is more popular among young people with disabilities than young able-bodied people.

Improvement opportunity

**Ensure greater alignment with organisations that deliver basketball to people with disabilities so that they are an integral part of delivering on basketball's vision.**

*Links to Sport NZ's Disability Focus Area, and overarching strategic priority on diversity and inclusion*

How we will do it

1. Complete analysis of current programmes being delivered for people with disabilities, participation levels, and gap analysis of existing providers and opportunities.
2. Confirm vision and strategic aspirations for current and prospective participants with disabilities.
3. Create a Disability Action Plan embracing all forms of basketball delivered for people with physical and intellectual disabilities, with a special focus on tamariki and rangatahi.
4. Provide member organisations with a comprehensive range of tools, resources and policies to ensure equitable opportunities are provided for people with disabilities.
5. Collaborate with Sport NZ, RSTs, other NSOs and existing providers to better connect member organisations delivering offerings to participants with disabilities.
6. Identify targeted regions to implement resources and support for new and existing programmes in order to: (a) remove barriers, providing equal opportunities to attract new participants; and (b) ensure the retention of existing participants.

What the transformation would deliver

- Inclusive environments for people with disabilities, providing more casual and social opportunities to participate, particularly for tamariki and rangatahi.
- Partnerships that result in greater connection and support for providers of offerings to people with disabilities.
- BBNZ and member organisations operating together as the kaitiaki of basketball for all current and prospective participants, regardless of physical and intellectual abilities.
- 'Mainstream' community clubs and disability basketball-specialist providers collaborating and offering participation opportunities that reduce barriers for disabled tamariki and rangatahi.
- Programmes for players with disabilities have high visibility at community level.

How we will resource and sustain it

- Sport New Zealand will invest \$150,000 over two years to support delivery of this project.
- A Basketball for All plan will be developed and implemented. Improvements will integrate basketball for people with disabilities into programmes and services offered at all levels of the game.

How we will know we're successful

| Outcomes  | Measures (three-year result)  |
|---|---|
| Formal partnerships are in place with national and regional organisations providing basketball opportunities to people with disabilities                | <ul style="list-style-type: none"><li>• Partnership agreements in place and being implemented at national level and in targeted regions</li><li>• All member organisations that provide services to disabled people are aligned to the Disability Action Plan</li></ul>             |
| Growth in the number of offerings being provided to people with disabilities, including rise in the number of sufficiently skilled deliverers (coaches) | <ul style="list-style-type: none"><li>• 30% increase in offerings (Today: Baseline to be established)</li></ul>   |
| Growth in the number of disabled people actively involved in basketball, particularly the tamariki and rangatahi who have faced participation barriers  | <ul style="list-style-type: none"><li>• 25% growth in participation rates (Today: 12.69%)</li><li>• 25-40% of respondents surveyed felt that a lack of access to participation opportunities was a key reason to drop out of the game (Today: Baseline to be established)</li></ul> |

Basketball is more popular among disabled young people than non-disabled young people, but opportunities are too limited.



# Player Wellbeing

## Problem statement

As players move through the development pathways, there are many challenges that impact their wellbeing, and therefore their ability to participate, enjoy and excel in the game.

## Improvement opportunity

**Provide a range of programmes to support player wellbeing and ensure that we are giving all young people age and stage appropriate opportunities to have quality experiences in basketball.**

## Links to Sport NZ's Balance is Better Focus Area

## How we will do it

1. Using a co-design process involving players from a diverse range of backgrounds, develop and implement a Player Wellbeing Policy (incorporating the Balance is Better principles) to guide basketball providers delivering offerings to participants at all levels.
2. Ensure buy-in by national leadership to enable a comprehensive approach is taken to implementing our Player Wellbeing Policy from junior through to high performance levels.
3. Identify, develop and engage change champions to advocate for player wellbeing.
4. With reference to the Player Wellbeing Policy, complete a review of regional and national representative and talent development programmes, including camps, competitions, player training and competition loading guidelines, and season length, to identify the improvements and adaptations needed from a player wellbeing perspective.
5. Develop a case for change, setting out future state performance expectations, and barriers and risks to rolling out the improvements and adaptations.
6. Develop a transition plan outlining how BBNZ will support member organisations and other providers during the transition, ensuring minimal disruption to services and offerings received by basketball participants.
7. Support member organisations, clubs and accredited providers by providing them with access to case studies and promotional materials, to help stakeholders understand what great looks like from a player perspective at all levels and how they can make changes.
8. Continue to adapt coach development framework and educational materials, including ongoing training of coach developers.

## What the transformation would deliver

- Player wellbeing is at the heart of decision-making by basketball providers.
- Organisations, coaches and parents focus primarily on the wellbeing of players.
- Competition and programme improvements and adaptations are implemented at national and regional levels, resulting in nationwide changes to the way basketball is delivered for our tamariki and rangatahi.
- Basketball organisations from local to national levels adopt a lifelong approach to participation and player wellbeing.
- Basketball programmes, competition pathways and the coach development framework align to the Player Wellbeing Policy, which incorporates Balance is Better principles.

## How we will resource and sustain it

- BBNZ to apply Sport New Zealand Balance Is Better investment into this area to impact on participation and player wellbeing improvements at local and regional levels.
- A Player Wellbeing policy will be developed and used to inform and improve basketball programmes and services at all levels of the game.

## How we will know we're successful

| Outcomes  | Measures (three-year result)   |
|---|--|
| Widespread behaviour change with providers putting player wellbeing first                               | <ul style="list-style-type: none"> <li>80% alignment to Player Wellbeing Policy by member organisations and accredited providers (Today: Policy not in place)</li> </ul> |
| Improved quality of experiences for basketball participants   | <ul style="list-style-type: none"> <li>75% of players feel supported to fulfil their potential (Today: 30-60%)</li> </ul>  |
| Increased retention rates, especially in tamariki, rangatahi, young women and those who are less active | <ul style="list-style-type: none"> <li>70% retention rate of participants (Today: Baseline to be established)</li> </ul>   |

**“Player wellbeing should be at the heart of our decision-making and everything we offer.”**

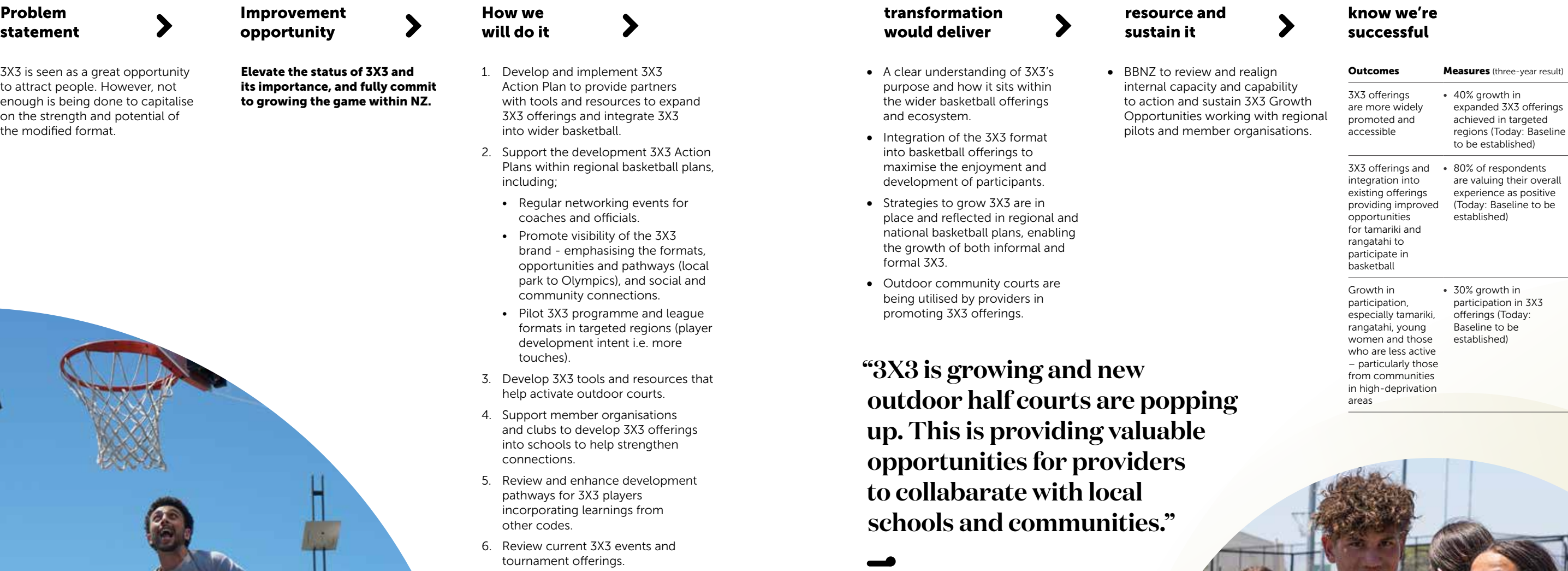


# Strengthening the volunteer base (coaching and officiating)





# 3X3 Growth Opportunities



“3X3 is growing and new outdoor half courts are popping up. This is providing valuable opportunities for providers to collabarate with local schools and communities.”





