



**BASKETBALL**  
**New Zealand**

**2024-2028**

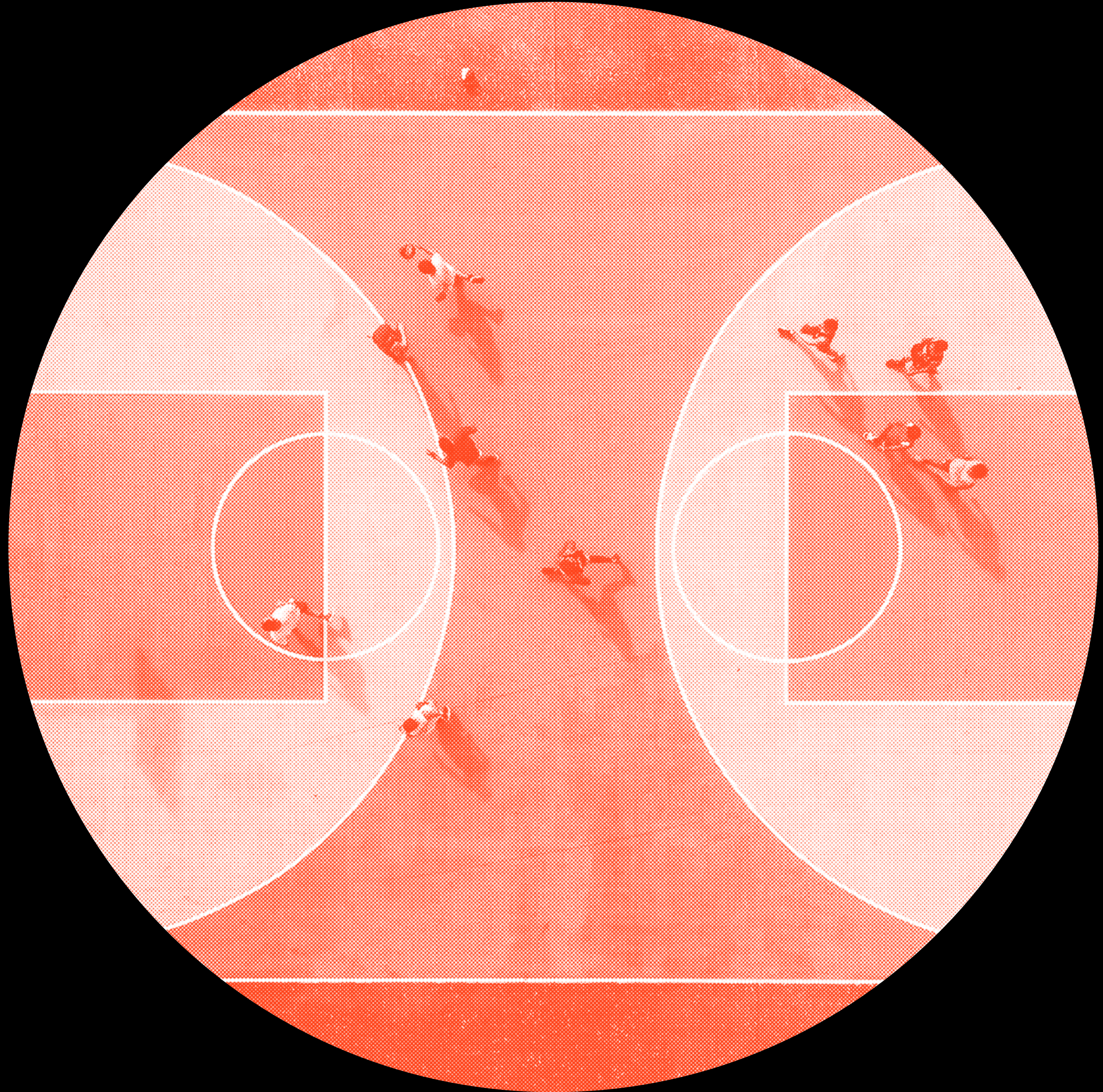
**STRATEGIC INTENT**







**Hoops in the  
heart of every  
community.**



**OUR VISION**





We exist to inspire you to live & love this game as much as we do.



# OUR PURPOSE

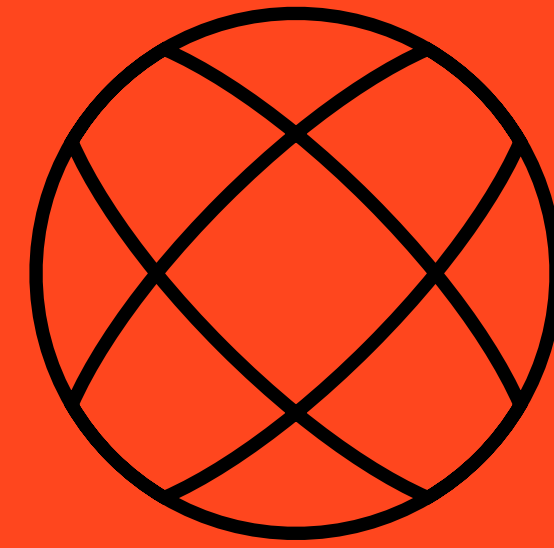




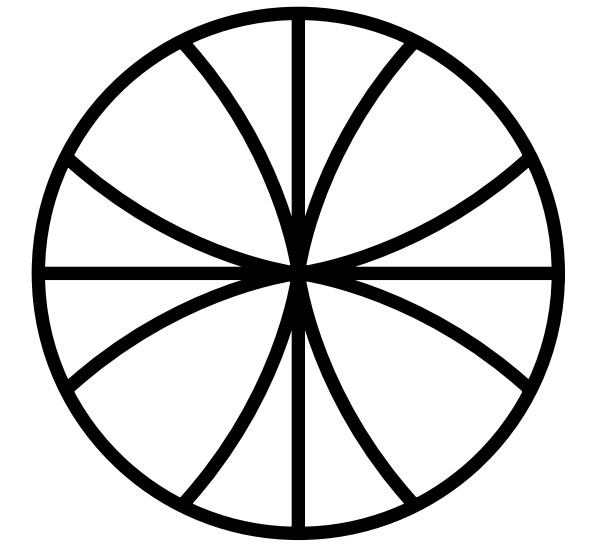
**What we  
believe in.**



**MANA**  
**Respect**



**TIKA**  
**Integrity**



**HONO**  
**Connected**

# OUR VALUES

PARTICIPATION IMPACT

PERFORMANCE

FAN EXPERIENCE

DIVERSITY



**OUTCOMES**

➤ More players, coaches, officials, and volunteers

➤ More elite performance

➤ More engaged fans

➤ More female players

➤ More ethnically diverse players

➤ More players with disability



**MEASURES**

➤ 100,000 players

➤ Sufficient coaches

➤ Sufficient officials

➤ Sufficient volunteers

➤ Tall Blacks & Tall Ferns (3x3 and 5x5) are in the top 20 FIBA world rankings

➤ Representative teams in FIBA Oceania, Asia, World Cup, Olympic, Commonwealth and invitational competitions

➤ 80 female & 70 male players in US college

➤ 50 Male players in overseas Professional Leagues

➤ 15 Female players in overseas Professional Leagues

➤ 250,000 followers on our social media channels

➤ All international home games at 90% stadium capacity

➤ Social media reach 10m+

➤ Engagement 1m+

➤ Video views 50m+

➤ 70,000 + members on our new fan experience platform

➤ 40% female players

➤ 40% female coaches

➤ 40% female officials

➤ 55% ethnically diverse players

➤ 100% increase in players with a disability

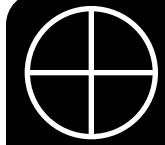
# OUTCOMES & MEASURES

**PARTICIPATION IMPACT**

**INTERNATIONAL PERFORMANCE**

**FAN EXPERIENCE**

**DIVERSITY**



**KEY INITIATIVES**

- Publish frameworks and programs for all participation pathways – players, coaches, officials.
- National implementation and adoption of a community sport participant platform.
- Establish a framework to connect with the recreational participants of our game.
- Establish an innovation roadmap demonstrating our continual commitment to meeting the needs of our participants in this changing world.

- Implementation of a High-Performance communication hub (a one-stop-shop for high performance).
- Develop national ‘style of play’ principles integrated into all coach and player development. (3×3 and 5×5).
- Develop and implement a Participant wellbeing programme (Basketball 360).
- A full and consistent international calendar of events (3×3 and 5×5).

- Develop and implement a new fan app (merchandise, ticketing, exclusive content, VIP access and experiences).
- Implement a fan and event experience blueprint scalable for all events inclusive of turnkey solutions for our Associations and Partners.
- Identification and leverage of commercial partner investment resulting in exclusive benefits for fans.
- Implementation of a Digital capability roadmap for BBNZ and the wider network.

- Represent inclusive standards that unify our game (race, ethnicity, gender, age, disability, sexual orientation, and religion).
- Collaborate with key national and regional partners to implement the Basketball for All disability inclusion plan.
- Establish partnerships with Ethnic Basketball Entities.
- Develop, publish, and promote a Women and Girls Framework that outlines the many journeys and pathways available to female participants from first experience to high performance.



**KEY INITIATIVES THAT CONTRIBUTE TO ALL OUTCOMES**

➤ Implementation of the ‘Basketball in New Zealand’ delivery system.

➤ Whole of sport data and systems integration strategy.

➤ Facilities Strategy (Indoor and Outdoor hoops and courts).

# THE KEY INITIATIVES



**BASKETBALL**  
New Zealand

**NGĀ MIHI.**

**NZ.BASKETBALL**