



ANNUAL REPORT

2017

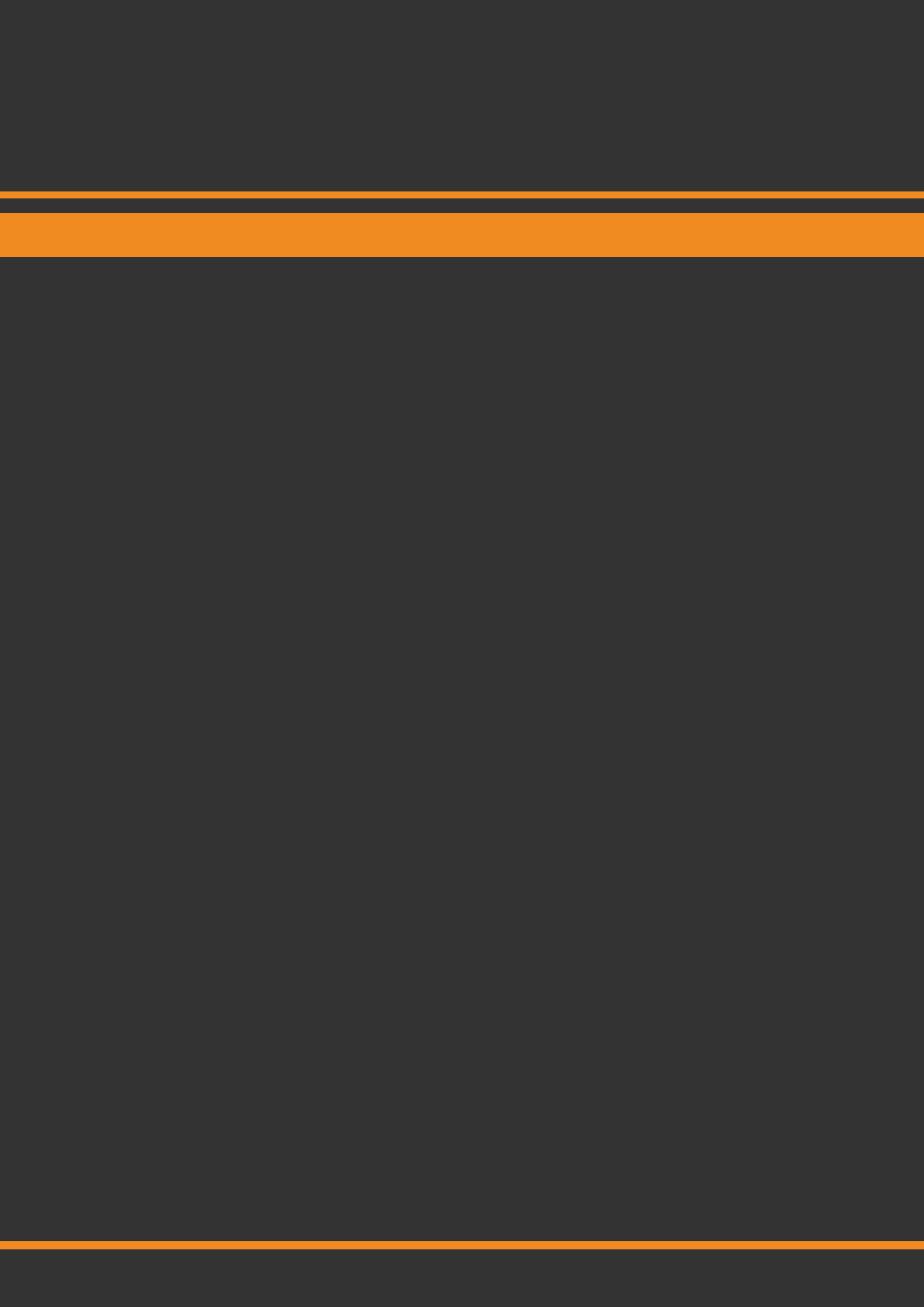


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“

the Board is focussed on delivering benefits to members and the growth of our sport

Allan Woodford
CHAIRMAN

”

I am pleased to present this report as Chairman of Basketball Queensland (BQ), having been appointed to this position in November 2017.

I'd like to acknowledge and thank the Directors and staff of Basketball Queensland for their commitment and efforts through 2017 which saw many new faces join both areas. I would also like to extend the Board's appreciation to Bronwyn Marshall (previous Chairman) who after more than 5 years of dedicated board service to BQ, has now joined the Board of Basketball Australia (BA).

It's extremely important, that as the State body, our priorities (and thus activities/resource allocation) are closely aligned to those of our member associations and the governing body of basketball in Australia, BA. The Board of BA are working quite hard to ensure the State bodies are heard and a collective and united voice can be established for our sport. This is extremely important as the sport is in a strong phase of growth, media attention and infrastructure requirements.

The 3 pillars of Governance, Finance and Strategy will continue to set the foundation for the BQ Board's activities. Our current Strategic Plan highlights the areas of Facilities, Female Participation, 3 on 3 and Technology as key focus/planning areas moving forward.

FACILITIES

The State Facilities Plan completed late in the year has already proved valuable in securing major Government funding and we would expect further benefits to flow through in the years ahead. Our plans are to not only focus on new facilities, but also on improvements to existing buildings, management arrangements and 'conversion' opportunities.

FEMALE PARTICIPATION

To help identify how to lift female participation, a large amount of research has been conducted with past/current players, target audience members and other sport participants/parents. This has identified areas for consideration. Some of these areas can be led by BQ, and some others will require the support and focussed efforts of associations if real headway is to be made.

3 ON 3

With 3 on 3 confirmed as an Olympic sport for 2020 in Tokyo, a focussed plan and approach is needed to maximise the added opportunities and pathway this has created. At this stage we are in discussions with BA and the NBL on a joint approach to the marketability and operational requirements for this variant to the established form of our great game. We are all aware

of other sports successes (Rugby Sevens, Cricket Big Bash, etc) by introducing alternate forms but this must be conducted in line with a well-structured and considered plan.

TECHNOLOGY

Many forms of technology now add value to our game. From scoring systems to player management software driven programs, associations, volunteers, players and coaches are able to better 'manage' various aspects of activity. In some areas, there is limited benefit in individual State bodies and associations doing 'one off' things for themselves, unless urgently required. We (BQ) want to take a lead on some of these technological advancements. This will also add consistency to operations as people progress through the various pathways, be it in the playing, officiating or volunteer areas. We will also be ensuring the commercial viability of these projects, and to ensure this is to the benefit of BQ and thus our members.

Across the member associations it is acknowledged that Strategic Plans have many varied areas relevant to the association. It's hoped that through administrator workshops, teleconferences and 'one on one' meetings by myself and the CEO of BQ with associations, that

open and constructive communication can ensure items are raised and addressed quickly.

With major international basketball events both here and abroad over the next 3 years, including the Commonwealth Games being held in North Queensland and on the Gold Coast, the phrase 'We're all in this together' rings loud in our ears and the Board is focussed on delivering benefits to members and the growth of our sport.

I would like to make special mention of the many and varied roles of volunteers, coaches and officials. You are the fabric that brings it all together. Without you, our sport is limited in its ability to thrive and nourish. The time and effort you contribute is immense and we THANK YOU for the dedication and devotion that you give to Basketball.



Allan Woodford
CHAIRMAN



“

We build year on year through the success of sequential Strategic Plans which has seen our innovative approach pay dividends ”

Graham Burns
CHIEF EXECUTIVE OFFICER

I would like to thank all of the staff at Basketball Queensland for their efforts throughout 2017.

Basketball in Australia is in a good position presently as participation at grass-roots level is at a very high level and the prism with which our sport is viewed, the NBL and WNBL, are taking the professionalism of our sport to new heights.

Basketball Queensland has been able to play our part in this success as we build year on year through the success of sequential Strategic Plans which has seen our innovative approach pay dividends.

2017 saw a change on the Board of Basketball Queensland with the Chairman, Bronwyn Marshall, resign to accept a position on the Basketball Australia Board. I want to thank Bronwyn for her significant contribution during her five years on the Basketball Queensland Board, in particular, during her tenure as the Chairman of the Board. She has been a champion of basketball and has ensured a heightened awareness of the need for gender equity. It has been a pleasure working with Bronwyn and I wish her well in her endeavours at Basketball Australia.

I would like to thank the Board of Basketball Queensland for their continued support and guidance. We have been very fortunate to have Directors of their calibre. Their ability to remain focussed on the strategic outcomes makes my role that much easier.

I also want to thank the Queensland State Government for their contribution to basketball. Basketball Queensland is now on the highest funding band for sport in Queensland and has benefited from the funding of two special initiatives. This funding, combined with the funding from the Queensland Academy of Sport sees approximately \$450,000 invested into Basketball in this State by the government. This is an outstanding

contribution for which we are extremely grateful.

Lastly, thank you to all associations throughout Queensland who have worked tirelessly to make basketball the success it is. I enjoy every minute of my job and the interactions I have with the dedicated staff at associations plays a major part in this satisfaction.

Graham Burns
CHIEF EXECUTIVE OFFICER

The Queensland Government provides \$348,00 per year to Basketball Queensland under the 2017-2019 State Sport and Recreation Organisation Development Program to get more Queenslanders active through sport and recreation.





Stakeholder Engagement

To assist the retention of participants we have employed the use of several communication channels to provide avenues for our story to be told and for people to provide feedback, thus opening up the lines of communication and engagement.

We met our target of growing the number of social media fans and followers by 20%, finishing the year with 16,528 fans and followers on all platforms. The highest proportion of these use Facebook as shown in the chart below.

We saw a 30% increase in the number of people who have downloaded the Basketball App bringing the total number of downloads to 8,920.

We also had a 15.6% increase in the number of visitors to the Basketball Queensland websites (excluding

visitors to the draws and results page) bringing the total for the year to 464,789.

The Basketball Queensland e-Newsletter is now distributed to more than 50,000 valid email addresses every two months with an average of 8,335 (17%) unique viewers each edition.

The livestreaming of one women's and one men's QBL game each week and all the grand-final games continued in 2017. There was a total of 49,572 viewers for the season with an average audience for the round games of 1,952 and 4,162 for the grand-final games.

We have achieved outstanding results this year in relation to all platforms and this is something we intend to maintain into the future.



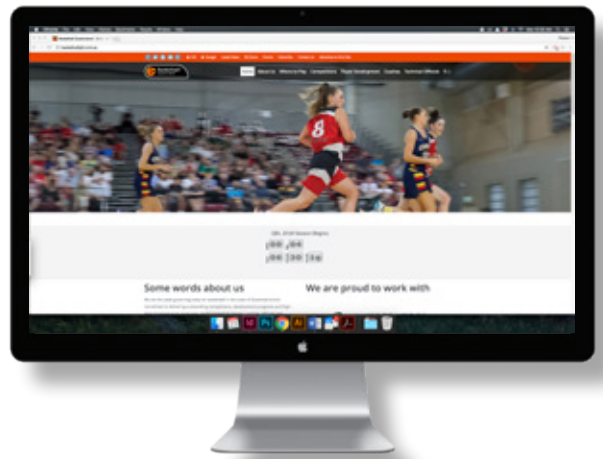
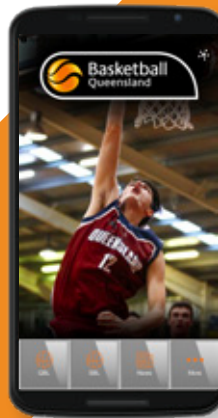
8,920
BQ APP DOWNLOADS



30%
INCREASE



AN OVERALL INCREASE IN DIGITAL ENGAGEMENT





Participation Growth

Once again Basketball Queensland has experienced growth in the number of registered participants. This was particularly evident in the number of registered players competing at associations which grew by 1,719 (6.25%) when compared to 2016. The number of Aussie Hoops participants; however, was static at 3,747 for the year.

The number of male participants registered at Associations grew by 2,052 (9%); however, the number of female participants fell by 325 (4%) when compared to 2016. The total number of registered participants in 2017 (which includes referees and coaches) was 38,313. This is an increase of 2,754 (7.7%) when compared to 2016. The proportion of registered female participants in 2017 fell to 26.3% from 27.6% in 2016. The decline in female participation continues to be a focus of Basketball Queensland. Consequently, we have invested in several research projects to determine the causes of the decline and to identify strategies to address this.

Another major issue facing associations is the shortage of suitable courts. Many associations now have waiting lists for people wanting to play which is an indication of the popularity of basketball and the lack of courts to accommodate the demand. Consequently, this is a major focus for Basketball Queensland and we have completed a State Facilities Plan to guide future growth and target the areas identified by the independent author of the plan as having the greatest need.

State and Emerging Teams

In 2017 the Under 18 North Boys State Team won the silver medal at the Australian Junior Championships in a very close game against our old foe, Victoria Metro. This was a fantastic game and while disappointing that we did not come away with the Gold Medal, the very pleasing aspect of this championship was that all the Queensland State Teams finished in the top five.

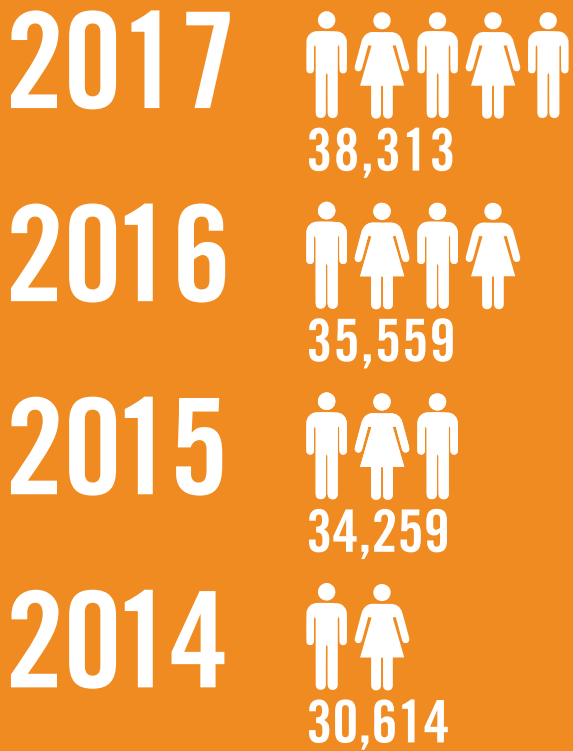
The Under 16 North Boys State Team won the Gold Medal defeating the Under 16 South Boys State Team in the all Queensland Grand-Final. This is an outstanding result for Queensland with both teams meeting in the Grand-Final.

Once again 10 Emerging Teams competed in tournaments in California. This program is providing both players and coaches with an excellent development platform for players as well as an experience they will no doubt cherish. We have made some changes to these programs which will see the older players more exposed to US Colleges as we believe this is an important element in the overall experience.



“THE ASSOCIATIONS WITH THE LARGEST GROWTH WERE IPSWICH, NORTH GOLD COAST, NORTHSIDE AND SOUTHERN DISTRICTS WITH AN INCREASE OF OVER 1500 REGISTERED PLAYERS BETWEEN THEM”

PARTICIPANT GROWTH



NATIONAL COMPETITION MEDALS



COMMUNICATION



1,851



10,774



700



3,060



50,312
e-Newsletter

WEBSITE VISITS

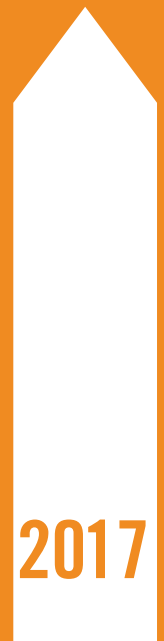


16%



2016

401,263



2017

465,595



**WE HAVE ACHIEVED
OUTSTANDING RESULTS
THIS YEAR IN RELATION
TO ALL COMMUNICATION
PLATFORMS AND THIS IS
SOMETHING WE INTEND
TO MAINTAIN INTO THE
FUTURE**



Capacity Building

COACH DEVELOPMENT

We increased our focus on delivering developmental workshops for coaches and increased the number dramatically for the last six months of the year with 738 coaches of club teams benefiting from the 50 workshops conducted.

Throughout the year 507 people completed a Level 1 coaching Course and 44 people completed a Level 2 Coaching Course. These numbers are lower than 2016; however, this was expected as we had previously introduced a policy whereby all coaches of representative teams must be accredited which caused a spike in 2016. The number of people attending coach accreditation courses in 2017 was still extremely healthy.


During the year we expanded the development of the Basketball Queensland Coaches App to move this to a new platform and provide many more features and to expand the App so that it provides support to players, officials and administrators in addition to coaches. Roll out of the expanded App will occur in 2018.



LEVEL ONE COACHING COURSE

2017 
507

LEVEL TWO COACHING COURSE

2017 
44



REFEREE DEVELOPMENT

In 2017, we shifted our focus to improving the skills of referee coaches to improve the delivery of referee development throughout the State. As such, we introduced a Referee Coordinator Conference which was attended by 44 referee coaches from 21 associations throughout the State.

The QBL Referee Conference was once again well-attended with 86 referees and referee coaches. We also partnered with the NBL and contracted them to provide services to assist the rostering and development of QBL and SBL referees. This was extremely well received by the referees and we believe has set a platform from which we will continue to build the number and capabilities of our most senior referees.

Due to changes in personnel at Basketball Queensland, we took the opportunity to review and restructure the role of the Basketball Queensland Referee Development Manager. This meant we did not achieve all we had hoped in 2017 but we believe the changes we have made will make a significant difference in years to come.

The number of people attending referee accreditation courses throughout the year was 306. This is also down on last year's numbers, changes in personnel and a restructuring of our programs resulted in a reduction in the number of development and accreditation activities.

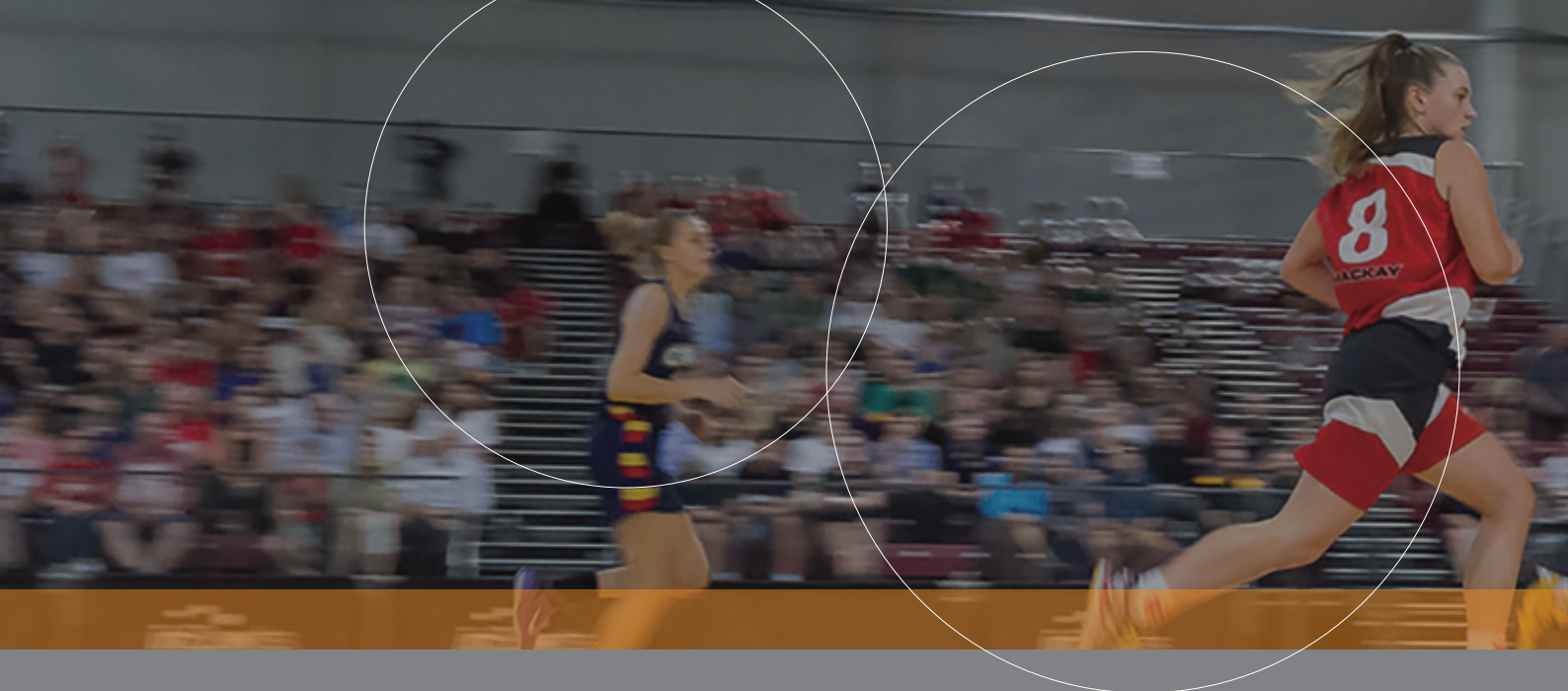
ORGANISATIONAL DEVELOPMENT

Last year we conducted the annual administrator conference where 17 of the 22 affiliated associations had delegates attend. The conference was well received and provided an opportunity to not only learn about best practice in delivery of basketball, but to network with association personnel from all over Queensland.

A workshop was also conducted to provide further training in relation to the use of the SportsTG database and competition solution. This was attended by 20 association with the balance of associations attending webinars on this subject.

REFEREE ACCREDITATION COURSE PARTICIPANTS

2017 
306



QBL Engagement

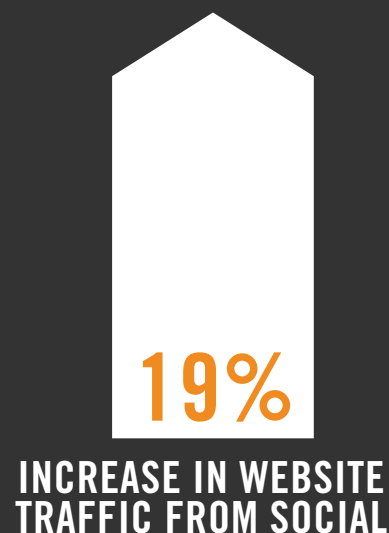
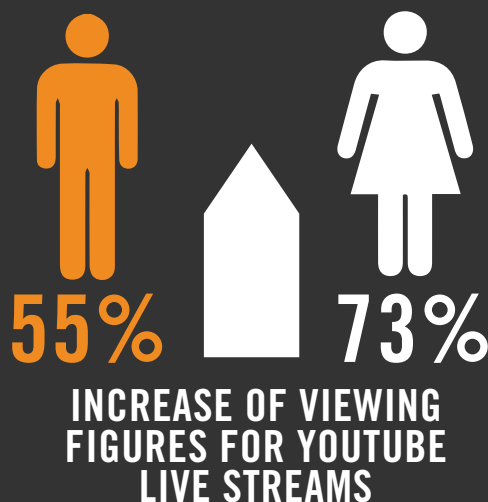
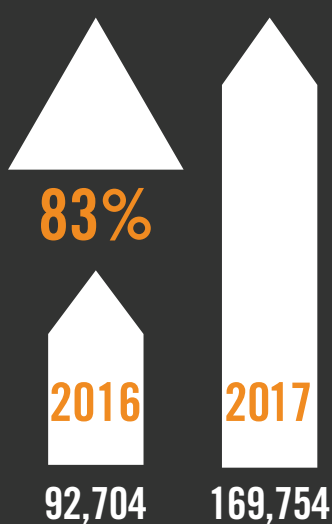
In 2017, Basketball Queensland made strategic changes to the promotion of the QBL competition and the delivery of live stream games. These changes made a huge difference to the level of social engagement, viewership, and website traffic throughout the regular season rounds and during the Grand Finals.

In previous years, the live streams and the subsequent recordings have been hosted on the Nothing But Net Media channel. By embedding the live stream video feeds directly into the QBL website, whilst still giving people the option to view via the Basketball Queensland YouTube channel and the Basketball Queensland App, the audience was transferred to the QBL website -

enabling us to serve additional content. We created further additional content by leaving the previous weeks' game on the website, increasing the audience retention rate by 10% as compared to 2016.

Prior to and during the competition we utilised a display and remarketing campaign to promote the QBL brand and advertise the live stream. The combination of this tactic with an increase in content marketing using association and custom content, as well as boosted posts through Facebook, saw growth in both social conversation and website usage.

WEBSITE VISITS





QBL Grand Final Results



BRISBANE SPARTANS DEFEATED MACKAY METEORITES IN 2 GAMES 76-74, 70-66 IN THE THREE GAME SERIES. MVP ASHLEIGH KARAITIANA



TOWNSVILLE HEAT DEFEATED MACKAY METEORS IN 3 GAMES 90-74, 73-91 AND 103-91 IN THE THREE GAME SERIES. MVP JOSH WILCHER



“ THE BQ CEO RATED THE 2017 QBL THE STRONGEST COMPETITION HE HAD SEEN DURING HIS TIME AT BASKETBALL QUEENSLAND ”



High Performance

2017 was another successful year within Queensland High Performance. Queenslanders continue to contribute to National teams' success with twenty-one Queensland athletes and six coaches selected to represent Australia in FIBA international competition winning five gold and one silver medal. A further four athletes were selected in these Australian Squads as Australia competed in the Asia region for the first time.

Todd Blanchfield and Mitch McCarron were team members of the Boomer's Asia Cup winning team.

Kristi Wallace and Keely Froing were members of the World Championship University Games GOLD medal team, while Marianna Tolo was a member of the Australian Asia Cup silver medal Opals team.

Queensland increased their numbers at the Centre of Excellence (CoE) with seven athletes selected for

scholarships while twenty-one young athletes were also invited to the Australian Development Camps which is an important step in National team representation.

Queensland State teams continued to do well winning one Gold and two Silver medals at U18 & U16 men's Australian Junior Championships. It was an all Queensland National U16 final as the North took Gold and South Silver. The North U18 men also had a shot at the gold in the U18 final but pulled up just short in Townsville in front of their enthusiastic supporters.

The State Performance Program (SPP) & Futures Development Program (FDP) continue to underpin these achievements delivering coaching, training in the state style of play and player/coach development.

GOLD

2017 North Men's
U16 Australian Junior Championships

SILVER

2017 North Men's
U18 Australian Junior Championships
2017 South Men's
U16 Australian Junior Championships



National Representatives

BOOMERS

MEN'S ASIA CUP - GOLD

SQUAD - CHRIS GOULDING (SOUTHERN DISTRICTS) AND CLINT STEINDL (MACKAY)
TEAM - TODD BLANCHFIELD (MACKAY) AND MITCH MCCARRON (BRISBANE)

U17 MEN'S OCEANIA CHAMPIONSHIP - GOLD

TEAM - CALLUM DALTON (COE/GOLD COAST), SAMSON FROLING (COE/TOWNSVILLE), AIDEN KRAUSE (MACKAY) AND KODY STATTMAN (CAIRNS)

U16 MEN'S ASIA CUP

SQUAD - DONOVAN CROWE (BRISBANE)
TEAM - TAMURI WIGNESS (CAIRNS)

OPALS

WOMEN'S ASIA CUP - SILVER

SQUAD - KRISTY WALLACE
TEAM - MARIANNA TOLO (MACKAY)
STAFF - PAUL GORRIS (TOWNSVILLE)

WORLD UNIVERSITY GAMES

WOMEN - KEELY FROLING (TOWNSVILLE) AND KRISTY WALLACE (SOUTHERN DISTRICTS) - GOLD
MEN - TYRELL HARRISON (SOUTH WEST METRO) AND JACK MCVEIGH (NORTH GOLD COAST SEAHAWKS) - 9TH

FIBA 3X3 WORLD CHAMPIONSHIPS

NADEEN PAYNE (TOWNSVILLE)

U17 WOMEN'S OCEANIA CHAMPIONSHIP - GOLD

TEAM - MIELA GOODCHILD (LOGAN), JESSICA MCDOWELL WHITE (SOUTHERN DISTRICTS) AND GRACE GEORGE (IPSWICH)
STAFF - CLAUDIA BRASSARD (TOWNSVILLE)

U19 WOMEN'S WORLD CUP - 6TH

SQUAD - MIELA GOODCHILD (LOGAN)
TEAM - ZITINA AOKUSO (COE/SOUTH WEST METRO)

U18 3X3 WORLD CHAMPIONSHIPS

TEAM - ULA MOTUGA (LOGAN), ALEXANDRA FOWLER (TOWNSVILLE) AND RASHADA KAIGEY (CAIRNS)

U16 WOMEN'S ASIA CUP - GOLD

TEAM - ASHLEE HANNAN (SOUTH WEST METRO) AND ALEXANDRA FOWLER (TOWNSVILLE)
STAFF - MARK WROBEL (TOWNSVILLE) AND MEL DOWNER (BASKETBALL QUEENSLAND)

AUSTRALIAN DEVELOPMENT CAMPS

MEN - KODY STATTMAN (CAIRNS), NICK STODDART (BRISBANE), TAMURI WIGNESS (CAIRNS), TYRELL HARRISON (SOUTH WEST METRO), RYAN RUNNALLS (CAIRNS), BLAKE JONES (SOUTHERN DISTRICTS), BOSTON MAZLIN (TOWNSVILLE), MOJAVEE KING (SOUTH WEST METRO) AND SEAN BAKER (MACKAY).

WOMEN - JESS MCDOWELL-WHITE (SOUTHERN DISTRICTS), ASHLEE HANNAN (SOUTH WEST METRO), PAIGE BAYLISS (SOUTHERN DISTRICTS), GRACE GEORGE (IPSWICH), MIELA GOODCHILD (LOGAN), JADE KIRISOME (LOGAN), RASHADA KAIGEY (TOWNSVILLE), ULA MOTUGA (LOGAN), TARA MANUMALEUGA (NORTH GOLD COAST SEAHAWKS), ADELAIDE FULLER (BRISBANE), PAIGE BAYLISS (SOUTHERN DISTRICTS) AND NEVE TRATT (SOUTHERN DISTRICTS).

CENTER OF EXCELLENCE SCHOLARSHIPS

ASHLEE HANNAN, AIDEN KRAUSE, NICK STODDART, TOM FULLARTON, SAMSON FROLING, CALLUM DALTON, ZITINA AOKUSO



Under 14 Club Championship Results



**CAIRNS MARLINS 10TH CLUB
CHAMPIONSHIP DIVISION**

**BRISBANE CAPITALS 11TH CLUB
CHAMPIONSHIP DIVISION**

**MACKAY METEORS 12TH CLUB
CHAMPIONSHIP DIVISION**



**GOLD COAST WAVES 4TH CLUB
CHAMPIONSHIP DIVISION**

**SOUTH WEST METRO PIRATES 9TH CLUB
CHAMPIONSHIP DIVISION**

**CAIRNS DOLPHINS 10TH CLUB
CHAMPIONSHIP DIVISION**

State Team Results

UNDER 16 NORTH BOYS – GOLD

UNDER 16 SOUTH BOYS – SILVER

UNDER 16 NORTH GIRLS – 10TH

UNDER 16 SOUTH GIRLS – 7TH

UNDER 18 NORTH QLD BOYS – SILVER

UNDER 18 SOUTH QLD BOYS – 5TH

UNDER 18 NORTH QLD GIRLS – 4TH

UNDER 18 SOUTH QLD GIRLS – 5TH

UNDER 20 MEN – 6TH

UNDER 20 WOMEN – 6TH

State Championship Winners



**UNDER 12'S
CAIRNS MARLINS**

**UNDER 14'S
CAIRNS MARLINS**

**UNDER 16'S
NOT AWARDED**

**UNDER 18'S
GOLD COAST WAVES**



**UNDER 12'S
BRISBANE CAPITALS GOLD**

**UNDER 14'S
GOLD COAST WAVES**

**UNDER 16'S
IPSWICH FORCE**

**UNDER 18'S
LOGAN THUNDER**



2017 VINCE HICKEY AWARD

Basketball Queensland congratulates Cairns Basketball and Southern Districts Basketball Associations on being awarded joint winners of the Vince Hickey Award for Champion Association across the 2017 State Championships.

This is the first time since 1998 that joint winners have been awarded.

After taking out this award in 2016, Cairns have again placed strongly, taking out a share in the top honours thanks to winning the U12 Boys and U14 Boys Championships, and placing 2nd and 3rd in two other age groups.

Despite not claiming a Division 1 title this year, Southern Districts were hot on the heels of Cairns, showing consistency leads to great things. Southern Districts placed top five (including 2 x silver, and 2 x bronze) in 6 out of the 7 boys and girls championships held this year, assisting them in equalising with Cairns in taking out this top award.

The Vince Hickey award is always tightly contested. This is now the 5th straight year that Cairns, Southern Districts, Brisbane and Townsville have placed top 4 in this Award.



RANK	ASSOCIATION	U12 Boys	U12 Girls	U14 Boys	U14 Girls	U16 Boys	U16 Girls	U18 Boys	U18 Girls	Total
1	CAIRNS	31	16	45	31	N/A	23	36	24	206
2	SOUTHERN DISTRICTS	30	15	43	28	N/A	29	39	22	206
3	BRISBANE	29	23	44	22	N/A	25	37	20	200
4	TOWNSVILLE	23	17	41	27	N/A	28	38	25	199
5	GOLD COAST	21	22	40	32	N/A	26	40	7	188
6	IPSWICH	17	21	38	21	N/A	31	35	23	186
7	SOUTH WEST METRO	27	12	31	30	N/A	30	34	19	183
8	MACKAY	20	20	42	26	N/A	22	32	18	180
9	LOGAN	26	18	30	24	N/A	27	16	26	167
10	SEAHAWKS GC	16	14	39	29	N/A	24	26	16	164
11	ROCKHAMPTON	22	19	34	25	N/A	21	17	15	153
12	NORTHSIDE	28	5	32	23	N/A	19	30	12	149
13	USC RIP	24	11	37		N/A	17	29	17	135
14	SUNSHINE COAST PHOENIX	3	9	36	18	N/A	8	25	21	120
15	TOOWOOMBA	25	13	19	9	N/A	16	21	10	113
16	BUNDABERG	11		33	15	N/A	13	28		100
17	REDLANDS PCYC	7	3	22	12	N/A	12	15	1	72
18	BURDEKIN	15	4	17	20	N/A	15			71
19	GLADSTONE			3	8	N/A		33	5	49
20	CABOOLTURE	10		25		N/A		8	2	45
21	MULGRAVE COASTAL				1	N/A				1

Points are allocated to Associations based on the overall ranking of all teams in an age group. Points are given to an Association only for their highest ranked team per age group and gender. The number of points awarded is determined by the number of teams who competed in that Championship - for example the U12 Girls consisted of 24 teams so the Division 1 winning team was awarded 24 points.



OwnUrGoal



Coaches App



Basketball Queensland App

www.basketballqld.com.au