

2019

ANNUAL REPORT





The Queensland Government provides \$348,000 per year to Basketball Queensland under the 2017-2019 State Sport and Recreation Organisation Development Program to get more Queenslanders active through sports and recreation.

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“ I PREFER INSTEAD IN THIS REPORT TO ACKNOWLEDGE WHAT IT MEANS TO BE A PART OF A TEAM – WHERE THE TEAM TOGETHER IS GREATER THAN THE SUM OF ITS PARTS ”

Nicola Ellis
CHAIRMAN

I NEVER ANTICIPATED THAT I WOULD BE PRESENTING THIS REPORT AS CHAIRMAN OF BASKETBALL QUEENSLAND (BQ) AT A TIME WHEN NO BASKETBALL, AT ANY LEVEL, WAS BEING PLAYED ACROSS QUEENSLAND OR AUSTRALIA.

However, that is our present reality in the COVID-19 environment.

It is therefore the absence of basketball that causes me to reflect very differently on the 2019 year and, in particular, what we individually draw from basketball whether as players, coaches, officials, administrators, volunteers or supporters. It also makes me further appreciate the many modest successes that do not come with medals and accolades but rather are seen through the week to week growth in participation, the development of life-long friendships, and the acceptance of our game in the wider community as a fantastic spectator sport.

So while Queensland continues to punch above its weight against the larger basketball bases in Victoria and New South Wales and Queensland athletes compete at the highest levels of world competition, I prefer instead in this report to acknowledge what it means to be a part of a team – where the team together is greater than the sum of its parts. It does not matter whether this is a local club team or QBL (now NBL1), it is those memories and friendships that are formed from facing adversity or achieving something together that bind a team and build a sense of community. It is this sense of community that we will need in the coming months as we endeavour to rebuild our sport (and we are fortunate to already have this in abundance within our associations).

At BQ we have also been fortunate to be a part of new initiatives through 2019 including helping to facilitate and resource the first National Indigenous Basketball Tournament in Cairns in December 2019 and empowering and promoting women in our game through the #WomenWillWin campaign. Both initiatives were widely supported and embraced and celebrated the diversity that already existed within our sport.

In 2019, we also developed and launched a plan for future facility development, Raising the Game, with a view to profiling basketball's benefit to the community and garnering Government support and funding for this much-needed priority. To assist us, and promote the needs of our member associations, we have engaged the services of a consultant to assist with planning, advocacy and communication with all levels of Government.

As to our other strategic priorities, we continue to grow, develop and build these targeted aspects of our sport including participation (both male and female participation), coaching and officiating development, and technology development – the highlights of which are included within the CEO's report. We also remain focused on assisting our member associations to implement and entrench good governance practices to ensure association "health" over the longer term.

In regard to the strategic leadership of BQ, I remain fortunate to be supported by (and give thanks to) my fellow directors who remain united in their goal of furthering the interests of BQ and its member associations. I trust these directors will continue to engage, question and challenge in deliberations so that we remain solid, yet progressive in our decisions over the coming year. In the implementation of these strategic priorities at an operational level,

“ IT IS THIS SENSE OF COMMUNITY THAT WE
WILL NEED IN THE COMING MONTHS AS WE
ENDEAVOUR TO REBUILD OUR SPORT ”

I also extend my personal thanks to CEO, Graham Burns and his team for all their efforts this last year.

Finally, I am pleased to present an annual report for 2019 that demonstrates our continued strong financial performance and progressive stewardship. I also again commit the BQ Board and CEO to remaining a champion for Queensland interests and priorities at a national level with Basketball Australia.



Nicola Ellis
CHAIRMAN



“ THIS HAS LAID THE FOUNDATION FOR WHAT WAS A VERY GOOD YEAR IN TERMS OF GROWTH, ON-COURT SUCCESS AND FINANCIALLY ”

Graham Burns

CHIEF EXECUTIVE OFFICER

2019 WAS A YEAR THAT PRESENTED SOME CHALLENGES INCLUDING EXTREME WEATHER EVENTS.

Townsville bore the brunt of weather, suffering from extreme flooding and hindering their start of year operations until April. This caused a significant downturn in numbers in Townsville; however, the State still managed to record 1.3% growth when compared to 2018.

This has laid the foundation for what was a very good year in terms of growth, on-court success and financially. This report details the highlights of the year in relation to the major areas of focus.

I would like to acknowledge the hard work of all the staff and volunteers at basketball associations throughout Queensland without whom this sport would not survive and prosper.

The Board of Basketball Queensland has also been a great support to me and have remained focused on the strategic outcomes needed for success. All Directors have contributed greatly, and it would be remiss of me not to give special thanks to our Chair, Nicola Ellis, who has worked tirelessly for Basketball Queensland throughout the year.

Lastly, I would like to thank the staff of Basketball Queensland who have demonstrated both dedication and expertise to deliver excellent results in what has often been trying circumstances.

Graham Burns
CHIEF EXECUTIVE OFFICER

“ BASKETBALL QUEENSLAND STAFF HAVE DEMONSTRATED BOTH DEDICATION AND EXPERTISE TO DELIVER EXCELLENT RESULTS IN WHAT HAS OFTEN BEEN TRYING CIRCUMSTANCES ”





Marketing

Contributing to the growth is our marketing effort. We have focused on digital marketing as this is more cost effective than traditional media and has a greater impact. We have averaged almost 978 click-throughs each month from our online campaigns. This saw 4,763 direct referrals during the year to associations for people wishing to play basketball.

We have also had a focus on social media as we both engage and grow our audience through this medium. The number of Basketball Queensland social media fans and followers grew by 24% in 2019 when compared to 2018. The highest proportion of our social media followers are using Facebook, but Instagram is proving to be our fastest growing social media platform.

We have also been working very hard on lifting website traffic. There was a 22% increase in traffic when compared to 2018 with 592,337 visitors throughout the year. The BQ App also saw a significant increase in user with 18% growth when compared to 2018.



4,763 ASSOCIATION REFERRALS FROM OUR ONLINE CAMPAIGNS

PARTICIPANT NUMBERS

2019 
36,533*

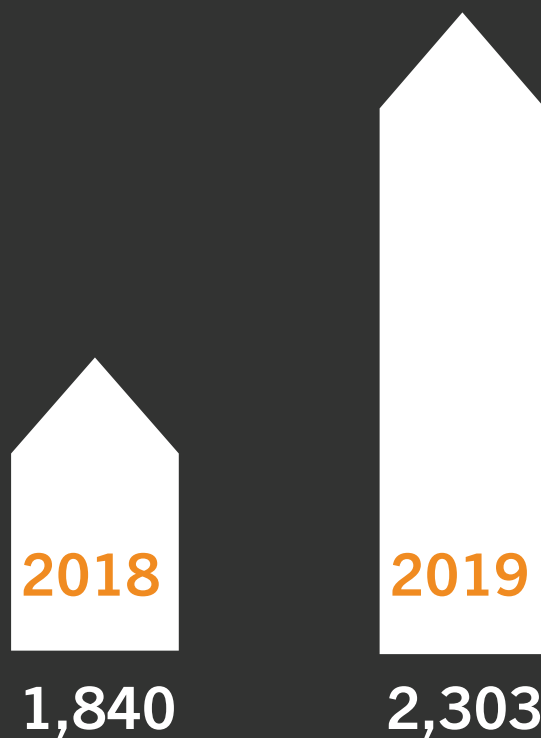
2018 
36,100*

2017 
38,313

2016 
35,559

*DUPLICATES EXCLUDED

BQ APP DOWNLOADS



COMMUNICATION



2,165



14,095



1,071



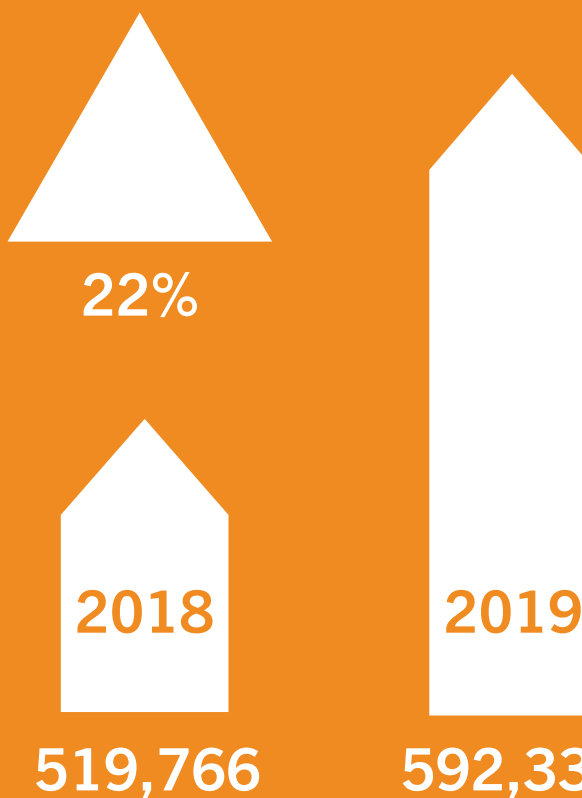
6,682



65,488

E-NEWSLETTER

WEBSITE VISITS





Participation

We finished the year with 29,477 players registered at associations, 2% more than at the end of 2018. It is the first time in many years that we have seen growth in the number of female registered players at associations. Overall growth was however, confined to Brisbane and the South Coast Region with all other Regions throughout Queensland remaining static or contracting, generally off the back of a severe weather event.

In addition, there were a further 3,379 participants registered in player recruitment programs such as Aussie Hoops. This number was 3% lower than at the end of 2018. When you add registered coaches (2,597) and referees (1,100) this brings the total participation in basketball across Queensland to 36,533 which is 1.3% higher than at the end of 2018.

GENDER BALANCE

The gender balance continues to skew toward males with approximately 76% of participants being male. There is a higher proportion of female participants in the recruitment programs (30%) reflecting the focus that is being placed on growing the number of women and girls playing basketball.

COMPETITIONS

There was an 2.8% increase in the number of junior and senior teams competing in Basketball Queensland representative competitions when compared to 2018 as set out in the table below:

COMPETITION	2018	2019	VARIANCE	
QBL	30	30	0	0%
SBL	29	34	5	14.7%
BQJBC	233	234	1	0.4%
QNJBC	49	60	11	18.3%
JUNIOR STATE CHAMPS	287	291	4	1.4%
CHAMPION SCHOOL (CBSQ)	137	138	1	0.7%
TOTAL	765	787	22	2.8%

“ THERE WERE A FURTHER 3,379 PARTICIPANTS REGISTERED IN PLAYER RECRUITMENT PROGRAMS SUCH AS AUSSIE HOOPS ”



Capacity Building

FACILITIES

For basketball to continue to grow there is a need for greater access to facilities. In 2019 we have seen two new courts open at Morayfield and one in Cairns, a five-court stadium is under construction at Zillmere and three additional courts at South Pine Sports Centre.

Unfortunately, this is not sufficient to meet current demand and future growth in areas identified in the State Facilities Plan. Consequently, to protect the health of basketball in Queensland and to accommodate the potential growth of the sport, Basketball Queensland engaged SMC Strategies to assist with the planning, advocacy and communication to engender Government support for the Raising the Game project to expand the facility footprint of the sport in Queensland.

In a boost to the basketball community, 19 clubs and associations across Queensland received a share of \$386,381 in funding from Rounds 100-103 of the Queensland Gambling Community Benefit Fund (GCBF) in 2019.

The GCBF is Queensland's largest one-off grants program for community-based, not-for-profit organisations, with grants between \$500 to \$35,000 available to help community groups provide services and leisure activities around the state.

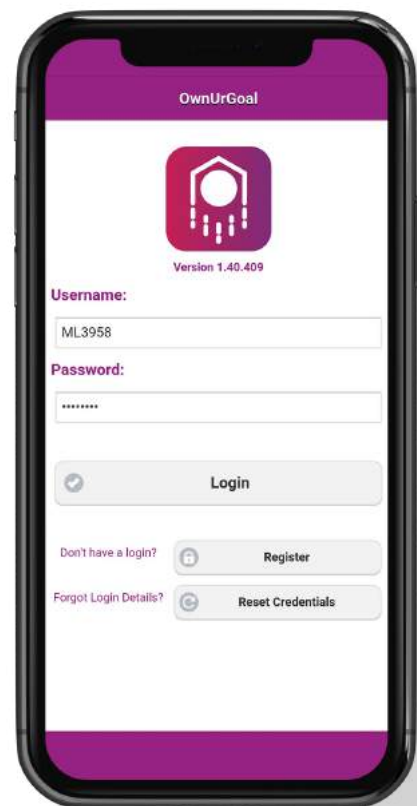
Basketball organisations were approved for a number of different projects including resurfacing courts, purchasing canteen equipment and shooting machine and installing backboards.



TECHNOLOGY

We launched the OwnUrGoal Platform in 2018 and met some key milestones in 2019:

- All junior and senior state competitions use the platform for registrations
- All Queensland associations are now on OwnUrGoal
- The app has expanded to now include: coaches, referees and Scoretable officials
- The Platform has over 23,000 users and increasing daily
- It is used across a the majority of Australian State Associations and by Basketball New Zealand
- Functionality has been expended to also include accreditations, selections, bookings and attendances
- Providing a communication platform for organisations, teams, groups and individuals with over 40,000 messages and emails delivered each month
- On the pathway for the Platform includes improvements to communications, a new payment gateway and expansion for association trials and competitions.



ALL JUNIOR AND SENIOR STATE COMPETITIONS USE THE OWNURGOAL PLATFORM FOR REGISTRATIONS





Development

COACH DEVELOPMENT

2019 saw an improvement in coaching access across the state due to some key coaching initiatives undertaken by Basketball Queensland.

There was another Women's Only Club Course held in 2019 that was free for participants to help encourage and promote female coach participation and development.

We also held our inaugural BQ Coaches Weekend (held over three days) which saw over 80 coaches attend sessions with keynote presenters such as Peter Lonergan, Rob Beveridge and CJ Bruton





REFEREE DEVELOPMENT

In 2019 there were 75 referees and referee coaches that attended the QBL conference, with referees from across the state attending.

Northern referees were offered flights to Brisbane to attend the South QLD Conference, but only three took up this offer.

Due to staff changes our ability to deliver referee development activities was diminished.

We did however have 10 participants attend the Association Referee Coordinators course and eight referees participate in the Accelerated Referee Program (ARP)(no additional suitable participants could be identified).

70% of all games played at State Championships in 2019 were critiqued by a referee coach.

2019 WE LAUNCHED OF THE INAUGURAL BQ COACHES WEEKEND WHICH SAW OVER 80 COACHES ATTEND SESSIONS WITH KEYNOTE PRESENTERS SUCH AS PETER LONERGAN, ROB BEVERIDGE AND CJ BRUTON



QBL Engagement

In 2019 we continued to implement a similar content and coverage strategy to the previous year, following the success of BQ's improved coverage in 2018. This strategy continued to make a huge difference to the level of social engagement, viewership and website traffic through the regular season rounds and during the Grand Finals.

Overall we saw a 6.02% increase in site users with just over 80,700 people using the QBL site in 2019 and a 6.23% increase in people visiting the site for the first time. On average visitors viewed 4.20 pages per session (a 4.59% increase on 2018) and page views overall were up 3.81% to 929,000.

While user stats improved, we saw a 0.75% decrease in the number of overall website sessions in 2019, just shy of 222,000 sessions we recorded in 2018.

QBL live streams were a drawcard for users, with matches attracting over 89,000 views across YouTube and Facebook.

Finals games were the most popular, accounting for 40% of overall live stream views

WEBSITE USERS



INCREASE IN PAGE VIEWS



QBL Grand Final Results



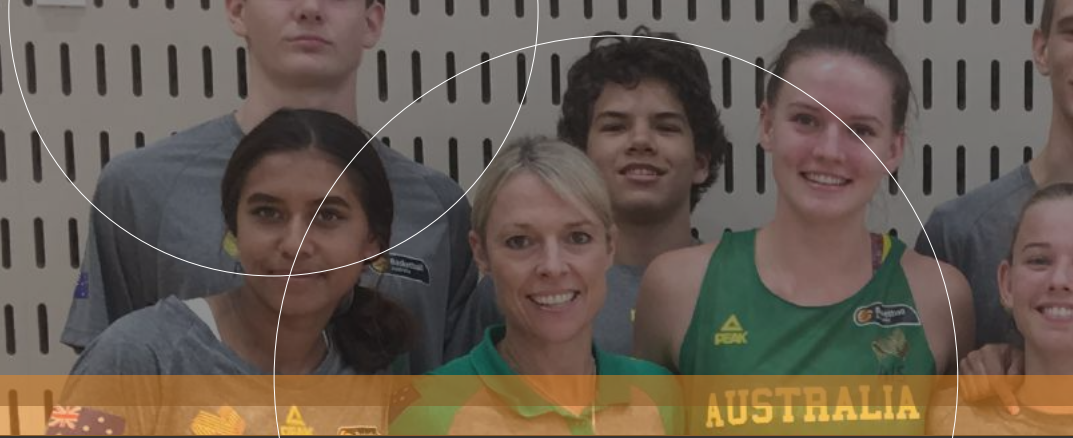
Southern Districts Spartans defeated Gold Coast Rollers in 2 games 82-64, 48-46 in the Three Game Series.



Brisbane Capitals defeated Gold Coast Rollers in 2 games 96-79, 112-61 in the Three Game Series.



“ QBL LIVES STREAMS WERE A DRAWCARD FOR USERS, WITH MATCHES ATTRACTING OVER 89,000 VIEWS ACROSS YOUTUBE AND FACEBOOK ”



High Performance

2019 was another successful year for High Performance with 36 Queenslanders selected for Australian squads or teams, with the highlight being Alex Fowler being named in the FIBA World Championship U19 All Star 5.

Queenslanders continued to contribute to National teams' success with 20 Queensland athletes and six coaches selected to represent Australia in FIBA international competition winning three gold, three silver and one bronze medals.

Mackay's Sandy Brondello coached the Australian Opals to an Asian Championship Silver medal which also included Mackay's Maraianna Tolo.

Keely Froling was a member of the Australian 3 x 3 team which finished fourth at the FIBA World 3 x 3 Championships. Keely and Alicia Froling both claimed gold at the FIBA World University Games while Will Magnay was a member of the bronze winning Men's World University Games team.

Two Queenslanders Aaron Baynes and Chris Goulding represented the Boomers at the FIBA Men's World Championship in finishing fourth.

Alex Fowler, Ula Motaga and Miela Goodchild represented Australia at the FIBA WORLD U19 championship, where they were narrow runners up and claimed silver.

Four Queenslanders made the final team for the U19 Men's World Championship. Kody Stattmann, Sam Froling, Tamuri Wigness and Callum Dalton all represented Queensland with pride in the FIBA World championships.

Katie Deeble, Shaneice Swain and Neferatali Notoa won Gold at the 2019 FIBA Oceania U17 championship, while Blake Jones, Tamuri Wigness and Lucas Schmidt won FIBA Oceania U17 Gold.

Queensland were again well represented at the Centre of Excellence (CoE) with seven athletes selected for scholarships while 18 Queenslanders were also invited to the two Australian Development Camps which is an important step in National team representation.

Our women's state age teams won 58% of all their Australian Junior Championship (AJC) games across the three age groups. The highlight was the Queensland South Under 18 girl's silver medal. Five of the six women's state teams had significant winning records. North teams were seven wins and ten losses across both ages while South teams were a combined 11 wins and six losses.

While there were no medals for the men, the Queensland South Boys Under 18 & Under 16 teams performed exceptionally well each with seven wins and two losses but missed out on a medal after unfortunately dropping quarterfinals. North teams were a combined seven wins and ten losses.

The State Performance Program (SPP) & Futures Development Program (FDP) continued to deliver quality coaching and training in the BQ style of play to 340 athletes, plus coach development for 70 coaches.



National Representatives

BOOMERS

MEN'S FIBA WORLD CHAMPIONSHIP - 4TH

TEAM - CHRIS GOULDING, AARON BAYNES

SQUAD - BROCK MOTUM, TODD BLANCHFIELD, MITCH MACARRON

WORLD UNIVERSITY GAMES (MEN) - BRONZE

TEAM - WILL MAGNAY

EMUS

U19 FIBA WORLD CHAMPIONSHIPS

TEAM - KODY STATTMANN, SAM FROLING, TAMURI WIGNESS, CALLUM DALTON

SQUAD - AIDEN KRAUSE, SEAN BAIRSTOW

FIBA U17 OCEANIA CHAMPIONSHIPS - GOLD

TEAM - BLAKE JONES, TAMURI WIGNESS, LUCAS SCHMIDT

CROCS

U17 MEN ASIAN CHAMPIONSHIPS - SILVER

TEAM - KY STATTMANN, HARRISON PENNISEI

SQUAD - LLOYD MCVEIGH, RORY HAWKE

STAFF - GREG VANDERJAGT

OPALS

FIBA ASIAN CHAMPIONSHIPS SILVER

TEAM - MARIANNA TOLO

SQUAD - ZITINA AOKUSO, TIANA MANGAKAHIA

STAFF - SANDY BRONDELLO, PAUL GORRIS

WORLD UNIVERSITY GAMES (WOMEN) - GOLD

TEAM - ALICIA FROLING, KEELY FROLING

STAFF - MARK WROBEL

3X3 FIBA WORLD CHAMPIONSHIPS - 4TH

TEAM - KEELY FROLING

GEMS

U19 WOMEN'S FIBA WORLD CHAMPIONSHIPS - SILVER

TEAM - ALEX FOWLER, MIELA GOODCHILD, ULA MOTUAGA

SQUAD - ADELAIDE FULLER, JADE KIRISOME, HAYLEE ANDREWS

STAFF - CLAUDIA BRASSARD

SAPPHIRES

U17 OCEANIA CHAMPIONSHIPS - GOLD

TEAM - KATIE DEEBLE, SHANEICE SWAIN, NEFERATALI NOTOA

SQUAD - GEORGIA WOOLLEY, GRACE ELLIS

STAFF - JACKIE BROWN

U17 ASIAN CHAMPIONSHIPS - GOLD

TEAM - KATIE DEEBLE, INDY BOWYER

SQUAD - CHAILEE WARD

NBA GLOBAL ACADEMY CAMP (ASIA) MVP

GEORGIA WOOLLEY

AUSTRALIAN DEVELOPMENT CAMPS

MEN - HARRISON PENNISEI (2), KIAN DENNIS, KOBE MCDOWELL WHITE (2), MASON DAVIS, JOSH HUGHES, KANE RUNNALS, KY STATTMAN, RORY HAWKE

WOMEN - SHANEICE SWAINE, INDY BOWYER, KATIE DEEBLE, LILLY ROTUNNO, LIL DART, SHORNA PRESTON

CENTER OF EXCELLENCE SCHOLARSHIPS

ADELAIDE FULLER

SHANEICE SWAINE

KIAN DENNIS

TAMURI WIGNESS

LUCAS SCHMIDT

BLAKE JONES

MO KING

AUSTRALIAN JUNIOR CHAMPIONSHIPS (AJC)

MEDALS - UNDER 18 SOUTH GIRLS - SILVER



Under 14 Club Championship Results



NORTHSIDE WIZARDS - BRONZE
CHAMPIONSHIP DIVISION

SOUTHERN DISTRICTS SPARTANS - 4th
CHAMPIONSHIP DIVISION

CAIRNS MARLINS - 9th
CHAMPIONSHIP DIVISION



GOLD COAST WAVES - BRONZE
CHAMPIONSHIP DIVISION

IPSWICH FORCE - 9th
CHAMPIONSHIP DIVISION

MACKAY METEORETTES - GOLD
SHIELD DIVISION

LOGAN THUNDER - 9th
SHIELD DIVISION

State Team Results

- Under 16 North Boys – 9th
- Under 16 South Boys – 5th
- Under 16 North Girls - 11th
- Under 16 South Girls – 7th
- Under 18 North Boys – 7th
- Under 18 South Boys - 5th
- Under 18 North Girls – 6th
- Under 18 South Girls – SILVER
- Under 20 Men – 9th
- Under 20 Women – 7th

State Championship Winners



Under 12 Boys

Southern Districts Spartans

Under 14 Boys

Cairns Marlins

Under 16 Boys

Gold Coast Waves

Under 18 Boys

South West Metro Pirates Gold



Under 12 Girls

Cairns Dolphins

Under 14 Girls

Ipswich Force

Under 16 Girls

Gold Coast Waves

Under 18 Girls

Townsville Flames



2019 VINCE HICKEY AWARD

Basketball Queensland congratulates Cairns Basketball on winning the Vince Hickey Award for Champion Association in the 2019 State Championships. It's Cairns' third Vince Hickey Award in total and they have now won three of the last four years.

Cairns narrowly scraped home with one point separating them from second-placed Townsville after strong performances in the Under 14 Boys and Under 12 Girls winning Gold in both tournaments.

Last year's champions Townsville finished one-point short of Cairns with their best performance coming early winning Gold in the Under 18 Girls on the Gold Coast. They also finished runners-up in the Under 18 Boys and fourth in the Under 16 Boys and Under 14 Boys. Southern Districts finished third for the second year running with consistent results across the board. Their best performance came in the U12 Boys at Ipswich with Gold in that event and they also collected Silver in the Under 14 Boys in Townsville.



RANK	ASSOCIATION	U12 Boys	U12 Girls	U14 Boys	U14 Girls	U16 Boys	U16 Girls	U18 Boys	U18 Girls	Total
1	Cairns	32	27	44	33	42	28	39	19	264
2	Townsville	30	22	41	31	45	26	42	26	263
3	Southern Districts	34	25	43	30	43	23	41	21	260
4	Gold Coast	31	20	38	36	48	32	38	15	258
5	South West Metro	33	19	39	26	47	31	43	18	256
6	Logan	29	23	30	34	40	27	40	25	248
7	Mackay	26	26	27	35	37	30	35	17	233
8	Brisbane	25	9	40	32	46	20	32	24	228
9	Ipswich	22	24	16	37	32	24	36	23	214
10	Northside	17	16	42	19	41	19	37	20	211
11	SC Phoenix	24	21	31	21	39	22	33	11	202
12	North Gold Coast	23	11	37	15	29	29	26	22	192
13	USC Rip	13	2	36	27	35	25	25	10	173
14	Rockhampton	28	-	34	29	38	5	22	16	172
15	Toowoomba	7	4	35	24	20	14	30	13	147
16	Gladstone	9	7	25	-	34	21	34	-	130
17	Redlands	18	1	29	-	24	3	27	4	106
18	Bundaberg	3	15	21	5	31	13	11	5	104
19	Caboolture	1	-	26	2	28	9	21	9	96
20	Burdekin	-	18	18	20	17	18	-	-	91
21	Emerald	12	14	-	-	14	-	1	-	41
22	Maryborough	-	-	5	-	8	-	-	-	13
23	Hervey Bay	-	-	4	-	-	-	3	-	7

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 Under12 Girls consisted of 27 teams, therefore the Division 1 winning team was awarded 27 points.



OwnUrGoal



Basketball Queensland App

www.basketballqld.com.au