

10 February 2012

To: Affiliated Associations
 Associate Members
 Life Members
 National Team Staff
 NBL Franchises

Dear All,

Re: All of Basketball Pathway Plan

The Board would like to sincerely thank you and other members of New Zealand's basketball community for providing detailed feedback during the 2011 BBNZ regional strategic planning workshops. That has provided BBNZ with vital information and ideas to consider during the second phase of the process, which I would like to introduce to you in this letter.

The next step in modernising our sport is the preparation and development of an All of Basketball Pathway Plan. It is anticipated that the outcomes of this project will initiate significant improvements in our sport across many levels, from grassroots to international basketball.

The All of Basketball Pathway Plan will develop, clarify, refine and provide a guide to implement a national structure to benefit participants at all levels (players, fans, basketball organisations, coaches, administrators and officials). It is imperative that we achieve quality, consistency and alignment across all of our programmes and competitions throughout New Zealand if we are to confront the sport's challenges.

As I am sure you are aware, and indeed told us during last year's workshops, the general state of New Zealand Basketball has been declining for a long period of time. The Board shares the views of many in the basketball community that we must be bold in our plans and accept that significant change needs to occur.

As a sport we are not alone. The need to essentially modernise their sports has become apparent for many sports' bodies in New Zealand (e.g. rugby league, football, surf lifesaving, gym sports), who have faced similar challenges to Basketball and recently conducted significant reviews of their sport, resulting in significant reform. Some have proven very successful and others have not. With assistance from Sport New Zealand (formerly SPARC) and High Performance Sport New Zealand, BBNZ is combining many insights from these other codes as part of a critical due diligence process in developing this plan along with the significant feedback we have already received from the basketball community.

In Basketball's case there have been a number of well documented issues in recent years, including financial pressures within the national organisation as well as by our associations and in some cases NBL teams. This pressure has resulted in there being no ongoing sustainable funding model and consequently very limited support from BBNZ to its members.

Notwithstanding this there have been a number of areas of the sport which continue to be very positive, from successful community based programmes to the ongoing success of the New Zealand Breakers and the Tall Blacks. We now need to ensure that this success is replicated across the sport based on consistent programmes, messages and delivery. This will be achieved through the All of Basketball Pathway Plan.

The All of Basketball Pathway Plan will encompass the following key areas:

- BBNZ Membership Review
- Community Basketball Plan
- BBNZ structure and modeling
- NBL and Women's Basketball Plan
- Long term High Performance Plan

The BBNZ Board will follow 'best practice' and bundle the review simultaneously across all of these critical areas of the sport. The rationale for this is that these areas are intrinsically linked, therefore to ensure full integration across our sport we must review them simultaneously.

The fundamental process for developing this overarching plan will be as follows:

1. Initial review

- Review of feedback received from the 2011 BBNZ Regional Strategic Workshops.
- Consultation with Sport New Zealand, High Performance Sport New Zealand and other National Sports Organisations assessing national and international 'best practice' in modernising sports.
- Review of all previous basketball planning documentation.

2. Development of the draft All of Basketball Pathway Plan

- Development of the key conclusions, recommendations, solutions.
- Presentation of the findings / draft solutions at the June 2012 AGM (note this date has just recently been confirmed).

3. Solution testing process

Following the 2012 AGM, BBNZ will conduct a consultation process with the Basketball community to test the solutions proposed within the All of Basketball Pathway Plan, work together to address issues and reach a consensus-based outcome.

4. Implementation of the Plan

Following confirmation of the plan, the full Basketball New Zealand community will work together to assist in its' implementation.

Project Manager appointment

The BBNZ Board determined that managing this highly significant and intensive project was not possible within the resources of the existing national office. Our preference is for the national office team to focus on delivering on Basketball's normal operations, from tournament organisation through to the upcoming Olympic qualifying campaigns of our Tall Blacks and Tall Ferns.

To secure a project manager, the BBNZ Board invited tenders from four professional organisations with proven experience in these kinds of projects in national sports. The Board established a sub-committee to assess these proposals against each organisation's capability and experience, their understanding of Basketball's situation and their proposed method for undertaking the project.

The Board's decision was to appoint Chris Simpson and his company IMECO to carry out the project management of this review. As a recently elected board member of BBNZ, Chris was completely excluded from the Board decision making process as standard Board practice dictates. In making the decision to appoint his company, the Board and Chris agreed that he resign from his position as a Board member in order to remove any potential conflict of interest. Chris can choose to seek re-election at the next AGM.



Although the Board regrets losing someone of Chris' calibre from the governance team, the project in question will be a game changer for the sport in this country and as a result the Board considered the breadth and depth of Chris' basketball experience and within the sports sector generally will provide more value in managing the project.

Chris is one of New Zealand's leading international and national sports consultants with over twenty years experience working at a regional, national and international level across many sports codes. In recent years he has consulted to FIFA, New Zealand Cricket, Ministry of Economic Development, Sport New Zealand, New Zealand Football, Eden Park and Auckland City Council to name a few.

Conclusion

Change is hard, but for our sport it is critical to securing a sustainable future. BBNZ accepts that change needs to happen and trusts that by working together on this project it will bring a bright future for the game we all love.

The BBNZ Board are both committed to and excited about moving the game forward and will keep you informed of progress.

A set of key questions and answers about this project is attached to this letter to provide some more background information. If you have any other questions, please contact Tim Hamilton via email tim@basketball.org.nz.

Karen Poutasi
BBNZ Chair

Question and Answer Sheet

Q: Hasn't BBNZ already developed a strategy across the game as announced at the last year's AGM.
A: Yes, BBNZ did announce a new strategy at last year's AGM and is committed to delivering on the objectives within it. The All of Basketball Pathway Plan is a critical step towards actually delivering on that strategy.

Q: Why did BBNZ need to appoint a newly elected board member to project manage this? Isn't there another provider that could fulfill this?
A: The BBNZ Board was committed to finding the best provider to undertake what is a crucial piece of work. The four proposals were analysed closely but the Board considered IMECO's experience within sport and the sector was what was required, and needed to manage the project. Given it meant we would lose Chris' experience and expertise from our Board it was a hard decision, but one that had to be made given that while the other proposals were strong, did not adequately fulfill the assessment criteria.

Q: Haven't we already received feedback on the steps necessary for BBNZ to move forward?
A: BBNZ received strong feedback last year about the steps necessary to move forward. We believe a number of these steps have already been taken, but there is also a number of other aspects to modernising our sport. The feedback received is a crucial part of the All of Basketball Pathway Plan but it will be necessary to seek further information as we work through the project in order to get the best results. BBNZ will not waste the time of the basketball community gathering more feedback, instead seek your feedback on proposed solutions.

Q: When will BBNZ plan to implement the recommendations?
A: The outcome of the project will be outlined in detail at the AGM in June, and be subject to consultation with the Basketball community. We will seek to implement the final recommendations as quickly as possible thereafter, likely in the second half of 2012.

Q: Will existing high profile competitions like the NBL be impacted?
A: The 2012 NBL season is unaffected by this Review. However it cannot be overlooked that if improvements to the NBL are recommended and adopted then the landscape of this competition will change.

Q: A number of different proposals have been submitted to BBNZ over the years, particularly around the membership structure of the game. Will these be considered?
A: We have endeavoured to accumulate as much information as we can regarding various papers/proposals that have been submitted. These have been provided to IMECO to consider as part of the project and will be reviewed. If there are other documents which you may know of and could be useful please do not hesitate in making these available.