

## Basketball Australia

### Key Facts

Updated 20 March 2014

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#### General

- Basketball is the **number two sport globally with 213 countries participating** in basketball internationally and with **over 450 million players regularly playing the game.**
- A global study conducted by Roper Starch Worldwide based on 35,000 interviews, showed that **11% of the world plays basketball.**
- The most recent Sweeney Sports research in Australia shows that **one in three Australians have an interest in basketball.**
- Basketball is played by approximately **one million** men and women, boys and girls throughout Australia.
- Throughout Australia's States and Territories, there are:
  - 426 local associations;
  - 20,000 clubs; and
  - 60,000 teams.

#### Participation

- Basketball is played by approximately **one million** men and women, boys and girls throughout Australia:
  - **1,015,000 grassroots participants;**
  - **625,000 participants 15 years and over; and**
  - **390,000 participants under 15 years.**
- Basketball is the **2<sup>nd</sup> highest team participation sport in Australia.**
- 9% of Australians aged between 5 and 75 years currently play basketball.
- 42% of participants play basketball weekly.
- 25% of Australians have participated in basketball during their life.
- 5% of Australians provide volunteer support to basketball.
- 27% of Australians consider themselves fans of basketball – while 8% consider themselves 'fanatics'.
- 42,000 primary aged children participate in the *Federal Government's Active After Schools* basketball program – the 3<sup>rd</sup> highest participated sports program.

#### Children's Participation

- The latest sports participation data from the Australian Bureau of Statistics – released in October 2012 – shows **basketball has defied the national trend and continued to grow its already strong participation base among children.**
- The *Children's Participation in Cultural and Leisure Activities* survey collected information on participation in sport, cultural activities and use of technology for children aged between 5 and 14.
- Overall, the study found that 42,000 fewer Australian children are playing organised sport than three years ago.
- **However, basketball participation for 5 – 14 year olds jumped from 201,900 in 2009 to 220,200 in 2012 – that's an increase of 7.9%, or 18,000 participants.**
- **Since the 2006 version of the ABS study, basketball participation among children has grown by almost 44,000 children – that's 25% in six years.**

- That growth is even more remarkable when you consider that the same ABS study found nearly all other major participation sports – including cricket, swimming, netball, tennis and Australian Rules Football – suffered a decline in participation levels within the same timeframe.
- Basketball has always been one of Australia’s strongest participation sports – and the latest ABS data cements that.
- These numbers are a ringing endorsement of the strength and effectiveness of Basketball Australia’s grassroots, children’s participation programs – such as Aussie Hoops and No School, No Play.

### National Teams

- **Australia is currently ranked as the 5<sup>th</sup> best basketball nation in the world out of 213 nations with international Basketball Federations.**
- **Our four senior national teams are all within the top ten in the world:**
  - The Women’s National Basketball Team – **the Opals** – is ranked **second** in the world by FIBA.
  - The Men’s National Basketball Team – **the Boomers** – is ranked **ninth** in the world by FIBA.
  - The Women’s National Wheelchair Basketball Team – **the Gliders** – is ranked **second** in the world by the International Wheelchair Basketball Federation (IWBF).
  - The Men’s National Wheelchair Basketball Team – **the Rollers** – is ranked **second** in the world by the IWBF.
- Our junior elite programs are showcasing the talent coming through the ranks. Just this year we’ve seen: silver for the men and bronze for the women at the World Uni Games; bronze for the Gems at the FIBA U19 Championships and a fourth place finish for the Emus, and both of our U17 teams qualified for the 2014 FIBA World Championships.

### Women’s National Basketball League

- The Women’s National Basketball League (WNBL) is Australia’s longest running elite female national competition – entering its 34th consecutive season in 2013/14.
- **More than 90,000 fans attended WNBL games throughout the 2012/13 season**, culminating in the sell-out crowd of 3500 at the Grand Final between Bendigo and Townsville, hosted at Bendigo Stadium.
- **This year, we welcomed more than fans than ever to WNBL games throughout the 2013/14 regular season – recording a 4% rise in average attendances on last season – the WNBL’s third consecutive year of growth.**
- The league is proud to have held a free-to-air television partnership with the ABC since 1989.
- In 2012/13, the WNBL recorded television viewing audiences of 1,389,000 – at an average per game viewing audience of 60,391 – an 18% increase on the previous season.
- An average television audience of 149,000 viewers tuned into the 2012/13 Grand Final – an increase of 30% on the previous year.
- This year, fans have enjoyed expanded coverage of the WNBL:
  - *One game a week shown in full at 3:00pm nationally on ABC’s free-to-air TV channel, ABC1, with the a number of games going LIVE into Victoria, New South Wales, Tasmania and ACT;*
  - *The expanded two-hour time slot will feature increased analysis and coverage of the competition;*
  - *All WNBL finals will be broadcast in full also on ABC 1; and*

- *Games on-demand through ABC's popular catch up channel iView for up to 14 days after broadcast.*
- That expanded coverage deal has paid off in spades, with **an average increase in television viewership of 28% in 2013/14.**
- Current Opals: Jenni Screen, Laura Hodges, Kelly Wilson, Jenna O'Hea (WNBA), Abby Bishop, Hanna Zavec, Kristen Veal, Rachel Jarry (WNBA), Tess Madgen, Suzy Batkovic, Natalie Burton
- Past/other Olympians: Kristi Harrower, Jo Hill, Angela Marino (NZ), Chelsea Aubry (Canada), Lisa Wallbutton (NZ), Natalie Taylor (NZ)
- WNBA players in the WNBL: Kelsey Griffin, Kayla Pedersen, Natalie Novosel, Leilani Mitchell, Chelsea Poppens
- Other imports: Azania Stewart (UK), Isabelle Strunc (France), Laurie Koehn (USA), Amber Hegge (USA), Kathleen Scheer (USA), Micaela Cocks (NZ), Kayla Standish (USA), Antonia Edmondson (NZ)

### National Basketball League

- The NBL has a broadcast deal with Network Ten until the completion of the 2014/15 season, with two games a week on free-to-air television – a live game on TEN every Sunday afternoon and also a regular broadcast timeslot at 9:30PM every Friday night on ONE.
- All NZ Breakers games (Home and Away) are broadcast live into New Zealand on Sky NZ.
- All games are streamed live in Australia on NBL.TV via a subscription service with Perform (on PC, Mac, tablet and phone).
- In the **2012/13 season, a total of 587,745 people attended the 112 regular season NBL Championship games.**
- Over the past four seasons, the NBL has seen its average regular season crowd increase each year – with a **total growth of 40% in crowds across the league since the 2009/10 season.**
- Crowds at NBL regular season matches for the **2012/13 season rose by 26% during that year.**
- 13,527 people flocked to see Game 2 of the 2012/13 NBL Grand Final in Perth – the highest NBL crowd since November 2004. Since 2003, 9 of the top 10 crowd attendance figures have been recorded since January 2013.
- The NBL's social media following has risen considerably since October 2012:
  - The official NBL Twitter account has 16,800 followers – an increase of 112%.
  - The NBL Facebook page has more than 35,000 fans – an increase of 130%.
- The NBL website attracts more than 1 million page views per month.
  - Between December 29, 2013 and February 23, 2014, www.nbl.com.au had 2,046,144 page views.
  - That represents a 62% increase on the same period the previous year. Unique views also rose by 60%.
- NBL official merchandise is sold in 120 retail outlets across Australia and 80 outlets across New Zealand.

### BA National Centre of Excellence

- BA has taken greater ownership of the AIS program since Winning Edge was announced at the start of 2013, transitioning to the BA National Centre of Excellence at the AIS in Canberra and National Wheelchair Centre of Excellence at NSWIS in Sydney.
- In 2014, BA has complete carriage of the national programs at the Centres of Excellence.
- These are the homes of elite basketball in Australia: where our players come to up their game and go from good to great.
- The CoE has streamlined our men's and women's national team programs, covering camps, residential, and ongoing athlete development.

- The expertise at the CoE allows us to accelerate athletic development in our players, giving them every opportunity to reach their elite potential.

### **Aussie Hoops**

- The junior sport program of choice for your kids: BA's official national junior participation program for children aged 5-10.
- A safe, accessible and fun introduction to basketball which promotes skills development in an accredited coaching environment.
- Relaunching in 2014, the program will be bigger and better than ever: Aussie Hoops Program will have reached a projected total of 363,000 participants through 1080 schools and 247 associations by 2016.

### **No School No Play**

- Between 2010 and 2012, there were **5 different NSNP programs running in Australia** – 3 of those funded by the Federal Government's Department of Education, Employment and Workplace Relations.
  - Basketball Australia expanded the program to a further 2 locations – and these programs ran on community support.
- There were more than **30 schools involved across Australia** – including **750 students** from years 7 to 10.
- Approximately 300 of those students were Indigenous – roughly 40%.
- **In 2011:**
  - **80% of students improved their engagement at school.**
  - **90% improved their number of days attended at school.**
  - On average, schools in the 2011 Coffs Harbour program improved their attendance by at least 25% per term.
  - One school in particular in Coffs Harbour went from an average of 50% attendance in term 1 to 91% in term 2.
  - The overall increase for 2011 Coffs Harbour program was 60%.
- **In 2012:**
  - **Overall, 70% of students involved improved their attendance and engagement.**
  - Tasmanian students started the program with more than 410 hours absent from school – by the end of the program that dropped to only 160 hours.
  - 98% of South Australian students reached more than 70% attendance.
  - In the Western Sydney program, all schools are above 60% attendance compared to 40-45% before the program.

### **NBA**

- Australia is an important market for the NBA in the region and the league enjoys a great following from basketball fans.
- Australia is ranked No.1 internationally for NBA League Pass subscriptions as well as NBA store online sales, showing a huge appetite for the league.