



# 2018

## 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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“

We hope to continue to lead and serve our member associations and together move our sport forward at both grassroots and elite levels.

”

Nicola Ellis  
CHAIRMAN

I am pleased to present this report as Chairman of Basketball Queensland (BQ), having been appointed to this position in November 2018. I am also grateful for the warm welcome and enormous support that has been extended to me upon taking the role. It is a cogent reminder to me that we are all part of one basketball community with a common goal of building and growing our sport and providing opportunities for players, coaches, officials, administrators and volunteers.

Before outlining some of the progress made in respect of the strategic priorities for the 2018 year, I would like to acknowledge and thank both the staff and directors of BQ for their effort and commitment this past year. I would also like to extend my personal thanks to the outgoing Chairman, Allan Woodford for his dedication, leadership and passion during his time on the BQ Board. I wish him well for his new role and the challenges and opportunities that it will present.

Looking back over 2018 there have certainly been some highlights for basketball in this state. One of those highlights for me was having the Commonwealth Games basketball played in three of our Queensland regions whereby exposing our game to a wider audience and giving the next generation of basketballers the opportunity to witness the international game first hand and the quality of our Australian players.

We also saw the u16 Australian Championship come to the Sunshine Coast and for our Queensland North women to collect their first ever national medal (bronze). I also acknowledge the accomplishment of our u20 Queensland women (silver) and u18 Queensland South men (silver).

Our performance pathways and programs have produced more opportunities for Queensland athletes

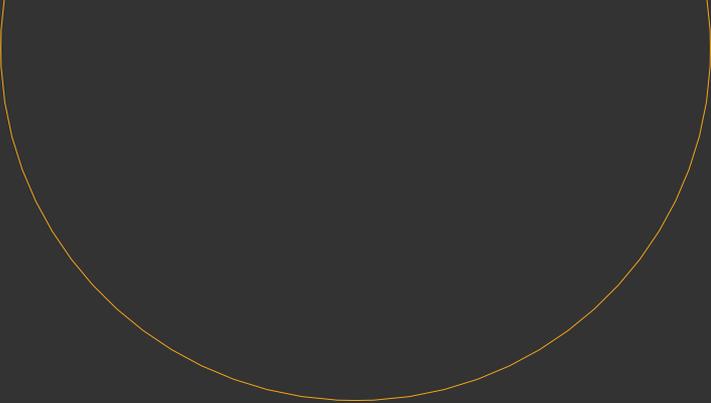
than ever before; including 17 Queensland athletes selected to attend Australian Development Camps, 12 athletes being selected to National teams (5 females and 7 males) and 8 athletes offered scholarships to the Centre of Excellence (6 boys and 2 girls).

In addition to our performance pathways, in accordance with our strategic priorities, we have continued to “grow”, “develop” and “build” all aspects of our sport from participation, coaching and officiating development and support for member associations. I am proud therefore, to put forward an annual report that demonstrates our continued strong financial performance and progressive stewardship of BQ in this regard. We also remain a champion for Queensland interests and priorities at a national level with the governing body for our sport, Basketball Australia.

In terms of the key strategic priority areas outlined by my predecessors, there has been some exciting moves forward in the past 12 months (particularly with regard to Facilities, Female Participation and Technology).

## FACILITIES

The BQ Board are cognisant that facilities remain an impediment to continued growth for many of our member associations. As previously outlined, the State Facility Plan was the first step towards identifying the areas of greatest need so as to assist associations in being able to put a case to government for funding. We have also tasked BQ’s CEO to remain active in this space and, in particular, build relationships with government bodies and provide support to associations in their endeavours. A number of associations are well on the way towards broadening their availability to facilities including the addition of further courts



(Cairns and Caboolture) and building, adding to or converting facilities (Northside Wizards). A number of other associations are in various stages of negotiation with private enterprises, Council or State Government, regarding securing land and/or funding.

### FEMALE PARTICIPATION

With regard to female participation, this has been a BQ priority for a number of years. The expansion and rise of female professional sports codes shows what we have long known; that the value in investing in women's sport not only engenders positive attributes in individual participants, but also, over the longer term, encourages generational growth of the sport. I am encouraged therefore to see how many associations across the state have been implementing programs targeted at increasing female participation and retaining female participants.

BQ staff have additionally been rolling out strategies and programs aimed at increasing women's participation in coaching (e.g. dedicated clinics for developing women coaches, clinics about coaching women and girl athletes, and the appointment of female assistant and development coaches to our women's representative programs). With this focus and effort from BQ and member associations, we are putting in the ground work to achieve our collective objectives regarding female participation over time.

### TECHNOLOGY

Lastly, the technology initiatives which we have now been investing in for a number of years continues to present exciting opportunities. In 2018, the OwnUrGoal App launched in Google Play stores with over 5,500 users registered (and numbers are still continuing to grow). Whilst this App is now being fully used by all the BQ representative teams, it is also being used more widely with NBL and WNBL teams, other state and international basketball organisations and in schools (across multiple sports), with the potential to be further commercialised.

As we embark upon our third and final year of our strategic plan, we hope to continue to lead and serve our member associations and together move our sport forward at both grassroots and elite levels. Thank you once again to all the volunteers and staff at associations throughout Queensland who may contribute in many different ways, all of which collectively make our sport and basketball community what it is.



Nicola Ellis

**CHAIRMAN**



“

The success of the Gold Coast Commonwealth Games set the scene for the year with positive results across all indicators.

”

Graham Burns

CHIEF EXECUTIVE OFFICER

I would like to thank all of the staff at Basketball Queensland for their efforts throughout 2018.

2018 was the year of the Gold Coast Commonwealth Games. Basketball was a sport that attracted a great deal of attention and was the only sport that was played, at least partly, outside the South East corner of the State having round games in both Cairns and Townsville. With Australia winning the Gold Medals in both Women and Men, it proved to be very successful.

This success was in no small way attributable to the hard work and diligence of the team that planned and delivered the competition. I am proud to say that one of our staff members, Narelle Kelly, was seconded by the Commonwealth Games to manage this. Basketball was somewhat unique in that it was the State body that was overseeing the delivery of the Games, not the National body.

The success of the Gold Coast Commonwealth Games set the scene for the year with positive results across all indicators.

Graham Burns  
**CHIEF EXECUTIVE OFFICER**

“ THIS SUCCESS WAS IN NO SMALL WAY ATTRIBUTABLE TO THE HARD WORK AND DILIGENCE OF THE TEAM THAT PLANNED AND DELIVERED THE COMPETITION ”





# Marketing

Contributing to the growth is our marketing effort. We have focussed on digital marketing as this is more cost effective than traditional media and has a greater trackable impact. We have averaged almost 800 click-throughs each month from our online campaigns. This means that there are 800 enquiries about playing basketball generated each month through the digital marketing activities and passed directly on to associations.

We have also focussed 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 17.4% in 2018 when compared to 2017. 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 25% increase in traffic when compared to 2017 with 519,766 visitors throughout the year. The BQ App also saw a significant increase in users with 13% growth when compared to 2017.



**800 CLICK THROUGH  
ON OUR ONLINE CAMPAIGNS**

## PARTICIPANT NUMBERS

2018   
36,100

2017   
38,313

2016   
35,559

2015   
34,259

\*DUPLICATES EXCLUDED

## NATIONAL COMPETITION MEDALS

2

1

## COMMUNICATION



2,038



13,189



915



4,799



62,223

E-NEWSLETTER

## WEBSITE VISITS



25%



465,595



519,766



# Participation

We finished the year with 28,800 players registered at associations. This figure is 1.4% less than indicated last year, however, we made a change in 2018 which meant that players only register once with Basketball Queensland, regardless of the number of associations at which they play. This meant that players were only counted once, rather than at each association and consequently, the figure shown this year is a more accurate reflection of our numbers.

In addition, there were a further 3,496 participants registered in player recruitment programs such as Aussie Hoops. When you add accredited coaches (2,522) and referees (1,282) this brings the total participation in basketball in Queensland to 36,100. Whilst this figure is less than that quoted in last year's annual report, due to the removal of duplication we have seen substantial growth which is evidenced by the long wait lists for people who want to play at associations across Queensland.

## GENDER BALANCE

The gender balance continues to skew toward males with approximately 75% of participants being male. There is a higher proportion of female participants in the recruitment programs (33%) reflecting the focus that is being placed on growing the number of women and girls playing basketball.

## COMPETITIONS

There was an 8% increase in the number of junior and senior teams competing in Basketball Queensland representative competitions when compared to 2017. In addition, there was a 10% increase in the number of teams competing in the Champion Basketball School of Queensland and a 23% increase in the number of teams competing in the Pan Pacific Masters tournament, when compared to the previous tournament conducted in 2016.



**“THERE WERE A FURTHER 3,496 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. Cairns Basketball saw a new court added to their venue this year increasing their capacity by 25%. The Moreton Council is adding two courts to the Indoor Centre at Morayfield, which should assist Caboolture Basketball grow their participation. Northside Wizards have been negotiating with the State Government to bring five new courts to Zillmere. In addition, the Moreton Council will be adding three new courts to the South Pine Stadium. This means that Northside Wizards will have an additional eight courts in the next 18 months to two years. Facilities growth is a major priority for Basketball Queensland and we will continue to assist where we can to grow the capacity of associations.



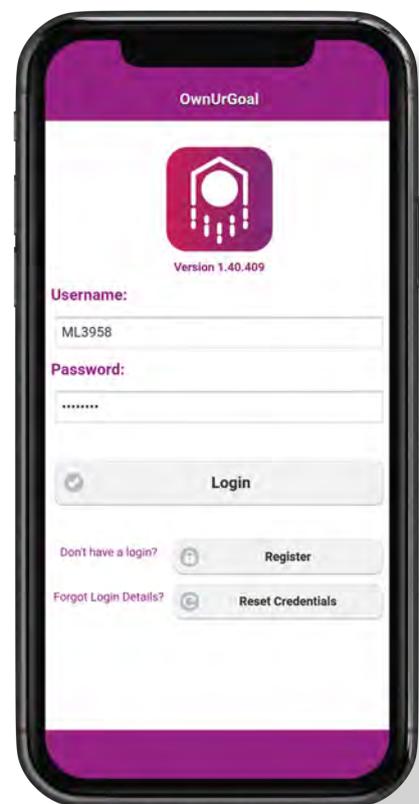
## TECHNOLOGY

We launched a newly created app, OwnUrGoal, which among other things:

- Assists coaches to monitor the activity and well-being of athletes
- Is used as a selection tool for teams
- Provides a communication platform for organisations, teams, groups and individuals
- Is a platform to record game critiques for referees

We have seen rapid expansion of the app which had approximately 6,000 users by the end of 2018.

The development of the app has been supported by a State Government grant and we have also sold this under licence to other State Basketball associations and an international basketball organisation, as well as other sports.



“ WE HAVE SEEN RAPID EXPANSION OF THE APP WHICH HAD APPROXIMATELY 6,000 USERS BY THE END OF 2018. ”



# Development

We won three medals at the Australian Championships in 2018:

- Under 20 Women – Silver
- Under 18 South Boys – Silver
- Under 16 North Girls – Bronze

Eight Development teams travelled to the US to compete in tournaments in Los Angeles and Las Vegas. This is to both develop young athletes and to provide exposure to the US college system.

Queensland also had 17 athletes selected to the Australian Development Camps which provides them with an opportunity for selection to national teams. Twelve Queensland athletes were selected to National teams and eight athletes secured scholarships at the Basketball Centre of Excellence.





### COACH DEVELOPMENT

A new program to bring female coaches through our system was implemented. Basketball Queensland funded a woman to be second assistant coach for every State Team (male and female). This has assisted in identifying and bringing through female coaches thereby opening the pathway to increase their overall number.

A lot of work has also been done to assist the grass roots coaches with the development of the Five Star coach development system. The Basketball Queensland Coach Development manager is supporting this through regular sessions at associations to lift the skill level of new and developing coaches.

We also conducted our first conference for association coaching coordinators to lift their skills and support the grass roots coaches.

### REFEREE DEVELOPMENT

We have had a two-prong approach to referee development. At the association level the Referee Development Manager has been conducting workshops and working with Association Referee Coordinators to lift the skills of young, developing referees. During the QBL season we have engaged with the NBL and contracted one of the full time referees, Vaughan Mayberry, to work with the senior referees to lift their skills. As a bridge between the two, we also introduced the Accelerated Referee Development program for referees identified at the Under 18 State Championships to bring them through to QBL. This program saw five new referees enter the QBL in the 2018 season.

## ORGANISATIONAL DEVELOPMENT

Basketball Queensland continued with the Annual Conference which saw delegates from 20 associations attend in 2018. This was combined with the Annual General Meeting and a professional development activity for Association General Managers.

We also held a training day for association administrators in the use of the competition and database solution that we provide.



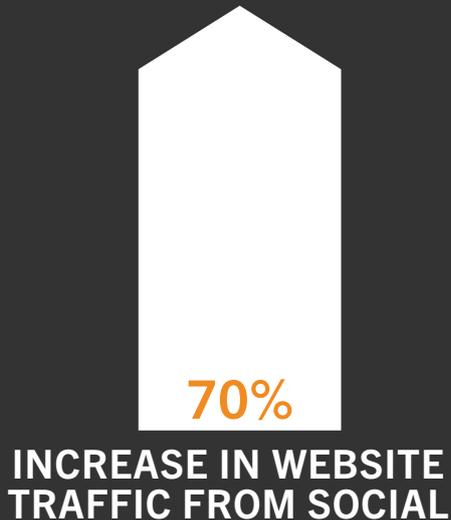
# QBL Engagement

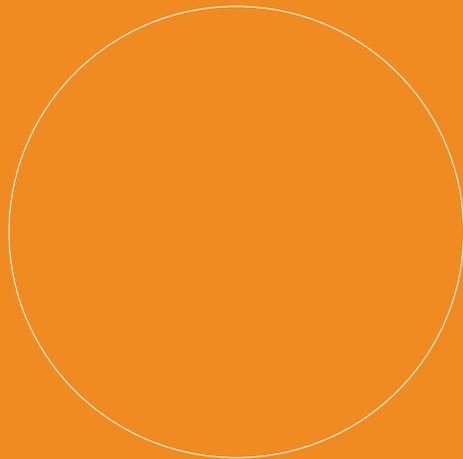
In 2018, Basketball Queensland made strategic changes to the promotion of the QBL competition and the delivery of content through the various social media channels. These changes made a huge difference to the level of social engagement, viewership and website traffic through the regular season rounds and during the Grand Finals.

In previous years, we had mainly focussed on the promotion of the QBL competition once the season started. However, in 2018 we started promotions in late February, promoting association player signings, etc. This additional content which was posted to the website allowed us to increase the number of people visiting the QBL website by 224% in the lead up to the season opener.

To continue this momentum, once the season began, we started sharing content on a daily basis to Basketball Queensland's various social media pages. This constant sharing of content during the season and the increased content shared prior to the QBL season, resulted in a 70% increase in traffic to the website from social media when compared with 2017.

## WEBSITE VISITS





# QBL Grand Final Results



Southern District Spartans defeated Townville Flames in 2 games 63-76, 90-78 in the Three Game Series.



Townville Heat defeated Cairns Marlins in 2 games 95-91, 80-84 in the Three Game Series.



“QUEENSLANDERS CONTINUE TO CONTRIBUTE TO NATIONAL TEAMS’ SUCCESS WITH TWENTY QUEENSLAND ATHLETES AND FOUR COACHES SELECTED TO REPRESENT AUSTRALIA”



# High Performance

2018 was another successful year for High Performance.

Queenslanders continue to contribute to National teams' success with twenty Queensland athletes and four coaches selected to represent Australia in FIBA international competition winning four Gold, one Silver and two Bronze medals.

Mackay's Sandy Brondello coached the Australian Opals to a Commonwealth Games Gold & World Cup Silver.

Eight Queenslanders represented the Boomers in 2018 in qualifying for the 2019 World Cup and Chris Goulding & Matt Hodgson were members of Gold Medal winning team at the Gold Coast Commonwealth Games.

Queensland were again well represented at the CoE with nine athletes selected for scholarships, while eighteen 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 three medals - two Silver medals at U20 women & U18 men's Australian Junior Championships.

The Queensland North U16 girls won a historic first ever medal in winning bronze. Now every Queensland State team has medalled at an AJC. Acknowledgement should also be given to the Gold Coast U14 Girls who won Queensland second ever Gold medal at Australian U14 Club championships.

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

**SILVER**

**2018** U20 Women  
U18 South Men

**BRONZE**

**2018** U16 North



# National Representatives

## **BOOMERS MEN'S COMMONWEALTH GAMES - GOLD**

**TEAM** - CHRIS GOULDING (SOUTHERN DISTRICTS),  
MATT HODGSON (IPSWICH)

## **FIBA WORLD CUP QUALIFIERS - QUALIFIED FOR 2019 WORLD CUP**

**SQUAD** - TODD BLANCHFIELD (MACKAY),  
CHRISTOPHER GOULDING (SOUTHERN DISTRICTS),  
MITCH NORTON (TOWNSVILLE), MITCH MCCARRON  
(BRISBANE), MATT HODGSON (IPSWICH), CAMERON  
BAIRSTOW (SOUTHWEST METRO), NATE JAWAL  
(CAIRNS)

**TEAM** - TODD BLANCHFIELD (MACKAY), CHRISTOPHER  
GOULDING (SOUTHERN DISTRICTS), MITCH NORTON  
(TOWNSVILLE), MITCH MCCARRON (BRISBANE),  
MATT HODGSON (IPSWICH), CAMERON BAIRSTOW  
(SOUTHWEST METRO), NATE JAWAL (CAIRNS)

## **EMUS MEN'S ASIA CUP - GOLD**

**TEAM** - CALLUM DALTON (COE/GOLD COAST),  
SAMSON FROLING (COE/TOWNSVILLE), AIDEN  
KRAUSE (COE MACKAY), TAMURI WIGNESS AND KODY  
STATTMANN (COE/CAIRNS).

## **CROCS U16 MEN'S OCEANIA CHAMPIONSHIPS - GOLD**

**SQUAD** - KANE RUNNELS (CAIRNS), HARRISON  
PENESSI (TOWNSVILLE), KOBE MCDOWELL- WHITE  
(GOLD COAST)

**TEAM** - HARRISON PENESSI

**STAFF** - GREG VANDERJAGT (TOWNSVILLE)

## **OPALS WOMEN'S WORLD CUP - SILVER MEDAL**

**STAFF** - SANDY BRONDELLO (MACKAY)

**STAFF** - PAUL GORRIS (TOWNSVILLE)

## **GEMS U18 WOMEN'S ASIA CUP - BRONZE MEDAL**

**TEAM** - MIELA GOODCHILD (LOGAN), ULA MOTUGA  
(LOGAN), ASHLEE HANNAN (SOUTHWEST METRO)

**STAFF** - CLAUDIA BRASSARD (TOWNSVILLE)

## **SAPPHIRES U17 OCEANIA CHAMPIONSHIPS - GOLD MEDAL**

**SQUAD** - LIL DART (SOUTHWEST METRO) CHAILEE  
WARD (TOWNSVILLE)

**TEAM** - SHANIECE SWAIN (CAIRNS), INDIA BOWYER  
(CAIRNS), KATE DEEBLE (NORTH GOLD COAST)

## **FIBA 3X3 EVENTS**

ALEX FOWLER (TOWNSVILLE) YOUTH OLYMPICS RIO -  
BRONZE MEDAL

## **AUSTRALIAN DEVELOPMENT CAMPS**

**MEN** - KANE RUNNELS (CAIRNS), HARRISON PENESSI  
(TOWNSVILLE), KOBE MCDOWELL-WHITE (GOLD  
COAST), BOSTON MAZLIN (TOWNSVILLE), MO KING  
(SOUTHWEST METRO), BLAKE JONES (SOUTHWEST  
METRO)

**WOMEN** - LIL DART (SOUTHWEST), CHAILEE WARD  
(TOWNSVILLE), SHANIECE SWAIN (CAIRNS), INDIA  
BOWYER (CAIRNS), KATE DEEBLE (NORTH GOLD  
COAST), PAIGE BAYLISS (SOUTHERN DISTRICTS), JADE  
KIRISOME (LOGAN), ALEX FOWLER (TOWNSVILLE),  
GRACE GEORGE (IPSWICH), TARA MANUMALEUGA  
(NORTH GOLD COAST), JESSICA MCDOWELL-WHITE  
(SOUTHERN DISTRICTS), ULA MOTUGA (LOGAN)

**STAFF** - MEL DOWNER, BRADY WALMSLEY, GREG  
VANDERJAGT

## **CENTER OF EXCELLENCE SCHOLARSHIPS**

ASHLEE HANNAN, ADELAIDE FULLER, AIDEN  
KRAUSE, SAMSON FROLING, CALLUM DALTON, KODY  
STATTMANN, TAMURI WIGNESS, LUCAS SCHMIDT,  
BLAKE JONES



# Under 14 Club Championship Results



**TOWNSVILLE HEAT 10TH CLUB**  
CHAMPIONSHIP DIVISION

**CAIRNS MARLINS 10TH CLUB**  
SHIELD DIVISION

**BRISBANE CAPITALS GOLD 1ST CLUB**  
SHIELD DIVISION



**GOLD COAST WAVES 1ST CLUB**  
CHAMPIONSHIP DIVISION

**CAIRNS DOLPHINS 2ND CLUB**  
SHIELD DIVISION

**TOWNSVILLE FLAMES 9TH CLUB**  
CHAMPIONSHIP DIVISION

# State Team Results

- Under 16 North Boys – 10th
- Under 16 South Boys – 6th
- Under 16 North Girls - BRONZE
- Under 16 South Girls – 7th
- Under 18 North Boys – 6th
- Under 18 South Boys - SILVER
- Under 18 North Girls – 7th
- Under 18 South Girls – 8th
- Under 20 Men – 4th
- Under 20 Women – SILVER

# State Championship Winners



**Under 12's**

SWM Pirates Gold

**Under 14's**

Townsville Heat

**Under 16's**

Townsville Heat

**Under 18's**

Sunshine Coast Rip Black



**Under 12's**

Ipswich Force

**Under 14's**

Gold Coast Waves

**Under 16's**

Townsville Flames

**Under 18's**

Townsville Flames



# 2018 VINCE HICKEY AWARD

Basketball Queensland congratulates Townsville Basketball on winning the Vince Hickey Award for Champion Association in the 2018 State Championships. It's Townsville's first Award since 2010 and their 10th since its inception in 1990 which puts them on top of the all-time leader board with the most Vince Hickey Awards.

Townsville were dominant in 2018, winning the U16 Boys and Girls on the Gold Coast, the U18 Girls on the Sunshine Coast and more recently the U14 Boys at home. Townsville also collected Bronze in the U14 Girls and a top-five position in the U18 Boys.

Cairns finished runners' up for the Award after winning for the past two years. Cairns didn't manage to win an age group but their consistency across the board was the catalyst for their second placing with Silver in the U14 Boys and Girls, and Bronze in the U12 Girls and U18 Boys. Southern Districts were also consistent across each age group finishing third in the tally with best results at U16 Boys (Silver) and U16 Girls (Bronze).

These three associations were far and away the most consistent of all and it shows with the final tally.



RANK	ASSOCIATION	U12 Boys	U12 Girls	U14 Boys	U14 Girls	U16 Boys	U16 Girls	U18 Boys	U18 Girls	Total
1	TOWNSVILLE	30	22	43	33	45	30	41	26	270
2	CAIRNS	31	25	42	34	42	27	43	19	263
3	SOUTHERN DISTRICTS	33	21	39	31	44	28	40	20	256
4	BRISBANE	35	20	41	29	38	22	42	21	248
5	SOUTH WEST METRO	36	19	37	28	37	21	44	24	246
6	GOLD COAST	29	24	36	35	41	25	39	16	245
7	MACKAY	34	23	32	32	34	20	37	17	229
8	LOGAN	27	26	29	30	40	26	28	18	224
9	NORTH GOLD COAST	28	17	40	25	28	29	33	23	223
10	NORTHSIDE	26	12	38	17	43	24	36	11	207
11	IPSWICH	21	27	31	3	35	23	38	25	203
12	ROCKHAMPTON	32	18	35	24	24	12	25	15	185
13	SC PHOENIX	22	9	28	26	31	16	27	22	181
14	USC RIP	5	N/A	33	27	39	10	45	9	168
15	TOOWOOMBA	N/A	14	26	10	19	13	31	14	127
16	REDLANDS	17	4	23	12	25	6	18	1	106
17	GLADSTONE	10	N/A	19	20	36	N/A	17	2	104
18	BUNDABERG	12	6	N/A	11	17	19	34	N/A	99
19	CABOOLTURE	1	N/A	27	1	26	17	8	N/A	80
20	BURDEKIN	N/A	15	21	21	N/A	14	N/A	N/A	71
21	MULGRAVE	N/A	N/A	N/A	N/A	N/A	29	N/A	N/A	29
22	HERVEY BAY	14	N/A	1	N/A	11	N/A	N/A	N/A	26
23	EMERALD	8	1	N/A	N/A	N/A	N/A	2	N/A	11

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 27 teams, therefore the Division 1 winning team was awarded 27 points.



OwnUrGoal



Basketball Queensland App

[www.basketballqld.com.au](http://www.basketballqld.com.au)