BASKETBALL SOUTH AFRICA

PRESENTATION TO THE
PORTFOLIO COMMITTEE ON SPORT & RECREATION
NATIONAL ASSEMBLY

TUESDAY 18 AUGUST 2015 : CAPE TOWN

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Restoring functionality

- Placed under administration by SASCOC on 17 June 2012
- Basketball SA was technically bankrupt – owed R5.5M
- Interim Committee was appointed on 9 July 2012 by SASCOC

**Terms of Reference:**
- Restore functionality of Basketball SA
- Review status of provinces and associate members
- Coordinate and manage programmes & projects
- Assess the financial state of Basketball SA; engage funders & complete outstanding audits
- Convene an AGM

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**Measures taken to restore functionality:**

- Constitution revised and adopted
- Financials of 2011, 2012 & 2013 completed & audited
- New financial system developed
- Arrangements made with creditors (debt in excess R5.5M)
- Ten Year Growth Strategy adopted
- Three-year budget cycle put in place
- Series of financial, governance and operational policies developed and adopted
Restoring functionality

- Measures taken to restore functionality:
  - Funds secured to pay salaries of staff from 1 July 2012 (last paid in November 2011)
  - Turn-around strategy adopted
  - Trained 272 coaches; 45 table officials; 22 administrators
  - Hosted National Championships
  - Participated in Zone VI Under 20 Games, winning silver (women) and bronze (men)
  - Launched the Basketball National League (BNL)
  - First update to Portfolio Committee on 18 June 2013
  - AGM held on 16 November 2013

Global Statistics of Basketball

- Basketball is a major world sport, played in 213 countries
- FIBA has more than 450M registered participants globally
- 53 countries play basketball in Africa - registered with "FIBA AFRICA"
- 3 African countries qualify to participate at Olympic Games and World Championships
- To be played at Commonwealth Games in 2018
Continental Statistics of Basketball

Top Men African Rankings
- Angola
- Tunisia
- Nigeria
- Senegal
- Côte d’Ivoire
- Egypt
- Cameroon
- Cape Verde
- Central African Republic
- Morocco
- South Africa (14) World ranking - 74

Top Women African Rankings
- Angola
- Mali
- Senegal
- Mozambique
- Nigeria
- Cameroon
- Côte d’Ivoire
- Tunisia
- Democratic Republic of Congo
- Cape Verde
- South Africa (17) World ranking - 70

SA Statistics of Basketball

- Total Adult participation in 2014: **449,000** (437,000 in 2013)
- Total Black participation **409,000** - about 91% (395,000 in 2013)
  - African Blacks: **369,000**
  - Whites: **40,000**
  - Coloureds: **29,000**
  - Indians: **11,000**
- Fourth most popular sport amongst Black males after soccer, road running and gym training
- Eighth most popular sport amongst Black females
- Sixth most popular sport overall amongst Blacks
- Fifth most popular amongst juniors after soccer, netball, athletics, cricket
- Overall popularity – 12th in 2014 (16th in 2011)
- Percentage participation in age groups:
  - 19-24 years: 68%
  - 25-34 years: 25%
  - 35-49 years: 6%
- Adult spectator interest – **2.228 M** (2.149 M in 2013)
Our Vision and Mission

- **VISION**
  
  *Making basketball every South African's game*

- **MISSION**
  
  *Growing basketball through access, participation, passion and promotion*

Strategic Objectives

- Improving the performances of all National Teams
- Introducing proper, growth-driven development
- Restoring the functionality of all our structures/affiliates
- Building a sustainable financial model
The Model for Success

Effective and Efficient National Structure (Basketball SA)

Successful RSA Basketball on the World Stage

Structured mass participation at every level

Aspirational Top Level National Club Competition (BNL)

Quality Men/Women Competitive National Teams

The Model for Success

National Team

BNL Leagues in Provinces, USSA, WBSA

Development & Mass Participation
Schools, Clubs, Youth, Disabled, Referees, Coaches, Table Officials, Administrators
Our Strategy

VISION
Making basketball every South African's game

MISSION
Growing basketball through access, participation, passion and promotion

National teams performance

STRATEGIC FOCUS

Critical Success Factors

Our Targets

SHORT TERM (2015 - 2016)
- Schools leagues
- Women's league
- Men's Basketball
- National teams (men's, u13, u16)
- National Championship (juvenile, u18, u21, u23, junior, u18)
- National Championships with 3 teams in each group
- Schools Championships
- U18 Men's
- U18 Women's
- National Committee
- Schools Coordinating body
- Technical Officials per Province
- Coaching Courses - Senior 1-3
- Establishment of Provincial Associations
- National Coaches' System
- National Identity & Marketing
- Administration
- Financial Sustainability
- New Headquarters

MEDIUM TERM (2016 - 2017)
- Appointment of a CEO and FM
- Provincial leagues (Men & Women)
- Tertiary Institutions Competition
- Establishment of Provincial offices
- Establishment of Provincial Championships
- National Teams' Programmes
- Qualification:
  - World Student Games
  - U17 World Cup
  - U19 World Cup
  - Africa Youth Championships
  - U16 AfroBasket
  - U18 AfroBasket

LONG TERM (2017 - 2023)
- Dedicated basketball facilities in each province
- Qualification:
  - AfroBasket
  - World Cup
  - World Under 21 Championships
  - World UNDER-18 Championships
  - World Champs
  - Commonwealth Games (2018)
  - Olympics
Overview of the Strategy

The Basketball SA strategy can be summarised by the following strategic objectives:

**National Team Performance**
- To improve our national teams’ performances through stabilising the different structures, including affiliates and the special member and policy as above an effective HP system linked to an ongoing internal audit programme.

**Development**
- To improve participation levels by introducing sustainable development and through the co-ordination and management of Basketball SA’s programmes and projects.

**Administration**
- To take measures to restore the functionality of Basketball South Africa, by implementing sound processes and systems through professional administration, infrastructure development and the use of technology.

**Sustainable Financial Model**
- To build a sustainable financial model through an effective funding strategy and reporting mechanisms.

Overview of the Strategy

**National teams’ performance:** Basketball SA needs to continuously demonstrate that we can produce national teams that can compete at an international level. We can only achieve this objective, if there is proper alignment and coordination across:

- Provincial Associations,
- Associate Members and
- Special Member structures

Furthermore, we need a unified and comprehensive domestic competitive structure for all categories of basketball in South Africa with an HP programme that is at the heart of our international competition targets.

**Key Outputs**

<table>
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<tr>
<th>Team Preparation</th>
<th>FIBA Qualification</th>
<th>National Competitions</th>
<th>High Performance</th>
<th>Coaching</th>
<th>Sports Science</th>
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</thead>
<tbody>
<tr>
<td>Hosting Competitions</td>
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Overview of the Strategy

**Development:** The focus is to promote and develop the standard of basketball for different categories, including players, coaching, refereeing and basketball administration. This includes furthering the education and training of all individuals in basketball by encouraging and enabling their participation and involvement in basketball in all provinces.

Key Outputs

Structured & Focused Programmes

| Provincial | Affiliates | Clubs/Tertiary | Schools & Youths | Mini-Basketball | Coaches |

Overview of the Strategy

**Administration:** The development of a transparent, professional and efficient governance structure is one of the key fundamentals to the success of basketball. We must ensure that the sport of basketball is a transparent, modern and inclusive activity that promotes sound ethical principles in all aspects of the game.

Key Outputs

Accreditation of:
- Players
- Coaches
- Referees & Officials

Organisational Structure

Infrastructure

Technology
Overview of the Strategy

Sustainable financial model: The primary success factor for Basketball SA is to have the necessary financial resources to fulfill its mandate.

Key Outputs

- Financial Management
- Proper Accounting Practices
- Financial Turnaround Strategy

Striving for Compliance

- 2015 designated the YEAR OF COMPLIANCE
- Focus on Provinces; Associate Members & Special Member
- Four Key Focus Areas for 2015
  - Governance & Administration
  - Structured Development Programmes
  - Education & Training
  - Infrastructure; Facilities; Kit & Equipment
Striving for Compliance

- National Executive Council Members have responsibility for at least one Affiliate
- Assisting Members with Organisational Structures in Provinces
- Ensuring Constitutions are aligned to that of Basketball SA and SASCOC
- Developing policies and by-laws
- Growing the sport in each District in every province
- Developing Club, Rural, School, Women and Youth Basketball
- Growing Provincial Leagues
- Setting up basic administrative capacity
- National Governance & Administration Training
- Coaches, Referees, Officials Training Courses
- Urgent need for provincial headquarters

WEMBLEY – The Home of Basketball

- Lease Agreement with the City, making Wembley the Home of Basketball SA and the BNL
- SRSA assisted in the painting, cleaning and rebranding of the arena at Wembley Indoor Complex
- Hospitality area upgraded
- TV’s sets installed
- Branding on the exterior
- Sports Trust financed painting of main entrance area, ablution facilities and change rooms, plumbing, general maintenance, lighting
THE HOME OF BASKETBALL
2014 was officially SRSA's Year of Basketball

- 2014 - Year of Basketball
- SRSA has provided great support to basketball
- SRSA structures have been working hand-in-hand with basketball structures
- The support of SRSA has resulted in unprecedented progress in basketball
2014 was officially SRSA's Year of Basketball

• PROJECTS IN 2014/15 SUPPORTED BY SRSA AND THE LOTTERY FUND
  - Training of Administrators and Coaches of Members
  - FIBA Young Coaches Course
  - Setting up National Schools Structure
  - Hosting Four Nations Challenge
  - Senior National Teams Support

2014 was officially SRSA's Year of Basketball

• PROJECTS IN 2014/15 SUPPORTED BY SRSA AND THE LOTTERY FUND
  - Under 16 Boys & Girls National Teams Support
  - Women in Basketball
  - National Office Upgrade
  - BNL Development
  - Rebranding of Basketball SA – new colours and logo
2014 was officially SRSA's Year of Basketball

- New Website; Twitter; Facebook; Instagram
- Camps for National Teams
- National Schools Championships
- Basketball Kits for Schools

2014 was officially SRSA's Year of Basketball

- National Under 18 Championships
- Acquisition of new floor and basketball equipment
- Basketball Without Borders (BWB)
- National Under 16 Boys in AfroBasket in Mali
- Senior National Women in AfroBasket in Cameroon
Basketball National League

OUR FLAGSHIP PROGRAMME

Basketball National League – Organisational Structure

Real Game Recognise Game

[Image with names and titles]
“Entrench the BNL as the flagship of basketball by creating THE premier sports entertainment event in South Africa, and establish a sustainable, viable, growing, profitable business entity, which delivers an above-average return on investment”.

THE BNL – Our Flagship

- Basketball SA holds a 30% shareholding in the BNL
- Operates under licence agreement with Basketball SA since 2013
- Operates as a private company under SA Companies law
- Basketball SA serves on Board of BNL
- Basketball SA provides technical services
- Eight of the franchises are owned & administered the BNL
THE BNL – Our Flagship

- BNL compliant wrt VAT; PAYE; UIF
- Audited Annual Financial Statements & Annual Budgeting Processes
- League centralised in Gauteng (Wembley Indoor Arena) for financial considerations
- 2015 season started in June after first two successful years; finals on 6 September
- Financial and logistics support from SRSA

Highly successful 2013 launch season!
Even better 2014 Season with SRSA support!

- 12 teams played each other in regular season
- Centralised venue for ease of access & TV Production
- LIVE TV (SuperSport) Fridays / Saturdays / Sundays & delayed broadcasts plus Repeats
- Celebrity participation and growing crowds
- Final Four Weekend with Semis and Finals
- High-Impact “Winner Takes All” Televised Finals

BNL Clubs in 2014 Season

12 Clubs participated in the 2014 Season

All Provinces of South Africa duly represented

Prize Money for medal winners and MVP’s
What a final weekend!

LOG STANDINGS WEEK 10: SEMI-FINALS

DUBU ROYALS  74 - 72  EKU MAGIC
TSHWANE SUNS  76 - 71  SOWETO PANTHERS

FINALS

3 & 4: EKU MAGIC
71 - 69  SOWETO PANTHERS
FINAL: DUBU ROYALS
50 - 65  TSWANE SUNS

...with the SUN ultimately shining through!
Wheelchair Basketball SA

- Associate Member of Basketball SA
- Structured as an NPO
- Administers, promotes and delivers basketball for men and women with physical disabilities
- Have attended four Paralympics and two World Championships for Men
- Women are current African champions
- Under 23 National Team rated 11th globally

Wheelchair Basketball SA

- More than 3 000 players; being 85% Black with 21% Women
- Competitions include:
  - National Club Provincial Leagues
  - National Club Championships
  - SuperSport Wheelchair Basketball Series
  - National Women and Men Championships
  - National Under 18 Boys and Girls Championships
  - IWBF African Qualifiers
Critical Success Factors for Basketball

- Continue restoring the image of the sport
- Invest in systems infrastructure
- Secure strategic partnerships
- Competitive and professionalism
- Athletic Tracking System and Database Development
- Mass participation
- Development and investment in people

Critical Success Factors for Basketball

- Need to succeed in EVERY province if we are to succeed in Africa
- SRSA must be joined by Provincial Governments
- To take the game to ALL provinces, urgent need for:
  - infrastructure; venues;
  - provincial offices;
  - schools basketball;
  - club development;
  - coach development
  - resources including customised floors
Critical Success Factors for Basketball

- Support for BNL Clubs in EVERY province — they need a home!
- Expand League to Six Months
- Sustainable mini-basketball programmes
- Need for similar enthusiasm shown for other sport such as rugby, cricket, soccer
- Need partners including provincial governments & sponsors
- International & Provincial Competitions

Partnerships with Provincial Governments

- Provincial Sport is a Schedule 5 exclusive provincial competency
- Need for engagement with Legislatures
- Sport & Education need to cooperate to a greater extent
- Need to break down the gatekeeping role of Officials
- Direct involvement of MEC's is crucial
- Join SRSA in making Basketball a PRIORITY sport
- Provide resources to build provincial structures; presence needed in all districts
Partnerships with Provincial Governments

- Training of elected officials in administration & governance
- Provide basic office infrastructure for Provincial Associations
- Actively assist BNL Clubs to acquire facilities, offices, sponsors
- Dedicated basketball facilities if top sides such NBA Teams are to play in Provinces
- Provide funding to BNL Clubs
- Commitment to take BNL matches beyond Gauteng
- Meetings with MEC's and Senior Officials as a priority

THANK YOU