

THE CASE FOR A **COMMUNITY** SPORTS CENTRE

PRESENTED BY
BRISBANE BASKETBALL INC.



AUSTRALIAN BASKETBALL VALUE PROPOSITION

1.3 MILLION

AUSTRALIANS PLAY BASKETBALL

79% GROWTH in QLD
participation since 2019

ADULTS PARTICIPATE
AN AVERAGE

67

TIMES PER YEAR

JUNIORS PARTICIPATE
AN AVERAGE

81

TIMES PER YEAR

AN **ALL YEAR SPORT** - CRADLE TO GRAVE SPORT - PLAYED ALMOST EQUALLY BY JUNIORS AND ADULTS.

BASKETBALL IS AN **INCLUSIVE SPORT**. 28% OF PARTICIPANTS ARE MULTICULTURAL, INDIGENOUS OR PLAY WITH A DISABILITY.

9TH

LARGEST PARTICIPATION
SPORT IN AUSTRALIA
(AFL 12th · Netball 13th · Cricket 14th)

MEN'S AND WOMEN'S
NATIONAL LEAGUE
BROADCAST FREE TO AIR

2ND

LARGEST TEAM SPORT
IN AUSTRALIA

A TRULY INTERNATIONAL,
OLYMPIC SPORT, PLAYED BY

213

COUNTRIES

PARTICIPANTS SPEND

\$206.3M

ANNUALLY ON PARTICIPATION

AUSTRALIA'S **MOST SUCCESSFUL DEVELOPMENT PATHWAY STRUCTURE**.

BOOMERS RANKED 3RD
IN THE WORLD

OPALS RANKED 3RD
IN THE WORLD

BRISBANE BASKETBALL INC. VALUE PROPOSITION



13

CLUBS

404

TEAMS

4841

PLAYERS

639

MINI HOOPERS

290 HOURS

OF BASKETBALL PLAYED PER WEEK

234,000

VISITORS ANNUALLY AT
AUCHENFLOWER STADIUM

CATERS FOR

40%

OF ALL BRISBANE'S
REGISTERED PLAYERS

9%

OF ALL QUEENSLAND
REGISTERED PLAYERS

197

STAFF/OFFICIALS

\$4.92M

ECONOMIC IMPACT



**MENS &
WOMENS
TEAMS**

INNER CITY BRISBANE MAINTAINS
HIGHER THAN AVERAGE
MEDIAN INCOME AND HIGHEST
FORECAST POPULATION GROWTH
OF 128k by 2032.

**BRISBANE'S
NUMBER ONE
GRASS ROOTS
SPORT
ASSOCIATION**



#WEAREBRISBANE

BRISBANE BASKETBALL INC.

CURRENT STADIA UTILISATION

OUR COMPETITIONS

NBL1/QLD State League - 5 elite level teams
Greater Brisbane League - 5 competitions
Junior Club Competition - 20 competitions
SQJBC - Junior representative competitions
Social Basketball - 19 competitions

ADDITIONAL BASKETBALL CONTENT

Ready Steady Go Kids
Community basketball access
Acceleration Australia (Sports Performance)
Weekly Corporate Cup
Introduction to basketball program - Mini Hoops
Professional individual development programs
Weekly Ladies Daytime competition
Onsite sport specific physio

Basketball competition revenue alone generates **\$1.2m per annum** from existing facility.

Total organisation revenue **exceeds \$2m per annum.**

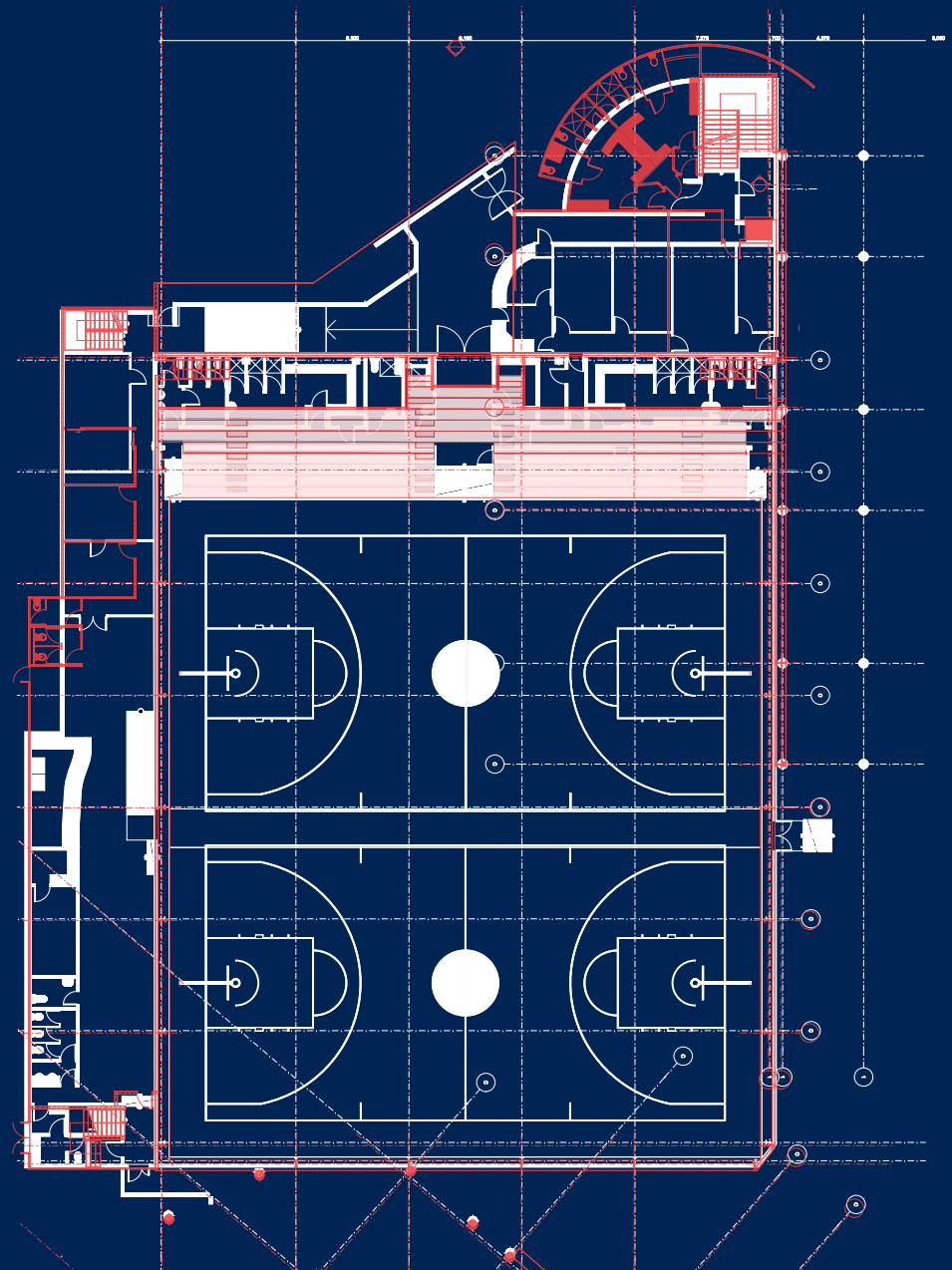
BBI **spends in excess of \$185k per annum** on additional 9 courts hire to cater for competition.

BBI has the financial capacity to be the primary anchor tenant of a Community Sports Centre.

FUTURE PROOFING OUR SPIRITUAL HOME

Following the **\$1.34m Federal and State Government funding announcement made on November 17, 2022**, **BBI is confidently advancing its venue redevelopment plans** to create a more resilient venue to reduce adverse impacts from any future weather events on Auchenflower Stadium.

Whilst these updates and planned works are great news for the home of BBI and the future proofing of the existing stadium; BBI remains steadfastly focused on addressing our current and expected future court shortfall and working with all tiers of government to secure additional basketball venues for inner city Brisbane.



BRISBANE BASKETBALL INC.

THE DRIVERS FOR A NEW STADIA

As **Brisbane 2032 approaches**, the city of Brisbane is presented with a **significant opportunity to address the shortfall** in accessibility to fit for purpose basketball infrastructure.

BBI has an **existing court shortfall of between 4 to 7 courts increasing to 5 to 8 courts by 2032**. This does not include a provision for latent demand that likely exists.

The Auchenflower Stadium has been **severely impacted by two serious flood events** in the last decade.

Basketball participation rates in Queensland are lower than NSW and Victoria. **Key findings from studies in NSW and Victoria found that the level of indoor court facilities in a location directly impacts on basketball registrations and participation levels.**

Brisbane is forgoing valuable opportunities to host major domestic and international events due to the **lack of an appropriate state level basketball facility.**



#WEAREBRISBANE

THE SOLUTION

BREAKFAST CREEK COMMUNITY SPORTS CENTRE - BASKETBALL - ANCHOR TENANT

A fit for purpose facility to address current court shortfall requirements whilst optimising potential for community outcomes.

- 12+ court venue
- Room for future expansion
- Office space for BBI and other sporting organisations.
- Opportunity for supplementary income i.e. allied health and corporate suites.
- A capacity of 3,000 spectators (retractable seating), enabling the venue to host regional and national events.
- A surface meeting the minimum standards for a range of sports, allowing for greater shared use.
- Flexible courts space allowing for multiple activities to occur at the same time.





COMMUNITY SPORTS CENTRE

POTENTIAL SANCTIONED EVENTS

INTERNATIONAL - FIBA SANCTIONED

FIBA WORLD CHAMPIONSHIP

- Qualifiers

OLYMPIC QUALIFIERS

- Tournaments
- Qualifiers
- Friendlies (preparation games)

SENIOR TEAMS (Boomers & Opals)

- Under 19's
- Under 17's
- Wheelchair Teams

OCEANIA CHAMPIONSHIPS

- Senior teams (Boomers & Opals)
- Under 19's
- Under 17's
- Wheelchair Teams

COVERAGE/EXPOSURE

- International TV distribution
- International live streaming
- National TV broadcasts
- National live/on-demand streaming

NATIONAL LEAGUES - FIBA APPROVED

- Women's National Basketball League
- National Basketball League (Men's)
- NBL1 (Men & Women)
- National Wheelchair Leagues (Men & Women)

COVERAGE/EXPOSURE

- National TV broadcasts
- National live/on-demand streaming

2032 OLYMPIC HOST VENUE

BASKETBALL

- Men's Basketball Qualifying
- Women's Basketball Qualifying

INDOOR SPORTS

- Martial arts
- Table tennis
- Racquet sports
- Volleyball

COVERAGE/EXPOSURE

- International TV distribution
- International live streaming

COMMUNITY SPORTS CENTRE

A FUTURE VENUE FOR AUSTRALIAN JUNIOR CHAMPIONSHIPS

APPROXIMATE AJC ATTENDANCE STATISTICS

EVENT	MALE	FEMALE	TEAMS	SUPPORT STAFF	SUPPORTERS	APPROX. TOTAL
U20 Championships & Ivor Burge Championships	YES	YES	56	401	2800	3800 PERSONS
U18 Championships & Kevin Coombs Cup	YES	YES	34	238	5100	5700 PERSONS
U16 Championships	YES	YES	28	196	2800	3300 PERSONS
U14 Boys Club Championships	YES		24	96	1800	2200 PERSONS
U14 Girls Club Championships		YES	24	96	1800	2200 PERSONS
Australian School Championships	YES	YES	110	440	2750	4500 PERSONS

Average tournament length - 7 to 10 days

COMMUNITY SPORTS CENTRE AN INCLUSIVE FACILITY FOR COMMUNITY BASKETBALL

Basketball is possibly Australia's most inclusive community sport. 28% of participants are multicultural, indigenous or play with a disability. A purpose-built facility would create a new pathway for wheelchair basketball and Indigenous Basketball in Brisbane.



BRISBANE BASKETBALL INC.

THE DRIVERS FOR A NEW STADIA

The indoor rectangular nature of a basketball stadium provides a practical participation use for many sports that can be **used for community competition right through to national and international standard competition.**

These sports include:



Table Tennis



Volleyball



Futsal



Netball



Badminton



Martial Arts

COMMUNITY SPORTS CENTRE

COMMUNITY ASSET UTILISATION

In addition to the various community sport utilisations; this Community Sports Centre could also host a variety of community activities including:

- Community events
- Exhibitions, meetings and functions
- Educational purposes (eg. exams) and events
- Health & wellbeing initiatives
- Youth vacation care programming

COMMERCIAL UTILISATION

Commercial tenancy space would be successfully monetised through acquisition of businesses as tenants that compliment the sport, health & wellbeing sector.

BBI would shift its administration to this Community Sports Centre.

Additional tenants might include the Brisbane Bullets and other business from the broader health & wellbeing industry.

INTERSTATE CASE STUDIES



VICTORIAN STATE BASKETBALL CENTRE

- Opened June 2012
- Basketball Australia, Basketball Victoria and Knox Basketball administration headquarters.
- Home court to the Melbourne Boomers WNBL team.
- South East Melbourne NBL team co-home court venue
- Show court - 3,200 seat capacity
- 6 additional courts (5 can be configured for netball)
- 1 smaller show court - 200 seat capacity
- Function facility for approximately 200 people
- Hosts community events including sport, school, exhibitions, functions and meetings
- In 2020, the Victorian Government committed a further \$130 million towards the expansion of the State Basketball Centre.



WA STATE BASKETBALL CENTRE

- Opened January 2010
- Co-managed by Basketball WA and Venues West.
- Basketball WA administration headquarters.
- Home court to the Perth Lynx WNBL team.
- Perth Wildcats NBL team training base and administration.
- 2 show courts - 2,000 seat capacity
- 6 additional courts with an additional seat capacity of 600.
- Function facility for up to 270 people.
- Hosts basketball, netball, badminton and volleyball community competitions.
- Level 1 corporate office suites.
- Naming rights sponsorship support provided by Perth



TRARALGON BASKETBALL CENTRE

- Opened August 2020
- \$19m redevelopment to create a 3,000 seat Show Court and 4 additional courts; creating a 9 court facility.
- Compliant with international standards to host elite sport for various indoor sports including basketball, netball, volleyball, racquet sports and table tennis.
- Gipp Sport administration headquarters.
- Function facilities.
- Regional population 26,000





**BRISBANE'S NUMBER ONE
GRASS ROOTS SPORT
ASSOCIATION**

brisbanebasketball.com.au

BRISBANE BASKETBALL INC.

OUR VENUES & CLUBS

OUR CURRENT STADIUM

Vince Hickey Stadium, Auchenflower

Four court facility with 650 seat maximum show court capacity

Peak Period Venue Utilisation - 100% on weekdays/ 88% on weekends

OUR VENUES

Centenary State High School

Kedron State High School

Brisbane Boys College

Brisbane Grammar School

Anglican Church Grammar School (Churchie)

The Gap State High School

Brisbane State High School

Yeronga State School

Wavell State High

St. Joseph's College (Terrace)

Indooroopilly State High School

OUR CLUBS

University of Qld

Brisbane Boys College

Brisbane Grammar School

Anglican Church Grammar School (Churchie)

Western Suburbs Magic

West City Titans

Post-Tels

North Brisbane Dragons

Pioneers

Lang Park Basketball

Brothers Basketball

West Brisbane Falcons

Real River City

