

THE UNIVERSITY OF
SYDNEY

Basketball NSW 2023 Member Report

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Synopsis and recommendations

- Basketball NSW engaged the SPRINTER group at the University of Sydney to conduct their 2023 bi-annual membership survey. The objective of this report is to provide evidence for Basketball NSW's strategic planning and vision; to realise the potential of everyone, strengthening the basketball community and making the sport accessible to all.
- Excellent survey response from members, providing confidence in the findings and these findings are likely to represent the broader Basketball community. However, response rates are lower than 2021 (↓2%). ***Taking time to thank participants, feedback results and articulate how Basketball have listened to the insights will promote long term engagement with the survey.***
- Members recognise the health benefits of playing basketball. Two thirds of all members reported that basketball has improved their social connection, mental wellbeing, and overall health. ***The health benefits of basketball should be promoted to the community.***
- Overall, members are satisfied with their basketball experience. Over 90% of current members would recommend basketball to their friends and family.
- Fun and enjoyment were the overwhelming motivator for new and loyal members. ***Prioritising having fun within the basketball community culture is essential to keep members engaged.***
- New members reported that improving skills was more important for them; whereas loyal members reported that playing competitively was more important. ***Providing skill development opportunities should be prioritised among new members and options for playing competitively should be maintained for loyal members.***
- Word of mouth is the most effective way to get new people to engage with basketball, more than half of new members hearing about basketball from friends and family. ***Create innovative approaches to encourage current members to invite friends and family to engage with basketball. For example, basketball could encourage existing members to post about their basketball experiences on social media.***
- Reducing the costs of basketball of providing discounts was the most reported recommendation to help keep members involved in basketball. The annual expenditure of basketball was lower than the state averages reported in Ausplay. Four out of five children used an Active Kids voucher to reduce the cost of basketball. ***Continue taking advantage of government interventions (e.g., NSW Active kids' voucher) or alternate subsidiaries, and informing the basketball community about potential financial support is encouraged.***

- More than half of members reported that they would like to pay for their basketball membership in ways other than the current one-off annual fee. *The provision of alternate and flexible pricing within the membership could provide diverse options for communities on varying financial budgets.*
- Females aged 15-17 years and 18-24 years were the most likely groups to drop out of basketball. *Basketball NSW should develop a comprehensive approach to increasing participation and retention of women and girls, guided by evidence in this report.*
- The most common reasons for children leaving basketball were to try a different sport, basketball wasn't enjoyable anymore, and other. 'Other' responses included providing social, less competitive opportunities. *Research recommends that children aged 0-12 should be encouraged to try multiple sports and avoid specialisation in one sport. Strategies to improve retention should be focused on keeping basketball fun and enjoyable.*
- The most common reasons for adults leaving basketball were poor health, disability, or injury, trying a different sport, and fear of injury. *Injury prevention and management information could be integrated into routine basketball communication. Members need a clear understanding of the factors that increase the risk of injury, and how to effectively manage injuries that do occur.*
- People taking on non-player roles were doing so to be more involved with family members interests and to give back to the community and do not feel the need for recognition. *While non-players do not feel the need for recognition, they should have a clear understanding of how their work is contributing to basketball's strategic objectives, and to broader social outcomes (such as mental health, or community cohesion).*
- One third of non-players have received no training. *Providing volunteers with technical and emotional support will contribute to quality outcomes for the sport.*
- Members are generally unaware of how to engage with the upcoming FIBA Women's Asia Cup. *Basketball needs to increase awareness around ways for members to engage with the upcoming major event.*
- *The results of this survey should be shared with the basketball community to share what was learnt. This will help member engagement with the sport and any future research conducted by Basketball NSW.*

Contents

Synopsis and recommendations	2
Introduction.....	6
Purpose of this report	6
Data collection	7
Who did we invite?.....	7
What did the study involve?.....	7
How were data analysed?	7
Who participated in the study?.....	8
Report Structure	10
Findings.....	11
New Players	11
Children.....	11
Adults.....	11
Getting started in Basketball.....	12
Reasons for playing Basketball.....	13
Participation	13
Sports identity	15
Sector involvement	15
Impacts of basketball.....	17
Impacts of basketball for subgroups.....	17
Basketball experience.....	18
Retention of new players.....	19
Loyal Players.....	21
Children.....	21
Adults.....	21
Reasons for playing Basketball.....	22
Participation	22
Sports identity	24
Sector involvement	25
Impacts of basketball.....	26
Impacts of basketball for subgroups.....	27
Basketball experience.....	29
Returning to basketball	30
Retention of loyal players	31
Lost Players.....	32

Who are lost players?.....	32
Children.....	33
Adults.....	33
Reasons for leaving basketball.....	34
Recommendations.....	34
Participation.....	36
Sector involvement.....	37
Basketball experience.....	38
Non-Players.....	40
Reasons for taking part in non-player roles.....	40
Types of non-player roles.....	41
Contribution of non-players.....	42
Recognition for contribution.....	43
Non-player role development.....	43
Reasons for stopping non-player roles.....	45
Impacts of non-player roles.....	45
Insights about all Basketball NSW members.....	46
FIBA Women’s Basketball World Cup awareness.....	46
Travel time.....	46
Annual costs and membership fee payment.....	47
Active Kids voucher use.....	47
Top brands associated with Basketball.....	48
Appendix.....	49
Appendix A: Changes from the 2021 survey to the 2023 survey.....	49
Basketball experience in 2021 and 2023.....	49
Impacts of basketball in 2021 and 2023.....	55
Reasons for leaving basketball in 2021 and 2023.....	57
Appendix B: List of ‘other’ reasons for stopping playing basketball for lost children.....	59
Appendix C: List of ‘other’ reasons for stopping playing basketball for lost adults.....	63

Introduction

Sports participation contributes to increasing physical activity levels of children and adults¹. To achieve health benefits, children aged 5 to 17 years are recommended to do at least 60 minutes of moderate-to-vigorous physical activity every day. Adults (18+ years) are recommended to do at least 150 minutes of moderate-to-vigorous physical activity each week, being active on most, preferably all days per week including at least two days that involve muscle-strengthening activities². Whilst there is strong evidence of the health benefits of physical activity throughout life, **only 18% of children and 63% of adults in New South Wales (NSW) participate in sufficient levels of physical activity**³. Sports have an important role to play in promoting sport as a fun and enjoyable way for people of all ages, genders, backgrounds, and abilities to be active.

Over and above the physical health benefits of being active, sports participation provides **additional psychological and social health benefits**⁴. Sports participation is associated with enhanced functional body image, higher self-esteem, better social skills, higher confidence, higher competence, lower anxiety scores, less depressive symptoms, and higher happiness⁵. These outcomes are likely achieved through the social nature of participation in sport, particularly through club-based or team-based sports.

Basketball is an all-inclusive team sport with opportunities to engage people across all genders, ages, and disabilities. Basketball NSW is the governing body for Basketball who have over 85,000 members registered in NSW. As part the development of the Basketball NSW 2021-2025 Strategic plan, Basketball NSW commissioned the SPort and Active Recreation INTervention and Epidemiology Research [SPRINTER] group, a specialised research group at the University of Sydney, to enhance their research capacity. SPRINTER aims to promote the successful integration of public health within the sports sector and work collaboratively with the government and organisations within the sport sector to lead and shape Australia's sport and physical activity system.

Basketball NSW and SPRINTER established a research agreement to gain in-depth understanding of Basketball NSW members at all levels of the sport, towards increasing basketball participation and improving retention in NSW. The agreement includes a suite of research activities commissioned by Basketball NSW to strengthen the organisations consumer focus and strategic actions to ensure Basketball is a fun, inclusive and accessible sport in NSW.

Purpose of this report

This report presents a comprehensive analysis of Basketball NSW members' responses to an online survey about their engagement in Basketball, the values of different members and their experiences participating at all levels.

¹ Eime, R., Harvey, J., Charity, M. et al. The contribution of sport participation to overall health enhancing physical activity levels in Australia: a population-based study. *BMC Public Health* 15, 806 (2015).

<https://doi.org/10.1186/s12889-015-2156-9>

² Physical activity and exercise guidelines for all Australians - <https://www.health.gov.au/health-topics/physical-activity-and-exercise/physical-activity-and-exercise-guidelines-for-all-australians>

³ HealthStats NSW, http://www.healthstats.nsw.gov.au/Indicator/beh_phys_age

⁴ Eime, R.M., Young, J.A., Harvey, J.T. et al. A systematic review of the psychological and social benefits of participation in sport for children and adolescents: informing development of a conceptual model of health through sport. *Int J Behav Nutr Phys Act* 10, 98 (2013). <https://doi.org/10.1186/1479-5868-10-98>

⁵ Abbott B, and Barber B, 'Differences in Functional and Aesthetic Body Image between Sedentary Girls and Girls Involved in Sports and Physical Activity: Does Sport Type Make a Difference?', *Psychology of Sport and Exercise*, 12 (2011), 333-42

Data collection

Who did we invite?

Individuals who held a Basketball NSW membership between 01 January 2020 and 17 March 2023 and provided consent to be contacted were invited to participate in this study. Invitations were sent by the SPRINTER research group using the email address linked to the FIBA ID number, or for members under 18 years old, their parent/guardians email address. Parent/guardians of members aged less than 18 years old were encouraged to complete the survey with the child present.

In total, **57,527 Basketball NSW members were invited** to participate in this study (Table 1). Basketball NSW posted a blog article and a social media post to raise awareness of the study. We used a prize incentive of 5 family passes to the 2023 FIBA Women's Asian Cup and 5 Spalding basketballs to encourage members to participate.

What did the study involve?

For this cross-sectional study, we used an online survey to collect data from Basketball NSW members. The original online survey was designed by SPRINTER in 2021; we made minor modifications to this survey including an additional demographic question to identify LGBTQIA+ members, and a question about engagement with the 2022 FIBA Women's Basketball World Cup. To encourage a high response rate and engagement of members, recruitment emails, introductory text and survey questions were tailored for each membership segment. Figure 1 shows a summary of the survey topic areas.

Figure 1 Overview of outcomes collected in the BNSW online survey, by segment

New members	Loyal members	Lost Members	Non-player members
<ul style="list-style-type: none"> • Getting started • Reason to play • Participation • Cost • Basketball experience • Impacts of basketball • Sector involvement • Considering quitting • Membership Model • Additional demographics • Travel time • Health • Marketing 	<ul style="list-style-type: none"> • Reason to play • Participation • Cost • Basketball experience • Non-player roles • Impacts of basketball • Sector involvement • Considering quitting and exit reasons if yes • Membership Model • Additional demographics • Travel time • Health • Marketing 	<ul style="list-style-type: none"> • Participation • Exit reasons • Cost • Basketball experience • Sector involvement • Additional demographics • Health • Marketing 	<ul style="list-style-type: none"> • Non-player roles • Reasons to do and benefits of non-player roles • Sector involvement • Participation • Additional demographics • Travel time • Health • Marketing

How were data analysed?

All survey responses were downloaded from Qualtrics and linked to membership registration data using the FIBA ID number. Descriptive statistics, including frequency and proportions, were calculated. We also examined changes from the 2021 survey responses to the 2023 survey responses, and these are displayed in Appendix A.

Cultural and Linguistic Diversity (CALD) was defined as either the individual or their parents being born outside Australia, or the member speaking a primary language other than English at home. Additional demographic information including sexual orientation, health conditions,

mental health conditions and physical activity levels were collected in the survey. We used postcode to classify area level socioeconomic status, using the Socio-Economic Indexes for Areas (SEIFA) Index of Relative Disadvantage. The NSW Government Office of Sport regions were used to categorise participants into regions. All analyses were conducted using SAS Version 9.4.

Who participated in the study?

Survey responses were received from **4,641 participants, which is 8% of those invited**. Table 1 shows that the survey participants generally reflect the characteristics of all Basketball NSW members who were invited. However, the response rate was quite low for some age groups (18-24 years: 3%) and much higher in others. Members living with disability were highly represented in the survey, with a 29% response rate.

Table 1 Demographic characteristics of Basketball NSW members invited to the study

	Invited		Participated		Response rate
	N	%	N	%	%
All persons	57,527	100.0	4,641	100.0	8.1
Gender					
Female	15,178	26.4	1,435	31.0	9.5
Male	42,349	73.6	3,194	69.0	7.5
Age group					
5-7 years	1,120	1.9	103	2.2	9.2
8-10 years	6,374	11.1	625	13.5	9.8
11-12 years	8,189	14.2	804	17.3	9.8
13-14 years	9,458	16.4	858	18.5	9.1
15-17 years	12,453	21.7	921	19.8	7.4
18-24 years	9,007	15.7	253	5.5	2.8
25-34 years	3,649	6.3	145	3.1	4.0
35-44 years	4,056	7.1	389	8.4	9.6
45-54 years	2,509	4.4	379	8.2	15.1
55+ years	712	1.2	152	3.3	21.3
Socioeconomic status					
1st	7,739	13.5	523	11.3	6.8
2nd	16,778	29.2	1,204	25.9	7.2
3rd	16,871	29.3	1,468	31.6	8.7
4th	16,033	27.9	1,427	30.8	8.9
Missing	106	0.2	19	0.5	
Region					
ACT	137	0.2	4	0.1	2.9
Central Coast	2,125	3.7	196	4.2	9.2
Central West & Orana	3,227	5.6	201	4.3	6.2
Far West	18	0.0	1	0.0	5.6
Hunter	6,435	11.2	548	11.8	8.5

Illawarra & South Coast	3,439	6.0	322	6.9	9.4
Metropolitan Sydney	26,986	46.9	2,295	49.5	8.5
New England & Northwest	2,654	4.6	166	3.6	6.3
North Coast	4,364	7.6	348	7.5	8.0
Riverina Murray	4,958	8.6	310	6.7	6.3
Southeast & Tablelands	2,722	4.7	200	4.3	7.3
Missing	462	0.8	50	1.1	
Aboriginal and Torres Strait Islander Identity					
No	54,085	94.0	4,397	95.0	8.1
Yes	3,442	6.0	232	5.0	6.7
Disability					
No	56,868	98.9	4,435	95.9	7.8
Yes	659	1.2	189	4.1	28.7
Cultural and Linguistic Diversity					
No			2,888	62.2	
Yes			1,753	37.8	
Sexual orientation					
LGBTQIA+			34	0.7	
Straight (heterosexual)			911	19.6	
Prefer not to say			383	8.3	
Not asked (child)			3,313	71.4	
Identified health condition					
No			3,063	66.0	
Yes			428	9.2	
Prefer not to say			1,150	24.8	
Identified mental health condition					
No			2,903	62.6	
Yes			475	10.2	
Prefer not to say			1,263	27.2	
Met physical activity guidelines					
No			2,682	57.8	
Yes			1,162	25.0	
Missing			797	17.2	
Member segment					
New	10,775	18.7	1,129	24.3	10.5
Loyal	13,237	23.0	1,373	29.6	10.4
Lost	31,412	54.6	1,785	38.5	5.7
Non-players	2,103	3.7	354	7.6	16.8

Report Structure

Data will be presented for children and adults by each of the four-member segments (New / Loyal / Lost / Non-player).



*Both non-players and new or loyal players who also undertake non-player roles have been included in the player groups where appropriate.

Findings

New Players



Children

975 children who started playing basketball in the past 12 months completed a survey (with their parent/guardian). For these children (5-17 years), demographic characteristics were:

- 80% boys / 20% girls
- Younger compared to other segments
- 6% identify as Aboriginal/Torres Strait Islander
- 41% culturally and linguistically diverse
- 6% reported having a chronic health condition
- 9% reported being diagnosed with a mental health condition
- 22% met physical activity guidelines (60 minutes on 7 days/week)

Adults

154 adults who started playing basketball in the past 12 months completed a survey. For these adults (18+ years), demographic characteristics were:

- 57% Male / 43% Female
- Aged mostly between 18-44 years old
- 4% identify as Aboriginal/Torres Strait Islander
- 42% culturally and linguistically diverse
- 4% LGTBQIA+
- 16% reported having a chronic health condition
- 18% reported being diagnosed with a mental health condition
- 47% met physical activity guidelines (30 minutes 5+ days/week)

Getting started in Basketball

Most new players heard about their current basketball Club/Association through a conversation with friends, colleagues, or family members (word of mouth) (Figure 2). Other ways children heard about their current basketball Club/Association were through their school (n=39) and having siblings involved in the sport (n=14). New adults who selected 'Other' reported playing basketball when they were young and getting back into the sport (n=5).

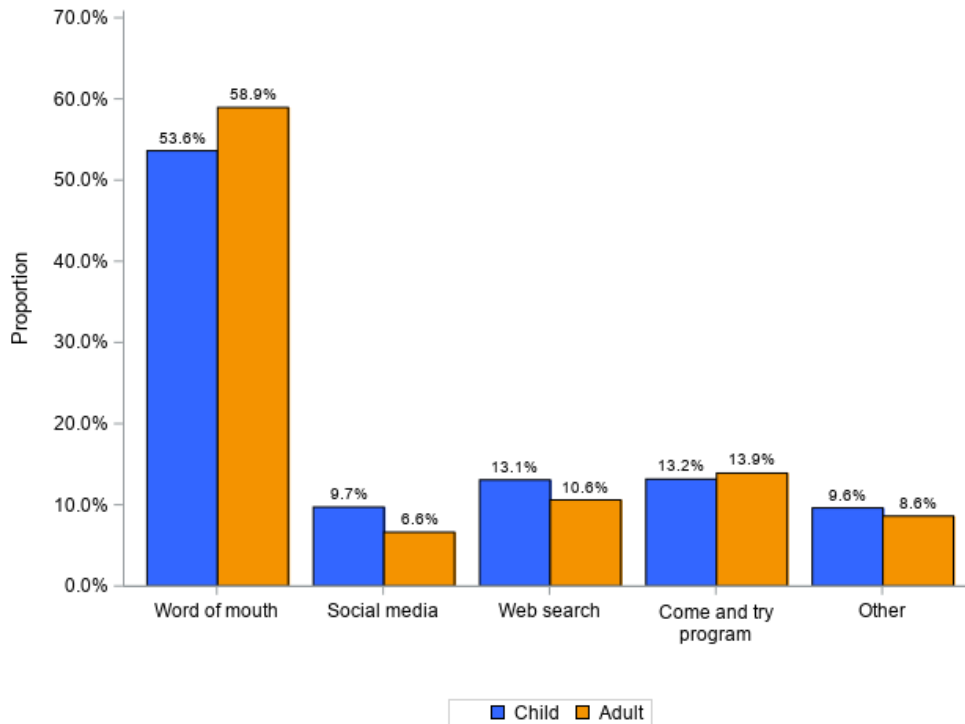


Figure 2 How new players first heard about their current basketball Club/Association

On a scale from very difficult (1) to very easy (4), new players rated how easy or difficult it was for them to find and participate in basketball through an Association when they wanted to. On average, children (with their parent/guardian) reported that it was **2.9 = Easy** (SD=0.74) and adults reported that it was **3.0 = Easy** (SD=0.72) to find and participate in basketball when they wanted to.

Reasons for playing Basketball

The top three reasons for new adults to play basketball were 1) fun/enjoyment; 2) to play competitively; and 3) to be part of a team (Figure 3). The top three reasons for new children to play basketball were 1) fun/enjoyment; 2) to improve skills and coordination; and 3) to play competitively.

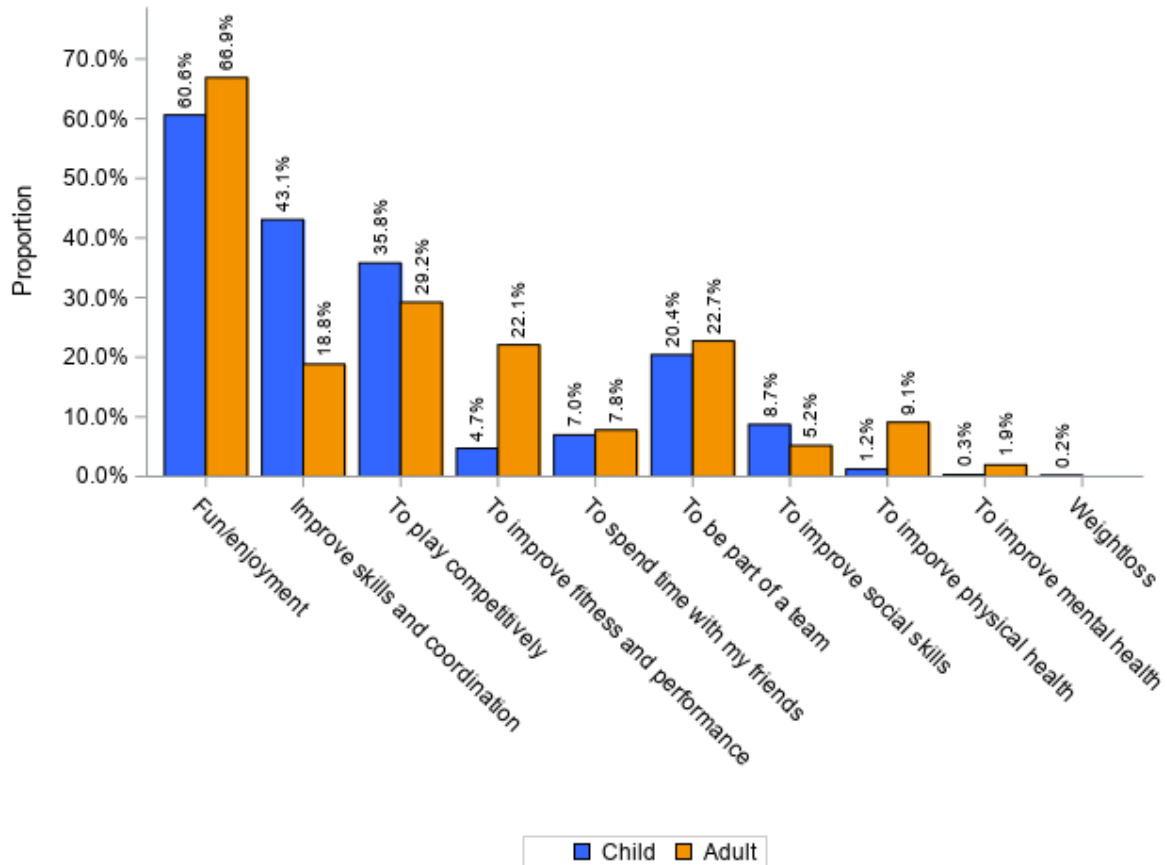


Figure 3 Reasons new players participate in basketball

Participation

Approximately half of new children play in community level basketball (54%) and two thirds of new adults play in community level basketball (66%) (Figure 4). A higher proportion of new children were learning to play basketball compared with new adults (31% vs. 9%).

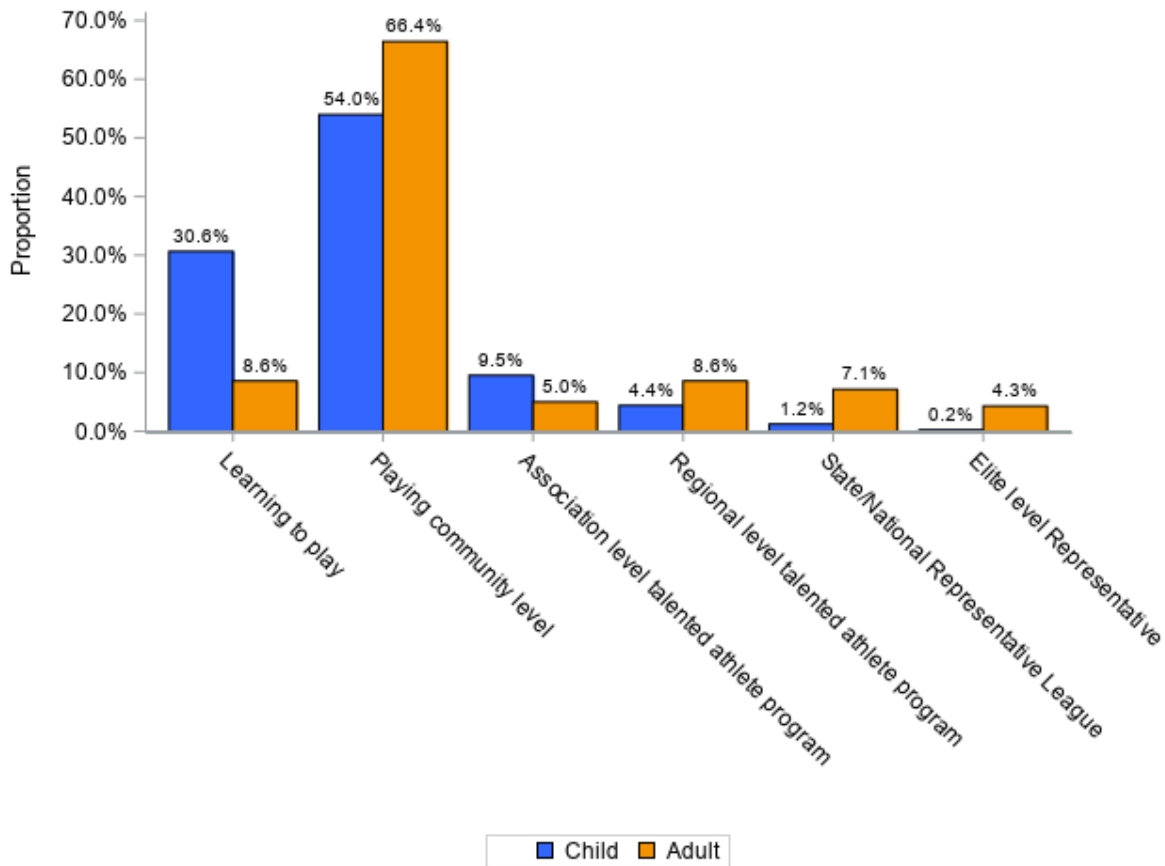


Figure 4 Highest level of participation in basketball for new players

Basketball sessions made up more than half of all structured physical activity and sport sessions for new players (51% for children and 57% for adults). On average, new children participated in 71 basketball sessions, and new adults participated in 53 basketball sessions during the past 12 months.

Males participated in more sessions than females in the past 12 months. For new children, boys participated in 77 sessions, compared with 48 sessions for girls. For new adults, males participated in 59 sessions, compared with 46 sessions for females.

The average duration of basketball sessions was similar for new children (1 hour, 40 minutes) and new adults (1 hour, 45 minutes).

New players mostly participated in basketball through a Basketball Club/Association, followed by socially, and then education settings (Figure 5).

Basketball makes a substantial contribution to new players overall physical activity.

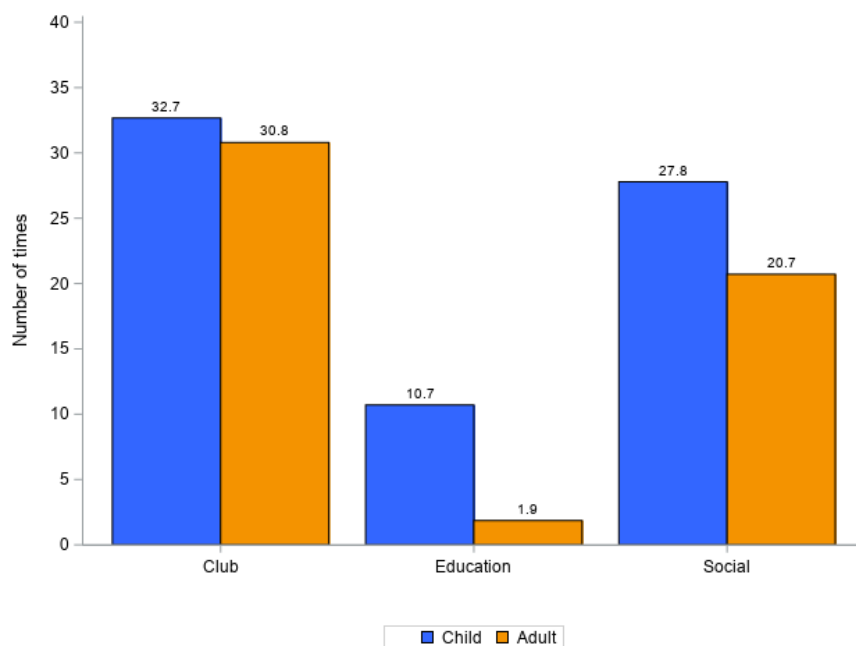


Figure 5 Settings where new players participate in Basketball

Sports identity

Most new children strongly associated themselves with basketball (60%), followed by soccer (10%), Rugby League (5%), AFL (3%), Swimming (3%), and Netball (3%). Similarly, most new adults strongly associated themselves with basketball (66%), followed by Netball (5%), Soccer (4%), AFL (3%), Cricket (2%), and Fitness/Gym (2%). This is a positive finding and suggests that new players feel part of the basketball community.

Sector involvement

Engagement in the FIBA Women's Basketball World Cup in 2022 for new players was low.

- 18% of new adults and 7% of new children attended a World Cup game in person
- 27% of new adults and 17% of new children watched a World Cup game on TV/mobile phone

Most new players are unsure how to engage with the FIBA Women's Asia Cup in 2023.

- 15% of new adults and 8% of new children plan to attend an Asia Cup game in person
- 21% of new adults and 16% of new children plan to watch an Asia Cup game on TV/mobile phone
- **31% of new adults and 33% of new children are unsure how to engage with the Asia cup**

- 8% of new adults and 14% of new children are not interested in engaging with the Asia cup.

New members don't know how to engage with the Asia Cup. Basketball NSW needs to increase awareness around ways for new members to engage with the upcoming major event.

Overall, 85% of new adults and new children reported being involved in different aspects of the sport. New players reported watching national and international basketball games on TV or mobile devices and attending national basketball games (Figure 6).

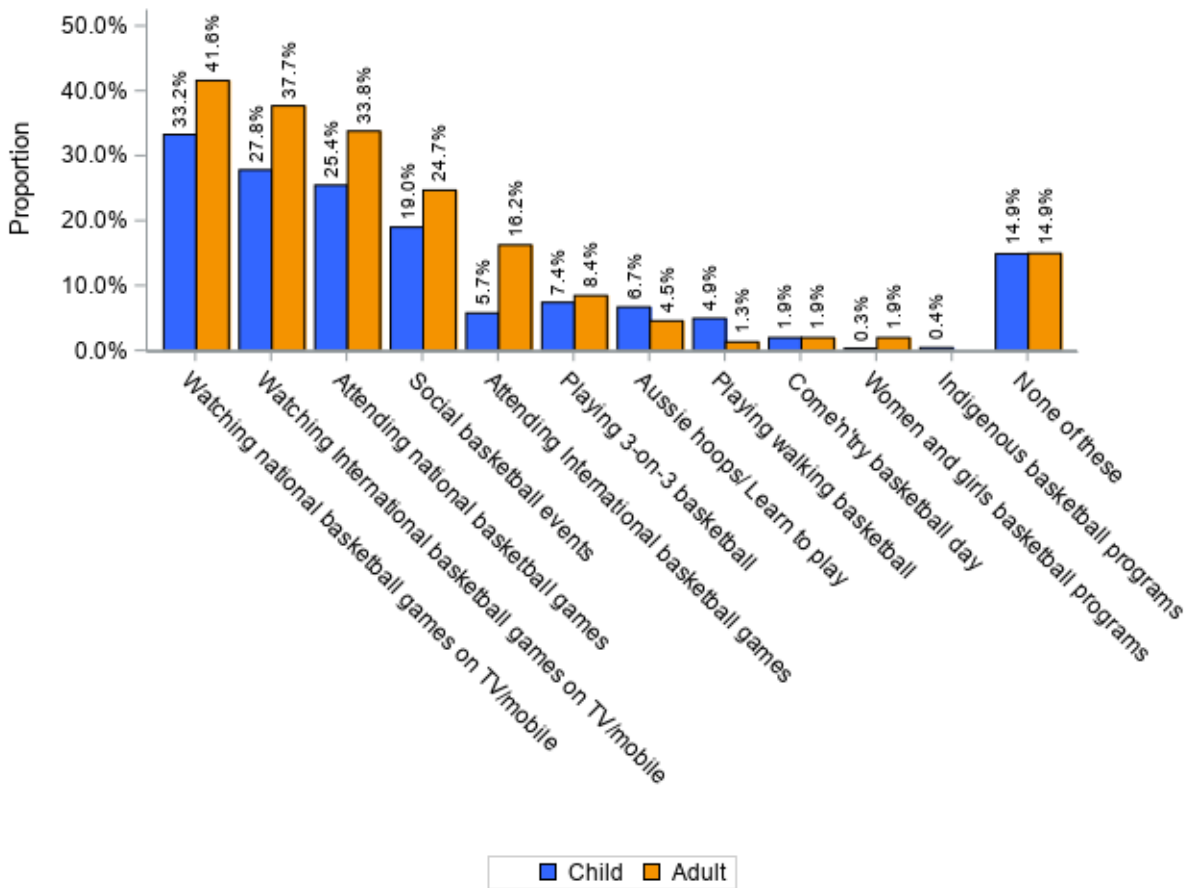


Figure 6 Involvement in basketball for new players

Impacts of basketball

New players reported played a positive role in their life. For new adults, basketball had the greatest impact on social connection, strength, fitness, and flexibility, and skills and coordination. For new children, basketball had the greatest impacts on increasing skills and coordination, strength, fitness, and flexibility, and ability to work in a team.

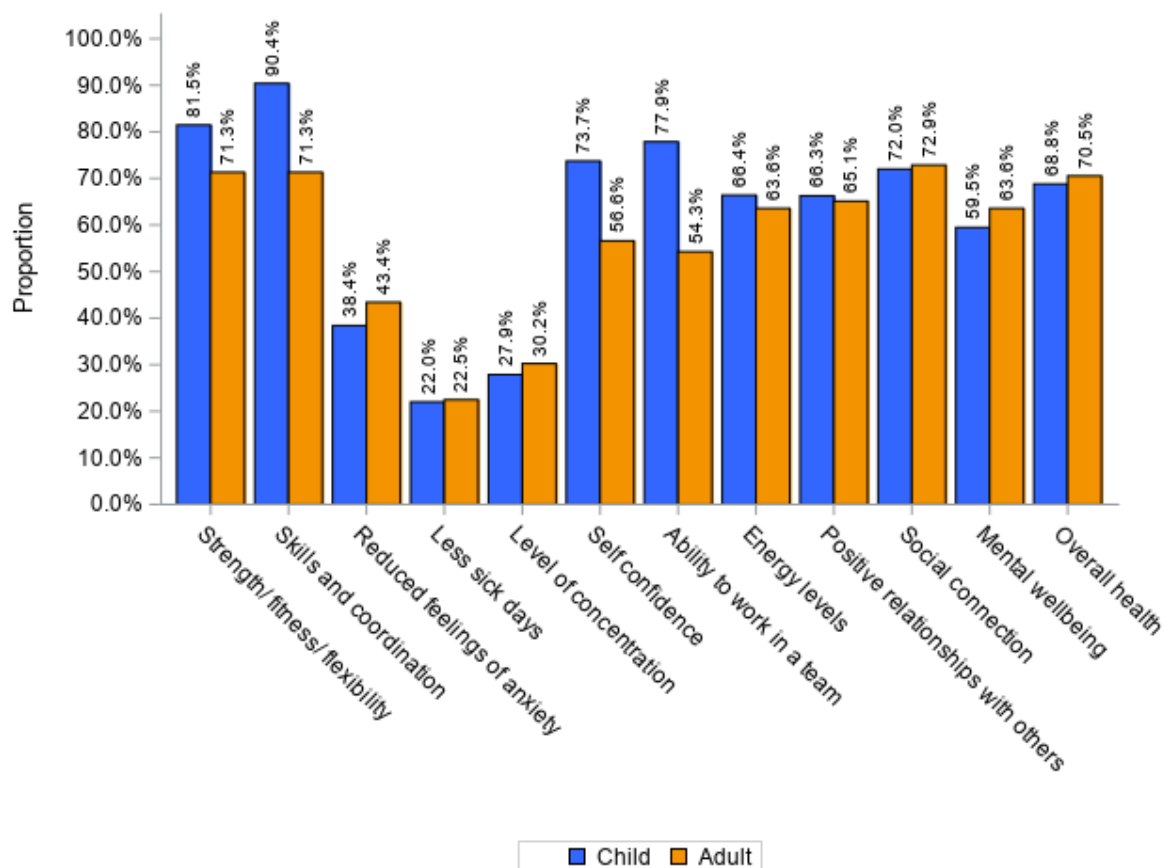


Figure 7 Impacts of basketball for new players

New members reported many health benefits. These benefits should be highlighted to encourage more new players to participate

Impacts of basketball for subgroups

- New male and female players reported similar benefits.
- 46% of new Aboriginal/Torres Strait Islander players reported that basketball has reduced feelings of anxiety (non Aboriginal/Torres Strait Islanders: 39%).
- 37% of new Aboriginal/Torres Strait Islander players reported that basketball has reduced the number of sick days they have had (non Aboriginal/Torres Strait Islanders: 21%).
- 34% of new CALD players reported that basketball has increased their level of concentration at work or school (non CALD: 24%).

	Mean (SD)	Mean (SD)
Value for money	6.9 (2.3)	6.4 (2.2)
Appropriate day and timing of games/training	7.3 (2.2)	6.8 (2.1)
Appropriate uniform/clothing	7.7 (2.3)	6.7 (2.5)
Access to the game/training location	7.6 (2.2)	6.9 (2.2)
Fun/enjoyment of game/training	8.2 (1.9)	7.9 (1.7)
Appropriate challenge/grade of training/game	7.4 (2.3)	7.4 (2.0)
Appropriate team allocation with peers/friends	7.6 (2.2)	7.6 (1.9)
Inclusive and welcoming culture	7.8 (2.2)	7.6 (1.9)
Skills/experience of the coach	7.0 (2.7)	6.3 (2.6)
Skills/experience of referees and officials	6.8 (2.3)	6.1 (2.5)
Quality of facilities	7.5 (2.1)	6.8 (2.3)
Safe environment	8.0 (1.9)	7.5 (2.1)
Overall basketball experience	7.9 (2.0)	7.7 (1.7)

Note. SD = Standard Deviation. The smaller the SD, the closer all responses are to the mean.

98% of new adults and 93% of new children reported that they would recommend basketball to their family and friends

Retention of new players

Most new players were planning to continue playing basketball in the next 12 month.

Only 9% of children and 11% of adults were considering giving up or had already given up basketball. The main reason for children considering giving up was trying a different sport/activity (32%) and the main reasons for adults were not enjoying basketball anymore (50%) and trying another sport (36%) (Figure 9).

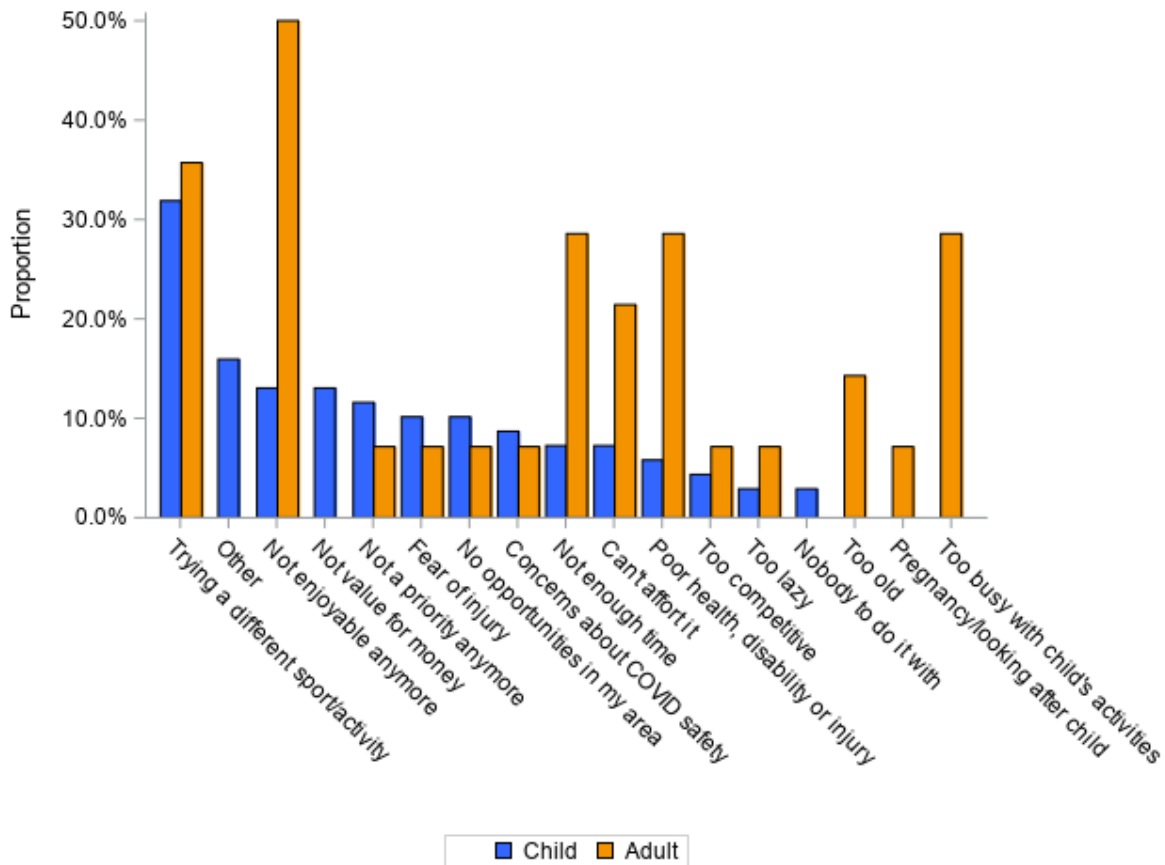


Figure 9 Reasons for considering giving up or already giving up for new players

A small number of children selected other (n=11) and provided further details on their response such as not being able to find the appropriate age group or grade and lack of professionalism at the association.

For new players who were considering giving up basketball or have already given up basketball, recommendations to retain new adult players were to:

- reduce the costs or provide discounts (50%)
- improve the skills of referees (21%)
- improve professionalism and management of clubs/associations (14%)

Recommendations for to retain new children were to:

- reduce the costs or provide discounts (38%)
- improve professionalism and management of clubs/associations (33%)
- makes clubs/associations more welcoming (20%)

Loyal Players



Children

1,798 children who have played basketball for more than 12 months and have a current membership at the time of the survey completed a survey (with their parent/guardian).

For these children (5-17 years), demographic characteristics were:

- 72% boys / 28% girls
- Older compared to other segments (mostly 13-17 years)
- 6% identify as Aboriginal/Torres Strait Islander
- 36% culturally and linguistically diverse
- 6% reported having a chronic health condition
- 8% reported being diagnosed with a mental health condition
- 23% met physical activity guidelines (60 minutes on 7 days/week)

Loyal children
have played
basketball for
33% of their
lifetime

Adults

559 adults who have played basketball for more than 12 months and have a current membership at the time of the survey completed a survey.

For these adults (18+ years), demographic characteristics were:

- 65% Male / 35% Female
- Aged mostly between 35-44 years old
- 3% identify as Aboriginal/Torres Strait Islander
- 39% culturally and linguistically diverse
- 4% LGBTQIA+
- 15% reported having a chronic health condition
- 19% reported being diagnosed with a mental health condition
- 34% met physical activity guidelines (30 minutes 5+ days/week)

Loyal adults
have played
basketball for
54% of their
lifetime

Reasons for playing Basketball

The top three reasons for loyal adults to play basketball were 1) fun/enjoyment; 2) to play competitively; and 3) to spend time with my friends (Figure 10). The top three reasons for loyal children to play basketball were 1) fun/enjoyment; 2) to play competitively; and 3) to improve skills and coordination.

Playing competitively is a higher priority for loyal players compared with new players.

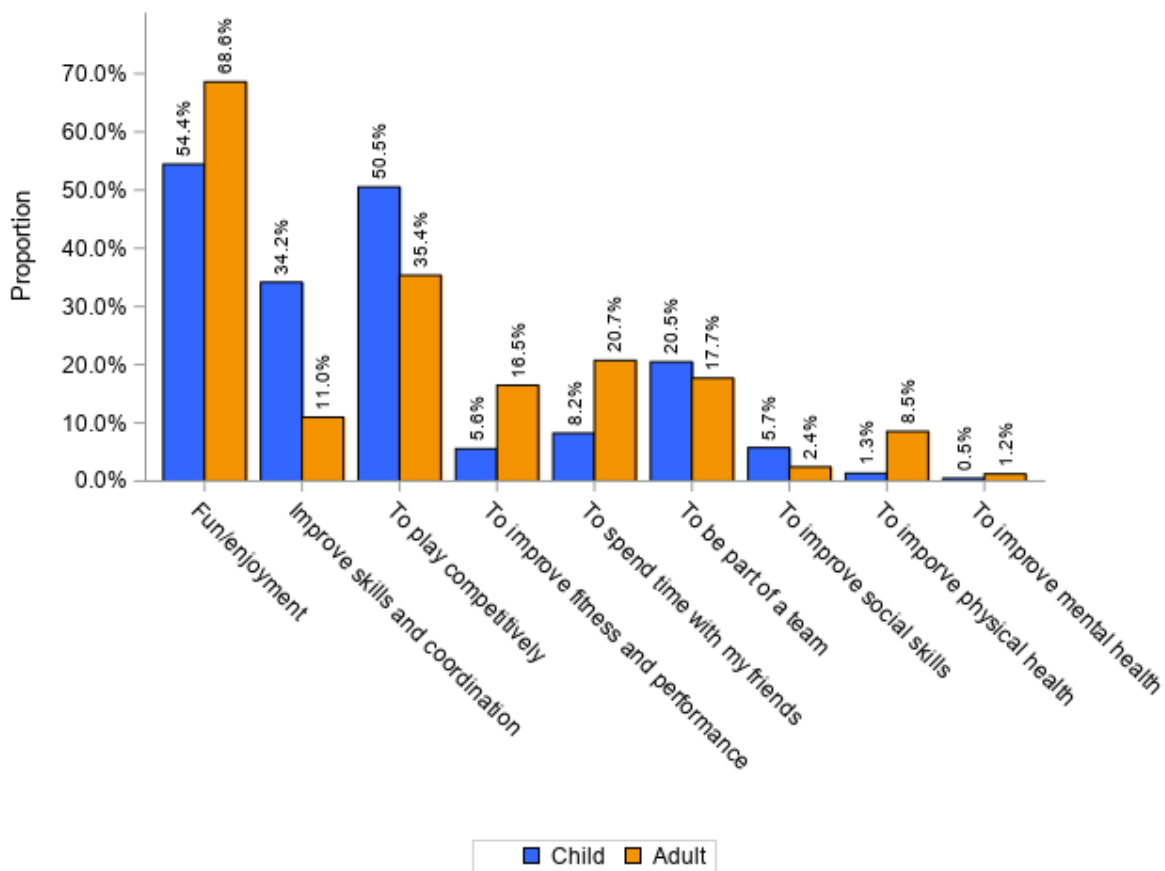


Figure 10 Reasons loyal players participate in basketball

Participation

Loyal children have played basketball for one third of their lifetime (33%), and loyal adults have played basketball for more than half of their lifetime (54%). Most loyal adults play basketball at the community level (81%) and just over half of loyal children play at the community level (54%) (Figure 11).

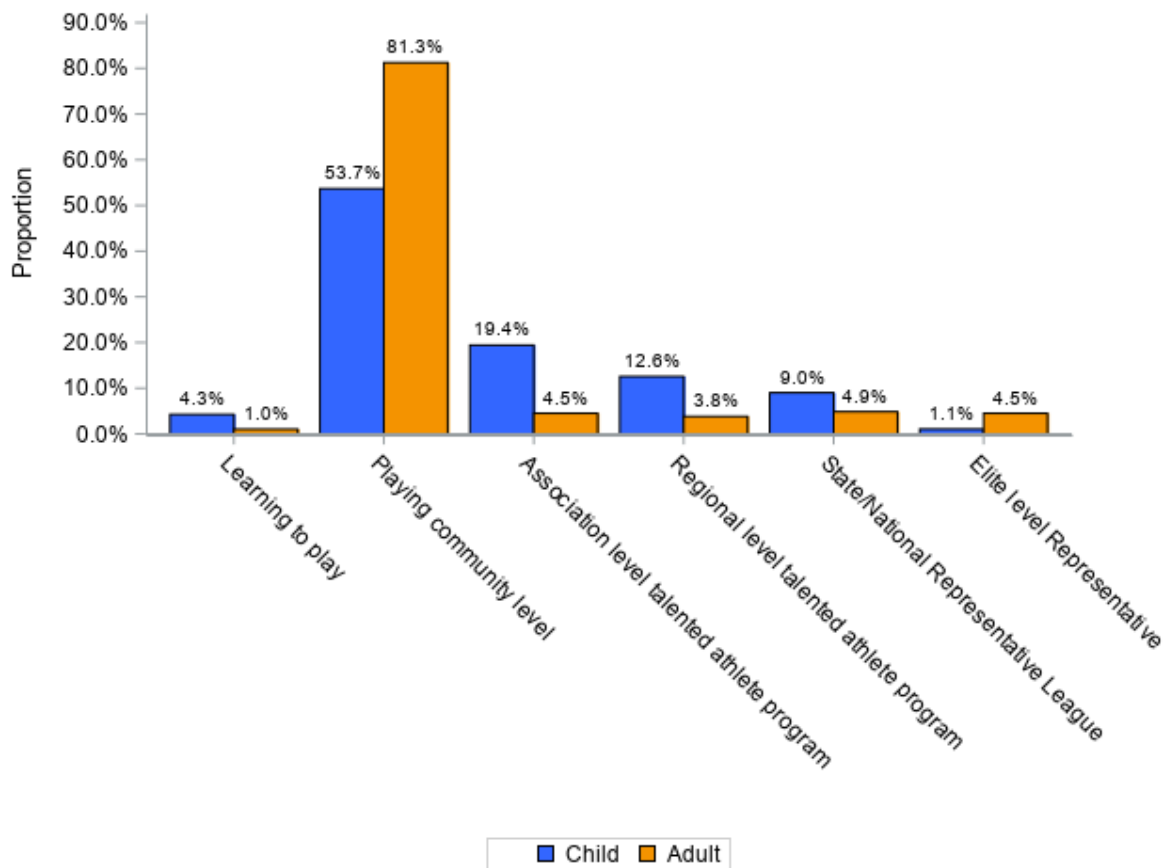


Figure 11 Highest level of participation in basketball for loyal players

Basketball sessions made up most of all structured physical activity and sport sessions for loyal players (65% for children and 65% for adults). On average, loyal children participated in 126 basketball sessions, and loyal adults participated in 73 basketball sessions during the past 12 months.

Males participated in more sessions than females in the past 12 months. For loyal children, boys participated in 136 sessions, compared with 101 sessions for girls. For loyal adults, males participated in 81 sessions, compared with 56 sessions for females.

The average duration of basketball sessions was longer for loyal children (2 hours) than loyal adults (1 hour, 25 minutes).

Loyal players mostly participated in basketball through a Basketball Club/Association, followed by socially, and then education settings (Figure 12).

Basketball makes a substantial contribution to loyal players overall physical activity.

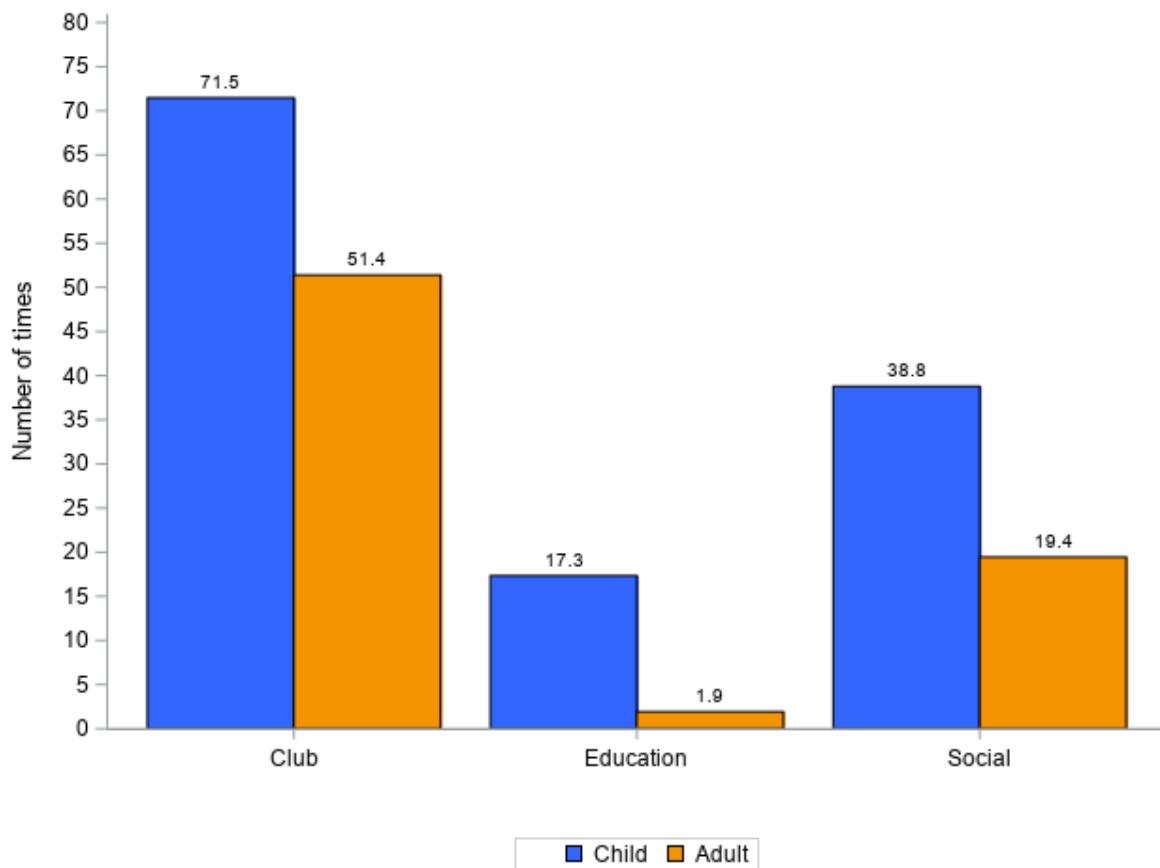


Figure 12 Settings where loyal players participate in Basketball

Sports identity

Most loyal children strongly associated themselves with basketball (78%), followed by Soccer (4%), Swimming (3%), Rugby League (3%), and AFL (2%). Similarly, most new adults strongly associated themselves with basketball (80%), followed by Netball (3%), Soccer (3%), Cricket (2%), and Rugby League (1%).

Four out of five loyal basketball players strongly identify themselves with basketball. This suggests that loyal players feel included and connected to the basketball community.

Sector involvement

Engagement in the FIBA Women's Basketball World Cup in 2022 for loyal players was low.

- 22% of loyal adults and 14% of loyal children attended a World Cup game in person
- 32% of loyal adults and 20% of loyal children watched a World Cup game on TV/mobile phone

One in four loyal players are unsure how to engage with the FIBA Women's Asia Cup in 2023.

- 9% of loyal adults and 12% of loyal children plan to attend an Asia Cup game in person
- 27% of loyal adults and 17% of loyal children plan to watch an Asia Cup game on TV/mobile phone
- **26% of loyal adults and 25% of loyal children are unsure how to engage with the Asia cup**
- 7% of loyal adults and 12% of loyal children are not interested in engaging with the Asia cup.

One in four loyal players don't know how to engage with the Asia Cup. Basketball NSW needs to increase awareness around ways for new members to engage with the upcoming major event.

Overall, 92% of loyal adults and 94% of loyal children reported being involved in different aspects of the sport. Loyal players reported watching national and international basketball games on TV or mobile devices and attending national basketball games (Figure 13).

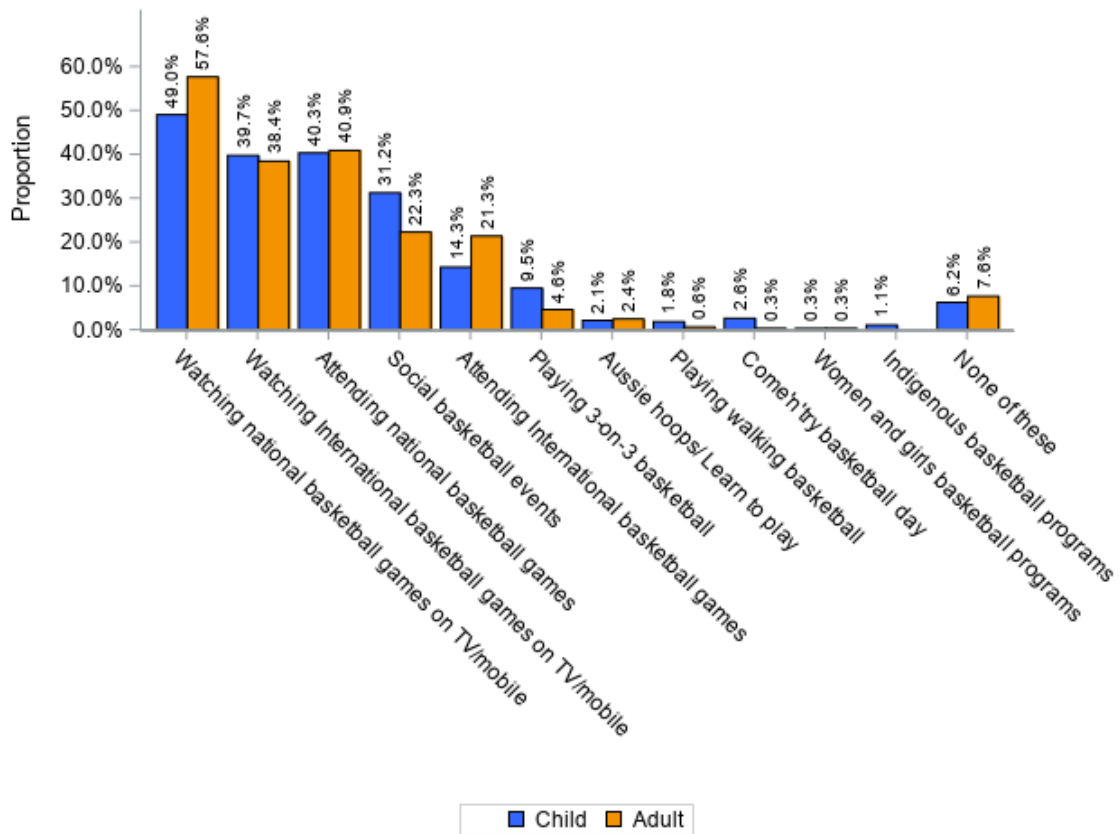


Figure 13 Involvement in basketball for loyal players

Impacts of basketball

Loyal players reported that basketball played a positive role in their life. For new adults, basketball had the greatest impact on overall health, social connection, and strength, fitness, and flexibility. For loyal children, basketball had the greatest impact on increasing skills and coordination, strength, fitness, and flexibility, and ability to work in a team.

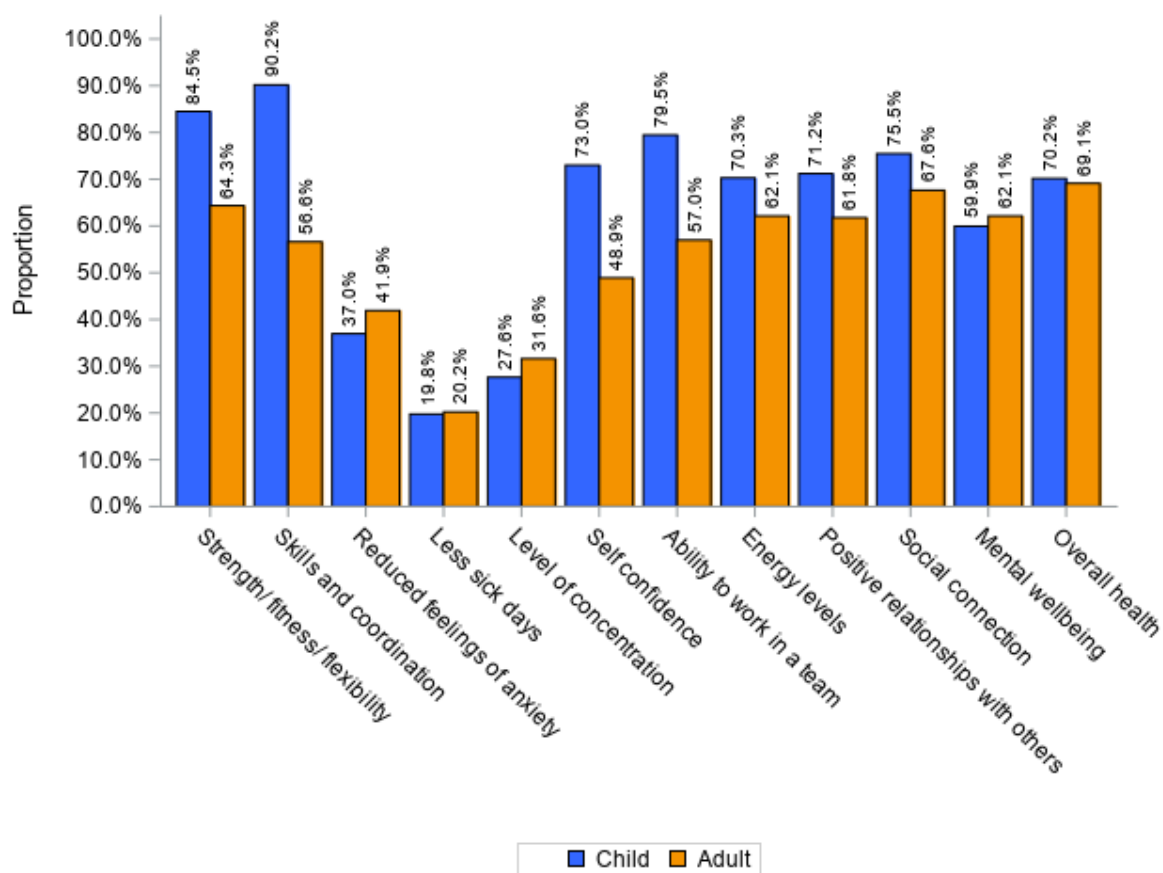


Figure 14 Impacts of basketball for loyal players

Loyal members reported many health benefits. These benefits should be highlighted to encourage more new players to participate.

Impacts of basketball for subgroups

- Loyal male and female players reported similar benefits.
- 69% of loyal Aboriginal/Torres Strait Islander players reported that basketball had improved their mental wellbeing (non Aboriginal/Torres Strait Islanders: 60%).
- 80% of loyal Aboriginal/Torres Strait Islander players reported that basketball has improved their ability to work in a team (non Aboriginal/Torres Strait Islanders: 73%).
- 84% of loyal CALD players reported that basketball has increased their strength, fitness, and flexibility (non CALD: 76%).
- 70% of loyal CALD players reported that basketball has increased their confidence (non CALD: 65%).
- 64% of loyal CALD players reported that basketball has improved their mental wellbeing (non CALD: 58%).
- 48% of new players living with disability reported that basketball has reduced feelings of anxiety (no disability: 38%).
- 89% of loyal players who identified as LGBTQIA+ reported that basketball increased their positive relationships with others (Heterosexual: 61%).

- 89% of loyal players who identified as LGBTQIA+ reported that basketball improved their mental wellbeing (Heterosexual: 61%).
- 89% of loyal players who identified as LGBTQIA+ reported that basketball improved their overall health (Heterosexual: 68%). Note. the sample size for loyal LGBTQIA+ players is small.
- 51% of loyal players who have a mental health condition reported that basketball has reduced their feelings of anxiety (no mental health condition: 36%).

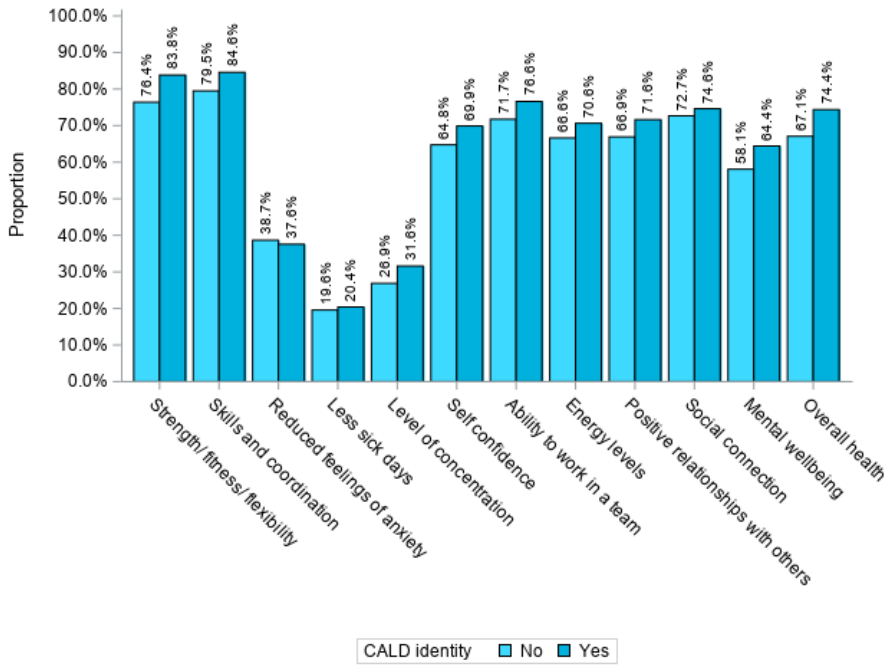


Figure 15 Impacts of basketball for loyal players by CALD identity

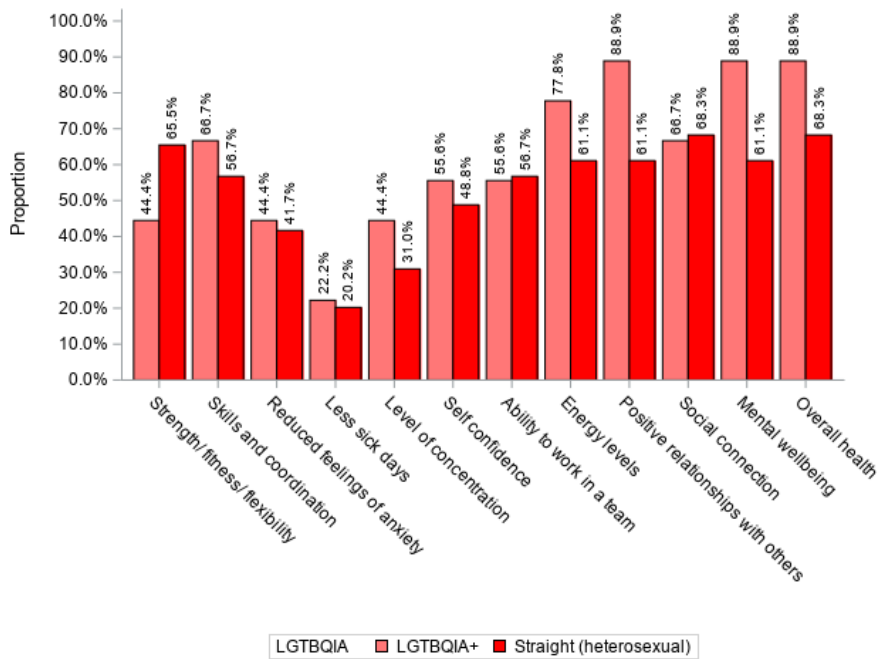


Figure 16 Impacts of basketball for loyal players by LGBTQIA

Loyal players who identified as Aboriginal/Torres Strait Islander, CALD, living with a disability, and LGBTQIA reported additional health benefits. These benefits should be highlighted to encourage more new players from these priority populations to participate

Basketball experience

Loyal players describe the basketball community as fun (n=291), competitive (n=132) friendly (n=109), and inclusive (n=85) (Figure 17).



Figure 17 Words used to describe basketball by loyal players

Loyal basketball players rated their basketball experience as very positive. On average, loyal adult players rated their overall basketball experience as 7.7/10 and loyal child players rated their overall basketball experience as 7.9/10.

Table 3 Ratings of basketball experiences for new players

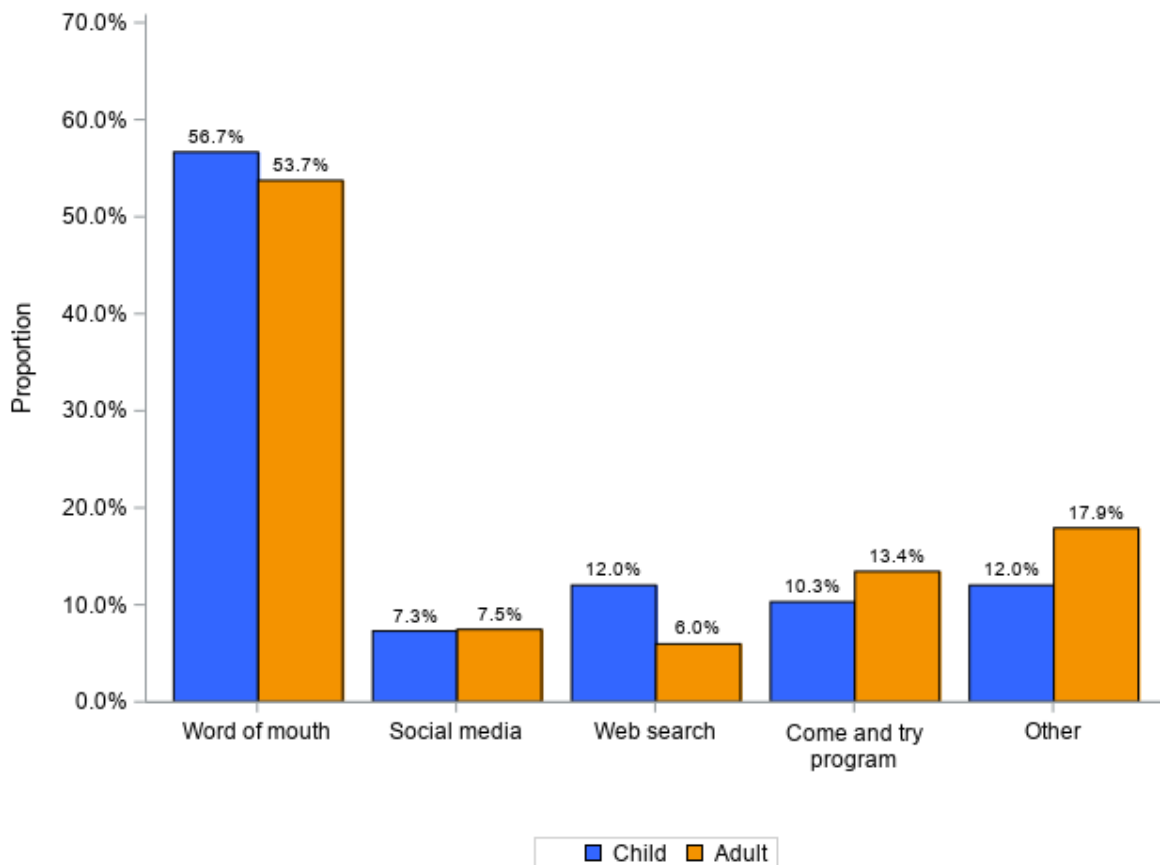
	Children Mean (SD)	Adults Mean (SD)
Value for money	7.0 (2.4)	6.3 (2.4)
Appropriate day and timing of games/training	7.3 (2.2)	7.2 (2.0)
Appropriate uniform/clothing	8.0 (2.1)	7.4 (2.1)
Access to the game/training location	7.4 (2.3)	7.2 (2.3)
Fun/enjoyment of game/training	8.4 (1.8)	8.2 (1.7)
Appropriate challenge/grade of training/game	7.5 (2.3)	7.5 (2.0)
Appropriate team allocation with peers/friends	7.7 (2.2)	7.9 (1.9)
Inclusive and welcoming culture	7.7 (2.3)	7.6 (2.2)
Skills/experience of the coach	7.3 (2.5)	6.3 (3.0)
Skills/experience of referees and officials	6.6 (2.3)	6.0 (2.2)
Quality of facilities	6.8 (2.5)	6.5 (2.3)
Safe environment	8.0 (2.0)	7.7 (2.0)
Overall basketball experience	7.9 (1.9)	7.7 (1.7)

Note. SD = Standard Deviation. The smaller the SD, the closer all responses are to the mean.

94% of loyal adults and 93% of loyal children reported that they would recommend basketball to their family and friends

Returning to basketball

Returning players were those who had returned to play basketball in the past 12 months after having a break from playing that lasted a year or more. More than half of returning players reported hearing about the Basketball club/association they returned to through word of mouth (57% of returning children and 54% of returning adults). 'Other' responses returning players heard about the club/association were through school, family members being involved in the sport, and adults playing when they were younger.



On a scale from very difficult (1) to very easy (4), returning players rated how easy or difficult it was for them to find and participate in basketball through an Association when they wanted to. On average, returning children reported that it was **3.0 = Easy** (SD=0.71) and returning adults reported that it was **3.1 = Easy** (SD=0.80) to find and participate in basketball when they wanted to.

Retention of loyal players

Most returning players were planning to continue playing basketball in the next 12 month. Only 10% of children and 17% of adults were considering giving up or had already given up basketball. The main reason for returning children considering giving up was not enjoying basketball anymore (25%), other (25%), trying a different sport/activity (21%). The main reasons for returning adults were poor health, disability, or injury (28%), fear of injury (28%), and not enjoyable anymore (22%) (Figure 22).

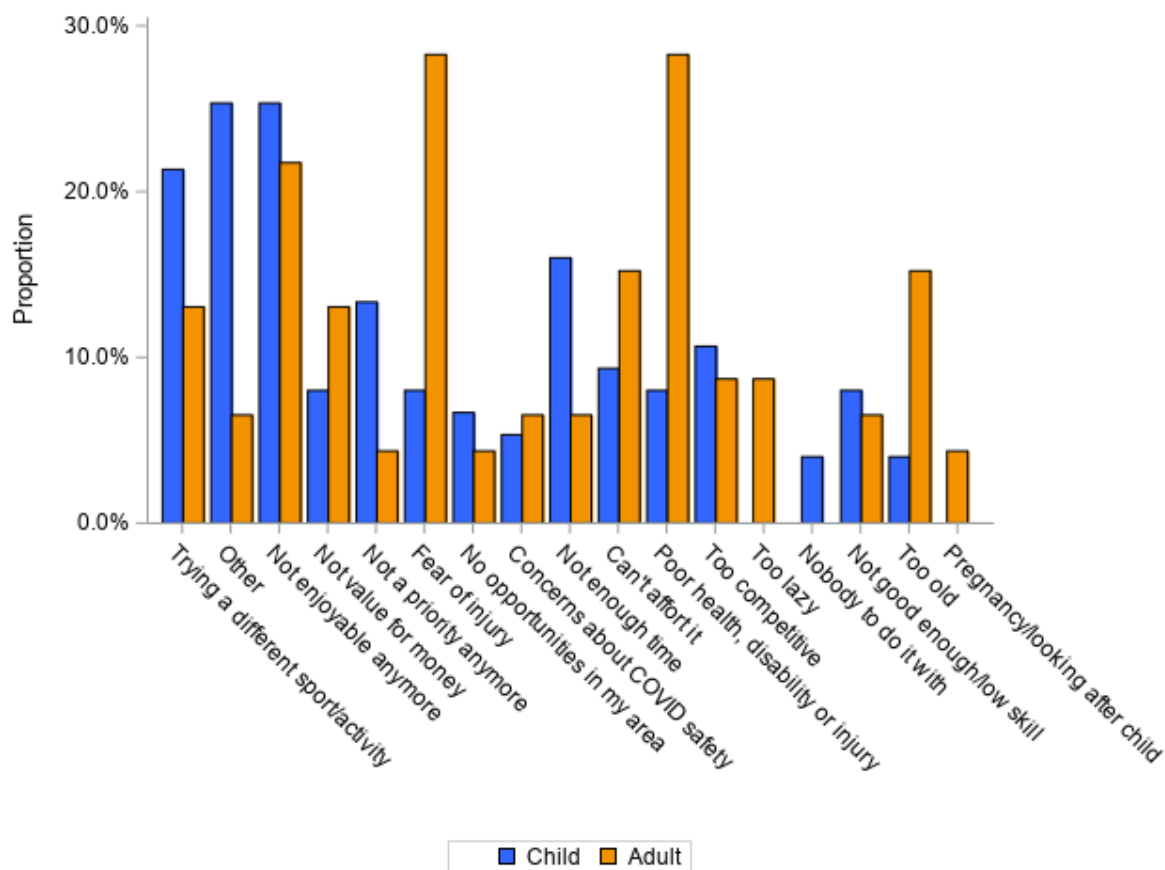


Figure 18 Reasons for considering giving up or already giving up for new players

A small number of children selected other (n=19) and provided further details on their response such as bullying, game times not being appropriate, and lack of professionalism at the association.

For returning players who were considering giving up basketball or have already given up basketball, recommendations to retain new adult players were to:

- reduce the costs or provide discounts (54%)
- improve professionalism and management of clubs/associations (35%)
- make clubs/associations more welcoming (26%)

Recommendations for to retain returning children were to:

- improve professionalism and management of clubs/associations (43%)
- provide more flexible game/training times (33%)
- reduce the costs or provide discounts (29%)

Lost Players

Who are lost players?

We used registration data to identify subgroups of members who were most likely to drop out of basketball. We used two measures of retention – the retention ratio (current members/previous members) and odds ratios (calculated using logistic regression). Low retention ratios and high odds ratios indicate that the group of members were more likely to drop out of basketball.

Members most likely to drop out of basketball were:

- Females 15-17 years (OR: 7.90, 95% CI 6.68, 9.34). This can be interpreted as females aged 15-17 years were 7.9 times more likely to drop out of basketball compared with females aged <10 years.
- Females 18-24 years (OR: 7.03, 95% CI 5.83, 8.49)
- Members playing in Central Coast region (OR: 7.5, 95% CI 6.12, 9.2)

	Number of lost members	Retention ratio	Odds ratio (95% Confidence interval)
Females			
<10 years	885	0.94	Reference
11-12 years	1231	0.58	2.47 (2.14, 2.86)
13-14 years	1609	0.41	5.10 (4.36, 5.98)
15-17 years	1975	0.32	7.90 (6.68, 9.34)
18-24 years	1292	0.27	7.03 (5.83, 8.49)
25-34 years	618	0.42	3.19 (2.63, 3.87)
35-44 years	571	0.55	2.52 (2.09, 3.03)
45-54 years	301	0.47	3.36 (2.58, 4.37)
55-100 years	98	0.43	4.43 (2.71, 7.23)
Males			
<10 years	1729	1.23	0.66 (0.59, 0.74)
11-12 years	2420	0.84	1.25 (1.12, 1.40)
13-14 years	3585	0.61	2.28 (2.04, 2.56)
15-17 years	5905	0.44	4.71 (4.2, 5.28)
18-24 years	5268	0.30	6.60 (5.83, 7.46)
25-34 years	1728	0.41	3.54 (3.07, 4.08)
35-44 years	1421	0.50	3.37 (2.91, 3.91)
45-54 years	627	0.45	4.84 (3.89, 6.03)
55-100 years	149	0.41	5.61 (3.61, 8.73)
Region	276	0.49	
New England & Northwest	1317	0.67	Reference
ACT	100	0.30	2.40 (1.50, 3.83)
Central Coast	1766	0.16	7.50 (6.12, 9.20)

Central West & Orana	1644	0.62	1.18 (1.04, 1.33)
Far West	8	0.83	0.70 (0.24, 2.03)
Hunter	3805	0.45	2.24 (1.99, 2.52)
Illawarra & South Coast	1730	0.58	1.42 (1.25, 1.62)
Metropolitan Sydney	14643	0.54	1.52 (1.38, 1.67)
North Coast	2317	0.57	1.28 (1.13, 1.44)
Riverina Murray	2436	0.60	1.45 (1.29, 1.64)
Southeast & Tablelands	1370	0.63	1.14 (1.00, 1.30)

Note. The retention ratio was calculated as the number of current members (i.e., hold a current membership in the past 12 months) divided by the number of members in the previous period (January 2020 to March 2022). Classification of current players has some limitations, as the registration database may not be up to date.

Children

530 children who have stopped playing basketball in the past 12 months completed a survey (with their parent/guardian).

For these children (5-17 years), demographic characteristics were:

- 68% boys / 32% girls
- Younger compared to other segments
- 5% identify as Aboriginal/Torres Strait Islander
- 35% culturally and linguistically diverse
- 7% reported having a chronic health condition
- 8% reported being diagnosed with a mental health condition
- 19% met physical activity guidelines (60 minutes on 7 days/week)



Lost children have played basketball for 30% of their lifetime

Adults

271 adults who have stopped playing basketball in the past 12 months completed a survey.

For these adults (18+ years), demographic characteristics were:

- 63% Male / 37% Female
- Mostly aged between 18-44 years old
- 4% identify as Aboriginal/Torres Strait Islander
- 39% culturally and linguistically diverse
- 3% LGTBQIA+
- 13% reported having a chronic health condition
- 12% reported being diagnosed with a mental health condition
- 38% met physical activity guidelines (30 minutes 5+ days/week)



Lost adults have played basketball for 50% of their lifetime

Reasons for leaving basketball

Top reasons for children to stop playing basketball were to try a different sport/activity (29%), not enjoyable anymore (22%), and other (21%) (Figure 19). Top reasons for adults to stop playing basketball were poor health, disability or injury (21%), trying a different sport/activity (20%), and fear of injury (20%). See Appendix A and B for the full list of 'other' reasons for children and adults.

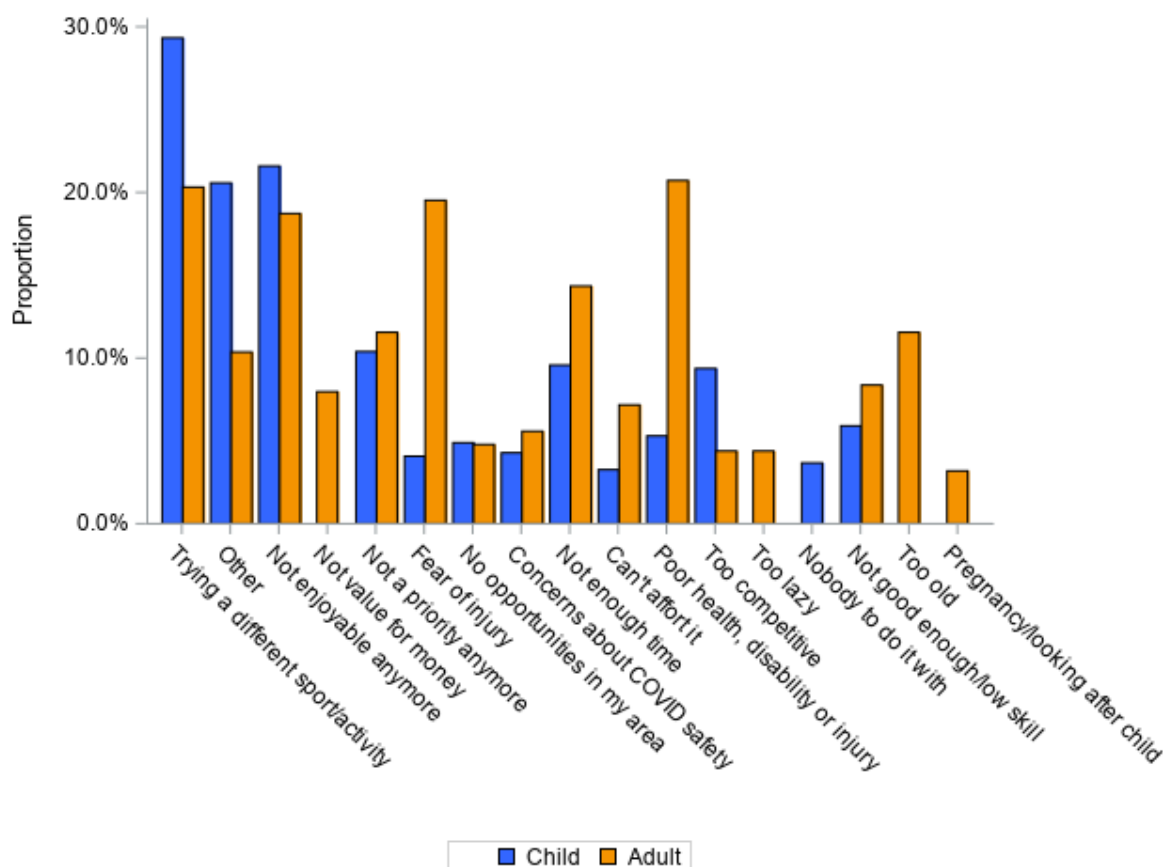


Figure 19 Reasons for considering giving up or already giving up for lost players

Recommendations

Top recommendations of what would encourage lost children to return (Figure 20):

- improve professionalism and management of clubs/associations (28%)
- reduce the costs or provide discounts (24%)
- other (23%)

Top recommendations of what would encourage lost adults to return (Figure 20):

- reduce the costs or provide discounts (40%)
- improve professionalism and management of clubs/associations (23%)
- other (19%)

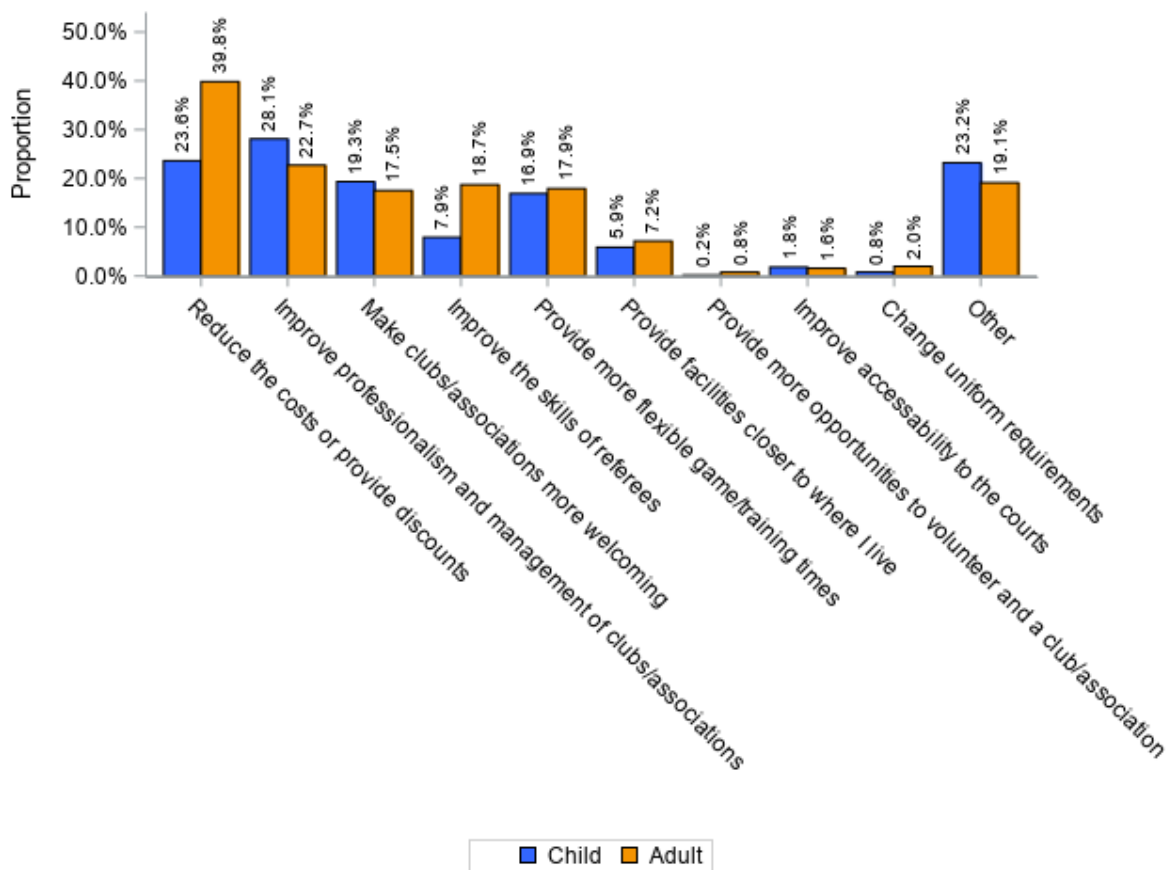


Figure 20 Recommendations of what would encourage lost players to return

Other recommendations for lost children included providing social, less competitive opportunities, making it easier to find an appropriate team, different game times, and taking action on bullying.

“Provide social competition to retain girls in sport”

“Provide professional (or at least experienced) coaches - not just kids who show up (sometimes) who have no idea, no leadership & no communication skills”

“To not be so competitive”

“Have a team that just plays for fun. No competing”

“Make it easier to find information on how to join a team”

“Information from clubs about how to join teams. I have received no information on how to join a team after he has finished primary school”

“Make available more pathways to join existing teams”

“It was really difficult to find a team to join so we had to give up”

“Late Friday night games were too hard for most of the team, so they quit”

“More appropriate grading”

“Offer the sport at my school”

“Not let kids bully other children. Make new comers feel welcome.”

“Injury recovery”

Other recommendations for lost adults included providing social and modified versions of the sport, making it easier to find an appropriate team, different game times, improving team grading and referee quality.

“Creation of social competitions”

“Introduce 3x3 to local area”

“Walking basketball”

Opportunities for walking basketball would be great”

“Make it easier to slot into teams”

“Game times not so late at night”

“Poor refereeing and very late games like 10pm is not safe and healthy”

“Improve facilities, better quality of referees”

“More qualified referees”

“Experienced referees”

“Improve team grading before season starts so all teams are on even”

“Fairer grading”

Participation

Although lost players are no longer playing basketball through a club/association, lost children reported playing on average 50 sessions of basketball in the past 12 months and lost adults reported playing on average 34 sessions of basketball in the past 12 months. Most of these sessions were played in social settings. This confirms that lost members are looking for social, less competitive versions of the sport.

Lost players recommended social, less competitive versions of the game, and lost players are still playing some basketball in social settings. This highlights the need for social, less competitive versions of the sport to be provided by clubs/associations.

Sector involvement

Engagement in the FIBA Women's Basketball World Cup in 2022 for lost players was low.

- 12% of lost adults and 0% of lost children attended a World Cup game in person
- 28% of lost adults and 18% of lost children watched a World Cup game on TV/mobile phone

One in five lost players are unsure how to engage with the FIBA Women's Asia Cup in 2023.

- 7% of lost adults and 5% of lost children plan to attend an Asia Cup game in person
- 25% of lost adults and 12% of lost children plan to watch an Asia Cup game on TV/mobile phone
- **18% of lost adults and 29% of lost children are unsure how to engage with the Asia cup**
- 20% of lost adults and 31% of lost children are not interested in engaging with the Asia cup.

One in five lost players don't know how to engage with the Asia Cup. Basketball NSW needs to increase awareness around ways for new members to engage with the upcoming major event.

One in five lost adults (22%) and a third of lost children (37%) were not involved in any aspects of basketball. However, almost half (45%) of lost adults and one quarter of lost children (25%) still watched national basketball games on their TV/mobile (Figure 21).

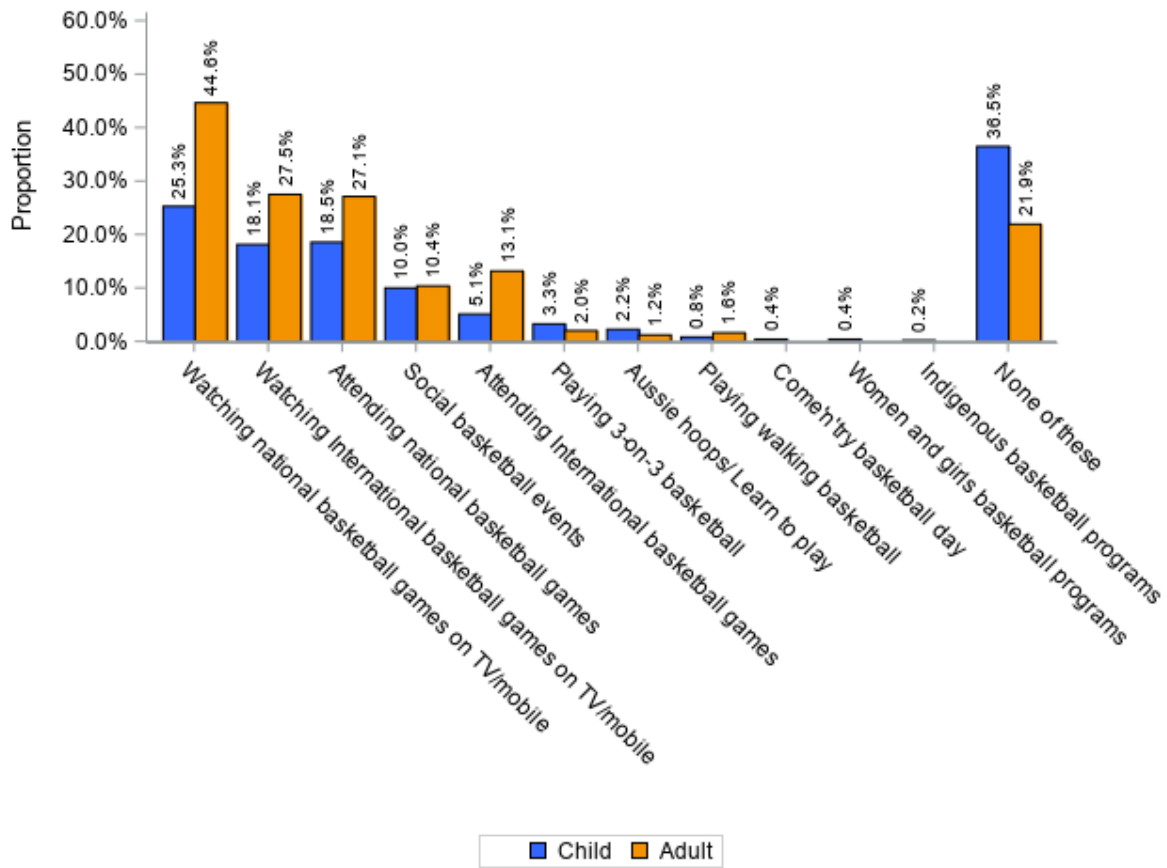


Figure 21 Involvement in basketball for lost players

Basketball experience

Lost players describe the basketball community as fun (n=482), competitive (n=244) friendly (n=212), and inclusive (n=153) (Figure 22).



Figure 22 Words used to describe basketball by new players

On average, lost adult players rated their overall basketball experience as 6.6/10 and lost child players rated their overall basketball experience as 5.7/10 (Table 4). For lost adults the lowest rated aspect of their basketball experience was the skills/experience of referees and officials (5.3) and value for money (5.5). For lost children, the lowest rated aspects of their basketball experience were appropriate challenge/grade (5.7), appropriate team allocation (5.7), inclusive and welcoming culture (5.7), and skills/expertise of the coach (5.7).

Table 4 Ratings of basketball experiences for lost players

	Children Mean (SD)	Adults Mean (SD)
Value for money	5.9 (2.4)	5.5 (2.5)
Appropriate day and timing of games/training	6.1 (2.4)	6.3 (2.2)
Appropriate uniform/clothing	7.4 (2.2)	7.3 (2.0)
Access to the game/training location	6.7 (2.5)	6.7 (2.5)
Fun/enjoyment of game/training	6.2 (2.5)	7.1 (2.2)
Appropriate challenge/grade of training/game	5.7 (2.6)	6.9 (2.2)
Appropriate team allocation with peers/friends	5.7 (2.8)	7.0 (2.3)
Inclusive and welcoming culture	5.7 (2.9)	6.5 (2.7)
Skills/experience of the coach	5.7 (2.8)	6.4 (2.8)
Skills/experience of referees and officials	5.8 (2.4)	5.3 (2.4)
Quality of facilities	6.3 (2.5)	6.2 (2.2)
Safe environment	7.4 (2.1)	7.5 (2.3)
Overall basketball experience	5.7 (2.3)	6.6 (2.0)

Note. SD = Standard Deviation. The smaller the SD, the closer all responses are to the mean.

82% of lost adults and 63% of lost children reported that they would recommend basketball to their family and friends

Non-Players



354 non-players completed a survey about their involvement in non-player roles. 32% of all basketball players reported that they also fulfil non-player roles in their club/association.

The characteristics of members who only hold non-players roles are:

- 52% Male / 49% Female
- 48% aged between 45-54 years
- 3% identify as Aboriginal/Torres Strait Islander
- 37% culturally and linguistically diverse
- 0% LGBTQIA+
- 19% reported having a chronic health condition
- 13% reported being diagnosed with a mental health condition
- 24% met physical activity guidelines (30 minutes 5+ days/week)

Non-players
had played
Basketball
for 28% of
their lifetime

Reasons for taking part in non-player roles

The top reasons for taking part in non-player roles with Basketball were:

To be more involved
with family
members interests
64%

Community service
/ Give back
51%

To develop athletes
and help them
achieve their goals
49%

Gives me something
to do (49%)

There were gender differences for reasons for taking part in non-player roles. Females were more likely to fulfil non-player roles to be more involved with family members interests compared with males (Figure 23). Whereas males were more likely to fulfil these roles to develop athletes and help them achieve their goals.

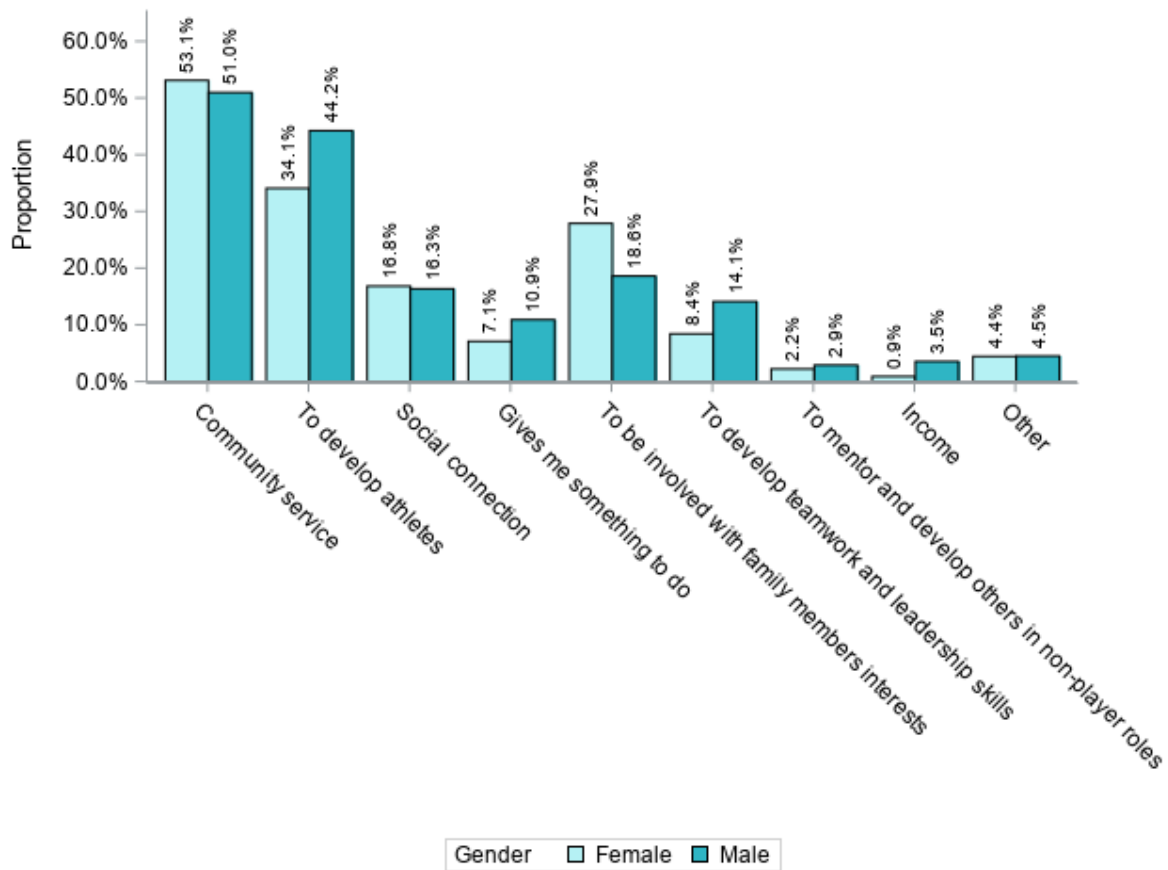


Figure 23 Reasons for taking part in non-player roles by gender

Types of non-player roles

All players and non-players were asked about their non-player roles within their club/association. A total of 603 adults and 129 children indicated that they fulfil non-player roles (Figure 24).

Men are more likely to be coaches and females are more likely to be team managers or coordinators (Figure 25). This is consistent with national data from AusPlay and the Australia Bureau of Statistics.

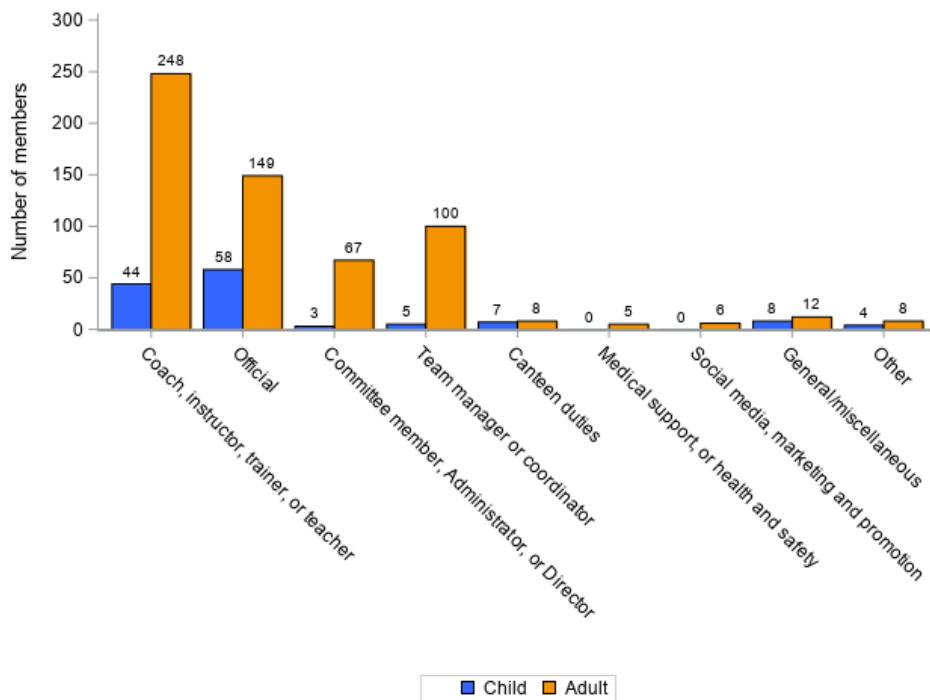


Figure 24 number of members fulfilling each non-player role

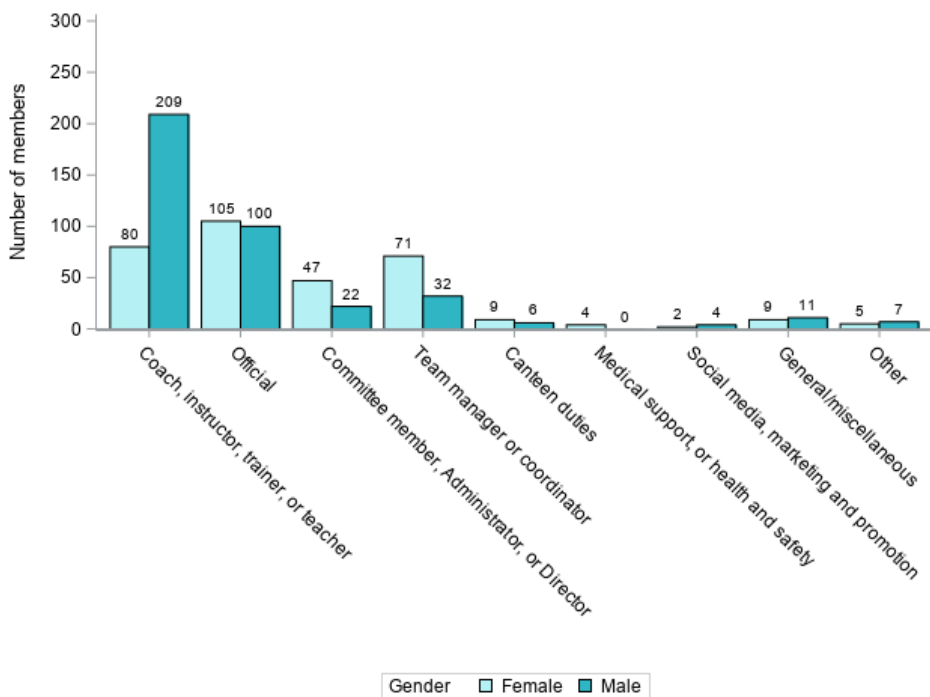


Figure 25 number of members fulfilling each non-player role by gender

Contribution of non-players

Across all non-player roles in basketball, 28% of females and 41% of males were paid for their non-player role.

Time commitments of non-player roles:

- ranged from 4 minutes to 3,600 minutes (60 hours per week)
- overall, on average, 383 minutes per week (6 hours 23 minutes)

- for those not paid, on average 333 minutes per week (5 hours 33 minutes)
- for those paid, on average 457 minutes per week (7 hours 37 minutes)

Recognition for contribution

The most important forms of recognition for non-players were:

1. None – I don't feel the need for recognition (40%)
2. Being accepted as a valuable team member (19%)
3. A personal thank you (16%)
4. Feedback about my contribution (7%)

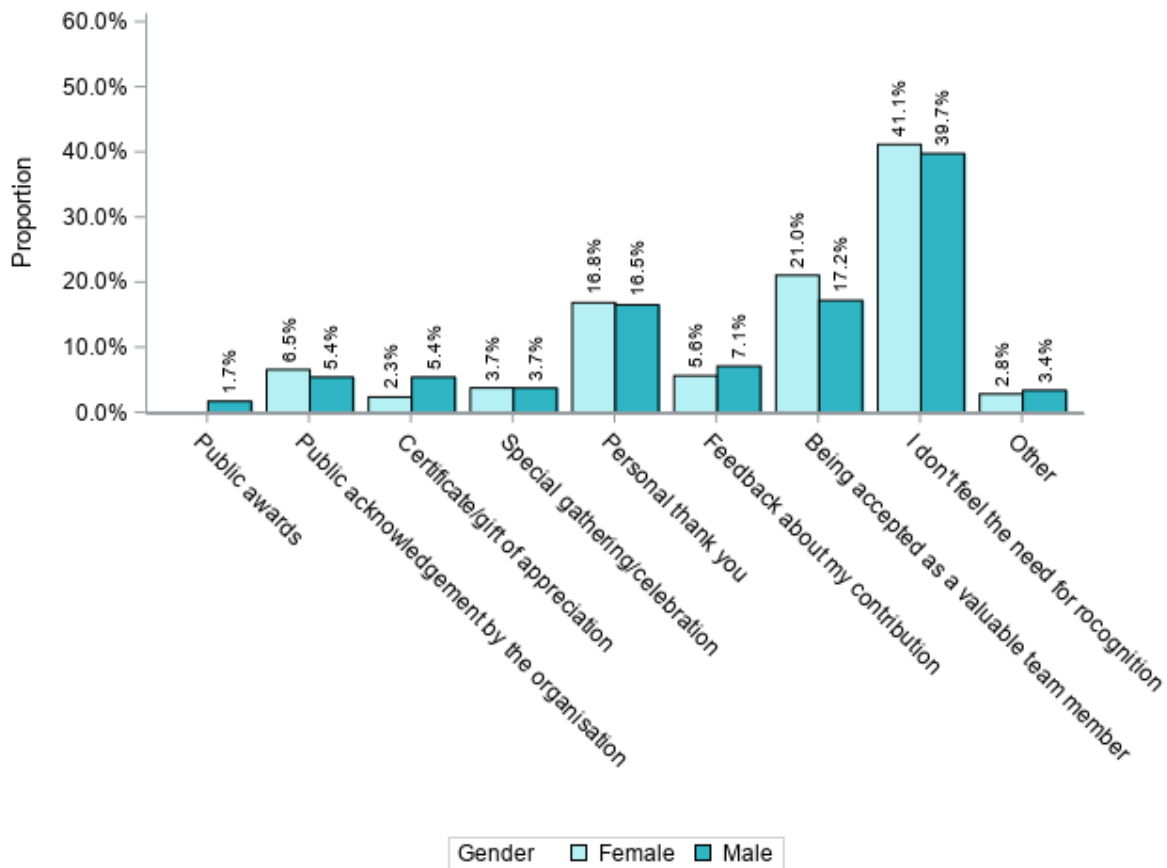


Figure 26 important forms of recognition for non-players by gender

Non-player role development

Training is an important step in the development process for non-players. 62% of members fulfilling non-player roles had received some form of training (though Basketball NSW or somewhere else). Of these, 36% had received formal training/accreditation, 18% had received informal guidance, and 9% received training elsewhere (e.g., Tertiary education), while 36% had not received any training for their non-player role.

Non-players who fulfilled medical support or health and safety roles were the most likely to have received some form of training (80%), followed by coaches (73%), and officials (69%).

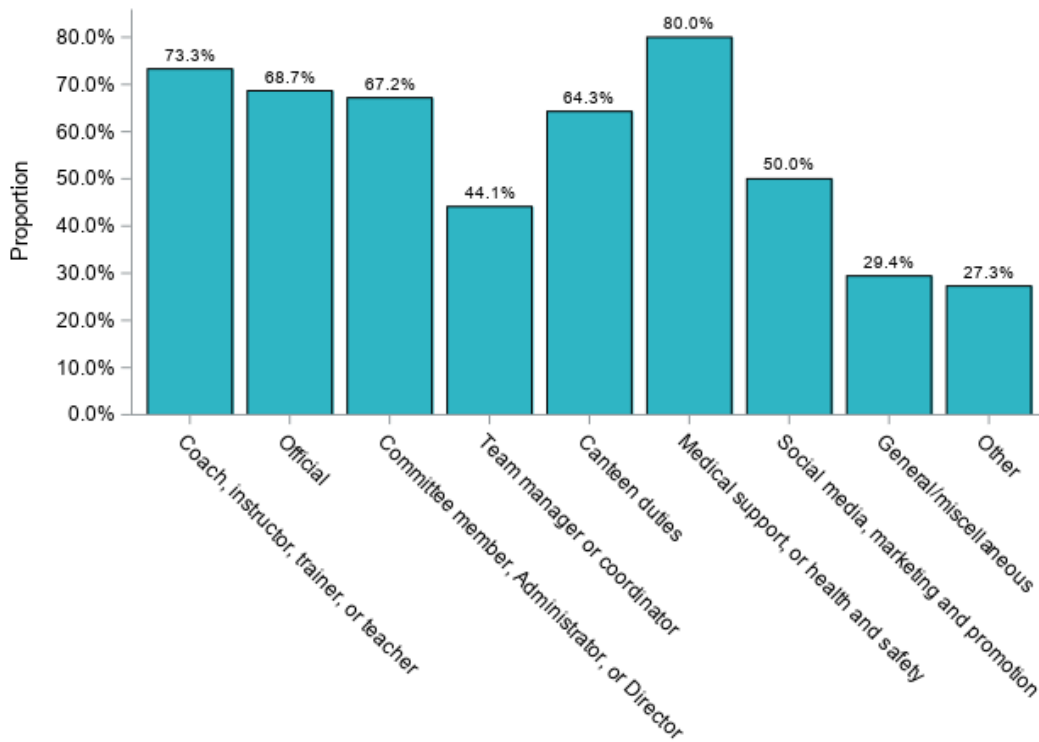


Figure 27 the proportion of non-players who have received training by role type

58% of non-players reported feeling satisfied or very satisfied with their development through non-player pathways in Basketball

Suggestions about development through non-player roles included:

“I think there is very little guidance, and it is essentially 'wing it' in lots of these volunteer roles.”

“Have a refresher on rule changes and current interpretation of the existing rules, even an online portal would be handy”

“More pathways required. More online course. My daughter would like to referee but has been on the waitlist for 12 months”

“There needs to be access to a greater number of coaching courses.”

“No training available / provided for upskilling regarding scoring / bench requirements needed as team manager / parent of rep athlete”

“It's hard to get more information regarding the coaching courses and pathway.”

Reasons for stopping non-player roles

78% of non-players indicated that they are planning to continue in their non-player roles with Basketball in the next 12 months. For the 22% who indicated they will not continue, reasons included:

“Not enough support for coaches”

“Takes up too much time. No support from association.”

“I have managed teams and volunteered for 17 years, and I feel it’s time to move aside and let the younger generation fill roles.”

“My son stopped playing”

Impacts of non-player roles

Non-players reported that basketball played a positive role in their lives. Social connection was the most reported reason for taking part in non-player roles (Figure 28).

- **61% of non-players reported that their role increased their social connection**
- 44% of non-players reported that their role increased their problem-solving skills
- 39% of non-players reported that their role increased their physical activity levels

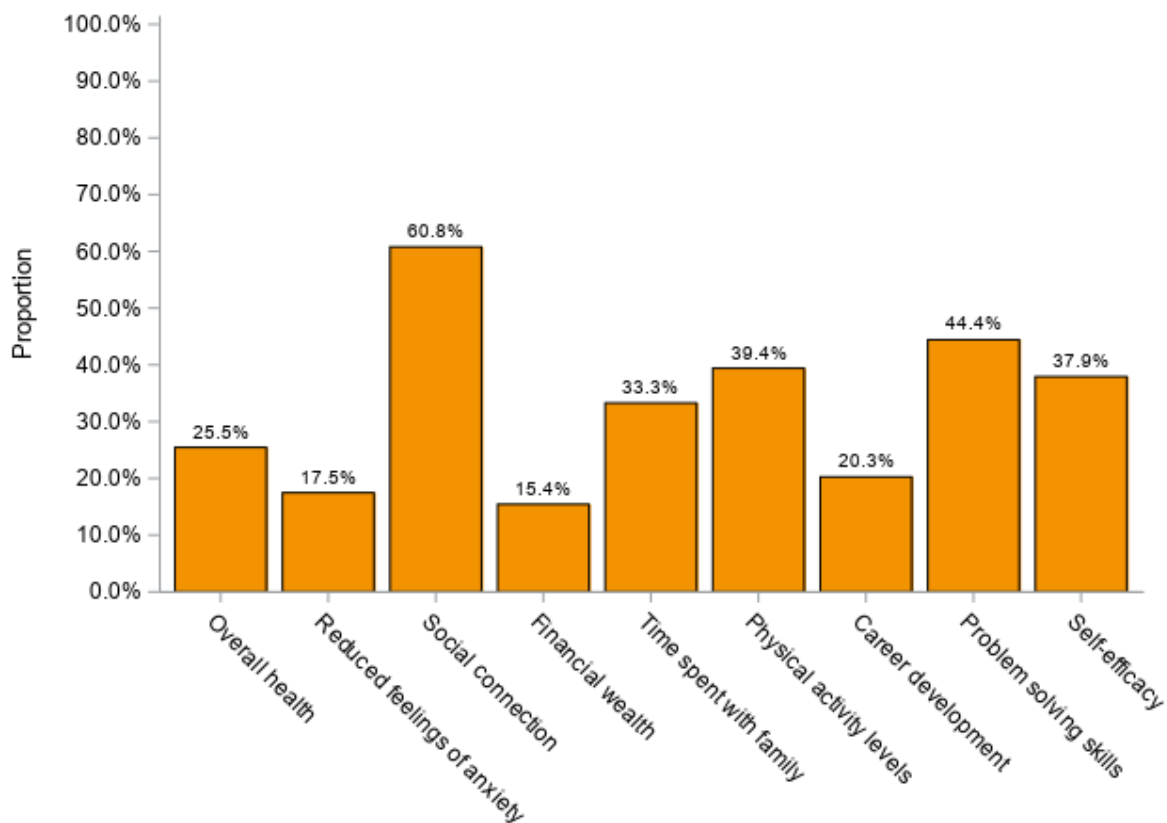


Figure 28 Impact of basketball for non-players

Non-player roles have many benefits. These benefits should be highlighted to encourage more members to volunteer.

Insights about all Basketball NSW members

FIBA Women's Basketball World Cup awareness

We collected information about engagement in the FIBA Women's Basketball World Cup in 2022.

- 20% of adults and 6% of children attended a World Cup game in person
- 32% of adults and 19% of children watched a World Cup game on TV/mobile phone

We also collected information about intention to engage with the FIBA Women's Asia Cup in 2023.

- 11% of adults and 10% of children plan to attend an Asia Cup game in person
- 27% of adults and 16% of children plan to watch an Asia Cup game on TV/mobile phone
- **22% of adults and 29% of children are unsure how to engage with the Asia cup**
- 10% of adults and 17% of children are not interested in engaging with the Asia cup.

Travel time

Most members travel to and from basketball by car. 90% of adults travel to and from basketball by car, as the driver and another 7% travel by car, as the passenger. 91% of children travel to and from basketball by car, as the passenger, and another 4% travel by car as the driver.

On average, members spent 21 minutes traveling to and from basketball. This varied by region (Figure 29), with adults from metropolitan Sydney having the longest travel time (26 minutes) and children from the Hunter having the longest travel time (23 minutes).

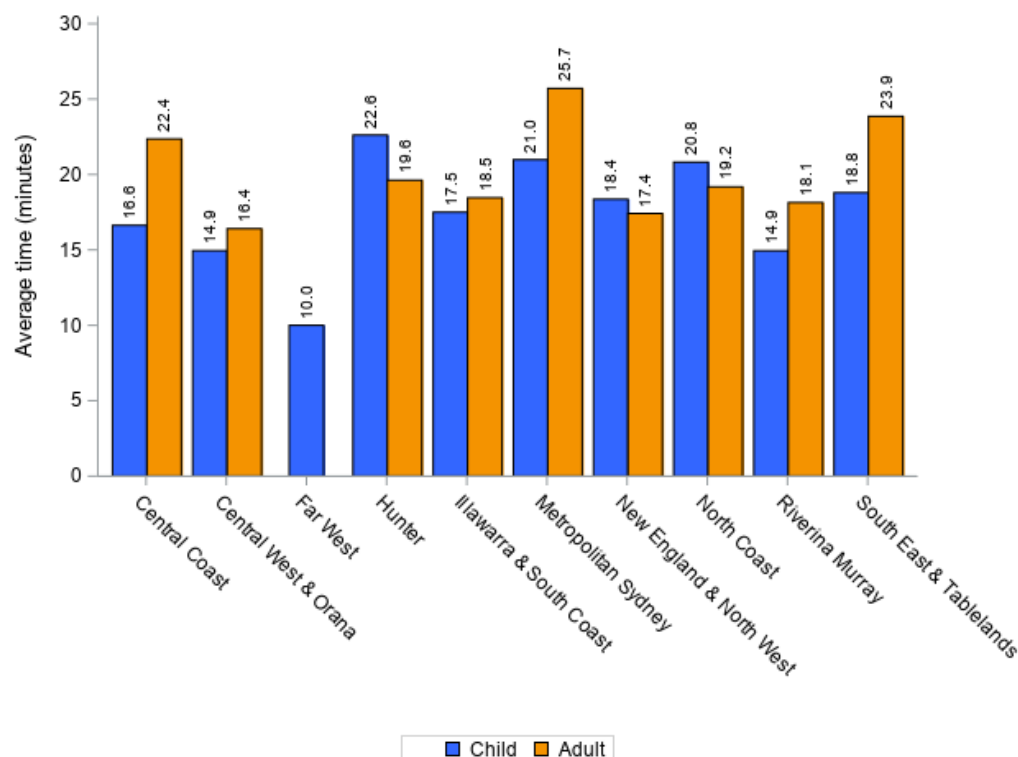


Figure 29 Travel time (one way) by region

Annual costs and membership fee payment

In 2022, the median expenditure on sport and structured physical activity was \$660 for adults and \$700 for children in NSW⁶. Basketball NSW members, spend less than members of other sports in NSW. The annual cost of playing basketball for each member segment are presented below:

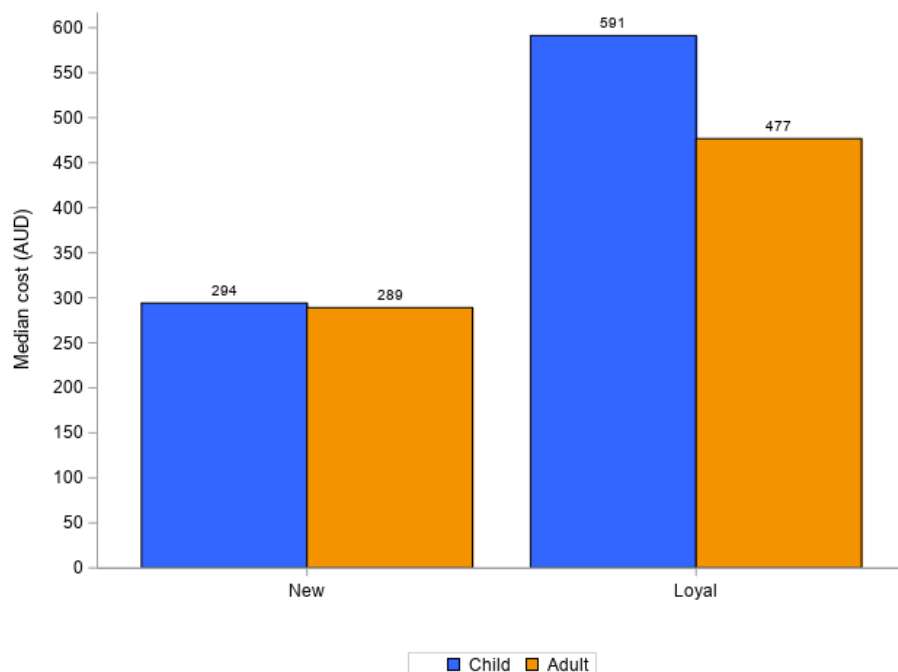


Figure 30 Annual cost of playing basketball for new and loyal members

Basketball membership requires fees for Basketball NSW that are paid annually, plus the local association fees. When members were asked “How would you like to pay your basketball NSW membership in the future?” responses were:

1. In one go – annual one off fee (46%)
2. Per competition season (29%)
3. Direct debit instalments (7%)
4. Per game (pay as you go) (5%)

Active Kids voucher use

Currently, each school-enrolled child living in NSW is eligible to receive one \$100 Active Kids voucher to reduce the cost of registration on sport and active recreation program. Basketball NSW has supported their clubs and associations to register in the Active Kids program.

92% of eligible members reported they had used an Active Kids voucher in the past 12 months to reduce the cost of registration in sport. Most children (77%) used it to reduce the cost of their Basketball registration and 30% reported having used two Active Kids vouchers to reduce the cost of basketball.

⁶ Australian Sports Commission. Ausplay (2022). Australian Government.

Top brands associated with Basketball

Nike and Spalding were the top two brands that adults and children associated with basketball (Figure 31).

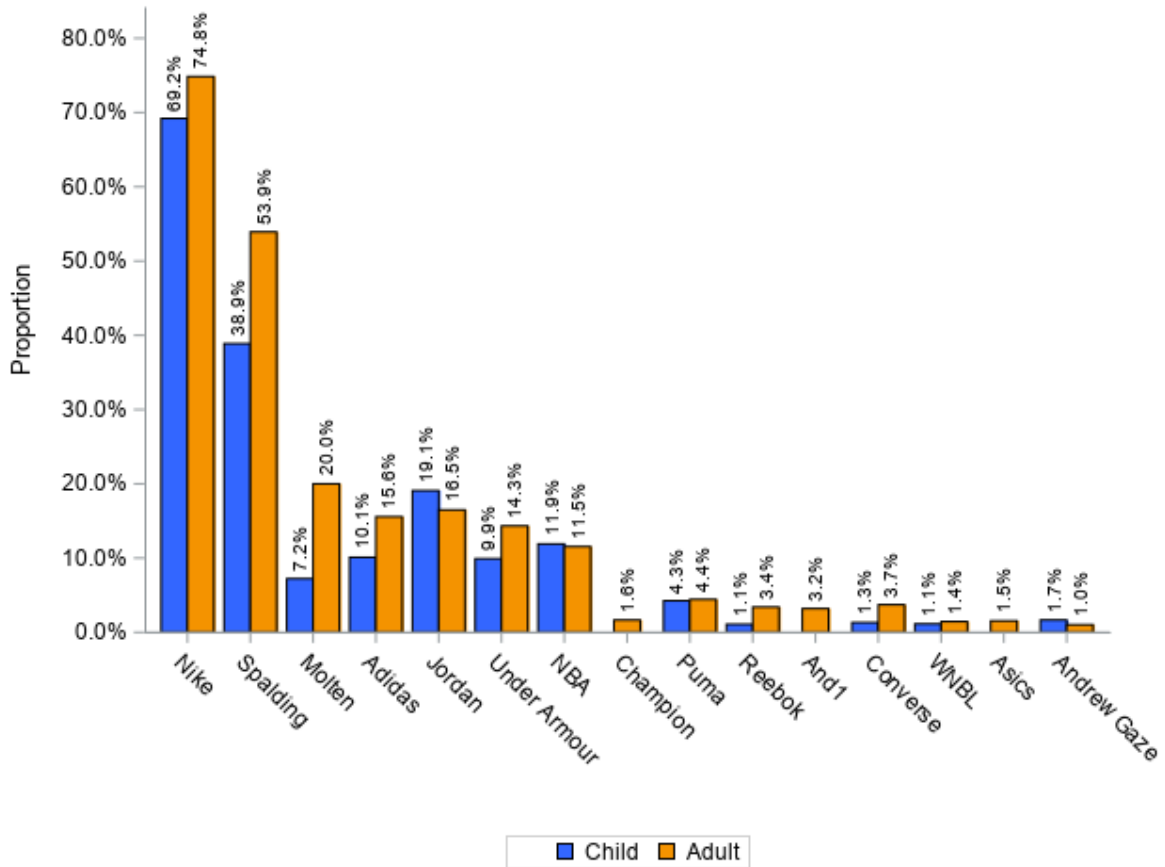


Figure 31 Brands that members associate with basketball

Appendix

Appendix A: Changes from the 2021 survey to the 2023 survey

Basketball experience in 2021 and 2023

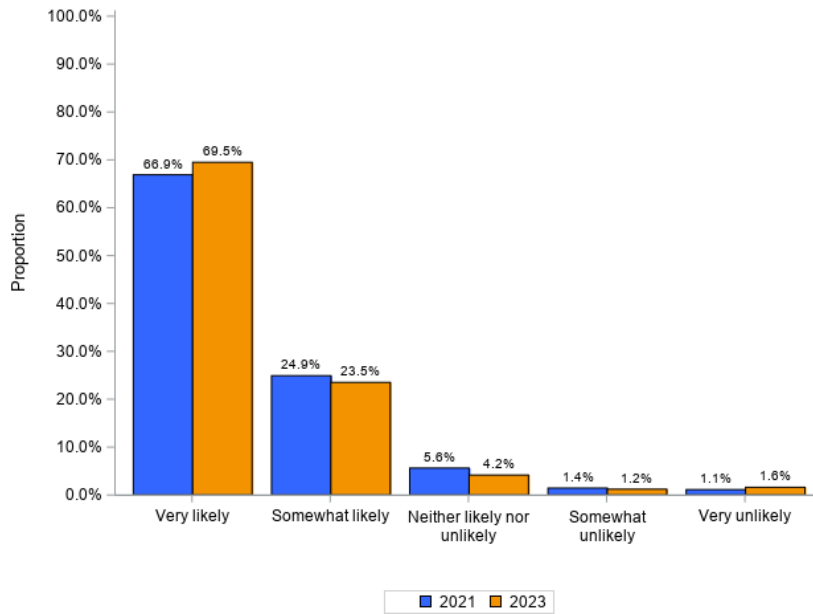


Figure 32 How likely new children were to recommend basketball to a friend in 2021 and 2023

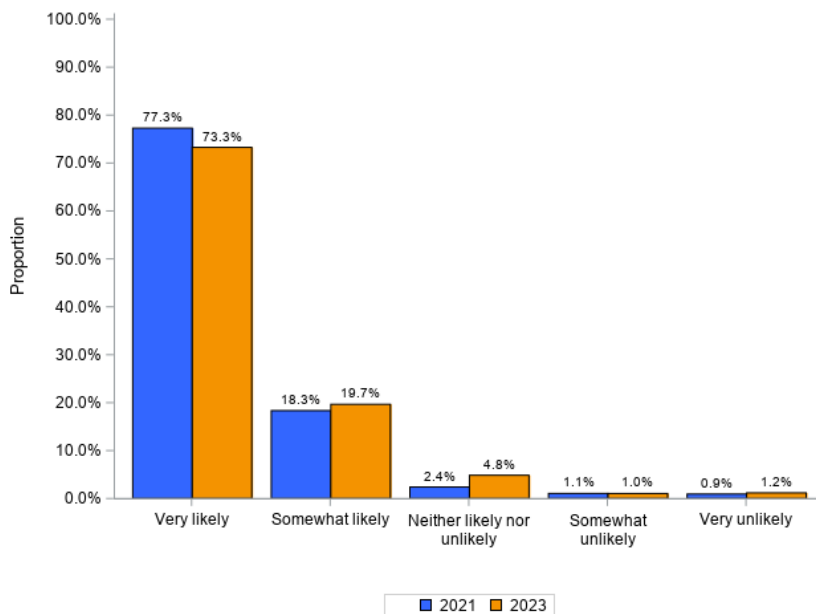


Figure 33 How likely new adults were to recommend basketball to a friend in 2021 and 2023

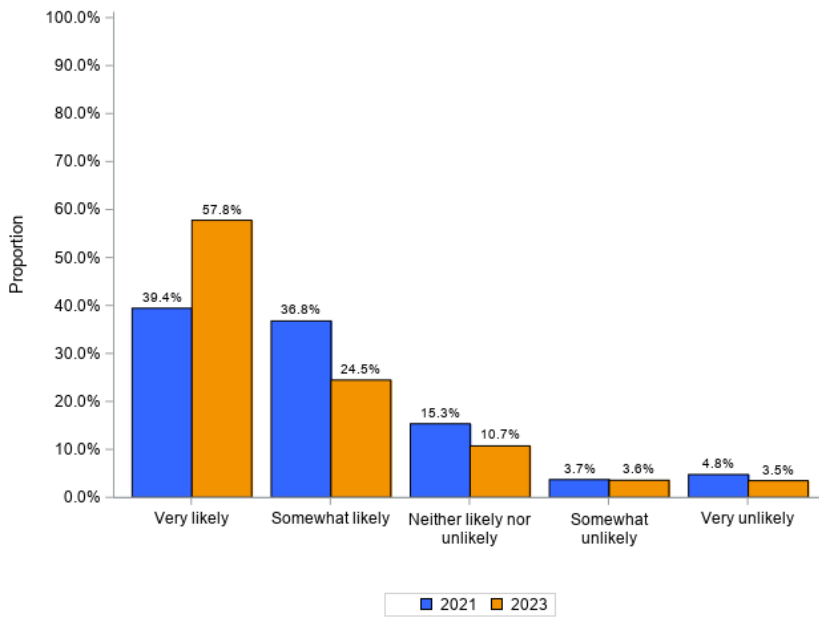


Figure 34 How likely loyal children were to recommend basketball to a friend in 2021 and 2023

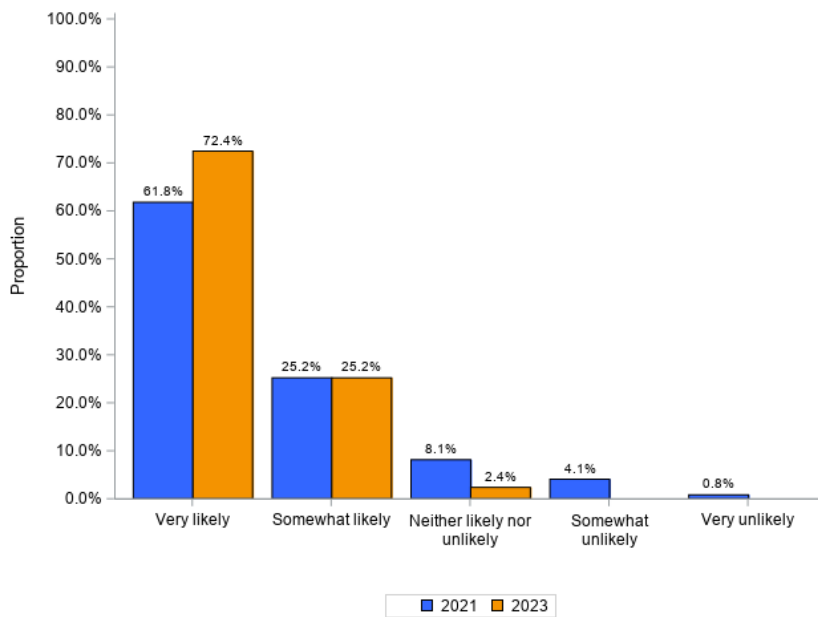


Figure 35 How likely loyal adults were to recommend basketball to a friend in 2021 and 2023

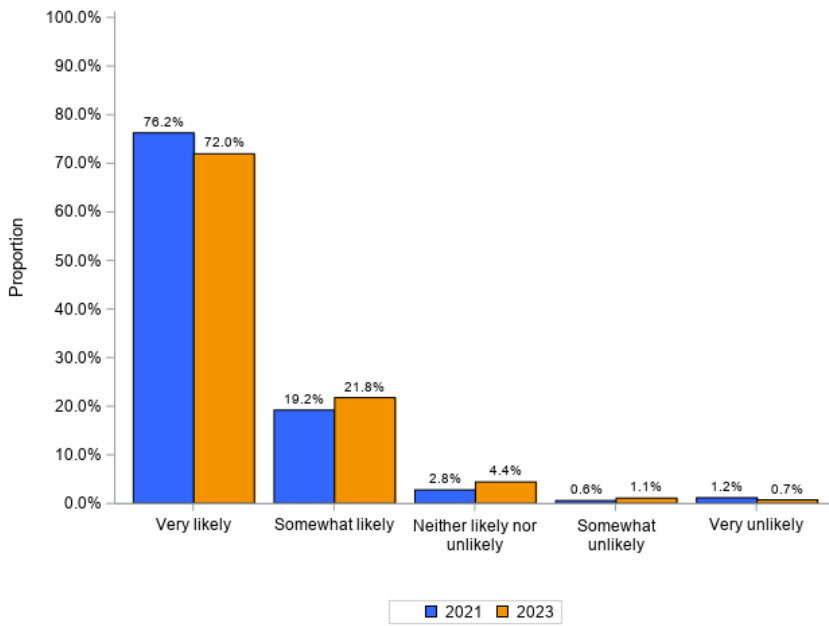


Figure 36 How likely lost children were to recommend basketball to a friend in 2021 and 2023

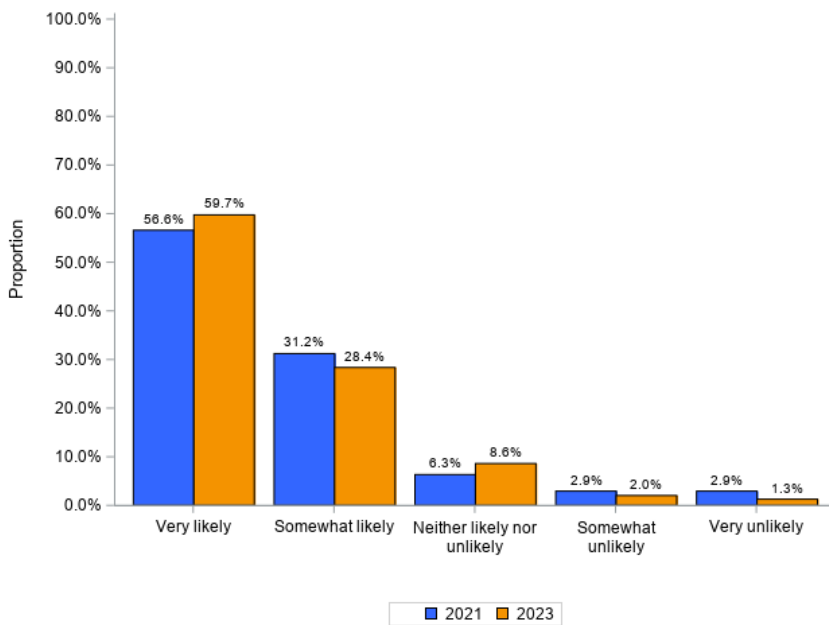


Figure 37 How likely lost adults were to recommend basketball to a friend in 2021 and 2023

Table 5 Ratings of basketball experiences for new children in 2021 and 2023

	2021	2023	Difference
Value for money	6.7	6.9	+0.2
Appropriate day and timing of games/training	7.1	7.3	+0.2
Appropriate uniform/clothing	7.4	7.7	+0.3
Access to the game/training location	7.5	7.6	+0.1
Fun/enjoyment of game/training	8	8.2	+0.2
Appropriate challenge/grade of training/game	7.2	7.4	+0.2
Appropriate team allocation with peers/friends	7.5	7.6	+0.1
Inclusive and welcoming culture	7.6	7.8	+0.2
Skills/experience of the coach	7	7	0
Skills/experience of referees and officials	6.9	6.8	-0.1
Quality of facilities	7.5	7.5	0
Safe environment	8.2	8	-0.2
Overall basketball experience	7.8	7.9	+0.1

Table 6 Ratings of basketball experiences for new adults in 2021 and 2023

	2021	2023	Difference
Value for money	6.2	6.4	+0.2
Appropriate day and timing of games/training	6.8	6.8	0
Appropriate uniform/clothing	6.9	6.7	-0.2
Access to the game/training location	6.9	6.9	0
Fun/enjoyment of game/training	7.7	7.9	+0.2
Appropriate challenge/grade of training/game	6.9	7.4	+0.5
Appropriate team allocation with peers/friends	7.3	7.6	+0.3
Inclusive and welcoming culture	7.3	7.6	+0.3
Skills/experience of the coach	6.1	6.3	+0.2
Skills/experience of referees and officials	5.9	6.1	+0.2
Quality of facilities	7.1	6.8	-0.3
Safe environment	7.9	7.5	-0.4
Overall basketball experience	7.2	7.7	+0.5

Table 7 Ratings of basketball experiences for loyal children in 2021 and 2023

Children	2021	2023	Difference
Value for money	7.1	7	-0.1
Appropriate day and timing of games/training	7.3	7.3	0
Appropriate uniform/clothing	8	8	0
Access to the game/training location	7.5	7.4	-0.1
Fun/enjoyment of game/training	8.3	8.4	+0.1
Appropriate challenge/grade of training/game	7.6	7.5	-0.1
Appropriate team allocation with peers/friends	7.7	7.7	0
Inclusive and welcoming culture	7.9	7.7	-0.2
Skills/experience of the coach	7.4	7.3	-0.1
Skills/experience of referees and officials	6.8	6.6	-0.2
Quality of facilities	7.2	6.8	-0.4
Safe environment	8.4	8	-0.4
Overall basketball experience	8	7.9	-0.1

Table 8 Ratings of basketball experiences for loyal adults in 2021 and 2023

Adults	2021	2023	Difference
Value for money	6.3	6.3	0
Appropriate day and timing of games/training	7.1	7.2	+0.1
Appropriate uniform/clothing	7.3	7.4	+0.1
Access to the game/training location	7.1	7.2	+0.1
Fun/enjoyment of game/training	8.1	8.2	+0.1
Appropriate challenge/grade of training/game	7.5	7.5	0
Appropriate team allocation with peers/friends	7.9	7.9	0
Inclusive and welcoming culture	7.6	7.6	0
Skills/experience of the coach	6.4	6.3	-0.1
Skills/experience of referees and officials	5.7	6	+0.3
Quality of facilities	6.7	6.5	-0.2
Safe environment	8.1	7.7	-0.4
Overall basketball experience	7.7	7.7	0

Table 9 Ratings of basketball experiences for lost children in 2021 and 2023

Children	2021	2023	Difference
Value for money	6.2	5.9	-0.3
Appropriate day and timing of games/training	6.5	6.1	-0.4
Appropriate uniform/clothing	7.1	7.4	+0.3
Access to the game/training location	6.9	6.7	-0.2
Fun/enjoyment of game/training	6.7	6.2	-0.5
Appropriate challenge/grade of training/game	6.3	5.7	-0.6
Appropriate team allocation with peers/friends	6	5.7	-0.3
Inclusive and welcoming culture	6.2	5.7	-0.5
Skills/experience of the coach	6.1	5.7	-0.4
Skills/experience of referees and officials	6.2	5.8	-0.4
Quality of facilities	6.9	6.3	-0.6
Safe environment	7.3	7.4	+0.1
Overall basketball experience	6.4	5.7	-0.7

Table 10 Ratings of basketball experiences for lost adults in 2021 and 2023

Adults	2021	2023	Difference
Value for money	5.8	5.5	-0.3
Appropriate day and timing of games/training	6.7	6.3	-0.4
Appropriate uniform/clothing	7	7.3	+0.3
Access to the game/training location	6.8	6.7	-0.1
Fun/enjoyment of game/training	7.3	7.1	-0.2
Appropriate challenge/grade of training/game	6.9	6.9	0
Appropriate team allocation with peers/friends	7	7	0
Inclusive and welcoming culture	6.6	6.5	-0.1
Skills/experience of the coach	6.2	6.4	0.2
Skills/experience of referees and officials	5.3	5.3	0
Quality of facilities	6.3	6.2	-0.1
Safe environment	7.2	7.5	+0.3
Overall basketball experience	7	6.6	-0.4

Impacts of basketball in 2021 and 2023

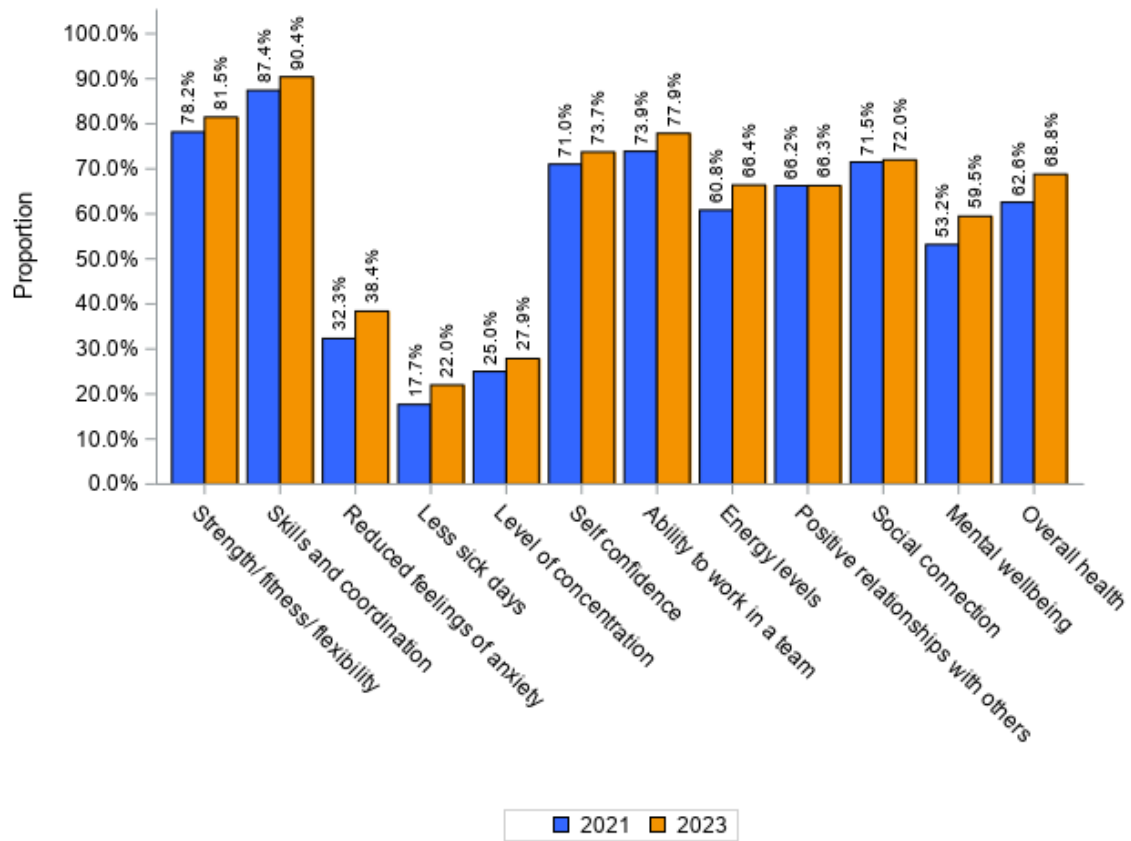


Figure 38 Impacts of basketball for new children in 2021 and 2023

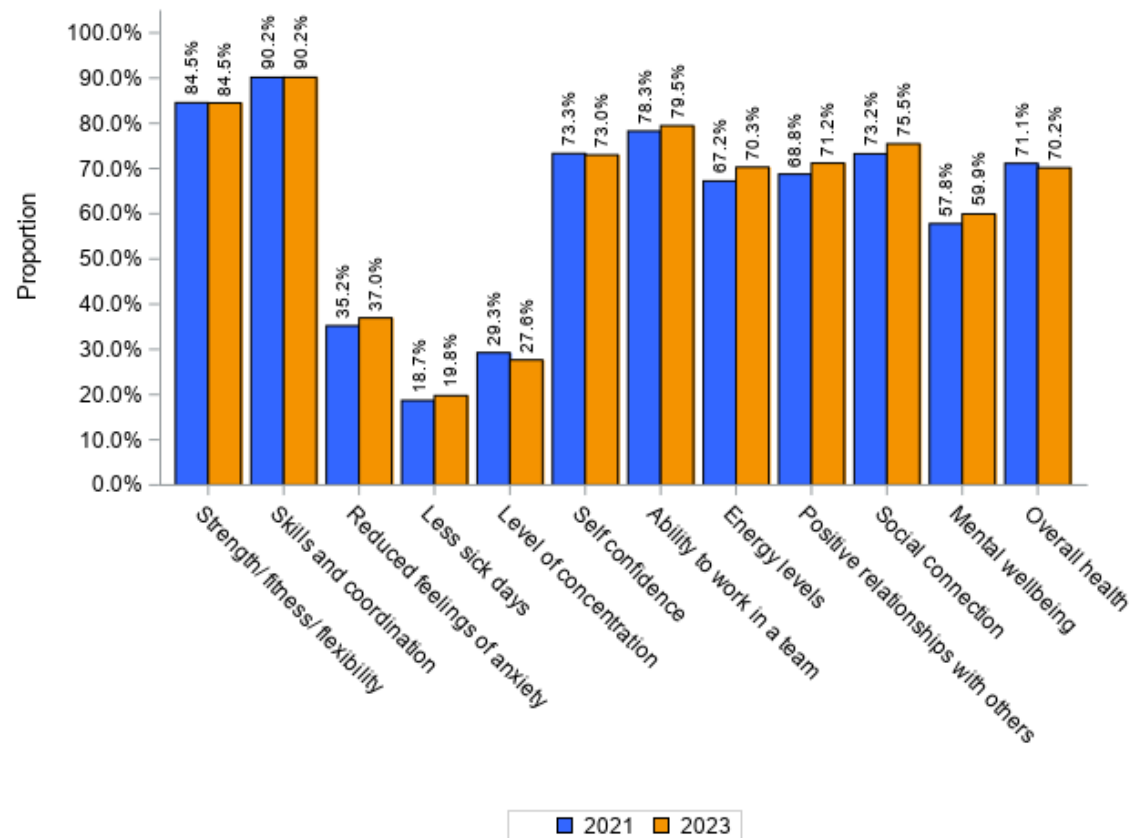
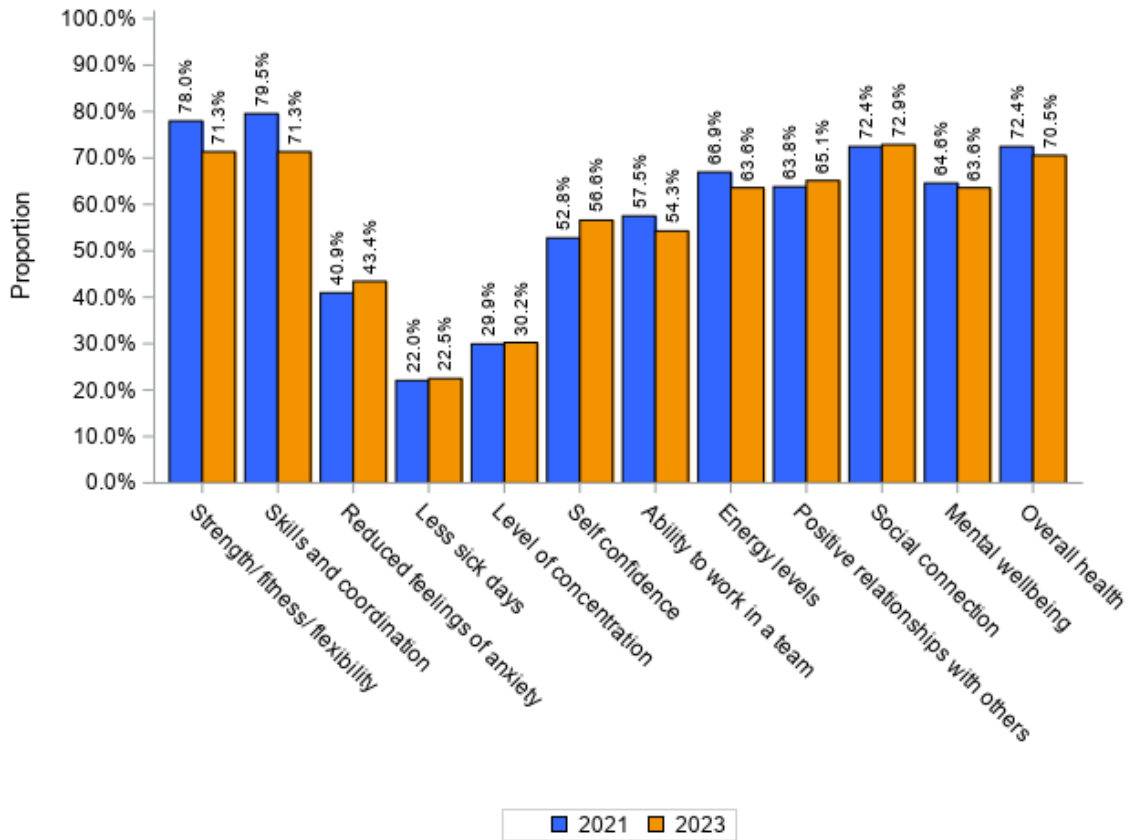
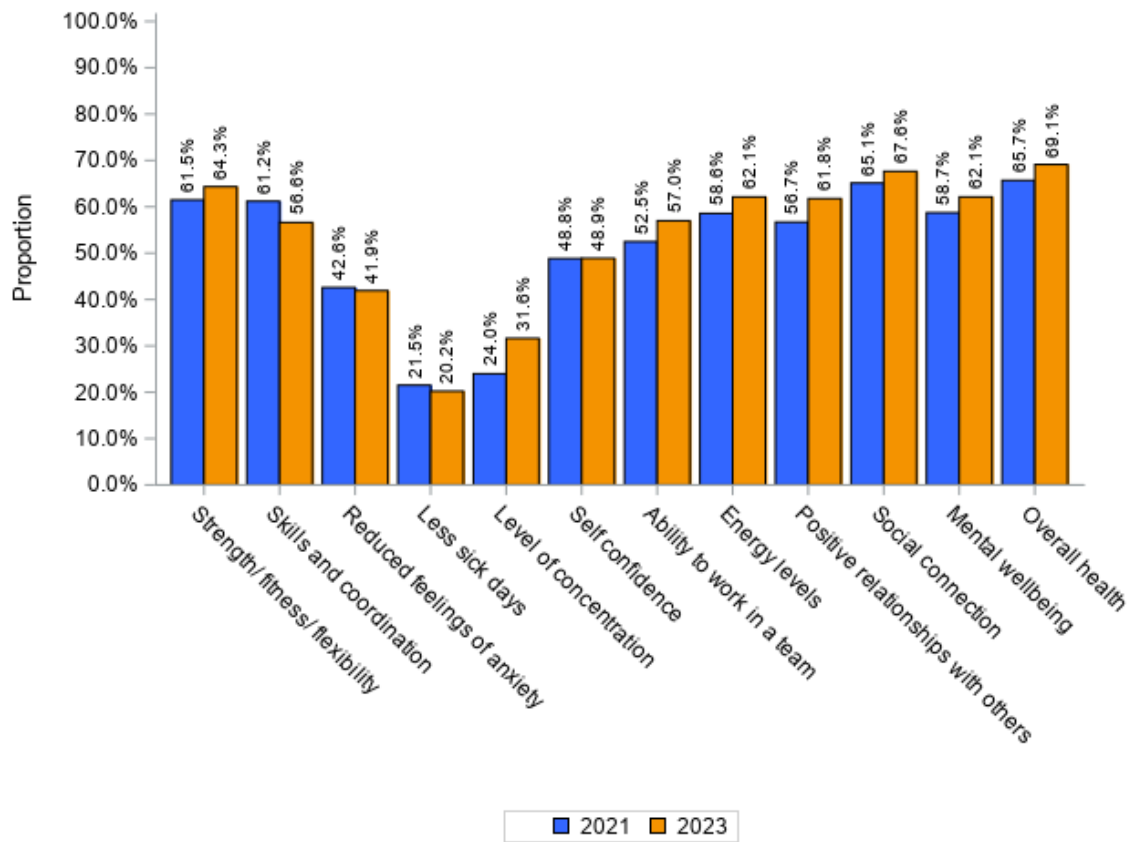


Figure 39 Impacts of basketball for loyal children in 2021 and 2023



Figure

40 Impacts of basketball for new adults in 2021 and 2023



Figure

41 Impacts of basketball for loyal adults in 2021 and 2023

Reasons for leaving basketball in 2021 and 2023

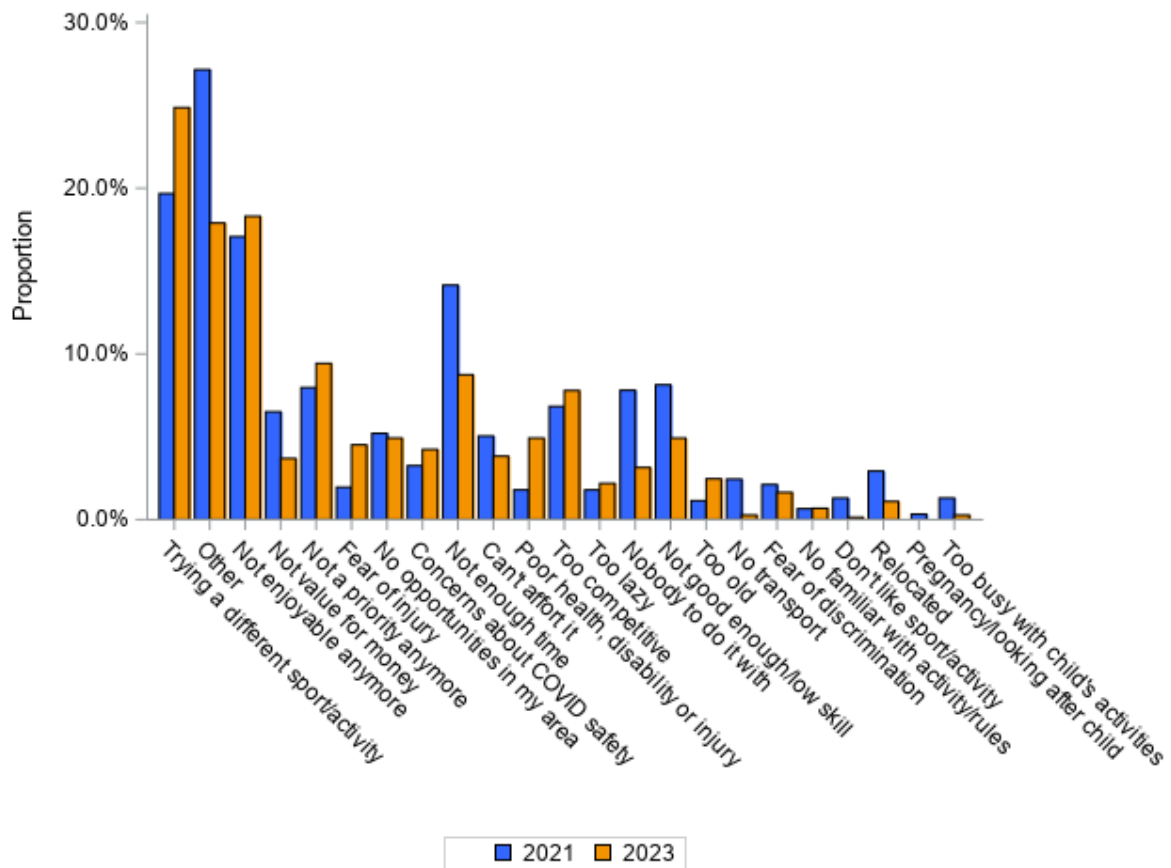


Figure 42 Reasons for considering giving up or already giving up for lost children in 2021 and 2023

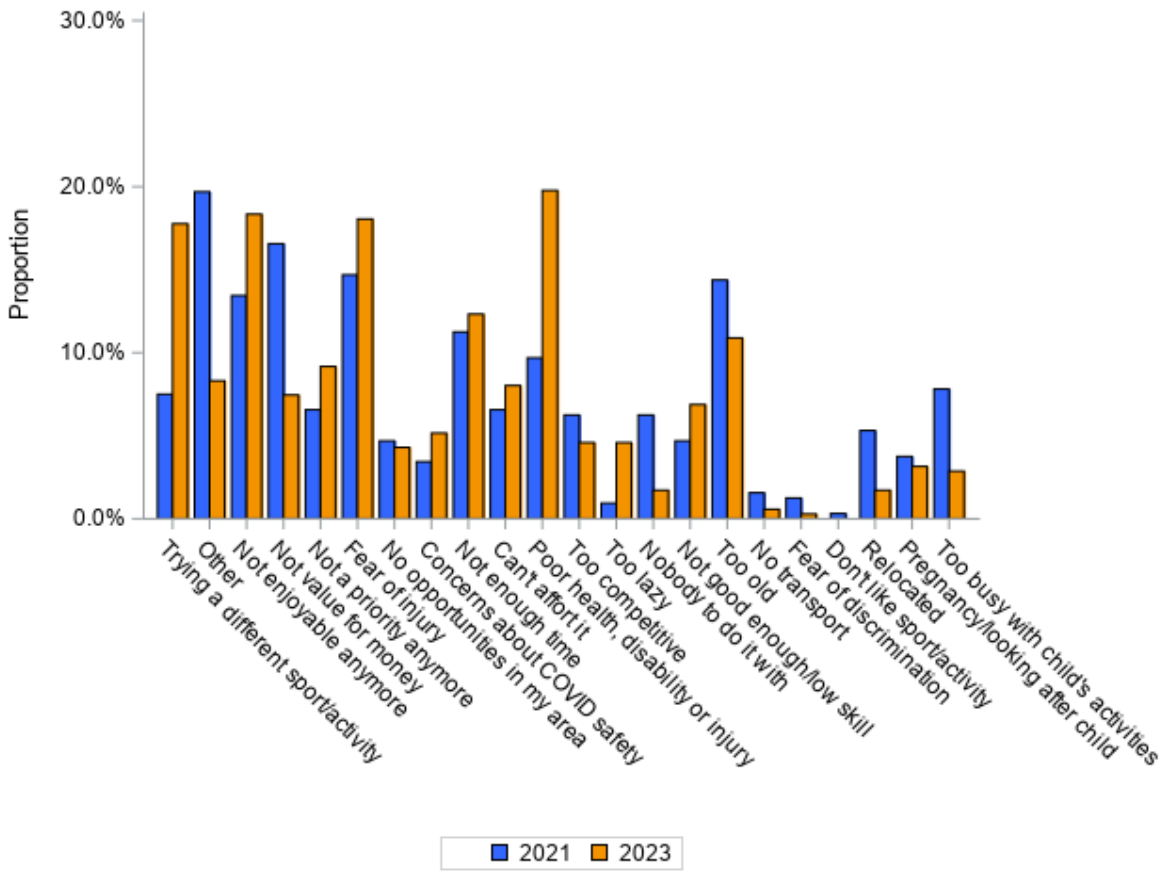


Figure 43 Reasons for considering giving up or already giving up for lost adults in 2021 and 2023

Appendix B: List of 'other' reasons for stopping playing basketball for lost children

Very disorganised. Everytime we try to contact via phone or email no response. My daughter turned 11 at the end of the year and she was moved between two competitions and did not feel confident playing. She was confident with the girls more her age but as soon as she was put with all the older girls she didn't have fair play and noone wanted

On at the same time as primary sport training

The club we were playing for provided such bad service, would not respond to communication and overall became a very disappointing association.

The club changed the day she was playing and she has art lessons on that day

Poorly ran association in terms of handling bad behaviour of players, parents and coaches at the courts. Low quality referees causing games to be unruly and dangerous at times with allowing aggressive style of play for other teams.

Covid - as Victorians she was blocked out of most of 2 years of basketball, as a result of border closures and additional lockdowns Victorians faced

Waves Basketball was disorganised, poorly run, teams fell apart throughout the season. Chloe was a shy kid but did enjoy it.

Some of the team members left and she was going to be split from the remaining girls. When we found out the girls were kept together, I approached the Snake pit to include Claudia and was advised she couldn't play.

Poorly organised sick of paying for games that were. An elled weeks on end. Waste of money.

No local competition for my age group

She was told she had to stay in under 12s when her peers and friends were going up an age group

They force us to play Saturdays, because religious beliefs we can't

kahlia is on representative netball team and chose to focus all her time on that sport

Force us to play Saturdays, because religious beliefs we can't

She tried out for albury rep team and missed out as they chose to use 3 girls from other towns (all over 2 hrs away) and her confidence was absolutely destroyed

Mary had a negative experience during a game where a player on her team argued with the ref. That player offered to take over from the ref. Which she did and the poor ref left the game. Mary was quite upset about this but as she was one of the younger players on the team she could not do anything. That's why she doesn't play.

was not any coaching and was placed in a older age group so was intimidated

My daughter was told she would make Div 2 in 2023 and only made Div 2. Her Healthand mental health was used against her.always playing up in age was both a blessing and a curse . Newcastle basketball has conflicts of interest which disadvantage some players.2023 was to be her last year of playing,but she ultimately felt betrayed and quit. Cal

Too bitchy

They force us to play on Saturdays, but because our religious beliefs we gave up

Friends not playing and does not get along with new coach

Injury (not acquired during basketball)

Central Coast Waves Assoc insolvent. She plays domestic and representative level but also coaches.

The Assn has recently collapsed and the future path to play is not looking promising

Team was disbanded

Relocated for nearly 2 years but has since moved back

tired of hearing to trial for things due to being one of the most defensive players but then not being selected into programmes on offer such as HPP / SPP 2022, also

The team she was in was young and we are looking for a team with her friends to help socially

The closest basketball NSW is too far away

No spots available in Kiama

Problems with last year's rep coach and the association not dealing with it. Made a very unpleasant season last year.

No coaching to improve his skills.

Games moved to location that was too far

Clashes with the one other after school activity

Until to get in competitive team

Cai is still training for, and playing local comp, but after 3 seasons of representative basketball stopped playing because of unacceptable issues with the coaching staff and club. This matter is currently being attended to, and is serious enough to refer to Basketball NSW.

Combined yr 11 & 12 age group

Game time (Fridays) did not suit social needs of 16 year olds

We feel as though our coach did not give us a lot of game time. Even though we lost nearly every game, the coach kept using the same players. Was not giving Charlie the confidence to keep playing.

It's very unorganised Our team didn't communicate

Not enough players to get the Seniors season up & running this year. The price may have a lot to do with it.

Club and association cut his team

Wasn't enough space in winter competition, so unable to play at the moment even though he would like to (due to facilities in Newcastle there is a cap on numbers of players and teams)

The team never trained as a team and Elliot felt he never improved as those players who knew each other would only throw the ball to each other Elliot felt left out and incapable

Dubious alliances between various coaches and private schools where private school boys are selected ahead of clearly more talented players

Politics - children were chosen for teams and received special treatment based on connections rather than talent and as much as I loathe to say this, I think race/background may have had something to do with it. My son grew very frustrated with it all and threw in the towel and quite frankly, I don't blame him. It was beyond a joke.

We needed to change states for him to play as the yass club was disorganised, games were cancelled a lot and there was never actually a proper league set up.

the age gap from 16-18 is too great

Playing NPL soccer and no time for anything else

A very poor experience with Basketball Illawarra

Jack was split from his team mates at the start of the season and put into a lower grade. He felt extremely disheartened by this and didn't want to play any more. It was extremely unfair the way it was all done. Unfortunately it has put Jack off wanting to play anymore.

Not enough teams for age not playing with 10 players when only 5 take the court.

The registration process was flawed and he almost missed out.

Private school Saturday sport

Can't play with mates as he is a year older otherwise would have played

Poorly run by Broadmeadow Basketball- allowing Div 1 players to play against new players to gain winning points to gain before the regrouping at rounds 3. Parents emailed the association, with not one response. When kids are getting humiliatingly smashed every game by A grade players when they've never played before then it's beyond a joke

school sport inc basketball is taking up more time and needs to be balanced with increase study in year 11

Our teams game day where everyone could play was not available and also after only winning 1 game last year Luminate Sports put us in 2 divisions higher. We have withdrawn the team for this semester Team was split into 2 and no friends in new team

covid hit and basketball was cancelled in year 6 never went back when it reopened

Sutherland club is the worst, have been involved for about 10 years with them. So unorganised and the rep program is all favouritism. Parents coaching and picking team
No capacity in Newcastle. He is on a waiting list but the entire Newcastle basketball is full and won't take more players.

I'm not the sole carer any more

Kept trying to make contact with snakepit Wollongong and got no answer, reply or no information on who to contact. It's not well set up and needs to be easier to contact to play competition.

Disappointed with how it's run in Wollongong. Needs to get better because he actually enjoyed playing.

Lack of coaching

The disorganisation of our local club and the flagrant bias in refereeing makes kids feel that there is no point

He was not invited back into the team. Jye skills were only new being the first time he played. But he loved playing. But due to no invite and the team members wanted to grow in skills there was no option for the kids to play and have fun

Playing 2 other winter sports and finding it hard to get a team together if you are not a rep player.

Organised association is a far distance away & cost for rego & transport

year 11 / 12 school commitments

Started boarding school

Lewis was a pretty good player, he out played a certain rep player. So the child continually pinched him in all games. The officials stated that the pinch marks could have occurred anywhere and refused to do anything about the child. It has been now raised to me he has done it to other kids

Great player, de motivated by coach constantly screaming at them (8 year olds)

Not available on the days offered at our local stadium.

Liam wanted to play Div 2 with his mates and the Albury Basketball Association would only allow him to play Div 1 so he quit.

Diagnosed with Chronic Osteomyelitis in June 2022

The selection process to Rep Bball is not based on merit or ability but who you know and if you have a parent as a selector/coach.

Club politics

Mark is autistic and not effort to provide an inclusive environment

Not enough guidance in the session

Poorly run association

Wants to concentrate on Year 12

His in a team that are too young for him

HSC and club demanded that all players must commit to referee duties and complete course

Concerns about fairness due to club politics

The first 4 games this year they were defeated 30+ points because they had to play an age group up.

When 7 year olds play boys a 12 months older there is obvious physical difference in height and strength. I would suggest you design a comp where Under 8's play ONLY under 8's

too disorganised, had to travel 160km from home to basketball competition to home each time so distance became a problem

On 31 December 2021 I sent an email to Donna Garcia asking to register my son Oskar for basketball.

On 1 February 2022 I transferred \$390.00 to Nxt Level Baller and registered my son Oskar, which I understood covered competition fees of \$290 plus \$100 for his uniform. I was advised that this secured the following: "Our Coaches are lead by

Child abuse and unfair treatment from the Coach

He had a fallout with 2 of his friends who played and lost interest unfortunately

he is either the oldest in under 16's with lots of 14 year olds playing or he has to play with adults. Not enough kids in his age group

Ryan is now homeschooled and hasn't found a team to be able to play

Samuel was ever treated like he belonged on the team, it was disorganised and his team never passed the ball to him and they were very excluding. They all were very clicky and not nice boys to play with

Not enough players to form a team

Hsc

Could not get into a team

poor organisation within local competition

The club

When Valentino was doing basketball he very rarely played a game and was for the majority of games he was sitting on the sidelines. We bought this up with his coach although the coach agreed it still wasn't fair

Association poorly managed. Games poorly refereed and focus is on making money not coordinated passion for basketball

Teams had to find their own coach but the team Zach was on did not have anyone who knew what to do. I approached the organisers and they didn't care. Teams were streamed by kids that knew how to play and played well and kids that didn't. It was unfair and disheartening.

He loved it but couldn't get someone to coach them and it was left to me and another mother so for the money we pay we should have a coach

Appendix C: List of 'other' reasons for stopping playing basketball for lost adults

Quality of the social competition

Our club only has 2 courts and the womens league has been moved to 9 and 10pm games....they are too late

The management of the local association and the way young women are treated

Not enough people turned up on the team so always playing short

The women's games were always on late at night, which makes it difficult for single mums to play.

Club can't generate enough interest for female players so we don't have enough

Fractured my finger on one of the games

Games are held on Monday nights making it hard when some of the games are as late as 9pm and I need to g

The staff at the Auburn facility are ridiculous and do not care one bit about the players who show up ev

Albury Stadium doesn't have enough courts and pushed the senior men's comp to a Sunday night so a number

Due to my age 19...my mates are playing OZtag..soccer

Focus on officiating

My association does not care about improving the game. It has its own rules that only a few people know o

poor management of local club

My basketball coach who had been appointed by NSW Basketball (you) was a pedophile who groomed me while

Played rep for an association for a few years, then I wanted to change associations for 1 year to play w

inconsistency of referees in forcing rules.

Too committed to refereeing & struggle to play given the standard I am at

Frustrated with management of local Association

Penrith basketball are incompetent. Don't know how to run a proper basketball competition

We were a BB family for many years, with one of my 2 sons in Div 1/2 from U12-U18, Covid hit and he had

political instability inside the association and focus on Rep and not on local comp lack of qualified Re
The Albury Association changed the night for under 16s to a Thursday from a Wednesday and my son now can

Central Coast Waves Basketball Association has just been placed in administration.

Mismanaged club

Injured from playing