
LOTTERYWEST GRANT HELPS WA BASKETBALL COMMUNITY TO RECOVER AND CONTINUE TO GROW

Basketball WA (BWA) is committed to growing and developing the game of basketball in all forms, so as to provide the highest possible positive impact on the lives and health of Western Australians. We believe that Basketball is a vehicle for social good, impacting the lives of all Western Australians through the achievement of social, sporting and community goals.

Western Australia is facing increasing health, social and community cohesion challenges as we deal with the impacts of COVID and the economic impact on families. We risk becoming less active and are finding it difficult to re-connect with our communities. Sport continues to change lives for the better, not only improving the physical health and mental wellbeing of players and supporters but playing a huge role in connecting communities across the State. Sport is well placed to make a positive difference in connecting and developing people within our community and basketball has an incredible reach across Western Australia.

Nearly 125,000 Western Australians participate in organised/ structured basketball regularly, with over 50,000 now being directly registered with Basketball WA. Basketball has several pathways as a player, a coach, a technical official, an administrator or a spectator. This provides the community many ways to get involved and become part of the family that is Basketball. Our 12 Metropolitan and 66 Regional Associations provide a true state-wide access to the community. Partnering with organisations that use basketball to engage at risk youth that are disengaged such as PCYC, Kart Kort N Hoops, Midnight Basketball, Binar Sports, Stephen Michael Foundation, V-Swans and others extends this reach further.

During the COVID shutdown period, our organisation lost all income streams including membership, competitions and sponsorship. The BWA Board remains committed to balance the use of our financial reserves against keeping staff employed and the need to maintain a strong financial position to support our basketball community over the next 12 months. This will be occurring at a gradual level in an economic downturn and will require all of us to work together – we are committed to helping everyone return to basketball.

The support provided by all levels of government has helped our sport manage through this time. Basketball WA and many of our Associations, have accessed various stimulus support packages provided by the Federal and State governments including JobKeeper and tax support programs and many Local Governments have supported our Associations through rent reductions and other provisions.

The financial support from the State Government COVID Relief fund that was confirmed this week for BWA and some of our Associations affected by the shutdown, will allow us to continue to positively support the Western Australian basketball family to engage their local community through basketball.

Western Australia is in the fortunate position where we can return to sport and all our normal competitions will be up and running by the end of the school holidays. With the support of the many volunteers in our family we have seen over 95% of our members return to play and we are committed to supporting everyone in the community who wants to play basketball to get back to playing and being part of their local community.

MEDIA RELEASE

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The BWA Board engaged in a strong yet conservative growth strategy over the past four years. The strategic plan was designed in consultation with members and we have been able to achieve many of our stated objectives. It remains about growing the game of basketball in WA and we have been able to support our associations and grow our partnerships with community organisations. We have done so, in a way that uses our financial capacity wisely to invest slowly in growth in strategic ways that has allowed our overall financial position to remain positive and stable. The funding from the state government will allow us to continue to invest in our programs and community engagement rather than be in position of contraction when West Australians need basketball to continue to be there in a familiar way to support their community.

It will allow us to maintain all staff employed by BWA and to maintain all operations in the next 12 months as our community starts to return to normal activity.

The Western Australian community will benefit by being able to continue to play, support, coach, and referee our sport in both organised and unorganised settings. We will be able to continue to offer programs in our associations and in communities such as the support we provide to remote communities in the Kimberley and Pilbara. We believe basketball can bring communities together in a positive way at a time where people are now craving the ability to socialise and get together.

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For further information please contact:

Rob Clement
CEO
Basketball WA
M: 0407 866 643
E: rob.clement@basketballwa.asn.au

Evan Stewart
Deputy CEO
Basketball WA
M: 0401 781 902
E: evan.stewart@basketballwa.asn.au



**Western Australian
Basketball Federation (Incorporated)**

PO Box 185 Floreat WA 6014
WA Basketball Centre
201 Underwood Avenue
Floreat WA 6014
Tel 08 6272 0741 | Fax 08 9284 1307
reception@basketballwa.asn.au
www.basketballwa.asn.au
ABN 13 540 579 433