

How Geelong United Basketball leverages Glory League to foster inclusion, improve safety, and boost community engagement

About Geelong United Basketball

Geelong United Basketball, formed six years ago through a merger of two local associations, operates eight courts across two stadiums.

With over 10,000 players weekly, the organisation runs daily competitions, 75% of which are club-based. Home to 20 affiliated clubs, it offers teams for all ages and abilities.

Over
10,000
Players Weekly

Daily Competitions
75%
Are Club-based

Home to
20
Affiliated clubs

Geelong United champions inclusion with programs like wheelchair basketball, walking basketball for seniors, and midweek leagues for parents.

Their Pathways program helps players advance, with 60 teams competing statewide. This year for the first time they entered a team in the Women's National Basketball League (WNBL).



Aligning with Geelong United Basketball's Values

Geelong United Basketball (GUB) has had Glory League cameras operating at their stadiums for six years. Mark Neeld, Geelong United's CEO felt the partnership always needed to fit well with the values of the association,

"We exist to promote lifelong activity. We want to behave with integrity and professionalism, we want to be inclusive and we want to be united. Everything that we do comes back to those four behaviours and if something aligns with those we will have a go at it. Community sport is first and foremost about providing the opportunity for people to be active and healthy.



For us, Glory League aligns with our purpose to provide the opportunity for people to stay active. It's inclusive for our community as every participant gets an email to view their game. It's not just the more talented kids that get the glory – everybody gets it."

Neeld said there are several reasons they use and will continue to use Glory League,

"We get regular feedback that people really enjoy being able to watch themselves play and watch their mates play. It's a point of difference, and the participants really enjoy it.

We get inundated with parents who say, thank you for having the camera, because it's a way that their children connect with their grandparents or extended family. They send the link to Nana and Pa or aunts and uncles. That comes up all the time, and we think that's great."

The Positive Impact on Safety and Behaviour

The Glory League cameras have also played an instrumental role in promoting safety and accountability. Geelong United's two full-time referees use it daily,

"They're looking at performance, they're looking at examples of referees handling situations, whether that be behavioural or whether that be in the game to show to the other referees from an education point of view," said Neeld.

In community sports, competitive tensions can sometimes lead to undesirable conduct. Neeld notes,



Mark Neeld



Every now and then people step outside the boundaries of acceptable behaviour, so we can use Glory League recordings in these cases, whether that be tribunals, or just to point out to people unacceptable behaviour.

We have a zero-tolerance policy for bad behaviour towards referees. Glory League recordings help us resolve disputes by removing any grey area providing a clear, unbiased record of incidents."

Neeld believes that the presence of cameras encourages better behaviour from all, "For some people, the awareness that when they're in this stadium where their games are filmed improves things. And if people say, 'That doesn't alter people's behaviour,' I'm happy to argue otherwise."

This improved safety has created a more enjoyable experience and particularly impacted referee retention who often face unwarranted criticism in community sports.

"Post-COVID, there was a significant drop off in people wanting to referee. Statewide surveys told us it was essentially because they were the recipients of some undesirable feedback and behaviour. We think that the referees knowing that they can call people on their behaviour and they get supported with the Glory League video has a big impact," shared Neeld.



Benefits for Players and Coaches

For players and coaches, particularly those at higher skill levels, Glory League offers an invaluable resource for self-coaching and team development. Need explained,

“As well as juniors keeping in touch with extended family, the higher grades certainly use it from a self-coaching and team coaching point of view. So it’s a way to get better and improve play.”

Coaches use the footage to assess player performance and develop strategies for improvement.

“In other sports, you’d have to pay a lot of money to have access to this type of coaching tool, but with Glory League, it is included in the price of the ticket.



The ability for coaches to review play is one of the reasons people want to play in the stadiums with Glory League installed,”.

For younger players, there’s another x-factor too,

“It adds to the excitement and the desire to play. We regularly see kids in the forum watching Glory League highlights. They really enjoy seeing themselves and their mates on camera. And it's not something that I would presume they can do for every sport so it makes them feel pretty good about themselves, which is great.



We see the highlights shared all over social media.
They repost it, tag it, share it. They just love it.”



How Advertising Supports the Community with the Cost of Living

Another significant advantage of Glory League has been its positive financial impact through advertising opportunities.

Neeld meets with the presidents of their 20 affiliated clubs quarterly and the advertising revenue allows him to demonstrate how they can keep costs down. He said,

“We can sell the marketing ability of Glory League as a real asset as our centre circle sponsorship and advertising boards are a way to keep the price down for the participants and that’s really important for us.



Glory League is at a stage where it pays for itself. So you're getting a benefit that provides you with the opportunity to offset the cost. It's really valuable."

Given the ongoing pressures of the cost of living, helping their community with costs is a key driver,

"Each year in all businesses, prices go up, but if we can reduce the amount they go up, we'll look for anything and everything we can do. Glory League provides the opportunities to generate extra revenue. If people say, 'What does Glory League cost?' We can tell them we offset Glory League thanks to the advertisements," said Neeld.

Data-driven Insights That Instill Sponsor Confidence

Data from Glory League provides the proof points financial partners want. Neeld explained,

"Our latest data shows the average stay on Glory League for our participants at over 12 minutes! 75% of our participants use it and our latest Click-Through-Rate was 82%! It's a huge asset for us to offer such great engagement for brand awareness to our sponsors. We didn't go into Glory League because of potential advertising revenue but it is something that certainly helps offset the cost of the expenses that we have.

Over
12 MINS
Average stay on GL

75%
Of Participants use GL

82%
Latest Click-Through-Rate

We have over 100 financial partners and Glory League is a key asset we tell them about.



The ones that advertise on Glory League are the easiest to renew and they tell me regularly how good it is.

If it's a good fit for brand awareness and target audience we can work together. We currently have Laser Quest in the centre circle, and it's a perfect fit for the audience—it really hits the sweet spot for them.”

Neeld went on to explain how Glory League advertising can be leveraged across other areas of the sport, such as the Women's National Basketball League, in collaboration with financial partners.

“Laser Quest is also a financial partner of the WNBL team with a goal to promote women's sport so we can give them access to another part of our community through Glory League sponsorship,” he said.

Privacy Is Not A Concern

Geelong United Basketball's commitment to privacy for their community is clear. As an affiliated organisation with Basketball Victoria, all participants must sign up as members. Neeld stated,

“In the stadiums that we own and operate for community sport the participants have signed up and know that when they enter the stadium, they can be filmed or have photographs taken. It's all regulated and transparent for the players and their families. It's never raised as a concern, we only hear positive things from our families.”



An Invaluable Resource for Community Sport

Glory League has been a game-changer for the organisation. From improving player and coach development to fostering a safer and more inclusive environment, Glory League has provided significant value to all stakeholders. So, is it value for money? Neeld said,

“Yes. Because of what it gives us. The excitement for participants and then the unintended benefits of the education of referees, coaches, and of the players.”

The ease of installation, daily use and customer support has added to his satisfaction,



We’ve found it seamless. It’s pretty simple. We haven’t had any issues in the six years that I’ve been here. We’ve not had one person query the use of it or who has any concerns.

I love that! It's beneficial, very efficient and does what it says it's going to do and away we go. Perfect.”

After many years of experience with Glory League, would Neeld recommend it to others?



We would definitely recommend Glory League to other Basketball Associations as the participants enjoy it and from an association point of view there are certain things that you can implement that improve both play and safety,

concluded Neeld.