



NBL1 CLUB BRIEF

INFORMATION FOR PROSPECTIVE CLUBS

Introduction

NBL1 commenced in 2019 in Victoria as a replacement league for the SEABL which was disbanded by Basketball Australia. The SEABL commenced in 1981 and at the time of its closure consisted of 10 Victorian clubs, a club from Albury, Hobart and Canberra and separate men's and women's teams Launceston, North West Tasmania (NWT), Mt Gambier, Sydney and a men's and women's team from Basketball Australia's Centre of Excellence (ACT).

Prior to the closure, several Victorian clubs had requested that Basketball Victoria establish a league that would be more financially sustainable than the equalised format of SEABL. It was important that the new league provide a suitable level of competition for the historical SEABL teams and a management model that would create the high level of professionalism expected by the clubs. NBL1 was the evolution of the working title of 'Victorian Elite League' with the format of the competition to be focused on delivering a sustainable elite men's and women's competition for Victoria in partnership with the NBL with elevated focus on social media delivery and game day presentation.

Applications for the league were initially opened to Victorian clubs from SEABL and BigV Championship. Clubs needed to show a history of success and management of an elite men's and women's program over a minimum of five years. Clubs also had to meet several criteria around pathways, budgeting, venue standards and marketing initiatives. 14 inaugural licences were issued to Victorian clubs with the majority being two-year licences. The league then reviewed applications from interstate applicants and issued a further four licences for 2019 to Hobart, Albury, Basketball Australia's Centre of Excellence and a combined entry by Launceston/NWT. Entry into NBL1 is based on Licences issued by Basketball Victoria at its sole discretion. Licences are issued for a maximum two-year term and all clubs must complete a renewal application to maintain their position within NBL1. Incumbent clubs are not guaranteed a licence during the renewal process if they are not performing on and off the court to the standard expected by League Management.

Basketball Victoria runs NBL1 for the benefit of its member associations and as such, the primary focus of the League must be delivering for the financial members of Basketball Victoria. NBL1 remains open to applications from teams outside of Victoria provided those applicants can meet the entry criteria and their entry does not adversely affect the participating Victorian Clubs. Participation in the League by interstate teams that are not a member association of Basketball Victoria will need to ensure they provide a benefit to the League and level of the competition without posing a financial burden on the participating Victorian associations. Interstate teams will also require written approval by their state federation to participate in the Basketball Victoria managed competition.

The planned evolution of NBL1 will see it form a conference system including other states and territories in Australia. Basketball Victoria's version of NBL1 will be known as NBL1 South following the expansion. The other proposed conferences will be known as East (NSW), North (QLD), West (WA) & Central (SA). This expansion is designed to create consistent branding of the highest level of State League basketball and enable the sport to commercialise itself, while also including the opportunity for the conference champions to play each other in an annual NBL1 Finals Series.

Importantly applicants must note that it is a mandatory that licence holders have both a Men's and Women's Team and that both teams are provided the same opportunity to succeed in their respective competitions.

Participation Costs Guidance

2020 Fee Structure (2020 TBC, fees below are from 2019)

- League Entry Fee (2019 = \$15,000 per team (\$30,000 total))
- Interstate Referee Travel (2019 = \$4,500 per team)
This fee is only payable by interstate teams
- HUDL Assist (2019 = \$630 per team)
- Victorian Team Travel Equalisation (\$10,000 p.a. per club)

This fee is used for travel of Victorian clubs to Tasmania and include 12 flights per team, accommodation and 1 x 12 seat bus

*All fees quoted are exc. GST

Player Salary Guide

Women's teams

- Average Team Salary Amount \$54,000
- 7 Clubs Less than \$50,000
- 6 between \$50,000 - \$75,000
- 3 above \$75,000
- 1 Not Reported / COE no Salaries

Men's teams

- Average Team Salary Amount \$62,000
- 5 Clubs Less than \$50,000
- 5 between \$50,000 - \$75,000
- 6 above \$75,000
- 1 Not Reported / COE no Salaries



BV / NBL PARTNERSHIP

Basketball Victoria and the NBL have entered into a 6 year partnership to deliver NBL1 at the highest possible level. This includes but is not limited to commercialising Live Streaming and highlights, On-Court Signage and other Leaguwide elements such as uniforms.

All new applicants will be required to meet these requirements in-full from their first year.

STREAMING

All games must be Live Streamed with a minimum of one camera angle, with two commentators.

Your streaming system must have the ability to connect to an RTMP server.

Streaming must be completed from the opposite side of the stadium to where the bulk of the crowd is seated. This may require clubs to develop a streaming plan that differs from the previous strategy of recording games for coaches.

**Basketball Victoria can provide guidance on the requirements for live streaming*

Below is an example of the evolution of the Ringwood Hawks in the first 4 weeks on the 2019 season. An outstanding example of how simple adjustment to the side of the court can impact the vision captured. You will also notice in the final image that lights were switched off above the crowd to highlight the court.

ROUND 1 - 2019



ROUND 3 – 2019



ROUND 4 – 2019 (NBL1 Game of the week with League LED Signage)



LIVE STREAMING vs CROWD NUMBERS

NBL1 clubs are required to live stream 100% of games. This is a non-negotiable and every effort should be made by the club to ensure the game is live from start to finish, even if technical issues are faced.

Prospective clubs may fear that Live Streaming has a negative impact on game attendance. The opposite is the reality if clubs approach game night correctly. The following statement is the focus of NBL1 clubs.

If the product in the STADIUM is the same as on the SCREEN fans will stay HOME

The following images are an example of how this has transpired at Frankston by the club making some simple adjustments to game day presentation. Lights Out for Intros, Smoke Machines & LED's, On-Court activations, giveaways and a connection to the crowd including post game autograph signing etc.



SEABL 2018 Rd. 13 Diamond Valley Eagles
962 views

Ave
Crowd
300



NBL1 Men Round 13 | Frankston vs Melbourne
918 views

Ave
Crowd
600



NBL1 Men Finals | Frankston vs Nunawading
1868 views

Crowd
1100

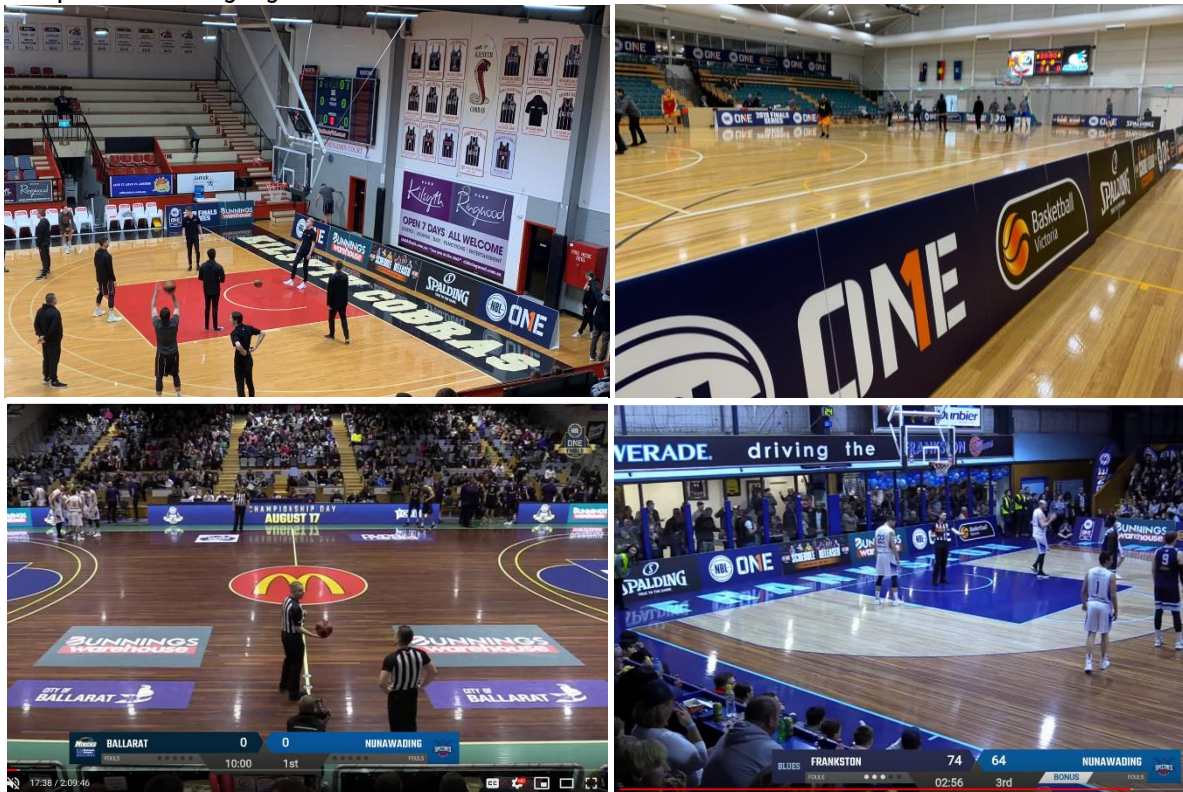
SIGNAGE

The NBL as the Commercial Partner of the League retains the rights to On-Court and Tier 1 signage.

Tier 1 and Tier 2 signage will vary within each venue. In principle 'Courtside Tier 1' signage is defined as court level A-Frame or LED signage, or signage that appears predominantly within the TV arc. 'Courtside Tier 2' is all other signage elevated from the court level or not directly adjacent to the sideline or outside the TV arc.



Examples of 2019 signage execution

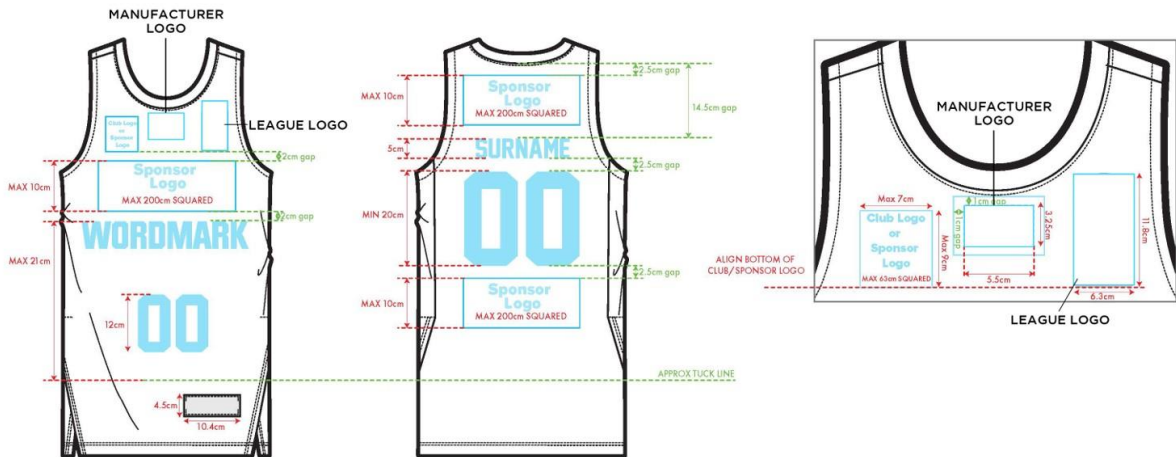


UNIFORMS

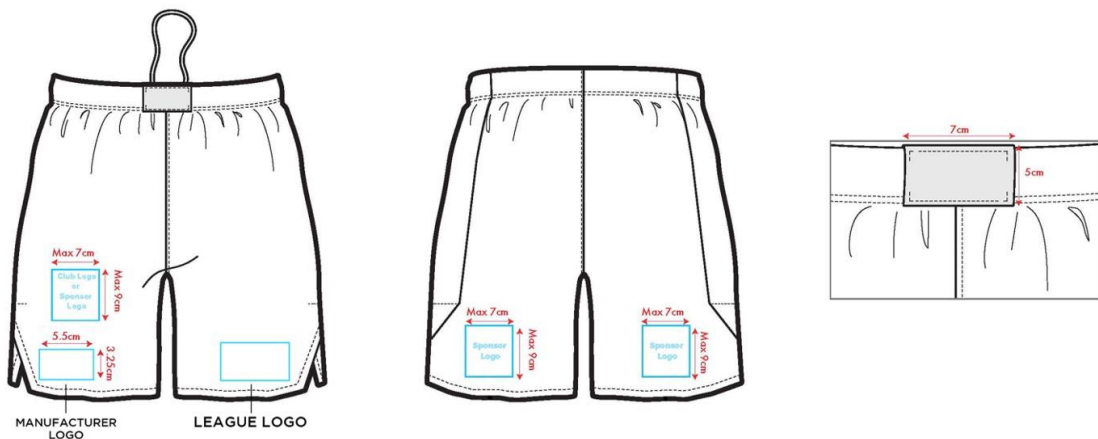
A uniform partnership will focus on the delivery of uniforms and off-court apparel for NBL1 teams with secondary options for clubs/associations additional teams if deemed a benefit to the club.

The parameters of a uniform partnership are still being developed and will be presented to Licence Holders once finalised. Regardless of a uniform partner, all clubs must adhere to the NBL1 Style Guide.

ON COURT JERSEY HOME / AWAY / ALTERNATE



ON COURT SHORTS HOME / AWAY / ALTERNATE



TICKETING

NBL1 in-conjunction with the NBL may introduce a unified ticketing system for the league. This electronic ticketing system will be used to monitor attendances at home games and maximise the cross-promotion opportunities for the league.

PHOTOGRAPHY

It is the requirement of each club to have a suitably qualified or capable photographer on-site for each game from the start of the first game to the end of the second. Photographers must upload images at Half Time and Full Time of each game to the League Dropbox. These uploads enable the NBL to produce game ending imagery using current images. The League can provide a professional photographer at a cost of \$300 + GST per game night if required.

LICENSE SELECTION CRITERIA

Business Plan

Each applicant will need to provide a business plan for your NBL1 program outlining the following minimum criteria;

- *Budget*
- *Marketing Plan*
- *Game Day Plan including Run Sheet*
- *Proof of endorsement from your state body required (if non-Victorian club)*

Budget

Your budget should demonstrate a sustainable model beyond the two year licence timeframe. Financial budgets should be based on 22 games and an allocation of 11 home games per club.

Victorian Clubs should allow \$10,000 p.a. as a contribution towards travel equalisation. This equalisation amount is billed to all Victorian clubs to allow the league to schedule any club, any year for travel to Tasmania. The Travel Equalisation will include Flights and Accommodation for 12 people, plus 1 x 12-seater bus per team when you are scheduled to travel. Any additional requirements and costs including meals are the responsibility of the travelling clubs.

Interstate teams should allow for all travel costs associated to your team's travel.

Game Day Plan

NBL1 game days are to be more than just two games of basketball. Clubs are encouraged to ensure each game day is an event within itself. Considering the patrons engagement from the Car Park to their Seat and then the atmosphere and engagement during the games. This Game Day Plan should include a draft run-sheet of your game night plans.

This requirement is designed to ensure we fill stadiums while maximising our exposure through Live Streaming. Remember the theory 'If the product IN-STADIUM is the same as ON-SCREEN, fans will stay home'.

Proven association pathway structure required

Please provide details on current pathway structure eg grassroots to elite level.

You may provide any supporting documents you wish to support your pathway. This may include agreements with local schools or domestic clubs to show your pathway.

Will you have both a men's and women's team?

Please provide your average Attendance - Men's Games (2019) & Women's Games (2019)

Community Engagement required

Please list any association community and school partnership initiatives

Demonstrated competitiveness required

Please provide finishing position of all your senior men's and women's teams over the past 5 years and an outline of how you believe you will remain competitive in NBL1.

Designated association resource to administer teams and games required

Please list proposed office structure/titles that will be designated to administer your NBL1 teams.

As a guide NBL1 recommends you cover the following roles.

- *Business Manager*
- *Sponsorship Manager*
- *Team Administrator*
- *Media Manager*
- *Game Day Coordinator*

**These roles do not need to be exclusive to your NBL1 program, however it is important not to overload one specific individual as the NBL1 season can be full on.*

Venue Requirements

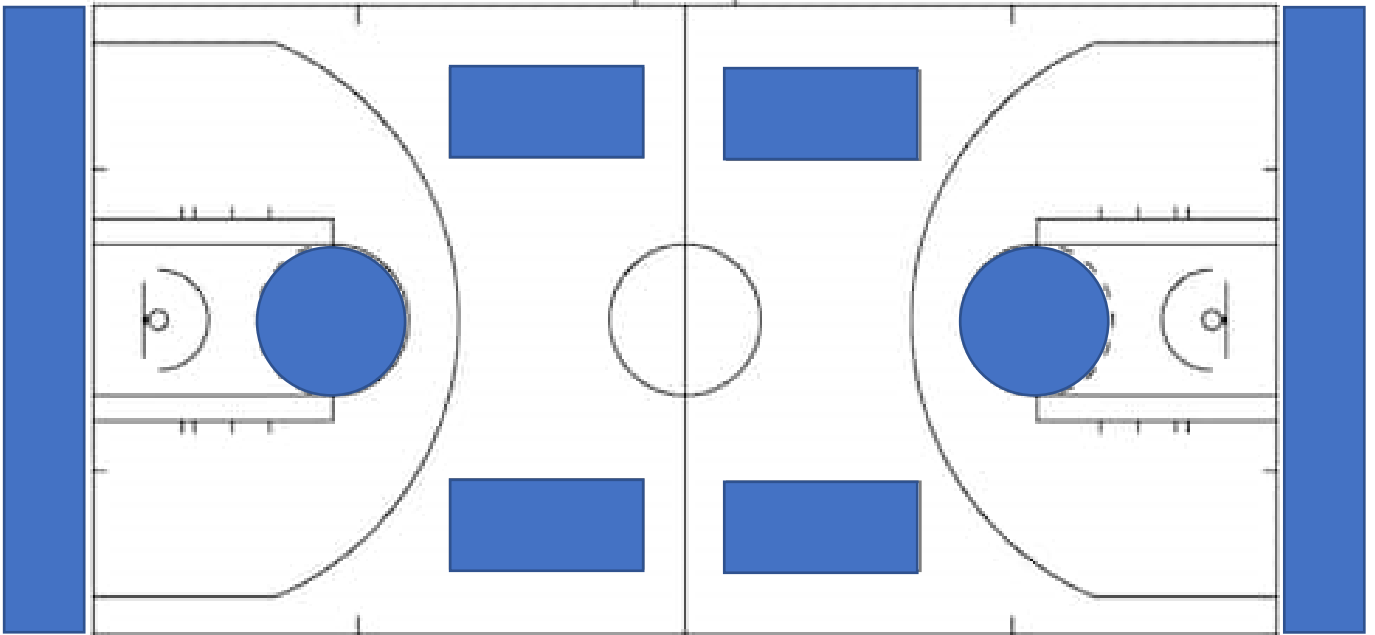
NBL1 clubs must provide a venue that meets the following requirements;

- FIBA full size court, with suitable run off
- Safe, well maintained playing surface
- Scoreboards and Shot Clocks at both ends of the court *(not on the side line)*
- Minimum 500 seat capacity
- 4 Changerooms with clean whiteboards
- A dedicated referee room for NBL1 referees separate to domestic referees, including access to showers
- Suitable lighting for Live Streaming (guide 500+ lux)
- Suitably qualified score bench and stats staff

COURT LAYOUT & SIGNAGE PLAN

CLUB: _____

STADIUM: _____



NUMBER OF CHANGEROOMS

2 / 4

PLAN IF ONLY 2

DISTANCE TO CHANGEROOMS

LENGTH OF HALF TIME

10 / 12 / 15 minutes