

ASSESSMENT OF FOOT TRAFFIC AT VICTORIAN BASKETBALL VENUES





2.9million

visits to Basketball Victoria stadiums annually

681,571

weekly visits to Basketball Victoria stadiums
(based on 42 week year)

1.29million

games, events and programs played annually

\$316million

generated in total economic contribution to the
Victorian economy (2013 calculation)

Executive Summary

Basketball is one of Victoria's most significant sport and recreation industries. In 2013, a state-wide census was undertaken, demonstrating basketball in Victoria:

- Generated an estimated \$316.24 million in total economic contribution to the Victorian economy.
- Provided remuneration (in salaries, wages, honorariums and/or expenses) to 11,230 people and directly supported 968 full-time equivalent jobs.
- Attracted 1.98 million non-playing participants and spectators to basketball games and events throughout the state.

Basketball Victoria understands that beyond active participation in playing the game, measurement of “foot traffic” is also an important indicator of demand for basketball facilities. “Foot traffic” is the number of visitations to basketball stadiums for any purpose. It takes into account regular users of the stadiums in addition to players and officials such as parents and friends of players, other spectators, committees, staff and service providers.

Basketball foot traffic, or visits to basketball stadiums, has been calculated from Basketball Victoria's database of participation, competition and program schedules, validated by a Street Ryan survey of 12 metropolitan and country basketball associations in mid-2017.

The total foot traffic estimate for Victorian Basketball stadiums in 2016 is 28.626 million visits, from 1.29 million games, events and programs. This represents average attendance across all basketball activities of 22.2 attendees per game.

Foot traffic calculations were prepared for two main categories:

- Regular Competitions and Tournaments.
- Programs and Events.

Regular Competitions and Tournaments involved 529,357 games during the year creating an estimated 18,295,864 visits to stadiums of which:

- 73.3% of visits were in metropolitan Melbourne.
- 22.8% of visits were in country Victoria.
- 3.9% of visits were in tournaments and competitions with representation in both Melbourne metropolitan area and regional centres.

Programs and Events (including team training sessions) involved 761,532 activities during the year (excluding Aussie Hoops programs) creating 10,330,120 visits to stadiums of which:

- Junior domestic and representative training sessions represented 88.3% of all visits.
- Entry level basketball programs contributed 5.1% of all visits in the programs and events category.



Basketball is one of Australia's largest sectors within the sport and recreation industry in terms of:

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Background

- Number of participants (from entry-level, grassroots and social players through to elite competitors involved in state and national competitions).
- Numbers of spectators and other stakeholders.
- Employment and contracting.
- Expenditure generated.

Basketball Victoria is dedicated to the continued development of athletes and coaches through clinics, camps, education and resources. It provides a pathway for athletes, coaches and officials through the sport from grassroots level to international competition.

Censuses of participation and players in Australian sports and recreation activities have become fundamental to professional sports management. Improvements in measuring and monitoring participation and in using and value adding to this information, at regional levels, is now critical to game development, marketing and promotions, resource allocation and a range of other planning activities.

Basketball Victoria continues to undertake a regular in-house census procedure by monitoring participation numbers (largely players and officials) and has now resolved that the measurement of foot traffic is also an important indicator of demand for basketball facilities. In this context, “foot traffic” is the total number of visitations to basketball stadiums for any purpose. It takes into account regular users of the stadiums in addition to players and officials such as parents and friends of players, other spectators, committees, staff and service providers. It highlights the value of the stadium as a place of recreation in the community.

Basketball Victoria monitors participation and game development across metropolitan and non-metropolitan regions of the state. There are 161 basketball associations across the state- with 56 in metropolitan Victoria while 105 are located in non-metropolitan Victoria.

In early 2017, Basketball Victoria made a range of informed assumptions about foot traffic at all games throughout the State. These include details of:

- Games at all levels (from grass-root through to elite)
- Players per team and other participants (e.g. those involved in skills development programs and school organised basketball activities)
- Spectators and other supporters (including parents, other family and friends of players)
- Game officials
- Stadium officials and volunteers

Clearly, there are differences in the degree of involvement among foot traffic visitors and this affects the nature and duration of their visits:

Some are casual attendees (such as people calling in to drop off and pick up friends and relatives or to briefly watch basketball games), some are engaged attendees (such as regular spectators) and some are fully-engaged participants (players, officials, committee members, other volunteers and staff). All of these visitors create a demand for facilities at stadiums, while the majority (the engaged attendees and fully-engaged participants) create the most significant levels of demand for facilities.

This document summarises the estimated foot traffic at basketball stadiums throughout Victoria in 2016 based on calculations by Basketball Victoria and a validation process conducted by Street Ryan involving a survey of 12 metropolitan and country basketball associations to confirm and adjust - where appropriate - the assumptions in estimating foot traffic.

Estimated Foot Traffic

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2.1 APPROACH

Basketball Victoria developed estimates of foot traffic based on databases of players and officials, attendance records and detailed competition and program schedules. These estimates were disaggregated into types of traffic, such as:

- Players
- Team support officials
- Other game officials
- Spectators (friends, family and general members of the public)
- Entry level program participants and assistants
- School competitions and programs and associated staff and support personnel

A validation survey was conducted with 12 varied basketball associations around the state (six in metropolitan Melbourne and six in country Victoria) to confirm the major assumptions and averages in the Basketball Victoria estimates. Adjustments were made where appropriate, predominantly favouring conservative estimates in the few circumstances where the validation survey indicated a lower figure than those calculated by Basketball Victoria.

The 12 basketball associations that participated in the validation survey were:

Metropolitan

- Knox Basketball Inc.
- Southern Peninsula Basketball Association
- Werribee Basketball Association
- Melbourne East Basketball Association
- Broadmeadows Basketball Association
- Dandenong Basketball Association

Country/Non-Metropolitan

- Bendigo Basketball Association
- Corio Bay Basketball Association
- Mildura Basketball Association
- Horsham Amateur Basketball Association
- Wodonga Basketball Association Inc.
- Greater Shepparton Basketball Association

2.2 FOOT TRAFFIC ESTIMATES

Table 2.1 summarises the estimates of average numbers of players per team, officials at games and spectators (friends, family and others). The estimates encompass domestic, representative and elite competitions. Table 2.2 & 2.3 present similar estimates underlying the calculated foot traffic for basketball programs and events at stadiums in 2016.

Table 2.1 Foot Traffic Averages for Basketball Competitions - Teams, Victoria 2016

Foot Traffic Calculations: Competitions	Players per team	Officials	Family/Friends/Spectators	Foot Traffic per team (inc home & away)
Metropolitan Domestic Senior	8.6	1.2	1.5	21.5
Metropolitan Domestic Junior	8.6	3.2	9.5	39.5
Melb Utd. Victorian Junior Basketball League (MUVJBL)	10.1	6	15	56.2
Big V	10.5	10.5	97.3	128.8
Country Basketball League (CBL)	10.5	10.5	60	91.5
Country Domestic Senior	7.1	1.1	1.5	18.3
Country Domestic Junior	7.1	2.4	11.5	39.6
Country Champs	10.7	4.7	12.5	51.2
Australian Junior Classic	10	6.2	15	56.2
South East Australian Basketball League (SEABL)	12	13.5	477.7	515.2
Tournament teams	10	6.2	15	56.2

Table 2.2 Foot Traffic for Skill Development & Special Programs and Events, Victoria 2016

Foot Traffic Calculations: Programs and Events – Total Annual Participants	Participants per program
Aussie Hoops	101,056
Camps/Clinics	63,012
NPP/NITP	15,610
Sporting Schools	12,096
Referee Courses	2,518
Coaching Courses	1,964



Table 2.3 Foot Traffic Averages for Basketball Programs and Events, Victoria 2016

Foot Traffic Calculations: Programs and Events – Average Per Program	Participant per session or per team	Officials	Parents / Friends / Spectators	Total Foot Traffic per program / event
Australian Junior Championships	12	6.2	10	50.2
Australian School Championships	12	6.2	5	40.2
Training - State Teams	12	11.1	0	35.1
Training - SEABL	12	5.5	0	29.5
Training Senior Representative (Big V/CBL)	11	6.5	0	28.5
Junior Club Championships	10	5.2	15	54.2
Training Sessions - Junior Representative (MUVJBL)	10	4	2	27
Training - Junior Representative (Country)	10	4	2	27
Champions Cup	9	4.2	7	36.2
Southern Cross Challenge	9	6.2	5	34.2
Victorian College Champion- ships	9	6.2	5	34.2
Hoop Time	9	6	4	32
Training Sessions - Domestic Junior	8	2.2	2	22.7
Inclusion	6	13.1	0	24.1
3x3 Tournament	4	3.2	3	17.2

Estimated total foot traffic at basketball stadiums for regular team based competitions is presented in Table 2.4, revealing:

- 529,357 games during the year creating 18,295,864 visits to stadiums (or foot traffic to stadiums). This represents 34.6 stadium visits for every basketball game, on average for the year.
- 73.3% of visits for competitions were in metropolitan Melbourne.
- 22.8% of visits were in country Victoria.
- 3.9% of visits were in tournaments and competitions with representation in both Melbourne metropolitan area and regional centres.

Table 2.4 Total Foot Traffic Estimates for Basketball Competitions, Victoria 2016

Foot Traffic Estimates: Competitions	Total Number of Games in 2016	Total Foot Traffic in 2016
Metropolitan Domestic Junior	219,975	8,680,214
Country Domestic Junior	78,771	3,117,756
Metropolitan Domestic Senior	138,894	2,980,665
Melb Utd. Victorian Junior Basketball League (MUVJBL)	27,090	1,521,374
Country Domestic Senior	52,500	959,700
Tournaments	8,640	485,568
South East Australian Basketball League (SEABL)	432	228,429
Big V	1,570	223,458
Country Championships	946	52,862
Country League (CBL)	347	35,047
Junior Classic	192	10,790
Total	529,357	18,295,864

Estimated total foot traffic at basketball stadiums for programs and events is presented in Table 2.5, revealing:

- 761,532 programs, events and training sessions during the year (excluding Aussie Hoops programs) creating 10,330,120 visits to stadiums (or foot traffic to stadiums), including Aussie Hoops programs. This represents 13.5 stadium visits for every basketball program, event or training activity, on average for the year. More specifically:
 - 74.3 visits for other events and clinics
 - 28.9 visits for entry level programs, on average
 - 17.2 visits for each accreditation course, on average
 - 13.1 visits for each training session, on average
- Junior domestic and representative training sessions dominated the foot traffic in the programs and events category, representing 88.3% of all visits.
- Entry level basketball programs contributed just 5.1% of all visits in the programs and events category.

Table 2.5 Total Foot Traffic Estimates for Basketball Programs and Events (including training), Victoria 2016

Foot Traffic Estimates: Programs and Events	Total Number of Sessions/ Events in 2016	Total Foot Traffic in 2016
Training Sessions: Domestic Junior	597,492	7,438,775
Training Sessions: Junior Representative (MUVJBL)	108,360	1,679,580
Training Junior Representative (Country)	22,512	348,936
Hoop Time	9,350	299,200
Training Senior Representative (Big V/CBL)	13,020	227,850
Inclusion	4,768	114,909
Aussie Hoops	N/A	101,056
Camps / Clinics	1,312	63,012
Victorian College Championships	680	27,472
Australian School Championships	552	25,613
Training SEABL	1,428	24,990
NPP/NITP	35	15,610
Australian Junior Championships	234	13,198
Sporting Schools	448	12,096
Training - State Teams	320	11,232
Champions Cup	270	10,908
3 x 3 Tournament	360	6,192
Junior Club Championships	56	3,035
Southern Cross Challenge	75	3,030
Referee Courses	173	2,518
Coaching Courses	87	1,964
Total	761,532	10,330,120





Basketball
Victoria

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