

The Basketball Network and Your Benefits

As of Monday 01 October 2015

What is The Basketball Network?

The Basketball Network is a tool designed specifically for basketball associations and clubs to communicate with their members and run their competitions. Since its inception in 2001, The Basketball Network has been provided to all of our affiliated members free of charge.

By virtue of your affiliation with [BA/State/Local Association] you have access to all of the components outlined below. In addition, you can access free 24/7 support.

The Basketball Network has an extraordinary set of tools for Associations to manage competitions, and communicate with their members. These products are provided free to Basketball Australia affiliates.

The components of The Basketball Network

The Basketball Network provides associations with access to the following:

- 1. Website** – with an easy to use content management system, anyone that knows how to turn on a computer can now run a high quality website – there is no need to learn HTML. You can configure how it looks, what is on it and keep it up to date from any computer with an internet connection.
- 2. FSP Manager** – is one of the most comprehensive competition management system available, FSP Manager is packed with features and makes all aspects of competition management easier. For example, it will keep track of team and player qualifications, handle clearances electronically as well as simplifying otherwise complex tasks like competition regrading. FSP Manager is ideal for the small and large organisations alike. In all cases results, fixtures and ladders from FSP Manager can be seamlessly integrated into your website.
- 3. FSP Manager Registration System** is your member database that once synchronized with the Basketball Australia National Database will allow leagues, associations and clubs to manage their members with ease, such as primary/secondary registrations, insurance, online registrations and the ability to monitor your business with detailed analysis reports on your membership growth.
- 4. Fiba Live Stats** is a courtside statistics and scouting product that allows for full courtside statistics entry, which can then be displayed online via a webcast. FLS has full integration with FSP Manager. Live Stats is used by the NBL, WNBL and also at National Junior Championships.
- 5. Stadium Scoring** is the electronic management of game scores and results courtside, and the integration of that information with the competition management system.

Stadium Scoring implies that participants score games electronically, not on paper, using laptops, touchscreens or tablets.

Who is behind The Basketball Network?

In 2007 Basketball Australia welcomed a new partner to the Basketball Network, leading Australian IT Sports Company, Fox Sports Pulse. Fox Sports Pulse's relationship with FIBA ensures that their product is one of the best in the world. They have long standing relationships in Australia with AFL and Rugby League and are the most proven of providers.

What are the benefits of The Basketball Network?

All affiliated members (States, Local Associations and Clubs) that are part of The Basketball Network have free access to the suite of products that are available and, more importantly, have been designed specifically with basketball in mind, plus 24 hour/7 day support. Other benefits are:

Ongoing Development commitment: Technology is a "fast breaking" world, with developments constantly happening with both equipment and software. Basketball Australia's technology partner Fox Sports Pulse is a world leader in technology and will continue to improve The Basketball Network to ensure it remains a contemporary part of the administration of day-to-day basketball operations.

Commercialisation: Basketball Australia is committed to its members by providing these products FREE of charge to all affiliated members. To be able to do this, we will 'commercialise' The Basketball Network websites, which involves placing advertisements on the websites. Any advertising is under the strict control of Basketball Australia and no participant data is given to advertisers – they simply buy space (and we approve the size and placement of any ad) on websites.

At all times, Basketball Australia will work with its key stakeholders to ensure that any existing partners are not compromised. In summary, the commercialisation benefits are about basketball obtaining additional sources of revenue that will ultimately benefit our sport, fund this project and allow continuous enhancements. The sourcing of advertisers will be managed by Fox Sports Pulse and advertising will appear on websites that fall under the Basketball Network project.

What about our Partners:

Associations/Clubs using Basketball Network websites will still be able to display their partners's logos with prominence. Opportunities also may exist for your partners to advertise on the Basketball Network; however this would be a separate commercial agreement between your partner and Fox Sports Pulse.

The process:

Companies wishing to advertise on the Basketball Network will be presented with a log of available websites. The company indicates which site(s) they wish to advertise on. Fox Sports Pulse in conjunction with Basketball Australia are responsible for approving advertising artwork, the list of sites the company wishes to advertise on and how long each advertisement will display.

Advertising placed on the Basketball Network will not conflict with Basketball Australia partners. Where possible any potential conflict with State and or Territory partners will be resolved, however with more than 1000 websites at Association/Club level some conflicts may occur with an association partner. Any concern regarding a conflict with a local partner or with an advertisement generally should be directed immediately to Basketball Australia.

Please keep in mind that advertising and partnership are two very different revenue platforms that offer a vast array of differing outcomes.

Online advertising - is a form of advertising that uses the Internet and World Wide Web in order to deliver marketing messages and attract customers, the direct example in relation to this project is the use of banner ads.

Partners - to partner something is to support an event, activity, person, or organization financially or through the provision of products or services. A partner is the individual or group that provides the support, similar to a benefactor. Partnership for example may be where a corporate entity may provide equipment for your Association or sports team in exchange for brand recognition. Logo placement on your website is permitted and manageable by the Association and or Club.

Associations/Clubs with major partnerships deals may wish to offer an opportunity for a partner to gain further exposure by advertising on the Basketball Network, this targeting type solution will ensure your partner can reach the right customer at the optimal time.

Opportunities for Geo-Targeting

Geo-targeting is a geographically based method that has the potential to target by post-code, region, state and time zones. Placing ads through this method is beneficial to businesses that aim to serve specific niche markets.

So why is Basketball Australia doing this?

The sport of basketball is growing in both participation and in interest. Whilst we enjoy a prominent position in the sporting marketplace, we are still competing against some traditional Australian sports such as Football, Cricket and Swimming.

For basketball to continue its growth and to better serve the grass-roots of the game Basketball Australia decided to examine the most effective way that it could assist administrators (at all levels), to help them better manage their time, and to better manage the sport of basketball. It was clear that the best way for the sport to grow is to invest in efficient administration systems.

The Basketball Network will not only assist clubs and associations considerably, it will allow Basketball Australia and its affiliated bodies to collect the demographical information they require to grow the game in what is an increasingly hostile and competitive environment.

For example, The Basketball Network database will allow Basketball Australia and its affiliates to map the distribution of programs such as Aussie Hoops in a given area and use those learnings to Lobby local governments for more and better facilities to cater for the demands of the sport. The same process will also assist State/Territories and Associations to better locate new clubs as population centres shift and grow.

So with this in mind there are 6 key fields of information that must be collected on participants, and these are;

1. First Name
2. Surname
3. Date of Birth

4. Gender
5. Suburb
6. Postcode

What Basketball Australia won't do:

Basketball Australia will not sell any data from The Basketball Network to third parties. This data remains the property of the users that make up The Basketball Network. Basketball Australia will not contact individuals within The Basketball Network system without their prior consent, as to do so would be in breach of privacy legislation.

Joining The Basketball Network is free and open to all affiliated members. Should any users wish to leave The Basketball Network they are free to do so.

To join and/or remain a user of The Basketball Network, please read the following Terms and Conditions of the agreement and sign and return the last page of this document.

The Basketball Network | “Terms and Conditions of Use”

In consideration for being able to use The Basketball Network, “Association/Club name” acknowledges and agrees that:

1. When using one of the website modules any information published will not be defamatory, libellous, slanderous, obscene, violent, indecent, pornographic, abusive, threatening, discriminatory, harassing, or otherwise capable of being deemed to be inappropriate or inconsistent with the objectives of Basketball Australia.
2. The Basketball Network software will only be used for basketball purposes.
3. “Association/Club name” will not use (“name”.basketball.net.au) to advertise or promote any other sports without the prior permission of Basketball Australia.
4. In accordance with the partnership agreement between Basketball Australia and Fox Sports Pulse “Association/Club name basketball” agrees to cross promote Fox Sports Pulse as a partner.
5. Basketball Australia reserves the right to withhold or remove without notice messages containing statements which may be defamatory, libellous, slanderous, obscene, violent, indecent, pornographic, abusive, threatening, discriminatory, or harassing; or is otherwise deemed to be inappropriate or inconsistent with the objectives of Basketball Australia.
6. Basketball Australia will not be responsible for any content posted by “Association/Club name” and the content of all messages whether expressed as opinions, statements or recommendations, are that of “Association/Club name” and are not those of Basketball Australia.
7. “Association/Club name” release and forever discharge, to the fullest extent permitted by the law, Basketball Australia, and Fox Sports Pulse and its officers, directors, committee members, employees and agents from and against all claims, actions, suits, proceedings, causes of action, damages, losses, demands, moneys, costs and expenses (including legal costs) whatsoever and howsoever arising or incurred which this Association/club now have or may at any time in the future have, related to or in connection with the use of this software.
8. “Association/Club name” agrees to indemnify and keep indemnified Basketball Australia and Fox Sports Pulse and their officers, directors, committee members, employees and agents from and against all claims, actions, suits, proceedings, causes of action, damages, losses, demands, moneys, costs and expenses (including legal costs) arising or incurred by the “Association/Club name” directly or indirectly in connection with any act, omission or misconduct by this association/club or any breach or non-performance by us of our obligations under these Terms and Conditions of Use.
9. “Association/Club name” agree that if we use the Basketball Network product in isolation (that is not using one of the free websites available through Basketball Australia) that we will display on our website home page an RSS feed from both the Basketball Australia website and [their respective State/Territory]. We will also display the Basketball Australia and Fox Sports Pulse logos in a prominent position as a partner on our website.
10. We agree by using the Basketball Network product that we will synchronise our data with the national database on a regular basis and/or when specifically requested by either

Basketball Australia or the respective State/Territory Association for the duration of this agreement.

11. "Association/Club name" acknowledges and agrees that advertisements may be placed by Basketball Australia on the Basketball Australia website. These ads will appear in spaces designated by Basketball Australia who will provide 30 days notice of any change. Current specifications for advertisements is leader board advert (positioned at the top of the website) specs are 728 x 90 pixels and a banner advert (positioned at the bottom of the website) specs are 468 x 60 pixels and Island adverts (displayed only on Fixtures, Results and Ladders pages) specs are 300 x 250 pixels.

12. Should the "Association/Club name" breach any of the above terms and conditions of use Basketball Australia may cease your access to this software in addition to any other rights or remedies which it may seek to enforce against you.

13. All rights, including intellectual property rights, arising out of the use by us and the "Association/Club name" of the software described above shall, upon coming into existence, automatically vest in Basketball Australia & Fox Sports Pulse and we agree to execute such assignments and assurances as may be reasonably necessary to perfect ownership by Basketball Australia and Fox Sports Pulse of those rights.

By completing the information below the "Association/Club name" agrees to be bound by the above Terms and Conditions of Use of the 'The Basketball Network'.

ASSOCIATION / CLUB DETAILS	
Organisation Name:	Incorporation Number:
Position within Association/Club:	
First Name:	Surname:
Venue Address:	
Suburb:	State:
Post Code:	Parent Body:
Email Address:	
Email Address of Website Editor:	
Web Address:	
Office Phone Number:	Mobile:
Signature:	Date:

In order to complete your application please answer the following questions:

Yes No

1. Are you affiliated with your State Body?

2. Please select what you will be using this system for:

- Registrations
- Payments
- Competitions
- Stadium Scoring
- Live Stats
- New Website

3. Are you currently using FIBA Organiser or an alternative system?

Yes No Other

If Other Please Specify: _____

4. If yes, when was the date of your last sync? _____

5. Would you like to transfer any historical data into the new FSP Manager database?

Yes No

6. Does your structure include member clubs? If yes, please list the clubs below.

7. Please outline the following:

How many competitions are in your FIBA Organiser Database? _____

What date does your current season finish? _____

What date does your next season begin? _____

Please return this completed form to Basketball Australia.