



**FIBA**

We Are Basketball

# ASSIST21

FIBA ASSIST MAGAZINE FOR BASKETBALL ENTHUSIASTS EVERYWHERE JULY / AUGUST 2006

**WORLD  
CONGRESS  
2006**

**ONE GAME  
ONE GLOBE  
ONE GOAL**





# "WE MAKE SURE BASKETBALL IS CHALLENGING, EXCITING, AND FASCINATING FOR EVERYONE"

Welcome to the 21st edition of the FIBA Assist Magazine. On the occasion of the 2006 FIBA World Congress in Japan this special edition will not concentrate on the usual content of the magazine, but guide you on a journey through FIBA's objectives and activities.

This journey will bring you all over the globe, through a variety of countries, pictures and stories, which, however, can not fully catch – in 80 pages only - the intensity and the rhythm of our growing sport and by which we all live on a day by day basis.

This journey started on the courts in Indianapolis in 2002. Serbia and Montenegro won the Championship back there on the sacred US soil, but two years later it was Argentina that mesmerized the world by winning Olympic Gold in 2004. In 2006 in Japan, even more teams can aspire to end up on the podium while the specialised press expects a renewed and motivated US team, with players proud to wear the uniforms of their national team. The uncertainty has never been higher and only the court will tell us where the game goes.

Off the courts, our journey brought us physically in 2002 from Munich, Germany, where we have been facing serious – and still unresolved - tax issues, to Geneva, Switzerland. This was a considerable turning-point for FIBA as we also split operations with FIBA Europe, which remained in Munich and became an autonomous organization as all other Zones in accordance with our Statutes.

This was also the time, in 2003, when the FIBA Central Board adopted, after one year of work, its strategic plan and scorecards. Many of the activities that are captured in this magazine – and the magazine itself - are a direct consequence of this process.





All five FIBA Zones were renamed and a new FIBA brand identity was launched at the beginning of 2003. This new identity includes the FIBA World and FIBA Zone logos, colour schemes and type faces, in an integrated worldwide concept, which is unique in the international sporting movement and led FIBA to the launch of a new web page, followed shortly by all FIBA Zones.

To react to unfavourable market conditions, FIBA created its own TV, Marketing and Events department at that same period, pooling together the marketing and television rights to all major official competitions at world and continental level. The results over the first cycle are promising and almost 25 million USD were generated and returned to the FIBA Zones. This new focus of activity pushed the respective FIBA departments to attend almost all of the events around the globe and to create explanatory manuals in 2003, to be distributed to potential sponsors, TV channels and, most importantly, to Local Organizing Committees that wish to bid for a FIBA event.

But as Indianapolis showed, the level of our game was growing and new teams were reaching top rankings. Therefore, the FIBA family was mature to expand the World Championship for Men from 16 teams in 2002 to 24 teams today in Japan and we owe our appreciation to the Japanese Federation for accepting this challenge.

As a recognition to the increased popularity, basketball was introduced in the 2006 Commonwealth Games in Melbourne Australia; FISU, following FIBA's advice, modified its basketball competition system to make it more attractive and useful to the FIBA family; and FIBA introduced a more regular world competition calendar for the youngsters, focusing on U18 and U16 categories.

At the same time, as basketball was one of the few sports not providing national teams with the "second chance" opportunity to qualify for the Olympic Games, FIBA established the Pre Olympic Qualifying Tournament for 2008 Beijing Olympic Games. This first edition will be a test to attract attention to our sport shortly before the Olympics to the benefit of FIBA.

Certainly some work remains to be done as the competition calendar is overcrowded

at all levels, but the approved FIBA harmonized calendar provides for a minimum sustainable framework for most activities.

In the meantime "Basketball for Young Players" (published in 2000), an important reference for young coaches, has been translated throughout the years in six languages; Olympic Solidarity Courses were held all over the world and important monies were invested in them; FIBA and NBA jointly started Basketball Without Borders camps, which developed considerably since 2001, reaching today 4 continents, over 80 national federations and 250 kids every summer.

In the winter of 2004, FIBA's Media Guide was launched on-line. Very useful, the media guide contains information and contact details for FIBA National Federations and FIBA National Federations Clubs. An important Media Directory is also available.

In the fall of 2004, the decision about the host country for 2010 World Championship was taken in Kuala Lumpur. Turkey, one of the fastest growing basketball countries, won by one vote over France the right to host FIBA's premier event with the complete cooperation of national authorities.

In May 2005, several important regulations came into force such as the Regulations governing League Organisations, the Regulations governing Players' Agents and the Regulations governing FIBA Approved Coaches. The relationship between leagues, clubs and national federations remains a constant challenge of our pyramidal system and the regulations aim at a reasonable working relationship among all stakeholders. Agents are to the eyes of many a necessary evil, but there is no doubt that they perform a precise and positive role in the eyes of players and teams. FIBA's role is to ensure that there are no abuses and that standard code of conducts and ethics apply to this environment. Finally, we need responsible and competent coaches, in particular for our younger generations of players. The approved regulations will allow us to create a database of all coaches worldwide and later on to include quality requirements for obtaining the license.

Summer 2005 saw the launch of the FIBA on-line store, the first ever merchandising program and e-business of the International Basketball Federation. A wide range of

products such as textiles, souvenirs and sports equipment may be ordered online on [fiba.com](http://fiba.com). The opening allowed us not only to enlarge our business portfolio but helped us to further promote the FIBA brand.

At the end of 2005, FIBA distributed the National Federations Manual late last year and presented it at all Zone General Assemblies in 2006. The Manual is a complete and comprehensive collection of information to assist each National Federation in their everyday operations.

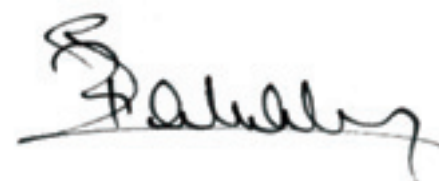
Our journey brings us to 2006 and here to Japan and, later in September, to Brazil. On this long journey one can not forget the importance of our women basketball, a section of our sport that is exciting, but challenging when it comes to make it successful worldwide.

Finally, this journey would have been hopeless without the commitment of all the FIBA family and of the FIBA staff in Geneva and in the Zones. They, you, deserve most of the credit.

I hope this issue of FIBA Assist will give you a glimpse of our vision and mission as we try to make basketball challenging, exciting and fascinating for everyone. We have our problems and new ones will come along as in any business or family. Also, demand for better conditions, for better rules, for better facilities and for more revenues is growing, and this must be reconciled with responsible activities and choices.

But basketball is a team sport and as such, through a strong spirit of partnership between all our National Federations, Zones, Sponsors, Partners and Friends in general, and through innovative programmes and activities, FIBA is paving its way towards a strong and sustainable journey in the future.

We are basketball.



**Patrick Baumann**  
**FIBA Secretary General**



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# A NEW IDENTITY

## MASTERING TRENDS AND COMPETITION

In the recent past and from a global point of view, the sports market has changed very much in contrast to previous decades. The professionalisation of market players is forcing everyone in this highly competitive market segment to improve constantly in large steps and to protect or expand their own market position. The collapse of some of the industry's leading forces (such as ISL, Kirch Group, ITV Digital) and a simultaneous downturn of the whole sports and entertainment industry - in conjunction with a huge slump in the world economy - has led to a sharp contraction in overall investment in the sports industry, and an increased focus towards the "premier sports" with regards to rights and events by the media, the sponsors and - as a result - the general public as well.

Basketball, one of the top three Olympic sports and the No. 1 indoor sport worldwide, has also suffered from this development. Media distribution and revenue for FIBA's events, both at world and continental level, are stalling and the acquisition of new sponsors or new television partners is a difficult sell - not because of unsatisfactory price/value relationship, but mainly because markets are down and the product is not at its apogee with media, consumers and targeted commercial partners.

FIBA's aim and responsibility are to set the pace for basketball and to make the game happen, everywhere on this planet. In order to assume this responsibility to the full, FIBA needs to act with confidence and embrace the basketball community with its master plan to further increase the attractiveness of the sport and to grow its popularity and the number of players throughout the world.

This can only be achieved through a much closer co-operation between the five FIBA Zones and FIBA with its 212 member federations on shared values and objectives, a process FIBA is keen to progress.

As a part of this process and in order to reflect a global personality for basketball, FIBA developed and launched a new identity that stands out in the overcrowded market place, maximises all synergies and reflects the desired global personality for the sport and FIBA as its "pacemaker".

For FIBA to be successful in the long term, it needs to continuously adapt its structure and management processes to new situations, and considerably grow the commercial value of its brand and sports competitions vis-à-vis rival sports and entertainment properties. This requires a fresh look at the sport, with a view to raise awareness and attractiveness of existing sports competitions as well as the introduction of new meaningful events, aimed at raising the global profile of basketball - and at the same time an integrated and consistent approach to Branding, Media, Marketing and Licensing, using the synergies for the benefit of the sport and its commercial success.

The development and introduction of innovative and tailor-made rights packages and services for all commercial partners has to take into account major trend changes in the leisure and entertainment industry and will need new and imaginative marketing skills. FIBA, as the world governing body of basketball, is a well known non-profit sports organisation, yet needs to act more like a professional market player. As a consequence, FIBA is ready to accept changes in order to prepare for the future.

This is why FIBA has decided to start a process to improve its strategies, structures, processes and systems to stay ahead of the competition and to protect its own rights and values that have been built up over 70 years.

This process has led FIBA to this document, which represents a strategic master plan for the next 4 to 8 years.

## THE PROCESS

1. In November 2001, the FIBA Central Board approved the proposal to

start a strategic review of FIBA's activities.

2. The Secretaries General of the FIBA Zones and the Secretariat of FIBA during their meeting on 18 - 20 April 2002 set up the general framework of the process. Together with KPMG, an Audit Company, FIBA's activities were divided into 5 interdependent fields of activities (scorecards).
3. First drafts for vision and mission statements, the choice of key field of activities were approved and the creation of a new FIBA corporate identity were approved by the FIBA Central Board meeting on 17 - 19 June 2002.
4. The FIBA Zone Secretaries General continued their work on this process on 13th and 14th November 2002 and were introduced to a set of 24 objectives divided into five fields of activities. 12 top priority objectives were selected and each Zone was asked to prepare its own set of scorecards in consultation with its partners in the respective Zones and in accordance with the adopted principles.
5. The FIBA Central Board meeting, held on 15th and 16th November, approved the concept and the selected 12 objectives. At the same time, Interbrand Zintzmeyer and Lux, world renowned branding experts from Zurich, presented to the FIBA Central Board the concept for a new FIBA corporate identity. This concept was also approved.
6. The FIBA Zone Secretaries General met again on March 22nd and 23rd to review and approve all Scorecards (FIBA and FIBA Zones) and prepare the official launch of the new brand identity.
7. In April 2003 the new FIBA Assist Magazine and new brand identity were launched.
8. The final "FIBA Vision - Strategy - Activities" was presented to the Central Board for approval and implementation at its meeting on May 24th and 25th, 2003.

## FIBA'S TIME TO CHANGE

In order to develop a strategic master plan, the foundations, which are the vision, the mission and the long-term objectives, must be laid. Once these foundations are concrete, strategies may be implemented by specific activities. FIBA's strategy is derived from the interaction of FIBA's long-term financial and non-financial objectives, from the market position of FIBA in the basketball and sports market and, finally, derived from the generation and use of FIBA's resource base. In the basketball market FIBA holds a quasi-monopolistic market position. In the indoor and team sports market, basketball is the No. 1 indoor sport with approximately 450 million active players in terms of participants. It is No. 1 in North America and Asia and in terms of popularity No. 2 in Europe and South- America, and finally in terms of audience, No. 3 after the Olympics and the FIFA World Cup. It is the attractiveness of the sport of basketball which is FIBA's largest asset. Furthermore, FIBA strives for an extension of its market position in terms of the number of players and the number and quality of tournaments. Therefore, FIBA aims to support the establishment of strong Zone club championships outside Europe, to include emerging basketball federations in the World Competitions and to set social trends for FIBA's own development by supporting innovative ideas. Moreover, strategies include building resources, improving efforts in television rights distribution, marketing and the further development of the Study Centre concepts. FIBA's financial resources are adequate for today's structure but insufficient to finance all aspects of basketball. By raising additional funds and developing innovative non-financial activities, FIBA can close the financial gap and reach all long-term objectives. As a result FIBA will be able to offer greater financial support to all areas of basketball. It is essential that FIBA, the Zones and National Federations create a tightly knit worldwide basketball network for the good of basketball. Two areas which need careful attention

are the relationship between FIBA and NBA and the current situation within European Club Basketball. FIBA is ready to ensure that all parties work on the same objectives and in a concerted way. It is necessary to strengthen and achieve the right balance between national teams and club basketball worldwide, and defend and improve FIBA's overall competitive position. Any strategy is a balance between taking chances and managing risks. FIBA is determined to act by strengthening its core competences and values without endangering its heritage.

## FIBA'S VISION

The sport of basketball is the core element of FIBA's vision: "FIBA believes that sports provide people with values through which they define themselves. Basketball is unique: fast and precise, mind and body, a sport in which the individual is as powerful as the team".

## FIBA'S MISSION

"FIBA governs basketball worldwide, making the rules and keeping the sport in line. We make sure basketball is challenging, exciting and fascinating for everyone. FIBA is basketball".

## FIBA'S LONG-TERM OBJECTIVES

The development of the sport of basketball is FIBA's "raison d'être". Its long-term objectives are geared towards this aim and show a broad range of interests and activities which are grouped into five inter-dependent fields of activity (scorecards).

FIBA's longterm objectives as per these five fields of activity are as follows:

## ▼ THE SPORT OF BASKETBALL

1. Increase the quality of the sport of basketball in the area of players, coaches and referees.
2. Have well organised and efficient National Federations.

## ▼ THE AUDIENCE

1. Increase image, awareness and audience at the world and continental championships.
2. Improve entertainment value of the television product.

## ▼ DEVELOPMENT

1. Attract and keep young players.
2. Study the possibility of new world events.
3. Provide assistance for development of facilities.

## ▼ INTERNAL PROCESSES

1. Introduce worldwide consistent standards of structure and management.
2. Improve regular and permanent communication within the FIBA family.
3. Define standards of organization for different categories of FIBA events.
4. Achieve standardised, world class television production and delivery of FIBA events.

## ▼ FINANCIALS

1. Generate adequate financial resources in order to develop basketball worldwide and in all forms.

These long-term objectives have been broken down in individual "FIBA Scorecards" (described in details in the next article) with each of them attributed specific measures, targets and initiatives (= projects). The initiatives as defined in the "FIBA Scorecards" will receive priority attention and allocation of resources as and when needed. It is of crucial importance for the success of this ambitious program to reach agreement within FIBA on the set of objectives, initiatives and their timing in order to coordinate all efforts in the same direction and to maximise synergies for the good of basketball.





# OUR OBJECTIVES

## I. THE SPORT OF BASKETBALL (ACTIVE POPULATION)

### 1. INCREASE THE QUALITY OF THE SPORT OF BASKETBALL IN THE AREA OF PLAYERS, COACHES AND REFEREES

#### 1 A) PLAYERS

Measures	Targets	Initiatives
Increased number of registered players	Guidelines made available to NFs step by step as of 2004; to be completed by 2006	FIBA to develop guidelines for systematic, gradual and scientific development of players and talents NFs to develop action plan in order to promote the sport and to gain and retain players
Regular and well organised championships	All NFs hold regular and high quality senior championships that increase overall attractiveness and public attention of the sport Regular and quality competitions at sub-zone and/or zone level for U-17 and U-19 age category in all Zones by 2005 All national teams play regularly at zone level	Initiate sub-zone and/or Zone Championships for U-17 and U-19 age category
Number of countries with National camps	Each NF should have the regional/national selection camp Institutional control/supervision by 2006	FIBA to provide guidelines etc. for camps and to establish certification system
Number of Zone camps	Each Zone to have a development camp by 2006	FIBA Zones to supervise or organise the leading camps

#### 1 B) COACHES

Measures	Targets	Initiatives
Number of licensed coaches	All A and B category NFs have at least one FIBA licensed coach by 2006	Development of national coaching structure and database of coaches Achieve unified educational structure at the Zone level Establish FIBA license for the coaches
Number of countries where clinics are conducted and follow up	All NFs organize clinics for high level coaches and young coaches at least once a year	Create group of high level and young coaches by 2004
Number and quality of teaching material	High quality educational material for the coaches used in all NFs	Translation and distribution of the book "Basketball for Young Players", FIBA Assist Magazine, CD rom, coaches agenda, Web site, video cassette, etc.

## 1 C) REFEREES

Measures	Targets	Initiatives
Number of National Referee Instructors	To have in each country/NF at least one National Referee Instructor by 2006  Sufficient number of referees to correctly conduct national/ international championships	Communicate objective to all Zones/NFs; Define and implement instructor's' program Produce recruitment video or basic parts of it for NF
Quality level of refereeing and application of FIBA rules	All NFs organize regular and quality clinics for national and international referees at least once a year by 2004  Each national referee receives FIBA Rule Book by 2004	Produce Instructional material (video, books, etc.) and make it available to all NFs  To issue new FIBA Rule Book to be translated by NFs
Information to referees	Provide a special information column through FIBA Assist Magazine 6 x/ year as of 2003	Develop and edit information that is both relevant and up-to-date to national referees through the FIBA Assist Magazine and make sure that NFs distribute this to their referees

## 2. HAVE WELL ORGANIZED AND EFFICIENT NATIONAL FEDERATIONS

Measures	Targets	Initiatives
Number of National Federations which fulfil minimum requirements of efficiency, order and credibility	Each NF has own offices with adequate staff and a well organised, functioning organisation and database  All NFs are properly constituted and registered, in line with national law and FIBA requirements	FIBA to provide guidance and support through regular communication/visits, guidelines, provision of software for database.
Transparency and financial stability of NFs	Each NF keeps proper financial accounts which are audited once a year by independent auditors	Support NFs in questions of Good Business Practice, developing minimum requirements to be respected and sanctions in case of non-compliance
Number of countries running national championships  Number and quality of competitions and development activities conducted	All A and B plus majority of C NFs have regular yearly national championships in all categories by 2006	Develop and update competition regulations, statistics, etc.  Develop and keep national competition calendar  Adopt and implement an action plan for youth categories
Register of coaches, listing their level of education	Only qualified coaches coach teams and national teams	Develop and keep registry of all coaches and their training evolution from initial levels to the highest level through licenses
Register of referees	Only qualified referees officiate national competitions	Develop and keep registry of all referees
Register of players	Well kept and updated register in all A, B and C NFs by 2006	To ensure licensing system in all NFs



## II. THE AUDIENCE (PASSIVE POPULATION)

### 3. INCREASE IMAGE, AWARENESS, AND AUDIENCE AT WORLD AND CONTINENTAL CHAMPIONSHIPS

Measures	Targets	Initiatives
Develop World and Continental Championships as top event	The 2006 World Championship to be one of the top ten listed worldwide sports events The 2005 Continental Championships to be one of the top five listed regional sports events	Develop by the end of 2004 a regular FIBA Basketball communication vehicle accessed and seen in all Zones Build up interest for the 2006 World Championship through televising all FIBA events to a growing audience Coverage of the 2006 World Championships via television/ video/DVD in 120 of FIBA's NFs to a total cumulative audience of 2 Bio. viewers
Maximise spectator attendance at World and Continental events	Achieve average 70% occupancy for all Group and knock-out games played at the 2006 World and 2005 Continental Championships	Build Communications Plan linking all major FIBA and Zone events and creating peaks in the lead-up, during and just after such events. Develop and supervise ticketing system to drastically increase national and international ticket sales
Develop popularity and user interest content on FIBA Website	Increase visits on the event website by 50% for the 2006 World Championships vs. the 2002 World Championships FIBA website to become the world's most popular and highest visited basketball website	Set standards for event website development and supervise its management Develop user friendly FIBA website with the aim of FIBA and all Zone websites to be integrated with the ability to develop and utilise regional/worldwide databases

### 4. IMPROVE ENTERTAINMENT VALUE OF THE PRODUCT

Measures	Targets	Initiatives
Establish the major World and Continental events as entertainment experiences	To deliver a series of the most entertaining Continental and World Championships ever at all levels (playing, media, fans, etc.)	Establish desirable and consumer friendly competition timing and format Review technical interpretation of rules as related to attractiveness of the game Develop ancillary activities/initiatives that can be used to "boost" World or Continental Championships attendance/interest, using also latest technology
Develop a commercially valuable product	Create a competition brand and high interest product that has commercial value to sponsors and is used as a primary part of sponsor's advertising and promotion campaigns.	Optimise video and photo library Improve visual attractiveness of players (uniform designs) Develop promotional campaign to highlight players more accessible to public FIBA television programming and FIBA Website to incorporate worldwide basketball news/lifestyle stories, player interviews, etc. Create "cross-border" stars
Establish the major events as essential media programming	Create a product that will have parties bidding to host or show it (i.e. NF's and television stations)	Utilise high tech production equipment Innovate production with new camera angles Receive input from industry experts



## III. DEVELOPMENT

### 5. ATTRACT AND KEEP YOUNG PLAYERS

Measures	Targets	Initiatives
Increase number of young players	Number of countries which conduct regular mini-basketball one day/week The systematic, gradual and scientific development of young players and talents	Define mini-basketball and provide necessary support and material Each national federation establishes cooperation with school structure
Number and quality of events conducted	Regular youth competitions at NF, Zone and world level with the best players per age group taking part	Prioritize the age categories U-17, U-19 and adopt and implement an action plan for youth categories
Social and public opinion about basketball	Associate basketball to social and community values	Associate symbolic message to FIBA events and institutional communication

### 6. PROVIDE ASSISTANCE FOR DEVELOPMENT OF FACILITIES

Measures	Targets	Initiatives
Establish standards for outdoor facilities	Provide 25 Outdoor facilities to developing areas by 2006	Write and divulge book on standards for outdoor facilities by 2003 Set up partner group ready to finance at low costs by 2003. Set guidelines for NF to obtain assistance
Register of facilities	Have reliable database of top 100 high level facilities for basketball in each continent by 2006	Create reliable database for facilities by 2003 Compile and classify existing facilities
Increase number of construction/refurbishment projects in which Study Centre is involved	Achieve consultancy fee for infrastructure projects by 2006	Prepare leaflet on Study Centre Communicate actively with contractors, NFs, Study Centre partners & others

### 7. STUDY THE POSSIBILITY OF NEW WORLD EVENTS

Measures	Targets	Initiatives
Implementation of FIBA Women's World League (2003)	First event to be organised in October 2003 with 8 Clubs from min. 3 Zones	Contract host federation and sponsor for 2003 event Set up Organizing Committee for FIBA Women's World League; Develop rules and regulations;
Expansion of FIBA Women's World League (2004 - 06)	Organize preliminary round in May (2 groups of 4 clubs) and final round in October (one group of 6 clubs); League is well accepted by Zones/NFs and financially healthy	Review learning from first event and fine-tune rules and regulations/organization; Develop commercial programme and contract host federation(s) and sponsor(s) in 2004 - 2006 at least 6 months in advance
Implementation of Women's Diamond Ball competition	All five invited national teams participate Competition is financially healthy	Contract host federation and sponsor for 2004 event Set up Organizing Committee for Women's Diamond Ball; Develop rules and regulations;

## IV. INTERNAL PROCESSES

### 8. INTRODUCE CONSISTENT WORLDWIDE STANDARDS OF STRUCTURE AND MANAGEMENT

Measures	Targets	Initiatives
Better management and administration of basketball through the zones and the national federations with a coherent and efficient use of available resources	Establish the necessary and coherent structure at FIBA headquarter, Zone and the National Federation	Continuous exchange of experience on good practice in administrative and project management within FIBA family in order to improve efficiency throughout all levels of FIBA Provide training opportunities
Strong bond and the sense of belonging to the FIBA structure with all zones and affiliates.	Zones are active in the promotion, supervision and direction on behalf of FIBA of the sport of basketball within their regions in strict compliance with FIBA policy and develop and implement legislation to perform their role through revisions of their own bylaws	Zone should organise, structure and staff at headquarter, based on activities and competitions, and cover the areas of administration, eligibility, competitions, results and statistic in real time, marketing and communication and accounting.
Numbers provided	Zone should maintain a complete database of all basketball sectors (players, coaches, officials, national federations and statistic) in the zone through a strict and unified license registry	Efficient management of zone headquarter Implementation of FNA in all Zones Develop and implement database in each of the Zones
Number of actions completed	All Zones have close link and ongoing co-operation with continental Olympic Committees	Regular and pro-active meetings with Continental Olympic Committees

### 9. IMPROVE REGULAR AND PERMANENT COMMUNICATION WITHIN THE FIBA FAMILY

Measures	Targets	Initiatives
Level and timeliness of information of office staff in HQ and Zone offices	FIBA Intranet fully implemented by 2005 Video Conferencing between HQ and all Zones operational by Summer 2004 Continuous and detailed information on all pending and future projects on a global, zonal and national level	Creation of an intranet with various access levels for subjects of common interest between HQ and Zones Installation of video conferencing in HQ + Zones Regular staff meetings (1 x month)  Standardised reporting system + shared report file
Level of information within FIBA family, including associated members (clubs, leagues, coaches, refs, business partners, key media)	Regular exchange on current discussions, decisions and tendencies	By-monthly Online Newsletter as of June 2003 Creation of Forums on HQ + Zone Internet Clipping Service by Internet research
Access to electronic information exchange	All functionaries of FIBA, including Central Board, NFs, Commission Members have internet access	Provide access to all functionaries



## 10. DEFINE STANDARDS OF ORGANIZATION FOR DIFFERENT CATEGORIES OF FIBA EVENTS

Measures	Targets	Initiatives
Defined standards of organization	Have Event Manuals for all categories of FIBA events by end of 2003 and for FIBA Zone events by end of 2004	Complete Event Manual for World Championships 2006, including Bidding and selection process Event organization/Operations Manual Post event report (including financials, statistics, etc.) Complete Event Manuals for other competitions
Implementation of Event Manual	All main world and continental events from 2005 onwards are operated according to the Event Manuals	Establish calendar of implementation
Definition of partner services (global partners)	Clear definition of all services of FIBA's global partners	Define and communicate specification
Implementation of partner services	Fulfil or exceed partners' expectations	Define calendar Set up process Train staff/involved parties

## 11. HARMONIZE WORLDWIDE CALENDAR

Measures	Targets	Initiatives
Level of information and acceptance of new FIBA harmonised calendar	By end of 2003, all NFs and their leading clubs have received and taken note of the new calendar	Communication of new FIBA calendar to all NFs by FIBA secretariat; Instruction to Zones to make sure that calendar needs to be accepted and respected by all of their NFs and respective major leagues; Installation of Information procedure between Zones/FIBA secretariat in case of problems and solution/ transitional exceptions (if necessary)
Uninterrupted club competitions	All NFs by 2006	Club season is not interrupted by national team competitions and played within unified starting and ending dates
Attractive calendar spots for new FIBA competitions	Introduced in worldwide calendar by 2005	FIBA Women's World League, Women's Diamond Ball and FIBA Nations Cup are introduced and calendar dates respected by NFs
Availability of key players for FIBA competitions	No player called on has impediment to participate due to conflicting competition schedule as of 2005	National team competitions are not conflicted by club competitions
Holiday periods for players	All NFs by 2006	Ensure that according to FIBA calendar players are granted (summer) holidays



## 12. GENERATE ADEQUATE FINANCIAL RESOURCES IN ORDER TO DEVELOP BASKETBALL WORLDWIDE WITHIN A BALANCED FINANCIAL BUDGET

Measures	Targets	Initiatives
Generation of Revenues from		
Sponsorship	Two additional worldwide Sponsors beyond current budget plans by 2006	Develop new and more attractive rights definition for the full FIBA competition programme and increase worldwide sales and service activities
Television	Increase TV revenue for senior World Championship 2006.	Develop TV strategy and negotiate TV deals for FIBA that give FIBA more control on the product and distribution whilst generating increase revenues
Risk management	Reduce risk for FIBA budget by assuring minimum guaranteed revenue streams	Decide on best balance between guaranteed minimum revenues and own risk taking for TV and marketing rights sales (short and medium term)
Study Centre	Increase No. of partners by 10% and net revenue of Quadrennial 2003 - 2006 by 20 % (over 1999 - 2002) Achieve consultancy fees for infrastructure projects by 2006.	Grow the penetration of the study centre concept through communication of its value for FIBA's partners (e.g. new leaflet to NFs, industry and other entities) Exploit new stadium projects
Licensing/ Merchandising	Achieve growing revenue stream from licensing/ merchandising by 2006	Link the attractiveness of the new FIBA brand to product lines (clothe, etc) sold during event and via Internet and generate income.
Budgeting and reporting transparency	Reliable Budgets based on solid assumptions  Develop accounting and reporting that serves the needs of FIBA with timely, transparent and decision oriented management information  Monthly cash flow planning  No new projects with costs above US\$ 250'000 are started without risk analysis	Improve budgeting process  Develop user friendly cost accounting booking with comparison to budget and relevant analysis of various P&L items  Educate FIBA on cash flow planning, with easy to understand charts/reports  Introduce risk analysis for all new projects as basis of decision taking  Project management is provided with continuous status of project and cost control

# A GROWING SUCCESS

## 1. COMPETITIONS

In spite of the fact that there were no FIBA World Championships for Men or Women since 2002, the FIBA Central Board has made many very important decisions, including decisions related to the Men's Championship.

The growing popularity of basketball worldwide and the fact that more and more national men's teams were reaching the top standard, it became necessary to expand the Championship for Men from 16 teams to 24 teams. The Japan Basketball Association (organizer of the championship) has agreed that the FIBA World Championship for Men 2006 will be played (for the second time after Spain 1986) with 24 teams.

The FIBA World Championships for Youth Categories were organized as follows:

- ▼ 2003 U19 Men Thessaloniki, Greece
- ▼ 2003 U21 Women Sibenik, Croatia
- ▼ 2005 U21 Men Cordoba and Mar del Plata, Argentina
- ▼ 2005 U19 Women Nabeul and Tunis, Tunisia

It should be noted that the U19 Men 2003 has been assigned to Greece only six weeks before the start of the championship (replacement of Malaysia due to SARS) and that the U21 Women 2005 in Tunisia was the first ever FIBA World Championship held on the continent of Africa.

The main goals for the FIBA World Championships were to improve the organization of the existing championships and to study the possibility of having new FIBA world events.

The following new FIBA events were introduced or approved in the period in question.

### A. FIBA U17 WORLD CHAMPIONSHIPS FOR MEN AND WOMEN

Upon the joint proposal of the FIBA Youth Commission and the FIBA Commission for International Competitions, the FIBA Central Board decided to abolish, as of 2007, the U21 category and to introduce, as of 2010, the World Championship in a new age U17 category for both Men and Women.



The U17 Championships will be played every two years and the FIBA Zones are strongly encouraged to introduce in 2009 the FIBA Zones U16 Championships (if not already existing) or at least the FIBA Sub-Zones Championships.

Should this goal not be reached in 2009, FIBA will invite (upon FIBA Zones proposals) the teams for the first FIBA U17 World Championships for Men and Women in 2010. We are very pleased to learn that almost all strong basketball federations have already expressed their wish to participate as well as

organize these championships.

### B. FIBA U19 WORLD CHAMPIONSHIPS FOR MEN AND WOMEN EVERY TWO YEARS

In order to provide young players with more opportunities, become internationally exposed, and gain more experience by playing games against teams coming from different parts of the world, the FIBA Central Board has decided to play the U19 World Championships every two years (instead of every four) and to increase the number of participating teams in U19 Women to sixteen, as for U19 Men.



### C. DIAMOND BALL

The 1st FIBA Diamond Ball for Men (with 6 teams) was played in 2000 in Hong Kong. The idea behind this new event was to provide the world's best teams with the opportunity to play quality games, shortly before the Olympic Games, in a country close to its venue. The latter also allowed the teams to acclimatize better when moving between continents.

The success of the first edition led to the decision of the FIBA Central Board to play the FIBA Diamond Ball regularly (2nd FIBA Diamond Ball for Men was played in 2004 in Belgrade, Serbia & Montenegro) and to have it organized also for women.

The 1st FIBA Diamond Ball for Women with six teams was held in 2004 in Heraklion, Greece.

The 3rd Diamond Ball for Men and the 2nd for Women will be played shortly before the Olympic Games 2008 with 6 teams each (the host country and the five winners of the FIBA Zone Championship 2007 will be invited).

### D. FIBA WORLD LEAGUE FOR WOMEN

In order to raise the standard of the women's basketball, FIBA and the Russian Basketball Federation agreed to organize the FIBA World League for Women 2003-2008.

The 1st edition in 2003 was played in Samara, Russia as single tournament with six teams, representing all FIBA Zones.

Due to the competition's success in 2003, all the following editions (until today) were played with two preliminary round tournaments (four teams each) and a final round (played in Russia with eight teams), with very favorable conditions for the participating teams.

So far, the League was played in seven countries (Chinese Taipei, Brazil, Cuba, Korea, Hungary, China, Russia) with the participation of 46 teams from all the FIBA Zones.

### E. BORISLAV STANKOVIC CUP

Upon the initiative of the FIBA President Carl Men-Ky Ching, the tournament for the national men's teams was created, honoring the contribution of Borislav Stankovic, FIBA Secretary General from 1976 to 2002, to the development of basketball worldwide.

After having the Borislav Stankovic Cup played in 2005 in Shanghai, China, with six teams (Angola, Argentina, Australia, China, Puerto Rico, Lithuania) and in 2006



in Nanjing and Kunshan, China, once again with six teams (Australia, Brazil, China, France, Germany, Greece), we all wish to have it played regularly every year with the participation of at least six teams.

### F. WORLD OLYMPIC QUALIFYING TOURNAMENTS

Basketball was the only sport not providing the national teams with the "second chance" opportunity to qualify for the Olympic Games.

The FIBA Central Board has since deci-

ded to organize in 2008 the FIBA World Olympic Qualifying Tournaments for Men and Women. The basketball tournaments at the Olympic Games 2008 will be played with 12 teams. The FIBA World Olympic Tournament for Men will be played on 7th-13th July 2008 with 12 teams from all FIBA Zones. Three teams will be qualified (in addition to China, the winner of the FIBA World Championship 2006, the winners of each FIBA Zone Championship 2007, and two teams placed 2nd in the FIBA Europe and FIBA America Championship 2007).





The FIBA World Olympic Qualifying Tournament for Women will be played on 9th-15th June 2008, also with 12 teams from all the FIBA Zones. Five teams will be qualified (in addition to China, the winner of the FIBA World Championship 2006, and the winners of each FIBA Zone Championship 2007).

## 2. MISCELLANEOUS ACTIVITIES

### A. FIBA EVENT AND MANUAL BID

In the past few decades, sports events in

general and the basketball championships in particular have attracted many new entities willing to cooperate with the sport governing bodies.

National, regional, and local governing bodies, media, and sponsors became more prominent at FIBA World Championships. In order to facilitate the cooperation and to specify all the duties and obligations of all parties involved, FIBA has created a 300-page document, "FIBA Event and Bid Manual for World

Championship for Men." This manual describes in very fine detail not only the sports part of the championship, but also clarifies FIBA duties and responsibilities, as well as all the rights and obligations of all those who are, in one way or another, related to the championship (organizing national basketball federations, Local Organizing Committees, teams, officials, media, sponsors, and service providers).

The FIBA Event and Bid Manual became a much-requested document, not only from the organizers of basketball events, but also from other sports federations which expressed their very positive opinion of the Manual. A similar document for the FIBA World Championship for Women and for FIBA World Championships for Youth Categories will be launched soon.

### B. FIBA RANKING

The question on the positioning of a country in the world basketball hierarchy has been raised on a regular basis.

Since 2003, FIBA has established a "FIBA Ranking," which ranks all FIBA member countries according to their results. The ranking is established separately for national men's teams, national women's teams, and there is a joint ranking for both genders.

The ranking takes into consideration the results of the senior men and women national teams, as well as the results of the national teams in the youth categories in the last five years, not only at the FIBA World but also at the FIBA Zone Championships.

Despite the fact that the FIBA Ranking is relatively static due to the fact that there are few events to be evaluated regularly (every month), it still has an important media exposure and it is a very interesting FIBA promotional tool.

### C. HARMONIZED FIBA CALENDAR

The growing popularity of basketball, the globalization of the basketball world, the birth of the professional basketball leagues, and a "stars" oriented marketing strategy created in recent years conflicts between governing basketball bodies, national teams, clubs, and players.

National teams and clubs were requesting additional playing days in an already overcrowded calendar in order to execute their activities with the same players. As a result, they had fewer rest periods and were not able to play at full strength for their national teams or clubs. The players became overworked, which led to increased injuries and, in return, a decrease participation in competitions.



Taking the above into consideration, in 2003 FIBA introduced the "FIBA Harmonized Calendar for Senior Men and Women Players." The calendar year of 12 months has been divided into three parts that do not conflict with each other, providing club teams with nine months, national teams with two months, and one month reserved for the player's holidays.

In principle, the FIBA Harmonized Calendar has been very well accepted by all parties and FIBA intends to go even further in order to avoid future problems linked to the release of players between clubs, national teams and vice versa, and general insurance policy.

#### **D. FIBA TECHNICAL COMMISSION**

For many years, there were animated discussions about whether it would be good for women's basketball to play with a smaller ball (size 6) and to lower the height of the basketball rims. The proposal of lowering the rim attracted only few supporters and they were divided on the issue of using the smaller ball. In 2004, the FIBA Central Board finally decided to accept the proposal of the FIBA Technical Commission to play women's games with a smaller ball. The FIBA Central Board also decided in the same year, as a part of its promotional and cor-

porate identity strategy, to have use a bi-colored basketball.

The FIBA Technical Commission conducted a survey with regards to the possible rule changes to play basketball games with 4 x 12 minutes duration and to move the 3-point line further back. The result of the survey revealed that both changes are not necessary at present. However, the Commission will run statistical surveys on various aspects of the basketball game in order to have future proposals for rule changes based on more objective basis.

#### **E. COOPERATION WITH OTHER ORGANIZATIONS**

The FIBA Central Board has decided to establish stronger relations with all the governmental or sport associations and with the organizers of the multi-sport events where basketball is part of the program.

FIBA had already had a close cooperation with the FISU (University Games) and the organizers of the Mediterranean Games.

In 2000, FIBA, the organizers of the Francophone Games and the Commonwealth Games Federation have established a very close cooperation. In 2006, in Melbourne, basketball has been

introduced for the first time into the program of the Commonwealth Games. Recently, the organizers of the 1st Lusofonia Games (for Portuguese speaking countries), to be held in Macao, 7th-15th October 2006 are in regular contact with FIBA to have their Games played under the FIBA umbrella in the best possible conditions.

The cooperation with the organizers of the Continental "Olympic Games" such as the Pan American Games, all Africa Games, and the Asian Games is also in progress. The good reputation of FIBA leads to the fact that more organizations are asking FIBA for its professional help and advice in order to have the basketball tournaments played at the top level. We are providing our help in training referees, in selecting the teams, designating the FIBA Delegates, Commissioners, and Referees, approving the sport facilities and equipment, and providing logistical support (organizational manual, statistics program, and competition schedules).

In addition to the organizers of the Pan Arab and the Maccabi Games, the World Military Games and Championships, the World School Games, the Masters Games, we are ready to help and support all other organizers to have basketball as the leading sport at their multi-sport events.



# GLOBAL TOOL FOR LOCAL IMPROVEMENT

The National Federations Manual, produced by FIBA, in collaboration with various basketball experts from around the world, is a complete and comprehensive collection of information to assist each National Federation in their everyday operations and for the overall future of basketball in each country. The FIBA National Federations Manual gives concrete information about many important areas.

Not only does the manual provide information about areas the federation deals with on a daily basis, but it also serves as a user-friendly tool to help guide federations in how to take a giant step closer to achieving their goals.

It doesn't matter if a federation is just starting up or if it has existed for decades, there is something in this manual for everyone. By making this guide a co-pilot and using it to meet the various needs of each organization, the federations can be assured that they are leading their sport in the right direction and that the questions and concerns they have for the future of basketball are addressed.

With the manual in the hands of all the National Federations, FIBA wants to help facilitate the process of measuring progress, assisting the federations and providing guidance in whichever way they can.

The Manual provides advice and guidelines in four separate, yet inter-related, sections:

1. **Structuring.** From strategic planning to the financial management of a National Federation, this section provides each organization with a blueprint of all the necessary background information required to get started in the most efficient and effective way. Ensuring a solid foundation for a federation-

including the elaboration of a Constitution and the building of new facilities-is a crucial aspect in managing sport in every nation. This section helps answer all questions and will guide each organization in the right direction.

2. **Building.** After having set out a solid foundation for a National Federation in section one, this section is about growing the sport of basketball in each country from the grassroots level through to the elite. This section provides useful hints and recommendations from organizing and managing mini-basketball, talent development, and National Team Programs. Furthermore, this section provides information about adapting to the physical challenges of modern basketball and emphasizes the importance of having a medical program in each National Federation.

3. **Playing.** With the basics laid out for a National Federation and with the growth of basketball being experienced throughout the world, it is now time to play! This third section of the manual includes hints about where federations should focus their efforts in the different areas of competitions. It also includes information about referee infrastructure, game preparation scouting, the educational and role model aspects of coaching, and much more. This section drives the reader to the field of play where one may learn about



competitions, scouting, and coaching.

4. **Promoting.** The underlying driver to what keeps basketball alive is the fact that people want to keep on playing. However, to achieve this, it requires some knowledge about how to market the sport in the right way. More specifically, this section entails relevant and useful information about branding the sport, media relations and communications, selling to sponsors, television, event management, and event marketing, all of which, if managed effectively, are key factors in successful promotion of a sport.

All these sections have been developed in depth in a user-friendly format.

The National Federations Manual was created for those who want to make a difference in the sport.



# THE LARGE FAMILY

## I. OVERVIEW

Throughout the years, FIBA and its National Federations are some of the biggest beneficiaries of the numerous useful possibilities offered by the International Olympic Committee through their Olympic Solidarity Programs.

Hereby, are presented the activities that were managed by FIBA. These activities are spread out into two terms, which together count for six years. These six years are divided into two phases; a four-year period from 2001 to 2004 and a two-year period from 2005 to 2006.

### A. "TEAM SPORT SUPPORT GRANTS" 2001 – 2004

14 National Federations received "Team Sports Support Grants" for National Team training camps and competitions leading towards Olympic Games.

▼ Angola	Men's team
▼ Central African Republic	Men's team
▼ Cuba	Women's team
▼ Czech Republic	Women's team
▼ Estonia	Men's team
▼ Latvia	Men's team
▼ Lebanon	Men's team
▼ Lithuania	Women's team
▼ Lithuania	Men's team
▼ Mozambique	Women's team
▼ Puerto Rico	Men's team
▼ Russia	Women's team
▼ Senegal	Women's team
▼ Slovenia	Men's team
▼ Turkey	Men's team

The total amount of money invested by Olympic Solidarity towards "Team Sports Support Grants" program in the 2001 – 2004 period was \$US 1.247.300.

### "TEAM SPORT SUPPORT GRANTS" 2005 – 2006

25 National Federations received "Team Sports Support Grants" for National Team training camps and competitions leading towards Olympic Games.

▼ Algeria	Men's team
▼ American Samoa	Men's team
▼ Angola	Men's team
▼ Antigua	Men's team
▼ Belize	Men's team







▼ Burundi	Men's team
▼ Bulgaria	Men's team
▼ Cape Verde	Men's team
▼ Columbia	Women's team
▼ Congo	Men's team
▼ Cuba	Women's team
▼ Lebanon	Men's team
▼ Libya	Men's team
▼ Lithuania	Women's team
▼ Malawi	Men's team
▼ Malta	Women's team
▼ Mozambique	Women's team
▼ New Zealand	Women's team
▼ Panama	Men's team
▼ Peru	Women's team
▼ Qatar	Men's team
▼ St. Vincent and Grenadines	Men's team
▼ Slovenia	Men's team
▼ Solomon Islands	Women's team
▼ Uzbekistan	Women's team

The total amount of money invested by Olympic Solidarity towards "Team Sports Support Grants" program in the 2005 – 2006 period was \$US 1.505.200.

Thus, the total amount of money invested by Olympic Solidarity towards "Team Sports Support Grants" program in the 2001 – 2006 period was \$US 2.752.500.

#### **B. 173 "TECHNICAL COURSES FOR COACHES" WERE ORGANIZED**

- ▼ 55 in Africa.
- ▼ 31 in America.
- ▼ 19 in Asia.
- ▼ 68 in Oceania.

The total amount of money invested by Olympic Solidarity towards "Technical Courses for Coaches" program in 2001 – 2006 period was \$US 926.052.

#### **C. 57 "OLYMPIC SCHOLARSHIP FOR COACHES" WERE GIVEN**

- ▼ 33 in Africa.
- ▼ 16 in America.
- ▼ 6 in Asia.
- ▼ 2 in Europe.

The total amount of money invested by Olympic Solidarity towards "Olympic Scholarship for Coaches" program in the 2001 – 2006 period was \$US 499.860.

#### **D. 13 NATIONAL FEDERATIONS BENEFITED FROM THE "DEVELOPMENT OF NATIONAL COACHING STRUCTURE" PROGRAM**

##### **2001-2004**

- ▼ Algeria
- ▼ Mozambique
- ▼ Senegal
- ▼ St. Vincent and Grenadines
- ▼ Yemen

##### **2005-2006**

- ▼ Barbados
- ▼ Mozambique
- ▼ Erithrea
- ▼ Uruguay
- ▼ Morocco
- ▼ Benin
- ▼ Rwanda
- ▼ Seychelles



The total amount of money invested by Olympic Solidarity towards the "Development of National Coaching Structure" program in the 2001 – 2006 period was \$US 350.000.

#### **E. 1 NATIONAL FEDERATION BENEFITED FROM THE "YOUTH DEVELOPMENT PROGRAM"**

▼ Bahrain.

The total amount of money invested by Olympic Solidarity towards the "Youth Development program" in the 2001 – 2006 period was \$US 10.000.

#### **F. CONCLUSION FOR THE PERIOD 2001 - 2006**

The total amount of money invested by International Olympic Committee through Olympic Solidarity programs during the 2001-2006 period was \$US 4.223.412 (this excludes the programs directly funded by the Oceania National Olympic Committees).

## **II. PROGRAMS BENEFITING BASKETBALL**

FIBA and its National Federations have benefited and may benefit even more through a better understanding of its possibilities and a continuous improving communication and relationship with Olympic Solidarity. During the past few years we had numerous meetings together. These meetings resulted in achieving many changes in the programs. They have all been advantageous to our National Federations.

Up until the 2001-2004 IOC quadrennial programs, individual sports have benefited the most from the Olympic Solidarity programming and budgeting. For the current quadrennial 2005- 2008, we have been able - through the improved relationship and constant communication with Olympic Solidarity - to improve possibilities for team sports.

#### **1. "TEAM SPORTS SUPPORT GRANTS"**

The main change has occurred in the "Team Sports Support Grants" program. This program offers technical and financial assistance focused on team preparation for qualifying for the Beijing Olympic Games in 2008. The National Olympic Committees and the National Federations that do not have teams that have the sufficient level to feasibly qualify for the Beijing Olympic Games have now the possibility to receive support for its preparation and participation in the following types of competitions:

- ▼ Multi-sport Games.
- ▼ World Championships (Senior and Junior).
- ▼ Continental Championships (Senior and Junior).
- ▼ Olympics qualification competitions.

#### **2. "TALENT IDENTIFICATION PROGRAM"**

One of the principal objectives of the Olympic Movement is to help the youth of the world and offer young, promising athletes, our symbols of the future, the possibility to progress in order to reach elite sporting levels. The "Talent Identification Programs" were created to assist the NOCs and National Federations to discover young athletes showing a particular spor-

ting talent. The "Talent Identification Programs" will allow NOCs to achieve the following:

- ▼ Create or establish a national structure for talent identification.
- ▼ Continue to develop existing programs, in collaboration with the International Federations and National Federations concerned.
- ▼ Become associated with projects already existing on the national level.
- ▼ Olympic Solidarity will endeavor to assist NOCs with specific examples of talent identification projects, when requested.

#### **3. "TECHNICAL COURSES FOR COACHES"**

In the past few years we had streamlined the number and quality of the coaches. There is today a global unified syllabus that is used for all "Technical Courses for Coaches" program. The content of the book "Basketball for Young Players" (which will be presented in this report) is now the harmonized content at all clinics in addition to the specificities indicated by the receiving National Federations and the experience of the instructor assigned to conduct the training program. As acknowledged and emphasized by Olympic Solidarity, all courses must be held in line with the rules established by the International Federation, whose training standards will be the benchmark for the program.

#### **4. "OLYMPIC SCHOLARSHIP FOR COACHES"**

The "Olympic Scholarship for Coaches" program provides many opportunities, yet it can be used much more efficiently. The main objective of this program is to offer coaches access to further high-level training, experience, and knowledge, which they will then use to benefit their respective national sports structures. A coach receiving the scholarship should:

- ▼ Belong to a sport federation on the Olympic program.
- ▼ Hold the rank of official national coach recognized in his/her country of origin and/or by the respective International Federation.
- ▼ Be able to prove that he/she has practical experience as a coach at national/international level.
- ▼ Undertake to pass on his/her knowledge and work to continue developing his/her sport after receiving the training.







This training can take place only if Olympic Solidarity and the International Federation concerned recognize it for its high level of theoretical and/or practical competence, in a particular high-level training center or sports club. High-level training centers or universities working with Olympic Solidarity will host its coach scholarship holders.

The partners used by Olympic Solidarity are training centers that FIBA is consistently reviewing and are fully approved. Discussions on the basketball-specific syllabus, as well as the teaching aids to be used, regularly take place. These institutions include:

- ▼ Institut National du Sport et de l'Éducation Physique (INSEP), Paris - France.
- ▼ Semmelweis University (University of Physical Education), Budapest - Hungary.
- ▼ Centro de Alto Rendimiento (CAR), Barcelona – Spain.
- ▼ Programme d'Appui International au Sport Africain et des Caraïbes (PAISAC), Montreal – Quebec, Canada.
- ▼ Cycle International du Sport d'élite Lausanne (CISéL) – Lausanne - Switzerland.

## 5. "DEVELOPMENT OF NATIONAL SPORTS STRUCTURE"

Another program where significant changes occur is the "Development of National Sports Structure" program, previously called "Development of National Coaching Structure." The development of sport in certain countries is often hindered by the fact that the national sport and coaching structure is disorganized or even non-existent. The main objective of this program, which was formerly focused on the national coaching structures, is to allow NOCs to develop their national sports and coaching structure by implementing a mid- to long-term action plan for a specific sport.

NOCs have the choice of determining their priorities and setting up a project, which will then enable them to strengthen the whole national structure of a sport, whether it is in the area of training coaches, spotting talented youngsters, or providing support for athletes.

This program can be combined as much as possible with the "Talent identification program." NOCs are offered the opportunity to receive a high level coach from abroad for a specific period of time (three to six months). The action plan includes the following:

- ▼ Establishing with National Federations coherent and realistic long term development plans.
- ▼ Training of local coaches (national and club level).
- ▼ Improving the different training programs for elite sport.
- ▼ Improving and establishing sport for all.
- ▼ Improve school sports.

## III. CONCLUSION

The Olympic Solidarity programs have already produced excellent results for FIBA and its affiliates. Much more will be achieved by maintaining constant communication with Olympic Solidarity and informing the National Basketball Federation so they will be aware of and understand the possibilities of the various programs.

Basketball is a meticulous, precise sports activity, and it's not easy to master. Attention to details is important, if not crucial.

Large responsibilities lie ahead for the National Federations, which must establish and maintain good relations with their National Olympic Committees in order to have access to all Olympic Solidarity programs. This helps them in funding National Team programs, talent identification camps, coaches' clinics, coaches' education, administrative seminars, and overall development of basketball in their country.

Through the Olympic Solidarity programs, resources are made available to elevate the sport of basketball. Olympic Solidarity programs are excellent opportunities given to FIBA and its affiliates to help in achieving a sustainable basketball management model that would raise the National Federations technical training level, performance, and participation at international competitions.

# FRIENDSHIP FUNDAMENTALS AND EDUCATION



## 2001

The inaugural “Basketball without Borders” camp was held in Treviso, Italy in 2001. The idea was to bring children from former Yugoslavia and use the sport of basketball as a common language for global peace, friendship, and sportsmanship. Both FIBA and the NBA wished to promote goodwill around the world; the camp was an opportunity to demonstrate that basketball had a capacity to bring people together.

The three-day event, for players from Bosnia and Herzegovina, Croatia, Macedonia, Slovenia, and Yugoslavia, taught the 14-year-old players the basics of basketball, but also included seminars designed to promote leadership, conflict resolution, and living a healthy life without drugs as part of the celebration of the United Nations International Day against Drug Abuse (June 26, 2001).

Vlade Divac and Toni Kukoc, natives of Serbia and Croatia, respectively, headed a group of nine players, who conducted basketball camp. Other players participating in the camp included: Zan Tabak, Dalibor Bagaric and Bruno Sundov (Croatia), Peja Stojakovic, Dragan Tarlac and Alex Radojevic (Serbia), Rasho Nesterovic (Slovenia), Nenad Markovic







(Bosnia and Herzegovina), and Vrbica Stefanov (Macedonia).

The Benetton Group, that owns the Benetton Treviso basketball club in the Italian league, was a co-sponsor of the camp that was held at La Ghirada, their basketball facility located an hour north of

Venice. 50 young participants (10 from each country, selected according to their basketball skills and leadership abilities) were hosted. The young players were assigned to four different teams, regardless of nationality, and then bunked and lived together with their new teammates.

## 2002

The experience of the inaugural camp was transferred into the 2002 "Basketball Without Borders" camp held in Istanbul, Turkey. In this occasion, the United Nation Office for Drug Control and Crime Prevention joined FIBA and the NBA to build friendship and cooperation between young people who love basketball.

The event was held in the Darusafaka Ayhan Sports Hall, and 50 14-year-old children from Greece and Turkey were present (25 children from each country). On this occasion, the players who served as coaches for the camp were Antonis Fotsis Theodoros Papaloukas and Dimitris Papanikolaou (Greece), Hidayet Turkoglu, Kerem Tunceri, Mirsad Turkcan, and Ibrahim Kutluay (Turkey), and Vladimir Radmanovic (Serbia).

It was a pleasure to see the Greek and Turkish National Basketball Federations working together with global basketball communities, and, in addition, the initiative to promote the concept of international peace, friendship, and solidarity with special emphasis on the fight against drugs. Basketball proved one more time that it can teach young people





the importance of tolerance and teamwork and served as a bridge between the young players of Greece and Turkey.

### 2003

The response and great enthusiasm of the invited players and coaches drove us to further develop this concept to other continents, starting with Africa in September 2003. The camp, called "Africa 100 Camp," took place in Johannesburg, South Africa at the American International School of Johannesburg. The camp was the first of its kind to gather the top 100 young players, 16 to 19 years old, from 19 countries across Africa and it incorporated basketball instruction into educational programs and addressed important social issues.

The camp was designed to promote, expose, and strengthen the culture of basketball among the continent's youth and to build a sustainable interest in the game. The camp also aimed to fight HIV/AIDS and bring peace to Africa through the sport of basketball. One of the highlights of the camp was a donation of desktop computers, printers, servers, and educational software from Dell, as part of the Dell Education Initiative at the Ithuteng Trust, a local school for troubled youth.

Players, who served as coaches at the camp, included Dikembe Mutombo (Congo), Ruben Boumtje-Boumtje (Cameroon), DeSagana Diop and Mamadou N'diaye (Senegal), Olumide Oyedeji (Nigeria), and Michael Curry and Bob Lanier (USA).

The third "Basketball without Borders" camp held in Europe returned to beautiful La Ghirada, the training facility of Benetton Treviso, where 50 15- to 17-year old players from 22 European countries were present. On this occasion, the camp collaborated with UNICEF (United Nation's Children Fund) to support education and HIV/Aids prevention programs.

Coaching was provided by Tony Parker (France), Pau Gasol (Spain), Andrei Kirilenko (Russia), Bostjan Nahbar (Slovenia), Nikoloz Tskitishvili (Georgia), and Marko Jaric (Serbia and Montenegro).

### 2004

In 2004, "Basketball Without Borders" was organized on three continents: Europe, Africa and America.



The 2004 European "Basketball without Borders" was held once again in Italy in Treviso at the La Ghirada, and it featured 50 top young players from 25 countries. Jiri Welsch (Czech Republic), Gheorghe Muresan (Romania), Stanislav Medvedenko, and Vitaly Potapenko (Ukraine) were among the players and coaches that the camp featured. The leading children's organization, UNICEF, conducted an educational seminar on HIV/AIDS prevention and education at the camp.

The Americas version was held in Fortaleza São João, Rio de Janeiro, Brazil. 50 top players from 17 countries were present. Players and coaches such as Leandro Barbosa and Nene (Brazil), Felipe Lopez (Dominican Republic), Eduardo Najera

(Mexico), Dikembe Mutombo (Congo) were present. The primary focus of the community outreach was the creation of a Legacy Project at Vila Olimpica de Jornalista Ary de Carvalho. The Legacy Project consisted of the creation of a Reading & Learning Center and the refurbishment of a basketball court through the help of partners such as Dell. In addition, as part of the life skills seminars, as it had been done in Treviso, a special program on HIV/AIDS was held for the campers.

"Basketball without Borders" Africa 2004 was held at the American International School of Johannesburg, Johannesburg, South Africa and 100 players from 24 countries were present. Ruben Boumtje Boumtje (Cameroon), Samuel Dalembert (Haiti), DeSagana







Diop (Senegal), and Obinna Ekezie (Nigeria) were among the players present at the camp.

The primary focus of the community outreach was the continuing support of Mama Jackey's Ithuteng Trust for "at risk youth."

The Legacy Project featured the dedication of the new Dikembe Mutombo Foundation dormitories, named after player Dikembe Mutombo who, along with the NBA, funded this project, as well as a new basketball court.



## 2005

In 2005, following the spirit of the former editions, "Basketball without Borders" expanded to the Asian continent.

Led by native player, Yao Ming, star center of the Houston Rockets, the first Asian took place at the Olympic Training Facility in Beijing, China.

The camp was comprised of the top 51 players (ages 19 and under), representing 15 countries. Joining Yao Ming as camp coaches were San Antonio Spur Tony Parker (France), Philadelphia 76ers teammates Samuel Dalembert (Haiti), and Kyle Korver (USA), and New Orleans Hornet Bostjan Nachbar (Slovenia). Community outreach efforts for the 2005 "Basketball without Borders" Asia camp focused on education, grassroots basketball development, product donation and HIV/AIDS awareness. Players participated in various community outreach programs and ac-

tivities in Beijing, and hosted a basketball clinic sponsored by McDonald's for 80 Special Olympic athletes at the National Sports Training Center.

The second annual Basketball without Borders Americas tipped off in Buenos Aires with Argentinean natives Emanuel Ginóbili (San Antonio Spurs), Carlos Delfino (Detroit Pistons), and Andres Nocioni (Chicago Bulls) as headliners for the event.

The top 53 young players (ages 19 and under) from more than 20 countries across Latin America and the Caribbean took part in basketball instruction and competition and daily seminars that promoted education, leadership, character, healthy living, and HIV/AIDS awareness and prevention.

Joining Ginóbili, Delfino, and Nocioni as camp coaches were Philadelphia 76er Samuel Dalembert (Haiti), Houston Rocket Dikembe Mutombo (Congo), and Milwaukee Buck Daniel Santiago (Porto Rico).

Players visited the UNICEF-sponsored Hospital Nacional Prof. Alejandro Posadas, which is one of the largest public hospitals in Buenos Aires. The community outreach efforts culminated with a visit to Bahia Blanca, the hometown of Manu Ginobili.



Led by Utah Jazz star forward Andrei Kirilenko (Russia), and Dirk Nowitzki (Germany) of the Dallas Mavericks, the Basketball Without Borders Europe was held for the fourth time at La Ghirada in Treviso, Italy. The event featured the top 50 players (ages 19 and under), representing 20 countries from across the continent. Joining Kirilenko and Nowitzki as camp coaches were Utah Jazz's Gordan Giricek (Croatia), Charlotte Bobcats' Primož Brezec (Slovenia) and Atlanta Hawks' Zaza Pachulia (Georgia).

The focus of the community outreach for the 2005 Basketball without Borders Europe camp was an HIV/AIDS education and prevention workshop presented in partnership with UNICEF to the participating campers.

Finally, for the third consecutive year,



Basketball without Borders Africa 2005 took place at the American International School of Johannesburg, South Africa. Among others, the program was led by Dikembe Mutombo (Congo), Mamadou N'Diaye (Senegal) and NBA Legend and Community Ambassador, Bob Lanier. Basketball without Borders Africa 2005 brought together 106 young basketball players from 28 different African nations.

Our community partner, UNICEF South Africa, conducted workshops on adolescent health, with a focus on HIV/AIDS education and prevention. Community outreach programs included visit to SKY Trust, a youth empowerment program located in the Kliptown Township of Soweto, and Moletsane Sports Complex to promote HIV/AIDS education and testing. The event included drama presentations, personal testimonials, music, dance, and a health fair featuring mobile clinics, booths, and other information displays on HIV/AIDS prevention. As part of the event, Reebok offered two refurbished basketball courts to the City of Johannesburg and the players conducted a basketball clinic with local players to encourage them to lead a healthy, active lifestyle through sport. The community outreach efforts culminated with a return visit to the Ithuteng Trust, a Youth Empowerment Program founded in 1990 by Jackey "Mama Jackey" Maarohanye. The powerful and moving ceremony was held with the Ithuteng students, actor Chris Tucker, and the players who officially opened a new laundry room and guesthouse for the students of the Trust.

## 2006

In 2006, as per 2005, "Basketball without Borders" camps will be held on four continents: Americas, Asia, Europe, and Africa.

By the time of the World Congress, San Juan, Puerto Rico, Shanghai, China, and Vilnius, Lithuania will be welcoming for the first time their respective continental "Basketball without



Borders" camps. The African edition will take place for the fourth time in a row at the American International School of Johannesburg, Africa in September 2006.

In June 2006, "Basketball without Borders" Asia was held in Shanghai, China. Atlanta Hawks Josh Childress (USA), Toronto Raptors Matt Bonner (USA), Houston Rockets Richie Frahm (USA), Portland Trail Blazers Ha Seung-Jin (South Korea) and Philadelphia 76ers Samuel Dalembert (Haiti) participated as camp coaches. Unfortunately, due to an injury, Yao Ming (China) wasn't able to participate at the camp held in his native city. The 50 young players (ages 19 and under) from 14 countries across Asia took part in basketball instruction and competition.



This year's "Basketball Without Borders" Europe camp was held at the Sarunas Marciulionis Basketball Academy in Vilnius, June 30-July 3 with an All-Star Game held in Kaunas.

Joining Zydrunas Ilgauskas, Arvidas Macijauskas and Darius Songaila as camp coaches were fellow countryman Linas Kleiza. Other FIBA/NBA players who took part were Viktor Khryapa (Russia), Zaza Pachulia (Georgia) and Samuel Dalembert (Haiti). The camp united more than 50 top young basketball players (ages 18 and under) from over 25 countries across the continent to take part in basketball instruction and competition.

The "Sarunas Marciulionis Basketball Academy" in Vilnius, which hosted the event, was built in 1992 as "The Sarunas Marciulionis Basketball School", with its primary purpose to train future athletes in fundamental basketball techniques and enhance their educational skills. In 2002 the SMB School celebrated its tenth anniversary. On this occasion, FIBA awarded "Sarunas Marciulionis Basketball School" the status of Basketball Academy for its continued contribution in developing youth basketball in Lithuania. There are currently 31 groups and 770 boys between the ages of seven and 18 attending the Academy, with 10 coaches and two teachers.

"Basketball without Borders" Americas was held in July 2006 at the Coliseo



Roberto Clemente in San Juan, Puerto Rico. Joining Carlos Arroyo (Porto Rico) player of the Orlando Magic camp coaches were Golden State Warriors center Adonal Foyle (St. Vincent and the Grenadines), Utah Jazz guard Gordon Giricek (Croatia), San Antonio Spurs forward-center Sean Marks (New Zealand), Orlando Magic forward Bo Outlaw (USA), former NBA player Jerome Williams, and Puerto Rican native Daniel Santiago. 50 players from 14 countries across Americas took part at the camp.

The African edition will gather an array of FIBA/NBA star, including Phoenix Suns Steve Nash (Canada), Denver Nuggets Marcus Camby (USA), and Houston Rockets Dikembe Mutombo (Congo), who has led the camp since it was first staged in Johannesburg in 2003. Joining Nash, Camby and Mutombo will be among others former and current FIBA/NBA player Manute Bol (Sudan), Phoenix Suns Raja Bell (US Virgin Islands), San Antonio Spurs Bruce Bowen, DJ Mbenga (Congo), Chicago Bulls Luol

Deng (Sudan), Los Angeles Lakers Luke Walton, and Los Angeles Clippers Vladimir Radmanovic (Serbia and Montenegro). The camp will be highlighted by extensive community outreach activities focusing on HIV/AIDS awareness, education and grassroots basketball development. Led by NBA Legend and Community Ambassador Bob Lanier, the program includes a return visit to the Ithuteng Trust, a Youth Empowerment Program founded in 1990 by Jackey "Mama Jackey" Maarohanye, in Pimville, South Africa, where a US Embassy-funded dining hall will be opened. A new kitchen, dining hall, and bathroom facility will also be inaugurated at the Soweto Kliptown Youth Trust (SKY), where a Learn & Play Center was opened. The event also will feature an AIDS/HIV awareness event.

Since the inaugural "Basketball without Border" camp held in Treviso, Italy in 2001, the objective of organizing "Basketball without Borders" basketball camps—bringing together groups of young passionate players between 16 and 19 years of age on each conti-

nent every year—has been attained. Oceania remains the last region of the world not to host an event. Over the years, the camps have hosted more than 700 campers from nearly 90 different countries, and has had the participation of nearly 120 FIBA/NBA star players.

The aim of promoting goodwill around the world and using the sport of basketball as a common language for global peace, friendship and sportsmanship, has been set in place with the "Basketball Without Borders" camps. The positive message of working together, developing leadership skills, and living a healthy, drug- and alcohol-free lifestyle has been infused into the basketball instruction. The camps have provided young players with the tools necessary to succeed both on and off the court, with all participants learning the importance of hard work, dedication, teamwork, and fair play. Through the work of the FIBA/NBA players, this important message will be carried to hundreds more campers in the years to come.



# ON AND OFF THE COURT

As we head towards our 2006 FIBA World Championships, we also come to the end of the current FIBA cycle. Here is a review of our achievements of the last years, and a view of the work we have ahead of us.

To put this all into context, we would like to begin by sharing our vision and how our events, TV and other media and communications channels, together with our marketing partnerships, work to achieve our goals.

## OUR VISION

To fulfill our role as an international governing body and realize our claim, "We are Basketball," FIBA's Championships need to inspire new generations of basketball players and fans and therefore we must deliver great events, which are seen by as many people as possible. Through this we will also build a strong FIBA brand across the world as the foundation for our future success.



## OUR COMPETITION

Today, we live in a world where basketball is competing for children's hearts and minds, against not just other sports, but an enormous array of other activities such as music, cinema, TV, and the Internet.

These activities approach their marketing as a business and employ the best marketers and invest substantial budgets to build their brands and sell their "products." Therefore, at

FIBA we recognize the key role of marketing and compete cleverly to ensure a healthy future for this beautiful game. We can still be true to our values and avoid over commercialization. The Disney corporation, for example, remains true to the original vision of founder Walt Disney and succeeds consistently in delivering it to a global audience. We have the same goal.

## STRATEGY

How do we deliver our vision? Maybe we could most simply express our strategy as "Better events, reaching more people, more often, leveraged through creative marketing partnerships, building a strong FIBA brand, enabling us to secure greater long-term revenue".

If we look at each element of our strategy in turn, we can see the progress made over the last four years, the challenges we still have to meet, and the steps we are going to take.

## EVENTS

From a sporting point of view, we have had a considerable number of great competitions, and some very good events, and much improvement has been made across many areas. However, consistent quality is our No.1 challenge.

Our events are the foundation of our strategy, as they can excite and enthuse the current and future fans of basketball. If the events are not engaging, we cannot attract spectators, TV broadcasting companies, and marketing partners.

Progress has been made in several ways, including:

- ▼ Good co-operation between the LOC's, FIBA Zones, and FIBA for all events.
- ▼ Passionate crowds and great atmosphere for some games.
- ▼ Improved level of entertainment, such as music, dance



troops, mascots.

- ▼ Good media services at some events and increasing media interest. For example, the World Championship in Japan will exceed a record 1,600 accreditations from 53 countries.
- ▼ New "Live scoring".

Our goal is to achieve a consistently high standard of events with particular attention to the following key factors:

- ▼ Quality of competition.
- ▼ High profile through an effective promotional campaign.
- ▼ Full gyms.
- ▼ Clear and consistent FIBA branding with a consistent look for all FIBA events.
- ▼ A great experience for the fans.




We depend largely on the LOC's to deliver this, and therefore our role at FIBA is to guide and support them and facilitate the passing on of best practice and good ideas from one event to another.

Events Management will work with each LOC from the submission of their bid through delivery of the event, ensuring the right staffing, good planning, and an effective promotional campaign, as well as coordinating the commercial department's involvement.

## TV

Television remains the main way that fans can see our events, which is why we made the key decision two years ago to bring the TV rights operation in house to give us greater control and better results than working through an external agency. Through hard and excellent work, expectations have been exceeded in terms of both revenue and the size of audiences reached. Our audiences are now measured by the global agency, Zenith Optimedia, and in 2005 we achieved the following cumulative audiences:

- ▼ For this years Men's World Championship we have broadcast agreements covering a record 148 territories and we expect a record-breaking audience over 1 billion.
- ▼ To ensure a look for the broadcasts consistent with our

WORLD CHAMPIONSHIP 2006				
OVERALL BEST REBOUNDERS				
		RBS	G	AVG
 JAPAN	1 D. NOWITZKI	 USA	135	9 15,00
	2 V. D. DIAZ	 VEN	120	9 13,33
	3 M. YAO	 CHN	105	8 13,12
	4 P. GASOL	 ESP	102	8 12,75
	5 P. STOJAKOVIC	 SRB	89	7 12,71

FIBA.COM

brand, we have introduced FIBA TV graphics for all our Events. To maintain coverage year-round, the new FIBA World of Basketball TV magazine program is broadcast weekly in over 40 countries.

- ▼ For Eurobasket 2005, fans in countries where our broadcast agreements did not reach could watch the Championship games via a broadband subscription, and this service will also be offered for the World Championship.
- ▼ We have produced a "Road to Japan" DVD, and we have begun the process of archiving the video footage of all our competitions from 1990.

TV rights will remain a major source of income for FIBA and the principal way our audience can experience FIBA events for at least the next 10 years. Our events can now be seen in most countries across the world, but we need to increase the audience sizes so that they compare with the events of the other global sports.



This requires our events to be more attractive and better promoted, and in turn for us to negotiate improved exposure, which may require us to sacrifice revenue if an alternative broadcast deal can bring us a much greater audience.

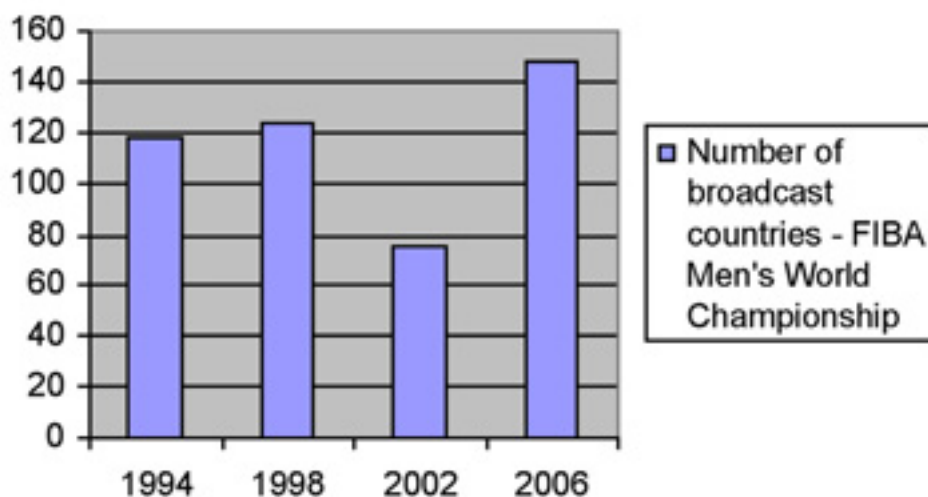
We are also making deals with mobile phone operators to show highlight clips of games to their customers. Finally, we need to exploit the valuable still and video images content we have of our events dating from 1990.

## FIBA COM

The website has proven itself to be a cost-effective platform to communicate year round with the FIBA and wider basketball community, and the current traffic levels compare well with many Federation sites.

We are investing further to provide richer content and more features so we appeal more to the basketball fan, and this summer we will relaunch FIBA.com with a

Number of broadcast countries - FIBA Men's World Championship





new look in line with our brand.

The quality of some FIBA event web sites has been extremely variable and therefore we will now provide a standard structure for the event web sites of each Zone competition, so that there is a consistent look and quality.

We recognize that the world-wide basketball community speaks many different languages and therefore it is our goal to offer FIBA.com in other languages, possibly Chinese, Spanish, and French. We may decide to do this ourselves or in partnership with one or more major portals.

## PUBLIC RELATIONS

We have communicated well with the FIBA family and sports journalists over the past years. However, there is a great opportunity to drive substantial additional coverage for FIBA, and most importantly, for our events. To do this, we will work more closely with both the LOC's, National Federations, Zones, and media partners.



## MARKETING

We took the decision to pool many of the marketing rights globally, and we have been successful in securing some long-term partners, which has provided an important income source for FIBA. As we conclude sales for the FIBA Men's and Women's World Championships, we are also achieving our revenue expectations for this cycle.



We have initiated a Licensing and Merchandising program. We sell FIBA branded goods through the FIBA store on-line and at many of our events, and in Japan for the Men's World Championship, we are currently outselling FIFA World Cup products!

We have also licensed our logos to several companies around the world to promote various products from caps to guitars! It is our intention to extend this program substantially because it pro-

vides additional revenue to FIBA and contributes to building our brand.

We have begun the process of talking with potential new long-term partners and initial results have been positive. Indeed, we have already secured a substantial portion of our budgeted revenue for 2007-2010.

We may conclude by saying that our success and the value of the deals will depend fundamentally on the quality of our events, reach, and frequency of TV, media and the public relations we generate. Marketing partners are also demanding more than signage and tickets in return for their investment, and we will need to be much more creative and work hard to satisfy their needs. Our goal is to bring in a number of new partners during the next four years who will also be more active in promoting their involvement, which in turn promotes FIBA and further builds our brand.

We then intend to move to a new and more structured approach to our marketing partners for the 2011-2014 cycle.

## BRAND

We took a major step forward when we created a new global brand logo and identity, which at the same time maintained the individual identity of each Zone. The look is contemporary and versatile and is a key step to building our brand. Unfortunately, there are still many instances of misusing the brand and we must work hard to educate our friends across the world to use it well as it benefits us all.

However, a logo is just our visual identification, and the current low awareness of our events and FIBA amongst sports fans means that our brand still has weaknesses. It will be the improvements we make to our events, how many people we reach through TV, PR, and other media, how consistently we communicate, and how this audience responds, which will build a strong FIBA brand.

FIBA will continue to work closely and effectively with LOCs, Zones, and National Federations who have a better understanding of their markets and can help us to deliver the Vision. FIBA will compete harder than ever to win the hearts and minds of future basketball players, which means taking a long-term view, investing carefully in marketing our events well. In turn, this will help ensure long-term commercial prosperity.



# A SLOGAN BECOMES REALITY

FIBA is not much different in its structure than most of the other international sports federations: five continental zone organizations are administering the sport within their region and the National Federations from 212 countries form its membership.

## THE FIBA BRAND PRE 2003

Before deciding on a unique approach of bundling all forces and using the synergies of all its constituents, the five Zones of FIBA were called AFABA (Africa), COPABA (Americas) ABC (Asia), the Standing Conference of Europe (Europe) and OBC (Oceania).



Following the green light of the FIBA Central Board in November 2002, FIBA and its continental organizations have decided to enter a new era in a global and common effort to make FIBA more visible in the sports world through a new brand and the renaming of all five FIBA zones; FIBA Africa, FIBA Americas, FIBA Asia, FIBA Europe and FIBA Oceania.

World renowned branding experts from Interbrand Zintzmeyer and Lux in Zürich, assisted FIBA to create the concept.

The new identity included the FIBA and 5 FIBA Zone logos, colour schemes and type faces, in an integrated worldwide concept.

This concept embraces the core elements of our movement: the ball, the globe and the players.

In spring 2003 FIBA and the FIBA zones developed and launched the new FIBA brand identity.

## THE FIBA BRAND POST 2003

The result was this brand new look where the ball and seams represent both our sport and its global appeal, while the five hands represent the five continents united within the FIBA Family as well as the 450 million worldwide players who form the basketball community.

The colorful branding system and the tagline "We are basketball" mirrors the passion and diverse cultures that characterize our global movement and basketball around the world.

The launch of FIBA's new corporate identity in co-operation

with its five Zones, was (and still is) a unique approach in the world of sports.

For the first time in history, an international sports federation has developed a common concept together with its continental organizations.



## BRINGING THE BRAND TO LIFE AN ONGOING CHALLENGE

FIBA's aim is to create a brand identity to support its positioning and bring the brand to life. It goes far beyond the simple use of a logo on letterhead and business cards. Creating and maintaining brand image has become a huge challenge. In co-operation with the Zones, we try to keep a universal appearance and adhere strictly to our global message.

In order to make the new brand visible on all FIBA and FIBA Zone communication and main competitions, an online style guide has been developed.

The website <http://www.fibaidentity.net> is the digital brand management platform for the FIBA community, and aims to



provide an introductory overview of the key elements within the new FIBA brand. This website provides a brief overview of the new FIBA and FIBA Zone logos and logo usage, colors, and typefaces. In a password-secure resource center, FIBA's membership can download logos in multiple formats, colors and sizes as downloadable files.



Production templates for stationery, the specifically designed FIBA typeface are also available for download.

### EVENT APPLICATIONS

One of the most important applications is the use of the brand during our events. There is no better occasion to present our visual identity to the fans, the media, and athletes than during our competitions.

Through television and print media, we have the possibility to reach a huge audience. Following a standardized naming system for all our competitions, a consolidated event logo system has been established.



The logo is now used on the court, player uniforms, backdrops, flags, print material, and television graphics. The following pictures show some exemplary implementations of this strategy.



### PRINT MATERIAL AND WEBSITES

Interbrand Zintzmeyer and Lux have also created templates for FIBA's print publications, the FIBA Assist newsletter and the FIBA Assist Magazine. The guidelines for FIBA Print communication, including the recommendation for the use of typeface, can also be found on the online style guide.

The Websites of FIBA and the FIBA Zones are strongly branded. The modular system of the logo determines the layout of those websites and gives users the feel that they are in the same family, no matter which regional website they are visiting.





### THE LOGO VARIATIONS

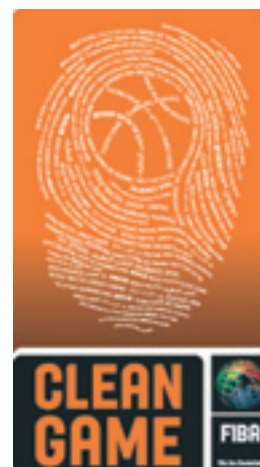
The modular system of the FIBA logo allows a very pragmatic approach to the use of composite logos.

The use of the FIBA logo with logos from partners and sponsors has become systematic and allows us to maintain identity of the brand.

The following examples illustrate the implementation of this strategy. FIBA requires an identity that must stand out in a highly competitive and crowded marketplace.

A flexible, yet structured brand system plays an important role across FIBA and its zones as well as its competitions. A clear, recognizable and unifying brand is needed to promote a clear brand.

Enjoy with us the rich, emotional, and colorful FIBA World of Basketball wherever you are and use the FIBA and FIBA Zone logos as often as possible. Basketball is a universal language. FIBA is basketball!





# THE POWER OF INTERNET



The first FIBA.com was launched in 1996 and it was a very basic reproduction of our results database.

At that time, the power of the World Wide Web and the benefits it could provide to the fans, the media, and the basketball family was still uncertain.

Other than pure results, no text files were offered, not to speak about images or video. However, FIBA was one of the first International Sports Federations that had a presence on the World Wide Web.

In 1998, the site was re-launched and was heavily based on information with a news section and an event section that included detailed statistics.



A decade has passed since the first version of FIBA.com debuted and the whole industry has changed. The technical development and audience developed so fast that FIBA decided to take a very active role to further evaluate this unique communication tool that allows a direct link to the fans of the game and at the same time creates an archive of its assets and a tool for the professionals, such as the media, coaches, referees, and managers of the sport.

It comes as no surprise that the one of the core mission statements proposed in the 2002 stated, "The FIBA website will become the world's most popular and highest visited basketball website".

## MORE EMOTION - LESS INFORMATION

In 2003, FIBA made the strategic decision to focus more on the fans and the younger audience on FIBA.com and therefore cover basketball with a more journalistic rather than an institutional approach. That implied a move from "information" to the direction of "emotion." FIBA hired the services of Press Association, a national news agency based in England that covers all basketball activity around the world. The design of the 2003 version was revamped. Flash animation was used for the first time. Besides a strong display of still images, the first video content was offered. Fans could follow the 2004 Olympic draw in Madrid and the 2004 Diamond Ball tournament live.



## TRAFFIC AND GLOBAL REACH

Although FIBA might still be on its way to reach the goal formulated in the scorecards, the traffic and global reach of FIBA.com has improved dramatically in the past four years.

Below the main figures:

### 2004

- ▼ Average number of unique visitors per month: 101.400.
- ▼ Average number of visits per month: 220.300.
- ▼ Average number of page view per month: 2.613.000.



## COOPERATION WITH THE ZONES

In 1996, only a handful of National Federations had a web presence. FIBA Zones did not have any. In 2006, over 100 national member federations and all five FIBA Zones have their own website.

The strong and common brand of FIBA and its five Zones also made it possible to create a unique "family feel" between FIBA.com and the Zone website.

While FIBA Europe had the expertise in house, FIBA was actively assisting in the re-design of FIBAAFRICA.com, FIBAAMERICAS.com, and FIBAOCEANIA.com. Africa and Americas offer bilingual websites.

Whenever useful and possible, FIBA and its Zones offer cross links and share content.

National Federations are entitled and encouraged to use FIBA.com material, which may be translated into their respective language.

- ▼ Maximum peak in number of visitors: 495.000 (August during Athens Olympic Games).

### 2005

- ▼ Average number of unique visitors per month: 117.600.
- ▼ Average number of visits per month: 399.000.
- ▼ Average number of page view per month: 2.800.000 maximum peak in number of visitors: 250.000 (September during EuroBasket).

**Total visitors 2004: 1.216.831**

**Total visitors 2005: 1.425.455**

## EVENT WEBSITE

FIBA currently runs the only official event website for the FIBA World Championship in Japan. For the first time, FIBA will offer a multi-language website, including English, Japanese, Spanish, and Chinese. This strategic decision has been made in cooperation with the Local Organizing Committee in Japan and was aimed at attracting a huge fan base, which has its peak interest during the World Championship. In 2002, the event website of the FIBA World Championship attracted over 1.9 million single unique visitors, a figure which FIBA predicts to be at least double in 2006.

FIBA2006.com will offer unparalleled coverage of FIBA's prime event: four journalists will be at the site to provide stories from the games and from behind the scenes. Daily video highlights will be available, as well as the traditional live statistics from each game. The in-depth coverage will be complemented with a huge photo database, which will also be available for sale. A big effort has been made to offer more interactive content for the fans, including online games and celebrity blogs.





### DAILY NEWS

Over the past two years, FIBA has created a huge fan base with a daily news service that is sent out by e-mail.

This news service presents all news and features to the subscriber. It also enables easy access to the vast content of FIBA.com.

Subscription is free and is used by the mass media around the world. It is FIBA's news agency service.



### SPECIAL FEATURES

Over the past two years a variety of special features have been introduced on fiba.com, which were mainly directed to the fans.

- ▼ The FIBA Challenge, a quiz with over 1000 basketball related questions. Yearly draws for a huge number of basketball passionate around the world, determining the "best basketball fan" in the world.
- ▼ The FIBA World Basketball online draw was launched in early 2006, in coordination with the launch of the TV program. The draw offers weekly prizes while every participant is entitled to participate for the grand prize which is a full trip for two people to the FIBA World Championship finals.

- ▼ The FIBA Ranking was established and lists all member federations of FIBA according to their results with their national teams in the main official FIBA competitions.
- ▼ The FIBA Media Guide with a huge database of contact details for member federations and media was placed online to ease access for users.
- ▼ The FIBA Buzzer enables the subscriber to receive hot news on their desktop; especially useful during events for latest results. FIBA provided results from the Athens Olympics as well as from the Zone championships.
- ▼ The FIBA Fan Zone offers wallpapers, photo galleries, polls, off the court news, and interview with basketball players.




### NEXT STEPS

We will try to enlarge our audience in close cooperation with our Zones and members and truly reflect our tagline 'We are basketball.'

The new version of FIBA.com, which should be launched in autumn 2006, will allow all world basketball members (officials, coaches, players, and fans) to build and interact in a real basketball community.

Interactive and dedicated content, multilingual versions, forums, blogs, enlarged videos, and exclusive games will all be offered.



[www.fiba.com](http://www.fiba.com)

International Basketball News  
connect [www.fiba.com](http://www.fiba.com)





# PRINT IS STILL IMPORTANT

In today's world of online-communication, e-newsletters and the Internet, most companies use these new technologies for their external and internal communication. It is fast, efficient and cost saving. So why bother with print publications and the heavy production and mailing costs, which go with it? Nowadays, everybody is flooded with e-newsletters and e-mails every day, in some cases they don't even reach the target, as more and more companies use spam filters, which stop e-mails. With a well produ-

ced publication, the joy of reading may be bigger, and photos, logos and general design have a much stronger impact. Even if the reach of the internet is constantly increasing, the big majority of the world's population is still excluded. A print publication allows us to remain in contact with the media and the subscribers. It is often the only way to find out if there have been changes in address and contact persons. This helps also to keep our database of addresses up to date. After FIBA has finalized the new

brand guidelines in co-operation with all FIBA Zones, the print publications became an important platform for the implementation of the new FIBA and FIBA Zone logos. Our agency developed a specific template for our regular publications, which is followed scrupulously. From there on, FIBA has decided to continue to produce usual and special print publications and mail it to its membership and the media. The following publications are only a small sample of what is regularly produced.

## ASSIST NEWSLETTER

The FIBA Assist Newsletter was created in 2000 and replaced the bi-annual FIBA Bulletin. It is a bi-monthly, full color publication which updates the basketball community on upcoming event, major decision of FIBA meetings, news from the Zones, business news, directory changes and event & meeting calendar. It is very difficult to fit such vast

information on four pages, but as it is sent by mail to all 212 national federations, to over 1.500 media contacts of FIBA and to all sponsors and partners, the distribution becomes a major cost factor. In addition the newsletter is sent as PDF file by e-mail and is placed on FIBA.com for download.



## ASSIST MAGAZINE

The FIBA Assist Magazine was created in 2003 and was initially a pure development tool. Among different topics that are raised, its content deals essen-

tially with technical advice for coaches of all age categories, and for referees and administrators. A detailed summary is presented further in this report.



Besides being a valuable reference for the experts of the game, FIBA has included since 2006 a news section with exclusive interviews

("One on One"), news from around the world ("Planet Basketball") and odd and funny stories ("Off the Court").



## SPECIAL PUBLICATIONS

For specific events or at extraordinary occasions, FIBA publishes special publications. In 2002 FIBA produced "Celebrate Good Times" on the occasion of the 70-year celebrations of FIBA. That same year, the "FIBA Results Book" was updated and contained a complete collec-

tion of all results from official FIBA and FIBA Zone competitions form 1932 - 2001. In 2004 the "Dream Games" edition paid a wonderful tribute to the athletes, the organizers and all others, who helped to make the Athens Olympic Basketball Tournaments an unforgettable success.



In co-operation with the Local Organising Committees of the FIBA event, souvenir programs were produced for every single FIBA and FIBA Zone event.





## ZONE PUBLICATIONS

FIBA Africa did a wonderful job in producing the African version of the FIBA Assist Newsletter and of the FIBA Assist

Magazine. Especially in a region, where the internet is not widely spread, print publications remains very important.



FIBA Americas started in 2006 to publish the FIBA Americas Magazine which is published every two months. It shall include information regarding FIBA, FIBA AMERICAS competitions, local tournaments, basketball development, coaches, and referees.

FIBA Europe has published a Youth Yearbook 2004, a FIBA Europe Register 2005 and a EuroBasket 2005 Media Guide. All these publications contained player biographies, statisti-

cal information, and results. They focused on the most important element of our sport - the players.



# FOR IMPROVING AT EVERY LEVEL

In order to share the best experiences and regularly update innovations, FIBA started in 2003 FIBA Assist magazine. In launching this publication, we have taken on the challenge of producing a magazine that will assist in the further development of the sport of basketball.

The bi-monthly magazine is intended to be a concise vehicle of communication with an emphasis on the teaching of basketball together with a study of all the other components found in today's basketball environment. Our primary responsibility is to reach an editorial sensibility that will con-

tinually capture and convey the spirit of basketball.

The content is geared at providing the right mix of information. Knowledgeable sources within the basketball community provide technical aspects, ranging from mini-basketball all the way up to the top senior competition, from sports medicine, teaching aides, and the regulation and officiating of the sport to basketball facilities to managing basketball federations. We also provide coverage of event management and the marketing side of the sport. The key words are education and training.

The content of the magazine:

- ▼ Coaching - for all age levels and all competitive levels.
- ▼ Refereeing and game administration-including scorers table officials and game commissioners.
- ▼ Psychology and motivation.
- ▼ Medicine.
- ▼ Conditioning and physiotherapy.
- ▼ Marketing.
- ▼ Administration.
- ▼ Event Management and analysis of past continental and world events.
- ▼ Presentation of Coaches Associations.





SOMERSET BYRON



## EUROBASKET CHAMPION OFFENSE

Panagiotis Giannoulis is the head coach of the Greek National team, which won the 2005 EuroBasket. He is one of the most popular Greek basketball players of all time. He played for Aris Thessaloniki, Panathinaikos Athens, and Panathinaikos Athens, winning numerous awards, including a FIBA European Championship with the Greek National Team in 1987. He later coached Panathinaikos Athens in 2001, and moved to Maccabi Tel Aviv in December 2003, coaching the Greek League Final.

His, the technical staff of the Greek men's national team, have tested their offensive tactics in the 2005 EuroBasket on the individual characteristics of the players on the basketball court.

The key elements we viewed for success:

1. We counted on all twelve players on an equal basis. One was not a substitute, nor a specialist. This means we used the strengths and weaknesses of each player in a variety of offensive and defensive situations, and the most important was to give them the chance to play.

2. Luckily enough, we had the chance to pick our twelve players from a quality sample. Several players had the ability to play many more positions (at least two or even three). This made us feel we had a variety of options for our system.

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## AUSTRALIAN WOMEN'S PROGRAM

Phil Brown is the head coach of the Australian National Junior Women's Team, as well as the head coach of the Australian Institute of Sport Women's team.

The National Women's Team of Australia has enjoyed substantial success over the past ten years at the international level with the Senior Team, called the Opals, winning medals at the last two Olympic Games and World Championships. The Opals are currently ranked 3rd in the World and Australian players are in high demand playing professionally throughout Europe and the NBA. This is a great achievement given Australia has a population of just 20 million people!

The National Junior Women's Program (JWP) has been one of Australia's most successful National Team programs for many years. The Opals have consistently been in the top four in the World at the Under 20 level for over 15 years and their success at World Championships includes Bronze in 1989, Gold in 1990 and a Silver Medal in 1992. Players from the Australian Institute of Sport and the Opals programs that have progressed to the Australian Senior National Team (the Opals) include Michelle Brown, Sarah Brackley, Michelle Brown, Jenny Whitely, Alison Thompson, Carly Boyd, Jo Hall, Brett Morrison, Sue Bullock, Tina Fether, Penny Taylor, Lauren Jackson, Kristian West, Laura Summers, Shelley Hammond and Nisha Orlina.

The success of Australia's junior development system can be attributed to a number of factors. Some of these factors are characteristic of our sports culture. For example, young girls are encouraged in our society to be physically active and generally to be competitive. Another advantage of our basketball culture is that talented young female basketball players throughout Australia are often competing against "seasoned" veterans (i.e. athletes at 10-15 years of age). This increases

their basketball experience and can accelerate their development and provide the junior player with a better understanding of the skill to physical and mental necessary to be successful at the higher levels.

The establishment by Basketball Australia of the National Institute Training Centre Program (NITCP) in the early 1990s has provided opportunities for our most talented (over 10-15 years of age) in metropolitan and regional areas to develop their individual basketball skills, and receive education in areas such as injury prevention, management, nutrition, in addition to developing a foundation of individual fundamental skills. Many of the State (VIC) Programs conduct weekend training camps, providing an opportunity for the players to improve their 2-on-2, 3-on-3 skills. Many club programs throughout the country have adapted components of the VIC Program and are placing a greater emphasis on the development of each individual in their junior teams and less on team play etc. As a consequence, generally young female players are coming through with better individual fundamentals than ever (the case 10-15 years ago).

In addition to "individual" and "small group work", some State (VIC) Programs expose their young players to the demands and requirements of playing internationally by undertaking an international tour every two years. These tours provide another relevant "on-court experience" and a wonderful life experience as the athletes cope and adapt to the rigors and challenges of traveling to and playing in a foreign country.

The Australian Institute of Sport (AIS) has played a significant part in helping develop many Opals and Opals players in the past 10 years. Over 80% of the current Opals squad, and all but one of the previous Opals Teams in the past 10 years, have come through the AIS.



athletic system. The fact is three times per day, six times per week training including individual drills programs, strength development, shooting programs, sport science and team practice has given an "edge" to Australia's high performance programs that most other countries do not have. The opportunity to compete in the Women's National Basketball League as a team provides the AIS players with a demanding and extremely challenging competition to measure their progress individually and collectively.

Basketball Australia has been committed in providing financial support for Opals training camps and international tours to prepare the team for World Junior Championships. From 1985-1990, the Opals exposed 12 players to the National Program through a comprehensive schedule, including 13 training camps and 5 international tours. The immediate result in 1992 was Australia's first World Medal at a World Championships or Olympic Games. The long-term benefits for Australian basketball were that nine of the twelve players on the 1992 World Champion Opals team went on to represent the Opals in the following years. Of the remaining 30 athletes exposed to the National Junior Team program many went on to have strong careers in the WNBL, and AIS, providing further "depth" of talent in these leagues.

At the senior level, the "longevity" has changed considerably over the past few years in Australia, with the increase in opportunities for our top players to play the game professionally overseas. With most of our best players playing in Europe from September through to May each year, and some continuing in the WNBL from May through August, it has become increasingly challenging to get access to our best players to prepare our National Team for major competitions, such as the Olympic Games and World Championships.

Through the Nineties, the Opals were largely prepared as a "club" team program, with regular training camps, individual skills sessions, small group sessions in capital cities and frequent international tours.

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- ▼ Presentation of the FIBA Zones, National Federations, and Leagues in various countries.
- ▼ Equipment and construction of facilities.
- ▼ Mini-basketball and School basketball.

These main fields may be supplemented by special areas of interest in some

issues. We hope that this bi-monthly magazine, which is also available for download on our website and as a CD Rom, will be of assistance to all those who have been responsible for the tremendous progress of global basketball in the recent years: coaches, teachers, doctors, trainers, referees, administrators, and managers. Simply, all the people who assure the development of our sport.

FIBA Assist is our promotional tool and a vehicle for exchange of information, new ideas, and trends in the coaching field and elsewhere.

Twenty issue later we hope to have achieved these aims that we could not reach without the great support of all our authors around the world, the real backbone of our magazine.

# MAGIC MOMENTS

There is the never-ending argument between still photography and television. Which medium offers the greatest creative talent and has the most impact on the public: still images or television images? For the most part, this rivalry is useless and unnecessary. While everybody would agree that television is by far the most powerful medium, and that it can reach the majority of the world's population, what would our mornings be without a newspaper or a magazine, where we can relive the magic moments of the event seen the night before on television? What would be the moment of joy and drama if we didn't have glossy pictures, which help decrease the distance between fan and athlete?

Still images help us keep the magic moments of a sports event and they can become a long-lasting souvenir of memorable actions on and off the court.

The build-up and maintenance of a photo archive is an ever-lasting headache for most sports federations. The fast technological development and the various formats such as print photos, slides, and digital images have not made the job easier.

In 2001, FIBA began a relationship with the photo department of Agence France Press (AFP). As one of the leading news agencies, AFP has a network of photographers and news desks in all regions of the world.

In the framework of cooperation, FIBA has hired AFP photographers for all its World Championships and Continental Championships since 2002. Photos are available almost immediately after the games and this has enormously helped with the steady stream of illustrations for FIBA.com. FIBA did not only hire the AFP photo-





graphy services. It also used the web-based infrastructure of the AFP website to build up its own image archive (<http://www.imageforum2.afp.com>).

Since 2001, 22,000 images have been stored on this site. The archive offers a detailed search tool, which allows searches for specific players, countries, or events. The website is available to the five FIBA Zones and everybody is able to use the archive for its own purposes.

In addition to AFP, FIBA has also entered into agreements with various freelance photographers over the past years. Most of the images from these photographers are stored on a specific database on FIBA servers.

Moreover, 10,000 print photos and slides from FIBA's old archive dating back to 1932 have been transformed into digital files and have been archived in the past years. The project, which was led by FIBA treasurer, Manfred Ströher, was recently completed.



### THE FUTURE

The challenge for the coming years will be to consolidate the existing archives within FIBA and AFP and make it accessible to the

FIBA membership and fans.

In June 2006, FIBA entered into an agreement with the Swiss-based company g.storia for the build-up of a consolidated and accessible photo archive based on web technology. This will allow the commercial exploitation of existing and future still images.

The scope of the project was a turnkey solution for FIBA, where FIBA would not have to deal with the archiving of its photos directly. In partnership with g.storia, a Swiss-based Internet development company, the project includes the possibility for fans to buy photos as prints.

Any photo can be ordered on a fan website on FIBA.com in various formats, including poster size. Another huge asset of the project will be that FIBA Zones and National Federations can have direct access to the FIBA photo archive with a password for a dedicated website.

The 2006 FIBA World Championship in Japan will see the inauguration of this project, but the goal will be to establish a long-term strategy, which includes the 2010 FIBA World Championships.



# THE LATEST TECHNOLOGY

## PROJECT VISION

In 1998 FIBA's Information Technology (IT) Department started with the development of a database, which shall serve as a repository of official data for FIBA and the 5 FIBA Zones. The aim was to offer a tool which enables us to collect and share information in the FIBA Family.

All staff of FIBA and FIBA Zone offices shall be able to connect to a common database in order to view or update official data such as:

- ▼ Player information.
- ▼ Game results.
- ▼ Team and Player statistics.
- ▼ Officials information.
- ▼ Nominations of Referees and Commissioners.
- ▼ Doping information.

The usage of a common system shall ensure that FIBA regulations are respected during the daily administrative work.

## STATUS 2006

After approximately 3 years of development, this software, called FIBA New Application (FNA), has become operational.

It is now a core system at FIBA, FIBA Europe, FIBA Africa and FIBA Americas and has recently been implemented at FIBA Oceania and FIBA Asia.

- ▼ 38.464 Games.
- ▼ 20.372 Games with complete statistics (players and teams).
- ▼ 1.256 Official Competitions.
- ▼ 54.676 Players.
- ▼ 174.013 Player licenses.
- ▼ 9.364 Pictures of players and officials.
- ▼ 10.923 Persons contacts.
- ▼ 8.225 Organizations contacts.
- ▼ 4.169 Officials (referees and commissioners).
- ▼ 58.233 Nominations of officials.
- ▼ 13.219 Invoices.

Season	Code	Type	Zone	Begin	End	Display in Cal..
2007	AFMOW	National	FIBA Africa	01-Jul-2007		From To
2007	AFMOM	National	FIBA Africa	01-Jul-2007		From To
2007	WMFw	National	World	29-Jun-2007	08-Jul-2007	From To
2007	WMJw	National	World	26-Jul-2007	05-Aug-2007	From To
2007	WMJM	National	World	12-Jul-2007	22-Jul-2007	From To
2007	WtW	Club	World	May-2007	Oct-2007	None
2007	SAMSw	National	FIBA Americas	May-2007		From To
2007	SAMSM	National	FIBA Americas	Jun-2007		From To
2007	SALW	Club	FIBA Americas	Nov-2007		From To
2007	SALM	Club	FIBA Americas	Feb-2007		From To
2007	OMSW	National	FIBA Oceania	01-Sep-2007		From To
2007	OMSM	National	FIBA Oceania	01-Sep-2007		From To
2007	EMFw	National	FIBA Europe	Jul-2007		From To
2007	EMFM	National	FIBA Europe	Jul-2007		From To
2007	EMSw	National	FIBA Europe	Sep-2006	Sep-2007	From To
2007	EMSM	National	FIBA Europe	Aug-2006	Sep-2007	From To
2007	EMFw	National	FIBA Europe	Jul-2007		From To
2007	EMFM	National	FIBA Europe	Jul-2007		From To
2007	EMWw	National	FIBA Europe	Jul-2007		From To
2007	EMWM	National	FIBA Europe	Jul-2007		From To
2006	WMFw	National	World	12-Sep-2006	23-Sep-2006	From To
2006	WMFM	National	World	19-Aug-2006	03-Sep-2006	From To

Competition Management

Doping Management





## OUTPUT MEDIA GUIDE

FIBA.com furthermore provides the FIBA Media Guide and the FIBA Directory which is automatically generated and updated every 24 hours by the FNA database. They are also available as up-to-date PDF files.

Address: [http://www.fiba.com/pages/en/media\\_guide/clubs/federations/federation\\_result\\_main.asp?OrganisationNumber=288630CCode=GER](http://www.fiba.com/pages/en/media_guide/clubs/federations/federation_result_main.asp?OrganisationNumber=288630CCode=GER)

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Monday 19 June 2006 - BACK

**FIBA National Federations & Clubs**

**FEDERATIONS** **CLUBS**

**Federal Republic of Germany (GER)**

**Deutscher Basketball Bund e.V.**  
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Postfach 708, 50007 Hagen  
Tel.: +49 (2331) 106140  
Fax: +49 (2331) 106179  
Press Officer: +49 (2331) 10 61 70  
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Website: [www.basketball-bund.de](http://www.basketball-bund.de)

**President:** Mr. Weiss, Ingo  
**Secretary General:** Mr. Klingebiel, Peter  
**Press Contact:** Mr. Boker, Christoph

**Quick Facts \***  
2000 Registered Clubs  
52284 Licensed Female Players  
145133 Licensed Male Players  
5000000 Unlicensed Players  
Date of Affiliation to FIBA: 1934  
Rank on FIBA ranking: 18

\*Information last updated in season 2003/04.

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**Related News** archive 1 2 3 4 5

20/6/2006  
GER - RheinEnergie's Grunheid earns chance to play for Germany

8/6/2006  
GER - Rheinenergie reign over Germany

6/6/2006  
GER - Tougher days ahead for Bamberg

8/6/2006  
GER - RheinEnergie shock Alba at the buzzer

2/6/2006  
GER - Säuermann switches gears from Bamberg to Germany

**Select another country**  
Country (IOC)

**Federal Republic of Germany: Club Ranking: 2003/04 season**

**TEAMS**

1. Opel Skyliners
2. TSK Universa Bamberg
3. Alba Berlin Basketball Team
4. Telekom Baskets Bonn
5. EWE Baskets Oldenburg
6. Rheinenergy Cologne
7. TBB Trier
8. TSV Bayer 04 Leverkusen
9. Artland Dragons
10. ICELINE Karlsruhe
11. Stadtsport Braunschweig

**Map Europe**

Area: 357 021  
Population: 82 396 326  
Official Language: German  
Currency: Euro

SEARCH CONTACT SITE MAP FAQ LEGAL MENTION CREDITS RSS - © FIBA 2005-06  
This website requires the use of Microsoft's Flash player / Download player  
Best viewed with 1024x768 x resolution

## FUTURE

The FNA underlies constant changes as it strictly follows the official FIBA regulations. This implies that changes in the rules automatically require an update of the software.

From the beginning of the operation until 2006, we implemented more than 2.000 change requests coming from FNA users. A change request system has been developed in order to track the process and status of each request. FIBA is in charge of the software maintenance and takes over all developments costs.

Currently we are looking into developing a web interface which will facilitate the accessibility for traveling staff.

The integration of all data coming from FIBA Organizer is scheduled in a middle-term. Consequently, the basketball world on all levels will grow together in terms of data sharing. This will certainly help improving the quality of our daily administrative tasks.

**NATIONAL FEDERATION**

Name of Federation/Club, (date of affiliation), Address (Street, Post code & City) (P.O. Box, Post code & City), Tel. + country code (area code) followed by number, Fax + country code (area code) followed by number, E-mail, Website, President, Secretary General, Press Contact.

**GERMANY**  
Deutscher Basketball Bund e.V. (1934)  
Schwanenstraße 6-10  
50089 Hagen  
Postfach 708, 50007 Hagen  
Tel.: +49 (2331) 106140 - Fax: +49 (2331) 106179  
E-Mail: [bund@basketball-bund.de](mailto:bund@basketball-bund.de)  
Website: [www.basketball-bund.de](http://www.basketball-bund.de)  
President: Mr. Weiss, Ingo  
Secretary General: Mr. Klingebiel, Peter  
Press contact: Mr. Boker, Christoph

2000 Registered Clubs  
52284 Licensed Basketball Players Female  
145133 Licensed Basketball Players Male  
5000000 Unlicensed Basketball Players  
(Clubs appear in the order of final classification of the 2003/04 season)

**GERMANY 1ST DIVISION MEN**  
Willy-Brandt Platz 2  
50679 Köln  
Tel.: +49 (221) 9811798 - Fax: +49 (221) 9817798  
E-Mail: [info@tsv-bayern-04.de](mailto:info@tsv-bayern-04.de)  
Website: [www.s.oliver-bb.de](http://www.s.oliver-bb.de)

1. **OPHEL SKYLINERS**  
c/o Mr. Wöhrle, Günther  
Walter-Müller-Platz 2  
60439 Frankfurt  
Tel.: +49 (69) 5295700 - Fax: +49 (69) 5295700  
E-Mail: [info@skyliners.de](mailto:info@skyliners.de)  
Website: [www.opel-skyliners.de](http://www.opel-skyliners.de)

2. **TSK UNIVERSA BAMBERG**  
c/o Mr. Dix, Volker  
Eggenstrasse 24  
96050 Bamberg  
Tel.: +49 (951) 9151111 - Fax: +49 (951) 9151119  
E-Mail: [info@tsk-bamberg.de](mailto:info@tsk-bamberg.de)  
Website: [www.tsk-bamberg.de](http://www.tsk-bamberg.de)

8. **TSV BAYER 04 LEVERKUSEN**  
c/o Mr. Drexler, Thomas  
Tannenbergrasse 57  
51373 Leverkusen  
Tel.: +49 (214) 900950 - Fax: +49 (214) 900950  
E-Mail: [thomas.drexler@tsv-bayern04.de](mailto:thomas.drexler@tsv-bayern04.de)  
Website: [www.bayer-giants-leverkusen.de](http://www.bayer-giants-leverkusen.de)

9. **ARTLAND DRAGONS**  
Lange Str. 22  
49678 Quakenbrück  
Tel.: +49 (5431) 960080 - Fax: +49 (5431) 960080  
E-Mail: [bees@artland-dragons.de](mailto:bees@artland-dragons.de)  
Website: [www.artland-dragons.de](http://www.artland-dragons.de)

10. **ICELINE KARLSRUHE**  
Isoldenstr. 17  
76185 Karlsruhe  
Tel.: +49 (721) 587288 - Fax: +49 (721) 587288  
E-Mail: [info@iceline-karlsruhe.de](mailto:info@iceline-karlsruhe.de)  
Website: [www.iceline-karlsruhe.de](http://www.iceline-karlsruhe.de)

11. **STADTSPORT BRAUNSCHWEIG**  
Am Der Mühlentische 3  
38100 Braunschweig  
Tel.: +49 (531) 121088 - Fax: +49 (531) 121088  
E-Mail: [office@stadtsport-braunschweig.de](mailto:office@stadtsport-braunschweig.de)  
Website: [www.stadtsport-braunschweig.de](http://www.stadtsport-braunschweig.de)

12. **TSK WÜRZBURG**  
c/o Mr. Maier, Wolfgang  
Friedrichstrasse 47a  
97082 Würzburg  
Tel.: +49 (931) 452424 - Fax: +49 (931) 452424  
E-Mail: [wolfgang.maier@tsk-wuerzburg.de](mailto:wolfgang.maier@tsk-wuerzburg.de)  
Website: [www.tsk-wuerzburg.de](http://www.tsk-wuerzburg.de)

13. **ENBW LUDWIGSBURG**  
c/o Mr. Köhn  
Stuttgarter Str. 76  
71634 Ludwigsburg

1 of 2 | 0,27 x 11,7 in | Internet



# INFORMATION IN A SECOND

Together with the LOC (Local Organizing Committee) of the FIBA Basketball World Championship 2006, FIBA has prepared, during the past months, the data system that will be used in all five venues during the entire event in Japan.

Accreditations, schedules, results, statistics, printouts, data feed for TV, Internet, and telephone providers are core elements of event management and must be supplied by an IT system.

As previous LOCs could not rely on the experience of previous organizers and events, most of them developed their

own IT solution starting from scratch. FIBA has decided to use a unified and standardized data system for all its future events.

The advantages of such an approach are numerous: a complete, cost-efficient and smooth technology transfer from one event to another, and a standardized data output for all FIBA events that guarantees a look and feel of the event in line with FIBA's branding concept. Furthermore, improvement on different fields such as management and promotion of the event, marketing, and quality of related data services is guaranteed.

## CORE COMPONENTS OF AN IT SYSTEM FOR BASKETBALL

### The Accreditation System

The Event Accreditation System relates to the required technology that manages and produces the various accreditations. This goes from online registration of journalists with validation at several locations (usually FIBA's and the LOC's offices), to printing the accreditation at the venue's office. Each venue will have an accreditation office where journalists and other accredited persons may pick up their access permission to restricted zones in the arena.



Accreditation Pass – Sample from Eurobasket 2005

## The Event Information System

The Event Information System shall ensure that competition related information, results, statistics, and rankings are gathered and distributed to the various media (TV, commentators, journalists, and Internet sites) in a timely, efficient, and reliable way.

The Event Information System includes the following elements:

**Scouting (statistics)** - Local scouts will be operating the input devices such as notebooks or handheld devices (see photo) in order to enter every action occurring on the court.



This game data will be handed over to the team delegates directly after each game, transferred automatically to FIBA central database (FNA), be visible on FIBA.com's archive, displayed on the Internet's live statistics, and displayed on the CIS monitors.

The Commentators Information System (CIS) consists of a touch screen computer, which is fed and provides all important statistics of the teams and players to accredited commentators.



**TV Graphics** - The host broadcaster will receive the same live information and can include it to his signal. The data is directly fed into the TV graphics system, which allows the directors of the TV production to display live game data during the broadcast of the game.

- ▼ Video Screen - Game data can be displayed on a video screen, cube, etc.
- ▼ Printing - Different standard reports can be printed and uploaded as PDFs on the event website. These reports are customizable so sponsor logos can be inserted.



## TV Graphics

		104 : 83	
	Serbia & Montenegro		Argentina
1st Half Stats			
61%	41/67	Field Goals	27/63 43%
61%	11/18	3 Points	10/23 44%
73%	11/15	Free Throws	19/28 68%
31 (6/25)	Rebounds (off/def)	27 (9/18)	
25	Assists	14	
24	Fouls	14	
13	Turnovers	13	
13	Steals	13	

All Statistical Data output conform to the ORIS standards, which have been defined in collaboration between FIBA and the IOC.

## THE CHALLENGE

Basketball is one of the fastest team sports with a large amount of data collected in a short time. The sport requires a system that helps making decisions easily (Example: After having entered a missed shot, the software automatically asks for the rebounder's uniform number instead of having the scout select the action "rebound"). In case a scout has inserted an error, it is easy to correct by the scout or an operator.

## SECURITY AND RELIABILITY

The public reception of big sports events may attract hackers and encourage them to break into the system or the event website.

Therefore, security must not be underestimated and appropriate efforts and means have to be applied.

System breakdown has to be prevented. Proper backup has to be in place.

Delay or loss of data flow is not acceptable.

## COOPERATION BETWEEN FIBA AND THE LOC

For the FIBA Basketball World Championship 2006, FIBA shares responsibility with the Japanese LOC in such a way that the LOC provides the local area network, Internet connectivity, volunteer scouts, and runners who distribute printouts and computers for the journalists work center.

FIBA will be responsible for the entire Event Information System as described above.



# ALL YOUR DATA IN ONE BASKET

## EXECUTIVE SUMMARY

The FIBA Organizer project was initiated to complement FIBA New Applications (FNA) - the Information Technology platform that is managing tournaments at World level and major Regional events - by extending this system to beyond official FIBA Tournaments to create a direct link from the players at grassroots, through their National Federations (NF) & Regional Entities to FIBA. Due to the success of the SportingPulse (a Melbourne-based IT company, suppliers of FIBA Organizer) system in the Oceania region, FIBA have adopted this solution to provide these users with this administration software.

The FIBA Organizer project has been planned in 3 phases:

1. System setup.
2. Distribution.
3. Localization.

## HIGH LEVEL OBJECTIVES

### GLOBAL DATABASE

Ultimately, the wide use of FIBA Organizer can provide FIBA with an accurate and current account of how many basketball players, coaches, and referees exist in each region of the world, as well as how they are performing.

Whilst nothing on this scale has been attempted before in the world of sports, there is a high level of confidence in the success of this project as the system that FIBA Organizer is based upon has successfully evolved through 6 years of intense use in the same market, and succeeded where its competitors have failed.

### PROVISION OF TOOLS FOR NFs AND LEAGUES

The key to the success of the project is that all NFs receive a free copy of FIBA Organizer which will help them administer their leagues and tournaments.

This software saves significant time for administrators through creating

new efficiencies in management by eliminating double handling of information, as the slogan says: "All your data in one basket!"

It is these efficiencies that make this system of such value to administrators, and it is because it is value to administrators, that it is then valuable for NFs, Zones and FIBA.

## ENHANCE THE FIBA ONLINE COMMUNITY

The online tools available to both leagues and their communities create a valuable medium that will not only enhance communication for everyone, but also empower leagues with a commercial asset that will attract sponsorship and generate valuable revenue to assist them to operate more effectively.

## UNIFICATION OF THE SPORT OF BASKETBALL

A bi-product of the project is that it will create a common valuable skill set that administrators will be able to take with them when they move within the FIBA community.

Cross-training and support within the community will help unify the sport world-wide by using world class tools that are FIBA approved. NFs can choose to use these tools to also develop the game within their country.

## CONTINUOUS IMPROVEMENT

To ensure the long-term strength of the project, a Continuous Improvement (CI) philosophy is in place.

A vital medium and opportunity to improve the system is available not only through the support channels, but also at the workshops. Here the users see the system for the first time and suggest ways to improve the software, the workshop itself, related documentation and internal support systems, which ultimately adds more value for all stakeholders.

The workshops also minimises the time and effort required to elevate users from beginner to expert user status.

## WHAT IS FIBA ORGANIZER?

### ROLE

Essentially FIBA Organizer is a comprehensive competition and membership administration system. Its role is to facilitate these common processes for administrators. Most of the data in FIBA Organizer can be transferred to and from various other applications, so it is also FIBA Organizer's role to be flexible enough to facilitate this transfer. For example, administrators who have existing sophisticated scheduling or live stats applications can import schedules and game stats at the click of a button in the same way that they can import bulk member records from other databases. As well as accepting transferred data, FIBA Organizer also sends data like schedules, statistics and standings for display online, or export of bulk data into FNA.

FIBA Organizer is used traditionally by Competition Administrators. This can be anyone from NF or professional/semi professional league level right down to domestic level.

### WHAT DOES IT DO?

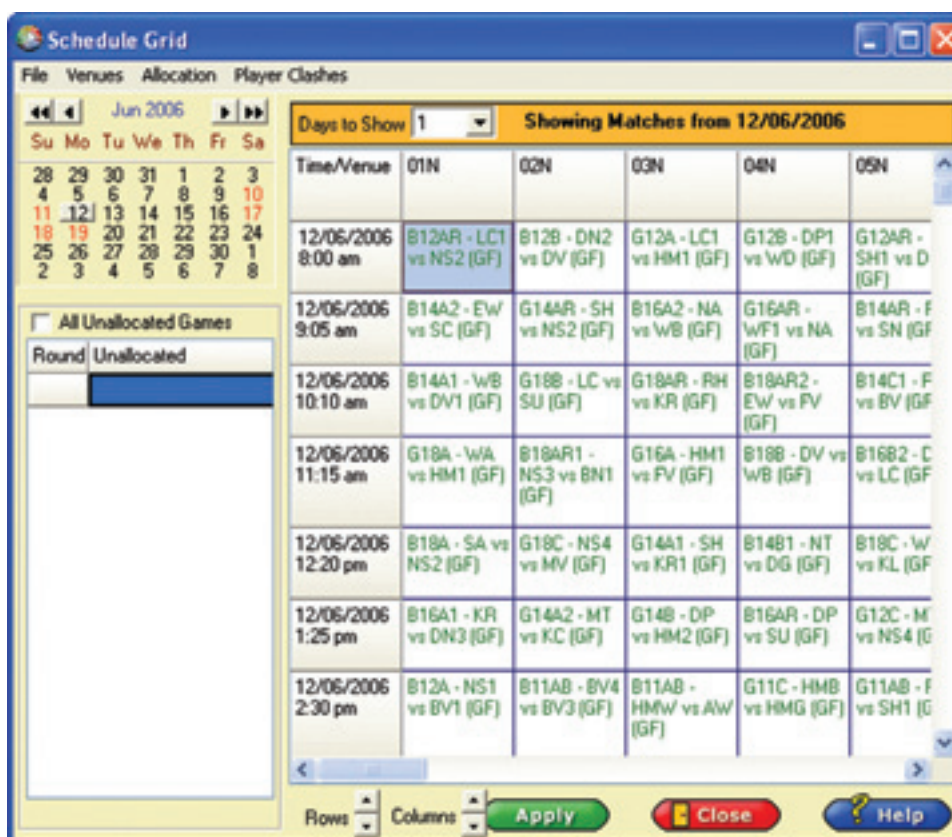
All your data in one basket! FIBA Organizer handles every facet of your competition from player transfers to complex tournament scheduling, career statistics and flexible reporting. The application is fully customisable to ensure it can meet your needs, and has been used and proven at all levels of competition from basic club level through to semi-professional and professional leagues. Below are samples of screenshots from FIBA Organizer

### BENEFITS TO THE GAME

- ▼ NFs and all administrators have more time to develop the game in their region as a result of time savings generated by FIBA Organizer.
- ▼ Administrators, coaches, players, supporters all have immediate access to information that was previously unobtainable or in many cases not even recorded.
- ▼ Improved communication at all levels and regions of the game.
- ▼ More professionally run competitions.

## SCHEDULES

Full Tournament and Round Robin Scheduling, including customised structures and mid-season re-grading. Easy drag and drop interface.



## STATISTICS

Full player/team game, round, season, career, historical statistics. All competition information is displayed on your website at the click of a button. This websites are included in the FIBA Organizer project and do not require computer skills to be maintained.

**Polski Związek Koszykówki**

I liga męska (Men's First Division)
GO
Results • Ladders
Fixture • Competition Stats

Pools: Normal Season | **Finals Matches**

Sort by: Average Points in Descending order VIEW

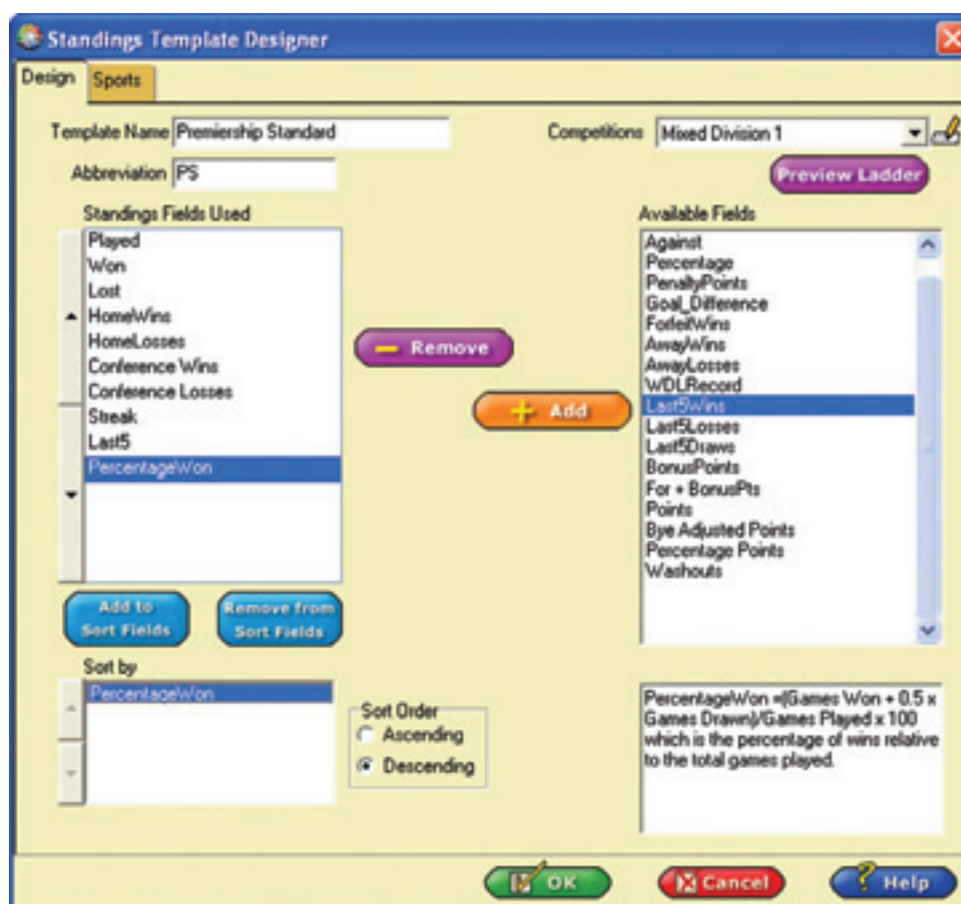
Click Player Names to view their Personal Statistics

Player Name	M	Last	Avg Pts	Pts	2PM	2PA	2P%	3PA	3PM	3P%	FTS	FT%	AS	BL	ST	TO	OR	DR	FTA	FTM	FT%	Min
<b>Piotr Szybalski</b> (CA-IB LEGION Pól)	14	11/03/2006	25	344	117	190	62	32	11	34,4	32	-	6	12	9	30	51	81	111	77	69,4	44:09
<b>Marcin Flioger</b> (MCK Pyra Poznań)	15	17/12/2005	24	367	94	179	53	65	21	32,3	55	2	46	1	53	44	7	34	159	116	73,0	49:27
<b>Adam Golab</b> (AZS PR Radom)	29	02/03/2006	20	571	116	277	42	187	73	39,0	44	1	37	-	39	51	14	54	136	120	88,2	100:02
<b>Dariusz Pucenicz</b> (MTS Basket Kwidzyn)	27	11/03/2006	19	508	102	229	45	189	72	38,1	70	-	46	3	28	64	32	73	117	88	75,2	78:22
<b>Roman Przemica</b> (ZKS STAL Stalewa Wola)	30	11/03/2006	19	569	126	215	59	191	62	32,5	94	2	71	59	49	80	24	176	195	131	67,2	104:01

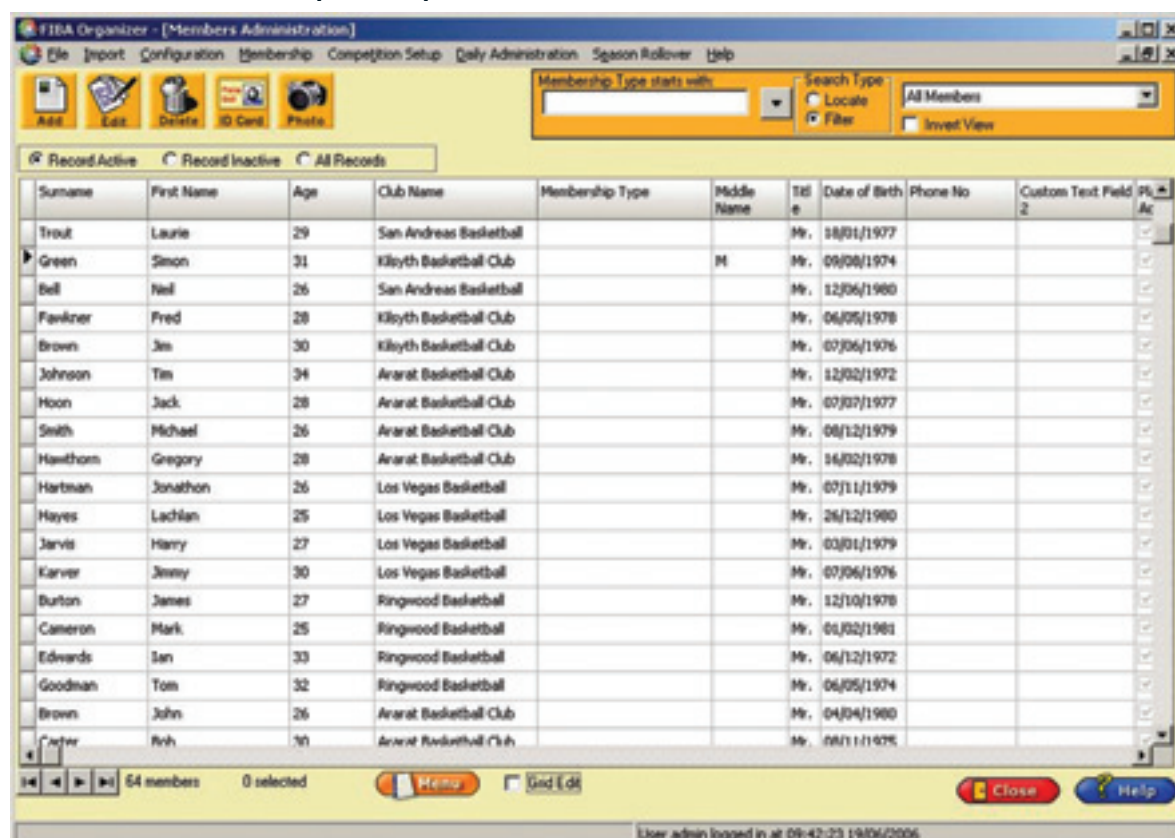


## CUSTOM STANDINGS

Standings are fully customisable. Select the fields that you wish to use, and sort by.



## TRACKING OF MEMBERSHIP FOR PLAYERS, COACHES, OFFICIALS AND EVEN VOLUNTEERS



**Member Details**

Title:  Surname:  ID:  Alternate ID:  National ID:

Gender: ☒ M ☐ F First Name:  Club:

☒ Upload to Web Middle Name:  DOB:  Age:

**Contact Details** **Membership Details** **Additional Info.** **Player** **Groups** **Tags** **Custom Fields**

☐ Youth ☒ Active Last Played Game:  Career Games:

☒ Senior ☐ Winter Active Suspended Until:

☐ Master Registered Grade:  **Rebuild**

**Season Games** **Transfers** **Tribunal** **Permits** **Career Stats**

Competition Name	Start Date	Team Name	Qualifying Games	Finals?	Gender	Archived
New England Basketball Tournament	27/01/2005	Ararat Aardvarks	4	Yes	Men	No

Game Date	Game Time	Round	Team 1	Team 2	Venue	Played
18/02/2005	12:30 pm	1	Sandown Tigers	Ararat Aardvarks	3 Mobile Basketball Stadium	Yes
10/02/2005	12:30 pm	3	Los Vegas Rockefellers	Ararat Aardvarks	Los Vegas Basketball Centre	Yes
03/02/2005	12:30 pm	2	San Andreas 49ers	Ararat Aardvarks	San Andreas Basketball Centre	Yes
27/01/2005	1:30 pm	1	Ararat Aardvarks	Ringwood Raiders	Ararat Stadium	Yes

**OK** **Cancel** **Help**

### TRAINING WORKSHOPS UPDATE

Workshops are to both train the users and also used as a valuable medium for the CI facet of the project.

The workshops are the coalface where the users meet the system, a great opportunity to get feedback and better understand the needs of the common user.

### WORKSHOPS SO FAR

Algiers, Algeria, Africa  
August 21-23, 2005

- ▼ Cote D'ivoire Basketball Federation.
- ▼ Federacao Angolana de Basquetebol.
- ▼ Federação Moçambicana de Basquetebol.
- ▼ Federation Algerienne de Basket-Ball.
- ▼ Federation Centrafricaine de Basketball.
- ▼ Federation Gabonaise de Basket-Ball.
- ▼ Federation Malienne de Basketball.
- ▼ Federation Nigerienne de Basket-Ball.
- ▼ Federation Royale Marocaine de Basket-Ball.
- ▼ Federation Senegalaise de Basket-Ball.
- ▼ Federation Togolaise de Basket-Ball.
- ▼ Kenya Basketball Association.

Auckland, New Zealand, Oceania  
October 1-3, 2005

- ▼ American Samoa Basketball Association.
- ▼ Australian Basketball Federation Inc.
- ▼ Basketball Association of the Northern Mariana Islands.
- ▼ Basketball Federation of Papua New Guinea.
- ▼ Basketball New Zealand.
- ▼ Cook Islands Basketball Association.
- ▼ Federated States of Micronesia Basketball Association.
- ▼ Fiji Amateur Basketball Federation.
- ▼ Guam Basketball Confederation.
- ▼ Kiribati Basketball Association.
- ▼ Palau Basketball Federation.
- ▼ Region Federale de Nouvelle Calédonie de Basketball.
- ▼ Rep. of the Marshall Islands Basketball Federation Inc.
- ▼ Samoa Basketball Association.
- ▼ Solomon Islands Amateur Basketball Federation.
- ▼ Vanuatu Amateur Basketball Federation.

Beirut, Lebanon, Asia  
November 27-29, 2005

- ▼ Basketball Federation Islamic Republic of Iran.

- ▼ Federation Libanaise de Basketball.
- ▼ Iraqi Basketball Federation.
- ▼ Jordan Basketball Federation.
- ▼ Qatar Basketball Federation.
- ▼ Syrian Basketball Federation.

Buenos Aires, Argentina, Americas  
February 23-25, 2006

- ▼ Confederación Argentina de Basquetbol.
- ▼ Confederação Brasileira de Basketball.
- ▼ Federación Boliviana de Basquetbol.
- ▼ Federación de Basquetbol de Chile.
- ▼ Federación Ecuatoriana de Basquetbol.
- ▼ Federación Peruana de Basketball.
- ▼ Confederación Paraguaya de Basquetbol.
- ▼ Federación Venezolana de Baloncesto.
- ▼ Federación Uruguay de Básquetbol.

Mexico City, Mexico, Americas  
March 2-4, 2006

- ▼ Federación Cubana de Baloncesto.
- ▼ Federación Mexicana de Basquetbol.
- ▼ Federación de Baloncesto de Puerto Rico.
- ▼ Federación Salvadoreña de Baloncesto.



- ▼ Federación Costarricense de Baloncesto Aficionado.
- ▼ Federación Nicaraguense de Baloncesto.
- ▼ Federación Dominicana de Baloncesto.
- ▼ Federación Nacional de Baloncesto de Honduras.

Kuala Lumpur, Malaysia, Asia  
April 11-13, 2006

- ▼ Association de Basketball Vietnam.
- ▼ Basketball Association of Singapore.
- ▼ Basketball Association of the Philippines.
- ▼ Cambodia Basketball Federation.
- ▼ Indonesian Basketball Association.
- ▼ Malaysia Basketball Association.
- ▼ Plus 9 Malaysian states.

## FUTURE WORKSHOPS

- ▼ Delhi, India, Asia, date not set.
- ▼ Caribbean, Americas, date not set.

## POSITIVE RESULTS AND PROGRESS

Whilst Phase 3 of the project has yet to be completed, there have already been some pleasing results visible on the federations new websites. The following organisations are a sample of some of the success stories early on in the project:

- ▼ Cook Islands Basketball Association <http://cok.fibaorganizer.com>
- ▼ Palau Amateur Basketball Association <http://plw.fibaorganizer.com>
- ▼ Samoa Basketball Association <http://sam.fibaorganizer.com>
- ▼ WASL: <http://www.waslsports.com>
- ▼ Polski Związek Koszykówki <http://pol.fibaorganizer.com>

## NEW USERS

Currently 40 National Federations are using the FIBA Organizer.

The most recent National Federations to take up a FIBA Organizer License are as follows:

- ▼ Federación Uruguay de Básquetbol.
- ▼ Malta Basketball Association.
- ▼ Malaysia Basketball Association.
- ▼ Indonesian Basketball Association.

## LOOKING AHEAD

### SOFTWARE ENHANCEMENTS

The early stages of the project have highlighted that the needs of an NF are different to a grassroots association/league, with less players, but more audience, higher levels of organisation, more focus on stats and historical information. These needs have led to the introduction of the following new additions to FIBA Organizer which are coming soon.

## LOCALIZATION

In the near future, FIBA will release Spanish and French versions of FIBA Organizer.

## GAME STATS IMPORT

Leagues that use Live Stats programs will be able to import game stats at the click of a button, saving valuable data entry time.

## SCHEDULE IMPORT

Leagues that use complex scheduling applications will be able to import a competition schedule into FIBA Organizer at the click of a button.

## FIBA ORGANIZER MEMBERSHIP ONLINE DATABASE UPGRADE

In the next few months, FIBA Organizer users will be upgraded to version 6, which will result in a major upgrade of the FIBA Organizer Membership online database. FIBA Organizer Membership V4 comes with the following improvements:

- ▼ More control over data.
- ▼ Better privacy features.
- ▼ Extended functionality at all levels.
- ▼ More streamlined 'synchronise' process to save more time for NFs.

## HOW DO I OBTAIN A FIBA ORGANIZER CD OR LICENSE?

If you would like to obtain a FIBA Organizer CD or License, please contact Wolfram Klug, FIBA IT Manager, at [klug@fiba.com](mailto:klug@fiba.com).

## WHO IS SPORTINGPULSE?

### COMPANY PROFILE

SportingPulse is the leading designer and provider of technology solutions for the sport, fitness and leisure industry. The company delivers both online and offline services that have revolutionised the operational and information management of organisations as broad as volunteer based clubs through to multi-national corporations. This includes major events, local, state and national sporting associations, as well as whole country solutions.

SportingPulse have created Software products and services for high profile, team-based sports which have produced the immediate benefits of increased time, reduced costs and improvement in communication. These products include comprehensive competition and member management systems, online registration for leagues, tournaments and single and multi-sport events, results

portals, website development, advertising and sponsorship opportunities, and e-business and membership services. SportingPulse is 100% Australian owned, with its head office being in Melbourne.

## SPORTING RELATIONSHIPS

Below is small sample of current SportingPulse clients:

- ▼ FIBA – database and competition management solution to 212 member countries.
- ▼ Oceania National Olympic Committee – International Database of participants, coaches and officials to 23 member countries. Competition management solution available at all levels, from grass-roots to International Events (see [www.oceaniaisport.com](http://www.oceaniaisport.com)).
- ▼ Australian Rugby League Foundation - consisting of competition management, web, e-commerce, national database and the initiation of the ARLF unique ID for members (see [www.leaguenet.com.au](http://www.leaguenet.com.au) and [www.arlffoundation.com.au](http://www.arlffoundation.com.au)).

## EVENT AND TOURNAMENT FOCUSED

SportingPulse have solutions for tournaments, events, and multi sport games festivals.

Below is a cross section of some of our past and current clients:

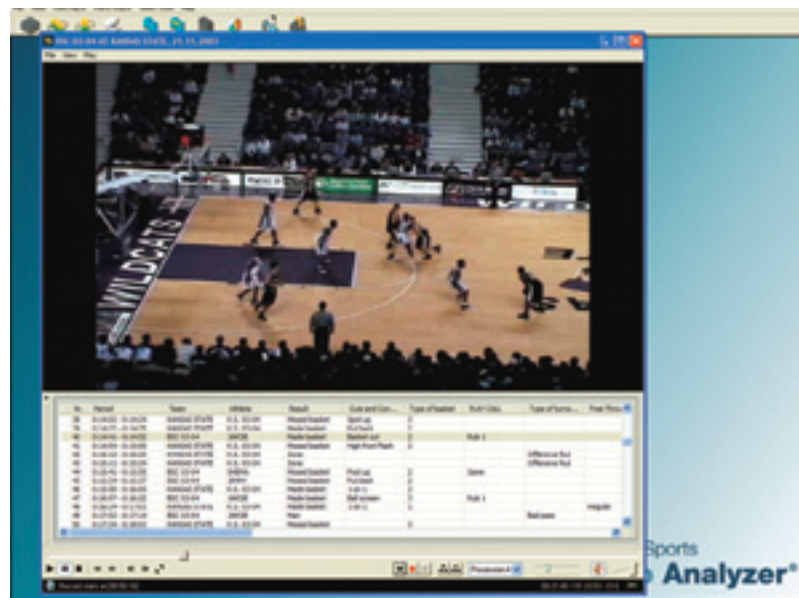
- ▼ 2002 World Masters Games – 29 sports, 25,000 participants.
- ▼ 2003 and 2005 Australian Masters Games – 59 sports, 10,000 participants. SportingPulse delivered Online Registration for individuals and teams, participant administration, websites, accreditation and results services.
- ▼ 2003 FIBA Oceania Championships.
- ▼ South Pacific Games – 10,000 participants throughout the South Pacific.
- ▼ 2004 – 2006 Australia Day Fun Run throughout Australia.
- ▼ 2004 Oceania Football Confederation Men's Olympic Qualifying Tournament.
- ▼ Contract with the Northern Territory Government for the 2004, 2006 Alice Springs Masters Games and 2005 Arafura Games.
- ▼ The Oceania National Olympic Committee, including the 2005 South Pacific Mini Games and the 2007 South Pacific Games.
- ▼ 2007 World Swimming Championships.

# THE "NEW" ASSISTANT COACH

"Sideline Organizer", the FIBA Official Coaching Software, offers multi feature coaching solutions. It is designed specifically to help coaches with organization, communication and analyses of their practices and games. Once distributed to all FIBA Approved Coaches, "Sideline Organizer" will give access to all educational material which combines written material, video, and modern technology.

## SIDELINE VIDEO ANALYZER

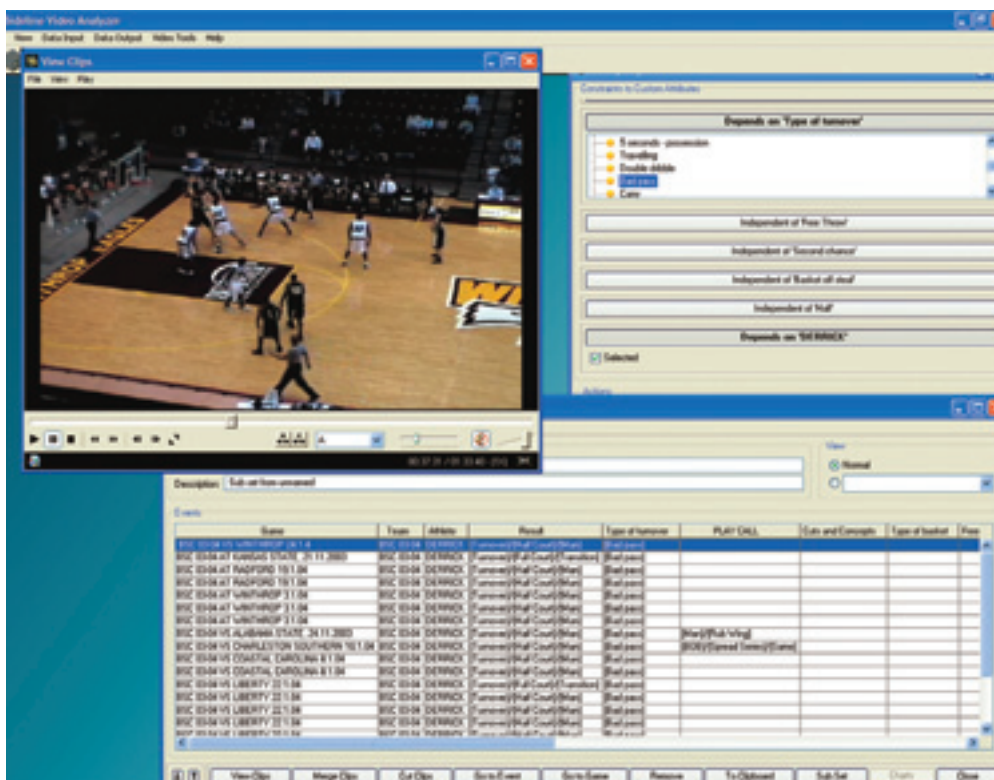
Sideline Video Analyzer is for providing an in-depth analysis of games/matches after they have been played. Great effort has been made into making the technical aspect of working with video user-friendly and straight forward. The software is not just created to fit IT personnel but also for the coach. The game is captured to a PC and with a few mouse-clicks, possessions or incidents in the games are defined for later analysis. Here is a sample of what can be done with Sideline Video Analyzer.



- ▼ Analyze team and players performance.
- ▼ Give players visual feedback with videos.
- ▼ Create highlight films in a matter of seconds.
- ▼ Create DVDs, CDs, or VCR tapes with video clips from games.
- ▼ Store a whole seasons worth of games on a single laptop.

Querying for information from a game or games is simple, but powerful. What makes the software special and extremely basketball specific is that it enables the coach to not only search for specific video clips, but also query from the vast amount of statistical data of what happens in the games.

Examples of questions that can be queried from Sideline Video Analyzer.



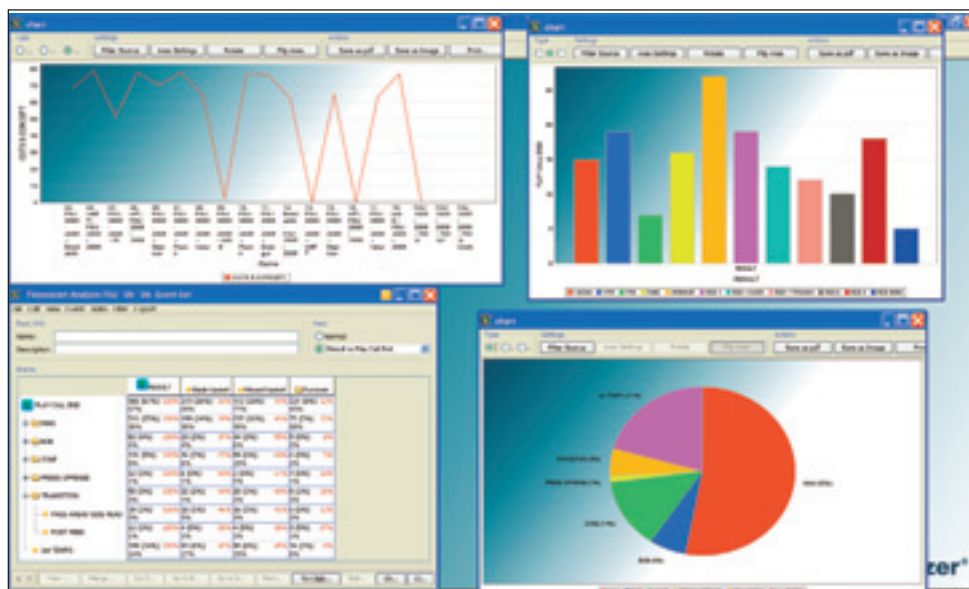
## VIDEO QUERY

- ▼ See all transition 3-point shots after basket penetration and kick out.
- ▼ See all transition turnovers.
- ▼ See players turnovers, categorized as "bad pass" against teams in our league.
- ▼ See all plays "Thumb 1" that were scored from the post while playing against a specific team.
- ▼ See all instances of an opponent getting called for a "charge" this season.

## Statistical query

- ▼ Cross reference all plays vs. result - Play Efficiency Ratio
- ▼ Cross reference all types of turnovers vs. players and give a breakdown of turnovers in our league games.





▼ View a comparison of our scoring ratio against zone defense when Grant and Bill are playing guards vs. Grant and James.

▼ What player has the highest team scoring ratio per possession?

▼ What is our ratio between possessions that end in transition vs. half court, and what is the scoring ratio difference between seasons.

▼ What is the difference in made 3-point shots per quarter during the whole season.

All statistical queries give access to the corresponding video with a click of a button.

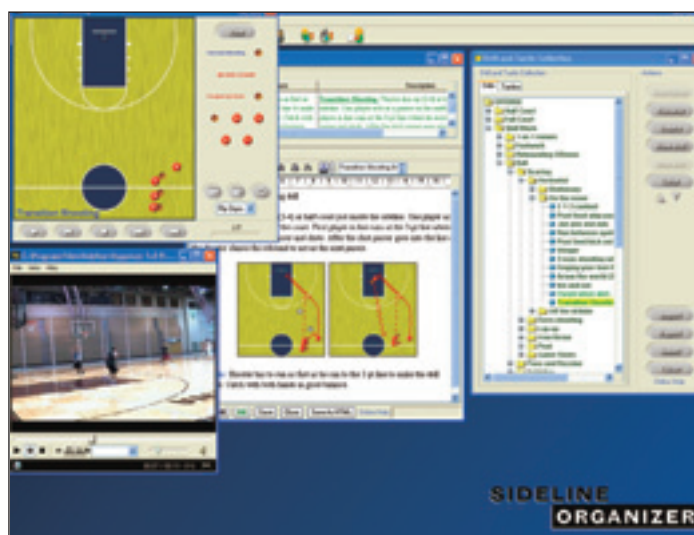
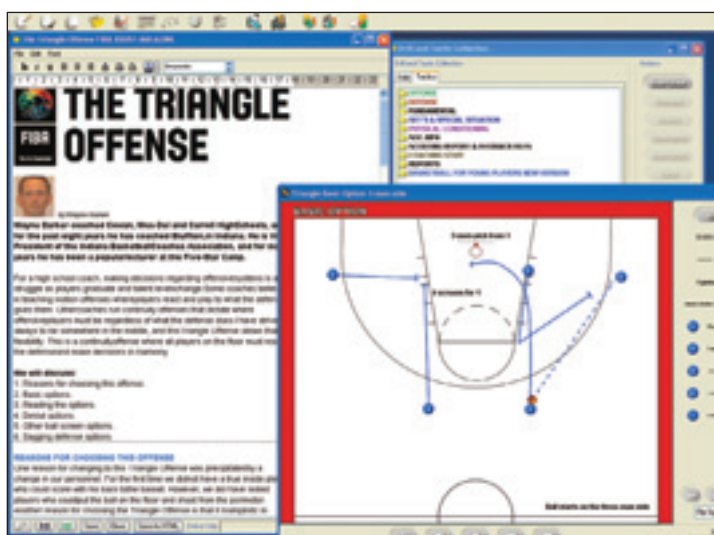
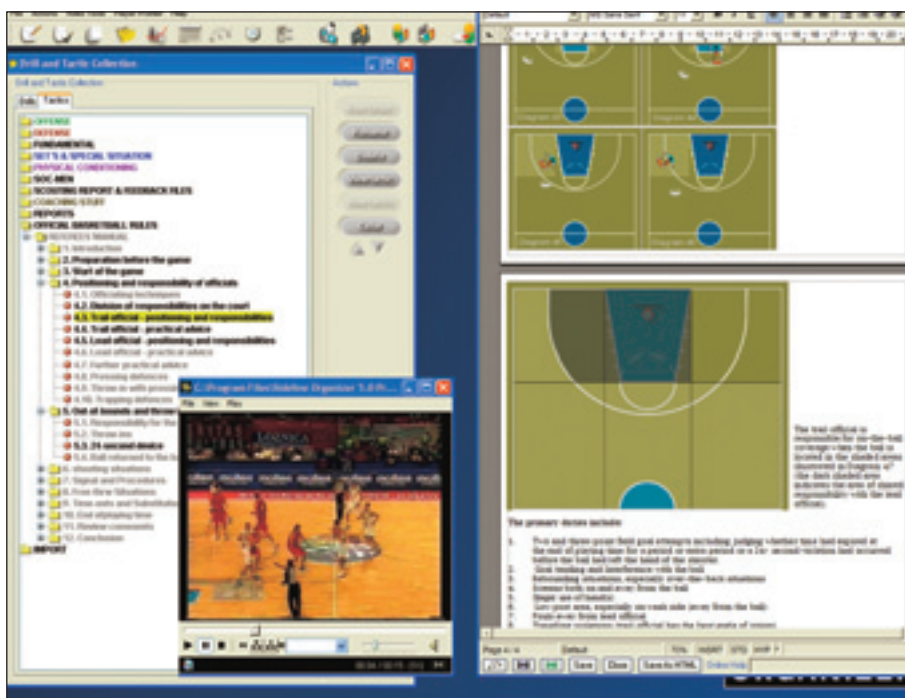
### Drill, Exercise and Tactic Collection

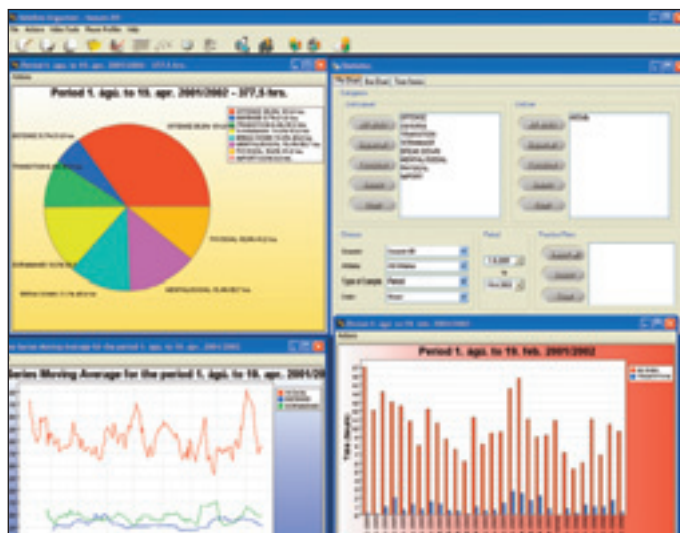
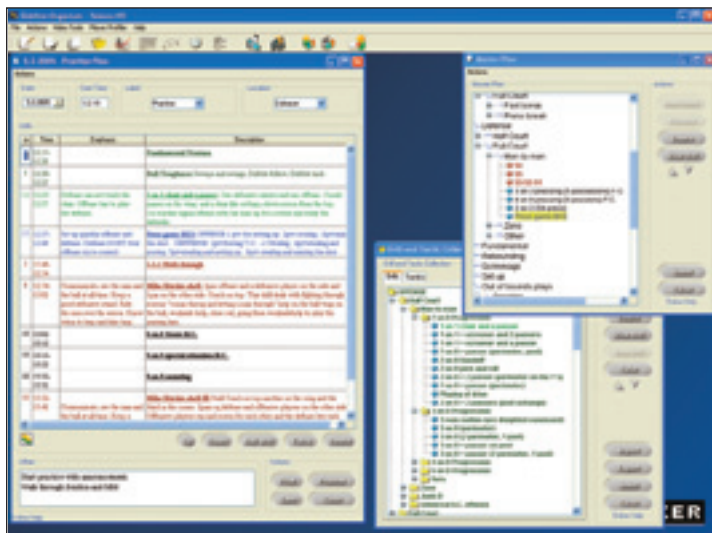
The Drill and Tactic Collection is the heart of the Organizer, where drills, exercises, strategies and philosophies that you compile over your coaching career are organized. It also organizes scouting reports, feedback files and all the other files for fast and easy access.

Files can be created as advanced documents with Word, Excel, PowerPoint-compatible features. All content can be shared with other coaches or players by e-mail, making the software a "must use" teaching tool. By combining text, diagrams, animations and video clips, you utilize many different ways of learning. When a coach introduces something new to players the visual media leaves no room for misunderstanding.

### Draw Diagrams and Create Animations

In the playbook plays and drills can be illustrated in a few seconds with diagrams. If the coach prefers to make the diagrams come alive, they can easily be animated, with smooth and detailed control of the running paths of the players.





## Calendar

All practice plans and scheduled games are stored in a calendar. The calendar gives a month by month overview of practice and game load. The software allows the user to create schedules of season's events, games and/or practice plans and print out with a click of a button.

## Practice Plan

One of the most popular and practical feature of the Organizer is the Practice Planner. The practice plan feature saves

time planning and organizing the seasons practice sessions. All practice plans are archived for later reference and also forms the base for a statistical practice analysis.

## Statistical Analysis

The statistical analysis feature is an innovative feature. Coaches are provided with vital information about how time is spent in practice with just one click of a button. What coaches realize after having used the Organizer is that this data can be just as important to your overall success as game

statistics. Precise analysis of practice load and comparisons between different practice categories gives coaches crucial data for self assessment. The training information can be compared between seasons or with performance statistics.

## Video

Sideline Organizer comes with video capture and manual video editing features that support coaches efforts to give visual feedback to their players or create teaching material in multimedia form.

## PLAYER PROFILER

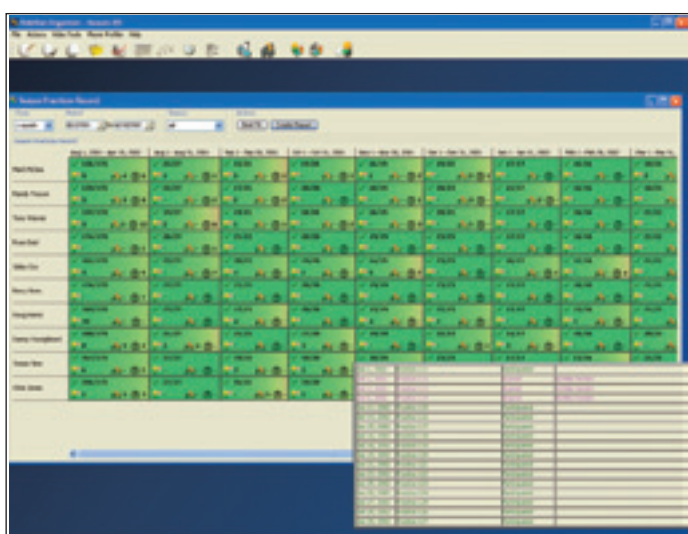
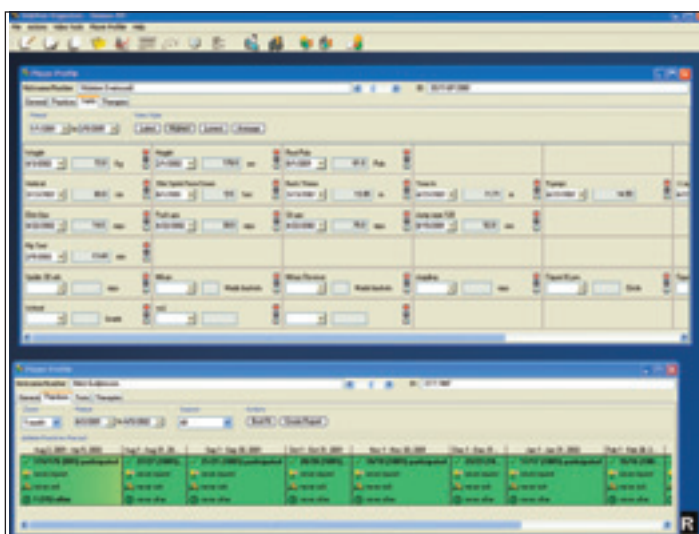
The most advanced version is the Sideline Organizer XPS. This version is the perfect solution for professional teams, youth academies and larger programs. The XPS Edition contains features for profiling all the players of a program.

Here is a sample of what can be done with Sideline Organizer XPS.

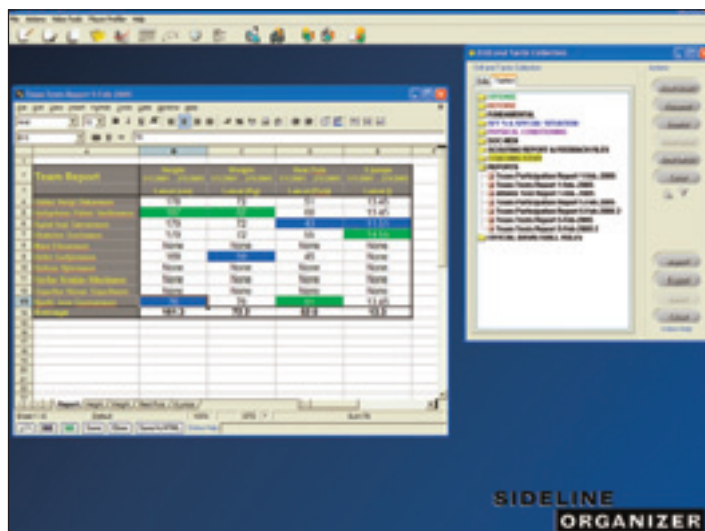
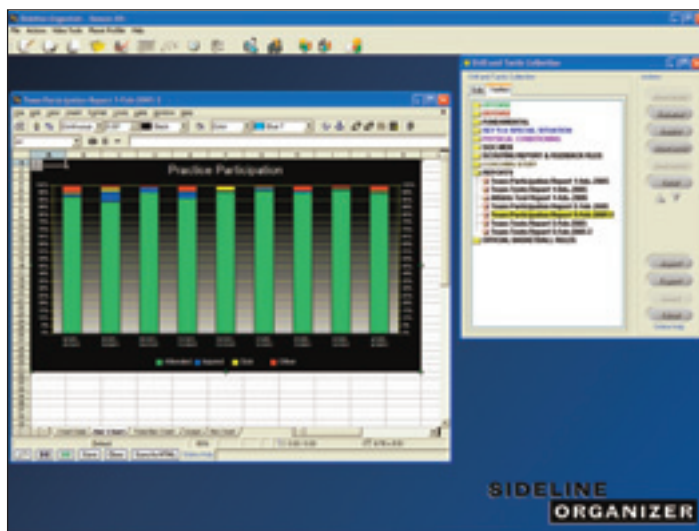
- ▼ Log and analyze practice participation - The program tracks practice participation and injuries.
- ▼ Keep training records - Analyze individual training records.
- ▼ Log injuries - This allows the coach or the physical therapist

to record when and where injuries or sickness come about.

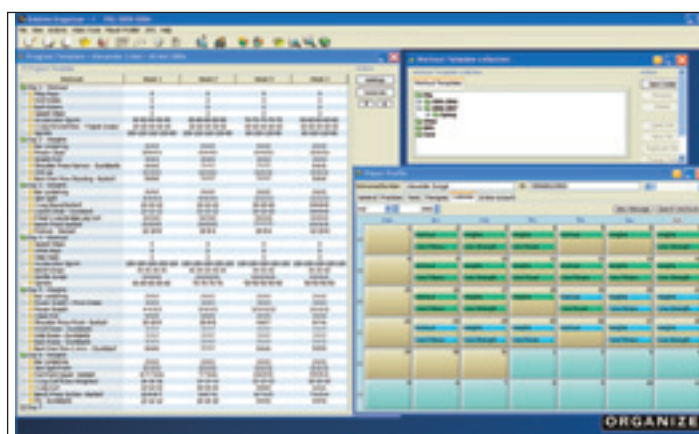
- ▼ Insert and keep records of all tests - With a simple click of a button, create spreadsheets with charts and graphs showing development on various aspects.
- ▼ Keep records of received therapies - A great way for physical therapists or trainers to log their work.
- ▼ General information - Customize your own categories for team or individual reports.
- ▼ Save time creating reports - With a simple mouse-click the XPS provides the coach with detailed, all-inclusive reports that can be shared electronically or printed out.







## PHYSICAL TRAINING



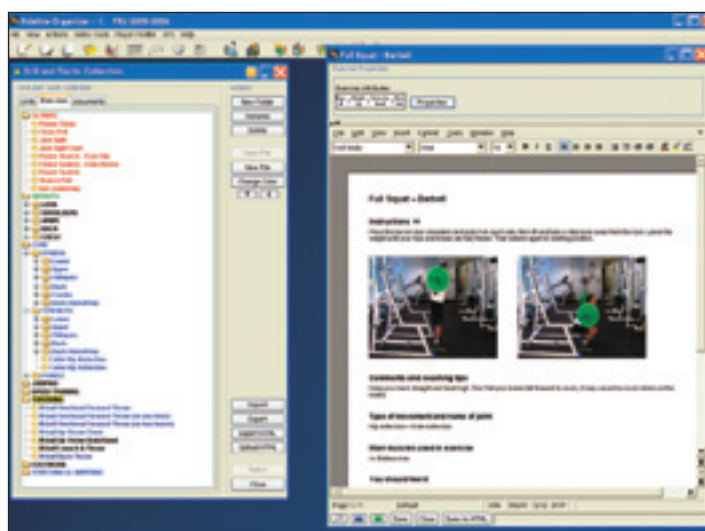
Along with keeping a complete profile on all players the software allow the user to create workout programs for strength and conditioning. Workout programs are then applied to the athletes where each athlete has his/her own personal workout calendar where all the workouts are collected. The athlete can access his/her workouts via the Internet. Exercises within workouts are linked to an Exercise Website containing video, text and diagrams, describing the exercise. The software allows for detailed remote communication between athletes and coaches where all the results of the training are transferred electronically to the coach.

## BASKETBALL ACADEMY

Sideline Sports has established a basketball academy in Iceland. The academy was founded in July 2005 in Selfoss Iceland and functions as a laboratory for the development for the Sideline Sports product concepts and to promote the idea of effective coaching organization and management. The academy consists of 16 student-athletes from the age 15 to 19. The main purpose of the academy is to create a unique development environment for promising basketball players. The coaching and training staff handles all product training and consultancy for basketball clients of Sideline Sports.

## ABOUT SIDELINE SPORTS

▼ Sideline Sports is a software company



that specializes in solutions for coaches and trainers. The company also provides its clients with consultation in the field of coaching organization, management and game analysis. Since 1999 Sideline Sports has been developing software to fit the needs of the whole coaching spectrum, all the way from the grassroot coaches to the NBA.

▼ Sideline Sports works with the two main phases of coaching – Preparation and Performance.

First an environment is constructed where the preparation can be organized, monitored, and analyzed. Creating visual aids to help a basketball program with communication and teaching is an important part of the concept. In the performance phase video analysis of games is compared and integrated to the analysis of the preparation phase as well as giving important information about the opponents. Sideline Sports has developed two interconnected software concepts for these purposes.

▼ Sideline Organizer – Preparation Phase.

▼ Sideline Video Analyzer – Performance Phase.

More information can be found on the Sideline Sports website <http://www.sidelinesports.com>.



# A UNIVERSAL TEXTBOOK

In order to help countries that do not have the resources and teaching materials, FIBA published "Basketball for Young Players", a book that is also available on CD format in six languages; English, French, Spanish, Russian, Arabic, and Chinese.

The National Basketball Federations of Sweden, Bosnia and Herzegovina, Serbia and Montenegro, India, Finland, Croatia, and Korea published an edition in their native languages.

FIBA believes that a book is a powerful working tool for any basketball coach and this publication covers all working techniques for beginners (mini-basketball) through juniors (18 years old). "Basketball for Young Players" stresses that coaches who work with young players cannot coach the same way as coaches working with professionals; they need to develop their own working style, which takes into account the athletic and personal development of players.

"Basketball for Young Players" is not a handbook that attempts to cover every

aspect of basketball, but rather a volume intended for coaches who are already certified, and who therefore have a technical understanding of the sport.

The book was written with the help of several experts with various professional backgrounds, including psychology, sports psychology, physical education, and law. All have extensive experience working as basketball coaches of young players.

The objective of "Basketball for Young Players" is to describe specific ways of working with children and adolescents, highlighting the methodological points and contents that should predominate from minibasketball to juniors.

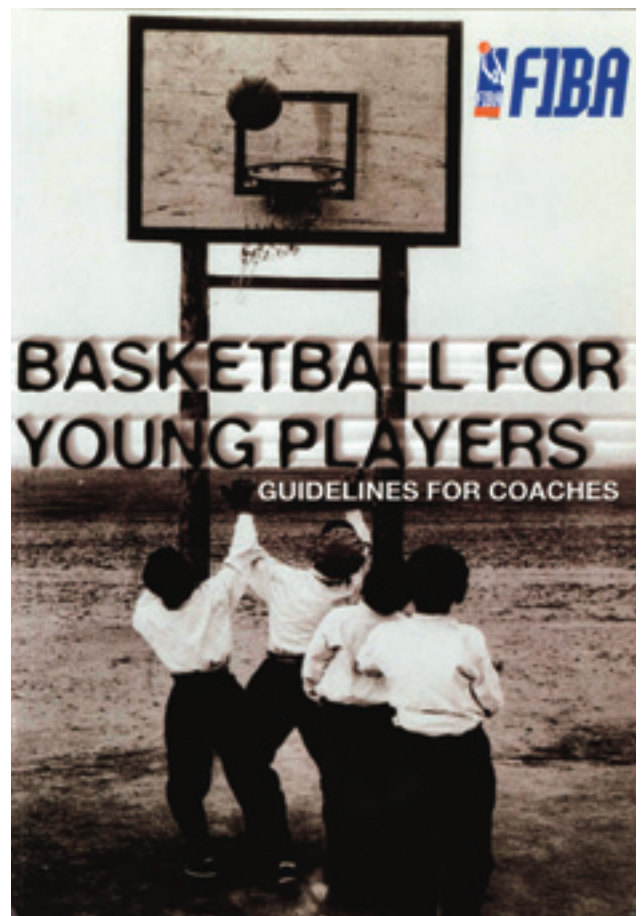
This book is not intended to replace existing training programs already devel-

oped and established, but to complement them, or to serve as a starting program if one does not already exist.

"Basketball for Young Players" is an attempt to transmit a progressive working scheme for young players. During the mini-basketball stage, it is suggested that global standardized work be carried out with all of the children in order to help their physical and psychological development and provide the players opportunities to develop basketball fundamentals.

The content of this book is very practical. It allows coaches to easily apply recommendations. It is indeed important for coaches to learn psychological strategies that may be incorporated into their daily working methods in order for their players to achieve better performances and greater satisfaction. In addition, a detailed description on how to plan and organize effective coaching sessions, coaching behavior and how to best communicate with players is mentioned.



The whole content of "Basketball for Young Players" together with the animated diagrams and video sequences of all the drills may be found in the FIBA Official Coaching Software.





## "HOOPS COACH" CONTENT

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## VIDEO INSTRUCTIONS

- Play
- Stop
- Pause
- Full Screen

00:00

Shooting

Jump Ball

Penalty

Ball Game

Free Throw

Three Point Shot

Passing

Basic Team Play



00:00 / 00:00

Play

Stop

Full Screen






WELCOME TO FIBA WORLD CUP

LEARN FROM THE STARS

What can be seen on this CD-Rom is not the only way to watch on basketball's fundamentals but it has helped those top fly-players tremendously towards their careers.

We believe that the performance of every detail is extremely important and this is why we offer you the experience and "know-how" of these stars to all of you. We firmly believe, that if you decide to hard-work, these little secrets certainly will help improve your game.

 <p><b>Alexander Sperovic</b></p> <p><i>Height: 1m 90cm Age: 28 Nationality: Serbia Position: Shooting Guard Current club: Serbia</i></p> <p>One of the best guards in the world, Alexander Sperovic is a player who plays in the greatest club in the world, the Serbian national team, in the NBA, in the European League and in the FIBA World Cup. Alexander Sperovic is a player who is a very good basketball player and a very good basketball player.</p>	 <p><b>Adrian Danilovic</b></p> <p><i>Height: 1m 90cm Age: 28 Nationality: Serbia Position: Shooting Guard Current club: Serbia</i></p> <p>One of the best guards in the world, Adrian Danilovic is a player who plays in the greatest club in the world, the Serbian national team, in the NBA, in the European League and in the FIBA World Cup. Adrian Danilovic is a player who is a very good basketball player and a very good basketball player.</p>	 <p><b>Predrag Stankovic</b></p> <p><i>Height: 1m 90cm Age: 28 Nationality: Serbia Position: Shooting Guard Current club: Serbia</i></p> <p>One of the best guards in the world, Predrag Stankovic is a player who plays in the greatest club in the world, the Serbian national team, in the NBA, in the European League and in the FIBA World Cup. Predrag Stankovic is a player who is a very good basketball player and a very good basketball player.</p>	 <p><b>Dejan Bodiroga</b></p> <p><i>Height: 1m 90cm Age: 28 Nationality: Serbia Position: Shooting Guard Current club: Serbia</i></p> <p>One of the best guards in the world, Dejan Bodiroga is a player who plays in the greatest club in the world, the Serbian national team, in the NBA, in the European League and in the FIBA World Cup. Dejan Bodiroga is a player who is a very good basketball player and a very good basketball player.</p>
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## VIDEO INSTRUCTIONS

Player: **Alvin**

Exercise: **Shooting Guard**

Position: **Shooting Guard**

VIDEO:

Shooting, using a correct jump shot from a distance. Turns away shot after a screen shot off.

Playing: **Powerforward**

Shooting: **Shooting the ball**



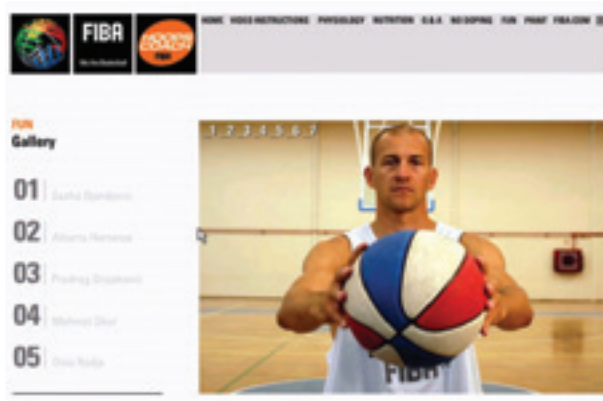
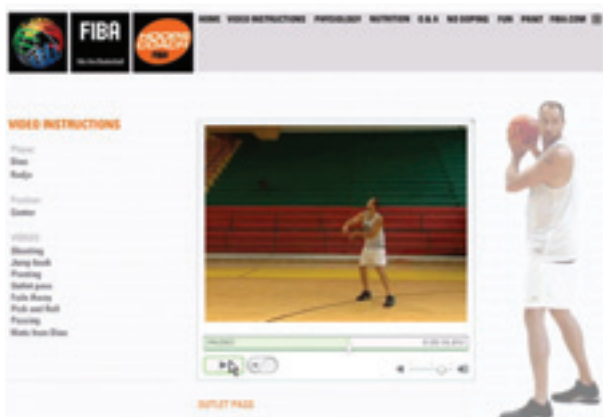
Shooting

0:00 / 0:07

Play Stop



### HOLDING THE BALL



▼ **Physiology:** This section covers off-court exercises that are important to prevent injuries and maintain peak performance. Different exercises are recommended based on a player's ability. Different intensities of training are suggested and stretching positions are outlined. The video clips show the right way to perform all exercises. Specific exercises are provided for the lower body, upper body, and combination exercises that focus on the whole body. The customized section of this part will help users to individualize their practices based on their individual needs.

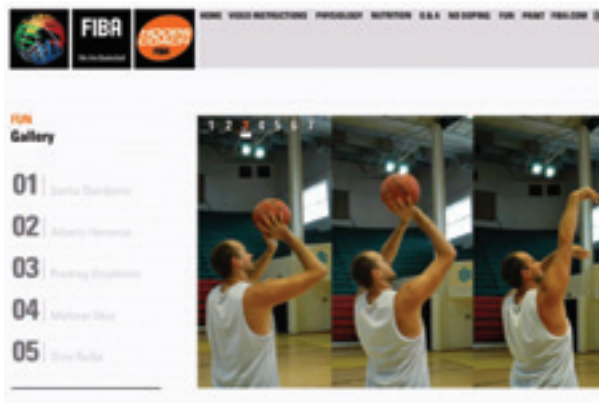
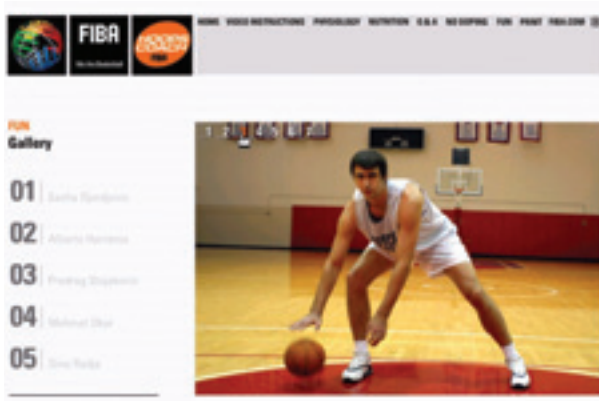
▼ **Nutrition:** Eating a nutritious, well-balanced diet is one of the simplest, most effective ways of improving sports performance and this section covers the basics of nutrition, stressing the proper balance of proteins, carbohydrates, and fats. The use of vitamins and minerals is described. Proper water intake for training and competition is discussed, and doping issues are reviewed. Users can tailor their meal plans and diets, and then print them for reference. Different menus are suggested for game day, whether it is a late morning, early afternoon, or evening game. In addition, several supplements, which can be taken throughout the day, are suggested.

▼ **Q & A:** This section covers most frequently asked questions, with video answers supplied from the players.

▼ **No Doping Campaign:** This section features video important messages from the players, urging the viewers to avoid drug use and doping for sports enhancement.

▼ **Fun:** This section features computer screen savers and desktop images of action shoots, along with video clips from players.

FIBA "Hoops Coach" is an important coaching resource that will help coaches at all levels conduct clinics and allow them to show their players the important details needed to refine their basketball skills.





# THE SILENT SUPPORTING CAST

The database of all FIBA Active Referees, FIBA Active Commissioners and FIBA Honorary Referees has been completed and displayed on the FIBA website [www.fiba.com/About FIBA/FIBA officials](http://www.fiba.com/About_FIBA/FIBA_officials). Information about each individual (name, date of birth, country) is supplied, together with his/her photo.

## A FIBA REFEREES

In the period of 2004-2005, 1.216 FIBA Referee have participated at the FIBA Refresher Clinics. At present there are 946 FIBA Active Referees divided per FIBA Zones as follows:

### FIBA Zone Referees %

<b>Africa</b>	<b>107</b>	<b>11,4</b>
<b>Americas</b>	<b>234</b>	<b>24,7</b>
<b>Asia</b>	<b>243</b>	<b>25,7</b>
<b>Europe</b>	<b>338</b>	<b>35,7</b>
<b>Oceania</b>	<b>24</b>	<b>2,5</b>
<b>Total</b>	<b>946</b>	<b>100</b>

A total of 82 FIBA Clinics for Referee Candidates and Refreshers were held in 2003-2006 in all FIBA Zones. In addition to that, special clinics for Young Potential Referees were held in Europe and Asia regularly; and FIBA and the FIBA Zones have organized numerous clinics for national referees in 78 countries worldwide.

The FIBA Women's Commission expressed its dissatisfaction in 2004. Only 5.5 % of all FIBA Active Referees were females. FIBA has started a strong initiative in 2005-2006 to bring more women to officiating, coaching, and table officiating.

Recently, much more women referees take part at the FIBA Clinics for Referee Candidates. A Special Clinic for Female Referees was held in Iran and similar ones will be held in April 2007 in Japan and in Europe.



In order to unify the criteria of the officiating, the pre-championship clinics for referees were introduced in 2005. All the referees participating at the FIBA World Championships 2005 got together two days before the championships. The lecturers focused on three-person officiating and the Unified Criteria of Officiating were presented.

The referees also worked in smaller groups. They raised topics such as the feeling for the game, psychological preparation of referees, and control of the game. All underwent a physical fitness test.

The results of the pre-championship clinics were extremely positive and so they will become a regular activity before each championship, including the 2006 World Championships for Men and Women in Japan and Brazil.

The table below represents the present statistics of the FIBA Honorary Referees involved in each zone.

<b>FIBA Zone</b>	<b>Honorary Referees</b>	<b>%</b>
<b>Africa</b>	<b>61</b>	<b>9,9</b>
<b>Americas</b>	<b>87</b>	<b>14,1</b>
<b>Asia</b>	<b>178</b>	<b>28,8</b>
<b>Europe</b>	<b>261</b>	<b>42,3</b>
<b>Oceania</b>	<b>30</b>	<b>4,9</b>
<b>Total</b>	<b>617</b>	<b>100</b>

## B FIBA COMMISSIONERS

At present, there are 237 FIBA Active Commissioners divided per FIBA Zones as follows:

<b>FIBA Zone</b>	<b>Commissioners</b>	<b>%</b>
<b>Africa</b>	<b>14</b>	<b>6,0</b>
<b>Americas</b>	<b>20</b>	<b>8,4</b>
<b>Asia</b>	<b>32</b>	<b>13,5</b>
<b>Europe</b>	<b>161</b>	<b>67,9</b>
<b>Oceania</b>	<b>10</b>	<b>4,2</b>
<b>Total</b>	<b>237</b>	<b>100</b>

The FIBA Commissioner's institution has a very strong tradition in Europe due to the European club competitions played regularly since 1956, with as many as 252 club teams that participated in the season 1995-1996. The large number of international games played every week required the corresponding number of the FIBA Commissioners in Europe, in comparison to

the FIBA Commissioners in the other FIBA Zones.

With the increasing number of competitions and with the obligation of the FIBA Zones to designate only FIBA Active Commissioners for the official competitions, all other FIBA Zones organized their own Clinics for Commissioner Candidates.

In addition to the regular clinics held in Europe, three clinics were held in Africa and first ever clinics were held in Asia (Malaysia, Lebanon), the Americas (El Salvador), and in Oceania (Australia). All FIBA Zones are now in position to designate to their competitions only FIBA Active Commissioners in accordance with the FIBA Internal Regulations.

## C NATIONAL REFEREE INSTRUCTORS

In order to have a sufficient number of referees correctly officiating national/international games and championships, the National Referee Instructor's category has been introduced in 1995.

The Instructors are the "extended arm" of the FIBA Technical Commission responsible in each respective country for the teaching and the education of referees in line with FIBA official rules, interpretations of the rules, and the mechanics of officiating.

If possible, every national federation should have at least one national referee instructor.

So far, an intermediate goal has been reached and all FIBA Zones have now National Referee Instructors (NRIs).

After Europe with 67 and the Americas with 36 NRIs, clinics for NRIs were held in the past four years in the remaining FIBA Zones. Africa has 17, Asia 16, and Oceania 4 NRI.

With the above clinics, the training process of NRIs has been completed in all the FIBA Zones and are now in place 46 regional and 140 NRIs worldwide.

It has been said, "behind each successful referee stands a good instructor."

Therefore, all efforts must be made to

increase the number and the level of the FIBA National Referee Instructors.

## D FIBA REFEREE SUPERVISORS

Following the discussion at the FIBA Technical Commission meeting on January 21-22, 2005 in San Juan, Puerto Rico, with regards to the fact that a "referees' monitoring system should be implemented at the main official FIBA competitions," the FIBA Referee Supervisors were then introduced the same year. The main reasons were as follows:

- ▼ The necessity to work with the referees during the championship at a more professional level.
- ▼ The Supervisors were already present in almost all the other sports.
- ▼ The immediate feedback on the referee's performance allows for a possible improvement of the referees' performance already during the championship.
- ▼ It allows a better unification of the officiating criteria, one of the most criticized aspects of officiating at the FIBA World Championships; as the referees are coming from all FIBA Zones.

In 2005, the FIBA Referee Supervisors were first implemented at the FIBA U19 World Championship for Women in Tunisia and at the FIBA U21 World Championship for Men in Argentina.

The basic duties of the Supervisors are to evaluate the performance of the referees during the championship and to hold daily clinics with referees viewing and analyzing the games played in the previous day.

After the championships, the FIBA Referee Evaluation Report is sent by the FIBA Secretariat to each referee via his/her respective national basketball federation. The six-page report contains positive and negative remarks on his/her officiating and it ends with recommendations for the future.

We have received very positive feedback from the national federations and referees and it proved to be the right procedure to help improve officiating worldwide.

## FIBA EDUCATIONAL MATERIALS

According to the FIBA Statutes, the FI-



BA Technical Commission is responsible for the training, examination, and qualification of international referees, as well as for preparing them for the main international competitions of men's and women's basketball. Moreover, the Commission is the competent body for all matters concerning the practical application of the Official Basketball Rules.

Consequently, for the effective education and training of the referees, the FIBA Commission provided educational and printed materials to the FIBA Zones, to all national basketball federations, to the FIBA international and national instructors, referees, coaches, players, and to all those who are interested in basketball in general and in officiating in particular.

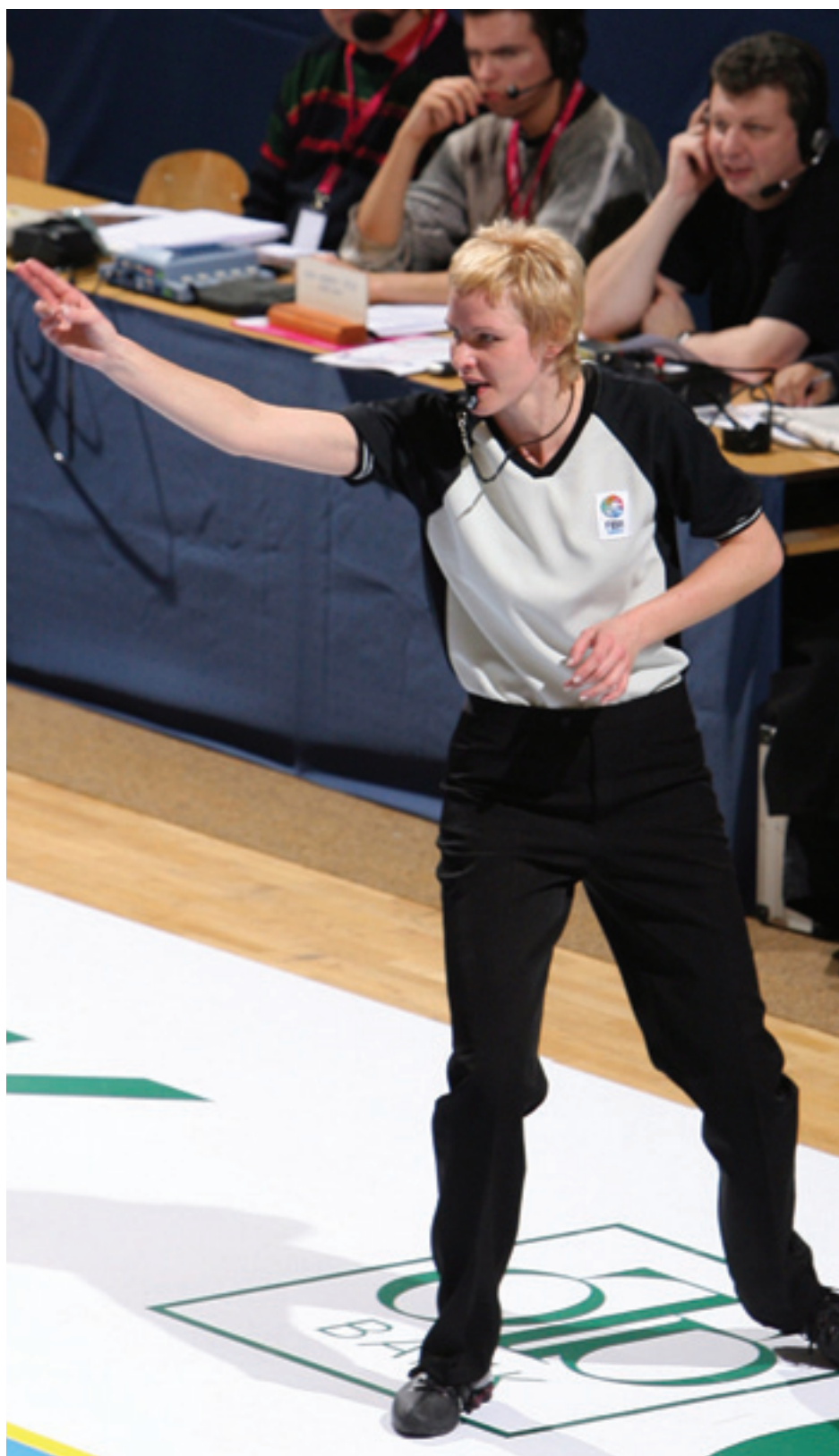
The FIBA Secretariat is regularly asked by almost all the above-mentioned bodies and individuals to supply them with different kind of materials on officiating such as rulebooks, videos, DVDs, CDs, and rule interpretations.

In the last years, the FIBA Technical Commission has produced a large number of quality materials (listed below).

We have received numerous expressions of appreciation for the work done.

- ▼ FIBA Official Rule Book and Basketball Equipment 2004 and 2006.
- ▼ FIBA Two and Three-Person Officiating 2004 and 2006.
- ▼ FIBA Official Interpretations of Rules 2004 and 2006.
- ▼ FIBA Minibasketball Rules 2005.
- ▼ FIBA Statistics Manual Basketball for Everybody (illustrated, easy reading rule book).
- ▼ FIBA Official Physical Fitness Test for Referees CD.
- ▼ FIBA Guidelines for Referee Education - Volume 1, Criteria for Officiating DVD.
- ▼ FIBA Guidelines for Referee Education - Volume 2, Three-Person Officiating DVD.

All the above resources are displayed on the FIBA website and FIBA has encouraged all the national federations to translate them to their national language (where appropriate) and has encouraged all basketball fans to



make their own copies for a better understanding of basketball and basketball officiating.

The new FIBA Manual for National Federations contains a chapter dedicated to the Referees – Guidelines for Recruitment of New Referees, National Development Program, and Guide-

lines for the Work of Table Officials.

Thirty-four articles from top experts on basketball officiating were published in 20 issues of the FIBA Assist magazine.

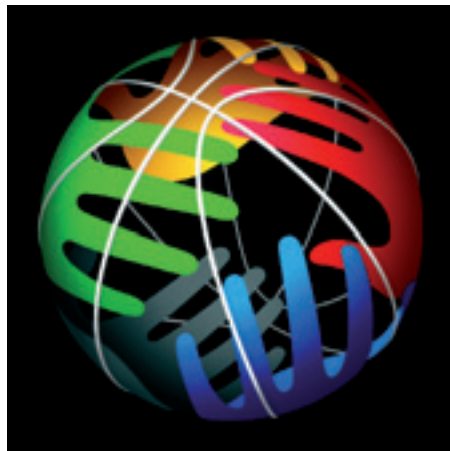
In each issue, there are 10 rule questions where the readers can test their knowledge of basketball rules.

# IT'S NOT ONLY THE GAME

The past years have been very active for the FIBA Study Centre, with many different events and important publications produced.

As regularly mentioned in FIBA's work, the Centre's objective is to help equip and increase the number of sport facilities throughout the world; encourage the construction of basic facilities; refurbish older facilities, and co-ordinate research initiatives. Its task is also to offer consulting services for materials, equipment design, and construction of basketball arenas.

When building or re-building an arena, nothing should be neglected. Effectiveness, professionalism, safety, security are only a few aspects among many others that need to be analyzed regularly in order to optimize the Study Centre's objectives. Yet, the Study Centre's ongoing tasks could only be achieved with the help of our partners and the contribution of all national federations who wish to have the most



adapted sports halls for their teams, their visitors, and most of all, the general public.

When the FIBA Study Centre was created in Munich in 1994, three partners came on board. Twelve years later, the Study Centre has reached a figure of 50 partners and about 15 additional associates; all of them manufacturing equipment that comply



with the official basketball rules.

Our partners are involved in different categories, such as wooden flooring, synthetic flooring, electronic scoreboards, backstop units, electric and electronic systems, seating systems, and a variety of miscellaneous others. Regardless of the category, all are committed to make the basketball world a safer world.

## FIBA STUDY CENTRE GUIDE FOR PARTNERS NATIONAL FEDERATIONS

As the number of partners increased considerably, particularly at the beginning of 2003, the FIBA Study Centre decided to give more visibility to its partners and long-time friends.

The first "FIBA Study Centre Guide for Partners & National Federations" was published in 2003. The guide was widely distributed to National Federations, Central Board Members, World Congress Members, and Ministries of Sports and sent on regular basis to architects involved in

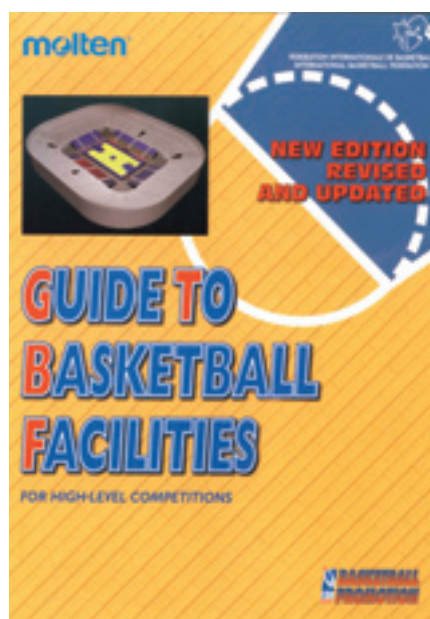
the building of sports halls all over the world.

Following the guide's success and changes that took place among the partners, the Study Centre went on publishing a new guide in 2005. The distribution was bigger and allowed FIBA to realize that the "FIBA Study Centre Guide for Partners & National Federations" will be produced every two years considering the fast growing evolution of products.





# GUIDE TO BASKETBALL FACILITIES FOR HIGH LEVEL COMPETITIONS      GUIDE TO SMALL BASKETBALL FACILITIES



When the FIBA Study Centre was officially created in 1994, a few incidents were still present on the field. The Study Centre's task was therefore to achieve the goal of zero incidents.

In October 1997, the "Guide to Basketball Facilities for High-Level Competitions" was produced. Two years later the "Guide to SMALL Facilities" was published. With a combination of the "Official Basketball Rule"s, the guides' objective was to provide guidelines for the planning, building, and homologation of basketball facilities.

An emphasis was put on support for the development of everyday basic sports activities, construction, and maintenance costs, as well as respect of international and national standards.



## FIBA SAFETY STANDARDS IN HALLS

Among our publications, the "FIBA Safety Standards in Halls" was published in October 2004. This version was highly welcomed from all national federations, as well as from local and regional communities in the world.

The first concern is, indeed, ensuring safety in basketball arenas. The health and safety aspect of basketball facilities is a duty incumbent on all those assigned to protect peoples' security and the physical condition of the building. Protective safety equipment has been developed and recommended for many different sports. The purpose is to help prevent and reduce the severity of injuries.

The "FIBA Safety Standards in Halls" guide covers procedural aspects, technical characteristics for design and construction, management and organizational aspects and liability in the management of basketball facilities

This edition of the "FIBA Safety Standards in Halls" is the first one. Due to a fast moving environment, the current version will be re-edited in the course of 2006, with slight amendments linked to our Partners and Sponsors.



## FIBA OUTDOOR PROJECT



The latest publication produced by the FIBA Study Centre is the “FIBA Outdoor Project”. This project has been ongoing for more than five years, and came into force in February 2006. This is the first guide for the construction and maintenance of outdoor basketball courts!

Popular throughout the world, basketball is played not only in gyms and arenas, but also in streets and playgrounds. The fact that little equipment is required and the simplicity of the rules, basketball possesses universality and appeal that enables it to offer character-building experiences and social advancement to those who play it.

Yet, though the sport may be also considered as a recreational rite of social integration or reintegration in some cases, a feasi-

ble study of outdoor basketball courts had to be taken into account for the safety of the players on one hand, and the sustainable environment on the other hand. This study became even more urgent when several national federations requested assistance with their basketball development and promotion program.

Building an outdoor court may seem an easy task at first glance; nevertheless there are many fundamentals to take into consideration. The location for the construction is one of them. Safety and maintenance is another important aspect; and finally, the technology and the material during the court construction have to be considered. The list is obviously not exhaustive in comparison to the “FIBA Outdoor Project” itself.

## OFFICIAL BASKETBALL RULES BASKETBALL RULES BASKETBALL EQUIPMENT

All these guides, introduced so far, have always been produced with the help of the FIBA rulebooks. FIBA has published printed rulebooks in 1998, 2000, and 2004.

The 1998 version contained already numerous technical details on basketball equipment. Yet, after many complaints on the way it was structured, it was decided at the World Technical Commission—and with the agreement and contribution of the FIBA Study Centre—to create an appendix to the rulebook for the Technical Equipment.

This was first implemented in the 2000 rulebook. For the 2004 version of the “Official Basketball Rules-Basketball Rule & Basketball Equipment”, only a few changes were necessary.

The Rulebook allows the Study Centre to be accurate when expressing its needs for the Approval Program. With regards to the categories linked to the flooring, electronic scoreboards, lighting, and the backstop units, the rulebook is indeed essential for the equipment homologation.





## FIBA ASSIST MAGAZINE

As the FIBA Study Centre Partners and Associates are the heart of the Study Centre, Board Members (each of them representing a category) have been requested since the end of 2003 to write an article in the "FIBA Assist" magazine about the evolution of one type of equipment. These articles have been widely appreciated and continue to be so.

The FIBA Study Centre tries indeed to promote, as much as possible, the FIBA Study Centre Partners. Their respective Research & Development departments work intensively to make sports equipment reliable and safe. From there on, their contribution in the publishing of our reviews is very valuable to us.

## CONSULTING SERVICES FOR CONSTRUCTION OF BASKETBALL ARENAS

As stated earlier, the FIBA Study Centre has also been widely involved in the construction and refurbishment of different arenas. Recently, these have included the Belgrade Arena, the location for the 2004 Diamond Ball Tournament, and most recently, the 2005 European Championship. The Study Centre is also involved with the Wukesong Cultural and Sports Centre in Beijing, which will be the site of the Olympic Games in 2008.

The FIBA Study Centre also contributed intensively to the plans for the Hellinikon basketball venue in Athens for the 2004 Olympic Games.

At the beginning of 2003, many contacts were created between FIBA, the Local Organizing Committee (ATHOC), and the Ministry of Public Works. Frequent





site inspections were done at the Hellenikon Sports Centre, Oaka Indoor Hall, and Agia Paraskevi.

The FIBA Study Centre coordinated much of the work on the building sites and provided advice on the assembly of vari-

ous technical installations (electricity, air conditioning, and fire safety). A strong involvement also took place at Agia Paraskevi with jobs such as polishing the wooden flooring and replacing all basket rims. These are just a few examples of what the Study Centre has done.



## EVENTS AND MEETINGS

### FSB K LN GERMANY

Many of the publications that have been mentioned above could not have been produced if meetings, fairs, and site inspections of arenas had not been carried out.

One of the most important events for the FIBA Study Centre is FSB Köln.

Every two years, the city of Cologne in Germany organizes the International Trade Fair for Amenity Areas, Sports and Pool Facilities (FSB).







The International Basketball Federation (FIBA) and the FIBA Study Centre are always present with a "Village" of about 1,200 square meters, including a basketball court with daily basketball activities.

Famous teams from the German Bundesliga are brought to the FIBA Centre court and put on basketball demonstrations. Children and paralympic basketball players also entertain the public during the whole event.







More than 20 FIBA Study Centre Partners and Sponsors have their own booths within the FIBA village.

The FIBA Village features new trends, momentum, and inspiration for basketball equipment, and give support to

the planning and building of basketball facilities.

The International Trade Fair for Amenity Areas, Sports and Pool Facilities (FSB), proves to be a wonderful business opportunity for many.

### **SPORTACCORD**

The FIBA Study Centre gets involved every year in SportAccord in order to present all its activities.

SportAccord brings together representatives from the International Federations affiliated with General Association of International Sports Federations (GAISF), Association of Summer Olympic International Federations (ASOIF) and Association of International Winter Sports Federations (AIOWF), as well as the International Olympic Committee (IOC) Executive Board to discuss the key issues facing the sports movement alongside sponsors, architects, sports lawyers, broadcasters, and other specialists.

The convention includes open conference sessions, workshops, seminars, scheduled networking opportunities, and an exhibition, all scheduled around the Associations' meetings.

"SportAccord is the perfect environment in which to promote FIBA and its activities to the IOC, the International Federations and to those companies specialising in sports," explains Aldo Vitale, Director of Study Centre for FIBA.





## PARTNERS AND DECISIONAL BOARD MEETING OF THE FIBA RESEARCH AND STUDY CENTRE

Since the FIBA Study Centre has been created, annual meetings are held on a yearly basis. Gatherings with partners and board members take place in different parts of the world, and an additional meeting is held with the decisional board only.

Both meetings allow the Study Centre to expose its ideas, provide suggestions for the future, present the new Partners to the rest of the "family," and, as well, allow the Partners to express themselves on the topics they wish to focus on. The Partners' meeting also permits Partners from the same category to meet and see what the needs specific to their equipment are, and also gives them a chance to share their experiences and know-how in this fast moving world.

Every Partner applies for a four-year cycle agreement. All involved in the manufacturing of sports equipment enrol into the FIBA Study Centre Approval Program, which will give them the opportunity to make bids to the local organizing committees (LOC) and propose their equipment to the suppliers across the world.

The FIBA Approval Program is a long process of homologation, yet serves as a guarantee for quality and safe equipment. Once the manufacturer becomes a Partner, the FIBA Study Centre does its best to promote its equipment at every sports event.

The FIBA Research and Study Centre has been growing fast. With more companies involved in the manufacturing of sports equipment and as the game of basketball has been developing, our company partners are also moving faster and faster to make the world of basketball a better and safer world!



# CLEAN GAME

The anti-doping activities of FIBA during recent years have reached a historical turning point.

Following the creation of the World Anti-Doping Agency in 1999, which permitted the promotion and coordination of international efforts against doping in sports, the World Anti-Doping Code was developed.

It implemented at the World Conference on Doping in Sport in Copenhagen in March 2003.

On 28 January 2004, FIBA signed its formal acceptance of the Code and modified its Internal Regulations governing Doping Control accordingly.

It was necessary to adapt FIBA Regulations concerning Therapeutic Use Exemptions (TUEs), doping control procedures, and results management. These amended Regulations became effective on 1 April 2004. Yet, slight changes were made again recently and published on the FIBA website on 31 January 2006.

## THERAPEUTIC USE EXEMPTIONS TUE

The FIBA TUE procedures are currently consistent with the WADA International Standard for Therapeutic Use Exemptions, except for one aspect: the Beta-2 agonists. In fact, FIBA so far kept its former application procedure, which is stricter than the one of WADA.

As is the case in most federations, a large number of players request exemptions for the use of inhaled beta-2 agonists and glucocorticosteroids (used for treating asthma).

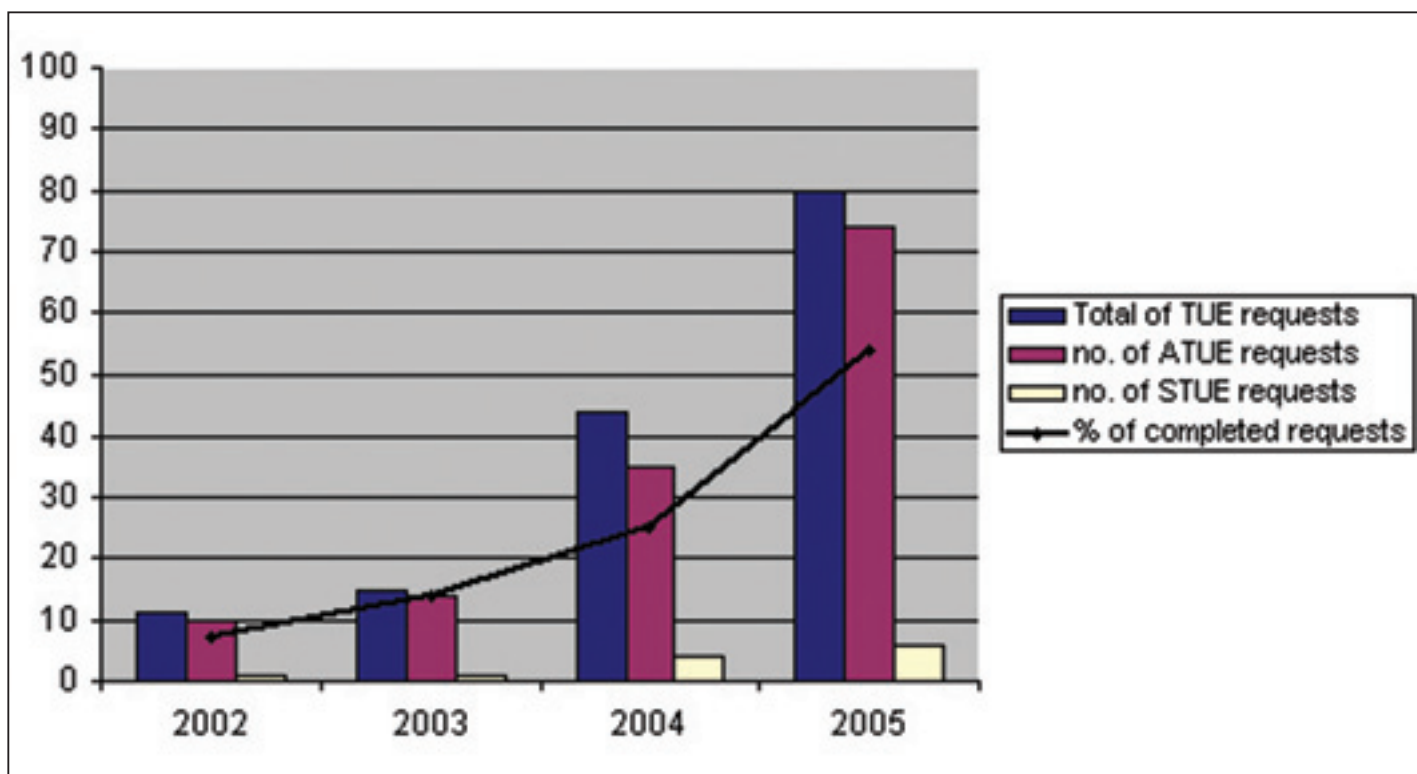
In April 2004, FIBA created a TUE Committee, comprising six doctors, who are responsible for reviewing applications for TUE's. The "Medical Corner" on FIBA.com was also created. It informs applicants about the application procedures and enables them to download the necessary FIBA TUE forms.

The official WADA List of Prohibited Substances and Methods is also available. In the future this webpage will be expanded to address a range of other topics related to the fight against doping, permitting more effective support of FIBA's activities in this area.

The table below demonstrates clearly the considerable increase in TUE applications received by FIBA since 2002.

Throughout the last few years, it was evident that an unacceptably high number of TUE applications were sent late, were incomplete and/or were illegible.

For this reason, there were delays in their review and approval. It is obvious that players, coaches, physicians, and sport officials need more information and education on the TUE process.





## DOPING CONTROLS

DOPING TESTS CARRIED OUT WITHIN THE COMPETITIONS OF FIBA SINCE 2003	2003	2004	2005
<b>Number of In-Competition Tests performed by FIBA</b>			
FIBA World	34	12	54
FIBA - Africa	10	0	0
FIBA - Americas	30	0	24
FIBA - Oceania	5	0	8
FIBA - Europe	56	24	110
FIBA - Asia	15	0	0
<b>Total of In-Competition Tests performed by FIBA =</b>	<b>150</b>	<b>36</b>	<b>196</b>
Number of Out-of-Competition Tests performed by FIBA	0	0	0
Number of In-Competition Tests performed by others (e.g. IOC, WADA, Government or National Sport Association)	0	88	0
Number of Out-of-Competition Tests performed by others (e.g. WADA, Government or National Sport Association)	0	32	50
<b>Total Number of Tests</b>	<b>150</b>	<b>156</b>	<b>246</b>

## RESULTS OF THE ABOVE TESTS

	2003	2004	2005
Number of Adverse Analytical Findings (AAFs)	3	6	6
Number of Anti-Doping Rule Violations among the Number of AAFs	3	5	5
Number of other Anti-Doping Rule Violations (e.g. refusing or failing to submit to a test, possession of a prohibited substance)	0	0	0
Number of AAFs closed as a result of a valid TUE	0	1	1

## BASKETBALL STATISTICS REGARDING THE WADA OOC PROGRAMME

YEAR	2004	2005
Total Number of Tests	32	50
Total Number of Urine Tests	32	50
Standard Out of Competition Screen	32	50
EPO Analysis	2	13
Total Male/Female Split	23/9	43/7
Number of Successful Missions	8	7
Average Number of Athletes Tested per Mission	4	7
Number of Unsuccessful Missions	0	1
Number of Nations Tested	11	11
Number of Countries in which Testing Took Place	7	7
Number of Anti-doping Rule Violations	1	0

## IN COMPETITION TESTING

During the 2006 season, 46 doping tests were carried out for the first time at the Euroleague Basketball and ULEB competitions. Further tests are planned for the 2006 World Championships in Japan and Brazil (60 tests for the Men and 42 for the Women).

## OUT OF COMPETITION TESTING

In 2004, FIBA and WADA signed a Doping Control agreement, which authorised WADA to collect samples from basketball players outside of competition (WADA Out-of-Competition Testing Program). In December 2005, this agreement was renewed and will be valid until 31 December 2008.



## REGISTERED TESTING POOL AND ATHLETE WHEREABOUTS INFORMATION

In 2006, FIBA decided to annually define its Registered Testing Pool (RTP) before the start of each season, taking into consideration the respective competition calendar.

This will enable

FIBA in the future to focus on its RTP when providing Whereabouts Information on Athletes to WADA for its Out-of-Competition Testing Program.

Following a request from WADA, the Athlete Whereabouts Information provided to WADA has been improved. In particular, information concerning the training schedule preceding the "in competition period" must be now provided by the teams participating in any given competition.

## EDUCATIONAL PROGRAM ON DOPING

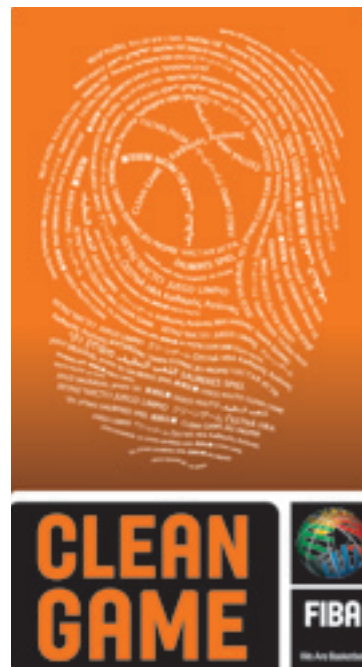
The anti-doping campaign FIBA launched in 2002 during the World Championship for Men in Indianapolis, saw many internationally renowned players participating in the development of a video production called "No Doping Campaign".

This project was a great success. In 2004, FIBA continued its efforts in its fight against doping by publishing a leaflet in 5 different languages with the partnership of several international basketball stars. This leaflet is particularly aimed at young players and informs them about the problem of doping in a simple, straightforward way. The information includes the definition of doping, its traps and its consequences. Doping control rules and procedures, and players' rights and responsibilities are explained in an easy and accessible way aided by numerous illustrations.

In 2005, a poster on dietary sup-

plements was produced by WADA in cooperation with FIBA. Those supplements which can contain doping substances remain an often unappreciated hazard for ill-advised or poorly-informed players.

All of the educational material noted above is available on the FIBA website. In addition, WADA has produced a Doping Control Video in 5 languages which clearly describes the process of doping control. This material will be useful for the training of sample-taking officers as well as providing practical information to players.



## NEW FIBA ANTI DOPING LOGO

FIBA is pleased to unveil its new logo which will further and clearly identify its fight against Doping.

The colourful, multilingual and "friendly" logo allows all basketball players to identify themselves with a clean sport spirit.

## CONCLUSION

On 19 October 2005, the first International Convention against Doping in Sport was adopted unanimously by the General Conference of UNESCO, which was held in Paris.

The Convention enabled many governments which could not be legally bound by a non-governmental document, such as the World Anti-Doping Code, to align their domestic legislation with the Code. This will further harmonize the activities of sport and public authorities in the fight against doping in sport. The Convention is now available for UNESCO member states to ratify according to their respective national practices.

FIBA is confident that its activities aligned with all these measures will help to involve more and more organizations, including its own national federations, in anti-doping matters. In this way our collective actions will improve our effectiveness in the fight against doping.





# A TRIBUTE TO THE GREATS

With the object of promoting the scientific study of basketball with all its aspects, FIBA recognizes the benefit of the FIBA Pedro Ferrandiz Foundation. It encourages every national federation to contribute towards its development, and to support its international activities with regard to research and documentation. In a meeting held in Geneva from April 27th to 29th, 2001, the FIBA Central Board agreed to create the "FIBA Hall of Fame" in a building, which will be adjoined to the FIBA Pedro Ferrandiz Foundation.

The "FIBA Hall of Fame" will honor those persons who contributed in an exceptional way to the development and promotion of basketball worldwide.

The construction, totally financed by Alcobendas Council (Madrid, Spain), cost 1.680.357,88 and maintains the architectural lines of the original building, constructed in 1996 to house the Foundation. The Council's wish is to increase the prestige of the town and attract visitors. For this reason, the council has ceded the rights of use of the building for seventy-five years.

The "FIBA Hall of Fame" will occupy 2.000 square meters of floor space (1.585 for exhibitions and 415 for parking, storage and service areas) on five different storeys. The inauguration of the building is planned for 2007 to coincide with the 75th anniversary of FIBA. The responsibility for defining the regulations and working of the "Hall of Fame" lies with FIBA, although a grand ceremony should be organized every two years in which a maximum of six people will be honoured, with the exception of the first year in which the list of people to be honoured could reach twenty.

On October 30, 2006, the Mayor of Alcobendas, José Caballero Domínguez, shall be presenting a key to FIBA President, on which occasion Patrick Baumann, FIBA Secretary General will give a press conference to announce the first candidates for admission. On this day, in the Avenida Olímpica, site of the "FIBA Hall of Fame" and the Pedro Ferrandiz Foundation, the flags of all the nations that have hosted the Olympic Games in the modern era will be flown for the first time.

Finally FIBA would like to express a special thank you to Pedro Ferrandiz and the City Council of Alcobendas for their munificent contribution towards the establishment of the "FIBA Hall of Fame". It is an important step for us and we are looking forward to its long and lasting existence.











# PASSION WITHOUT LIMITS

The International Wheelchair Basketball Federation (IWBF) is officially recognized by FIBA. It complies with the FIBA General Statutes and Internal Regulations.

Wheelchair basketball has come a long way since those early days of heavy steel hospital wheelchairs with limited mobility to today's custom made wheelchairs of titanium, so light and maneuverable that the players almost seem to dance as they wea-

ve their way down the court to score. Popular with the media and fans alike it portrays the athleticism of the sport and makes the spectator forget about the disability and see only the skill of the athlete. Wheelchair basketball players are classified according to the degree of their disability with the most severely disabled player being classed as a 1 and the least severely disabled player being classed as a 4.5. Classification

is based on the functional ability of the player as he demonstrates his skill in playing the sport. At no time may a team have more than 14 points on the floor. This ensures that all players regardless of their level of disability are integral to the success of the team. Based on the rules of the running game, a spectator will not notice many differences, the basket is in the same place at the same height. The players shoot three-





pointers, foul shots and do lay-ups. The only difference is they do it in a wheelchair and a very special wheelchair at that. In fact it has been said that many of the changes in wheelchairs used in everyday life have come about because the athletes demanded better, lighter more easily propelled chairs for the game. This spills over into the manufacture of everyday chairs, which in turn brings about

greater mobility to any one who uses a wheelchair. Started around 1946 in the USA as a means to rehabilitate World War II veterans, who had been injured, it has grown to become the number one sport for athletes with a disability in the world. At much the same time World War II veterans in England at Stoke Mandeville were becoming active in netball. Wheelchair basketball moved across the Atlantic Ocean to Europe in the mid 1950s with the participation of the USA Pan-Am Jets at the International Stoke Mandeville Games. Wheelchair basketball associations were then set up in Europe, the Americas, Asia and Oceania during the 1960s and 1970s with African and Middle Eastern countries following on in the 1980s. The 1960's world scene was dominated by two teams, the USA and latter Israel, which won both men's and women's gold medals at the 1968 Paralympic Games in Tel Aviv. In 1975 the first World Championships for Men, named the "Gold Cup" by its founder Andres Raes, took place in Bruges, Belgium. Israel defeated the USA in the final with Great Britain taking the bronze medal. 1979 was hosted in Tampa, Florida and won by the host USA. The 1980 Paralympics, in Arnhem, Holland, saw Israel defeat a determined Dutch side on the strong play from master tactician Baruch Hagai. In 1983 the Gold Cup moved to Halifax, Canada and the USA defended their title. The French under the guidance of its founding father Robert Perri would win Gold at the 1984 Paralympics. The USA continued their dominance in men's play winning the "Gold Cup" in 1986 in Melbourne, Australia. That year it was decided to hold the world championships every four years. The USA came back to win gold in the 1988 Paralympics in Seoul Korea. France won Gold Cup in Bruges in 1990. In 1992 Barcelona, wheelchair basketball played to sell out crowds





with the Netherlands getting Gold. In 1994 Edmonton, Canada, the USA returned as World Champions. Australia stunned the world powers in Atlanta in 1996 on the strength of a 42 point game by a 20 year old Troy Sachs which gave his team a victory over Great Britain. The 1998 world championship in Sydney saw the USA men defended their title repeating in 2002 in Kitakyushu, Japan. Canada lead by their outstanding player Patrick Anderson would win Paralympic Gold in Sydney in 2000 and Athens in 2004.

Women's international wheelchair basketball was dominated by West Germany from 1975 until the Paralympic Games in Seoul 1988 where they were defeated by a very strong USA team. The USA continued to have the edge over Germany and in 1990 defeated Germany in the final of the 1st Women's World Championship in France. In 1992 the Canadian women would begin a dominance of the women's game winning the Paralympic Gold medal in Barcelona in front of 12,500 spectators on the strength of outstanding play by Chantal Benoit. They would go to win their first world championship in 1994 in Stoke Mandeville. They followed that with gold in Atlanta 1996 at the Paralympics, in Sydney in 1998 (World's), Sydney 2000 Paralympic Games and gold again in Kitakyushu, Japan in 2002 at the world championships. Their dominance came to an end in Athens 2004 when they lost to Australia in the Semi-finals. USA would go on to defeat Australia for the Gold.

In 1997 IWBF introduced world championships for junior men. The first tournament was held in Toronto, Canada with only seven nations attending. The host nation Ca-



nada took the Gold. This was followed with the 2001 Championships in Blumenau, Brazil where Canada defended its title against a very strong challenge from Brazil with the competition dropping to six nations. Finally, in 2005 the tournament came of age with a full compliment of 12 countries from all four zones competing in Birmingham, Great Britain. Japan surprised everyone by defeating Australia to get into the gold medal game before finally losing to the USA. At the 2005 juniors IWBF allowed the teams to include female players. IWBF realises this is not the best way to develop young women players and is working hard to establish a separate championship for junior women. In 1973 the International Stoke Mandeville Games Federation (ISMGF) established the first Sub-section for wheelchair basketball.

At that time ISMGF was the world governing body for all wheelchair sports. In 1989 ISMGF accept the name International Wheelchair Basketball Federation (IWBF) for its former sub-section. With this step wheelchair basketball began its journey for full independence and in 1993 IWBF was established as the world body for wheelchair basketball with full responsibility for development of the sport. The first official World Congress of IWBF was held in Edmonton, on the occasion of the Men's 1994 Gold Cup. Philip Craven, who had served as Chairperson of the ISMGF wheelchair basketball section from 1988 was elected the first President of IWBF. IWBF is the world governing body for wheelchair basketball. It is recognized by FIBA and the International Paralympic Committee (IPC) as the sole competent authority in wheelchair basketball world wide. IWBF is governed by an Executive Council that is elected at the World Congress every four years. In 2001 Craven was elected President of the International Paralympic Committee (IPC) and retired as president of IWBF. Mrs. Maureen Orchard (Canada) was elected president of IWBF at the World Congress in Kitakyushu, Japan in 2002. IWBF has 81 National Organizations Governing Wheelchair Basketball (NOWB) participating in wheelchair basketball throughout the world. It is estimated that more than 100,000 people play wheelchair basketball through out the world. Wheelchair basketball is played by boys and girls, men and women. In fact the biggest challenge might be the ability of IWBF to train coaches, classifiers and referees to meet the demands of the players. It is a challenge that IWBF is pleased to have. Yes, wheelchair basketball has come a long way in 60 short years.









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*For the real game*

## The New Global Standard



## GL7/GL6 | GIUGIARO DESIGN

**Molten, maker of official game balls around the world, introduces advanced styling and technology, setting the standard for the future of basketball.**

Top-level players around the world win international competitions with Molten official international Basketball Federation (FIBA) game balls. As they step up their game, so do we by introducing a new global standard for international play—the next-generation basketball. Conceived by the minds at world-renowned Giugiaro Design, the new 12-panel design offers improved visibility and unmistakable style, especially compared to traditional eight-panel balls.

But its beauty is more than skin deep. Inside we've incorporated innovative Molten Dual-Cushion Technology, which combines a top-quality, high-density high-cushion foam architecture with special soft rubber around the seams. This technology maintains the rebound speed of traditional balls while allowing lower inflation pressure, and increases grip and durability. The Molten Flat-Pebble Surface increases grip, too, for superior ball control.

And Molten Full-Flat Seams help players achieve a consistent, smooth backspin to boost shooting accuracy. The result? A ball with zero trade-offs—style, speed, control and accuracy all in one. Once again we've fused our traditional know-how with innovative technology to advance the global standard. The future of basketball and the start of a new legend are here and now.