



CANADA
BASKETBALL

2024

STRATEGIC PLAN

UNIFYING BASKETBALL NATION

**STAND
ON GUARD.***



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CANADA BASKETBALL 2.0: BUILDING A BASKETBALL LEADER, BOTH ON AND OFF-THE-COURT

Our Vision

Canada is recognized as a world leader in all aspects of basketball and consistently reaching the podium in FIBA competitions and the Olympic Games.

Our Mission

We aspire to excellence in leading the growth and development of the game at home, and in pursuing medal performances on the international stage.

Our Values

These are the core beliefs that guide our actions, policies and decision making:

- **Purpose:** We are principled, focused and strategic in pursuing our vision.
- **Excellence:** We are innovative, performance-driven and results oriented.
- **Team:** We believe in the power of “team” on the court, in our communities and across the country.
- **Nation:** We take pride in representing Canada to the world.

The Role of Canada Basketball

In service of Unifying Basketball Nation, Canada Basketball will play two major roles:

1. Build National Team juggernauts that put Canada's best players and world-class coaching staffs in a team environment that is free of any impediments to peak performance.
2. Establish the National infrastructure for Canada to become a unified Basketball Nation with a coast-to-coast approach for:
 - » Safe sport
 - » Coach development
 - » Referee development
 - » Player development pathways
 - » Access to facilities





A LETTER FROM OUR CEO

Dear Canadian basketball community,

I am proud to present to you on behalf of Canada Basketball our 2020-2024 strategic plan: *Unifying Basketball Nation*.

Canada is a basketball nation. We have been a basketball nation for some time; that fact can no longer be debated. Basketball is now part of our national consciousness, something that brings pride to us all, something that helps bring us together as a community. And, our sport continues to evolve and grow as part of our Canadian heritage.

Witness the amazing response from cities across Canada as the Toronto Raptors made their championship run in 2019, that now more than 1.3 million youths participate in basketball, that our national team programs are ranked among the best in the world, that we now have more NBA players from outside the US than any other country and that our referees are considered among the best in FIBA.

Even more exciting – Canada has yet to reach our full potential in basketball. In order to do so, we must continue to work together in a coordinated and strategic fashion.

With that goal in mind, our 2020-2024 strategic plan - *Unifying Basketball Nation* - is now presented. This plan was developed with the input of hundreds of members of Canada's basketball and sport community. Their insights were instrumental in forging this plan, and their continued support and dedication will be necessary if we hope to achieve our goals.

This strategic plan sets forth the role that Canada Basketball will play in Canada's basketball landscape. It describes Canada Basketball's strategies in athlete development, coach education, safe sport, referee development and successfully representing our country in international competitions. *Unifying Basketball Nation* sets forth how we will support our members and bring others into our hoops family with the goal of having all basketball participants and fans experience a safe, enjoyable and positive experience, while delivering podium finishes and pride to Canada.

But first, before we can move forward as a basketball community, we must find a way to safely return to playing the game we love. The coronavirus (COVID-19) pandemic presents unprecedented challenges to not only our sport, but our society as a whole. Working with governments, health authorities and our membership, Canada Basketball's first goal is to safely return our players to the court and our fans to their seats. Then we can return to building on the momentum that basketball has in Canada.

The uncertainties presented by the pandemic will make achieving our goals that much harder. Flexibility, creativity and perseverance will be required. However, if we remain true to our values of purpose, excellence, team and nation, we will undoubtedly overcome this challenge. By working together, unified as a basketball nation, better days will soon come and basketball will return to Canada, bigger and better than ever.

Sincerely,



Glen Grunwald
President & CEO
Canada Basketball

BACK TO BASKETBALL

Before we can begin to implement our strategic plan, our country and sport communities will have to solve the current global crisis presented by the COVID-19 pandemic.

Canada Basketball, along with Wheelchair Basketball Canada, in consultation with medical and scientific experts, as well as local, provincial/territorial and federal health authorities, is in the process of developing “Back To Basketball”, a multi-phased guide to the safe resumption of basketball in Canada.

Our primary goal is to protect the health and safety of all players, coaches, officials, support staff, volunteers, spectators and everyone else returning to our cherished game, while preventing the spread of COVID-19, both on and off-the-court.

This guide will be updated and revised as the situation develops and provide relevant information for our Provincial/Territorial Sport Organization (PTSO) members, sport partners and broader basketball community to safely resume basketball activities. In addition, the guide will utilize public gathering restrictions, social distancing and travel restrictions as outlined by local, provincial/territorial and federal guidelines, to determine the appropriate stages for the resumption of play.

In addition, Canada Basketball will implement Pillar 4 of the Strategic Plan – *Brand and Communication* as it relates to the limitations presented by the pandemic. The communications and marketing of basketball while physical distancing is in place and upon return to basketball activities will focus on (but not limited to):

- PSA video series featuring Team Canada players on precautions and preventive measures to protect all those involved with basketball (ie. hand washing, wearing a mask etc.)
- Promoted social media graphics advocating for appropriate safety, hygiene, sanitization etc. as highlighted in the aforementioned guidelines.
- Printed materials kit (posters etc.) developed based on Public Health Canada documents, promoting health and safety measures, including physical distancing, hand washing etc.
- Campaign to recognize frontline workers who are basketball fans, nominated by members of the community to receive Canada Basketball merchandise etc.



A UNIQUE MOMENT IN TIME

The past five years have been a period of unprecedented growth and success for basketball in Canada. Since Canada Basketball's prior strategic plan was authored in 2015, the game has grown in every way - as has Canada's standing on the international stage.

Exploding interest and participation from all quarters

Buoyed by the Raptors' historic playoff run, more than half of the Canadian population (56%; 20.5 million viewers) watched all or part of the 2019 NBA Finals. Along with the recent success of our men's and women's programs, more people are playing basketball in Canada than ever before.

The NBA reports that youth basketball participation in Canada grew a remarkable 15% in the past year alone - from 1.1 million in 2018-19 to over 1.3 million in 2019-20.

Basketball is the most inclusive sport in Canada, and the most popular sport amongst newcomers to our country. Drawing fans and participants old and young, male and female, urban and rural, and representing a diversity of backgrounds and cultures, basketball is as rich as the country itself.

Ascending Stars

The rapid growth in participation is mirrored by an exploding galaxy of Canadian stars. With a record 22 Canadians currently on NBA rosters and five on WNBA rosters last season, youth in Canada have a lot of choice when it comes to picking their heroes.

Players like Kia Nurse, Jamal Murray, Natalie Achonwa, RJ Barrett, Kayla Alexander and Shai Gilgeous-Alexander are well on their way to becoming household names.

The future is bright: a historic six Canadians were selected in the 2019 NBA draft - the most ever for a non-US country - while Canadians were picked in four consecutive WNBA drafts (2016-19).





Teams ready to win

Over the past five years, Canadian teams have grown accustomed to winning:

- Gold (women) and silver (men) at the 2015 Pan American Games in Toronto.
- A historic gold medal at the FIBA U19 Basketball World Cup 2017, the first medal for Canada at an international FIBA competition.
- Back-to-back gold medals at the 2015 FIBA Americas Championship for Women and the FIBA Women's Americup 2017.
- Bronze at the FIBA U19 Women's Basketball World Cup 2017, the team's highest finish at the tournament.

This success has placed Canada at historic high-water marks in international rankings. Both the Boys (2nd) and Girls (4th) teams are currently ranked in the Top 5 in the FIBA World Rankings, while the Senior Women's National Team is ranked a program-high fourth.

With the Tokyo 2021 Olympic Games on the horizon, both the Senior Men's and Women's Senior National Teams are positioned for success.

The women went undefeated, 3-0, at the FIBA Women's Olympic Qualifying Tournament to book their spot, while the men will fly to Victoria next summer to participate in the biggest basketball tournament held on Canadian soil since the World Cup in 1994. With Canada's star players committing to both the women's and men's programs, and world class coaching staff in place, the road to Tokyo runs through Canada.

Unifying Basketball Nation

With exploding participation, ascending stars, and teams ready to win – it's time to take the next leap forward and unify our basketball nation under a singular plan to win. We have the talent and we have the numbers. By coming together, Canada has the ability to be world leaders in all aspects of basketball and consistently reach the podium in both FIBA competitions and at the Olympic Games. And that's exactly what we plan to do.

WHAT SUCCESS LOOKS LIKE FOR CANADA BASKETBALL IN 2024

- 1.** Improved high-performance success at all levels, highlighted by consistent podium placement in FIBA competitions.
- 2.** Diversified revenue streams and organizational financial stability driven by the establishment of new properties and a sustainable base of sponsors across a range of traditional and emerging industries.
- 3.** Integrated and transparent nationwide member management system that provides a sustainable revenue stream to support Canada Basketball grassroots initiatives, high-performance programs, and Provincial/Territorial Sport Organization (PTSO) members.
- 4.** Scaled organizational agility allowing for improved business processes and procedures to develop as the basketball landscape in Canada continues to develop.
- 5.** Building a winning culture to attract and retain the best in the industry, not only in the locker room but also in the office.

THE PLAN TO WIN: FOUR PILLARS OF SUCCESS

As Canada Basketball looks ahead to the Tokyo Olympics in 2021 and the Paris 2024 Summer Olympics, now is the time to invest in a world class organization to ensure our recent success is sustained.

To ensure alignment, Canada Basketball has engaged in a strategic planning process that will allow us to collaborate with a range of important stakeholders, ranging from players and coaches to PTSOs and partners.

In order to effectively play those roles established in service of Unifying Basketball Nation, Canada Basketball will focus on key areas of pillars for Canada Basketball to prioritize moving forward:



Stable Funding

Diversify revenue sources through the launch of new properties and a robust roster of sponsors from both traditional and emerging industries.



Alignment

Seamlessly integrate with our partners and stakeholders to ensure the Canadian basketball community moves in lockstep to achieve its shared ambition to establish Canada as a world leader in all aspects of basketball.



Relationships

Improve relationships with all Canada Basketball stakeholders as we deliver a world-class experience for players, coaches, volunteers, employees, partners and more.



Communication

Relentlessly tell our story both internally to rally the organization and externally to build one of the strongest NSO brands in the country.

PILLAR 1: STABLE FUNDING



Diversify revenue sources through the launch of new properties and a robust roster of sponsors from both traditional and emerging industries.

Key Outcome:

Independent funding to invest in National Teams and long-term system development.

Core Drivers:

- 1.1 Build a portfolio of owned properties that can independently generate revenue and provide valuable sponsorship inventory.
- 1.2 Leverage media rights to generate increased revenue and exposure.
- 1.3 Pursue a philanthropy strategy anchored under a revamped Canadian Basketball Foundation.
- 1.4 Focus on growing our base of partners to diversify sponsorship revenue and further develop Canada Basketball as a marketable property.

Strategies:

ST= SHORT TERM (BY TOKYO 2021); MT = MID TERM (BY JULY 2022);
LT = LONG TERM (BY PARIS 2024)

- 1.1.1 Pursue upcoming esports opportunities, both domestically and internationally (FIBA), in an attempt to develop new properties/assets that would be attractive to current or potential future partners. (LT)
- 1.1.2 Launch landmark properties, such as the Canadian Basketball Hall of Fame, as sponsorable property and brand experience (LT)
- 1.1.3 Launch invitational showcase international tournament to be hosted in Canada on a recurring basis. (LT)
- 1.2.1 Secure broadcast partnership to create interstitial content that builds brand of Canada Basketball, resulting in increased sponsorship, advertising opportunities. (MT)
- 1.3.1 Create a fundraising program for basketball philanthropists who share our passion for the game to generate annual donations (ST)



- 1.3.2 Create limited edition merchandising with profits for our Foundation (ST)
- 1.3.3 Host fundraising events that engage our community while providing an opportunity to generate revenue. (ST)
- 1.3.4 Fundraise for program specific initiatives like Junior Academy for youth elite athletes and a women's basketball incubator program. (ST)
- 1.3.5 Work with established Canadian foundations who give to sport, wellness and youth. (MT)
- 1.4.1 Focus on renewing current Canada Basketball partnerships through the next quad and the Paris 2024 Olympic Games. (ST)
- 1.4.2 Work with Victoria local organizing committee to fill available categories not protected by FIBA for FIBA Olympic Qualifying Tournament in Victoria. (ST)
- 1.4.3 Engage research vendors to support cost effective solutions to better track information and data to be utilized in sponsor recruitment and servicing. (ST)
- 1.4.4 Actively pursue sponsorship opportunities within lifestyle categories (eg. music, fashion, film, etc.) that can assist in repositioning the Canada Basketball brand. (MT)
- 1.4.5 Focus on the Real Estate category that can go beyond sponsorship to help Canada Basketball with space needs, ranging from office space to a basketball-first training and competition venue. (MT)
- 1.4.6 Bring on a domestic "grow the game" partner with an ownership position across all grassroots assets to assist in the continued development of basketball at a local level across Canada. (MT)
- 1.4.7 Build sales funnel discipline (eg. move from informal tracking of leads to investment in Salesforce which is free for non-profits) (MT)



PILLAR 2: ALIGNMENT



Seamlessly integrate with our partners and stakeholders to ensure the Canadian basketball community moves in lockstep to achieve its shared ambition to establish Canada as a world leader in all aspects of basketball.

Key Outcome:

A modern basketball system that can tackle systemic priorities with coordination and efficiency.

Core Drivers:

- 2.1 Establish a modern basis for collaboration across provincial / territorial organizations, Canada Basketball, and the broader basketball community.
- 2.2 Implement technology platforms to aggregate participant registration and deliver national programs.
- 2.3 Roll out a consistent approach to ensuring basketball is a safe, developmental experience in schools and clubs.
- 2.4 Review and modernize coach and officials development programs across the country.

Strategies:

ST = SHORT TERM (BY TOKYO 2021); MT = MID TERM (BY JULY 2022);
LT = LONG TERM (BY PARIS 2024)

- 2.1.1 Continue to provide leadership to the PTSOs in all areas of development, administration, programming, etc. (ex. monthly zoom calls, check-ins). (ST)
- 2.1.2 Develop a basketball task force with basketball stakeholders: PTSOs, CEBL, MLSE, U SPORTS / CCAA, high school sports, etc. to address shortage of basketball facilities and officials. (ST)
- 2.1.3 Develop sanctioning and event hosting strategies for 3X3 nationally. (ST)
- 2.1.4 Host various events like Super Clinic, Coach/Official Schools in different provinces to drive accessibility for coaches across the nation. (MT)
- 2.1.5 Work with PTSOs to build alignment of local and provincial officiating organizations, creating a strong system of Provincial Basketball Officials Commissions. (MT)
- 2.1.6 In collaboration with Provincial/Territorial Sport Organization (PTSO) members, discuss opportunities/ interest to unify brand, logo etc. elements similar to other Canadian NSOs
- 2.2.1 Implement an online national registration/licensing system to drive alignment with PTSOs, U SPORTS / CCAA, high school sports, etc. (ST)

- 2.2.2 Develop an application-based technology that will enhance Jr. NBA Youth Basketball program registration, coach lesson planning and delivery. (ST)
- 2.2.3 Connect registration/licensing system to all areas of programming requirements - screening, safe sport training, coach/officials education/training requirement, etc. (MT)
- 2.3.1 Introduce, educate and regulate administrators, coaches and officials to take Safe Sport training (Education), complete background screening (Prevention), and awareness of the complaints reporting process (Response). (ST)
- 2.3.2 Increase the number of trained NCCP community and club coaches by creating a larger pool of Learning Facilitators within each province and making the delivery method more accessible and flexible. (MT)
- 2.3.3 Implement a national quality assurance program for consistent delivery held to a high standard. (LT)
- 2.3.4 Implement Jr. NBA Youth Basketball curriculum into the physical education system as a replacement to the existing "Basketball Unit" in compliance with the provincial government. (LT)



PILLAR 3: RELATIONSHIPS



Improve relationships with all Canada Basketball stakeholders as we deliver a world-class experience for players, coaches, volunteers, employees, partners and more.

Key Outcome:

Deep relationships with targeted athletes and their families, coaches and partners.

Core Drivers:

3.1 Build strong relationships with:

- Key players starting in age groups through a continued Targeted Athlete Strategy (TAS);
- Families and influencers of key players;
- Potential future Team Canada coaches

3.2 Expand Junior Academy program for both men and women to build earlier player relationships

Strategies:

ST = SHORT TERM (BY TOKYO 2021); MT = MID TERM (BY JULY 2022);
LT = LONG TERM (BY PARIS 2024)

3.1.1 Continue with relationship development and cultivation strategy with players via:

- Targeted Athlete Strategy (TAS) performance monitoring systems (tech, physical, mental etc.);
- TAS one-on-one touch points and/or visitations;
- Quarterly Newsletters for High Performance Program athletes/staff



3.1.2 Build on communication with family and friends (F&F) through enhanced F&F programming:

- F&F Event updates (info and ticketing) (ST)
- Tokyo Olympic F&F program and Events (via Canadian Olympic Committee F&F program) (ST)

3.1.3 Continue with high performance coach development system and communication system (including women in coaching)

3.1.4 Develop a national, grassroots strategy focused on the recruitment and retention of women in coaching and officiating (MT)

3.2.1 Develop women's Junior Academy program framework and resources, then pilot and roll out program across the country:

- Develop women's framework, curriculum and resources Spring/Summer 2020 (ST);
- Pilot women's curriculum Fall 2020 (ST);
- Pilot the women's Junior Academy program in 1-2 locations in winter 2021 (ST)
- Roll out women's Junior Academy in other regions (MT)

3.2.2 Men's expansion, continue establishing programs in additional provinces and create annual identification and training for coaches and athletes.

- Initiate discussion for implementation in Saskatchewan and Newfoundland (ST)
- Secure new venue with option for accommodating overnight stay for larger group of athletes and coaches. (Ontario) (ST)
- Schedule JRA ID camps with Nova Scotia, Alberta, Ontario. (ST)
- Commence with Mental Performance Curriculum (ST)
- Jr. Academy National Training/Identification Camp for coaches and athletes (MT).
- Revisit discussions and implementation in British Columbia and Manitoba. (MT)

3.2.3 Confirm funding model/sponsor for Junior Academy programs. (ST)

PILLAR 4: COMMUNICATION



Relentlessly tell our story both internally to rally the organization and externally to build one of the strongest NSO brands in the country.

Key Outcome:

Transparency with stakeholders and story-telling that inspires a nation.

Core Drivers:

- 4.1 Establish and distribute annual and quadrennial plans in advance that provide stability for players and coaching staffs.
- 4.2 Increase transparency and effectiveness of communication with the broader basketball community.
- 4.3 Become masterful at telling inspiring stories that not only celebrate Canadian players, coaches, referees, and teams, but increase the value of our intellectual property and brand.

Strategies:

ST = SHORT TERM (BY TOKYO 2021); MT = MID TERM (BY JULY 2022);
LT = LONG TERM (BY PARIS 2024)

- 4.1.1 Circulate confirmed annual and quadrennial FIBA and FIBA Americas main competition dates and respective national team programming plans to high performance athlete pool and coaching staffs, when available. (ST)
- 4.1.2 Post confirmed main international competition dates on Canada Basketball partners competition calendar. (ST)
- 4.2.1 Share the strategic plan with the broader Canada Basketball team to help build employee engagement. (ST)



- 4.2.2 Utilize various communication platforms like Game Plan, Whistle Blast, Jr. NBA Youth Basketball newsletters to engage and communicate with basketball stakeholders efficiently and regularly. (ST)
- 4.3.1 Emphasis on low-cost, high impact tactics with a focus on Canada Basketball owned channels and properties in the leadup to the Tokyo 2021 Olympic Games. (ST)
- 4.3.2 Develop new ongoing (sponsorable) storytelling properties that focus on highlighting the athlete accomplishments both on and off-the-court. (ST)
- 4.3.3 Establish Canada Basketball social and digital channels as a top 3 property (followers, engagement etc.) when compared to other Canadian NSOs. (ST)
- 4.3.4 Develop an influencer strategy that identifies famous Canadian fans across the country to engage and include in upcoming events, campaigns and initiatives to further the reach of the Canada Basketball brand. (ST)
- 4.3.5 Build a women's basketball specific campaign that raises the profile of the program and celebrates their accomplishments and involvement, both on the court and in the community. (MT)
- 4.3.6 Improved brand awareness and brand health metrics to establish Canada Basketball as one of the leading NSO brands in the country. (MT)





2020 PRIORITIES

Year 1 High Priority Initiatives

Full-court press on **relationships and transparency** that will underpin success in Victoria + Tokyo.

Establishment of national broadcast partnership with initial focus on Victoria qualifier to begin independent **funding** portfolio.

Advance discussion on the creation of **Provincial Basketball Officials Commissions (PBOC)** under the umbrella of the PTSOs, to be responsible for the governance, organization, administration, growth and development of officiating within their province; while aligning with the philosophy and structures of CBOC.

Implement **platform for National participant registration**.

Initiate modernization of NSO and PTSO relationships with Safe Sport and Coach Development as initial areas to pursue **alignment**.

Update Canada Basketball's **Long-Term Athlete Development 2.0 Framework** to enhance a coherent pathway that articulates stage-by-stage development priorities and integration into the basketball delivery model, with the goal to strengthen the entire system by increasing excellence and participation.

HOW WE ARRIVED AT THIS PLAN

Unifying Basketball Nation is the product of an extensive planning process that involved stakeholders from across Canada's basketball ecosystem. Over the course of eight months, we engaged hundreds of people through one-on-one conversations, small group discussions, workshops and surveys. In particular, we'd like to highlight and thank:

- The 116 players, coaches, staff, board members, PTSO members, corporate partners, performance partners, donors and alumni who responded to an initial survey to make sure we were asking the right questions
- The 33 performance partners, PTSO members, board members and funding partners who participated in a busy and full day session to generate options for the future

- The CABO community and PTSO members for hosting a strategy discussion at their specific Annual General Meetings.
- The over 50 people spanning referees, athletes, agents, coaches, Government of Canada, the Canadian Olympic Committee, Own The Podium, parents, U SPORTS, corporate partners, past Canada Basketball executives and many others who engaged in providing guidance, feedback and ideas as we pressure tested our ideas for moving ahead

The ideas and feedback from these discussions were invaluable in creating the plan that follows – and it was striking to hear how universally we all share the goal of unifying our basketball nation.

Step 1

Survey Stakeholders

Online survey distributed:
116 respondents (out of 266 recipients)

- **41** Players + Coaches
- **25** Canada Basketball Staff / Board Members
- **21** PTSO Members
- **11** Corporate Partners
- **18** Others (Performance Partners, Donors, Alumni and Other)



Step 2

Convene Experts

Convened a session of 33 stakeholders from Canada Basketball, PTSO, partners and others to generate ideas for the future of Canada Basketball.

Step 3

Refine and Codify

Canada Basketball Executive Team worked to synthesize the work into a 'strategy foundation' with two options for building on that foundation.

Step 4

Stakeholder Discussions

Carried out over 50 one-on-one and small group discussions around the foundation and strategic options with:

- | | |
|----------------|------------------------------|
| • Athletes | • Own The Podium |
| • Agents | • Canadian Olympic Committee |
| • Parents | • U SPORTS |
| • Coaches | • Board of Directors |
| • Officials | • Other Sports |
| • PTSOs | |
| • Sport Canada | |

The output from those consultations informed a robust discussion on where Canada Basketball is uniquely suited to take a leadership role, and how best to capture the opportunity ahead.

NOTABLE INTERVIEWS

ADAM WEDLAKE	BASKETBALL MANITOBA EXECUTIVE DIRECTOR
DR. ANDY VAN NEUTEGEM	OWN THE PODIUM
ANNE-ANDREE SIROIS	SPORT CANADA
ATTENDEES AT CABO MEETING	VARIOUS
ATTENDEES AT JUNE OPTION GEN DAY	VARIOUS
ATTENDEES AT REGINA PSO / TSO MEETING	VARIOUS
CHRISTINE STAPLETON	U SPORTS / FORMER COACH
GRAHAM BROWN	U SPORTS PRESIDENT & CEO
JASON JANSSON	ONTARIO BASKETBALL EXECUTIVE DIRECTOR
JOHN MILLS	FORMER CANADA BASKETBALL BOD CO-CHAIR
JUDY BYRNE	NLBA EXECUTIVE DIRECTOR
KIA NURSE	NATIONAL TEAM PLAYER
LAWRIE JOHNS	BASKETBALL BC EXECUTIVE DIRECTOR
LINDSAY WALSH	OBA
LISA THOMAIDIS	SENIOR WOMEN'S NATIONAL TEAM HEAD COACH
LORING PHINNEY	BELL
MARIA-LEENA CLARKE	CANADA BASKETBALL
MARK BAYNE	NIKE
MARTHA DEACON	CANADIAN OLYMPIC COMMITTEE
MICHAEL BARTLETT	MLSE
MICHELE O'KEEFE	FORMER CANADA BASKETBALL PRESIDENT & CEO
MIKE GEORGE	AGENT
MORGAN MONROE	CABO
NADINE CROWLEY	CABO / CANADA BASKETBALL BOD
NICK NURSE	SENIOR MEN'S NATIONAL TEAM HEAD COACH
ROGER MURRAY	PLAYER PARENT
RON FOXCROFT	FOX 40 INTERNATIONAL
RON WUOTILA	OWN THE PODIUM
RON YEUNG	CANADA BASKETBALL
STACEY NAJMAN	TOYOTA
THERESA BURNS	U SPORTS COACH
WENDY GITTENS	WHEELCHAIR BASKETBALL CANADA



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