

WHA



2024

You have to see it, to be it!

WUHAN

Chasing a vibrant and socially connected city, where young people have their horizon of possibility lifted.

Join the Whai Whānau!

We would like to **invite you** to join the **Whai Whānau** as a **Partner** to help expand our **social impact in Tauranga** and the **Bay of Plenty**.



Our co-founders: the Miller, McDougall and Rawstorn families.

PART ONE

An introduction to Whai Basketball



The Whai is a ***social change agent***
disguised as a ***Pro Basketball Club***.





We ***intentionally*** brought ***Pro Basketball into Tauranga*** and Bay of Plenty to ***deliver youth initiatives*** and ***inspire our community***




We currently hold a ***5-year franchise license for Whai Women*** (2022 - 2026) in the brand new G.J. Gardner Homes ***Tauihi Basketball Aotearoa League*** and an ***indefinite license for Whai Men*** in the Sal's ***NZ NBL*** (2024+). We also compete in ***Rapid League*** and the ***Schick Cup***.



Our co-founders, ***the Miller, McDougall and Rawstorn families***, are ***passionate*** about ***supporting youth*** and ***families***





Social issues in the Bay of Plenty include drug and alcohol abuse, higher than national levels of social deprivation, high cost of living, mental health, violence and abuse, gangs, environmental destruction caused by littering, and a general fear of resuming life as normal due to Covid-19.

The main needs include a **stronger focus on youth development programmes**, support, and activities, as well as **an increase in community and family-oriented events** that promote culture and encourage community spirit.

Source: Volunteering Bay of Plenty / University of Waikato White Paper, June 2021

Our purpose is our **community**

Local people are at the heart of everything we do.



YOUTH

Our **Pro Players** help deliver Basketball initiatives locally that enable young people to be active, feel inspired, and see their horizons of possibility lifted



FAMILIES

Our **Pro Games** provide safe family entertainment spaces that foster social connection and wellbeing



COMMUNITY

Our **Pro Teams** are a source of pride, connection and inspiration, contributing to regional identity



Our commitment to ***Te Tiriti o Waitangi***

The Whai are chasing a vibrant local community, full of active, inspired and socially connected people.

Whai is a Te Reo Māori word meaning Stingray. In Māori mythology, the Whai is kaitiaki (community guardians), protecting the areas where shellfish – the successful bounty – can be harvested. The Whai are a feature of the Tauranga moana (sea). Whai is also a verb in Te Reo Māori, meaning “to chase, pursue, or aim for.”

We were deeply honoured to have been gifted this name following extensive consultation and collaboration with Mana Whenua in Tauranga and the Bay of Plenty, Waikato and Rotorua, including kaumatua (elders) from Ngāti Pukenga, Ngāi te Rangi, Ngāti Ranginui, Ngāti Raukawa ki Waikato, Te Whānau ā Apanui, Ngāti Whakaue / Te Arawa and Ngāti Pikiao.

Our name represents our community connections and social purpose, and our partnership with Mana Whenua across the region.

We know our fans

We deliver programmes to meet their needs.



50.5% male
49.5% female



39% aged 18-34
18-24 particularly high: 20%



70% households low/mid
income <\$99k, 24% <\$50k



Seeking social connections to
overcome loneliness / isolation



55% NZ European / Pakeha
45% Māori, Asian, Indian & Pasifika
Māori particularly high: 35%



31% families
24% couples / flatmates



46% watch via Sky Sport
40% watch via YouTube



Seeking low-price local family or student
activities / entertainment



We create **local heroes**

The Whai play Pro Games in Tauranga, and travel to Auckland, Wellington, Christchurch, Queenstown, Palmerston North, Invercargill, Nelson, New Plymouth, Napier and Dunedin during the season.

All Taihi &
NZNBL Games are
broadcast live

sky
SPORT

WHA



8.9m TV and digital reach



3,900+ home game attendance
21,500+ at home targeted (+450%)



Whai Women play in:

- Taiuihi Aotearoa Basketball League
- Rapid League, played 1h prior to Taiuihi
- Schick 3x3 Cup (Invercargill 2023)

Whai Men will play in:

- NZ National Basketball League
- Rapid League, played 1h prior to NBL
- Schick 3x3 Cup

- Pro and semi-pro; ranging 18 - 32yo
- At least 40% Māori and 15% Pasifika
- NBA, WNBA & Commonwealth Games players
- 90+ community player hours p/w

WHAI

WHAI

PURPOSE

We deliver **youth engagement**

The Whai select young people through open trials, mainly from Tauranga and Bay of Plenty. We develop them to play high level Basketball, and we work closely with them to help pursue educational and life experiences that contribute to their communities.

WHAI
ACADEMY

MECHANICS[®]
PODIATRISTS



AMOHIA TE WAIORA
WE'RE STRONGER WITHOUT ALCOHOL



55 young adults selected



2,480+ hrs per season



The Whai Academy team deliver:

- 3-5x Weekly Trainings / Coaching
- Strength & Conditioning Sessions
- Mentoring with Whai Pro Players
- Scrimmages and Practice Games
- Regional Training Camps attracting players from Tauranga, Waikato, Rotorua, Auckland and Hawke's Bay
- Amateur Tournaments (i.e. Junior Showcase (Apr), Hoop Nation (Oct))
- Potential overseas tours 2024 / 25
- US Scholarship Preparation / Support

- Girls and boys; ranging 15 - 21yo
- At least 40% Māori and 15% Pasifika
- National & regional representatives

WHAI
ACADEMY

WHAI

We connect ***our community***

The Whai use our Pro and Academy Players and all Games and Tournaments as a platform to positively engage with the Tauranga and Bay of Plenty community. We also deliver a set of intentional social impact initiatives.

WHA
TRIBE



Camps: 146 children engaged in
holiday camps



Schools: 21 engaged with
lunch time skills training



4,000+ hrs per season



The Whai Academy team deliver:

- **Whai Game Day Experience** > 3h+ of fun at home Games, incl prizes, DJs and more! Our Pros meet and greet fans post Game. All games are alcohol free in partnership with our major partner, Amohia te Waioara.
- **Whai Holiday Camps** > a series of training camps with Pros/Coaches for 9 - 14yo.
- **Whai Schools Programme** > year-round visits + skills by Pros/Coaches for 9 - 14 yo.
- **Whai 'Learn With Us' Sessions** > year-round speaker series for local businesses



PURPOSE

We create ***great partnerships***

The Whai is strategically adding great partners with a shared passion for supporting youth and families in Tauranga and the Bay of Plenty. We work collaboratively with them to create joint activations that support our community.

WHAI





AMOHIA TE WAIORA
WE'RE STRONGER WITHOUT ALCOHOL

Whai chose to add Amohia te Waiora as a Major Partner in our first season, to underline our commitment to creating safe, fun, family entertainment.

All our home games are alcohol free and Amohia te Waiora run education workshops with our players and promote their work through our various channels.

Amohia te Waiora
back in 2024 and
2025.



In addition to the personal investment our co-founders, the Miller family, make into Whai, their business – Foot Mechanics – is also a Major Partner.

Foot Mechanics uses its national platform with the Whai to promote its specialist podiatry services, and the team also provide support services to the Whai players.

Foot Mechanics
back in 2024 and
2025.

PURPOSE

We change ***lives***



Meet Honey Cooney

Honey is Year 13 at Tauranga Girls College (18yo). Her ambition is to get a scholarship to the US to get a degree in Sports Psychology and to play Basketball. She played on our Schick Cup 3x3 team in 2022, and impressed enough to get a Development Player Contract for Whai this year. This will allow her the opportunity to train with Pro basketball players and play at the very highest level in New Zealand. It will also give her exposure to US college scouts and help prepare her physically and mentally to get a scholarship to the US.

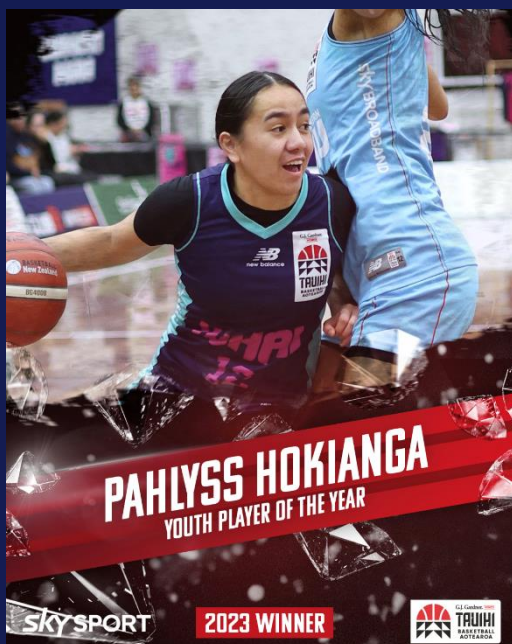
Meet Ngatai Pirini-Maika

Ngatai finished Year 13 at Te Aroha College in 2022 (19yo). He moved over to Tauranga to be part of Whai Academy in 2023. He also studies Business at Waikato University. Ngatai is a great example of the Whai attracting good people to Tauranga to pursue basketball and education opportunities and to contribute to the community. Ngatai has embraced our community outreach and schools programmes and worked as a volunteer at all the Whai Women's games in 2022.



PURPOSE

You have to see it, ***to be it!***



WHAI

Pahlyss Hokianga's journey with the Whai began in 2022 as a spectator at a Taiuihi home game. Just a year later, she made her mark on the court, **joining the Whai Taiuihi team in 2023** and played in the Taiuihi Rapid League and earned **Youth Player of the Year**. Fast forward to 2024, and she achieved another milestone by being **selected for the Tall Ferns**, becoming the youngest player ever to grace NZ's women's national side.

Growth of Basketball

Basketball has experienced strong growth during the last decade with more people playing, watching and becoming fans than ever. Basketball provides an exceptional platform to build sustainable partnerships that foster opportunities for our tamariki and rangatahi.

450% *Increase in
10 Years*

Participation trends indicate that basketball will become the number one NZ secondary school sport.

1 in 8 *NZer's play
Basketball*

From 2015 to 2019, basketball participation for those ages 16 - 64 increased by 146.6% – one in eight NZers aged 16 - 64 years old played basketball in some form in 2019.

1 in 2 *NZer's watch
Basketball*

1 in 4 New Zealanders over the age of 5 (over 1 million unique viewers) tuned in to watch the Sals NBL & Taihihi Basketball Aotearoa leagues in 2023.

#1 *Recreational
Activity*

Basketball is the #1 recreational activity in New Zealand for girls and boys aged 5 - 18 years.

220% *Increase in Kiwi
Hoops participation*

Participation in Basketball New Zealand's Kiwi Hoops Programmes (for kids aged 5 - 13 years) has increased 220% in 5 years.

| | | |
|------|---|--------|
| 2015 | • | 7,185 |
| 2016 | • | 11,075 |
| 2017 | • | 14,423 |
| 2018 | • | 19,190 |
| 2019 | • | 23,042 |

100+ *Kiwi kids on
U.S scholarships*

There are over 100 kiwi kids playing basketball on scholarship in the United States across NCAA Divisions I, II, III and Junior Colleges. Kiwis playing NCAA Division I Basketball has shown huge growth in the last ten years.

2010/11 Season 6 Players in Division I

2019/20 Season 40 Players in Division I

Increasing strength of diversity

For example, record participation at NZ Māori Basketball Tournament in January 2021 – a massive 284 teams! One of only two NZ sports in the top five most popular activities across all genders and ethnicities including Māori, Pasifika, Chinese and Indian populations.

Tauihi Basketball is already **soaring**

Tauihi means “to soar” in Te Reo Māori



G.J. Gardner. HOMES
TAUIHI
BASKETBALL
AOTEAROA

History was made in 2022 with the G.J. Gardner Tauihi Basketball Aotearoa League soaring onto our screens with all 33 games broadcast live. Showcasing Sky Sport Tall Ferns, international stars and rising young Kiwis – Tauihi was an instant success. Professional women’s basketball is here to stay.

The league is 2 years old (est. 2022)

409,000+ *Unique viewers tuning in for
Tauihi matches during 2023*

509,000+ *Video views on the Tauihi
Basketball social media videos*

sky
SPORT



All games broadcast
live on Sky Sports

Pay equity between men
and women’s NBL teams

5

Professional Tauihi franchises including
Whai, Tokomanawa Queens, Mainland
Pouākai, Southern Hoiho and the Northern
Kāhu

#2

Basketball is NZ’s second most participated
secondary school sport, ahead of rugby,
cricket and football. We expect to reach the
top spot in the next few years

\$500k

In remuneration for female Tauihi players
during the 2023 season

1 in 2

New Zealander’s aged 5+ watch NBL and/
or Tauihi

9,900

Unique viewers per game during Tauihi 2023.

A record-breaking season in ***2023***

The 2023 coverage of the NBL was the biggest in the Leagues' history. And it was unpredictable with competitive balance enthralling fans and viewers.

Across 95 games more than 200 hours of action was seen in New Zealand and throughout the world. The rise in viewership globally equaled the hype!

The league is 42 years old (est. 1982)

2.1 million+ ***Unique viewers tuning in for NZNBL matches during 2023***

4.6 million+ ***Video views on the NZNBL Social media videos***

142k+ ***In attendance at NZNBL games***

Attendances increased by 62% in 2022 compared to 2019 and a further 1% in 2023.

13.8 million

Cumulative broadcast audience was up 527% from 2022, with coverage across both domestic and international broadcasters such as Sky Sport (NZ), ESPN (United States) and NZNBL Pass (International pay per view).

350% ***Increase in Followers***

The NZNBL have experienced a 35% increase in social media followers from 2022, generating valuable engagement and reach for both league-wide and team partners and sponsors.

7.76 million

More than 7.76 million impressions on the NZNBL Facebook and Twitter platforms from April to July 2023 - **in the space of only 4 months!**



Will ***you join*** the
WHAI *whānau*?





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