



Shovel-Ready Infrastructure Project Boosting Economic and Employment Potential In Cairns.

CAIRNS BASKETBALL INCORPORATED (CBI)

CRITICAL INFRASTRUCTURE PLAN

FINAL STAGE

Cairns Basketball Incorporated (CBI) seeks support for the final, critical stage of upgrades to community facilities to meet the extraordinary growth in popularity and social impact of basketball in Cairns.

BASKETBALL IN CAIRNS

Current Snapshot

CBI is experiencing a continuous, year-on-year surge in demand for basketball services and opportunities across all age groups and levels. CBI memberships have more than doubled over the past decade. However, the capacity for CBI in managing its numbers of teams/players reached saturation point many years ago due to critical infrastructure limitations.

Unfortunately, there remains a ceiling on memberships that CBI can accommodate due to infrastructure limitations. We have simply run out of court space to take on any more teams or players, despite unprecedented demand.

As such, CBI turns away an estimated 1,200 players each year, with the majority being juniors. Furthermore, simply accommodating the current players we have requires CBI to lease external 'spill over' training venues (mostly from local high schools) at a cost of almost \$20,000 per year. We consider these limitations to be incredibly unfortunate, and ultimately unsustainable as an organisation with strong social responsibilities to the Cairns community.



956
Junior players.



375
Senior players.



18
Representative Teams
across all age groups.

150+

Youth engaging in
the **Midnight Basketball**
weekly program.



1,200
Players turned away due
to infrastructure limitations.

The current CBI infrastructure configuration of just four playing courts and one minor show court does not meet the requirements for Cairns to host any state, national or international tournaments of significance.

Not only is Cairns locked out of the economic impact that such tournaments generate, but it also means our aspiring junior players are expected to travel great distances, at significant cost, to experience competition at higher levels. Sadly for many juniors, these opportunities are simply out of reach.

Furthermore, CBI's current court configuration (in particular, the lack of a major show court) does not meet the prerequisites to host a WNBL licence. As such, our emerging local female talent do not currently have the same professional pathway opportunities that our male talent enjoys.

At present, Cairns does not have the basketball infrastructure required to be competitive against other regions in the lucrative opportunities to host visiting team preparation activities in the lead-up to the 2032 Olympic Games.

PARTICIPATION GROWTH

Gender	April 21	April 22	Variance: Number / %
Female	354	413	59 / 16.7%
Male	834	1,041	207 / 24.8%
Total	1,188	1,454	266 / 22.4%



FINAL STAGE

Infrastructure Opportunities

Realisation of the \$18 million Final Stage CBI Critical Infrastructure Plan, bringing CBI facilities to a 7 court + 1 major show court complex, will enable the following opportunities to be met;

ECONOMIC IMPACT

The proposed 7 court + 1 major show court infrastructure configuration will finally enable Cairns to bid for, and host, major State, National and International Basketball Tournaments. (The current infrastructure configuration of 4 courts + 1 minor show court leaves Cairns uncompetitive for even minor State Tournaments.)

The ability for Cairns to host larger and more significant tournaments would generate far greater economic impact. It has been estimated that the larger State U18 Juniors tournaments, for instance, routinely attract 70 teams and thousands of visitors across a five-day window and are held during the off-peak tourist season in January each year. This particular tournament – just one of many that is currently unavailable to Cairns due to infrastructure limitations – typically generates up to \$4.5 million in economic impact and approximately 30 equivalent full-time jobs for host city economies.

There are many larger and more lucrative National and International Tournaments that Cairns would be considered incredibly competitive in terms of its hosting potential, due to the strong Cairns 'destination' brand, and its airlinks to major domestic and international routes.

Economic Impact Case Study

Cairns Regional Council economic modelling has shown that if Cairns were to host a typical, and relatively modest U14 Girls State Tournament, the event would attract 1868 visitors to Cairns over four days, creating an economic impact of just over \$2 million, and generate the equivalent of 13 full time jobs across a range of industries in the Cairns economy.



As an example, a modest
**U14 Girls State
Tournament**

Would attract
**1868 visitors
to Cairns**



Economic impact:
\$2 Million



+ The equivalent of **13 full time jobs**.

BASKETBALL FOR ALL

CBI will be able to abandon its current cap on player memberships, and to meet the unmet demand of approximately 1,200 players per year we currently turn away. Our aspiring junior players will have the opportunity to compete in major State and National Tournaments, at home in Cairns. It will also enable us to expand our popular youth engagement programs, such as 'Midnight Basketball' run in partnership with Queensland Police. This 'full inclusion' infrastructure capability will ultimately result in healthier, safer and more sustainable communities.

2032 OLYMPICS

Brisbane's hosting of the 2032 Olympic and Paralympic Games provides opportunities for regional Queensland centres to capitalise on Games hosting and preparation. These opportunities have been communicated to CBI not just in terms of Australia's own domestic preparations/participation, but that of our neighbouring Pacific Island nations as well. The 2032 Olympics and Paralympics are being pitched as the "Oceania Games", given the proximity to, and goodwill between, Pacific Island nations and Australia. The Australian Government (via DFAT and other mechanisms) appear to be signalling intentions to significantly bolster its 'sports diplomacy' with Oceania nations in the lead-up to the 2032 Brisbane Olympics, likely to manifest as athlete development, coaching support and/or Australian-based games preparations. The State Government remains incredibly supportive of ways to share Games dividends and experiences amongst the regions of Queensland, and our Local Government is keen to work with community organisations to realise genuine value from this once-in-a-generation opportunity.

EVACUATION CENTRE POTENTIAL

CBI would be open to the proposed new stadium infrastructure being designed and constructed in a way that would enable its potential as a designated Evacuation Centre for the Cairns community. CBI would see this as an extension of our social charter to build stronger, safer and more resilient communities, and we would welcome the ability to host this community capability.



CBI believes that its proposed \$18M Final Stage Critical Infrastructure Proposal, coupled with its strong, embedded links with the CQUniversity Cairns Sports and Exercise Science Laboratories (and their academic and research leaders) will put Cairns in an incredibly strong position to capitalise on Basketball-related opportunities in the years leading into the 2032 Olympic Games.

WOMEN'S NATIONAL BASKETBALL LEAGUE (WNBL)

Currently, our emerging female talent do not have the same professional pathway opportunities that our male talent enjoys via the highly successful Cairns Taipans.

The Cairns Taipans entered the National Basketball League in 1999, and have enjoyed success on and off the court ever since. Cairns has proven to the national professional basketball landscape that our city is a sustainable, successful, and well-regarded host of an elite team in the national competition. Basketball Australia – the administrators of the Women's National Basketball League (WNBL) – know this well, and they are eager to consider an application from Cairns to host a WNBL team in their expanded league. Basketball Australia have indicated that, once Cairns has the prerequisite major show court stadium facilities, it would consider the approval of a WNBL licence within 24 months of a Cairns application.

Cairns has a depth of home-grown emerging female talent that would make a local WNBL team incredibly competitive in the national competition. We have also developed a strong network of home-grown coaching and sports management personnel to make a WNBL team successful – much of this likely to springboard from the Cairns Taipans under a shared resource model. CBI believes the support from the Cairns business community to back a viable WNBL team is incredibly fertile. CBI also understands that the competitive advantage that the Cairns Taipans gain from their partnership with CQUniversity Sports and Exercise Science researchers would be extended to any eventual WNBL team as well.

The only missing component to a viable WNBL licence for the city of Cairns is the required infrastructure: a major show court stadium capable of accommodating 2,000 spectators. This funding proposal would deliver this critical infrastructure requirement.



Cayla George

"We've already got an established basketball fanbase in Cairns and that is evident in the longevity and success of the Taipans."

"The grassroots participation right now is the best I've seen it, and all the young players here need to be able to attend women's sports and support female athletes."

"I've played all over the world, been to the Olympics, won Championships – but now all I want to see is Cairns finally get a WNBL franchise and I want to be involved in that process."

- Four-time WNBL Champion (2022, 2019, 2016, 2015)
- Dual Olympian (2016 Rio, 2020 Tokyo)
- Commonwealth Games Gold Medallist (2018)
- FIBA World Cup Medallist (2014, 2018)

FUNDING REQUEST

CBI seeks a total \$18 million to complete the Final Stage CBI Critical Infrastructure Plan. This would bring CBI infrastructure from a 4 court + 1 minor show court configuration to a proposed 7 court + 1 major show court complex.

The addition of a major show court stadium would enable the infrastructure to host large State, National and International Tournaments, as well as a Cairns WNBL Team home games.

The entirety of proposed works would include the following features;

This Final Stage CBI Critical Infrastructure Plan has already been approved and incorporated into the Cairns Regional Council’s Master Plan for Griffith Park, with all necessary access, parking, transport and associated amenities being planned for. It is estimated that the construction of Final Stage Infrastructure would result in the creation of up to 150 construction jobs.

Three FIBA World Standard playing courts	Full disability access	Fully air-conditioned	Media room
A 2,000 seat, retractable stadium	Plant and storage	Retail outlet	Multipurpose community room
Change rooms	Commercial cafeteria & function/conference room	Office space	Solar panels and 5-star energy rated
Warm up/down facilities	Ticketing facilities	First aid/medical room	Additional car parking allotments
Coaching rooms	Potential for community Evacuation Centre functionality	Meeting/video conference rooms	Toilets and amenities

CBI would be eager to meet with you to discuss this proposal in greater detail, and I seek the opportunity for this to occur. In the meantime, I urge your favourable consideration and proactive representation of this important community request.

CAIRNS BASKETBALL INCORPORATED (CBI)

MARK BEECROFT

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