

HILLS BASKETBALL ASSOCIATION LTD

ANNUAL REPORT 2024



Address

**HILLS BASKETBALL STADIUM,
FRED CATERSON RESERVE, CASTLE HILL.**

Website

WWW.HILLSHORNETS.COM.AU

TABLE OF CONTENTS

**BOARD & LIFE
MEMBERS
STAFF** **3**

**PRESIDENT'S
REPORT** **4**

CEO'S REPORT **5**

YEAR IN REVIEW **6**

VENUE REVIEW **10**

**SPONSORS &
PARTNERS** **11**

MAJOR EVENTS **12**

**MEDIA
SNAPSHOT** **13**

**AWARDS &
RECOGNITION** **14**

**FINANCIAL
REVIEW** **15**

**CONTACT
INFORMATION** **16**

MEMBERS

2024

BOARD MEMBERS

Directors Russell Graham, Mitzi Crawford, Olivia Nicholls (Interim Company Secretary from 21/12/24), Darrell Anderson (Company Secretary resigned 20/12/24), Robert Davidson, Michael Paino, Jaymes Murray (resigned 25/7/24), Tracey Hudson (appointed 27/6/24)

COMMITTEE MEMBERS

Finance & Risk Committee | Michael Paino (Chair), Darrell Anderson, Steve Burke, Russell Graham, Lisa Kelly, Olivia Nicholls, Mike Smith.

Venue Committee | Steve Burke (Chair), Robert Davidson, Russell Graham, James Reeves, Karen Burke

Nominations Committee | Laretta Claus (Chair), Mitzi Crawford, Olivia Nicholls, Jim Roditis,

LIFE MEMBERS

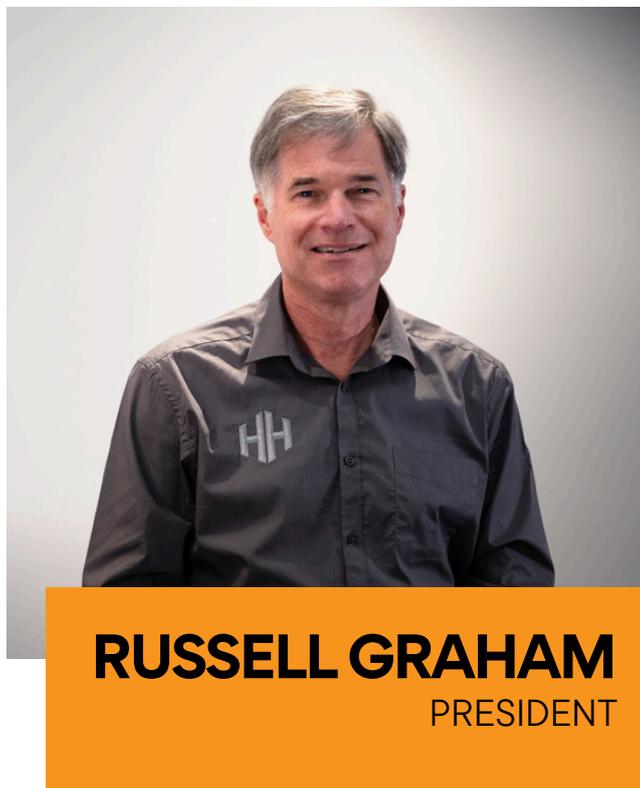
Tony Wagstaff (1996), Janet Blanch (1997), Richard Slowgrove (2007), Evan Bennett (2008), Richard Howard (2015), Steven Nicholls (2015), Jann Partyka (2015), Mitzi Crawford (2016), Trish Nicholls (2016), Kathleen Parker (2016), Michelle Mahony (2017) Pat Mahony (2017) Jim Roditis (2017) Russell Graham (2018), Paul Nelson (2018), Emils Duselis (2018), Laretta Claus (2019), Janice Roditis (2019), Angus Wildblood (2019), Mike Brotherson (2020), Ros Graham (2020), Joanne Taylor (2020), Mike Eastaway (2022), Brent Walkerden (2022), Allen Dean (2024), Ron Josephs (2024), Julianne Vella (2024)

STAFF MEMBERS

Chief Executive Officer Steve Burke, **Operations Manager** Jim Roditis, **Competitions Manager**, Kylie Garnon, **Competitions Administrator** Delaney Gleeson, **Development Manager** Danielle D'Morias, **Development Officer** James Eggins & Lachlan Hudson, **Officials Manager** Tracey Hudson (resigned May 2024), Lachy Power (appointed May 2024), **Referee Administrator** Joshua Garnon & Tara Wilson, **Representative Manager** Christie Graham, **Representative Development Manager**, Terry Johnson (resigned October 2024), **Representative Administrator** Bronwyn Coxsedge, **Commercial Manager** Karen Burke, **Accounts Manager** Lisa Kelly, **Accounts Administrator** Joanne Taylor, **Venue & Events Manager** Zoe Meyrick, **Media Manager** Ruby Burke, **Partnerships Manager** Bella Manieri (resigned November 2024) & Maryanne Overton (appointed November 2024), **Stadium Administrator** Janice Roditis. **Fred's Cafe Manager** Maddie Dunstan

PRESIDENT'S REPORT

Hills Basketball Association has continued to provide opportunities across all sectors of our membership to participate as players, coaches, officials, staff, supporters and volunteers in a year that marked a major milestone as we celebrated our 40th Anniversary. This was a great opportunity to reflect on the successes and achievements of the association and the many individuals who have contributed both day to day and to HBA's long term success and planning, including the visionary step to build and control our main stadium in 1995.



RUSSELL GRAHAM
PRESIDENT

The association has continued to grow, perpetuating this legacy by increasing to nine courts over the past years to support what is the largest membership base in NSW. The growth of the Hills area and popularity of our game means participants are still excluded due to a lack of courts.

The Board is continuing to work on this topic while also strengthening governance and management across a variety of areas including risk management, delegation policy, succession and strategic planning.

I would like to thank recently retired Director, Jaymes Murray for his contribution to HBA over many years. Since the last AGM, we welcomed as Directors, Tracey Hudson, Bronwyn Martin and Sally Ryan. Tracey and Bronwyn filled casual vacancies on the Board and are elected Directors. Sally is an appointed Director with a focus on strategic planning and venue acquisition and enhancement. Michelle Shiers joined the Nominations Committee as a committee member.

I would also like to thank my Board and Board Committee colleagues for their contributions. Particularly, Darrell Anderson who finished up as Company Secretary in December and Olivia Nicholls who has been performing the Company secretary role until Darrell's replacement is able to commence in the position.

Our Board committees continue to mature and evolve, strengthening HBA's ability to achieve considered outcomes across many identified priorities. It was reassuring to see the positive level of community interest in HBA's governance, as was reflected in the significant number and diversity of candidates who applied for the vacant Director and Company Secretary roles.

Our HBA staff and volunteers go above and beyond in their efforts to make HBA a welcoming place for people of all ages and abilities. When you see them at events, please take a moment to thank them.

We look forward to continuing to grow our community, facilities and on-court success.

CHIEF EXECUTIVE OFFICER REPORT

2024 marked a milestone year as Hills Basketball Association celebrated 40 years of delivering opportunities to our local community - and we had much to celebrate. In compiling memorabilia and stories from across four decades, we not only honoured our proud history but also reflected on the growth of Hills Basketball into the multifaceted organisation it is today. This special anniversary year added another chapter to our legacy, particularly through our basketball programs. Any meaningful reflection in this area must begin with the ongoing challenge of limited facility access.



STEVE BURKE
CHIEF EXECUTIVE OFFICER

With a waitlist of over 1,000 players across our local competition and Hornets Academy sessions, the demand continues to exceed our capacity. Despite these constraints, the Association implemented creative solutions to grow our reach while maintaining our commitment to quality. Notably, the addition of Bella Vista Public School as a competition venue allowed for expanded U/14 divisions, opening opportunities for an additional one hundred young players. Our special programs also continued to thrive. Hills Basketball remains a state leader in inclusive grassroots participation, incorporating wheelchair basketball, all abilities, and walking basketball - programs that embody our commitment to accessibility and community engagement.

We were again recognised by Basketball NSW in 2024, with awards for our coaching program and the performance of our senior teams in BNSW competitions. Individual accolades also went to Jayna Bonney (Referee of the Year) and Ros Graham (Statistician of the Year). At an even higher level, two Hornets community members were honoured on the 2024 Australia Day Honours List. Trish Nicholls was awarded the Medal of the Order of Australia (OAM) for service to basketball as a statistician, while Lauretta Claus received a Member of the Order of Australia (AM) for significant service to basketball at both national and international levels, and to education. We are incredibly proud to count both as life members of our Association.

Our facilities remained vibrant community hubs in 2024. Across our three venues, we hosted not only basketball, netball, badminton and futsal, but also welcomed floorball, pickleball, trade shows, film shoots, semi-professional wrestling, and even Nerf wars.

We also welcomed new sub-licensees in 2024. A Slice of Jodie began offering freshly baked treats from the Dural Recreation Centre (DRC) kitchen, and Hills Squash joined us to help rejuvenate the squash courts at the same location. While the gym operator at DRC moved on, we are excited to share developments in that space in 2025. Major refurbishment works were completed at Dural, including full replacement of the squash and main court floors. Importantly, 2024 also saw the commencement of discussions with The Hills Shire Council around a potential extended licence at Bernie Mullane Sports Complex. As always, our broader engagement with Council remains focused on achieving our long-term goal: expanded indoor sport facilities to meet the growing needs of our region.

STEVE BURKE

CHIEF EXECUTIVE OFFICER

In 2024, we completed the transition from our previous incorporated association to a company limited by guarantee structure. While this change is largely invisible to our members, it brings greater oversight, improved governance, and stronger future proofing for the organisation. Irrespective of these changes, Hills Basketball Association remains proudly not-for-profit and community focused. Behind the scenes, the administrative workload generated by the change - including the implementation of a new accounting system - was immense. Special thanks go to Karen Burke and Lisa Kelly for their outstanding efforts in this transition.

We also welcomed new team members in 2024: Lachy Power (Officials Manager), Bethany Chand (Fred's Café Manager), and Maryanne Overton (Partnerships Manager). Our thanks and best wishes go to Maddie Dunstan, Terry Johnson, Tracey Hudson and Isabella Manieri as they move on to new opportunities.

There were also changes within our Board, as detailed in the President's Report. I would like to extend a personal thank you to outgoing director Jaymes Murray, whose years of volunteer service helped build the solid foundation we stand on today.

Thanks to the collective efforts of our staff and Board, we also recorded an improved financial performance in 2024. While we will always prioritise community outcomes over profit, financial stability ensures we can continue to invest in the long-term future of basketball in the Hills Shire and actively contribute to the health of the sport across NSW.

As we step into our fifth decade, I offer sincere thanks to everyone who has contributed to our journey. I would like to acknowledge our dedicated staff, our tireless board, and all those involved in playing, coaching, officiating, and volunteering throughout 2024. And of course, thank you to every member of the Hills Basketball community. Whether you visit us occasionally or consider us your second home, we hope we continue to provide a safe, welcoming space where your passion for the game can thrive.

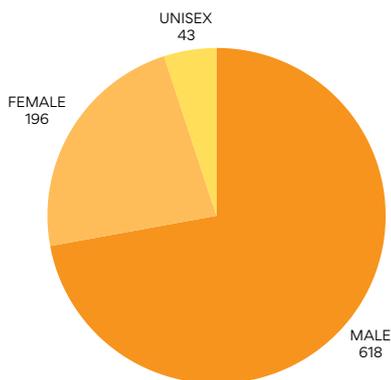


YEAR IN REVIEW

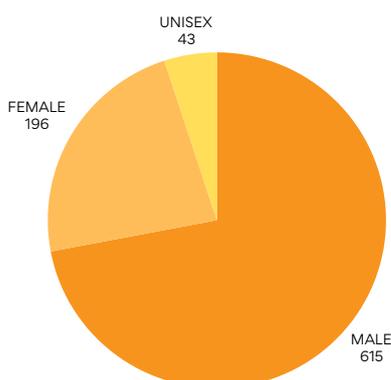
LOCAL COMPETITION remains the heartbeat of the Association, with over 850 teams competing each season—maintaining our status as the largest local competition in New South Wales.

Oversubscription in several divisions continues to pose challenges due to limited venue availability. To help address this, additional courts at Bella Vista Public School were brought online for the Summer 2024/25 season. This expansion allowed for a modest increase in junior team capacity, particularly within the Under-14 Boys division.

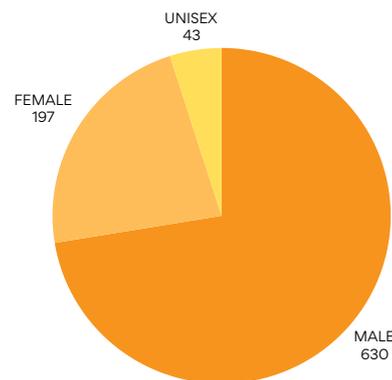
SUMMER 23/24



WINTER 2024



SUMMER 24/25

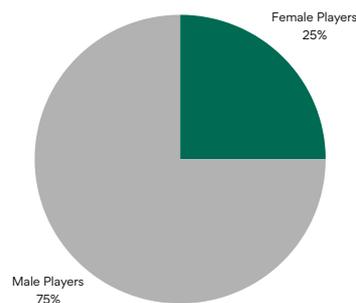


Hills Basketball Association remains committed to reinvesting in the development of local competition, ensuring continued growth and inclusivity. All players have access to Glory League, and free coaching education courses are provided to help raise the standard of grassroots coaching.

Our officials continue to receive consistent training and support, enabling them to cover more than 350 games each week—with over 700 referee shifts rostered from a pool of 243 active referees. Their efforts are complemented by our dedicated Supervisors, who play a vital role in creating a positive and enjoyable environment for all participants.

While female participation has fallen below 30%, this says more about the increase in boys teams than a drop off in girls. The Association remains proactive in seeking new ways to encourage more girls to take up the sport and is actively exploring solutions to expand access.

REGISTERED PLAYERS IN 2024



LOCAL COMPETITION
GAMES PER WEEK

350+



COMPETITION
PLAYER
REGISTRATIONS

7252



REGISTRATION FEES
PAID TO BASKETBALL
NSW & BASKETBALL
AUSTRALIA

\$455,795



CURRENT ACTIVE OFFICIALS

243



REFEREE ROSTER SLOTS EACH WEEK

700+

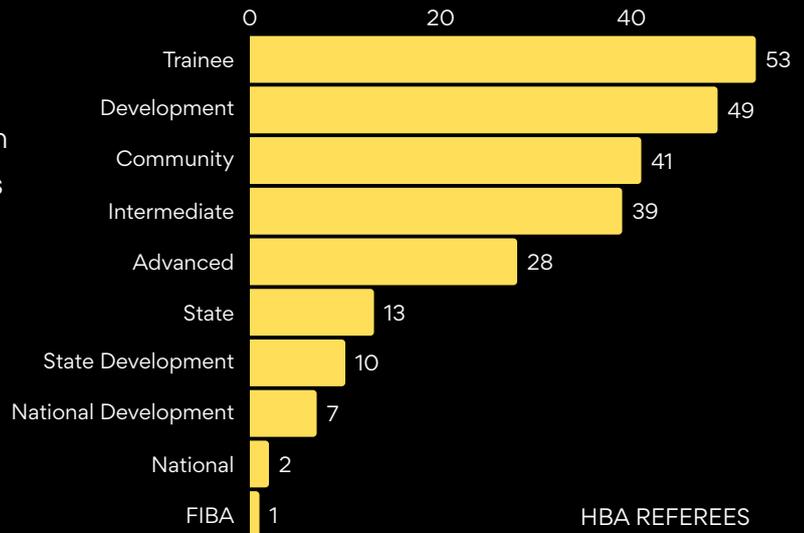


REPRESENTATIVE REFEREES

71

The **OFFICIALS DEPARTMENT** continues to develop some of the most skilled referees, statisticians, and scoretable officials in Australia. We proudly service the largest local competition in the state, while also providing high-quality officials for Basketball NSW Leagues and school events.

In 2024, we managed a roster of over 240 active referees, facilitated 81 referee upgrades, and supported more than 160 referees through development courses. Our Association was well represented at higher levels, with 47 referees officiating in Junior Representative Leagues and 24 in Senior Representative Leagues, including Wheelchair competitions.



Special thanks to our Statistician Coordinator, Stu Thom, and Scoretable Coordinator, Neil McNaught, for their outstanding support in rostering and developing officials throughout the 2024 Representative season.

The **DEVELOPMENT DEPARTMENT** continues to expand its services, delivering 24 skill sessions per week throughout each school term. In Term 4 of 2024, the team also introduced dedicated All-Abilities sessions, further enhancing program inclusivity.

Through the ongoing development of curriculum and the upskilling of our Hornets Academy coaches, both the Skills Programs and Holiday Camps have earned a strong reputation as leading learn-to-play offerings. With over 5,800 participants in the Hornets Academy program, the Association stands as one of the largest providers of grassroots basketball development in the country.



HORNETS ACADEMY PARTICIPANTS

5831



COACHING COURSE PARTICIPANTS

70+



HORNETS ACADEMY COACHES

64



YEAR IN REVIEW

HORNETS FINAL STANDINGS

34

HORNETS REPRESENTATIVE TEAMS

900+

ATTEND REPRESENTATIVE TRIALS

HORNETS REPRESENTATIVE PROGRAM continues to lead the state as the largest representative association, fielding three teams in every junior age group and gender, alongside eight senior teams—including representation in the Waratah Wheelchair League.

The Association is also steadily growing its NBL1 program, built around a strong foundation of homegrown Hornets athletes. With increasing support from both the community and business sector, the semi-professional league is evolving each year toward a higher and higher standard. In alignment with our long-term athlete development goals, the Association is set to launch a High Performance Centre in 2025, further strengthening our athlete pathway.

A heartfelt thank you goes to our exceptional Representative Coaches and the Representative Advisory Panel, whose tireless dedication and expertise are instrumental in the continued success of the program. Their passion and commitment ensure our teams consistently perform with both skill and pride.

Association Awards

- Coach of the Year - Women's Program: Danielle D'Morias
- Coach of the Year - Men's Program: David Hayman
- Female Player of the Year - Janet Blanch Trophy: Breanna Fisk
- Male Player of the Year - Delmas Green Trophy: Lav Blanc
- Statistician of the Year - Karen Marshall Trophy: Ros Graham
- Scoretable Person of the Year - Mary Castling Trophy: Luisa Chapman
- Manager of the Year - Richard Slowgrove Trophy: Joanne Stanbury
- Community Person of the Year - Evan Bennett Trophy: Cooper Moore
- Senior Referee of the Year: Jacob Brennan
- Junior Referee of the Year: Holly Powell
- Rookie Referee of the Year: Andy Xiang
- Contribution to Officials Community - Steve Nicholls Trophy: Jayna Bonney
- Contribution to Coaching Community : Greg Marshall

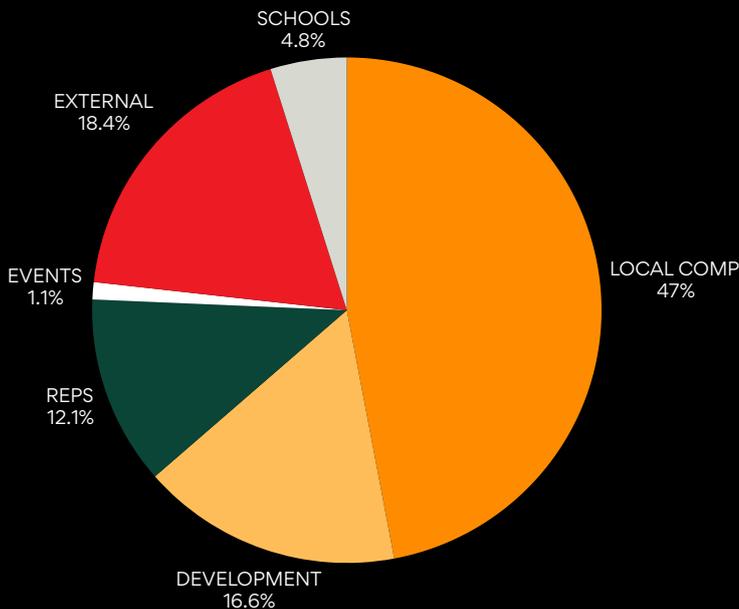
12 Boys 1	6TH MJL
12 Boys 2	6TH MJL
12 Boys 3	6TH MJL
12 Girls 1	3RD MJL STATE CHAMPS 2ND
12 Girls 2	1ST MJL STATE CUP 1ST
12 Girls 3	4TH MJL
14 Boys P	5TH JPL NATIONALS 12TH
14 Boys 1	5TH MJL
14 Boys 3	6TH MJL
14 Girls 1	2ND MJL STATE CUP 2ND
14 Girls 2	2ND MJL
14 Girls 2	7TH MJL
16 Boys P	7TH JPL
16 Boys 2	6TH MJL
16 Boys 3	2ND MJL
16 Girls P	4TH JPL
16 Girls 1	3RD MJL
16 Girls 2	7TH MJL
18 Boys P	3RD JPL
18 Boys 1	5TH MJL
18 Boys 2	7TH MJL
18 Girls P	4TH JPL NATIONALS 8TH
18 Girls 1	6TH MJL
18 Girls 2	3RD MJL
NBL1 East Men	9TH
NBL1 East Women	11TH
Waratah Men	2ND
Youth League Men 1	2ND
Youth League Men 2	7TH
Youth League Women 1	5TH
Youth League Women 2	1ST
Waratah Wheelchair	2ND

VENUE REVIEW

Hills Basketball Association manages, maintains and services the Hills Basketball Stadium, Bernie Mullane Indoor Stadium & outdoor Netball Courts and the Dural Recreation Centre. As per chart below majority of our prime time hours are allocated to our local competition, followed by our Development and Representative programs. With approximately 25% of court availability booked by external users for an array of sports & events.

While many Associations opt to utilise courts for Representative training sessions, HBA continues to hire external courts to support our financial position and therefore maintain a healthy growth of opportunities for grass roots. Balancing community and elite basketball has and will always be balanced at HBA, to ensure the Association has consistent pathways for all levels of basketball.

VENUE USAGE



PLANNED DEVELOPMENTS FOR 2025 AND BEYOND

BERNIE MULLANE CAFE TO BE BUILT **\$400K**

BERNIE MULLANE OUTDOOR BASKETBALL COURTS **\$358K**

DURAL RECREATION CENTRE UPGRADE **\$50K**



CASTLE HILL

6 INDOOR COURTS
FUNCTION ROOMS



KELLYVILLE

2 INDOOR COURTS
5 OUTDOOR COURTS



DURAL

1 INDOOR COURT
GYMNASIUM

ACROSS OUR VENUES, WE HAVE OVER



20,000 PEOPLE

ENTER AND EXIT PER WEEK.

SPONSORS & PARTNERS



\$169K

ADVERTISING



\$21K

IN-KIND

HILLS BASKETBALL ASSOCIATION CONTINUES TO DEVELOP BUSINESS PARTNERSHIPS WITH A RANGE OF DIFFERENT ORGANISATIONS.

Hills Basketball Association continues to invest in strategic advertising and partnership development, forming a strong network of supporters who help drive the growth of all our operations and allow us to subsidise substantial inclusive programs such as Walking Basketball, All-Abilities, and Wheelchair Basketball.

Our **2024 Partners** include: *Guzman y Gomez, Diamond Sports, Architectural Signs, Moits, Heartland Motors, McAuley Lawyers, Storhub Self Storage, Narellan Pools, Proform, Momento, Sydney's Plant Market, APC Prosthetics, and BAIFIT.*

We also gratefully acknowledge the in-kind contributions from Castle Hill Fitness & Aquatic Centre and Diamond Sports, whose ongoing support enhances the reach and impact of our programs.

MAJOR EVENTS

Hills Basketball venues continue to host some major events for both Basketball NSW and other State Sporting events across all venues. Standouts include BNSW preseason events, Metro Junior League Grand Finals and the Senior Finals Weekend for Basketball NSW and the National Floorball Championships. The bonus for the Hills Shire is that patronage brought to local shops, accommodation, restaurants and other businesses.

THE MOST SIGNIFICANT OFF-COURT EVENT FOR THE ASSOCIATION IN 2024 WAS THE 40TH ANNIVERSARY DINNER, HELD AT BELLA WAREHOUSE IN NOVEMBER. THE EVENING WAS A CELEBRATION OF FOUR DECADES OF HILLS BASKETBALL, FEATURING SPECIAL GUEST SPEAKERS AND A CURATED MUSEUM OF PHOTOS AND STORIES THAT CAPTURED THE RICH HISTORY AND MILESTONES OF THE ASSOCIATION.



HORNETS 3X3 BASKETBALL TOURNAMENTS continue to attract teams from throughout New South Wales, In 2024, Hills Hornets broke the record for the largest 3x3 Tournament in Australia. With 637 teams competing over the year, the Association has decided to extend tournaments to a 2-day event to allow increased participation.

FLOORBALL TOURNAMENT

SATURDAY 5TH -
MONDAY 7TH OCTOBER

SENIOR FINALS WEEKEND

SATURDAY 24TH -
SUNDAY 25TH AUGUST



637

3X3 TEAMS

MEDIA SNAPSHOT

FOLLOWING BY PLATFORM



Followers
Facebook **7.5K**



Followers
Instagram **5.5K**



Likes
Tik Tok **8.4K**



Subscribers
E-Newsletter **30K**

SOCIALS

581K

Reach

TOTAL REACH ACROSS
FACEBOOK AND INSTAGRAM

+1415

Followers

GAINED FOLLOWERS ACROSS
FACEBOOK AND INSTGRAM IN 2024.

3.4k

Interactions

AVERAGE INTERACTIONS PER
MONTH ON INSTAGRAM

+109.2%

Reach

COMPARED TOTAL REACH
(2023 VS. 2024)

WEBSITE TRAFFIC

● Avg. Website Visits Per Month

● Avg. Website Hits/Events Per Month



Mobile Users



Manage 3 website domains
with over 700k visitors per year. **700K**

TOP POSTS OF 2024

SENIOR HORNETS DAY



21.9K
IG VIEWS

28
COMMENTS

381
LIKES

HORNETS IN THE HOLIDAYS



19.7K
IG VIEWS

2
COMMENTS

333
LIKES

JO TAYLOR | PINK ROUND



11.9K
VIEWS

50
COMMENTS

503
LIKES

WARATAH MEN FINALS



12.6K
IG VIEWS

5
COMMENTS

289
LIKES

JUNE LONG WEEKEND



22.5K
VIEWS

9
COMMENTS

431
LIKES



AWARDS & RECOGNITION

REPRESENTATIVE RETIREMENT

- CASSIE PENTNEY, JASON STRONG, ALEX BROCKWAY

STATE REPRESENTATION

- U16 METRO GIRLS | CAITLYN GRIMA, PEYTON SKINNER, DANIELLE D'MORIAS (COACH)
- U16 METRO BOYS | DAVID HAYMAN (COACH), IVANA HAYMAN (MANAGER)
- U18 METRO BOYS | YOPPY SUWANTO (MANAGER)
- KEVIN COOMBS CUP | BREANNA FISK, EVANDER CONROY

BASKETBALL NSW AWARDS

- HILLS BASKETBALL | COACHING PROGRAM OF THE YEAR
- HILLS BASKETBALL | SENIOR REPRESENTATIVE PROGRAM OF THE YEAR
- JAYNA BONNEY (REFEREE OF THE YEAR)
- ROS GRAHAM (STATISTICIAN OF THE YEAR)

AUSTRALIA DAY HONOURS

- TRISH NICHOLLS (MEDAL OF THE ORDER OF AUST (OAM) FOR SERVICES TO BASKETBALL AS A STATISTICIAN
- LAURETTA CLAUS (ORDER OF AUST (AM) FOR SIGNIFICANT SERVICE TO INTERNATIONAL AND NATIONAL BASKETBALL AS A STATISTICIAN, AND TO EDUCATION.

FINANCIAL OVERVIEW

* SIGNIFICANT CHANGES

The structure of the entity has been changed from Other Incorporated Entity (Association) to a Public Company, Limited By Guarantee.

The company was established and registered on 24/04/2023 but started operating on 01/01/2024.

The details of the previous structure of the entity Hills Basketball Association Incorporated
ABN 36 875 858 614

The details of the new & current structure of the entity Hills Basketball Association Ltd
ABN 26 667 459 814

* AUDITOR APPOINTMENT

Atanasov Audit & Consulting appointed and conducted 2024 Audit and prepared Financial Report.

* NET PROFIT

TOTAL PROFIT FOR 2024. **\$189K**

ALL PROFITS ARE ALLOCATED TO BASKETBALL DEVELOPMENT AND THE HBA BUILDING FUND, DEDICATED TO PROVIDING ADDITIONAL FACILITIES.

BELOW COSTS INCLUDES CLEANING, MAINTENANCE, EQUIPMENT, SERVICES & UTILITIES.

HILLS BASKETBALL STADIUM EXPENSES **\$462K**

BERNIE MULLANE STADIUM EXPENSES **\$101K**

DURAL RECREATION CENTRE EXPENSES **\$83K**



MORTGAGE HILLS BASKETBALL STADIUM

\$2,490,915



HBS MORGAGE REPAYMENTS

\$273,144



DONATIONS RAISED AND DISTRIBUTED

\$3,855



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