



# Netherlands

# FROM THE STREETS TO THE WORLD STAGE





# Netherlands' 3x3 strategy

## 3x3 primary tool for basketball promotion at grassroots

- schools
- playgrounds
- events

## 3x3 events

- Local grassroots events with elite categories
- National tour
- International events

## 3x3 Branding

- Social impact (inner city youth)
- Fits lifestyle contemporary youth
- Easy accessible for anybody



# Success is possible

**2014: Silver medal for Women at Youth Olympic Games**

**2015: Most Active Federation in 3x3**

**2016: Bronze medal for Men at European Cup**

**2017: #1 ranked in all categories**





# FIBA 3X3 FEDERATION RANKING\*

## MEN

 <b>Netherlands</b>	<b>24,865,560</b>
 Serbia	24,130,705
 Japan	20,740,350

## WOMEN

 <b>Netherlands</b>	<b>6,379,640</b>
 France	6,084,386
 Italy	5,939,976

## MEN U18

 <b>Netherlands</b>	<b>5,669,460</b>
 Kyrgyzstan	3,478,080
 Hungary	2,937,400

## WOMEN U18

 <b>Netherlands</b>	<b>2,211,250</b>
 Hungary	1,698,520
 Argentina	1,663,280

\*As of January 1st 2017



# Development Plan

## 1) Start with grassroots

- Grassroots projects help grow the game of basketball in general
- More local and national funding available for grassroots projects
- Grassroots projects activates local organisations (clubs, schools)



# Development Plan

## 2) Feed off local energy to create national activity

- Connect the local clubs with 3x3 energy to each other, and make them part of the national platform
- Create and maintain the national platform
  - Universal rules and regulations
  - Universal look and feel
  - Branding as a national championship
- Use the national platform to involve more cities, clubs, funders



# Development Plan

## 3) Organize events

### National events

- Streetball Masters Summer Tour since 2009
- Streetball Masters Winter Tour since 2014

### International events

- FIBA 3x3 Challenger since 2012
- FIBA 3x3 Europe Cup Qualifiers since 2014

### Upcoming events

- FIBA 3x3 Europe Cup 2017
- FIBA 3x3 World Cup 2019



# Summer & Winter



## 3x3NL CALENDAR 2017

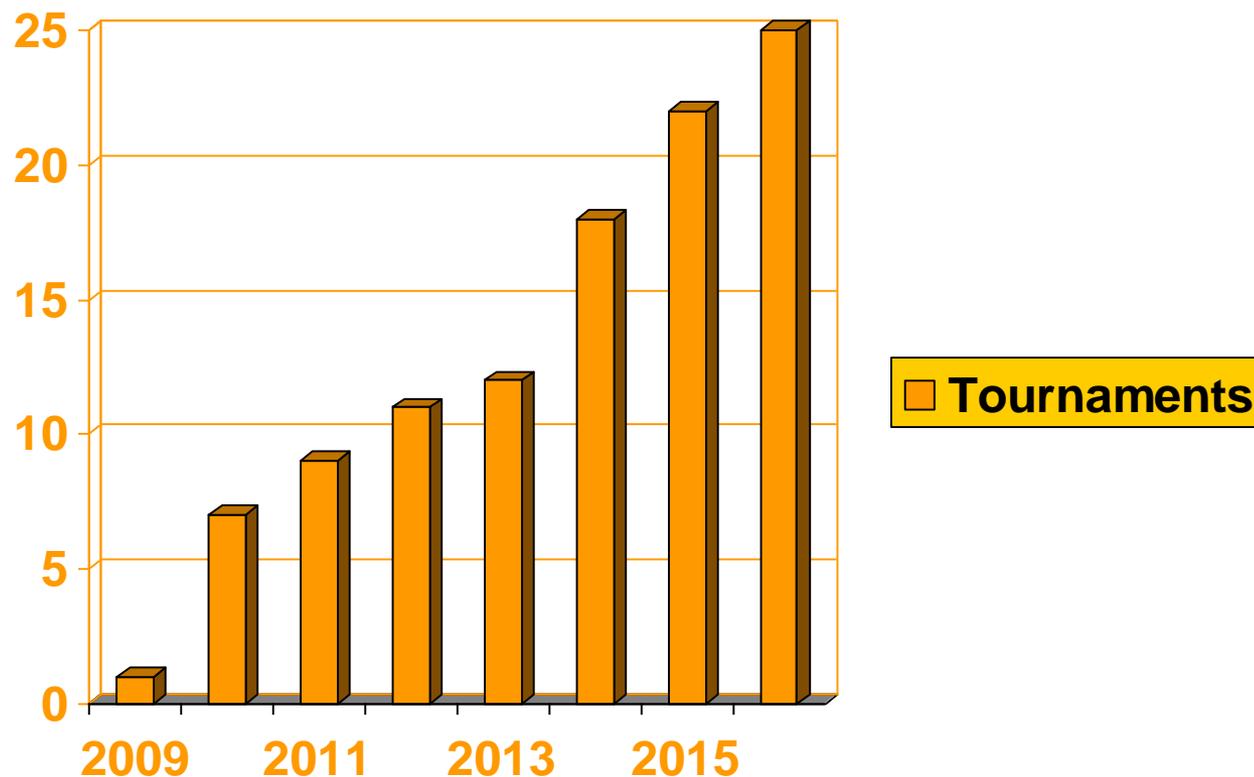
- ZO 11 SEP **TRAMKADE DEN BOSCH**
  - ZA 26 NOV **LANDSTEDE SPORTCENTRUM ZWOLLE**
  - ZO 27 NOV **BIJLMER SPORTCENTRUM AMSTERDAM**
  - DI 27 DEC **INDOOR SPORTCENTRUM EINDHOVEN**
  - WO 28 DEC **TOPSPORTCENTRUM ALMERE**
  - VR 30 DEC **SPORTCENTRUM LEEK LEEK (GR)**
  - DO 05 JAN **SPORTHAL DE DOELEN BREDA**
  - ZA 07 JAN **SPORTHAL DEN OERT SPIJKENISSE**
- The Finals*
- ZO 08 JAN **MAASPOORT SPORT&EVENTS DEN BOSCH**



- 17 APRIL **STREETBALL MASTERS UTRECHT THE SPORT BOX**
- 6 MEI **STREETBALL MASTERS ALKMAAR PAARDENMARKT**
- 13 MEI **STREETBALL MASTERS AMERSFOORT EEMPLEIN**
- 20 MEI **STREETBALL MASTERS BREDA PIER 15**
- 27/28 MEI **STREETBALL MASTERS AMSTERDAM OLYMPISCH STADION**
- 3 JUNI **STREETBALL MASTERS BARNEVELD TORENPLEIN**
- 10 JUNI **STREETBALL MASTERS DEN HAAG SPUIPLEIN (OVV)**
- 10 JUNI **THE HAGUE 3X3 CHALLENGER SPUIPLEIN (OVV)**
- 17 JUNI **STREETBALL MASTERS DEN HELDER WILLEMSOORD**
- 24 JUNI **STREETBALL MASTERS HEERENVEEN SPORTSTAD HEERENVEEN**
- 25 JUNI **STREETBALL MASTERS WEERT NIEUWE MARKT**
- 7/8/9 JULI **FIBA 3X3 EUROPE CUP 2017 AMSTERDAM**
- 8 JULI **STREETBALL MASTERS AMSTERDAM**
- 15 JULI **STREETBALL MASTERS ROTTERDAM SCHOUWBURGPLEIN**
- 21/22 JULI **STREETBALL MASTERS FINALS AMSTERDAM HOEKENRODEPLEIN**

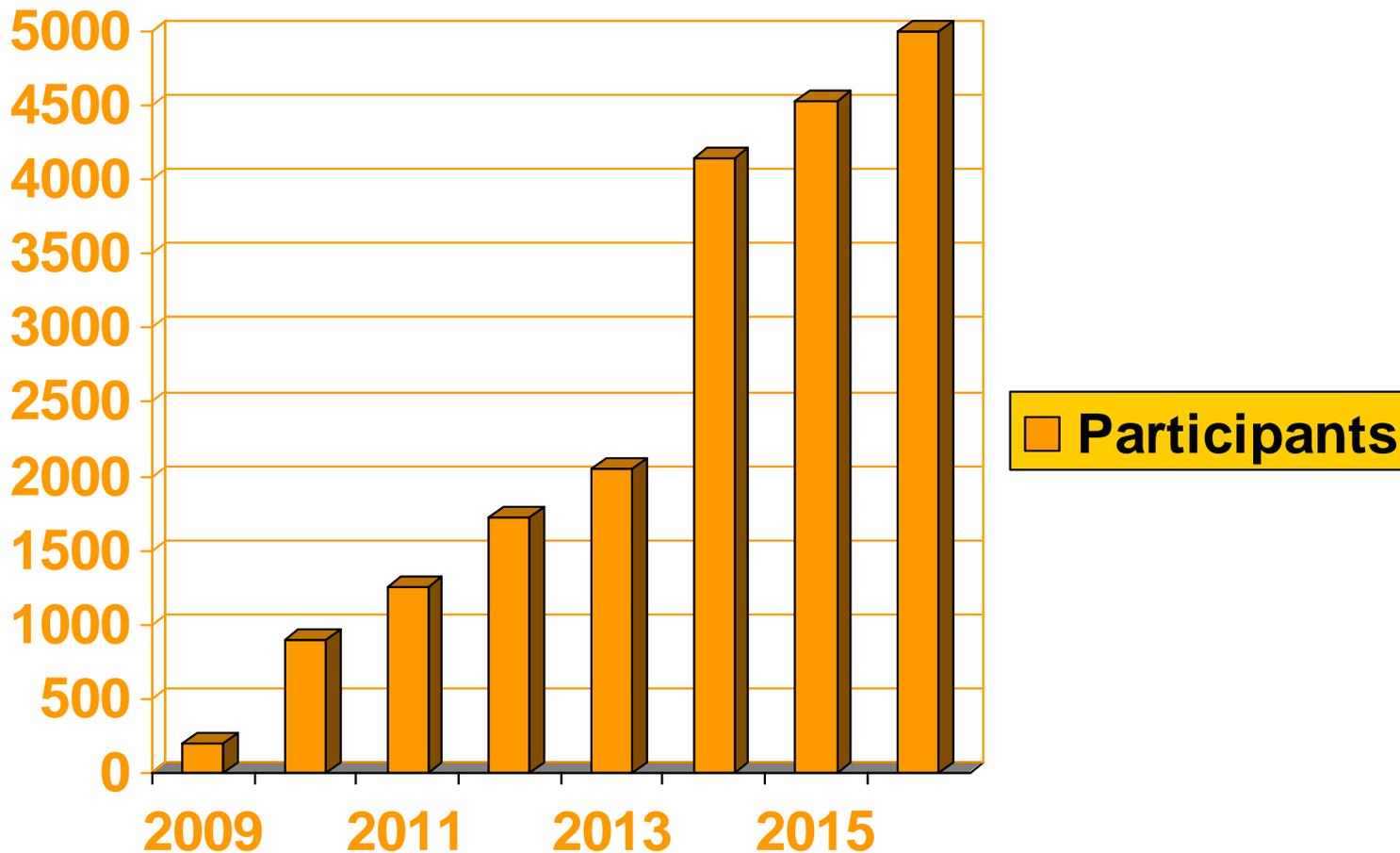


# Growth tournaments



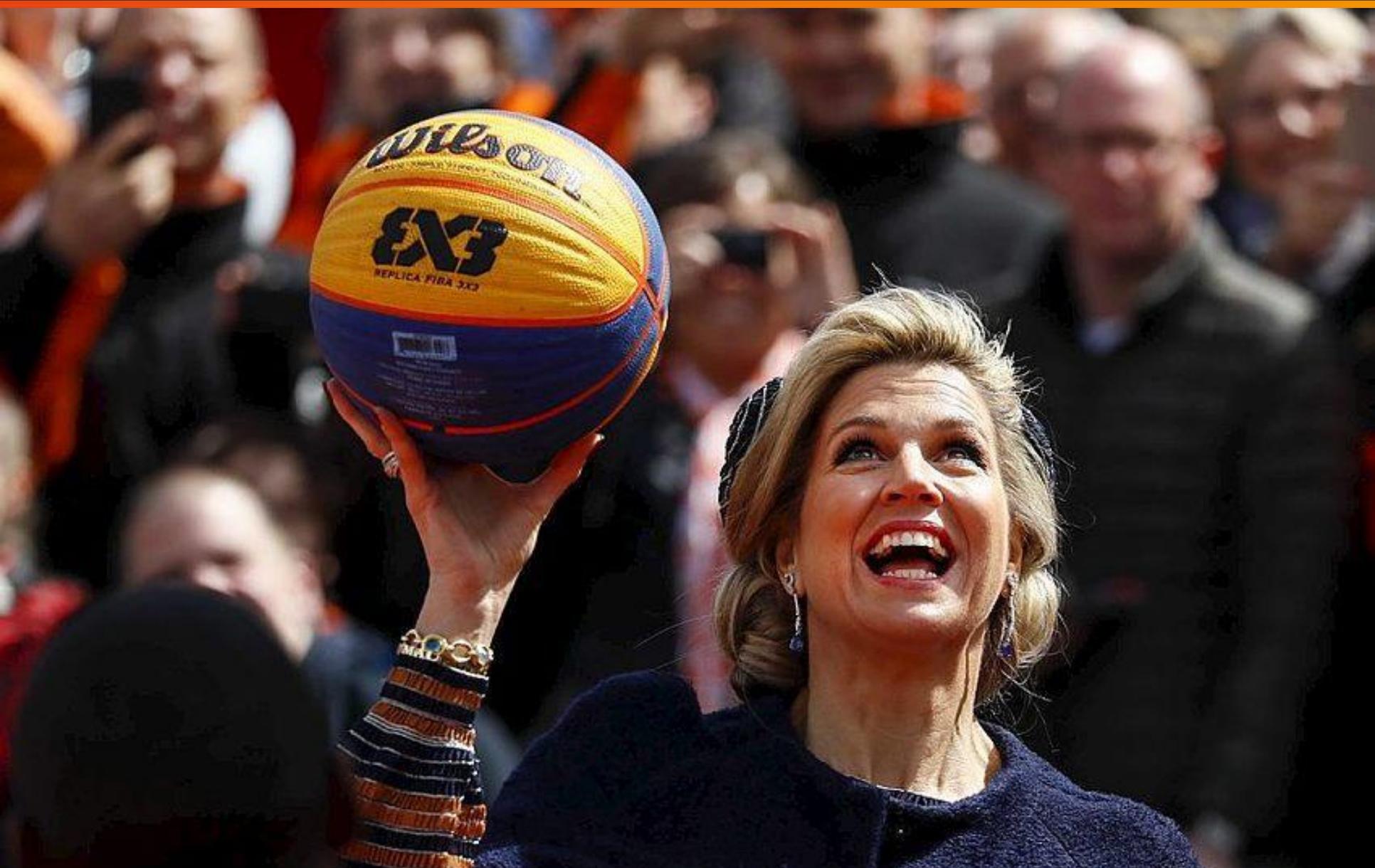


# Growth players





# The Queen – fan & player





# Lessons learned

- Try to avoid one-and-done events, long-term commitment from both sides helps build legacy
- Sell 3x3 as a product. Don't give it away for free.
- Better to start slow and in control, than fast and out of control.
- Register players on [play.fiba3x3.com](http://play.fiba3x3.com) from the start, takes some time for players to adjust but once they are in, they stay in.
- Pay attention to Elite players
- Ride along with FIBA's Olympic dream, it opens ears and sometimes doors
- Community commitment is key



# Still plenty of work to do

- Attract elite players to 3x3
- Find ways to co-exist with basketball national team programs
- Motivate more clubs in doing grassroots projects
- Recognition for 3x3 as a serious discipline by NOC
- Find balance between basketball season and 3x3 events



# Crew

