



BROADMEADOWS BASKETBALL ASSOCIATION LAUNCHES AUSSIE HOOPS: BIGGER AND BETTER THAN EVER

Broadmeadows Basketball Association today launched a new and improved local Aussie Hoops program which is shaping up to be bigger and better than ever, with more than 80 local kids participating.

Aussie Hoops is Basketball Australia's official junior game development program for children aged 5–10 years. In July 2014, Basketball Australia re-launched the national program announcing a refreshed brand strategy and implementation process.

Aussie Hoops enables participants of all abilities the opportunity to learn basketball in a structured, inclusive and safe environment, developing physical fitness, social skills and an understanding of the sport while having fun.

"We are delighted to be a part of the new national Aussie Hoops Program" said BBA President, Peter Jackson.

"We believe the new program will continue to support basketball's position as the country's second largest team based participation sport.

"The new Aussie Hoops program has been re-designed to meet the demands of young participants who simply want to 'have a go' and have fun.

At BBA the program will be delivered in each school term on Wednesdays from 4,00 pm to 5.00 pm. Each terms program will span eight weeks, with Term III programs commencing on 23rd July.

Nationally, accredited coaches will deliver the program with a focus on participation and inclusiveness.

The BBA Aussie Hoops Coordinator, Robert Black added, "Each session promises to be jam-packed with fun and we are looking forward to welcoming new and returning participants to the program.

For a comprehensive overview of the new Aussie Hoops program, including fees and registration information visit the new Aussie Hoops website at www.aussiehoops.com.au

The re-launch of Aussie Hoops has been lead by Basketball Australia with the support of its state and territory members and the Australian Sports Commission.

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