



Hong Kong Basketball Academy

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In light of our mandate to continually improve upon the HKBA experience, we are taking steps to enhance the following areas of the league's operations:

### **1. League website**

The league's website has previously been exclusively managed by our third-party referee crew. Administration of the league's website was unsatisfactory last season; we recognize that it did not meet the high standards of the Premier League.

Moving forward, league management will work more closely with the referee crew and website administrator to oversee the posting and creation of new and timely content.

### **2. Championship GameDay Experience**

We made several changes to our Championship GameDay, notably to the format of the playoffs and of the awards ceremony. The changes were made in an effort to provide players and parents with a better and more immersive experience.

With the benefit of hindsight, and your valued feedback, we now realize that some changes worked better than others.

In regard to the playoff format, scheduling the consolation and championship games separately shortened the length of Championship night by nearly two hours. Our players, parents, and coaches uniformly responded favorably to this change.

Similarly, we altered our awards ceremony in attempt to be as efficient as possible with time. We found that players and parents were pleased with the decision to present the championship trophy following the conclusion of each division's game, rather than presenting all of the championship trophies at the end of the night (as was done previously). Players have expressed how much they enjoyed revealing in the emotion of their team's accomplishment in its immediate aftermath.

With that thought in mind, we have decided to bring back the presentation of individual regular-season awards to our Championship GameDay experience. It has become clear that players look forward to this moment and to the validation of their coaches and peers; we are pleased to provide our players with a platform to celebrate their season's worth of hard work and high-level competitiveness.

Last season also marked the first time the HKBA recognized a Championship GameDay Most Valuable Player (MVP). This award was a welcome and needed addition to the Premier League, but will now be presented — for all divisions — during the formal awards ceremony at the end of the night. This will assist in building a sense of anticipation, and will allow each division's winner of the coveted Championship MVP award to be honoured in front of all of their peers and colleagues at the HKBA.

### **3. GameDay Highlights & Photo Content**

We strived to provide our players and parents with increased photo content from last season's gameplay. These efforts were well received.

We want to do even better this season.

Timely posting of our highlight content will now be handled by ShotCourt, our content creation partner. ShotCourt will now execute the entire process — capturing, editing, and posting their great work on all of our social media platforms.

### **4 - Uniform Sourcing**

In response to player requests for apparel beyond just their game uniforms, we have changed uniform suppliers, moving from Nike to our own HKBA-Premier brand.

Moving production of apparel in-house will allow for considerable cost-savings, enabling us to provide players with a broader array of items at roughly the same cost as a single Nike uniform.

We understand that some league participants may prefer that we return to providing Nike-branded apparel. We welcome your feedback concerning this issue. Please note, however, that returning to Nike-branded apparel, with the inclusion of the additional apparel (eg: warmup jackets), would consequently increase the league's apparel fee.

Should you have any questions, comments, or concerns regarding this communication (or any other matter), we welcome your feedback. We try our very best to work alongside the community and our stakeholders to provide a positive experience for all.

We can be reached by email at [hkba@hkbaallday.com](mailto:hkba@hkbaallday.com) or by WhatsApp client support at 66817774.

Thank you for your time, understanding and, most importantly, your support for HKBA and Premier League.

Yours sincerely,

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Richard Bradstreet | League Manager ([hkba@hkbaallday.com](mailto:hkba@hkbaallday.com))