



Annual Report

2023-2024

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Executive Summary

Introduction

The Ontario Basketball Association (OBA) envisions becoming a global thought leader in the grassroots development of basketball, setting the standard for excellence in fostering talent, participation, and community engagement. Our goals and objectives are clear:

1. To increase membership
2. Ensure that our programming and benefits align with the needs of our members,
3. Expand female participation and involvement throughout the basketball ecosystem
4. Establish financial sustainability
5. Position OBA as a leader not only in basketball but within the broader sports ecosystem
6. Based on input from members, OBA plans to create a foundation to address the need for supporting under-served communities.

One of our significant achievements this year was the launch of G-Elite, a pilot program for the 2023-2024 season to elevate high-level girls' club competition at the U15-U19 level. The program included specialized workshops and data analytics to enhance both athlete and coach development. With 10 junior and 10 senior teams participating, G-Elite has proven the growing demand for platforms that emphasize competition and personal growth.

Looking ahead to 2024-2025, OBA will introduce a U9 Boys and Girls division in the Ontario Basketball League and a Cultural Basketball Tournament Series celebrating diversity. We are also launching the Jr. NBA/Jr. WNBA League in partnership with Canada Basketball and NBA Canada to provide House League players with a bridge to competitive play. These initiatives align with our mission to grow the sport, foster community engagement, and create new opportunities for athletes across Ontario.

Reflecting on this past year, we are proud of the strides we've made toward these goals, and we remain dedicated to building a vibrant and inclusive future for basketball in Ontario, with an eye on expanding opportunities for all athletes, fostering community engagement, and driving innovation in the years ahead.

Development of Four Year Strategic Plan

OBA is taking a phased approach to our strategic plan, designed to ensure the best outcomes as we strive for global excellence and position ourselves as global thought leaders. The process begins with scoping, planning, and setting the initial direction, guided by input from the Board, who will review past plans and align key roles. This will be followed by a broad engagement phase, where stakeholders such as members albeit athletes, club administrators/owners, our partners and community members will provide valuable input through consultations and surveys. The feedback from this engagement will guide focused strategy intensives—collaborative sessions where key contributors analyze and refine the strategic framework based on identified priorities. Once refined, the strategy will be finalized, with specific goals and objectives defined, approved, and implemented to drive the organization toward its vision of global leadership.

Finance

Under the pillars of operational excellence and long-term financial sustainability, OBA is dedicated to building a strong reserve to cover operational costs. Currently, OBA has approximately \$1 million in reserve. BDO Canada LLP is conducting the financial audit, and a special meeting will be called to review the audited financials with our members. Despite changes in our financial department this year, the team has successfully onboarded and caught up with the necessary work. As we continue to strengthen our financial position, we remain focused on ensuring sustainability and growth for the future.

Human Resources

During the 2023-24 season, Ontario Basketball was able to grow its team due to the continued growth of the sport in the province. This included the hiring of: Claude Nembhard as Chief Executive Officer; Deepan Vigneswaran as Chief Operating Officer; Ray Harripaul as Senior Coordinator, Digital Media, Taliah Timoll as Coordinator, Digital Content; Ben Dickinson as Coordinator, Coaching & Club Administration; and Kyle Johnson as Technical Lead.

Governance

As the recognized Provincial Sport Organization for basketball in Ontario by the Ministry of Sport (formerly, Ministry of Tourism, Culture & Sport), OBA continues to meet expectations and criteria of the Sport Recognition Policy and Ontario Amateur Sport Fund.



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Thank you

On behalf of the Board of Directors and staff, we extend our heartfelt thanks to the Ontario Basketball membership, stakeholders, and partners for their unwavering support and dedication to basketball throughout the province. Your commitment plays a vital role in fostering the growth and development of the sport we all love.

We also extend our gratitude to both past and present members of the OBA Board of Directors for their invaluable guidance and support.

As we look ahead, we are excited for a successful basketball season in 2024-25. Together, we will continue to make strides in strengthening the basketball community in Ontario.

Claude Nembhard

Claude Nembhard,
CEO of Ontario Basketball

Clubs & Competitions Report

OBA Championships

The 2023-2024 OBA Championships were a resounding success with 1469 teams participating across more than 10 regions in the province. This is the largest OBA Championship participation we have ever had. This remarkable participation not only highlights the strength and growth of basketball in Ontario but also underscores the deep-rooted dedication of our athletes, coaches, and basketball community. The enthusiasm displayed by all involved is a true testament to the unyielding passion for the sport we all love.

We owe the success of this event to the unwavering support of our partner hosts, whose commitment ensured smooth, exciting, and safe competitions. A special thanks goes to our 2024 hosts: Brampton Warriors, EOBA, Gators Basketball Academy, Gladiators Basketball, Kingston Impact, KW Vipers, Oakville Vytis, Ottawa Tourism, Pelham Panthers, Tourism Kingston, Tournkey. Their collective efforts were pivotal in making the Championships an unforgettable experience for everyone involved.

In addition to our hosts, our sponsors and partners deserve significant recognition. Their contributions help drive these events forward and make them possible. A big thank you to Dairy Farmers of Ontario, Spalding, Nothers Award, and Fine Designs for their continued support in elevating the OBA Championships to new heights.

The dedication of our coaches, who tirelessly guide and mentor their athletes is also worth celebrating. We are incredibly grateful for the countless hours they invest in fostering growth, leadership, and sportsmanship in young athletes. Equally, we acknowledge the parents whose ongoing encouragement and support, both on and off the court, make a world of difference.

Looking ahead to the 2024-2025 Championships, we are thrilled about the future of basketball in Ontario. With a commitment to expanding access, increasing competitive opportunities, and nurturing a culture of inclusivity, we are ready to take the OBA Championships to the next level.

We look forward to welcoming even more athletes, coaches, and families into our thriving basketball community and making the 2024-2025 event another huge success.

Ontario Basketball League (OBL)

The Ontario Basketball League continues to break records with 1301 teams participating in the 2023-2024 season. The enthusiasm and participation levels underscore the growing love for basketball across the province. We are proud to be the largest amateur basketball league in Ontario, offering a space for athletes of all ages and skill levels to compete and develop.

Our success is built on the dedication of our partner hosts, who run games and ensure that each weekend delivers high level basketball experiences. Their passion for the game plays a crucial role in maintaining the high standards that the OBA is known for. We extend our deepest thanks to them for their continued hard work and commitment.

In 2024-2025, the OBL will continue to innovate, improving our league operations to deliver even greater experiences for our athletes, coaches, and fans. The future of basketball in Ontario is bright and we are excited to be at the forefront of this growth.

3×3 Basketball

3×3 basketball has become a major pillar of OBA's programming, and its popularity continues to soar. Since its inclusion as an Olympic sport, the fast-paced and accessible format has provided new opportunities for athletes across Ontario.

The OBA Summer 3×3 Tour has grown steadily with over 60 teams competing in 2023-2024 across multiple locations in the province. The winners of these tournaments earned the opportunity to play in the OBA CNE 3×3 championship event—a thrilling conclusion to the summer season.

Looking to the future, OBA is committed to further expanding 3×3 programming. We aim to increase participation and provide even more opportunities for athletes to engage with this exciting format. Our focus is on building a vibrant 3×3 community that complements traditional basketball and opens new pathways for competition and development.

G-Elite

G-Elite was introduced for the 2023-2024 season as a pilot program to elevate high-level girls' club competition at the high school level (U15-U19). This program was designed not only to bring a new standard of competition but also to provide a comprehensive development experience for athletes and coaches, specifically with girls basketball. Alongside the competitive games, participants had access to specialized workshops and data analytics, which offered deeper insights into their performance, helping athletes refine their skills and coaches enhance their strategies. These tools are essential for fostering the next generation of elite players, ensuring they are equipped with the knowledge and resources to excel both on and off the court.

The inaugural year saw a turnout with 10 junior teams and 10 senior teams competing in G-Elite. This strong participation reflects the growing interest in girls' basketball and the need for platforms that offer high-level competition and personal development opportunities. Beyond just basketball skills, G-Elite focuses on building confidence, leadership, and resilience among young female athletes, qualities that are critical both in sports and life.

We are proud of the strides made through G-Elite in its first year and we extend our gratitude to all the teams, athletes, and coaches who embraced the challenge and contributed to its success. As we move forward, we remain committed to expanding this program, providing even more opportunities for young female athletes to grow, compete, and thrive. Our goal is to continue supporting the development of girls' basketball in Ontario, nurturing talent at every level and creating pathways for success in the sport.

Future Plans: Building for 2024-2025

As we approach 2024-2025, Ontario Basketball is excited to continue its efforts in expanding and enhancing the basketball experience for athletes, coaches, and fans across the province. Several new initiatives are on the horizon:

U9 Boys and Girls OBL: We are excited to launch our first U9 division in the Ontario Basketball League (OBL) for the 2024-2025 season. This division will introduce young athletes to rep basketball, providing them with their first taste of structured competition within the OBL program.

Cultural Basketball Tournament Series: Highlighting Ontario's rich cultural diversity, this new tournament series will aim to celebrate and educate through basketball. We are excited to create a platform where basketball and cultural expression come together.

Jr. NBA/Jr. WNBA League: In partnership with Canada Basketball and NBA Canada, we are launching a pilot program to introduce House League players to competitive basketball. This initiative will provide young athletes with their first experience of structured competition, offering a supportive environment to learn the rules, dynamics, and pace of the game. It serves as a bridge between recreational play and more advanced competition, allowing players to develop their skills, build confidence, and enjoy the excitement of competition while maintaining the fun and camaraderie of House League.

With these initiatives, Ontario Basketball remains dedicated to its mission of growing the sport, fostering a strong sense of community, and providing a welcoming environment for all who love the game. The future of basketball in Ontario is bright, and we look forward to another successful year ahead.

Basketball Development Report

Coach Education

Coach education is a cornerstone of OBA's commitment to the growth and development of basketball in Ontario. For the 2024-2025 season, OBA will implement mandatory coach certification to ensure that all coaches are equipped with the knowledge and skills necessary to guide their athletes effectively. This certification program is designed not only to enhance coaches' understanding of the game but also to provide them with tools to foster player development. By prioritizing coach education, we aim to create a higher standard of coaching across all levels, which in turn will help athletes maximize their potential and improve overall performance. This initiative reflects OBA's long-term vision of cultivating an environment where both coaches and athletes continue to grow, ensuring sustained success for basketball in the province.

Ontario Summer Development Program (OSDP) and Ontario Summer Games (OSG)

The **Ontario Summer Development Program (OSDP)** and the **Ontario Summer Games (OSG)** remain integral parts of Ontario Basketball's athlete development system. In the 2023-2024 season, these programs provided critical platforms for young athletes to develop their skills, gain valuable competitive experience, and represent their regions on the provincial stage.

Key Highlights of the 2024 Season:

- **Ontario Summer Development Program (OSDP):**
 - The **OSDP** played a vital role in identifying and nurturing emerging basketball talent across Ontario, providing over **200 athletes** with elite-level training and competition opportunities. Supported by **40 dedicated coaches**, athletes received high-performance coaching, skill development, and exposure to the provincial basketball scene.
 - The **OSDP** continues to serve as a feeder into **Team Ontario** and other provincial and national programs, playing a pivotal role in the basketball development pipeline.
- **Ontario Summer Games (OSG):**
 - The **2024 Ontario Summer Games**, held from **August 1 to 4** at **Fanshawe College in London, Ontario**, brought together the best young basketball talent from across the province. Featuring **10 teams in both the U14 girls and boys age groups**, with over **200 athletes competing**, the Games showcased the future stars of Ontario basketball. In a thrilling conclusion, **Central East** captured the gold medal in the boys' division, while **Huron** took home the gold for the girls.
 - First delivered in **1973** by the **City of Oshawa**, the Ontario Summer Games have since grown to host over **3,500 participants** competing in **18 sports**. The **London 2024 Ontario Summer Games**, presented by **London Hydro**, marked the **27th edition** of the Games.
 - Supported by the **Government of Ontario** through its **Games Ontario program**, the Ontario Summer Games play a crucial role in Ontario's sports development system. The **Games Ontario** program delivers or supports a variety of multi-sport events, including the **Ontario Summer and Winter**

Games for youth, the Ontario 55+ Summer and Winter Games, and the Ontario Parasport Games.

High-Performance Report

Ontario Scholastic Basketball Association (OSBA)

The Ontario Scholastic Basketball Association (OSBA) continues to be a key contributor to high-performance basketball development in the province. In the 2023-2024 season, OSBA offered two separate leagues for men's and women's divisions to meet the growing demand for elite-level competition. This was implemented to create pathways for new programs and provide a platform for high school student-athletes aiming for post-secondary opportunities.

Key highlights of the season include:

- The **2024 OSBA Championships**, held from **February 29 to March 3** at the **Toronto Pan Am Sports Centre**, brought together **Ontario's top high-school basketball talent**, spotlighting future stars and elite competition from across the province.
- In a thrilling men's final, **Royal Crown School** clinched **back-to-back OSBA championships** with a narrow **73-72** victory over **Fort Erie International Academy (RED)**, cementing their dominance in a high-stakes, intense matchup.
- On the women's side, **Crestwood Preparatory College** extended their legacy, capturing their **second consecutive** OSBA championship and **fourth overall** with a commanding **94-55** win over **Capital Courts Academy**. This victory not only reinforced Crestwood's standing as the **winningest program in OSBA history**, but also their consistent dominance in the league.
- In the inaugural **OSBA Trillium Championship**, the men's division saw **Polaris Prep** emerge victorious with a gritty **95-92** win over **Canada Topflight Academy**, marking their place in OSBA history.
- In the women's Trillium division, **J. Addison School** dominated **Orangeville Prep** with a decisive **71-41** victory, earning the title of **first-ever OSBA Trillium champions**, cementing their program's place in this historic season.

These results mark an exciting conclusion to the OSBA season, showcasing both **emerging talent** and **established powerhouses** within Ontario's high-performance basketball scene. The championships highlighted the continued dominance of programs like **Royal**

Crown School and **Crestwood Preparatory College**, while also introducing new champions like **Polaris Prep** and **J. Addison School** in the inaugural **Trillium division**. The OSBA remains a critical pipeline for student-athletes advancing to the **NCAA, U SPORTS**, and professional leagues, continuing to produce a growing number of professional basketball players from Ontario.

OBA Junior Development League (D-League)

The **OBA Junior Development League (D-League)** continues to be a key part of Ontario's basketball development system. In the **2023-2024 season**, the D-League provided a vital platform for **grades 9 and 10** athletes to hone their skills and gain valuable competitive experience. Acting as a **feeder system** into the **OSBA** and provincial programs, it is essential for fostering the next generation of basketball talent in Ontario.

Key highlights of the season include:

- The **2024 D-League Championships**, held from **March 2 to March 3** as part of the OSBA Championship Weekend at the **Toronto Pan Am Sports Centre**, featured some of the most promising young basketball talent in the province.
- In the boys' final, **Orangeville Prep** captured the championship with a tight **50-44 victory** over **Royal Crown School**, showcasing the league's high level of competition.
- In the girls' final, **Royal Crown School** secured the championship with a close **52-48 win** over **Crestwood Preparatory College**, highlighting their growing dominance in the D-League.

These results underscore the critical role the D-League plays in **developing young talent**, providing competitive opportunities that help prepare athletes for higher levels such as the **OSBA** and national programs.

The D-League remains an essential part of **Ontario Basketball's development pathway**, supporting the province's efforts to cultivate future stars by ensuring a **seamless transition** from grassroots to high-performance competition.

Team Ontario at the 2024 National Championships

The **2024 Canada Basketball National Championships** saw an outstanding performance from Team Ontario, sweeping gold in all four divisions – **15U and 17U Boys and Girls** – for the first time since 2019. Ontario's dominance on the court showcased the province's elite basketball talent, further solidifying its position as a high-performance hub for basketball development in Canada.

Key highlights from the tournament include:

- **Jordan Charles** was named the **17U Boys MVP** after leading Ontario to gold. Charles, who has also represented Canada at the **FIBA U17 Men's Basketball World Cup**, displayed his exceptional skills throughout the tournament.
- **Kenyon St Louis** earned **15U Boys MVP**, contributing heavily to Ontario's victory in his age group with standout performances on both ends of the floor.
- On the women's side, **Mildred Dibua** claimed the **17U Girls MVP** honor, putting up a stellar performance of 9 points and 9 rebounds in the championship game.
- **Mira Tang** was named **15U Girls MVP**, praised for her relentless playmaking and hustle that helped Team Ontario secure the gold medal.

All-Star Selections:

- **15U Boys:** Ontario players **Jordan Fisher** and **Isaiah Hamilton** were named to the **First Team All-Star**.
- **17U Boys:** Ontario players **Quinten Ethier** and **Mahliq Guiseppi-Kitson** were also named to the **First Team All-Star**.
- **15U Girls:** **Camille (Lexi) Wee** and **Dinara Horsford** from Ontario were selected for the **First Team All-Star**.
- **17U Girls:** Ontario's **Juliana Rodger** and **Ayla Corrigale** were named to the **First Team All-Star**.

These accolades highlight the depth of talent within Ontario and the success of the province's high-performance programs in developing players capable of competing at the highest levels.

The **National Championships** continue to be a pivotal event for identifying and nurturing Canada's future basketball stars, and Ontario's success in 2024 reaffirms its position as a leader in youth basketball development.

Ontario Basketball remains committed to providing pathways for young athletes to progress from grassroots to elite levels, ensuring continued success on both the national and international stages.

Quest for Gold (QFG)

The **Quest for Gold – Ontario Athlete Assistance Program (OAAP)**, funded by the Government of Ontario through the **Ministry of Sport**, plays a vital role in supporting Ontario’s high-performance athletes. The program’s overarching goal aligns with the **Canadian Sport Policy** of achieving world-class results by enhancing the performance and number of Ontario athletes competing at national and international levels.

The **Quest for Gold (QFG)** provides direct financial assistance to Ontario athletes, enabling them to train and compete at the highest levels while balancing personal and educational commitments. This program has supported a significant portion of Canada’s top athletes, including:

- At the **2022 Winter Olympics**, **28%** of Team Canada athletes were from Ontario, with **84%** of those athletes benefitting from QFG funding during their careers.
- At the **2022 Winter Paralympics**, **45%** of Team Canada athletes were from Ontario, and **95%** of those athletes had received QFG support.

In the **2023-2024 season**, Ontario Basketball **carded 60 athletes** through the QFG program. These funds not only provided direct financial support to athletes but also supported other critical areas like **training camps, facility access, and high-performance programming**. This comprehensive approach ensures athletes have the necessary resources to perform at their best.

Since its inception in 2006, the **QFG program has invested over \$151 million** in Ontario athletes, helping to:

- Encourage athletes to live and train in Ontario.
- Compensate athletes for lost earnings while training.
- Support athletes in pursuing excellence in sport while fulfilling their educational goals.
- Increase access to high-performance coaching and competition opportunities.

The 2023-2024 Quest for Gold program continues to strengthen Ontario's athlete development pipeline, helping more athletes reach their potential on the national and international stages.

OBA Officiating: High-Performance Panels

The **2023-2024 season** was a significant milestone for **Ontario Basketball (OBA) Officiating**, as it was the first year that OBA successfully operated **three high-performance officiating panels** at the **OUA, OCAA, and OSBA** levels. This initiative was designed to ensure consistent and professional officiating across Ontario's top basketball leagues.

Key highlights of the season include:

- **1622 total games** officiated across the OUA, OCAA, and OSBA leagues:
 - **600+ OUA games** (Ontario University Athletics).
 - **400+ OCAA games** (Ontario Colleges Athletic Association).
 - **400+ OSBA games** (Ontario Scholastic Basketball Association).
- **200+ high-performance panel officials** were assigned to these leagues, providing high-quality officiating for every game.
- **4866 officials** were assigned to these games by **our three league assignors**, ensuring consistent and high-quality officiating across all levels of competition in the **OUA, OCAA, and OSBA** leagues. This coordinated effort helped maintain officiating excellence throughout the season.

In addition to the extensive game assignments, the **OBA Observer Program** played a crucial role in improving officiating standards. Utilizing **15+ observers and referee coaches**, the program was able to provide real-time feedback and development to over **700 officials**. The Observer Program covered a total of **243 games**.

This feedback process has been instrumental in the growth and development of Ontario's referees, ensuring that officials receive the guidance and mentorship needed to excel at all levels of competition.

With the successful management of such a high volume of games and officials, as well as the integration of the **OBA Observer Program**, Ontario Basketball has set a new benchmark for officiating excellence and development within the Canadian basketball landscape.

2024 Canada Basketball National Championships

In August 2024, Ontario Basketball (OBA) was proud to host the **Canada Basketball National Championships** for the **15U and 17U** age groups, marking a significant event in the development of Canada's next generation of basketball talent. The tournament took place from **August 4 to 11**, bringing together the best players from across the country for an exciting week of high-level competition.

Key Highlights of the 2024 National Championships:

- **10 teams per division:** Both the **15U** and **17U** divisions featured 10 teams, representing various provinces and territories from across Canada. The event provided an opportunity for **150 athletes per division** (a total of **300 athletes**) to compete at the highest level in their age group.
- **Volunteers:** Over **40 volunteers** played a crucial role in ensuring the smooth operation of the event. Their dedication and hard work contributed to the success of the championships, from coordinating logistics to supporting teams and officials.
- **Officiating Excellence:** The championships featured **24 officials** from across the country, selected for their expertise and professionalism. These referees were instrumental in maintaining the high standards of officiating throughout the tournament, ensuring fairness and consistency in every game.

Marketing & Communications Report

The Marketing & Communications team went through a transitional period during March 2024 due to the loss of one of their Digital Content Specialist to the newest division of our organization, E-Commerce, Merchandise and Retail Operations. The Business Operations department worked together to create a plan of action moving forward in finishing their fiscal year. The following report highlights the success of the Marketing & Communications department for the 2023-24 year.

Social Media Growth & Content Expansion

The Marketing & Communications team was thrilled with the growth of our social media platforms throughout the 2023-24 season. Throughout the season, we continued our tremendous growth on our main Instagram account ([instagram.com/obabball](https://www.instagram.com/obabball)) specifically. We are proud of the work undertaken to expand our reach on this platform and thank our entire membership for the engagement on our content this past season. Our Instagram account grew from 26K to 35K from August 2023 to present day (October 2024). We can attribute this great surge of followers due to our OBA Championship Season in the Spring/Early Summer of 2024 but also with our extensive media coverage of Team Ontario leading up to and during Canada Basketball's 2024 15U/17U National Championships with photos and videos. For the first time since 2019, a province swept the National Championships winning gold with all four provincial teams.

We are especially proud of the extensive photo and video content produced by our media team this season and would like to thank all creators who contributed to our team success: Ray Harripaul, Taliah Timoll, Jeremy James Fokuoh, Ajani Morales, Andrew Reginald, The Kickback Foundation. Without their amazing work, we wouldn't be able to see the results that we have today.

The OBA community will continue to have amazing stories to tell and share and we are committed to highlighting the exceptional people that make up the basketball ecosystem in the province. Heading into the 2024-25 season, we will continue to use our digital channels to both highlight important programming notes and tell great stories from our community.



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Events Coverage

The Marketing & Communications team was grateful for the invitations to cover and amplify both new and already-established basketball events during the 2023-24 season, including but not limited to: OSBA Championships, Team Ontario Media Day for the 2024 National Championships, Team Ontario competing in the 2024 National Championships, Team Addy 3x3 Basketball Tournament, & CNE x OBA 3x3 Basketball Tournament.

Partnerships & Campaigns

Dairy Farmers of Ontario

MilkUP by Dairy Farmers of Ontario, our largest cash sponsor, has once again shown their strong commitment to Ontario Basketball by investing \$60,000 this year. This support has been instrumental in enhancing key programs, including the Provincial Championships, Regional 3x3, and Team Ontario. Additionally, DFO's contribution helped us launch our new all-girls program, G-Elite, making it an immense success. Their flexibility and support have allowed us to create memorable experiences for our members and elevate our initiatives across the province, making a meaningful impact in our communities.

Spalding

Spalding, our official basketball sponsor, demonstrated their commitment this season by fulfilling our basketball needs for High Performance, Youth Development, and Clubs and competitions, even amidst ongoing global shortages. Their support with product (VIK) has been crucial, and this year they've also played an instrumental role in paving the way for new OBA apparel initiatives. Spalding's continued partnership enables us to expand our programs and meet evolving needs, furthering our mission to grow the game of basketball across Ontario.

Nothers

Nothers, the official supplier of medals and awards for Ontario Basketball, continued their invaluable support into the 2023-24 season. They played a crucial role in our OBL and Provincial Championships, as well as the Ontario Scholastic Basketball Association, by providing high-quality medals and awards. This year, Nothers also helps us elevate these events by supplying championship banners, adding a meaningful touch to our celebrations, and honouring the achievements of our athletes.

Wingstop

Wingstop Canada continued as the Official Partner of the OBA 3x3 tournament for the 2023-24 season, hosted by the CNE Foundation at the OVO Centre. Wingstop was a premier partner, providing complimentary meals for players, parents, and staff, enhancing the experience for everyone involved. A big thank you to Wingstop for their generous support, which helped make the 3x3 Championships a memorable event that participants will cherish for years to come.

CNE Foundation

The Canadian National Exhibition and Ontario Basketball continued their long-term partnership to host the 2023-24 3x3 Championship Tournament at the prestigious OVO Centre, near the CNE. Participants had the opportunity to showcase their talents at this renowned venue, and to make the experience even more special, CNE provided complimentary tickets, allowing participants to explore and enjoy the CNE grounds. A remarkable memory for all involved.

Fine Designs

Our partnership with Fine Designs, a new on-site custom merch company, was a tremendous success for the 2023-24 Provincial Championships and Ontario Cup. We implemented a strategic plan to position merchandise booths in high-traffic areas, which helped us surpass last year's performance. This year, we achieved a record total of over \$175,000, significantly exceeding previous years' totals of \$82,000. Fine Designs' contribution was instrumental in elevating the experience for participants and fans, and we look forward to building on this success in the future.

Tournkey

The Ontario Basketball Association and Tournkey Solutions continued their partnership this 2023-24 season to provide affordable rates on premium hotels and accommodations for the Provincial Championships and Ontario Cup. With Tournkey's easy-to-use online booking system, members enjoyed a seamless experience, making travel arrangements stress-free and accessible. This partnership has been instrumental in ensuring our participants and their families have convenient, quality accommodations throughout the season.

OG Catering

We are grateful to OG Catering for their incredible support this season. They elevated Nationals by providing a food truck that kept attendees well-fed and happy, and they went above and beyond by catering our 300-person banquet. Their delicious offerings and seamless service helped make Nationals truly special for everyone involved.

Busy Beads

A big thank you to Busy Beads for joining us this season! Their unique Croc accessories added a fun and vibrant element to several of our events, and their presence was a hit with participants and fans alike. Busy Beads helped create a memorable experience, allowing



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everyone to personalize their look and take home a piece of the event. We appreciate their partnership and look forward to more exciting collaborations in the future!

Shams Snacks

A huge thank you to Shams Snacks for being an on-site vendor at several of our events this season! Their unique and delicious novelty snacks added an extra layer of excitement for attendees, making each event even more enjoyable. Shams Snacks brought an amazing experience to our community, and we're grateful for their partnership and the smiles they brought to everyone's faces. We look forward to having them back at future events.

Ontario Basketball E-Commerce

In 2023-2024, the Ontario Basketball Association launched its new merchandise and e-commerce department, making its debut at the G-Elite Playoffs, where we successfully introduced our products to a passionate basketball community. Following this, we expanded our reach at the National Championships, offering exclusive, event-specific designs that were well-received by players and fans alike. Looking ahead, we are excited to collaborate with clubs and apparel companies to continue growing our merchandise line and providing unique, high-quality products to basketball enthusiasts across Ontario.

Committees

OSBA Advisory Committee(s)

The purpose of the Ontario Scholastic Basketball Association (OSBA) Advisory Committee is to increase the transparency of the internal workings of the women's and men's leagues and aim to capitalize on the knowledge of its membership. Through this collaborative framework, OSBA members will be afforded more opportunities to bring ideas forward, ask questions, and participate in the growth of the league. This committee is comprised of Ontario Basketball staff (4), Canada Basketball rep (1), OSBA Coach reps (3), Scholastic Advisor (1), Community Advisor (1), OBA Board Representative (1)

Officials Transition Committee

A restructuring of the relationship between Canada Basketball and national basketball officials led to the formation of the Canadian Basketball Officials Commission (CBOC). Provincial organizations, including Ontario Basketball (OBA), are now required to establish similar commissions within their governance structures. To facilitate this, the Ontario Basketball Officials Transition Committee was formed to guide OBA and the Ontario Association of Basketball Officials (OABO) in creating the Ontario Basketball Officials Commission (OBOC). The committee will develop a transition plan outlining the structure, governance, and operations for OBOC, which will be presented for approval to both organizations. The committee consists of board members, senior staff from OABO and OBA, a CBOC representative, and officials' community stakeholders.

Club Affiliation

The purpose, of the Clubs and Competition is to enhance club development and elevate competition standards within the province, in alignment with Ontario Basketball's values and mission. We aim to provide resources and training for club leaders, promote best practices, and foster collaboration among clubs. Additionally, we will review and design competition events that emphasize fair play, skill development, and sportsmanship, ensuring clubs have access to well-organized competitions that enhance the overall competitive landscape. Through these efforts, we strive to build a robust club network and a thriving competitive environment, contributing to the sport's growth and success at all levels.

Fair Play

The committee is also responsible for reviewing all fair play incidents, conducting thorough investigations, and arriving at fair and just conclusions. By continually assessing and enhancing our policies, the committee aims to protect the well-being of all involved, ensuring that sport remains a positive and enriching experience for everyone. Additionally, the committee reviews and implements safe sport practices to ensure a secure and respectful environment for all participants. This includes focusing on educating athletes, coaches, and stakeholders about fair play principles, preventing misconduct, and fostering a culture of respect and inclusion.

Ranking Committee

The Boys and Girls Team Rankings Committee is dedicated to ensuring a fair and transparent process for ranking teams. Our purpose is to provide data-driven evaluations that reflect each team's performance. By utilizing metrics and consistent criteria, we aim to eliminate biases and subjectivity in the ranking process. Our goal is to recognize and promote teams based on merit, offering them the meaningful games they deserve through a rigorous ranking system.