



PARTNERSHIP

Guide 2023/24



About Us

'Gippsland Physiotherapy Group' Gippsland United is an elite basketball club that provides junior and senior players with the opportunity to represent our region at the highest level possible.

GU is the Elite Basketball Pathway for all Gippsland based associations and their athletes.

Formerly Latrobe City Energy, Gippsland United Basketball was formed as a joint venture agreement between Traralgon Amateur Basketball Association and Combined Gippsland Basketball Association with the support of Basketball Victoria in 2021.

At the end of the 2023 Big V and VJBL season, the JVA was dissolved with TABA given sole governance of Gippsland United.

Playing out of the Gippsland Regional Indoor Sports Stadium (GRISS), Gippsland United compete in the Victorian Junior Basketball League (VJBL) and the Big V competition.

Our Mission:

To be recognised as the leading basketball organisation in Gippsland that promotes and develops basketball encourages inclusion and participation, strives for high performance, promotes elite pathways and ensures players have the opportunity to play at the highest level possible.

The aim of the Gippsland United is:

1. To develop a solid, independent program that provides an Elite pathway for Athletes, Coaches, Referees, Technical Officials and Administration Officers.
2. To improve the quality of basketball options across all facets in the Gippsland Region by providing and supporting direct opportunities to further the development of Athletes and Coaches.
3. To be a united voice in Gippsland to investigate facility development and gaps therein and progress solutions with Local Government, State Government and Federal Government.
4. Develop a brand that represents Gippsland in such manner that can attract a strong supporter base and corporate support while inspiring juniors to continue the pathway program through to the senior elite program.
5. To ensure the Program is inclusive and that the Program operates at all times with integrity and transparency.



Big V

BIG V is the senior basketball league in Victoria comprising 137 semi-professional sides from 49 Associations in 12 competitions. *2023 stats*

These competitions consist of both genders, and incorporate three levels of senior competition and three levels of youth league competitions which play starting in March and runs until finals in September. Tryouts are generally held between October to December each year.

For 2024 Gippsland United will be competing in the Big V Division 1 for both the men's and women's teams and will be entering a Youth League Men's side for the first time.

Gippsland United (formerly Latrobe City Energy) have won Big V Championships in:

- 2014 - Big V Division 1 Men's (Latrobe City Energy)**
- 2022 - Big V Division 2 Men's (Gippsland United)**
- 2023 - Big V Division 2 Women's (Gippsland United)**



VJBL

The Victorian Junior Basketball League (VJBL) incorporates competitions conducted state-wide and provides the highest level of junior competition in Victoria. The VJBL boasts over 1400 representative teams from 54 associations across Victoria, with over 13,000 participants competing inside 80 plus venues on a Friday night.

The competition includes the U12 to U20 age groups, in a graded structure from Victorian Junior Championship League to the Regional Competition.

The aims of the VJBL are to:

- Provide a stimulus for associations to develop teams to the highest competitive level.
- Provide a format that best promotes the high standards of basketball in Victoria.
- Provide a relevant step in career paths from domestic basketball through to state, national and international level.
- Extend the opportunity to players, officials and spectators to participate in and attend high-quality competitions.

In 2024, Gippsland United had teams compete in the Under 12s Under 14s, Under 16s and Under 18s boys and girls competitions offering the opportunity to train and play in an elite talent pathway to over 140 Gippsland based junior athletes.



Community

The Gippsland area covers from Pakenham through to the border and within the Gippsland region there are 19+ local associations offering domestic and squad basketball opportunities to Gippsland locals.

Gippsland United was created with the vision of uniting all of the Gippsland basketball community to truly be GIPPSLAND UNITED through engagement and participation opportunities.

GU connects with local associations running school holiday camps in different areas across Gippsland giving associations the opportunity to promote themselves as well as work in with the camps and also earn a share of the profits that the camp makes. GU Camps, since 2022, have reached over 1500 kids earning local associations over \$18,000.

GU also offers engagement opportunities to local teams including attending home games, sitting baseline with their teammates and cheering on the GU Big V Men's and Women's teams.



Why Partner With United

At Gippsland United we aim to United all of Gippsland, not just the basketball community, but the whole community.

We want to work with local business, help build local businesses and support the local economy through the uniting factor of sport, Basketball in particular.

With big plans to compete at the highest level of Big V, build an annual tournament that will boost local tourism and also connect with local junior basketballers and associations to provide elite talent pathways through VJBL and Big V Youth Leagues into Big V Basketball and beyond, Gippsland United are looking at connecting with local businesses right across Gippsland to give state-wide coverage and opportunity to showcase what Gippsland has to offer.

Our social media presence is building with Facebook and Instagram our main platforms with the below numbers:

FACEBOOK

5,700 Followers

Facebook reach of 280,532 in 2023 so far.

INSTAGRAM

1,731 Followers

Instagram reach of 8,844 in 2023 so far.

Game day signage, website recognition, social media posts and uniform presence are just some of the ways we promote local partners, and with a following that builds each year its the perfect time to get on board.

