

DSBV



PUNCH

**AMBITION PLAN
2013-2014**

D.S.B.V. Punch

www.punch-basketball.nl





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1. Introduction

The 'Delftse Studenten Basketbal Vereniging Punch' is currently the only basketball club in Delft aimed at students. Punch has approximately 170 members, of whom approximately 140 are competitive and 30 training members.

The main focus of D.S.B.V. Punch is to offer basketball to students and employees of the TU Delft. This facilitates the vision of the TU Delft, which aims to offer a wide spectrum of sports and culture to the students and staff of the TU Delft. To achieve this Punch has a close relationship with the Unit Sport.

In the Ambition Plan of 2013-2014 an outline of Punch is presented along with the current and future visions and goals. Members can use the Ambition Plan to gain more insight into the club they are a part of. The board members of Punch should use the Ambition Plan as a guideline for decision making. In the Ambition Plan various topics are discussed regarding the club and the way Punch operates. Various conclusions are also made throughout the document.

The organization of the club is discussed along with a description of the types of members and the members Punch is determined to attract more of, namely, women. In order to attract more women, promotion is needed along with extra activities especially aimed at women.

Punch aims to start new committees as of next year. A committee for Ladies, an H1 promotion committee, a sponsor committee, and a merchandise committee are a few of the ambitions of Punch regarding committees and involvement of members.

The ultimate goal of Punch is to continue providing basketball on all levels to students in Delft. In order for this to stay a reality and for the women's teams become a reality, a few measures are needed to be taken. To fulfill this goal, the Men's 1st team will be kept in the current league of "Promotie Divisie" by aiming to provide refereeing and coaching diplomas to a select group of our members. Furthermore, intense promotion in the form of a specific Ladies Committee and special ladies events will be done in order to recruit ladies.

In conclusion, to guarantee financial health for Punch, a proposal for a raise in Contribution will be discussed at the next Special Members Assembly, and Punch will tighten the sponsor attempts. The latter will be done by implementing a sponsoring committee and by containing a tight relationship with one of our closest external relations, the Unit Sport, to continuously explore and find opportunities for sponsoring.



2. Organization

2.1 The Board

The board of Punch is the governing body of the organization. There are six positions fulfilled in the board. These are; Chairman, Secretary, Treasurer, Game Commissioner, Commissioner Technical Affairs, and Activities Commissioner.

Chairman

The Chairman is responsible for the internal communication of the board and dividing the tasks among the other board members. The chairman is the leader of the board and takes on the biggest responsibility of making sure the governing body does its job well. The chairman is also the contact person for Punch for important external bodies.

Secretary

The Secretary is in charge of the (un)subscriptions of members and communication with members and prospective members. The secretary is also the note-taker at meetings, and is in charge of the administrative details of Punch.

Treasurer

The treasurer is responsible for the financial overview of the club. This function is critical to both the day-to-day operations and the long-term operations of the club. Cash flow and long term investments are crucial for the club and need to be managed closely in order to guarantee financial health.

Game Commissioner

The game commissioner is in charge of the game schedules in the competitions for all Punch's teams. The game commissioner is constantly in close contact with the NBB (Nederlandse Basketball Bond) regarding the competitions, and the Unit Sport for hall reservations.

Commissioner Technical Affairs

The Commissioner of Technical Affairs is the middle man between the coaches, trainers and players and arranges the training times, training division and trainers. The Commissioner of Technical Affairs is also in charge of keeping an inventory of all Punch's physical assets and updating this inventory when necessary.



Activities Commissioner

The Activities Commissioner is in charge of organizing all the extra social activities of Punch. This includes tournaments, parties and social drinks. For more information please refer to the chapter Activities on page 15.

Board function

Besides the specific individual functions of each board member, there are various general mutual tasks that need to be done. These tasks are, amongst others, finding volunteers for the various committees in Punch, and finding external parties for financial aid in the form of sponsoring.

2.2 Unit Sport

While Punch is not a part of the Unit Sport, we do share an important relationship. The TU Delft values sport highly and the Unit Sport tries to offer a broad selection of sports. As the only student basketball club in Delft, Punch fulfills a roll in the broadening of this spectrum by offering basketball to a large audience. In return, the Unit Sport can be considered as the main sponsor for Punch and the prime external relation.

2.3 Trainers/Coaches

Currently at Punch we have coaches for the high-level teams and trainers for all the training times. Depending on the level of competition, coaches need specific qualifications. These qualifications or diplomas are called Basketball Trainer (BT) and are numbered from 1 to 4 (1 being the lowest level and 4 being the highest).

In the near future we would like to implement meetings several times a year in which general issues are discussed and feedback can be exchanged amongst the board and coaches/trainers.

2.4 Members

There are two types of members at Punch; competition members and training members. Competition members are members that train twice a week with their team and play in a basketball league during weekends (for more information on the different leagues refer to page 10). Training members train once a week during the training members training. For more information about Punch's members, please refer to the chapter 'members'.

2.5 Committees

At Punch we have different types of committees for all our members. By having committees we aim to involve members as much as possible in the organization and decision making of the association. Through committees, the board can obtain valuable input and feedback from the members as well as divide tasks in order to get certain tasks done quicker.



2.5.1 Current Committees

Presently there are a handful of committees at Punch. These consist of 3 to 8 members that form a group in order to do certain tasks for Punch or to help in the organization.

International Tournament Committee

The International Tournament Committee (IT committee) is in charge of organizing our annual International Tournament that takes place at the end of each academic year (in May). The committee consists of preferably the following functions; Chairman, Secretary, Treasurer, Game Commissioner, Food & Drinks Commissioner, Party Commissioner and two QQers (supervising board members). This can slightly change depending on the amount of people that are willing to partake in the IT committee. For more information on the International Tournament please refer to the chapter Activities.

OWee Committee

The OWee Committee is in charge of all the promotion and activities that take place during the OWee (Introduction period of the TUDelft). This includes manning a stand on the Markt to inform prospective students about Punch, hosting a Ladies Intro activity to attract women, and organizing the Punch activity for the open day of Unit Sport. This committee can consist of 4 to 7 members. Furthermore it is very much encouraged for current Punchers to be present on the info market and on the open day on the Unit Sport. This allows the first year students to get a representative and clear image of Punch and its members.

H1 Committee

The H1 Committee is a pool of competition members that are good at table tasks at Promotion Level (See page XX for more information) played by our H1 (Men's 1st team). The games are taken very seriously and it is important that Punch can guarantee consistency in the table tasks and guarantee quality. This is especially important for the timer and the 24-second clock tasker. These are the two tasks that directly impact the players and referees while the game is being played. The sheet is just as important, however impacts the game being played less.

The H1 committee consists of 6 members that are willing and able to take on the table tasks needed to be done for H1. They are scheduled in according to their own games.

WebCie (Website Committee)

As of last year the new Punch website was introduced. To be able to keep the website up to date the website committee was formed. The website committee as of now consists of three members. These members are responsible for updating the site and exploring its possibilities. In the future they aim to make the site more user-friendly and make it possible for members to keep their own team page up to date.



2.5.2 Future Committees

As a growing, enthusiastic club we aim to set up the following committees in the coming years.

Activities Committee

The activities committee (Actcie) will be implemented to organize extra activities for Punch such as parties, social drinks, tournaments and extra activities. The committee will consist of 3 to 8 enthusiastic and social Punchers. For more information about extra activities within Punch, please refer to chapter 5 (Activities).

H1 promo committee

In order to ensure that there is a large audience for H1 games, we aim to implement the H1 Promo committee. This group of (2-6) members will be in charge of promoting every home game of H1 well in advance. The committee can think of ways to make the H1 games more attractive for the members by, for example, incorporating extra activities and taking photos and/or writing game reports.

Merchandise committee

The Merchandise Committee will be in charge of promotion and sales of Punch sweaters and old uniforms. This year Punch introduced new sweaters which need some solid promotion. Promotion, orders, stock and sales will all be managed by the Merchandise Committee.

Ladies committee

In order to attract more ladies to Punch we have come up with the ladies committee. The committee will consist of 3-5 ladies of Punch that can directly give input to the Board on how the group of ladies in the club is doing. The committee will also organize ladies events such as visiting high level basketball games or going out for dinner. This way we aim to be able to provide a few more social events for the ladies of Punch and thus attract more ladies to Punch.

3. Members

There are several types of Punch-members. First of all there are competitive members and training members. Within these categories there are some more distinctions we would like to focus on. Punch is a student organisation in Delft, which means there are a lot of foreign students who are interested in joining Punch. We would also like to focus on attracting more women to Punch, since there is only one Ladies team at the moment. We'd also like to address the recruitment of new Punchers in this chapter.

3.1 Competitive members

Competitive members are the players who play for one of Punch's teams in the NBB competition. These members get two trainings per week and also play a game on most weekends during the competition. These members have to be registered with the NBB and, at the higher levels, they need referees. In turn, these members will have to pay a higher contribution than non-competitive members.



Being a competition member brings a variety of responsibilities. The main responsibility of a competition member is to participate in practices and games with his/her team. Every competition member is obliged to do a task during game days. These tasks consist of refereeing a game, keeping the score sheet, keeping the time and handling the 24-sec shot clock. These tasks are scheduled either before or after their own game to ensure that it is convenient. We ask of every member to take the table tasks seriously. The tasker is expected to learn how to do these tasks either by attending the table task evening organized by the board or by learning from fellow punchers how to do a task.

The refereeing tasks need to be done by Punchers with an F-diploma. Every Puncher is expected to either have an F-diploma or partake in the F-course. This course is organized once a year and is mandatory for all members without a diploma.

The current policy on no-shows for the tasks is as followed; if a member does not show up for his or her task and has not arranged a replacement then he or she is required to pay a fine. The puncher that takes over the task shall be rewarded with a part of the money that the offender paid as a fine. No-shows are a nuisance and inconsiderate towards fellow members of punch, because it results in delays of games and unpleasant uncertainty on game days.

In the near future the board will look into other sanctions concerning these 'no shows', such as a suspension for repeat offenders, to tackle this problem.

3.2 Training members

Training members do not play in an NBB competition with a Punch team. These members are able to join one training per week as well as all the other punch activities. Training members pay a relatively low price which makes it more appealing for people to sign up and give basketball with Punch a try. For people who have played basketball in the past are provided a relatively cheap and fun way to pick up basketball again and improve their skills. Thus becoming a training member, allows a lot of people to ease into Punch. Many training members eventually switch to a competitive member when they have adjusted to Punch.

Punch faces some challenges with the handling of its training members. One of which is the skill level required during these training member hours. Most of Punch's members have played basketball in the past, but some training members are completely new to the game. This often results in a gap between the level of experience and skill in the training member group. Given the fixed time set for training members, this sometimes leaves little to no room for the completely inexperienced to partake fully and train at his/her level.



In the future Punch will need to aim to find a solution in order to facilitate the needs of the inexperienced starters. An example of such a solution could be extra 'basic-tutorial' trainings scheduled in the beginning of each new basketball season or maybe separating the inexperienced- and experienced training members. This would make it more attractive for low skilled members to join and stay with Punch.

3.3 International members

The TU Delft is a very multicultural university and this reflects on Punch as Punch is a student organisation. Every year we have a lot of foreign students who are in Delft for masters, PhD, or another occupation. Basketball is very popular in several countries and these students want to continue playing here. Most of the trainings are also held in English so everyone is able to follow. A lot of these players find Punch on their own, but exploring ways to reach out better to these students is essential.

3.4 Ladies

It has proven year upon year to be a challenge to have a balanced ratio of men to women in the club. Right now we only have one ladies team, which makes it difficult for new girls to start playing competitively. More women teams would make it more attractive for new girls to sign up as Punch could provide basketball for women on various levels. One of Punch's main visions is to recruit more women. This can be done by organising more events targeted at women in the form of a ladies-night or women's tournament for example. The more women Punch can attract at the beginning of the collegiate year, the more women teams we can start the year with, which will in turn attract more women to Punch throughout the year.

3.5 Recruitment

To get more players to join Punch we need to let people know what Punch is all about. Every year Punch gets a spot at the OWee information market at the beginning of the collegiate year where we introduce ourselves to the new students of the TU Delft. This is where we inform people of everything Punch has to offer in the fields of basketball and social activities. This is our main recruiting event, so this is where Punch will start recruiting more women using the ideas listed above.

4. Competitions

One of the goals of Punch is to allow every player to be able to compete at their skill level. Punch has a large number of teams who compete in various competitions organized by the NBB (Nederlandse Basketbal Bond). The NBB is the main organization for these competitions, however the so-called 'Rayon' organizes the regional competitions or 'Rayon Leagues'. The NBB oversees these Rayon leagues as well as organizes the national competition.



Within the Rayon leagues, there are two levels. A team can play against teams in close vicinity of its club, or in a wider radius at a higher level. This is known as the Rayon competition (league). In the case that there aren't enough teams within the Rayon competition, different Rayon Leagues can collaborate to make up the 'Inter-Rayonaal' competition.

The national competition is organized directly by the NBB and consists of three different levels; these will all be discussed in the corresponding section along with the requirements for each team in a certain league.

4.1 Regional

The regional competition level ranges from beginners to advanced players. These games tend to have a slightly more relaxed atmosphere. There are four different playing levels within the regional competition, each divided in different pools. Every pool has around 6 teams. Each team plays against each other twice; once at home and once away. Every new season a team can choose the level in the regional competition in which they wish to play, regardless of their rank in the prior season.

4.1.1 Hall requirements

For a regional competition game, the home playing team's club is required to have a sports hall available for at least 1:45h. The hall and lines on the court also need to meet several regulations which are declared every year in an official document of the NBB.

4.1.2 Supporting cast

For the regional competition, the supporting cast is to be provided by the home playing teams. The supporting cast consists of two referees, a scorer and a time keeper. These last two keep track of the scores, player fouls and team fouls, and time of the game. These tasks are performed by other competition playing members of Punch. There are four Punch members needed per game for the supporting cast, thus, the ratio of taskers to players is quite high in comparison with other sports.

4.1.3 Referees

The referees at a regional competition game need to be in possession of a valid refereeing license of sufficient level. For a regional game this is an F-license.

Every player of Punch is required to have at least an F-license. These F-licenses can be earned by following an F-course. These are organized upon request by the NBB, they cost around €160 and educate 20 people. Every year Punch gets a lot of new players who do not have their F-license yet. There is also a group of Punchers who still do not have their F-license after being a member for several years. To achieve our goal of every competition-playing member having an F-license, at least one F-course should be organized every year. A list of Punch members that do not have their F-license is made each year before the course and these individuals are enrolled for the F-course. Making sure that everybody who is enrolled shows up is very important.



4.2 Rayon level

The Rayon level is a higher level and more competitive level of basketball than the regional level. The organisation of this competition is the same as that of the regional competition with some exceptions. There are only two levels in the Rayon competition and the highest level can only be obtained by becoming champion in the prior season. In the Rayon competition, there is a shot-clock. This second clock counts down from 24 seconds, and the offending team must make a shot attempt within this time or else ball possession is lost.

4.2.1. Hall requirements

For a Rayon competition game, the sports hall must be available for at least 2 hours. For the Rayon competition an electronic scoreboard must be available and due to the shot-clock requirements an electronic shot-clock must also be available.

4.2.2. Supporting Cast

For a Rayon competition game there need to be two referees, a scorer, a timer and also a shot-clock operator. Rayon West provides the referees for the games. The remaining tasks (scorer, time keeper, and shot clock operator) will be done by competition members of Punch before or after their own games.

4.2.3. Referees

The Rayon provides the referees for a Rayon competition game. Every team joining the Rayon league has to provide at least one E level referee who must referee 22 games in a year (two seasons). The Rayon, assuring that the referees will be impartial, assigns these referees to games.

In order to become an E-licensed referee, members must follow an additional course to obtain an E-license on top of the F-license needed for the regional competition. The course to obtain an E-referee is also organized by the NBB, and is a bit more intense compared to the F-course.

4.2.4. Coaches

Furthermore, due to the playing level, which is significantly higher, the coach of the team needs to be in possession of a license specifically for trainers and coaches; the BT3 license (Basketball Trainer 3). This license can be obtained from the NBB after following an intense trajectory of theory and practice sessions. This license costs €875 to obtain.

4.2.5. Training

The high level of competitive games calls for thorough trainings in order to develop individual skills and team work. Training twice a week is definitely a must for teams playing in a Rayon league. From the last couple of years we have seen that 1.5 hours of training time is excellent and desired. It allows for a good warm-up before intense training.



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4.2.6. The Current Situation of Punch regarding Rayon level

D.S.B.V. Punch currently has three teams competing in the Rayon level, the Men's 2nd and 3rd and the Woman's 1st teams. Rayon is a very nice level of basketball to play at and thus, Punch wants to maintain this level of competition for these teams and perhaps have more teams competing at this level. However, this means that at least one E-referee is needed per team.

It has been proven difficult (especially this past year) to find potential members to do the E-course and to encourage members that already own an E-license to become E-referees for NBB. To stimulate people becoming an E-referee for one of the Rayon teams, it is a good idea if they are made sports card trainers as a reward. The help and collaboration of Unit sport is needed for this. Educating new E-level referees is also very important. Every Rayon team should be allowed to educate two new referees every year. This leads to six courses, each costing €40. Punch does not have enough participants to fill an entire course, and usually collaborates with other clubs if willing members are found to follow an E-course.

In the near future, Punch strives to ensure a stable group of interested potential E-licensed referees by enforcing a new Punch policy. This policy will entail that at least half of a team participating in a Rayon league must be in possession of an E-license for refereeing.

4.3 National

The national competition is divided into three levels; "Eerste Divisie", "Promotie Divisie" and "Eredivisie". The "Eerste Divisie" and "Promotie Divisie" are amateur levels and the "Eredivisie" is the national professional league. After the championship in the "Eerste divisie" in 2002-2003, the Men's 1st team of Punch has been competing at the "Promotie Divisie"; the highest amateur level in The Netherlands.

4.3.1. Context

Punch, together with the "Groene Uilen" from Groningen, is the only student team playing in the Promotie Divisie and is thus one of two student clubs offering the highest level of basketball to students.

Punch believes that it is important to be able to continue playing at this level for various reasons. Promotie Divisie is a very unique and prestigious league to be competing in. The Men's 1st team competing in this league fulfills one of Punch's main goals; to be able to provide basketball on all levels to students.

Furthermore, competing in the "Promotie Divisie" has given Punch a positive reputation in the 'Haaglanden' region amongst other basketball clubs. This helps attract students that played at different club to Punch.



4.3.2. Hall requirements

Due to the fact that “Promotie Divisie” is the highest amateur level of basketball, a bigger court is used to play on. This means that for a Men’s 1st game, the centre court is used, which runs in the length of the hall over two courts. For the “Promotie Divisie” games, the hall needs to be available for at least 2,5 hours. This leads to higher costs due to the longer use of the sports hall for these games. Lastly, an electronic score board and 24 second clock is required for each game in this league.

4.3.3. Games

Besides the benefits stated above, the Men’s 1st team serves as entertainment and a social gathering for other members. It is important that a lot more people (not only members) attend the games of the Men’s 1st team. This can be achieved by an active promotion by the H1 Promo Committee. This will increase the enthusiasm of Punchers toward the Men’s 1st, increase club pride, and support the Men’s 1st, hopefully increasing their performance and motivation.

4.3.4. Referees

Since the “promotion Divisie” is the highest amateur level of basketball in The Netherlands, the referees need to be in possession of a D-license. Furthermore, each team playing in this league need to provide a D-licensed referee (this does not have to be a player from the team itself). This D-referee needs to referee at least 22 games per year (two seasons) and he/she is given a schedule of games by the NBB. There are not many players who are capable of refereeing at this level. Only a few selected E-referees get an invitation of the refereeing committee to join a course and increase their skill level.

Similar to the Rayon competition, the referees are provided. However, in this case by the NBB instead of Rayon.

Members who are willing to obtain a D-license and referee at this level should thus be highly motivated and encouraged. This is essential as Punch is determined to keep the Men’s 1st team in the “Promotie Divisie” league for as long as possible.

As seen over the past few years, it is not expected that many members will want to follow the course let alone be capable of following the D-course. It is however extremely important that the opportunity should be there. Money should thus be reserved each year for at least one course.

Besides trying to make refereeing attractive, Punch has to compensate for expenses made, such as traveling costs. Punch has also setup a sponsoring committee to make money available as a reward for the D-referee. Furthermore, as an incentive, the D-referees will be made ‘sports card trainers’ and receive their sports card with no extra costs.



4.3.5. Coaches

The coaching of the Men's 1st team is essential to their performance. Firstly, in the "promotie Divisie" league all teams are required to have a coach. Secondly, the level of the team is determined by the level of coaching and training they receive. All teams in the league are obliged to have a coach in possession of the BT4 (Basketball Trainer 4) coaching license. Due to the low amount of interest in this course nationally, this has become a very expensive course, requiring extensive hours and work. Men's 1st is vital for the character and existence of Punch, thus there Punch is determined to be able to provide the training of a new BT4 coach in the near future. This calls for close deliberation between Unit Sport and Punch as having a new BT4 coach has benefits for both parties. The BT4 course can take up to one-and-a-half years and costs €2100.

4.3.6. Training

As a club, Punch needs to provide extra training hours, as 3 hours per week does not suffice for a team playing in the "Promotie Divisie". We currently offer 4.5 hours per week, which is, when compared to similar teams, still a low number. The Men's 1st team also has a longer training schedule, where training starts during the summer break and ends in June. These extra training hours translate in additional costs.

4.3.7. Further benefits of Promotie Divisie

Last but not least, responsibility comes with being in the Men's 1st team. Members of Punch playing at such a high level can bring a lot of new aspects and inputs to other players of Punch. By being their coaches or trainers, they can use their knowledge and skills to educate and train others. Currently a handful of Men's 1st players are engaged in coaching and training, however this number is very low and can be improved. It is up to the players themselves and the board to encourage the players to help out more at their club.

5. Activities

Being a member of Punch Basketball is more than playing games and attending training. Punch aims to provide its members with basketball as well as with non-basketball social activities. Therefore, Punch organizes a variety of activities to allow the members to meet each other and get to know each other better. By doing so, a comfortable, social and safe environment is created for the members.

5.1 The International Tournament

The International Tournament (IT Delft) is an annual tournament hosted by Punch over three days and two nights (Friday to Sunday). Punch organizes two parties, food, accommodation, and extra basketball competitions (such as a dunk contest and a three-pointer contest). On average, the ITDelft attracts 30 mixed teams from all over Europe, including: France, Denmark, Sweden, Germany, Italy, Belgium, England, Spain and Poland. The level of the basketball ranges from amateur to high depending on the teams.



The IT Delft is the perfect opportunity for Punchers (new and old) to be put into contact with other basketball clubs and players in the area as well as abroad. By sharing one passion; Basketball, a perfect mix of parties and basketball games is creating during the ITDelft. In order for this to be organized well, an annual ITCommittee is put into place.

5.2 Internal Tournaments

Punch Basketball hosts a mixed internal tournament every three months. During this mixed tournament everyone from Punch Basketball is able to join a team. Basketball experience is not an important factor as the goal of the internal tournaments is to combine competition members with training members in a team. By doing so, less experienced members can learn from the experienced players. Another important advantage of these tournaments is that international members get the chance to mingle with Dutch members and vice versa.

5.3 Ongeplukt

Each year, Punch organizes a tournament aimed at non-members. This tournament is called "Ongeplukt". The goal of this event is to promote basketball at Punch. By introducing basketball to non-members, Punch aims to recruit new members. Members get the chance to share their passion with their friends outside of Punch. The atmosphere is relaxed and people are not judged by their basketball skills. The number of teams subscribed increases constantly each year with the increasing popularity of the tournament. Punch has the ambition to enlarge the tournament and play in two halls, on four courts as opposed to one hall on two courts.

5.4 Drinks and Parties

Parties and drinks are also part of the whole Punch Basketball experience. The drinks and parties are preferably hosted by the Activities Committee and attended by both non-member and members. Punch aims to arrange an activity every month for all their members in order to create a community vibe and strengthen the bond between members.

5.5 'Sirene Borrel'

This year, Punch started organizing a monthly drink right after the first practices on every first Monday of the month (in the Netherlands the municipality sounds the alarm signal as a monthly test on every first Monday of the month. By arranging the social mixer on this particular day, Punchers can be reminded of the event when they hear the signal.) The mixer is held in the sports café of Unit Sport. This location is accessible for all members, as it is situated in the sports complex of the TUDelft and thus in the same building as the sports hall. So far, the mixer has been very popular and every month more Punchers show up for a social drink. It is important that this ritual is kept in the future in order to ensure a natural way of bonding between members.

5.6 GNSK

The GNSK is an externally organized tournament (Grote Nederlands Studenten Kampioenschap – Big Netherlands Student Championship) and is not exclusively for basketball teams. As a student basketball association, Punch tries to enroll a women's and a men's team to represent Punch and the TUDelft. The tournament is prestigious and well known amongst athletic students.



5.7 OWEE

The Owee is the annual introduction week of the TUDelft. During the OWee Punch promotes Punch Basketball as much as possible for potential new members. All the activities are arranged by the OWee board and Punch is given various opportunities to promote itself. As in previous years Punch will be given a stand at the information market on the Markt in the center of Delft. It is crucial that a lot of promotion is done during the information market. The Unit Sport also hosts a sports day on which Punch Basketball will get a court on which to promote and show potential new members what Punch is all about. There are a few goals that are important to be met during the OWee. The main goal is to recruit new members and give prospective members a solid idea of what Punch can offer them. It is important to start the year with a solid group of women in order to attract women easily throughout the year. Thus, during the OWee Punch aims to attract as many women as possible.

5.8 Future Activities

Punch has the ambition to organize events of a recurring nature. An example is the Student Ladies Tournament where all ladies from the TU Delft and ladies from other universities will be invited for a tournament at the Unit Sport at the TU Delft. By specifically targeting a new activity at women, we can introduce women to Punch and hopefully acquire more ladies.

Punch will aim to organize a 3 on 3 Street-ball tournament in the near future. These would be half court outdoor games with teams of 3. When this tournament is a success, Punch will aim to expand the event to a location with more than two half courts. The final goal of Punch is to evolve the 3 on 3 Street-ball tournaments into a big event in the center of Delft, preferably on the Markt. Furthermore, not a lot of street basketball players are members of Punch, however, with enough promotion Punch is certain that this will not pose a problem.

5.9 Costs

As Punch Basketball, our goal is to break even on the activities, and preferably make a small profit. It is important to attract as many members as possible for the activities. This means that promotion is an important aspect. The activities and their financial consequences should not interfere with the main budget of Punch.

All in all, all activities organized by Punch are very important. Having fun, getting in contact with your fellow members and learn from them are the main focal points of the extra social activities organized by Punch. Furthermore, all activities at Punch should eventually become self-sustaining and this can only be achieved by repetition and serious promotion.



6. Communication

6.1 Internal

Internal communication between the board and the members of Punch is crucial to a healthy club culture and pleasant environment. The secretary is in charge of internal communication with the members by answering emails and sending a newsletter once every two to three months. The newsletters aim to inform members of the various activities, new rules, and general announcements from the board. The Game Commissioner is in charge of the communication to members about game schedules and time as well as a weekly reminder to those that have a task the following weekend.

Internal communication is also crucial between the board and the coaches and trainers. The secretary and Technical Affairs Commissioner need to communicate to the coaches and trainers which members should play for which team and which members are new to Punch.

6.2 External

Regarding external communication we can distinguish several organs of great importance to Punch.

6.2.1 Unit Sport & TUDelft

First and foremost, Punch has a close connection with the TU Delft and the Unit Sport. Most of this is done during six weekly evaluations with the Unit Sport. It is very important to sustain a good relationship with the Unit Sport and its employees.

6.2.2 NBB

The communication with the NBB (Dutch Basketball Association) is also of great importance. Most of the contact with the NBB is via email, but several times a year general assemblies are held. The board needs to send representatives to these to keep up with the different policy alterations in the governing of the sport.

6.2.3 Sport Associations

Additionally, Punch communicates regularly with all the sports who work together with the Unit Sport in Delft. This is done in the form of assemblies aimed at different sports and is lead by a bigger coordinating body (DSSO). Punch is part of the 'hall sports group' that consults bimonthly with all sports held in the indoor sport halls of the Unit Sport.



6.3 Media

Besides the emails sent to members, there are a few other mediums for communication within Punch. The Punch website is fundamental to communication between the club and its members. Game schedules, practice times, prices, announcements and a lot more is communicated through the website. Furthermore, each Puncher has his/her own account which can be used to comment on posts or digitally sign up for events. The website is new and has a lot of potential to become more user-friendly. This is why we have installed a Webcie (Website Committee) to spread the task of keeping the website up to date and improving the website for our members.

Every two or three months, a Newsletter is sent to all Punch members with announcements, special dates, and upcoming events. This is written and sent by the Secretary of Punch.

Punch Basketball has a personal Facebook page as well as a Facebook group. This is used for announcements and promotion of activities. Facebook is also the perfect way for Punchers to find each other nowadays. Photos are posted to the Facebook page after activities.

7. Finances

This section will provide an overview of the financial condition of Punch. It includes a view of the present state and an outlook on the future financial state of Punch.

7.1 Recap of previous years

It should be noted that the NBB fees for subscribing competition playing teams increases structurally over the last years. This can be seen in the table below. The costs are dependent on the number of teams in each region, however, an overall raise of the fees can be seen.

Year	National	Rayon	Regional	Total
2009-2010	€ 5.520,00	€ 1.840,00	€ 5.540,00	€ 12.900,00
2010-2011	€ 5.573,00	€ 3.400,00	€ 8.070,00	€ 17.043,00
2011-2012	€ 5.573,00	€ 3.400,00	€ 7.965,00	€ 16.938,00
2012-2013	€ 6.000,00	€ 4.280,00	€ 7.860,00	€ 18.140,00

Furthermore, since the year 2013/2014, the Unit Sport has ceased to provide the so called “Sport sponsor fund”, which was intended to keep Men’s 1st team in the “Promotie Divisie”. As a result, Punch had to fill a gap of €3.500,00 for the year 2013/2014. This means that the financial situation of Punch has changed. Last year, a decision had to be made whether to contain Men’s 1st’s presence in the “Promotie Divisie” or to demote them to Rayon Level. The decision made was to keep Men’s 1st in the “Promotie Divisie”, despite the lack of funds. As expected, this has generated a reasonable gap in our balance, which requires desperate attention. The main source of income of Punch is the contribution from members, therefore, a decision on a raise of contribution has to be made at the next BLV (Special Member’s Assembly).



7.2 Contribution

Last year, a proposal for an increase of member's contribution for the year 2012/2013 was not made. This, together with the loss of the financial support of the "Sport sponsor fund", has resulted in a shortage for the budget for the year 2013/2014. This year, a decision about the increase of the contribution for 2014/2015 is required in order to secure a healthy financial situation for next year and the years to follow. The plan for the increase of the contribution and the way this will be distributed over the different levels of teams will be presented and voted upon in the near future.

7.3 Referee and trainer courses

In the current budget, a certain amount of funds is available for the education of coaches and referees. However, Punch aspires to offer referees and coaches a monetary compensation for the cost and time spent by them in order to encourage and motivate them. The current budget of Punch is too tight to allow for this at the moment due to the fact that the "Sport sponsor fund" has come to an end. This is another reason why the raise in contribution will be discussed at the next General Members Assembly (Algemene Leden Vergadering; a.k.a. ALV).

In conclusion, in the near future Punch foresees a substantial, one-off expense for the required education of a new BT4 trainer in order to fulfill the ambition to keep Men's 1st playing in the "Promotion Divisie".

7.4 Sponsoring

Punch aspires to explore new possibilities for funding in the form of sponsoring from the Unit Sport and from other external bodies. Until now, sponsoring has consisted of the Punch Partners who made financial contributions to Punch. As compensation, a Punch Partner banner is shown during the game days (during all games in all leagues). Punch seeks a long term sponsor agreement for the future, preferably with a party whose business is aligned with the profile of our members, most of which have a background in a technical study. It is Punch's intention to allocate part of the sponsor funding to the compensation and education of coaching and referees. In order to manage the Punch Partners and recruit new sponsors in an organized manner, the Sponsoring Committee will be put in place as of next year consisting of 2-6 members.

7.5 Future Prospects

Punch is facing a financially challenging period, with the strong ambition to remain an attractive club which continues to provide high quality basketball to all its members. None of these challenges are insurmountable. With the new contribution plan, to be discussed at the next ALV, Punch can continue its activities, even without the "Sport sponsor fund". Additional (external) funding will provide opportunities for the education and support of our (future) coaches and referees.



8. Conclusion

D.S.B.V. Punch is a prominent and respected basketball association. Moreover, Punch is the only student basketball association in the region 'Haaglanden' to be able to provide such a high level of basketball. With such a distinguished reputation and the list of accomplishments comes a high amount of responsibility towards the members of Punch and the basketball community in The Netherlands. These responsibilities need to be laid out and thought through by Punch in order to ensure quality and guarantee consistency for the present and future of Punch. Hence the ambition plan of 2013 to 2014.

As stated above, Punch has many ambitions for the future. First and foremost; the ambition of being able to provide basketball on all levels for any prospective member. In order to fulfill this ambition, Punch will do everything in its power to keep the presence of the Men's 1st team in the "Promotie Divisie" (National League), be it through the Sponsoring Committee, H1 Promo Committee, or the visions to provide courses for a new coach and referee. The Men's 1st team is what Punch is predominantly known for in the basketball community of The Netherlands and adds immense value to the image and respected reputation of Punch.

In order to fulfill the same ambition for the ladies teams, Punch will implement the Ladies Committee and strengthen the promotion targeted at women. This will be done through extra ladies activities and promotion during the OWee as well as throughout the year.

Another ambition of Punch is to tighten the communication between the board, trainers and coaches. This will be achieved through monthly meetings set up between these three important bodies of Punch. In these meetings, team division will be discussed in order to make sure each member plays at his or her level and to ensure that teams are put together as best as possible. This will add value to the already high reputation of Punch. The meetings will also allow trainers to give feedback on the trainings, and allow the board to give feedback from the members to the trainers. This way we can fine tune everything that Punch has to offer to its members in the field of basketball.

As stated above, the financial state of Punch is a topic that requires immediate attention. As of this year (2013/2014), the "sport sponsor fund" has been cut. This created a substantial gap in the budget and forced Punch to tighten the budget. This being said, many new expenses have arose in the form of trainer and referee courses. As discussed in the ambition plan, these opportunities need to be taken as to fulfill the main ambition of Punch (providing all levels of basketball).

All in all, Punch is a highly successful basketball association. In order to stay at the current distinguished position, various visions and goals need to be met. By taking action in the ways stated above, this position will be held in the near and far future.