



Hoop33 Basketball Academy

Developing and supporting our hoopers,
every step of the way...

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Programme Brief and Purpose

Our Hoop33 Player Academy is designed as a Basketball Athlete support tool with a heavy focus on individual player development. It is created and delivered with the primary goal in mind of developing athletes in the longer term both on and off the court in a way that fits and supplements the demands and commitments of their School / Club / Professional teams.

Background

Every upcoming Basketball player faces constant challenges in their journey such as:

- Playing for multiple teams with conflicting demands and commitments
- Facing uncertainties around their minutes or role on the team
- Managing the expectations from within themselves
- Managing their perceived expectations from others around them
- Struggling with a lack of skill, size or athletic ability compared to their peers
- Struggles with injury and being away from the game for periods of time



The foundation of our program is built to address and support our athletes with their individual challenges by addressing the 5 key aspects that make a great basketball player:

5 Primary Aspects of Player Development

1. **Skill Level** - The player's ability to Dribble, Pass, Shoot and play D.
2. **Basketball IQ** - The player's ability to understand the strategic workings of the game.
3. **Athletic Ability** - The player's relative speed, strength, and other athletic qualities.
4. **Mindset** - The player's ability to be fearless, resilient and a great teammate.
5. **Uniqueness** - The player's ability to individually express themselves on court.

Most players don't make it at their respective next level because of shortfalls in the above areas in relation to their position and those they are competing with - many possess only 2-3 out of the 5 qualities that they need to make an impact at that next level up.

These qualities are best developed over long periods of time and high amounts of exposure to ALL of the following mediums:

1. **Legitimized Basketball Games**
2. **Team Trainings**
3. **Individual Skills Workouts**
4. **Small Group Skills Workouts**
5. **Unorganised Pick up Basketball**
6. **The Weight Room**
7. **The Film / Whiteboard Room**



The more a player can engage in all the above activities the better the basketball player they will become in all of the 5 primary aspects of player development.

Our Academy at Hoop33 focuses heavily on providing activities 3-7, backing the individual player throughout their long-term journey and supplementing and supporting them through their work in their respective team environments. The goal is coming out not only as a great Basketball player, but as a strong and balanced individual.

Developing Basketball Skills

Skill development requires dedicated time and repetition - there is no easy way, other than working on your skill A LOT over time. Our program aims to provide our players with a place to put in this time, and the expertise to direct this time effectively. Our methodology places emphasis on 3 key training contexts that allow players to learn, understand and polish skills in layers and make them precise over time.

Context 1: "Technique" aka "Reps".

Where players can at first figure out the technical aspects of the skill they are working, and put in a lot of repetitions towards mastering that skill, without the presence of defence.



Context 2: Semi- Live

Practicing the skill against "practice defence" that mimics the game's position and physicality in an ordered fashion, providing the "feel" of the skill in the game.

Context 3: Live

Working on the skill in a fully live game scenario and understanding how it fits in.



We do this through coached Individual and Small Group skills work-outs as well as a platform of uncoached scrimmages that give players freedom to experiment and be creative with the skills they are training.

Developing Basketball IQ

A player's Basketball IQ can be summed up by their understanding of team concepts such as offensive spacing, strategic actions, defensive positioning and rotations, team roles, time and tempo management, and team based sets and structures.

This is developed through two methods.....

1. **Playing A LOT of Basketball.** The more you play, the more you recognise the patterns of the sport and can start to understand and anticipate the game. The more situations you experience and the more you intuitively pick up through sheer experience in the game.
2. **Teaching & Feedback** - This is the job of the coach. Players learn the workings of the game through Whiteboard teaching, on-court walk throughs, on-court feedback and watching film of themselves and others to understand the elements of the game.

A big part of our program is the use of Whiteboard, detailed teaching and feedback on court, along with utilising off-court film sessions in our film room to surround players with mediums in which they can learn the game on an intellectual level which is a huge part of their future success.



Developing Athletic Ability

Strength and Conditioning is one of the most undervalued aspects in a player's development journey. Through following a structured program every player can improve their

- Strength
- Speed
- Agility
- Balance and Coordination
- Ability to pick up skills
- Durability



This leads towards better results on court in the long term as well as reducing the risk of injuries through better movement mechanics and a player's ability to control their bodyweight.

Week One					
Day 2					
Order	Exercise	Reps	Sets	Rest	
Warm Up	Running (Treadmill)	5 minutes	1	n/a	
Movement Prep	Fire Hydrants	10	2	20-30 seconds	
Movement Prep	Push Ups	10	2	20-30 seconds	
Exercise 1	Upright Rows	10 to 12	2 to 3	30-60 seconds	
Exercise 2	Cable Tricep Extensions	10 to 12	2 to 3	30-60 seconds	
Exercise 3	Leg Press	10 to 12	2 to 3	30-60 seconds	
Exercise 4	Calf Raises	10 to 12	2 to 3	30-60 seconds	
Core	Back Extensions	10 to 12	2 to 3	30-60 seconds	
Core	Prone Holds	20-30 seconds	2 to 3	30-60 seconds	

Week Two					
Day 2					
Order	Exercise	Reps	Sets	Rest	
Warm Up	Running (Treadmill)	5 minutes	1	n/a	
Movement Prep	Fire Hydrants	10	2	20-30 seconds	
Movement Prep	Push Ups	10	2	20-30 seconds	
Exercise 1	Upright Rows	10 to 12	2 to 3	30-60 seconds	
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Week Three					
Day 2					
Order	Exercise	Reps	Sets	Rest	
Warm Up	Running (Treadmill)	5 minutes	1	n/a	
Movement Prep	Fire Hydrants	10	2	20-30 seconds	
Movement Prep	Push Ups	10	2	20-30 seconds	
Exercise 1	Upright Rows	10 to 12	3	30-60 seconds	
Exercise 2	Cable Tricep Extensions	10 to 12	3	30-60 seconds	
Exercise 3	Leg Press	10 to 12	3	30-60 seconds	
Exercise 4	Calf Raises	10 to 12	3	30-60 seconds	
Core	Back Extensions	10 to 12	3	30-60 seconds	
Core	Prone Holds	20-30 seconds	3	30-60 seconds	

Week One					
Day 3					
Order	Exercise	Reps	Sets	Rest	
Warm Up	Rowing Erg	5 minutes	1	n/a	
Movement Prep	Face Pulls	10 to 12	2	20-30 seconds	
Movement Prep	Isometric Lunge Holds	20 seconds	2	20-30 seconds	
Exercise 1	Single Leg Romanian Deadlifts	8 Each Leg	2 to 3	30-60 seconds	
Exercise 2	Walking Lunges (Dumbbell)	16 steps	2 to 3	30-60 seconds	
Exercise 3	Dumbbell Bench Press	10 to 12	2 to 3	30-60 seconds	
Exercise 4	Lat Pull Downs	10 to 12	2 to 3	30-60 seconds	
Exercise 5	Lateral Shoulder Raises	10 to 12	2 to 3	30-60 seconds	
Core	Russian Twist	20	2 to 3	30-60 seconds	

Week Two					
Day 3					
Order	Exercise	Reps	Sets	Rest	
Warm Up	Rowing Erg	5 minutes	1	n/a	
Movement Prep	Face Pulls	10 to 12	2	20-30 seconds	
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Our strength and conditioning program is fully integrated with our Basketball program including:

- Year round Gym Programming
- Gym workouts guided by our trainers
- Consistent athlete well-being monitoring
- Injury rehab assistance
- Tracking of data pertaining to progressions in strength and fitness levels

Developing the Mindset

Every person who comes through our door we want to connect with and inspire. Our Academy members are our people, and are under our care, and it is our goal to build and steer them towards taking responsibility for their lives, becoming driven, proactive and achieving people who love the process. We do this through pushing the following Aspects / Pillars of a successful person that will not only help them achieve in Basketball, but in all their journeys in life.

Hunter Focus

Being present and focused on the task at hand, approaching your process with precision and professionalism.

Establishing confidence from within

Putting less weight on the affirmation and pleasing of others, and instead using your work and your effort to build a quiet belief from within yourself, truly recognising the small wins and positive indicators that you have as you progress.

Loving what you do

Worrying less about the end result and chasing the big thing down the road, and learning to enjoy and focus on the process of improving and the people you are doing it with.

Building Healthy Habits

Becoming capable of routine, and having discipline with sleep, nutrition, training, being social and other important habits that contribute to staying mentally fresh to chase your goals everyday.

Investing in others

Buying into the journeys of those around you, and forming relationships that are positive and meaningful, letting go of jealousies and seeing everyone including yourself as people with their own struggles and on their own path.



Understanding your limitations and pushing them using smarts

Learning about your body, and developing an understanding of how hard you can push yourself, and when you need to take time off and rest.

Contending with Failure to advance in life

Being able to take risks, letting go of the fear of failure while also learning how to respond to failure, framing it positively and source of learning.

These concepts are always layered into our training, into our coaching style. We take our athletes through them in workshops, in everyday discussions and we use them to maximise the effect of our drills.



Athlete Management

We help our athletes manage their schedules across weekly, monthly and yearly cycles to ensure they are achieving the right balance of activities to ensure their ongoing improvement and well-being. Generally speaking many athletes find themselves stagnating due to either doing too little, or in many cases too much!

For us to maximise our athlete's improvement, we place a high priority on tracking their workload and energy levels to ensure they can still work at an optimal level and most importantly keep healthy and excited to play and train:

Well-Being Monitoring

Athlete Scheduling

Training Schedule	Hours	Load (RPE)
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Total Training Hours	0
Week RPE Load	

Input age here: ->

Heart Rate and GPS monitoring

Players	Training load	HR avg [%]	Distance	Calories	Sprints	Speed avg	HR zones	Speed zones [km]
	Very demanding	79 %	3,523 km	654 kcal	0	2.5 km/h	5 23 00:18:42 5 0.008	
	Demanding	73 %	3,414 km	797 kcal	0	2,4 km/h	4 24 00:20:07 4 0.136	
	Demanding	75 %	3,318 km	585 kcal	0	2,4 km/h	3 22 00:18:15 3 13 0.469	
	Demanding	72 %	3,688 km	675 kcal	0	2,7 km/h	2 29 00:24:23 2 29 1.007	
	Demanding	77 %	3,494 km	580 kcal	0	2,5 km/h	2 28 00:23:11 2 28 0.993	

We are always having discussions and check-ins around what our athletes are doing week to week in and around training sessions, observing their production and coaching in consideration with how they are managing their workload.



Costs

Our program comes in 4 packages and is designed to provide high amounts of value and support, but requires a term commitment. It is for Basketball players who want to really get focused and prioritize their development.

INCLUDES:	Gym Membership	Guided Training (Gym) minimum 2pw + Program	Group Bball trainings minimum 2pw	Individual Workouts 1 pw	Additional Individual 1 pw	TOTAL ANNUAL VALUE
<i>Annual Value based on casual rates</i>	\$780	\$1820	\$1560	\$3120	\$3120	
ACADEMY LITE	✓	✓ max 2 sessions per week either GT or Bball groups ✓				\$2340 (\$45pw)
ACADEMY	✓	✓	✓			\$4160 (\$80pw)
ACADEMY+1	✓	✓	✓	✓		\$7280 (\$140pw)
ACADEMY+2	✓	✓	✓	✓	✓	\$10400 (\$200pw)

Pricing	ACADEMY LITE	ACADEMY	ACADEMY+1	ACADEMY+2
1 Month Fixed Contract	\$35pw	\$50pw	\$85pw	\$125pw
<i>(Weekly Savings)</i>	\$10pw	\$30pw	\$55pw	\$75pw
<i>(Monthly Savings)</i>	\$43pm	\$131pm	\$239pm	\$325pm

All options are payable weekly / fortnightly / monthly

Conditions

- The Academy Membership is an upgrade membership - the member must hold a current Gym Membership. This can be any of the following memberships:
 - Standard Gym Membership
 - Family Membership
- The Academy is a minimum 1 month term commitment. Sign ups should assess their upcoming schedule with the coaches and plan their Academy membership around upcoming tournaments and pinnacle events if required.
- The Academy does not include special events such as holiday camps, trips to tournaments or other events of the like. It pertains to regular weekly scheduled items only.



FAQs & Expectations of Usage

How much training and what kind of training will I be doing?

It should be expected that training load and training type should vary depending on the time of year and the stage of the season. But the expectation should be that you will be getting:

- A mix of 1-3 group workouts and/or 1-2 Individual workouts per week.
- From time to time we will do film sessions instead of workouts.
- Strength and Conditioning will run all year round and you will always have a program to follow
- Training intensity and type some weeks will be reduced/changed to cater for higher training loads coming from other sources.

How does it work with my other team and sporting commitments?

During periods of high demand from your team / other sport, the load coming from us will be reduced, but focusing more on individual 1on1 type training and recovery aspects. Then when you move into your off-season we start to encourage more frequent training volume including more group based training. The goal being to always continue developing as a player by making the most out of your schedule.

How to Contact Us

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