



## **GUELPH PHOENIX MEN'S BASKETBALL TEAM**

### **Mission Statement:**

In a partnership with the Guelph Youth Basketball Association, the Guelph Phoenix Men's program will pursue the development of future elite basketball players.

### **Development Goals:**

- To become an integral part of the Guelph Youth Basketball Association (GYBA) and work together to assist in the development of both players and coaches.
- To integrate the young talent into the elite team system forcing a high level of development physically and emotionally through competing.
- To use the accomplished roster of elite players and coaches to compete at an elite level providing a strong example of skill development
- To provide an opportunity for coaching development with open practices and mentorship.
- To teach the young players the concepts and work ethic necessary to reach an elite skill level
- To represent the integrity and professionalism of GYBA.

### **Action Plan:**

Identify 10 highly successful male basketball players who have the experience and work ethic to develop the roots of elite skills within GYBA. The Phoenix Men's team represents the club as the top level of development and exemplifies the organization's goals and values. This is a developmental project that is transferable and implemented in any basketball development organization in Canada. There is no funding required for this program.

Practices will be open to the club and all its members providing regular clinics for the organization and its coaches. Practices will also be open to all players allowing the young athlete to see first hand the level of intensity and skill. They will also have the ability to speak to these athletes and obtain an understanding of the dedication and commitment that it takes to get to this level.

Further developing the exceptional young player is a necessary component to competing at an elite level. GYBA will select 5 -7 players annually who will be added to the men's roster. The young men will become part of the team practices and afforded the opportunity to be exposed to real elite basketball first hand. They will compete with and learn from experienced players on a regular basis. This system has been effective in the European development of the elite basketball player. Players such as Jose Calderon, Andrea Bargnani, and Manu Ginobili are examples of this type of development.

The Phoenix Men's coaching staff (Stu Julius and Mark Walton) is preparing a very rigorous schedule of competition against Division 1 NCAA teams as well as CIS teams and semi-pro teams. The Phoenix Men's team players are all former National NCAA and Pro Basketball players with substantial elite resumes.

A successful men's program built on a high level of accomplishment and dedication is the next step in development for the city of Guelph and more importantly the province and the country. A men's team comprising accomplished athletes and coaches will not only illustrate basketball success and what it looks like, but it will also give a program like the Guelph Youth Basketball Association a tangible goal to work towards and a clear and apparent sense of purpose.