



POWER FORWARD
Gender Equity in Victorian Basketball
A Strategic Plan to 2032



Basketball Victoria acknowledges the Traditional Custodians of Country throughout Victoria and pays respect to elder's past and present. We extend this respect to all Aboriginal and Torres Strait Islander children, young people and their families who participate in our sport.

Basketball Victoria acknowledges the deep connection Aboriginal and Torres Strait Islander people have with the land that we play our game on, land that Aboriginal people have lived on and cared for over thousands of years.

Basketball Victoria respects and celebrates Aboriginal and Torres Strait Islander culture and welcomes and encourages all Aboriginal and Torres Strait Islander children and young people and their families to participate in basketball.



Women and Girls Participation in Victorian Basketball

Basketball has been played in Victoria since 1905, however it was a largely male-dominated sport until the 1950s when the dedicated work of Betty Watson resulted in the inaugural Australian Women's Basketball Championship which was held in 1955. This competition (now the WNBL) is recognised as Australia's longest running professional sporting competition for women. Victorian women and girls have continually excelled, winning national titles, and representing Australia around the world in international competitions such as the WNBA, the FIBA Asia and World Cups, as well as the Olympic and Commonwealth Games.



VICTORIAN STATE GOVERNMENT INITIATIVES

The 2015 Victorian State Government inquiry into Women and Girls in Sport and Active Recreation exposed a significant level of gender inequality across the sector. As a result, the Victorian Government committed to increasing the number of women and girls participating in sport and active recreation via the following recommendations:

- Drive commitment through an Ambassadors of Change program,
- Engage and empower by connecting Ambassadors to women and girls,
- Mandate gender balance and good governance principles,
- Reform recruitment practices and processes for leadership positions,
- Enhance participation choice and improve how opportunities are marketed,
- Deliver female-friendly built environments and equitable facility usage policies,
- Build an enabling environment through education and training,
- Showcase the pathways and opportunities through role models,
- Increase the profile of women in sports media.

BARRIERS TO PARTICIPATION

Participation of women and girls in basketball has grown significantly over the past few decades, however men and boys still make up more than two-thirds of basketball players, coaches, officials and administrators in Victoria. Victorian basketball faces many of the same issues that almost all previously male-dominated sports encounter while working to increase the representation of girls and women, as well as gender-diverse people in the sport. Significant research (some of which has directly included Basketball Victoria) has been undertaken to understand what these barriers are, as well as how to overcome them. A snapshot of the key barriers limiting participation of women and girls includes:

- Lack of visible participation pathways for women and girls
- Lack of women role models in leadership positions
- Inequitable facility and resource allocation
- Lack of opportunity to continue playing outside of competitive pathways
- Lack of suitable amenities within sporting facilities
- Intersectional challenges for women and girls of diverse backgrounds and characteristics

Basketball Victoria Gender Equity Strategic Plan

STATEMENTS OF COMMITMENT



**BASKETBALL VICTORIA CEO
– NICK HONEY**

As the custodians of basketball in Victoria and with the highest participation rate of the sport nation-wide, Basketball Victoria commits to striving for gender equity across all aspects of basketball. Building a strong community of women and girls as players, coaches, officials, and administrators is imperative to the health and success of Victorian basketball. Our ambition is for basketball to be the highest participation sport for women and girls in Victoria by 2032. This will be supported by an increase in the numbers of women and girls holding coaching, officiating, and administrative roles, with the goal of reaching gender-parity in these spaces over the next decade. These targets can be achieved by living by our values, enacting equitable policies, and developing interventional and accessible programs to ensure that basketball is seen as a safe and welcoming space to live, work and play.



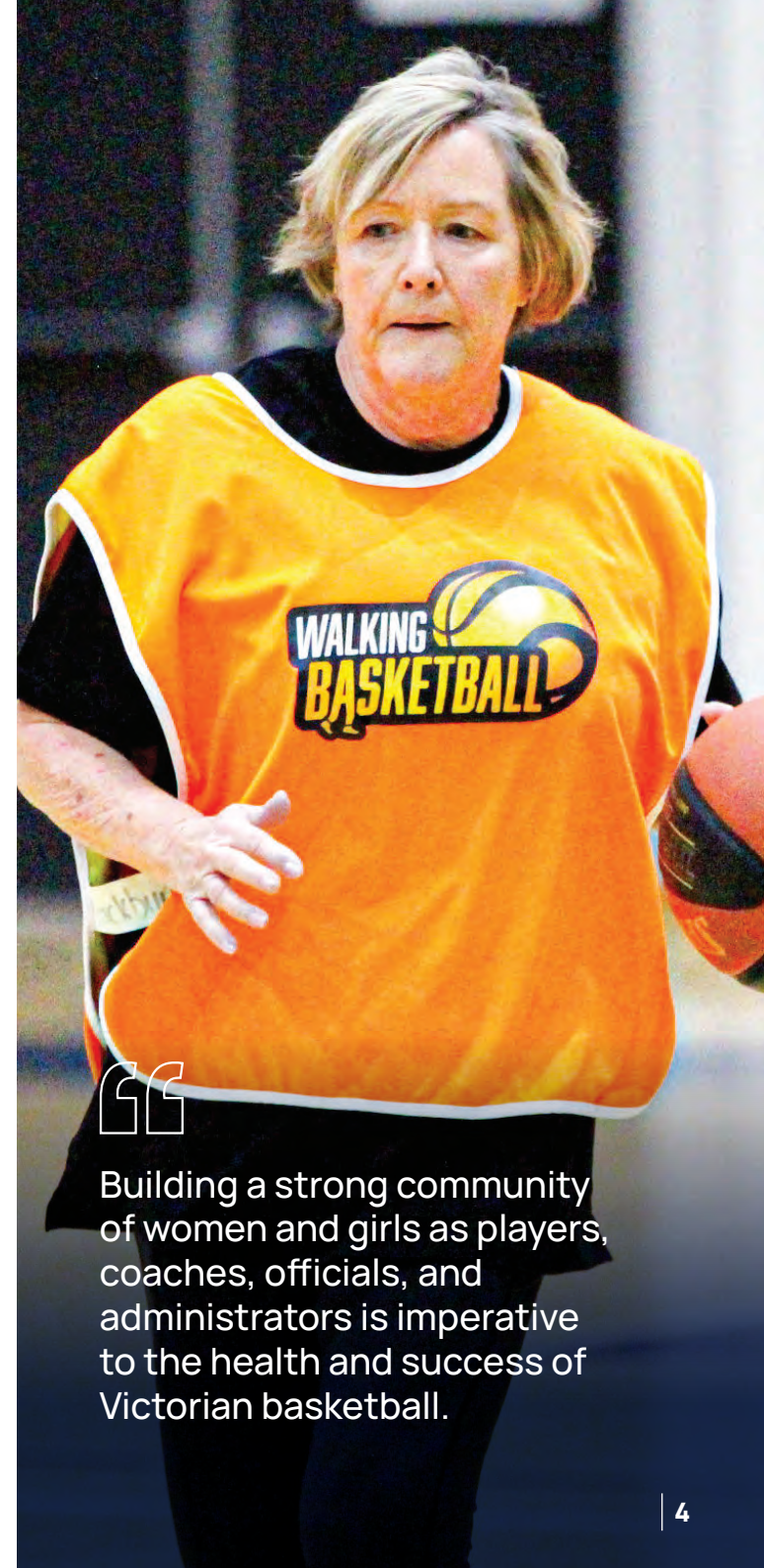
**BASKETBALL VICTORIA PRESIDENT
– MICHELLE BRUGGEMAN**

Basketball has a strong history of participation by women and girls in Victoria, both on and off the court. As the custodians of this sport, Basketball Victoria is committed to providing leadership to our affiliated Associations to improve gender equity practices across the state.

Our objectives for the next eight years are:

1. To offer equal opportunity for women and girls to participate in all aspects of basketball, both on and off the court.
2. To be the highest participation sport statewide for women and girls by 2032.

We commit to the ongoing review and evaluation of all programs, policies and procedures that relate to gender equity from the grassroots to the organisational level, as we strive to build a better future for women and girls in basketball.



Building a strong community of women and girls as players, coaches, officials, and administrators is imperative to the health and success of Victorian basketball.

Where we are going...

FEMALE PARTICIPANTS

NOW	2032 TARGET
28%	40%

WOMEN PRESIDENTS

NOW	2032 TARGET
17%	40%

GIRLS AUSSIE HOOPS PARTICIPANTS

NOW	2032 TARGET
30%	50%

FEMALE COACHES

NOW	2032 TARGET
27%	50%

FEMALE OFFICIALS

NOW	2032 TARGET
23%	40%

FEMALE VJBL COACHES

NOW	2032 TARGET
19%	50%

with girls teams making up 38% of the competition

FEMALE STATE TEAM COACHES

NOW	2032 TARGET
0%	50%

for male state teams
in all state teams



Introduction

**DIVERSITY AND INCLUSION MANAGER
- SHEENA ATKIN**

Throughout 2021-2022 a number of key actions were undertaken by Basketball Victoria staff to assist in the development of this strategic plan.

These actions included:

- A review of previous BV strategies and plans for participation of women and girls,
- Research conducted into other sports' strategies and programs relating to gender equity and women and girls' participation,
- Facilitation of meetings with a diverse array of Association staff regarding women and girls' participation across all aspects of the sport, gender equity and its place in basketball, and Basketball Victoria's role in leading participation and programs for women and girls
- Development of an internal Women and Girls Working Group in order to gain insight from staff across all departments of the organisation regarding their experience relating to gender equity in basketball,
- The compilation of data relating to participation of women and girls in domestic and representative basketball, basketball programs, coaches, officials, administrators, board members and all other roles within the basketball landscape to establish an accurate baseline.



These actions resulted in a recommendation to commit to a dedicated investment in the women and girls' participation and gender equity space to improve efficiency, opportunity, and sustainability. To drive this agenda, BV employed a staff member in the role of Women and Girls Participation, who will be a champion for change internally, liaising across all organisation departments, as well as providing leadership and expertise to external stakeholders. This role commenced in the organisation in 2023 and has subsequently developed this Strategic Plan in conjunction with numerous other initiatives to date.

Basketball Victoria also acknowledges that the overlap of systems of disadvantage (intersectionality) result in greater barriers to participation for people of culturally and linguistically diverse backgrounds, Aboriginal and Torres Strait Islander people, members of the LGBTQIA+ community, and members of other marginalised or underrepresented groups. These challenges are also exacerbated in rural and regional Victoria when compared to metropolitan areas.

In working towards the goals outlined in this strategy, Basketball Victoria commits to applying an intersectional lens to any projects and programs undertaken going forwards.



These actions resulted in a recommendation to commit to a dedicated investment in the women and girls' participation and gender equity space to improve efficiency, opportunity, and sustainability.



1.1 Associations and Administration

Associations are the lifeblood of our sport, and provide grassroots opportunities for players, officials, coaches, volunteers, and administrators. Embedding gender equity into basketball will require Associations to commit improving the experience for women and girls both on and off the court.

It is vital that we work to increase the diversity in leadership roles, firstly so that there are role models of girls and young women to be inspired by, and secondly to provide fresh ideas and different experiences to the basketball landscape. Furthermore, as numbers of volunteers decline, Associations need to engage with diverse and underrepresented groups, whereby offering a safe and inclusive space for women and girls to be involved will only ever help the growth of the sport.

We are committed to increasing our understanding of the barriers that limit participation of women and girls in paid and volunteer roles at Associations, and then developing solutions in a practical and achievable manner.





1.1 Associations and Administration

OBJECTIVES	INITIATIVES	MEASURES OF SUCCESS
Gain a deeper understanding of the current barriers stopping women from working or volunteering in basketball.	Collect, review, and publish data annually relating to volunteer and paid roles across affiliated Associations.	Establish an annual 'state of play' report for the basketball workforce.
Provide support and upskilling for women interested in leading Association boards.	Re-develop and host the Courage and Confidence to Lead program.	Increased representation of women holding leadership positions on Association boards.
Increased representation of women within the basketball workforce.	Develop tools and resources to support the engagement and retention of women and girls.	Increased representation of women and girls in volunteer and paid roles in Associations.
Increased representation of women on BV commissions, especially in the role of Chair.	Implementation of a minimum 40% representation of women on all BV commissions.	Minimum 40% representation of women on all BV commissions by 2028.
Active engagement with gender equity practices by Association boards.	Adoption of Gender Equity Action Plans by Association boards.	Minimum of 40% representation of women on 80% of affiliated Association boards by 2032.
Support development, delivery, and ongoing review of individual gender equity strategies for each department across the organisation.	Develop a women and girls participation action plan with key facets driven by each department.	Consistent application of a gender lens on planning, policies, and resources within each department within the organisation.
Embed gender equity within the tribunal and integrity system.	Review and make updates to the tribunal and integrity system.	Implementation of a refreshed tribunal and integrity system which adequately addresses all forms of discrimination.
Strive towards a sport that is safe, welcoming, and inclusive for all.	Continue the development of policies to eradicate unsafe and discriminatory behaviour.	Publication of policies and promotion of zero-tolerance behaviour for all participants.





Associations and Administration Roadmap

2024

- Women hold 17% of Association presidencies.
- No data on Association boards with minimum 40% representation of women.
- Development of volunteer and administrator survey.
- Development of gender equity resources for Associations.
- Women hold 27% of BV commission positions.

2028

- Women hold 30% of Association presidencies.
- 50% of Association boards have minimum 40% representation of women.
- Continue to identify and respond to barriers in the basketball workforce.
- 50% of Associations have implemented a gender equity action plan.
- Women hold 40% of BV commission positions.

2032

- Women hold 40% of Association presidencies.
- 80%+ of Association boards have minimum 40% representation of women.
- Women and girls make up 50% of the basketball workforce.
- 80%+ of Associations have implemented a gender equity action plan.
- Women hold 40% of BV commission positions and 50% of chair roles.



1.2 Marketing and Communications

The adage of 'you can't be what you can't see' rings true for women and girls in all aspects of sport, including basketball. As a leading organisation in the Victorian sporting landscape, it is vital that we showcase our commitment to gender equity within basketball and use our platform to share our successes and challenges whilst undertaking this strategic plan.

Basketball provides exceptional opportunities for women and girls to be involved as players, coaches, officials, volunteers, and paid administrators, however, there needs to be a greater drive to bring women and girls into the sport and to keep them participating in a sustainable manner. Further to that, we need to celebrate the exceptional gender equity work that is in progress, often led by our volunteers and administrators.

We are here to celebrate success and continue to strive for better, and we want to be seen doing it!





1.2 Marketing and Communications

OBJECTIVES	INITIATIVES	MEASURES OF SUCCESS
Increase community understanding of BV gender equity strategic plan.	Ongoing communication with the BV community regarding the status and progress of the gender equity strategic plan.	Increased interest and engagement from the BV community regarding gender equity initiatives.
Showcase the breadth of opportunities available for women and girls to become involved in basketball.	Develop social media content series to showcase women and girls in different aspects of basketball.	Delivery of and engagement with content series.
Share expertise in gender-equitable communications with Associations and other stakeholders.	Create a resource and guidelines for gender equitable marketing and communications for Associations.	Association social media and communications show greater diversity and are more representative of their community.
Development of a women and girls recruitment drive for participation.	Development of assets to create a women and girls recruitment initiative.	Strong social media engagement and increased participation of women and girls linked to the recruitment drive.
Recognise and reward Associations with successful gender equity programs and projects.	Apply gender equity lens to BV awards process and introduce new methods of recognising progress made to gender equity.	Increased number of Associations in contention for recognition based on progress in gender equity space.
Identify gaps in current data collections procedures.	Implement specific data collection methods to gain the information needed.	Accurate collection of all necessary data across the basketball landscape.





Marketing and Communications Roadmap

2024

- Launch BV gender equity strategic plan alongside resources for Associations and clubs.
- Develop content series on women in basketball.
- Review BV awards process and suggest changes to ensure gender equity is considered.
- Introduce recognition for Associations with high participation of women and girls.

2028

- Review strategic plan and release findings, as well as updated goals and initiatives.
 - Run follow-up 'where are they now' content series on women in basketball.
 - Assess gender impact of changes to BV awards.
 - Review recognition for Associations with high participation of women and girls.

2032

- Review strategic plan and release findings, start working on next strategic plan period.
 - Continue to highlight women in basketball across social media and other channels.
 - Review BV awards process and provide suggestions for ongoing improvements.
 - Continue to review and improve recognition for Associations with high participation of women and girls.



2.1 Playing

Basketball is one of the highest participation sports in Australia and has the potential to be the highest participation sport for women and girls nationally. Girls leave the sport at a rate consistent with a decrease in participation in all sports during their teenage years, and therefore it is vital that we identify the barriers to retention at junior and senior levels in order to address this issue.

Expanding recruitment initiatives to target previously underrepresented groups is a key step in continuing the growth of the sport and will go hand in hand with the development of flexible and inclusive participation opportunities with a focus on women and girls. This will build a foundation of players to then serve the ongoing growth of the performance pathways for women and girls where Victorian athletes continue to excel.

We are determined to provide a positive experience for every player, from Aussie Hoops through to NBL-1.





2.1 Playing

OBJECTIVES	INITIATIVES	MEASURES OF SUCCESS
Identify barriers to participation for women and girls across all levels of basketball.	Consistently review participation and performance pathways to identify and remove barriers to participation for women and girls.	Increased participation of women and girls across all levels of basketball.
Continue to recognise and celebrate the participation of girls and women in basketball.	Review and re-develop the Girls Got Game initiative to promote basketball as a sport for women and girls.	Successful re-introduction of a promotional initiative in junior and senior competitions.
Engage with women and girls from traditionally underrepresented communities.	Introduce recruitment and retention tactics targeting underrepresented communities.	Recruitment and retention of members from targeted groups.
Continue the growth and development of performance pathways for Victorian athletes.	Provide support and visibility for women and girls wanting to enter the performance pathway.	Strong success of Victorian teams at national and international competitions.
Increase collaboration between schools and Associations to provide participation opportunities.	Link up Associations with local schools to recruit participants to increase participation of women and girls.	Growth of women and girls' participation in domestic and representative teams in Associations linked with local schools.
Develop modified, flexible, and inclusive participation opportunities targeting underrepresented groups.	Develop and facilitate a program which provides an inclusive and flexible entry point to basketball and continue the growth of 3x3 basketball competitions.	Strong participation and Association interest in social participation programs and continued growth of the 3x3 basketball product.





Playing Roadmap

2024

- Girls' participation in Aussie Hoops averages 30% across the year.
- Women and girls make up approximately 28% of domestic basketball players.
- Girls' VJBL teams make up 38% of all teams entered in the 2023/24 season.
- Women's BigV teams make up 15% of all teams entered in the 2023/24 season.
- NBL-1 South women's teams receive on average \$9,000 less budget than men's teams.
- Domestic participation of women and girls is 60,000.

2028

- Girls' participation in Aussie Hoops will be 40% across all age-groups.
- Women and girls make up 32% of domestic basketball participants.
- Girls' VJBL teams make up 40% of all teams entered in the 2027/28 season.
- Women's BigV teams make up 20% of all teams entered in the 2027/28 season.
- NBL-1 South women's teams receive an average of \$5,000 less than the men's teams.
- Domestic participation of women and girls reaches 80,000.

2032

- Girls' participation in Aussie Hoops will be 50% across all age-groups.
- Women and girls make up 40% of domestic basketball participants.
- Girls' VJBL teams make up 50% of all teams entered in the 2031/32 season.
- Women's BigV teams make up 35% of all teams entered in the 2031/32 season.
- NBL-1 South women's teams receive the same funding as the men's teams.
- Domestic participation of women and girls reaches 100,000, with basketball becoming the highest participation sport for women and girls in Victoria.



2.2 Coaching

The experience of all basketball participants is directly impacted by coaches. Nationwide, there is a lack of women and girls holding coaching roles and the AIS has recently released an Action Plan aimed at fixing the 'leaky pipeline' of women coaches in the performance pathways space. It is vital to build a foundation of skilled women coaches from the grassroots level up, in conjunction with identifying and supporting women who have the experience to coach at a higher level.

We are dedicated to increasing participation of women and girls in all levels of basketball coaching in Victoria. We are determined to provide a positive experience for every player, from Aussie Hoops through to NBL-1.





2.2 Coaching

OBJECTIVES	INITIATIVES	MEASURES OF SUCCESS
Increase understanding of current barriers women and girls face in coaching.	Develop a survey for current and past coaches and gain understanding of the barriers for women and girls in coaching.	High response rate to surveys and identification of targetable barriers stopping women and girls from coaching.
Gain understanding of current depth of women and girls within Victorian coaching.	Review coaching landscape and create talent identification chart for coaches across all levels.	Development of a talent identification chart for women coaches at all levels.
Increase the number of women delivering coaching courses at all levels.	Set up online Coaching Course Facilitator EOI form and recruit more women facilitators.	More women delivering coaching courses.
Increase the number of women holding head coach roles in VJBL, BigV and NBL-1 teams.	Develop an education piece on how to recruit and retain women coaches and share with Associations.	More women and girls holding head-coach roles in representative competitions.
Provide a clear and accessible pathway for ex-players to transition into coaching	Develop transition programs for women and girls to enter coaching during and after playing,	Creation of a sustainable transition pathway that keeps retired players in the sport.
Increase the number of women coaches of both male and female state teams.	Develop a support and mentorship program to keep women involved in performance pathways roles.	Increased representation of women and girls within all coaching roles of male and female state teams.
Highlight pathways and opportunities for all coaches.	Showcase high performing women coaches and develop a document outlining the opportunities available in coaching.	Strong social media and communications presence of the pathway for women coaches.
Improve Association understanding of the importance of highlighting women and girls who coach as role models.	Create resources with recommendations for increasing gender equity within coaching.	Increased numbers of women and girls who coach at Association levels.





Coaching Roadmap

2024

- Women and girls make up 27% of participants in coaching courses.
- Women hold approximately 19% of all VJBL, 16% of BigV, and 20% of NBL1 coaching positions.
- Women hold zero coaching positions for male state teams, and men hold 60% of state team coaching positions in 2024.
- Women make up 10% of coaching course deliverers.
- No data on women transitioning from playing to coaching.

2028

- Women and girls' participation in coaching courses will reach 40% across all accreditation levels.
 - Women hold 40% of all VJBL, 30% of all BigV and 30% of all NBL-1 coaching positions.
 - Women hold 40% of all coaching positions in all state teams, with women represented in the men's coaching roster.
 - Women deliver 30% of coaching courses.
- Ten women transition from playing to performance pathways coaching.

2032

- Women and girls' participation in coaching courses will reach 50% across all accreditation levels.
 - Women hold 50% of all VJBL, 40% of all BigV and 40% of all NBL-1 coaching positions.
 - Women hold 50% of all coaching positions in all state teams.
 - Women deliver 50% of coaching courses.
- Thirty women transition from playing to performance pathways coaching.



2.3 Officiating

The abuse of officials is a continuing issue across all sports, and often a factor in the decline of women and girls participating in this aspect of basketball. Similar to coaching, there continues to be a lack of visible women and girls officiating in performance pathways, and it is important that a strong foundation with limited barriers to involvement is developed for women and girls.

Developing a culture of support and mentorship will ensure that all officials feel encouraged in their roles, and highlighting the achievements and opportunities of high-profile women officials will showcase the pathways available for the next generation of women and girls coming through.

We are here to ensure that officiating is seen as an accessible and welcoming pathway for women and girls to be involved in the sport of basketball.





2.3 Officiating

OBJECTIVES	INITIATIVES	MEASURES OF SUCCESS
Identify barriers to retention of women and girls across all levels of officiating.	Develop annual survey for officials to identify and remove barriers to retention.	Increased retention of women and girls in officiating from VJBL to NBL-1.
Increase recruitment of women and girls into refereeing and other officiating roles from domestic through to NBL-1.	Promote off-court skills and experiences associated with refereeing and develop guidelines for Associations to ensure gender-balance and equity when training referees.	Greater numbers of women and girls entering the officiating pipeline, from domestic through to NBL-1.
Provide support and mentoring to junior referees to help keep them involved.	Set up a mentoring program and develop toolkits for referees to support each other.	Increased retention of referees, and greater feelings of support within cohorts.
Highlight pathways and opportunities for all officials.	Showcase high performing women officials and develop a document outlining the opportunities available in officiating.	Development of a solid pipeline of women officials with aspirations for high-level roles.
Incorporate gender equity into foundations of APDO training program.	Develop gender-equity content specifically for officials and share with APDOs.	Positive feedback from APDOs regarding implementation of gender equity content.
Maintain connection with retired referees and offer alternatives for involvement.	Develop targeted promotional action plan for referee coaching aimed at women.	Greater numbers of women becoming referee coaches at Associations.
Ensure that awards and recognition of officials are based on clear criteria.	Review rewards and recognition process for officials with gender equity in mind.	All rewards and recognition are based on clearly defined criteria.





Officiating Roadmap

2024

- Women and girls make up 23% of active BV referees.
- Women APDOs hold 30% of the roles at Associations.
- Women referee coaches make up 21% of cohort.
- Sixteen Victorian women officiate in the NBL-1.
- Three Victorian women officiate in the WNBL.
- Zero Victorian women officiate in the NBL.

2028

- Women and girls make up 30% of active BV referees.
- Women APDOs hold 40% of roles at Associations.
- Women referee coaches make up 30% of cohort.
- Thirty Victorian women officiating in the NBL-1.
- Six Victorian women officiating in the WNBL.
- Two Victorian women officiating in the NBL.

2032

- Women and girls make up 40% of active BV referees.
- Women APDOs hold 50% of roles at Associations.
- Women referee coaches make up 40% of cohort.
- Victorian women make up 40% of NBL-1 officials.
- Victorian women make up 25% of WNBL officials.
- Five Victorian women officiating in the NBL.



The actions outlined in this strategy will be frequently reviewed, and targets may be adjusted where necessary to ensure that sustainable and practical success is achieved across all facets of our sport.

Conclusion

**WOMEN AND GIRLS PARTICIPATION
COORDINATOR – KATHERINE GOURLEY**

Women and girls have been historically underrepresented as players, coaches, officials and administrators in basketball. Yet despite the challenges, Victorian women and girls continue to lead the way in our sport, both on and off the court.

This document highlights key areas that we intend to target over the next eight years, with the goal of becoming the highest participation sport for women and girls in Victoria. The actions outlined in this strategy will be frequently reviewed, and targets may be adjusted where necessary to ensure that sustainable and practical success is achieved across all facets of our sport.

Our strategy is designed to complement the work undertaken by the Office for Women in Sport and Recreation and other government bodies with the goal of increasing the participation of women and girls in sport. This includes support of the Fair Access Policy Roadmap, Safe and Inclusive Sport: Preventing gender-based violence, and the Gender Equity in Sport Governance Policy.



Additionally, it is important to acknowledge that while this document focuses strongly on the participation of women and girls, men and boys are underrepresented in certain roles in basketball, and members of the LGBTQIA+ community continue to be significantly underrepresented in all sports.

As the governing body for basketball in Victoria, we will continue to set the standard for participation and gender equity in basketball, and with this strategy we intend to work towards a bright future for women and girls in Victorian basketball now and into the future.

