

FEMALE PARTICIPATION STRATEGY

2021-24





Basketball SA and the South Australian basketball community acknowledge that we meet on the traditional Country of the Kaurna People of the Adelaide Plains and pay respect to Elders, both past and present.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today. We also extend that respect to other Aboriginal Language Groups and other First Nations.

WHY A STRATEGY?

The Female Participation Strategy is a collaborative approach to engaging females in the sport of Basketball, and through this engagement, increasing confidence, community spirit and leadership skills.

Basketball SA has developed a strategy that aims to unite combined ambitions with the South Australian Government to address low female sports participation, sporting engagement for rural and remote communities and growth of the sport for females in South Australia. Broadly speaking, the strategy uses sport as a platform to challenge these issues for females whether they be a participant, spectator, leader or supporter.

Participation rates for females in sport continue to be low, with less than 35% of women playing a sport, and less than 20% of girls meeting the recommended guidelines for physical activity. Of particular concern is the fact that there are key age milestones at which girls continue to drop out of sport. We see it as a priority that sport participation and physical activity opportunities are increased for females in South Australia.



VISION ALIGNMENT WITH SOUTH AUSTRALIAN GOVERNMENT

A key part of this policy is aligned to the South Australian Liberal Government's policy of increased health and wellbeing for all South Australians through positive engagement at the community level. Basketball SA's Female Participation Strategy and the State Government's 'Game On' initiative align the following benefits:

- ✓ Improved mental health and wellbeing
- ✓ Increased social connectedness, inclusion and networks
- ✓ Improved education outcomes
- ✓ Improved employability and productivity
- ✓ Public health benefits generated by increased physical activity
- ✓ Economic activity generated by sport infrastructure.

The Female Participation Strategy also aligns with the Federal Government's sports strategy report, 'A Sporting Future' (2015) – which called for increased opportunities as a key area of focus.





The outcome will be positive role models for women, visible pathways, leaderships roles and engagement with remote and rural communities through sport.

KEY PILLARS OF ACTION

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This Female Participation Strategy has identified and is committed to five key pillars of action:

1

Supporting participation

The operational functions that support the game of basketball, including better developed coaching and officiating programs.

2

Increasing diversity

Our sport is committed to ensuring all cultures and abilities have equitable access to the game within safe and secure environments. Basketball SA's strategy is strongly linked with Basketball Australia's diversity and inclusion framework.

3

Community engagement

Initiatives to build our partnerships and conduct more research into how we can engage with the community and get everyone involved in sport.

4

Positive role modelling

Our staff and participants aim to teach all women and girls that 'what they see, they can be'; a focus on creating platforms for promotion and exposure to motivating behaviours.

5

Strong business management

A focus on the management processes that ensure future sustainability of the strategy.

In the context of this strategy, increasing diversity will require consideration of the unique needs, interests and experiences of different groups. The core tenet is to ensure there are no barriers for women and girls to be involved in sport. We acknowledge that much work has already been done by the recreation and sports sector in seeking to address gender equality, so we will continue to deliver positive environments for all through involvement with basketball.

Sport provides a pathway for re-shaping Australian communities, and through broad geographical reach, we will continue to provide leadership, athletic and developmental opportunities.





STRATEGIC VISION

It is the joint vision of Basketball SA and the Adelaide Lightning, that women and girls are represented in all roles in sport and active recreation. So much so, that it becomes the norm for women to have the same choices and opportunities to lead and participate as their male counterparts.

The strategy has a three-year time frame and will be supported by a range of specific initiatives aligned to each of the five pillars. Key recreation facilities and infrastructure development will also support the strategy and align to the South Australian Government recreation and sport participation policy.

STRATEGIC PARTNERING

We recognise the contributions of our partners in implementing this strategy: SA Country Basketball, The Office for Recreation Sport and Racing (ORSR), Department of Infrastructure and Transport (DIT), Department of Education, Adelaide Lightning and SA Church Basketball. Our broad vision is to positively impact the greater sporting and basketball community within South Australia.

Basketball SA will work in partnership with these organisations to ensure long-term success of the outcomes of this strategy. Additionally, there will be work towards establishing contemporary measures of success, monitoring

progress and informing further policy formation regarding women's involvement in sport in South Australia.

The strategy will work towards the five pillars of: supporting participation, increasing diversity, community engagement, positive role modelling and strong business management. These pillars will guide projects and initiatives over the next three years – a coordinated, connected approach to basketball in South Australia for females.





Basketball SA is committed to engaging schools and services including the New Arrival Program and Ethnic Schools Association network.

COMMUNITY

South Australia

The majority of South Australians live in greater metropolitan Adelaide, but we don't believe that should mean the focus is always on the city. There is a rich culture of sport, community competitiveness and engagement throughout all South Australia, and we aim to be fully accessible and inclusive. Our aim is to ensure women and girls participate in meaningful experiences tailored to the needs of each demographic as opposed to a one size fits all approach.

Remote and rural reach

Working with SA Country Basketball, it is the aim of the strategy to reach all parts of South Australia. As a key pillar of our Female Participation Strategy, we will be working with all SA Country Basketball Associations including remote and rural areas, public and private sporting sectors and the education industry to ensure all South Australian women and girls can participate.

ABORIGINAL AND INDIGENOUS AUSTRALIAN ENGAGEMENT

The strategy highlights a key aim to work with, and for, the Aboriginal and Indigenous Australian communities within South Australia. This includes those communities at the APY Lands, Ceduna, southern lands and surrounding communities. We commit to working with leaders, both past and present, within these communities to promote participation opportunities through basketball and sport.

CULTURAL DIVERSITY

South Australia is a vibrant multicultural community. Basketball is a world sport, and we recognise the opportunity to connect and engage with women and girls from various cultures and religions throughout this strategy.





CONCLUSION

Through addressing the factors that affect participation (barriers such as well-being, influence and commitment) the Female Participation Strategy seeks to build an environment that supports, encourages and appreciates the impact females have in sport and recreation.

In Australia, women and girls continue to be underrepresented in all aspects of sport and recreation as athletes, leaders, supporters and participants. This is despite various government-led initiatives to combat declining participation rates, address the health benefits and increase numbers.

Basketball SA is committed to not only regaining its place as the premier female sport of South Australia, but to also use our platform for the benefit of all females. The Female Participation Strategy 2021-24 provides a clear pathway for growth, opportunities and a solution to addressing the complex problem of female participation.

