



REPORT AGAINST 2022 KPIs as at December 2022

This report is prepared in conjunction with the full Female Participation Strategy document

Pillar 1: Supporting Participation

Highlights for 2022:

- Team nominations for junior district competition has increased by 15 teams for girls, compared to 11 teams for boys
- Over 2000 flyers handed out
- All NBL1 clubs represented in 2022 Lightning Academy
- Primary school visits KPI exceeded. Repeat visit requests from schools
- Significant increase in district female participation from previous year in ‘high barrier’ age groups (Under 16 and Under 18)
- Increase in percentage of total female referees

PILLAR 1 – SUPPORTING PARTICIPATION - 2022 KPIS				
KPI / ACTION	2022 ACTIONS TO DATE	STATUS 2022	COMMENT	2021 ACTIONS
Every school receives information about FPS	School data base purchased and EDM sent to all SA schools at the start of year and again mid-year. Cold calls conducted to fill program.	Completed Mar 2022	FPS information sent to all metropolitan and regional schools. Booking process on FPS webpage.	Schools received information via internal databases
16 primary school visits per year (4 regional)	44 schools visited including 11 regional – 3947 participants 6 schools booked a second visit	Completed June 2022 and ongoing	>85% of bookings for more than one session – overall 128 sessions delivered	8 visits Sept-Nov 2021 (including 1 regional) – 223 participants
Minimum 10 girls receive participation information at each visit	‘How to get Involved’ flyers developed for participation	Completed	Flyers link to more info for district, domestic/ country/ church, Aussie Hoops, referee, and inclusive	Verbal only
Minimum 7 Come and Try sessions in metro area	4 sessions held – Woodville, Western Magic, Norwoodx2	Partially met	Availability of Adelaide Lightning players and amenable club schedules impacted this KPI. Strategy to improve engagement with clubs required.	4 Come and Try Sessions – Woodville, North, West x2 – 208 participants

PILLAR 1 – SUPPORTING PARTICIPATION - 2022 KPIS				
KPI / ACTION	2022 ACTIONS TO DATE	STATUS 2022	COMMENT	2021 ACTIONS
Minimum 4 Come and Try sessions in Country Associations	4 Come and Try sessions – Barossa, Victor Harbor, Renmark, Port Pirie – 73 participants	Completed July 2022 and ongoing		2 Come and Try Sessions – Port Augusta, Kadina – 104 participants
4 coaching clinics, 60 participants		Not met	Coaching clinics intended to be delivered by Adelaide Lightning coach. Change to coach roster in 2022 impacted this KPI.	2 clinics delivered in 2021 – 28 participants
3x3 female tournament		Not met	Little scope due to district schedules. Intended for Adelaide Lightning to work with BSA in 2023 to deliver	No KPI for 2021
3x3 Coaching Clinic		Not met	Intent to hold coaching clinic when a tournament is scheduled. 2021 clinic delivered by Marena Whittle, Adelaide Lightning roster therefore impacts KPI	1 clinic delivered in 2021
Level 0 female referee course	Course delivered May 2022 to 27 participants Female participants at Barossa course supported with equipment Percentage of female referees increased	Completed May 2022	Support form developed for the FPS webpage for associations to request funding support to assist female referee development	1 course delivered Dec 2021
Establish a Female Advisory Group	Action Group established – 4 meetings held	Completed April 2022	9 members (2 from country membership) made up of 6 female and 3 male	Strategic Committee established in 2021 for strategy development
All Associations connect with Lightning Academy – establish information sheet in 2022	All NBL1 clubs represented in 2022 Lightning Academy	Completed August 2022		No KPI for 2021
Online coaching and referee courses	Online coaching course launched	Partially completed	BSA working with Basketball Australia to develop online referee course. Course content inhibiting development – practicality of conversion to online format	No KPI for 2021

Pillar 2: Increasing Diversity

Highlights for 2022:

- Female Leadership increased at BSA and clubs
- Adelaide Lightning and NBL1 players supported with casual income (coaching clinics) – assists with retention in SA and ability to focus on sport
- Successful clinics held in High School Disability Units resulting in increased participation at Ivor Burge
- NAIDOC week visit in collaboration with the Aboriginal Basketball Academy

PILLAR 2 – INCREASING DIVERSITY - 2022 KPIS				
KPI / ACTION	2022 ACTIONS TO DATE	STATUS 2022	COMMENT	2021 ACTIONS
Strategy to connect career and sport pathways	Adelaide Lightning and NBL1 players paid to deliver school clinics, providing income to retain players in sport pathway. Work experience opportunities provided. Resources available SheHoops website	Completed		No KPI for 2021
Percentage of females reporting to CEO is increased	Senior Leadership Group consists of 3 females and 2 males	Completed	50% increase from 2021	Not a KPI in 2021 Senior Leadership Group consists of 2 females and 3 males (Dec 2021)
Percentage of Female Club Presidents is increased	5 District Club Presidents (3 NBL1 Clubs) 10 Female Country Association Presidents	Completed	1 NBL1 Club President in 2021	Not a KPI in 2021
2 Aboriginal Community visits	Kurna Plains school visited – 20 participants Port Pirie visit in conjunction with ABA for NAIDOC week – 30 participants	Completed		Unable to achieve in 2021 due to Covid. Clinic held at Aboriginal Basketball Academy – 25 participants
Increase in Aboriginal HP Country trial attendance	Data not provided		Data unavailable	Not a KPI in 2021
5 clinics delivered to a marginalised sector	4 clinics at Ethnic schools 4 clinics at disability units (one regional) 205 total participants	Completed	Disability units resulted in new enquiries to Ivor Burge	1 clinic in low socio-economic community – 40 participants
Percentage of culturally diverse participants is increased	Data not collected. School visits saw high numbers of children from Aboriginal, Asian, African/Sudanese, Indian, Greek Orthodox, and Middle Eastern	Partially complete	Data unavailable from current CRM	Not a KPI for 2021

Cultural diversity policy	Support to Basketball Australia Diversity and Inclusion Framework <ul style="list-style-type: none"> - Indigenous NBL1 round - Pink NBL1 round - Ivor Burge - SA Wheelchair Basketball - Walking Basketball - Masters Basketball - First Nations webpage - Transgender guidelines 	Completed	Kevin Coombs cup team included 2 female players. SA Wheelchair female player selected for gliders team	Not a KPI for 2021
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Pillar 3: Community Engagement


Highlights for 2022:

- Website page content increased
- Sanitary Starter kits distributed across the state
- Educational resources developed for female bathrooms and changerooms to reduce stigma of menstruation
- Media attention – Sanitary starter kits, visit to Port Elliot Primary School

PILLAR 3 – COMMUNITY ENGAGEMENT - 2022 KPIS				
KPI / ACTION	2022 ACTIONS TO DATE	2022 STATUS	COMMENT	2021 ACTIONS
Publish a female participation strategy	Strategy published in 202 Strategy KPIs reviewed March 2022	Complete		Strategy available on website, backed by an action plan and branding guidelines
Branding visible in community	Courtside signage at Adelaide Lightning games (seen on telecast) Branding on all flyers and merchandise Website page updated Branding in relevant social media	Complete and ongoing		Courtside signage at Lightning games Video promotion Podcasts Branding across website and tagged in relevant social media
1 FPS communication per week	41 Facebook posts 29 Instagram posts 2 LinkedIn Regular content in monthly President Email Advertiser article on Sanitary Pack initiative. Shared by Commissioner for Young People	Complete		42 Facebook posts 36 Instagram posts 33 Twitter posts
Basketball specific research data	Surveys developed ready for distribution	Partially complete	Data will be collected and analysed by the Action Group	
Quarterly reports	Commission report March 2022 Commission report June 2022 Commission report September 2022 Commission report December 2022 Regular content in President Email Presentation at May and December Member Workshop Report available on website	Complete		Report delivered Dec 2021
Communication strategy	Communication plan provided to marketing team	Complete and ongoing	Topics of communication include promotions,	I am Brave, I am Strong. I am Me campaign developed

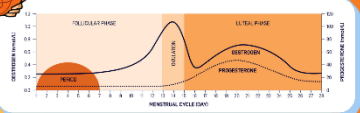
			highlights, tips for female participation, resources, statistics, events	
3 community support network events per year	Event held March 2022 coinciding with International Women's Day Event held during NAIDOC week in Port Augusta Sport SA Women Networking event attended by 12 female volunteers, SA Country and BSA staff	Complete		Not a KPI in 2021
Female specific resources	Environmental Study completed. Resources and research data added to FPS webpage Period Poverty Grant received for sanitary starter kits Menstruation education posters developed and distributed	Ongoing	Resource for Coaches in Development phase Resource for Clubs in Development phase	Not a KPI for 2021

PERIODS AND PERFORMANCE



ASK FOR THE "FIRST AID KIT FOR PENNY"

Sanitary items (tampons and pads) have been made available in First Aid Kits across the basketball community so everyone has access to sanitary items when they need them.



FOLLICULAR PHASE
The menstrual cycle starts on Day 1 of your period. Oestrogen and progesterone in the body start to increase. As the ovaries prepare to release an egg (ovulation) some athletes may feel energised and enjoy new training experiences or push themselves harder.

OVULATION
At the time of ovulation, there is a dramatic decrease in oestrogen and an increase in progesterone levels. You may feel strong and able to push yourself harder than normal.

LUTEAL PHASE
A secondary rise in oestrogen occurs and peaks with progesterone at about 7-9 days after ovulation. A rise in progesterone can coincide with a rise in core body temperature which can elevate your heart rate - this means you could feel like you are pushing hard but your performance is not matching the effort. Stay hydrated and understand this could be due to your menstrual cycle, not a lack of skill or fitness. Unless you are pregnant, the levels of oestrogen and progesterone then start to decrease to prepare for your next period. As this happens, you may find it harder to push yourself, but it usually only lasts a few days.

PERIODS ARE NORMAL FOR FEMALES!

ASK FOR THE "FIRST AID KIT FOR PENNY"

Sanitary items (tampons and pads) have been made available in First Aid Kits across the basketball community so everyone has access to sanitary items when they need them.

FOR A HEALTHY MENSTRUAL CYCLE

YOUR BODY NEEDS:

- ✓ To be fuelled right
- ✓ Got enough rest for recovery

YOU CAN PLAY SPORT WITH YOUR PERIOD


Exercise during your period may release natural endorphins, which could boost your mood and act as a natural painkiller.

Protecting yourself with appropriate sanitary products is the first step to helping you feel comfortable. If you don't have any, ask a staff member for the "First Aid Kit for Penny". They will discreetly help you get what you need.

Some period symptoms like nausea, pain, or headaches might make it hard to participate in sport or other daily activities. If this is happening to you, it might be good to speak with your doctor rather than let your symptoms continue.

DID YOU KNOW?

- A female's body weight can fluctuate daily by up to 1.5kg or more as part of the normal menstrual cycle. These changes are from water retention and do not reflect gains of muscle or fat
- A healthy diet, a healthy sleep cycle, reducing stress, and maintaining regular daily exercise may help reduce the severity of PMS symptoms, including moodiness and painful periods
- On any given day more than 300 million women over the world have their period - **you are definitely not alone!**



PERIODS COME IN ALL SHAPES AND SIZES

WE ARE ALL DIFFERENT WHEN IT COMES TO PERIODS. WHAT WE FEEL AND HOW WE COPE WILL VARY AND THIS IS OKAY!

FIRST PERIOD 11-14 YEARS <small>(NORMAL CYCLE BEGINS AT 12)</small>	CYCLE LENGTH 21-35 DAYS	PERIOD DURATION 4-7 DAYS	MENSTRUAL FLOW/FLUID 30-80 ML
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ASK FOR THE "FIRST AID KIT FOR PENNY"

Sanitary items (tampons and pads) have been made available in First Aid Kits across the basketball community so everyone has access to sanitary items when they need them.


WHEN TO SEE A DOCTOR?

- If you are 15 years old and haven't had your first period
- Your period is heavy (you need to change a super pad or tampon within an hour)
- You have any questions about your general health or menstrual cycle
- Your period is not normal or you are experiencing abnormal symptoms

MISSED PERIODS ARE NOT JUST RELATED TO BEING PREGNANT

A mismatch between the energy your body needs and the energy it has been supplied can stop periods in training athletes, which can stop you from performing at your best.

Misplaced periods can affect bone health (increasing the risk of fractures), your immune system, your digestive system and mental health, so it is important to see a doctor to prevent other health issues from developing.



Pillar 4: Role Modelling

Highlights for 2022:

- Role models well received at all clinics
- Basketball SA invited by Office for Recreation and Sport to participate in the Women in Sport Taskforce Activation Event. This event was attended by the Minister for Sport and received media attention for the sport and female participation.

PILLAR 4 – ROLE MODELLING - 2022 KPIS				
KPI / ACTION	2022 ACTIONS TO DATE	2022 STATUS	COMMENT	2021 ACTIONS
Motivational content for clinics	Access to SheHoops Links to resources on the FPS webpage Disability clinics holistic delivery	Partially met	Access to expertise to develop content has inhibited completion of KPI	Not a KPI for 2021
Role Models at activity delivery	Lightning or NBL1 players at all school visits. Eight District clubs utilised opportunity to promote club at school delivery sessions. Female referee mentor roles. SA Country female High Performance Manager	Complete	Female staff representation in all BSA/SA Country service delivery departments	Lightning attendance at all clinics. Lightning coaches at coach clinic
Gender specific, female friendly grassroots program		Not met	Access to expertise to develop content has inhibited completion of KPI	Not a KPI for 2021
Increase social media engagement by 10%	Average Facebook reach: 4580 Engagement: 222 Average Instagram Reach: 1418 Engagement: 95 LinkedIn reach: 492.5	Complete	Engagement across Facebook and Instagram remained relatively stable. Social media engagement increased through LinkedIn	Not a KPI for 2021 Average Facebook reach 4563.98 Average Instagram reach 1645.44
Mentors assigned to referees, coaches, administrators	Action Group assigned to program. Women in Sport program investigated Partnership with SheHoops Basketball Australia mentor programs for referees and coaches	Ongoing		Not a KPI for 2021

Pillar 5: Business Management

Highlights for 2022:

- Regular reporting systems developed
- Additional project funding application successful (Office for Children and Young People)
- Leadership Team, Action Group, and Committee structure to collaboratively manage the strategy
- External contractor to coordinate FPS activity bookings

PILLAR 5 – BUSINESS MANAGEMENT - 2022 KPIS				
KPI / ACTION	2022 ACTIONS TO DATE	2022 STATUS	COMMENT	2021 ACTIONS
Financial reporting against levy	Budget presented March 2022 Report presented quarterly to Commission. Annual reporting contained in Annual Report	Completed		Report provided with 2021 Annual Report for levy collected prior to Jan 2022
Two staff participate in mentor program	All clubs offered place in Female Leadership and Participation in Sport Webinar (July 2022). Attended by 24 people (incl 6 regional) SA Country administrator completed WLIS program (AIS) Connections made through SheHoops	Partially complete		Not a KPI for 2021
One graduate opportunity delivered		Not met	In principle agreement to offer part time role for FPS/inclusion. Explore further in 2023	Not a KPI for 2021
Revenue increased through other funding sources	\$5k Period Poverty grant from Office for Children and Young People. Sanitary products obtained through Taboo at partner discount rate.	Completed and ongoing		Not a KPI for 2021
Establish Leadership Team to provide member guidance	FPS management assigned to Basketball SA staff. Advisory Group and Committee provide assistance	Completed		Senior Leadership Group established

NEXT STEPS FOR 2023

Under the direction of a new CEO, Basketball SA will review the Female Participation Strategy leading into 2023. An analysis of activity to date will determine what has worked well, what requires improvement, where gaps still exist, and whether there is scope to provide alternative initiatives. It is important to use the progress of the strategy and outcomes to date to determine whether the direction of the strategy remains relevant and proposed activities will address the identified gaps.

This review will be conducted in conjunction with the Female Participation Committee. It is proposed that the Female Participation Committee merges with the Female Participation Action Group to provide a more holistic group that can monitor and provide input to the strategy. Combining the two groups will increase the range perspective at meetings to ensure the strategy is meeting the needs of all member groups.

It is recommended the Commission approve the review to commence in February 2023.

