



**Basketball  
Ireland**

# // Women in Basketball Strategy 2023-2027



[www.ireland.basketball](http://www.ireland.basketball)

//Teamwork is the beauty of our sport,  
where you have five acting as one.

Mike Krzyzewski



# Basketball Ireland

The national governing body for the sport on the island of Ireland.

Part of FIBA, the World Governing body, Basketball Ireland is responsible for the promotion and administration of basketball throughout Ireland and for Irish international participation.

[info@ireland.basketball](mailto:info@ireland.basketball) // [www.ireland.basketball](http://www.ireland.basketball)



# // Introduction



**John Feehan**  
CEO



Basketball Ireland has recently launched our Strategic plan after a long and broad consultation process with our members. It was clear from the consultation the need for a specific Women in Basketball strategy, and this was included as key action under "The Game" strategic pillar. Basketball Ireland are delighted to deliver on this action and launch our Women in Basketball Strategy. We have worked with specialist outside expertise to assist us in the process to ensure that our 5-year Women in Basketball strategy will continue to improve the sport while empowering female members of our community both on and off the court.

Basketball Ireland are delighted to launch our Women In Basketball strategy, as one of the key actions under the Game strategic pillar in our overall Strategic plan. The women in our community have taken part in the consultation process with Basketball Ireland on this strategy to ensure their voices are heard. From this consultation we have identified key areas for the future development of women in basketball. Our vision is that we continue to be a leading role model sport, empowering women to the next levels of achievement on and off the court. I would like to thank all those who helped us during the consultation process, and I look forward to implementing this plan over the next number of years.

**Erin Bracken**  
Women in Sport lead







**Basketball  
Ireland**

**Vision // Women in Basketball**

2023 // 2027



To continue to be a leading  
role model sport,

empowering women to the  
next levels of achievement,  
on and off the court.

# // 4 Strategic action areas





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## Playing the Game



### Actions:

- Build data insight to best understand the needs and requirements of the female specific target audience, including understanding interest in 3x3 and with the goal of maintaining a 50/50 gender split in our playing members
- Commit to removing barriers to female participation, specifically through:
  1. Setting participation goals across all sectors of the sport (schools, club, masters, colleges)
  2. Setting course completion targets for female targeted officials' courses
  3. Coordination of Basketball Development programmes for women
  4. Development of female specific apparel
- Work with clubs to adopt a social pathway to play the sport in a non-competitive environment at all age groups, via the Sociaball and the HerMoves programme for teens
- Continue to support female athletes by supporting competition and development opportunities for them, as per the overall strategic plan (Game pillar)





## Actions:

- Basketball Ireland will offer a mentoring programme, which includes training to support women and girls for leadership positions in the sport
- Basketball Ireland will define a gender balance policy. This policy will:
  1. Include voluntary boards and committees, coaches, referees, table officials, promotional campaigns and training events
  2. Define gender balance rules and set targets
  3. Set targets for gender balance on its staff and management positions
  4. Be widely advocated so that staff and committees implement it
- Basketball Ireland will have a dedicated WIS Manager that leads:
  1. Delivery and coordination of all elements of women in sport
  2. The administration of this strategy
  3. Development of female-specific programmes & education



## Actions:

- Basketball Ireland to implement a mentorship programme for female coaches and officials which:
  1. Provides fit for purpose coach education in order to increase retention rates
  2. Reserves a number of coaching positions on International teams for up-and-coming female coaches
  3. Strives for gender balance in club, school, colleges and international coaching
- Create the right environment to encourage coaches and officials to leave and reengage, including:
  1. Promotion and growth of the She Says Women's Online Forum
  2. Annual female coaching conference and female targeted clinics
  3. Female only officials workshop and support network
  4. Implementation of a maternity policy that allows return to the sport without having to achieve CPD points during the pregnancy
  5. Adoption of FIBA recommendations to address unconscious bias in basketball terminology





## Actions:

- Basketball Ireland to use their platforms to:
  1. Promote female achievement (both at home and overseas) in coaching, officiating and playing
  2. Ensure female basketball receives equal coverage across all platforms
  3. Strives for gender balance in club, school, colleges and international coaching
- Basketball Ireland to empower and equip female ambassadors with the skills to promote themselves and the game, with the goal of more exposure and attention on the women's game
- Explore options around brand building and fan engagement, with the goal of driving higher public attendance to the women's game

# // By the end of this plan we will have:

## The Game

Implemented the guidelines in the Sport Ireland Diversity & Inclusion Policy, with the intended outcome of more people from diverse communities participating and engaging in basketball at all levels

Increased the numbers of women in leadership roles (coaching, officiating, governance, administration)

Developed a sustainable plan for the support and development of volunteers

Doubled the number of Sports Development Officers

Increased players, coaches and officials by 33%+

Implemented minimum standards of operation for all National League Clubs

Established a High Performance Unit



2023 – 2027

## Funding

Created a philanthropy and patronage programme for the sport

Doubled the Basketball Ireland turnover

## Engagement

Raised the profile of basketball throughout Ireland, with continuous and regular coverage of the top domestic competition and international teams, to double the level of coverage

## Facilities

Significantly redeveloped and modernised the National Basketball Indoor Arena

## Organisation

Reviewed the structure and governance of all committees





# // Acknowledgements



We thank you for your ongoing support of Basketball Ireland

The staff and Board of Basketball Ireland.

All those who responded to the survey or gave their time in the consultation for this strategy.

The clubs, officials, volunteers and players who make up basketball in Ireland.

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