



**GIRLS  
GOT  
GAME**

@basketballnz



**BASKETBALL  
New Zealand**

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# Women & Girls Participation Framework



# What is the BBNZ W+G Participation Framework?

- A tool for providers to better understand how to meet the wants and needs of women and girls in basketball
- The Framework:
  - identifies 3 stages of participation
  - across 3 age groups of participants
  - supported by 3 critical enablers for success



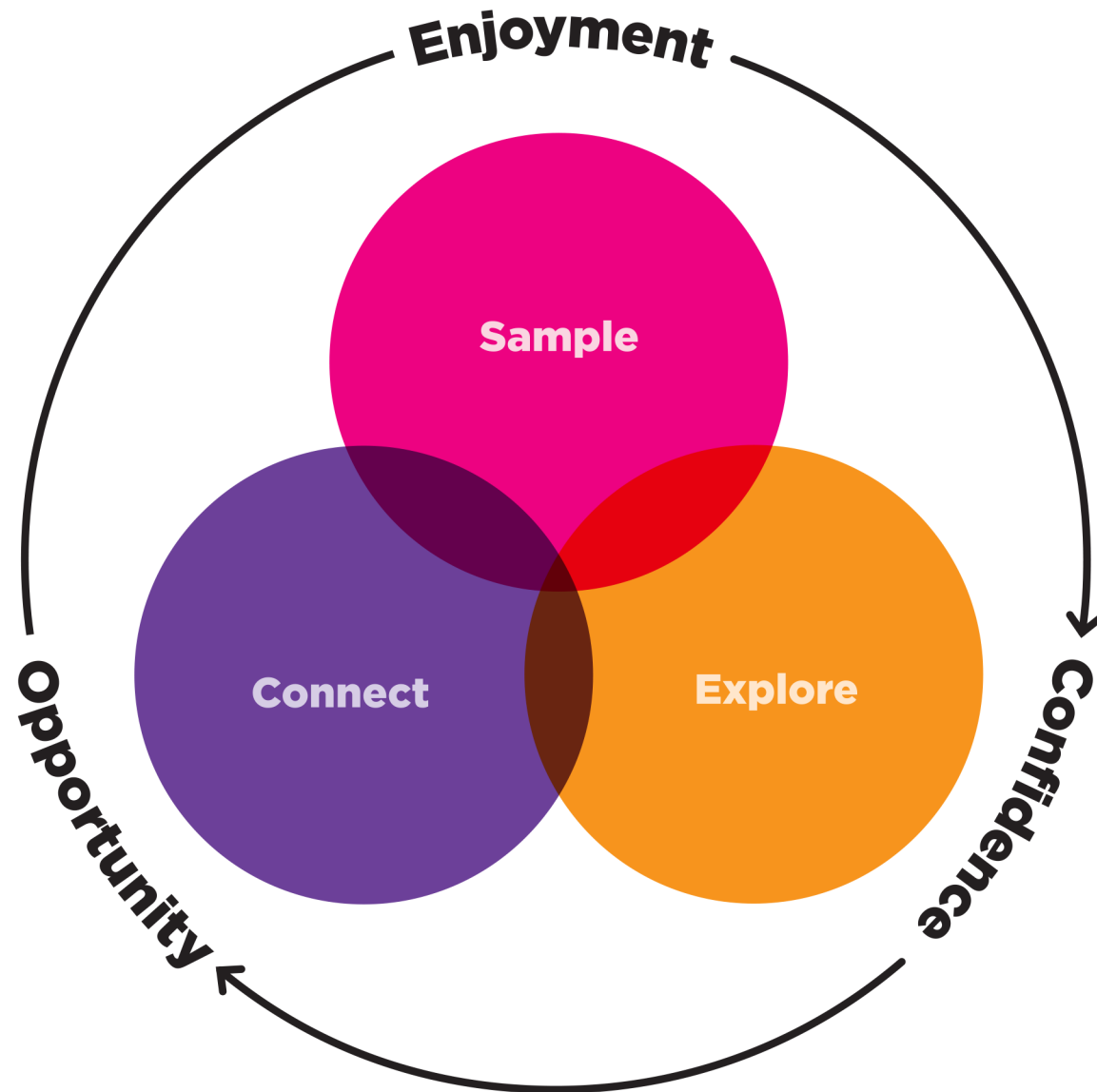


# Why do we need a framework?

- To validate different experiences and journeys in the game – you don't have to take just one pathway
- To show clear entry points and progressions of offerings available
- To encourage consistent programming and standardised experiences across the country



# The Framework



# Three stages of participation



## Sample



Sampling is often the participants' first experience(s) with the game.

This stage is about breaking down the fear of the unknown and leaving positive first impressions. It focuses on fun and positivity, and in doing so encourages participants to be active and try something new.

Whānau and other key influencers encouraging girls to sample basketball, whether through formal or informal environments, is often critical to them going on to explore and connect to the game.

## Explore



Exploring occurs when participants want to engage with basketball in new ways after having positive past experiences.

This stage is about introducing participants to what's possible through fun-focused, safe-to-fail environments where they are supported and encouraged. It focuses on promoting healthy competition, being both challenging but achievable, and embraces the power of "not yet" where participants are encouraged to believe they have the potential to improve. They may not be able to YET but give it time.

It is often done in "formal" environments or informally when supported by whānau or a key community champion.

## Connect



Connecting is when participants feel like basketball is a sport for them. It focuses on variety and choice and ensuring they can engage with basketball the way they want to.

This stage is about nurturing participants' affinity for the game through a sense of belonging and providing relevant experiences and opportunities for growth and ongoing participation.



# Three critical enablers





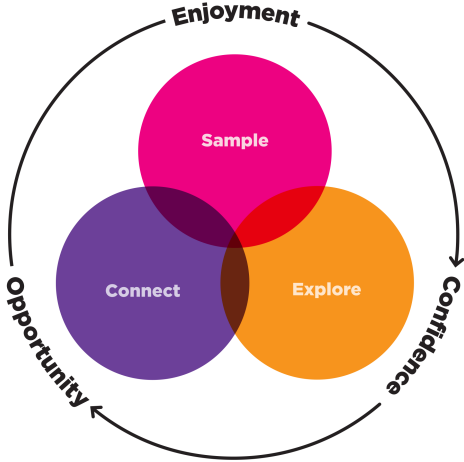
# Three groups of participants



# The Framework

	Sample	Explore	Connect
Tamariki	●	●	●
Rangatahi	●	●	●
Pākeke	●	●	●

Opportunity > Enjoyment > Confidence





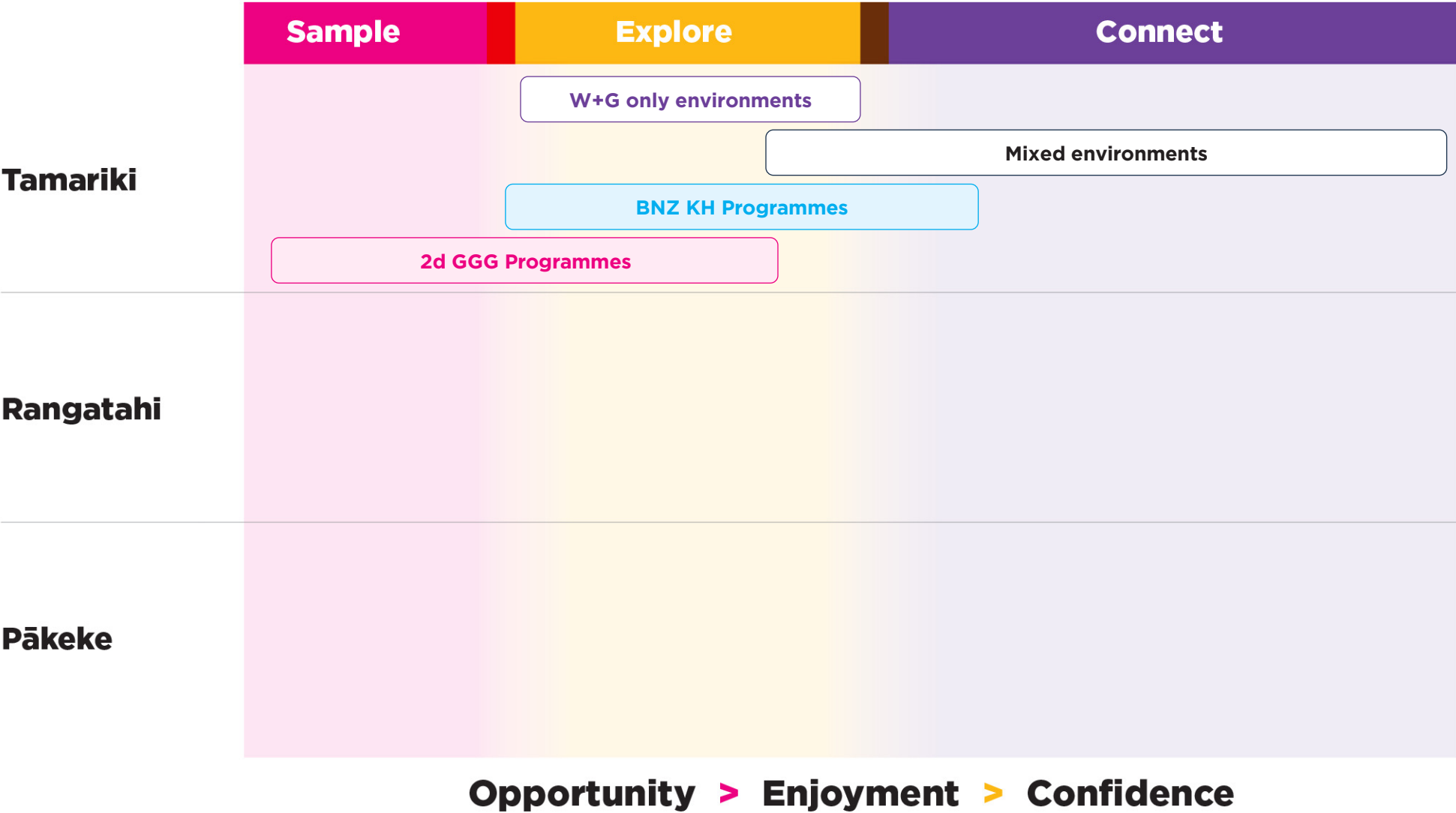
# Case Study – Franklin Basketball



**GIRLS  
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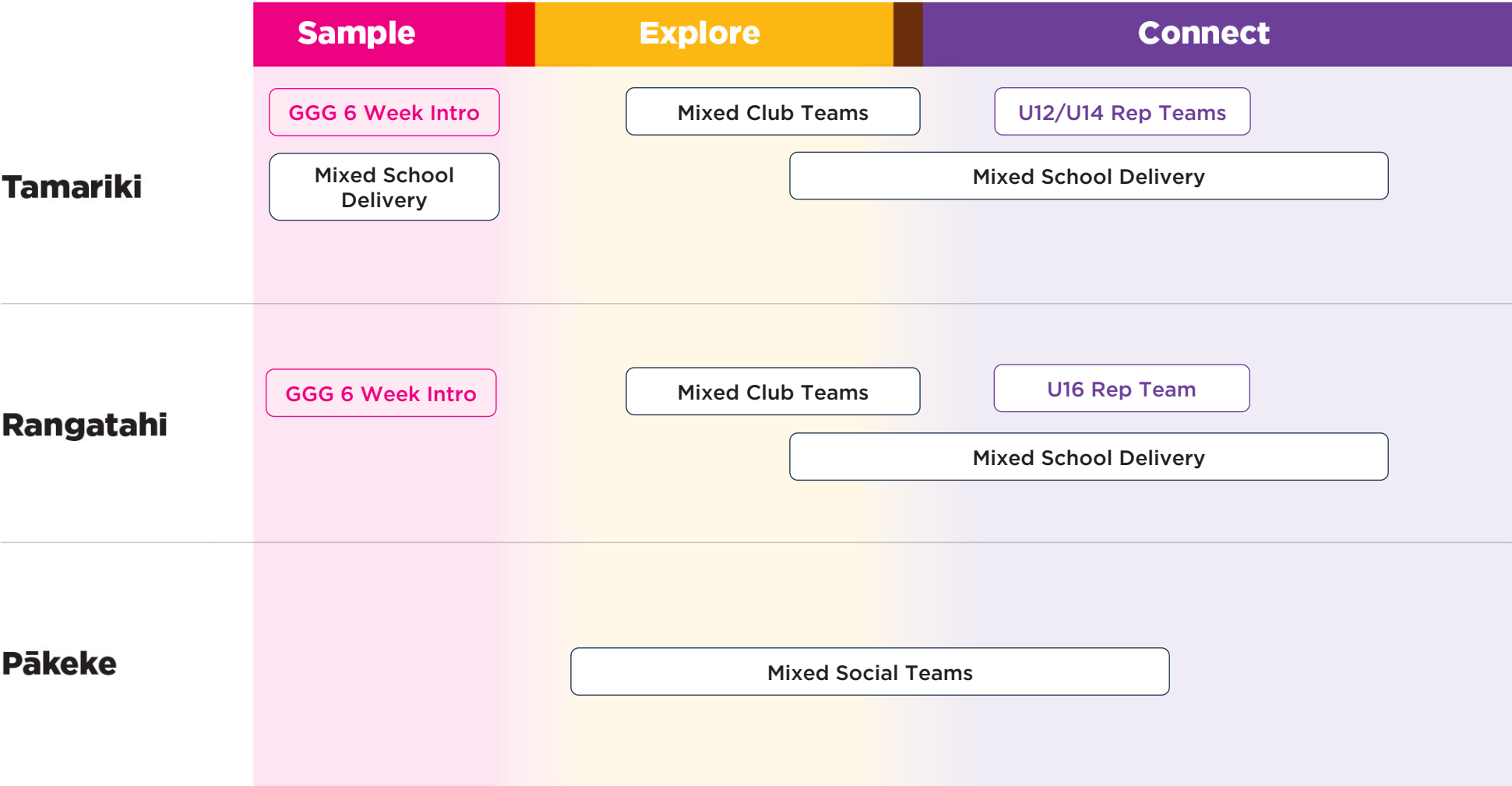
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# Putting it all together in a system



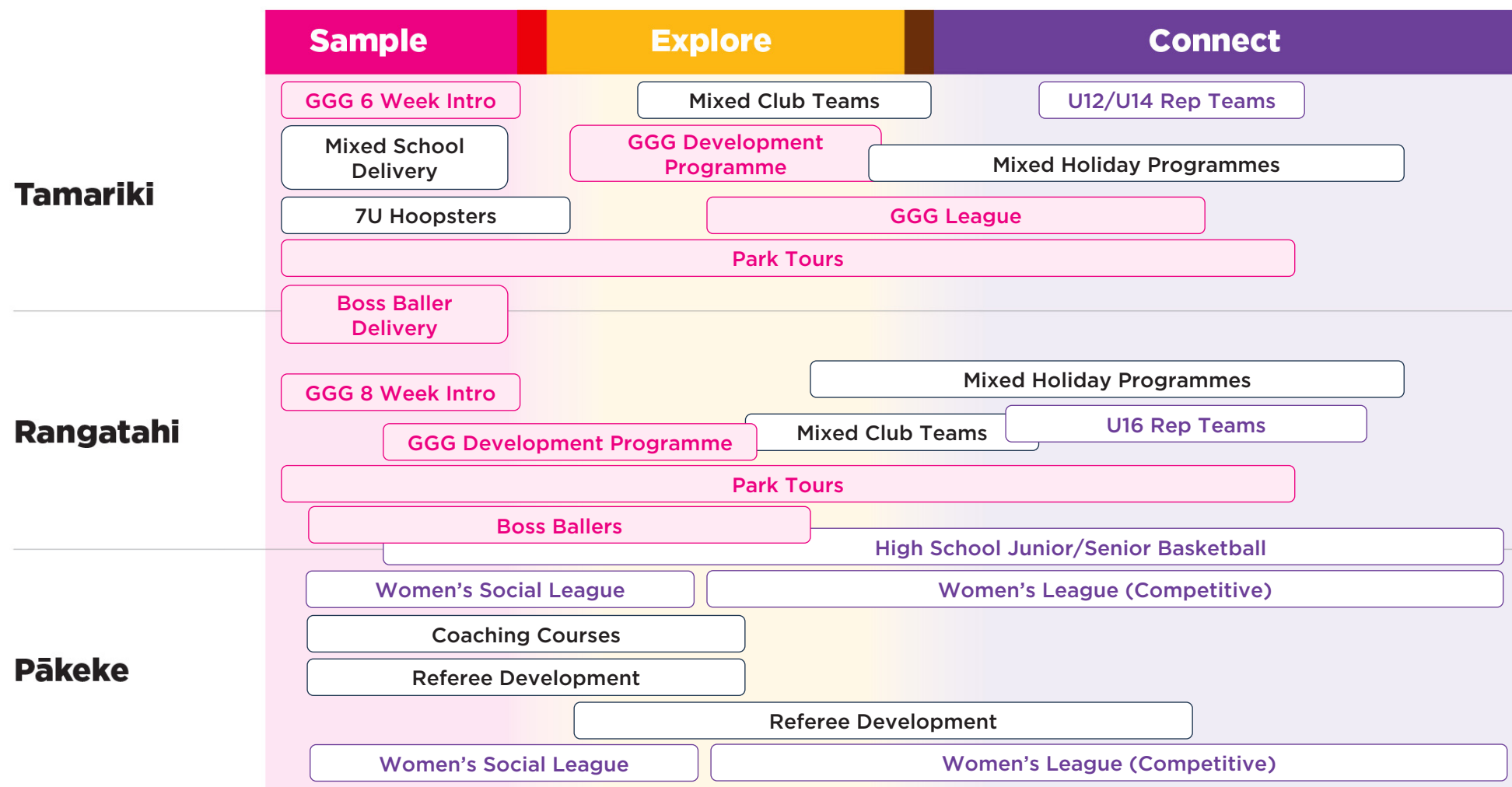


# Case Study – Franklin 2021



Opportunity > Enjoyment > Confidence

# Case Study – Franklin 2023



**Opportunity > Enjoyment > Confidence**



# FRANKLIN BASKETBALL: GIRLS GOT GAME

Program design 2022-2023

Program Lead: Samara Funnell samara@fbb.nz franklinbasketball.org.nz



## PROGRAM OVERVIEW:

In 2022, we decided to restructure the format of the Girls Got Game Program.

Our Initiative was to create more of a pathway for girls. Allowing them to progress through different phases of development, at the same time providing them with different opportunities.

The phases of the program are: GGG Intro, GGG Development, GGG League.

There are a few distinct outcomes of this restructure:



Provide a pathway, girls can progress through different phases of basketball and continue to grow in skill and confidence.



Improved opportunities in the region for young girls through basketball.



Overall participation numbers increase. More young females playing sport.

## PROGRAM PHASES:



## BEYOND:

An area of discussion and insight for us was to see how many girls progressed beyond these phases. More than playing basketball in the GGG League, but also what they did beyond that.

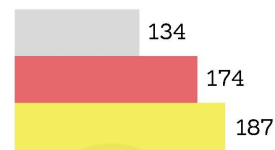
Some notable areas:

- x3 GGG became referees
- x6 GGG joined HS teams
- x4 Franklin Junior Reps
- x8 GGG moved to mixed club teams
- x6 GGG in 2023 AIMS team
- x6 GGG in U13 Regionals 2023.

## INSIGHTS

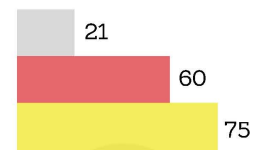
2022 2023 2023 Current (term 4)

### GGG INTRO



30%  
GROWTH

### GGG DEVELOPMENT



180%  
GROWTH

### GGG LEAGUE



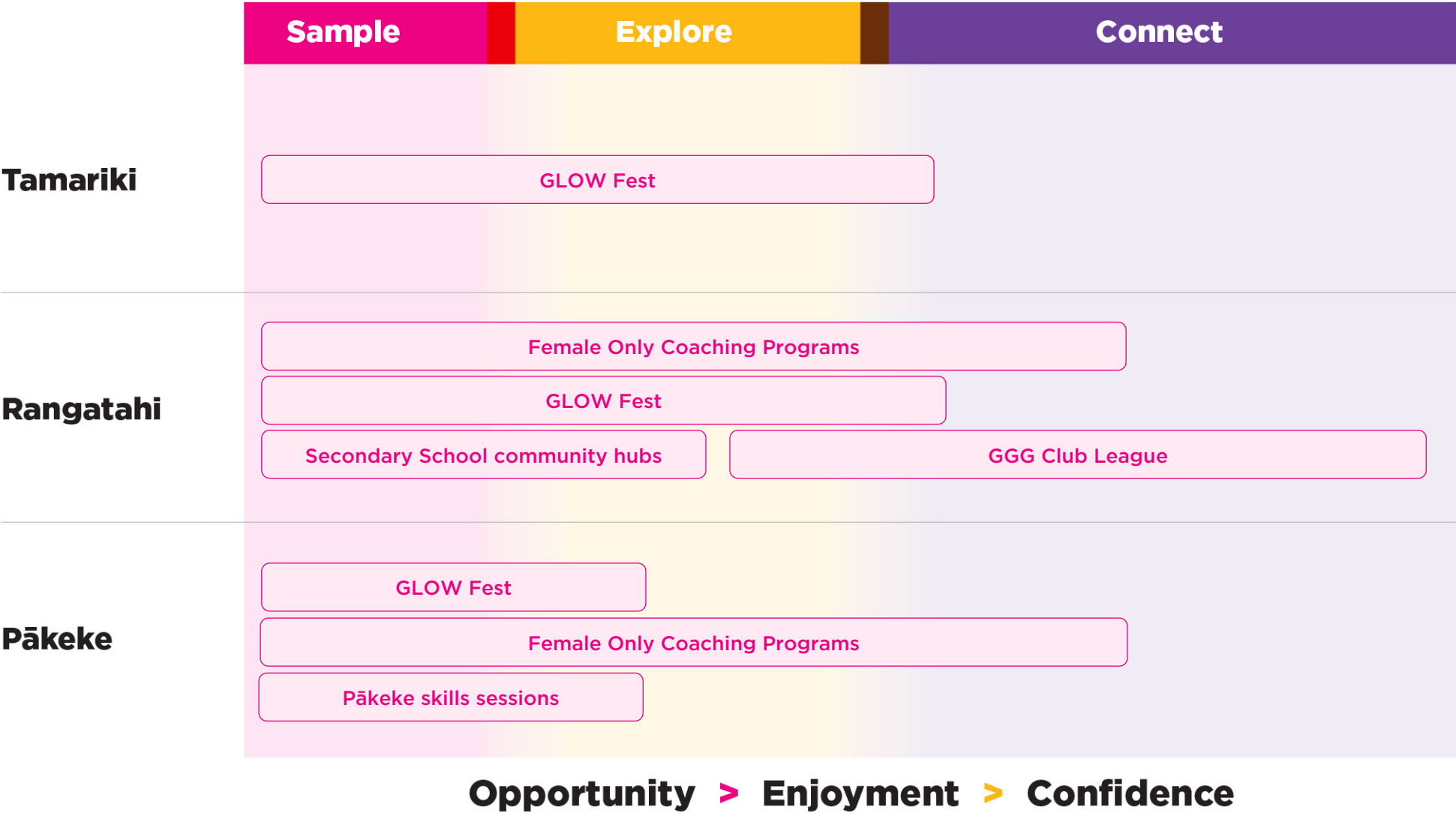
X6  
GROWTH

## WHAT'S NEXT:

- Co-Design future projects
- GGG League multiple age groups
- GGG Community Hubs
- GGG Leadership Opportunities
- GGG Coach Development
- GLOW FEST
- Wahine Skills Session



# Franklin Gap Analysis – Looking to 2024





# What does your termly map look like?

	Sample	Explore	Connect
Tamariki	<div>W+G only environments</div> <div>Mixed environments</div> <div>BNZ KH Programmes</div> <div>2d GGG Programmes</div>		
Rangatahi			
Pākeke			

Opportunity > Enjoyment > Confidence