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Women and Girls 2026 AGM



**BASKETBALL
New Zealand**





Overview

1. 2degrees Girls Got Game Growth
3. Ongoing challenges
4. Upcoming priorities
5. How you can help
5. Available resources





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2degrees Girls Got Game Growth





Programme Growth

Growth in delivery models focused on transitioning participants into on-going opportunities to play

Delivery Models 2023

- In-school
- Intro Programme
- Holiday Programme
- Activation
- Boss Ballers
- GLOW Fest (pilot)
- Park Tour (pilot)

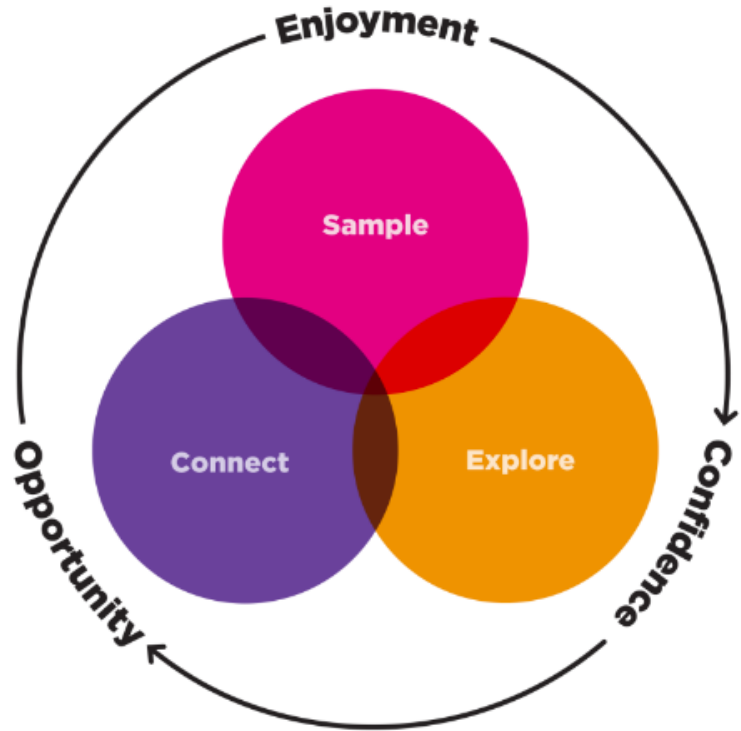
Delivery Models 2026

- In-school
- Intro Programme
- Holiday Programme
- Activation
- Boss Ballers
- GLOW Fest
- Park Tour
- Development Programme
- Organised League/Competition
- GGG Roadie



Aligned to W+Gs Framework

The Framework



Basketball New Zealand

Women and Girls Participation Framework Practical Application - Mapping

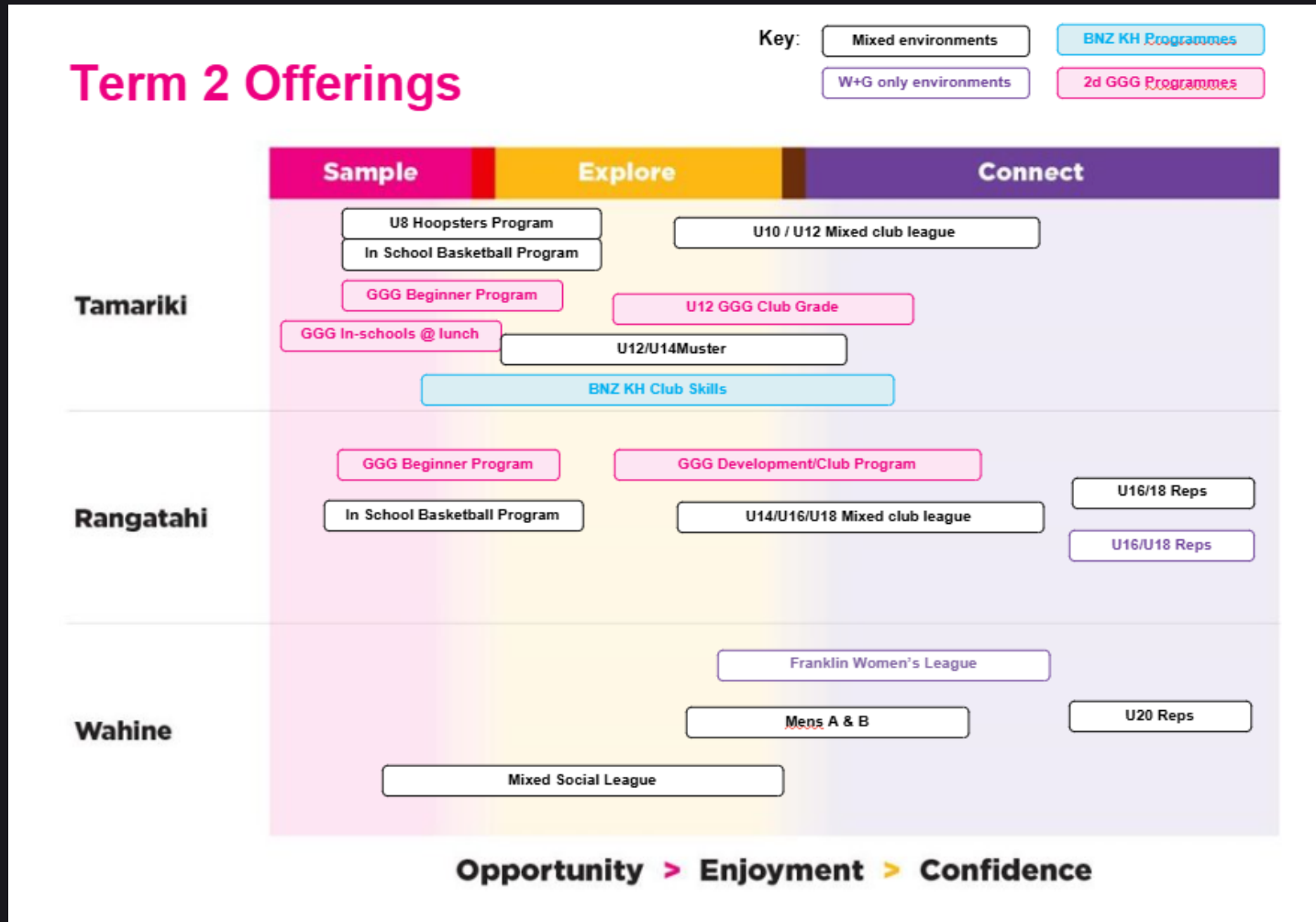
Example of Possible Offerings Break down into termly mapping

Key	Mixed environments	BNZ KH Programmes
	W+G only environments	2d GGG Programmes

	Sample	Explore	Connect		
Tamariki	2d GGG Activation	2d GGG Park Tour			
	2d GGG In-school activations	2d GGG 4-8 week Intro	2d GGG 4-8 week Devel	2d GGG Leagues & Tournaments	U14 Reps
	BNZ KH In-school activations	BNZ KH Community Skills Session		BNZ KH Leagues & Tournaments	U14 Reps
	BNZ KH Activation	BNZ KH Holiday Programme		Academy	
Rangatahi	2d GGG GLOW Fest	2d GGG Holiday Programmes		U16, U18, U20 Reps	
	2d GGG In-school activations	2d GGG 4-8 week Intro	2d GGG 4-8 week Devel	Boss Ballers	U16, U18, U20 Reps
		Social Tournaments		Academy	
		College Sport Leagues		Academy	
Pākeke				2d GGG Park Tour	
				Weekly League	
				2d GGG Women's League	
		Social Tournaments		U23 Reps/Tupu League/Tauihi	
			U23, Tupu League, NBL		

Opportunity > Enjoyment > Confidence

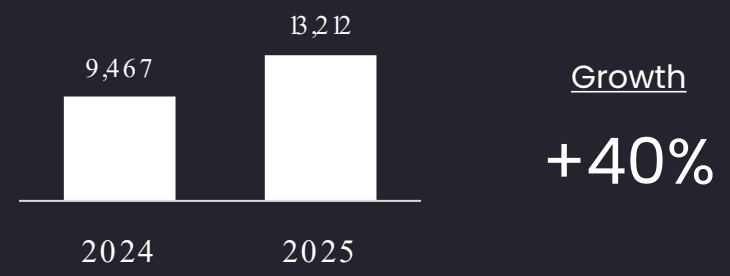
Key part of delivery system



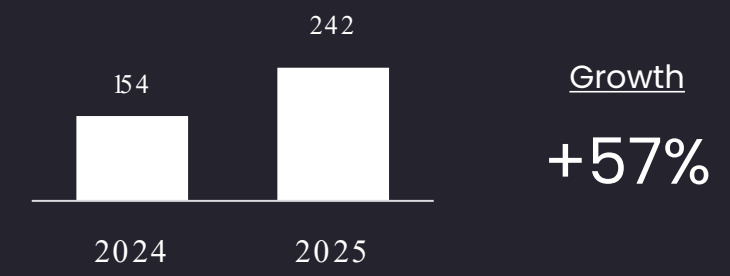


2degrees Girls Got Game Growth

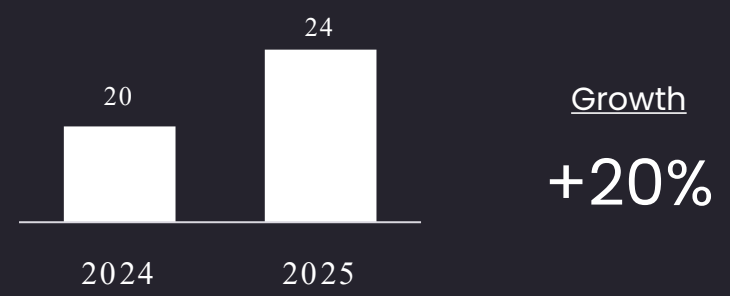
2degrees GGG Participants



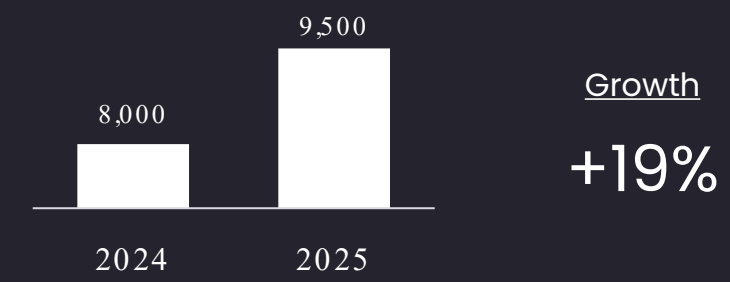
Offerings Delivered



Associations & Regions Delivering



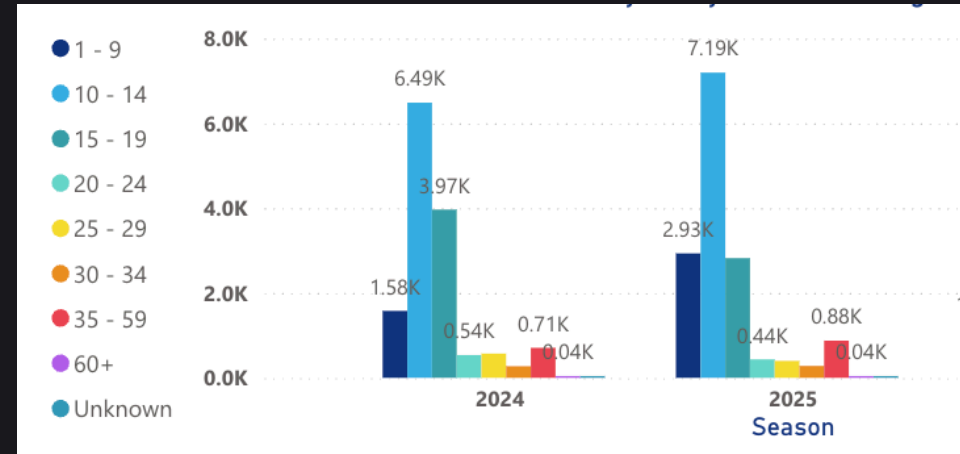
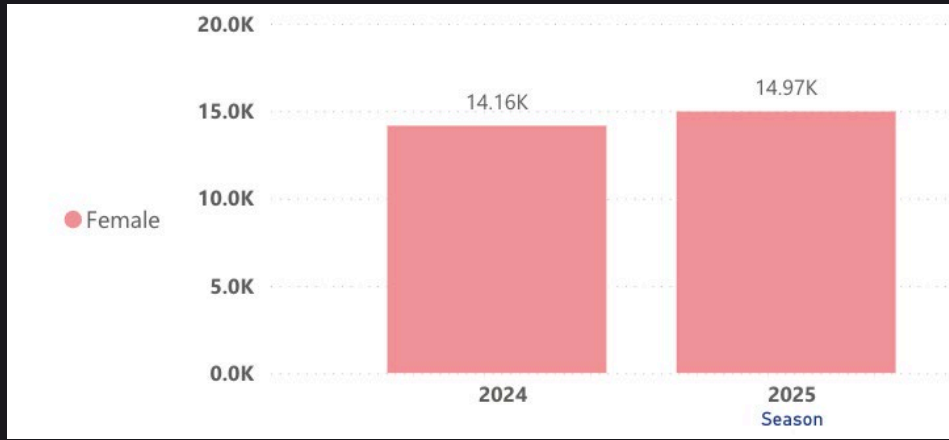
Programme Resources Distributed





Wider participation impact

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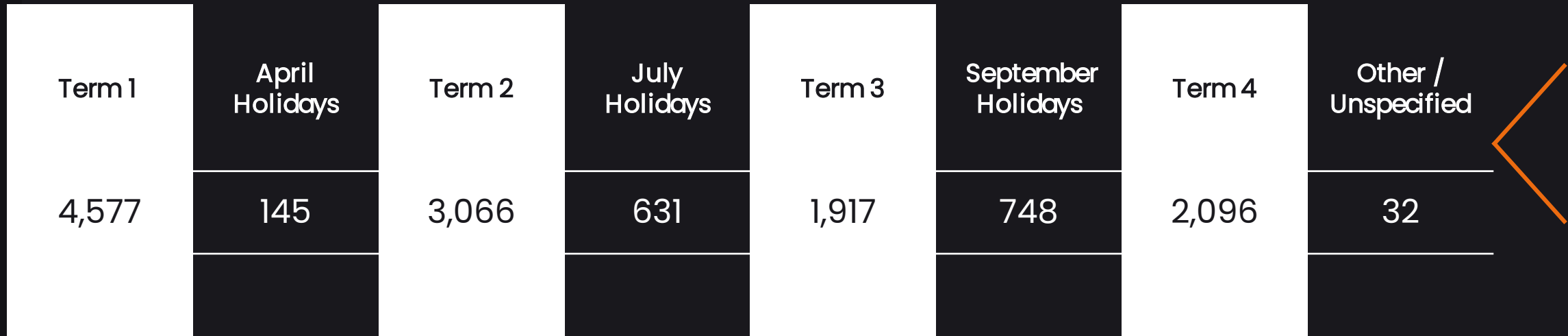
Delivery overview

Delivery model	# of participants	# of offerings	Core role of model
In-school programme	4,724	80	Primary access driver – reaches girls who do not engage with formal sport or basketball outside of school
5v5 organised comps / leagues	2,325	36	Sustained engagement and pathway progression, supporting ongoing participation
Activation + commercial activations	1,630	28	High-impact entry point with strong brand visibility and first-experience engagement
School holiday programme	1,524	11	High-energy participation windows, often re-engaging girls outside school terms
Afterschool skills programme	1,523	44	Consistent weekly touchpoint, supporting confidence, skill development, and retention
3x3 or 4x4 organised comps / leagues	861	19	Alternative game formats that attract new audiences and offer flexibility
Other delivery models	243	7	Pilots, festivals, and bespoke initiatives, testing new ways to engage girls
GLOW Fest	226	3	Flagship celebration events that combine participation, visibility, and community connection
Boss Ballers	88	5	Leadership and confidence programme, supporting non-traditional participation pathways
Park Tour	68	9	Low-barrier community outreach, meeting girls in informal spaces





When delivery occurred



Case Study: Canterbury

Canterbury Basketball Association has shown strong system impact through 2degrees Girls Got Game, more than doubling programme reach year-on-year and embedding GGG as a core access pathway rather than a one-off activation.

Consistent in-school delivery, dedicated workforce, and clear positioning of GGG as a participation feeder (not a performance programme) have strengthened confidence and connection for girls entering the basketball system.

Canterbury report that this approach has supported increased flow into their club and league structures, contributing to stronger female registrations in formal competitions.

	2024	2025
2d GGG Reach	635	1433

Girls Got Game
Sample & Swish

Open to kōtiro in years 5-10.
Play some games, learn some skills, meet new people, win some prizes and take home a swag bag

4-6pm | 30th April
Pioneer Stadium

Email to RSVP-clubmanager@pioneer.nzbasketball

Step onto the court and discover the thrill of teamwork, agility, and learning new skills! Whether you're a first-timer or just looking for something fun, this session is all about trying something new and having a blast.

SUMMER OF BASKETBALL
GLOW FEST

Saturday 29th of March
Half 3x3 basketball games & half dance party

For Girls 7-15 yrs old
3 sessions according to age

Free Gear!
Music!
Prizes!
Heaps of fun!

For Info & Registration head to our website

QR code for registration

Case Study: Northland

Targeted 2degrees Girls Got Game sessions in Northland transformed female participation in previously male-dominated environments, with girls' numbers rapidly growing from just a handful to dozens within weeks.

Dedicated girls-only delivery created confidence, momentum, and clear pathways into mixed and organised competition, embedding sustainable local leagues and programmes.

As a result, the 2degrees Girls Got Game programme in Northland more than doubled its reach, increasing from 2,537 to 5,419 participants in 2025.





BAU vs Campaign reach

Age group	Overall 2025 Reach	Summer of Basketball reach	% impact of campaign
Primary (Y0–6)	1,085	230	21%
Intermediate (Y7–8)	4,420	520	12%
Secondary (Y9–13)*	6,630	2,650	40%
Open / Mixed	1,077	280	26%
Total	13,212	3,680	28% of total programme reach

**the way this data was captured rounds up – so if any participants were over the age of 13 the whole programme was counted as Secondary School reach, likewise with intermediate/primary and open/mixed.*





Regional breakdown

Region	2024 reach	2025 reach	% growth YoY	Summer of Basketball
Northland	2,537	5,419	+114%	✓ Yes
North Canterbury	10	1,253	+12,430%	✓ Yes
Canterbury	637	1,433	+125%	✓ Yes
Tauranga	116	746	+543%	✓ Yes
Te Aroha	104	283	+172%	✓ Yes
Harbour	985	1,247	+27%	✓ Yes
Capital	380	416	+9%	✓ Yes
Manawatu	70	101	+44%	✗ No
Otago	11	40	+264%	✗ No, FIBA HWHR
Nelson	0	19	n/a	✗ No
South Canterbury	–	51	n/a	✗ No
Porirua	–	65	n/a	✗ No
Kapiti	–	15	n/a	✗ No





Regional breakdown cont.*

Region	2024 reach	2025 reach	% growth YoY	Summer of Basketball
Taranaki	32	32	0%	✗ No
Franklin	579	327	-44%	✗ No
Wellington	323	268	-17%	✗ No
Southland	91	73	-20%	✗ No
Gisborne	83	50	-40%	✗ No
ABS (combined)	3591	1171	-67%	✗ No
Counties		189		✗ No
Waitakere		111		✗ No
Auckland		871		✓ Yes



*greater clarity and programme integrity applied to 2025 reporting



What is going well

- Strong school-based "SAMPLING" access for non-playing girls – in particular Intermediate age
- Developing a more mature, system-led delivery model – pockets with clear retention + EXPLORE/CONNECT opportunities
- Flexibility within a framework for local delivery
- Tangible resources and systemized value package to support delivery partners
- Strategic use of investment to doubling down on regions that are prioritising this work
- Strong working relationships with key associations
- Improved data management and reporting systems





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Ongoing challenges



Ongoing challenges

- Consistency of delivery + execution nationally
- Data quality/integrity
- Proactive delivery oversight
- Visibility and storytelling
- Shrinking local capacity and resources
- Rising cost of living and transport barriers increasing – particularly for social/non-competitive players/opportunities





The big challenge

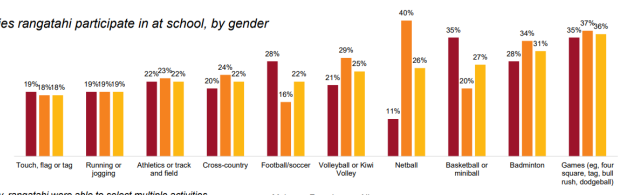
- Formal retention/conversion – particularly at ages 15–19
- 15-19 year olds registered members dropped by over 1000 from 2024-2025 - > 25% drop
- Secondary School Sport census data shows consistent decline in secondary school numbers

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Games are the most common activity at school/kura, followed by traditional sports such as badminton, basketball and netball. There are differences in physical activities at school by gender (eg, netball and basketball or miniball).

- Games (eg, four square, tag, bull rush, dodgeball) were common across different age groups.
- Gender differences are evident in activity selection: for example, netball is predominantly played by females, while basketball or miniball is more popular for male rangatahi.

Top 10 activities rangatahi participate in at school, by gender



Note: In the survey, rangatahi were able to select multiple activities they participated in during the current school year.





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Upcoming priorities





Service-level agreements (SLA's)

Embed in the system to lift delivery quality and consistency

What is it?

- 16 Large Associations – 400 minimum reach, across 2 programme delivery modules
- Supported by clear, systemized value package - \$2 for every participant reached previous year, basketballs, bags, bottles, stickers, signage

Why it matters

- Establishes the baseline
- Lifts consistency of opportunities across regions





Focus on formal retention and ongoing opportunities

Connect more directly to ongoing opportunities

What is it?

- Prioritising stronger registration-based offerings and connections after SAMPLE delivery
- Intermediate Girls Only 3x3 Leagues/modules, some Secondary School focus

Why it matters

- SAMPLING is working — follow-through is the gap
- Need to make it easier for girls to CONNECT with basketball pathways



Women and Girls Retention Project

Strategically approach the secondary school drop-off

What is it?

- Insights-driven, whole of organization approach to retaining girls in basketball

Why it matters

- Current competitive pathways alone are not meeting most girls' needs – seeing a 10-year decline in secondary school participation
- Current drop-off rate is higher than fellow NSOs



Female Leadership

Empowering wāhine leaders in basketball across Aotearoa

What is it?

- Emerging Leaders Cohort #3 delivery
- Piloting regional/alternative leadership development models
- Women in coaching pilot

Why it matters

- **Visibility:** Amplifies stories of women in sport (incl. non-traditional roles)
- **Access:** Creates leadership pathways for girls & women
- **Community impact:** Extends into regional programmes and grassroots initiatives





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How you can help



Priorities for Associations

- Work with us to understand what your current picture looks like, what your local priorities are, and how we can support
- Focus on transition from one stage to the next – what is your pathway?
- Using gameday for registrations where possible
- Consistency in marketing and brand execution
- Continue to do the great work you are already doing

This will create momentum, which will see more women and girls playing more basketball more often. The more women and girls we have feeding into the system the stronger the sport will be.



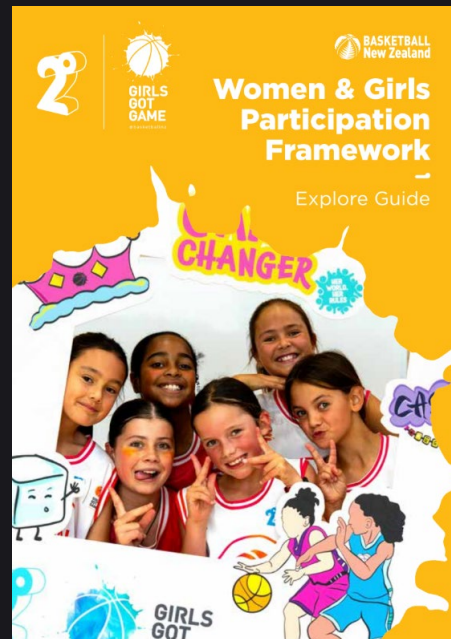


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Available Resources



Women and Girls Framework



Term 1 Offerings

Key: School environments 2025 NZ Programme
In-school environments 24 COG Programme

Region	Sample	Explore	Connect
Tairāroki	16 School Free Trials 666 In-School Delivery Modules (1st Term)	16 School Free Trials Primary/Intermediate School Leagues 1666 In-School Delivery Modules (2nd Term)	16 School Free Trials 1666 In-School Delivery Modules (2nd Term)
Rangātahi	1666 In-School Delivery Modules (2nd Term)	1666 In-School Delivery Modules (2nd Term)	1666 In-School Delivery Modules (2nd Term)
Pākeke	1666 In-School Delivery Modules (2nd Term)	1666 In-School Delivery Modules (2nd Term)	1666 In-School Delivery Modules (2nd Term)

Opportunity > Enjoyment > Confidence

Term 1 Offering National Programme Details

These details are only provided for NZC, Kōwhiri and 24COG COG. Our COG offerings, Type 1 or 2, include the type of model, delivery time, 24 COG, please complete the offering criteria. For more information on the Framework, please visit the website.

Offering Time Slot: 7/8	Programme Category	Delivery Model	Age Range	# of Target Participants	# of Coaches	Framework Stage (Sample) Connect
Y	24COG Girls On Game	In-school Development	17 & 9	32	2	Explore/Connect
Y	24COG Girls On Game	In-school Delivery	15-8	138	5	Sample/Explore
Y	24COG Girls On Game	Advisory	19-13	24	1	Sample
Y	24COG Girls On Game	3rd Party Delivery	16-18	18	1	Connect
Y	8/12 Kōwhiri	In-school programme	17 & 8	482	3	Sample/Explore
Y	8/12 Kōwhiri	Skills programme	17 & 8	24	1	Explore/Connect

Experience Characteristics

Once you've thought about who your participants are, it's important to then consider the type of experience you're delivering for them when they're sampling.

The following experience characteristics are intended to provide general guidance on the key themes and characteristics of quality sampling experiences. This information has been developed from international and national research as well as consultation surveys from across the NZ basketball community.

Sampling environments should feel:

- Exciting
- Welcoming to enter
- Inclusive to participate
- Supportive to try something new
- Non-judgemental

Think about...

- Why you can start to make personal connections with participants when there are large groups and limited time.
- How to set the tone. Delivery should be prepared to join in and roll first.

Key to success

- Free - remove barriers to accessibility.
- Clear ways - assist new players and highlight a brand/community to belong to.
- Bring the experience to them. Try something new can often feel daunting to girls. How can you bring this new thing to them and create spaces where they might feel safe or comfortable already (eg. School) to make it feel more approachable?

Supporting Coaches - for coach developers & programme leaders

Having the right coaches facilitating your sampling experiences can be a make or break for the success of a programme. It's critical for providers to invest in the people who are delivering these experiences to ensure they understand the importance of creating positive experiences for women and girls.

Promise energy and attitude over sport-specific technical knowledge. Coaches are having fun with delivering sampling opportunities, it's more likely that their participants will be as well. Be ready to invest more time upfront in helping these coaches to understand what "good" coaching that this stage looks like.

Think about...

- How you can start to make personal connections with participants when there are large groups and limited time.
- How to set the tone. Delivery should be prepared to join in and roll first.

Engagement & Marketing Tips

Sampling is all about creating opportunities for female participants to try basketball. At this stage, participants aren't necessarily connected to basketball and don't look at it as a sport for them. The means that when marketing your sampling offering, it's critical to make it very clear that this is an offering specifically for your target participants - one where they can expect to feel safe and have fun.

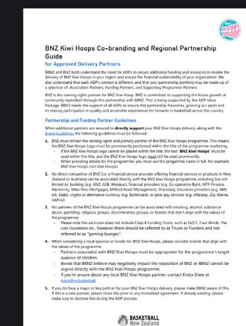
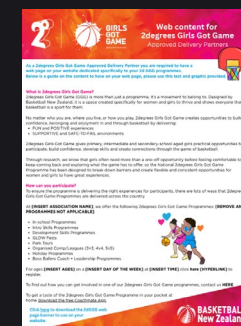
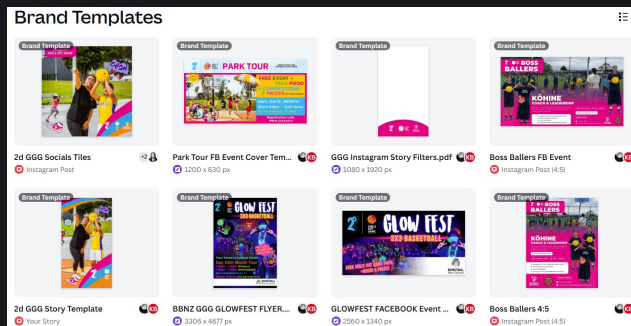
Consider

- Encouraging girls to bring a friend. It's less daunting to do something new when there is a familiar/known face.
- Personal invitations - ask those girls are most likely to come to something new/learning when they're personally shoulder/supported to attend.
- Using inclusive language and imagery that represents diversity and avoids stereotypes.

Think about...

- How you want your audience to engage with your content. Make sure you have a clear call to action. How and you make it as easy as possible to sign up and get involved.
- Where else you can advertise outside of basketball circles within your community to reach a wider range of participants new to the sport.

2degrees Girls Got Game





Available support

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