



NGB Case Study– Basketball Ireland Women’s Coaching Forum

What was the programme?

Basketball Ireland Women’s Coaching Forum was held at the National Basketball Arena in Tallaght on Sunday, January 27th, 2019. On analysing the data, it became apparent that Basketball Ireland lacked women in prominent coaching positions. This was visible from international level, down through the Super League, National League and at some underage levels. The aim of the forum was to engage with the basketball community in a bid to understand the barriers preventing women having greater visibility, greater involvement and greater prominence in Irish basketball.

How did you implement it?

The daylong event kicked off at 10.30am in the National Arena and coincided with one of the biggest days of the year for women’s basketball, the Hula Hoops Women’s National Cup Final. The forum was open to all, both women and men. While there was a focus on coaching, the NGB wanted to engage with a wide variety of people from across the sporting community to add value to the discourse. Prominent female guest speakers joined a panel discussion on the day and provided personal insights and recommendations for the sport moving forward. The panel included both well-known Irish and international stars including Radmila Turner (FIBA), Maeve Coleman, Deirdre Brennan, Erin Bracken and Carmel Kilmartin. As a group, they brought a wealth of experience and great success stories, but most importantly, they represented the types of women Basketball Ireland want to see more of in the game.

What were your outcomes?

The main aim of the event was to learn more from the basketball community in relation to women in coaching. Over 100 people attended the event and contributed on the day. Some of the key takeaways requested by coaches for Basketball Ireland to support included, top down pathways, mentoring, accessibility, coaching networks and a refresh to existing coaching courses that incorporate the diverse needs of the modern day coach.

Did you achieve your outcomes?

A Female Coach Support Group was set up on Facebook now comprising of over 300 members. More is required to ensure mentor opportunities are made accessible to coaches as well as building on the support group and create a strong female coaching network that has a clear vision.



Visibility and profiling coaches and officiators was identified as a key requirement for Basketball Ireland and so plans were put in place to address this. Click on the links below to see how the NGB are making their role models out of their members.

- Women in Coaching Series – visibility piece rolled out (Click on each image for the focus)
https://www.basketballireland.ie/content_page/10064878/FOCUSONWOMENINCOACHING/
- Women in Officiating Series – visibility piece rolled out (Click on each image for the focus)
https://www.basketballireland.ie/content_page/10066983/FOCUSONWOMENINREFEREEING/

What would you change if you ran the programme again?

While the event generated huge interest amongst members and those interested in women in coaching, there was a lack of sustainability plans to capitalise on the event. Greater follow up was required and ensuring other initiatives stemming from the event were in place. Most plans that were in place focused on the topic of visibility with excellent pieces developed, whereas other areas could have also benefited, i.e. participation, coach education, etc.

Any other feedback from the programme?

Link to some video content and a look back on the day here.

<https://www.basketballireland.ie/news-detail/10048103/>