

Basketball Australia Position Description

SEATTLE STORM x SHE HOOPS ADMINISTRATIVE FELLOWSHIP – Women in Basketball

Who are we

As the national governing body, Basketball Australia (BA), in conjunction with our State & Territory member associations, is at the forefront of promoting, fostering, and developing the sport of basketball across the country. BA is responsible for safeguarding the sport in Australia.

With a proud, rich history and a commitment to excellence, we are dedicated to growing the game. This mission of Australian Basketball is to be “Everybody’s Game” and BA will lead, connect and enhance the experience of the Australian basketball community.

BA proudly manages Australian national teams (Boomers & Opals, Rollers & Gliders, men’s and women’s 3x3 and junior national teams), athlete pathways, the Centre of Excellence facility, national championship events, major international events and leads community programs for the good of the whole sport.

We are excited to be launching the new BA Strategic Plan (2025-2028), the Whole of Sport Basketball 2040 Vision and refreshed BA Values. These critical foundations, along with our Innovate Reconciliation Action Plan (RAP) (2024-2026), and BA’s Women & Girls Strategy will set our direction and represent how we will bring our mission to life.

Our Values



These values guide our behaviour, decision-making and culture across the organisation.

Child Safeguarding

Basketball has a zero-tolerance policy to child abuse and neglect in any form. All Children have the right to feel safe and protected from all forms of abuse, harm, and neglect. Children have the right to take part in sport in a safe, positive, and enjoyable environment. Basketball Australia aims to create and maintain an inclusive, child-safe environment that is understood, endorsed, implemented, and adhered to by everyone involved in basketball.

Position Title: Seattle Storm x She Hoops Administrative Fellowship

Department: Women in Basketball

Reports To: Women in Basketball Lead

Employment Status: 8 Week Fellowship

Location: Seattle, USA

Citizenship/Visa: Eligible for ESTA Visa

Role Purpose

The She Hoops x Seattle Storm Administrative Fellowship is a professional development opportunity designed to immerse an exceptional Australian women's basketball administrator within one of the leading organisations in the WNBA. Delivered in collaboration with the Seattle Storm, the Fellowship provides firsthand exposure to in-season operations across commercialisation, business operations, marketing, community engagement and organisational growth.

The program is intentionally structured so that learning is not just observed but actively experienced and translated back into the Australian women's basketball ecosystem. It is designed to strengthen leadership, capability and connectivity across the sport, informed by best practice from one of the world's leading women's basketball organisations.

At its core, the Fellowship is about access and opportunity. The kind of immersive, world-class professional development it provides is rarely accessible within Australian women's basketball. Basketball Australia and She Hoops are committed to changing that by investing directly in the development of an exceptional individual and, through them, in the long-term strength of the entire ecosystem.

The Fellowship is equally meaningful to the Seattle Storm, whose commitment to growing the game beyond Seattle, honouring their deep connection to Australian basketball, and sharing what they have built with people who will carry it forward underpins the entire program. The presence of an engaged outsider also creates genuine opportunities for reflection and learning within the Storm's own organisation.

Fellowship Structure

The Fellowship is structured across three phases, with primary ownership of the in-season experience sitting with the Seattle Storm.

Pre-Departure April – May 2026

She Hoops and the Seattle Storm complete all planning, logistics and alignment required before the Fellow departs. Three structured check-in sessions are held with the Fellow to ensure full preparation — an onboarding session (WC 12 May), a joint alignment call with She Hoops, the Storm and the Fellow (WC 19 May), and a final preparation session (WC 26 May).

In-Program 1 June – 31 July 2026

The Fellow is embedded within the Seattle Storm for eight weeks, rotating across key departments on a weekly basis. The placement spans the following five pillars:

- Revenue Generation — strategies for boosting organisational revenue through partnerships and sales.
- Marketing and Communications — tactics to increase brand visibility and fan engagement.
- Brand Storytelling and Value Proposition — crafting narratives that connect the team's identity and provide tangible value to fans and partners.
- People and Culture — building a positive, diverse and collaborative team environment.
- Company Values — promoting a culture driven by strong, ethical values and social responsibility.

The Fellow attends all ten Seattle Storm home games during the fellowship period. Three formal check-ins are held with She Hoops and the Storm at the start, midpoint and end of the program, with a She Hoops representative joining the final 15 minutes of each. The Fellow also participates in weekly check-in calls with She Hoops throughout the program.

The week of 13 July is designated as She Hoops Focus Week, a dedicated period for the Fellow to consolidate observations and learnings into structured insight drafts across all four theme areas before returning to Australia.

Post-Program August – September 2026

On return to Australia, the Fellow completes four deliverables that translate the experience into lasting value for Basketball Australia, She Hoops and the broader ecosystem:

- Written Summary - a 3 to 4 page summary of key insights and learnings.
- She Hoops Recommendations - practical, actionable recommendations to strengthen women's basketball in Australia.
- Insight Presentation delivered to Basketball Australia, She Hoops and key stakeholders within 60 days of return.
- Storytelling Content Session - a half-day filming session with She Hoops on return to Australia.

Primary Responsibilities

The Fellow is expected to commit fully to the placement experience and to represent Basketball Australia and She Hoops with professionalism, curiosity and ambition throughout her time in Seattle. Specific responsibilities include:

- Committing to the full 8-week program in Seattle from 1 June to 31 July 2026.
- Actively engaging in weekly department rotations across the Seattle Storm organisation.
- Attending all ten Seattle Storm home games during the fellowship period.
- Participating in all weekly She Hoops check-in calls and the three formal program check-ins with She Hoops and the Storm.
- Maintaining detailed learning notes throughout the program to support the completion of post-program deliverables.
- Capturing and delivering fortnightly raw content batches (approximately 15 photos and video clips) to She Hoops for editing and publication.
- Completing all four post-program deliverables — written summary, recommendations document, insight presentation and storytelling content session — within the timeframes agreed with She Hoops and Basketball Australia.
- Adhering to all Seattle Storm media, access and conduct protocols at all times during the placement.
- Being available for some after-hours and weekend commitments, including game day operations.

Capabilities & Experience

- A demonstrated commitment to the growth of women's basketball in Australia, whether at the national, state or club level.
- Current involvement in basketball administration in Australia
- Eligibility for a 90-day ESTA Visa to travel to and remain in the United States for the duration of the program.
- The ability and willingness to spend eight weeks in Seattle, USA

- Endorsement from a current employer or relevant referee confirming support for the Fellow's participation in the program.

Key Working Relationships

- Seattle Storm Staff
- BA Women in Basketball Lead
- BA Content Producer – Women in Basketball

Other Relevant Information

- Given the nature of the role, some after hours or weekend work will be part of the role
- This position will require International travel
- Return flights (domestic and international) covered by Basketball Australia.
- A living stipend of AUD \$5,000 per month, paid at the beginning of each 30-day period.
- ESTA Visa procurement will be the responsibility of the Fellow with support from Basketball Australia
- Travel insurance will be arranged by Basketball Australia.
- Transport and housing in Seattle arranged by the Seattle Storm.
- Ongoing pastoral support from She Hoops throughout the program, including weekly check-in calls.
- Design of Fellowship by Seattle Storm (as listed above)