

Open search panel



Search

Search the Insight Hub...


Cancel

- [Insights](#)  
[Rangahau](#)
- [Events](#)  
[Hui](#)
- [Partnerships](#)  
[Rangapū](#)
- [Impact](#)  
[Whakaaweawe](#)
- [About](#)  
[Mō Mātou](#)
- [☆ 0](#)  
[Saved](#)


[☆ 0 Saved](#)

 EN 

- [Sign in](#)
- [Submit](#) 



Toggle navigation

[Submit](#) 



# Pacific Women's Leadership impact: Pualele Craig Pualele Craig named President of the Samoa National Basketball Association

Theme:  
Leadership

 Pacific Women's Leadership impact: Pualele Craig

 [Merran Brockie-David](#)

[Merran Brockie-David](#)

 Women in Sport Aotearoa

 [Message Merran](#)

Pualele Craig (Pua) from Samoa was one of ten female leaders selected to attend the 2023 Pacific Women's Leadership Programme (PWSLP) in Auckland, New Zealand.

Pua's background has been playing and coaching basketball both in Samoa and overseas, at a regional and national level. Since the PWSLP, Pua has introduced a regular basketball league for women and girls in Samoa, providing opportunities and access for young girls to regular physical activity.

Pua is having an immediate impact in the community through providing opportunities and access for many young girls to regular physical activity. She herself has coached at a national level in the game and has led significant campaigns for national sides to qualify for international tournaments, which in itself is a very tangible benefit to those joining the clinics and league.

Her project goal is to draw in a large number of young female participants either new to or familiar with basketball and provide opportunity to access a regular weekly league including training and match play opportunities in a hope to build a lifelong love of the sport, a chance to socialise and connect with other young women and girls and take on the benefits of being physically active. In turn, this exposure may also in time lead to establishment of pathways for young women to go on to play competitively, seek scholarships for the US College system and possibly represent their nation in the sport.


Pua has gathered around her some other females passionate about her league and in driving forward positive change for women and girls in the community. During a WISPA on island visit in February 2024, we were able to gather with a group of these women for a Talanoa and provide sharing and insights from Ambassador Louisa Wall and WISPA CEO Nicky van den Bos along with an introductory session to Tetra Mapping and the Emotional Culture Deck – management tools. This proved hugely successful with gathering a cohort of women locally with similar intentions and different reach into other industries who may be able to take forward a concept such as ‘Women in Sport Samoa’, something currently under investigation.


Pua recognised the value of this content from her time on the programme and proactively sought out opportunity to share those learnings to a wider group of women who would benefit just the same, something for consideration for the programme post-engagement plan in future to develop bigger local support hubs at each participant’s home location for wider impact potential.


Pua has been on the Board of the Samoa National Basketball Association and serving as one of the only females for some time. In March 2024, Pua was announced as the new President of the Board, alongside six other females on the new Board.

Pua says *"The PWSLP contributed directly to and helped prepare me to accept this new role. Deeply grateful to Pasifika SIS, WISPA, US State Department and NZMFAT for their support and commitment to fostering leadership in Pacific Island Women in sports leadership like myself. Faafetai tele lava!"*

In this role, Pua has potential to cement regular league and pathways for women and girls, and we look forward to following her journey.

  
Save this Insight





  
Print this Insight

  
Download Insight assets  
For use in your own documents

Was this Insight helpful?



Share this Insight

-  [Facebook](#)
-  [Twitter](#)
-  [Email](#)
-  Copy this page's URL

 Save this Insight

 Print this Insight

 Download Insight assets



[Email this Insight](#)

 Close 'Download Insight Assets' modal

## Download Insight assets

- [Pacific Women's Leadership impact: Pualele Craig.pdf](#)
- [WISPA Headshot-41.jpg 5.9MB JPG](#)

Was this Insight useful?



## Similar Insights (65)


[Whanake o te Kōpara case study - Daneka Geaney-Jones](#)

 Save insight

Leadership

### Whanake o te Kōpara case study - Daneka Geaney-Jones

By Merran Brockie-David - Women in Sport Aotearoa  
[Gender Equity in Coaching Webinar](#)

 Save insight

Leadership

### Gender Equity in Coaching Webinar

By Canadian Women & Sport - Canadian Women & Sport

[Women and Girls Referees: Building a Transformative Infrastructure](#)


 Save insight

Leadership

**Women and Girls Referees: Building a Transformative Infrastructure**

By Sarah Leberman MNZM - Women in Sport Aotearoa

[One woman, two chairs at top of NZ sport](#)

 Save insight

Leadership

**One woman, two chairs at top of NZ sport**


[2022 IWG: Kirsten Spencer - Gender and variation of experience, background and aspiration on leadership](#)

 Save insight

Leadership

**2022 IWG: Kirsten Spencer - Gender and variation of experience, background and aspiration on leadership**

[Tātāwhāinga - Episode 10: Gender Equity](#)


 Save insight

Leadership

**Tātāwhāinga - Episode 10: Gender Equity**

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 9: Sport Leadership](#)


 Save insight

Leadership

**Tātāwhāinga - Episode 9: Sport Leadership**

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 8: Leadership in Action: The Shift Foundation](#)


 Save insight

Leadership

**Tātāwhāinga - Episode 8: Leadership in Action: The Shift Foundation**

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 4: Athletes: Humans or Commodities Part 1](#)

 Save insight

Leadership

## Tātāwhāinga - Episode 4: Athletes: Humans or Commodities Part 1

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 3: Commercial Sports Organisations: a Case Study of the Hurricanes](#)


 Save insight

Leadership

## Tātāwhāinga - Episode 3: Commercial Sports Organisations: a Case Study of the Hurricanes

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 2: Sport Governance and Funding with Raelene Castle](#)

 Save insight

Leadership

## Tātāwhāinga - Episode 2: Sport Governance and Funding with Raelene Castle

By Erin Roxburgh - Women in Sport Aotearoa

[The Aotearoa Legacy](#)


 Save insight

Leadership

## The Aotearoa Legacy

By Peta Forrest - Women in Sport Aotearoa

[Young Women's Leadership Programme](#)


 Save insight

Leadership

## Young Women's Leadership Programme

By Sarah Leberman MNZM - Women in Sport Aotearoa

[IWG 2022 Progress Report](#)


 Save insight

Leadership

## IWG 2022 Progress Report

By Robyn Cockburn - LUMIN

[Women & Girls Action Plan](#)

 Save insight

Leadership

## Women & Girls Action Plan

By Maddi Mclean - Sport New Zealand

[Ako Wāhine: Journey of Learning](#)

☆ Save insight

Leadership

**Ako Wāhine: Journey of Learning**

By Heather Dawson - New Zealand Rugby

[Gender and Variation of Experience](#)

☆ Save insight

Leadership

**Gender and Variation of Experience**

By Kirsten Spencer - Auckland University of Technology

[New Zealand Coach selected for Inaugural FIBA / WABC Female Instructor Course](#)

☆ Save insight

Leadership

**New Zealand Coach selected for Inaugural FIBA / WABC Female Instructor Course**

By Amy McClintock - Basketball New Zealand

[IWG: Mel Johnston - Women in Community Sport Club Leadership](#)

☆ Save insight

Leadership

**IWG: Mel Johnston - Women in Community Sport Club Leadership**

[Chiefs create tie to assist women’s rugby in New Zealand and Japan](#)

☆ Save insight

Leadership

**Chiefs create tie to assist women’s rugby in New Zealand and Japan**

[Women in Sport Recruitment and Retention Guidelines](#)

☆ Save insight

Leadership

**Women in Sport Recruitment and Retention Guidelines**

[Pacific Leadership Programme - Impacting Pacific Women & Girls](#)

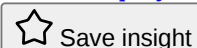
☆ Save insight

Leadership

## Pacific Leadership Programme - Impacting Pacific Women & Girls

By Merran Brockie-David - Women in Sport Aotearoa

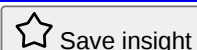
[Gender Equity is Good Governance – Lessons from the Sport Sector](#)



Leadership

## Gender Equity is Good Governance – Lessons from the Sport Sector

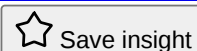
[IWG: Sanna Erdogan - Resilient Pioneers: Top Level Women Coaches in Martial Arts](#)



Leadership

## IWG: Sanna Erdogan - Resilient Pioneers: Top Level Women Coaches in Martial Arts

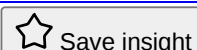
[IWG: Emma Evans - Advancing leadership across the Pacific](#)



Leadership

## IWG: Emma Evans - Advancing leadership across the Pacific

[2022 IWG Lightning Talk: Araba Chintoh -Transgender Players and Girls & Women's Sport: How Your Sport Can Make the Most Informed Decision.](#)



Leadership

## 2022 IWG Lightning Talk: Araba Chintoh -Transgender Players and Girls & Women's Sport: How Your Sport Can Make the Most Informed Decision.

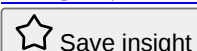
[Ricky Henry given green light to continue leading Kiwi Ferns while also coaching Cowboys](#)



Leadership

## Ricky Henry given green light to continue leading Kiwi Ferns while also coaching Cowboys

[REPORT: ANALYSIS OF CAREER PATHWAYS OF BRITISH POSTHOLDERS IN INTERNATIONAL SPORT GOVERNANCE](#)



Leadership

## REPORT: ANALYSIS OF CAREER PATHWAYS OF BRITISH POSTHOLDERS IN INTERNATIONAL SPORT GOVERNANCE

By Sarah Leberman MNZM - Women in Sport Aotearoa




[Kiwi breaks the grass ceiling](#)

 Save insight

Leadership

**Kiwi breaks the grass ceiling**


[Pacific Women's Leadership Programme - Host organisation impact](#)

 Save insight

Leadership

**Pacific Women's Leadership Programme - Host organisation impact**


By Merran Brockie-David - Women in Sport Aotearoa  
[Ann Downey: Great female coaches are there, they just need to be asked](#)

 Save insight

Leadership

**Ann Downey: Great female coaches are there, they just need to be asked**

['I'm saying this for the first time': AB's manager's road to the top](#)

 Save insight

Leadership

**'I'm saying this for the first time': AB's manager's road to the top**

[Megan Compain: NZ's First Pro Basketball Player in the USA & All Blacks' New Commercial Manager](#)

 Save insight

Leadership

**Megan Compain: NZ's First Pro Basketball Player in the USA & All Blacks' New Commercial Manager**

[Lisa O'Keefe: Uniting women's sport across the world \(Podcast\)](#)

 Save insight

Leadership

**Lisa O'Keefe: Uniting women's sport across the world (Podcast)**

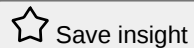
[Bringing Gender in Tool](#)

 Save insight

Leadership

**Bringing Gender in Tool**

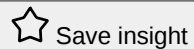
[Celebrating Champions of Change: Helene Wilson](#)



Leadership

## Celebrating Champions of Change: Helene Wilson

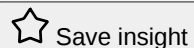
[Celebrating Champions of Change: Rebecca Rolls](#)



Leadership

## Celebrating Champions of Change: Rebecca Rolls

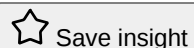
[Whanake o te Kōpara impact - 2023 Alumnae Kylie Heihei](#)



Leadership

## Whanake o te Kōpara impact - 2023 Alumnae Kylie Heihei

[IWG: Fran McEwen - Whanake o te Kōpara: co-designing a leadership programme for young women](#)



Leadership

## IWG: Fran McEwen - Whanake o te Kōpara: co-designing a leadership programme for young women

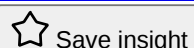
[Launch of Basketball New Zealand Emerging Leaders Programme!](#)



Leadership

## Launch of Basketball New Zealand Emerging Leaders Programme!

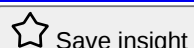
[Wonder Women: Women Who Lead initiative launched](#)



Leadership

## Wonder Women: Women Who Lead initiative launched

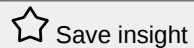
[IWG: Michelle DeHighden - Developing our NextGEN Female Coaches](#)



Leadership

## IWG: Michelle DeHighden - Developing our NextGEN Female Coaches

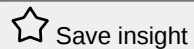
[Supporting good governance through board gender diversity](#)



Leadership

## Supporting good governance through board gender diversity

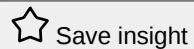
[Super Rugby Aupiki: Return to rugby daunting proposition for new mum, former Black Fern Chelsea Semple](#)



Leadership

## Super Rugby Aupiki: Return to rugby daunting proposition for new mum, former Black Fern Chelsea Semple

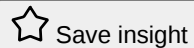
[New research reveals how sports clubs manage integrity issues - AUT](#)



Leadership

## New research reveals how sports clubs manage integrity issues - AUT

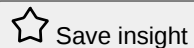
[Shaping attitudes: Exposure to women coaches and officials influences children and parent perceptions](#)



Leadership

## Shaping attitudes: Exposure to women coaches and officials influences children and parent perceptions

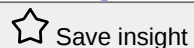
[IWG: Helene Wilson - What happens when you create space in the system - Women in HP Sport Pilot](#)



Leadership

## IWG: Helene Wilson - What happens when you create space in the system - Women in HP Sport Pilot

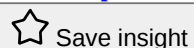
[A development experience to remember](#)



Leadership

## A development experience to remember

[A development experience to remember](#)



Leadership

## A development experience to remember

[Parents Guide to getting young women and girls physically active](#)


 Save insight

Leadership

**Parents Guide to getting young women and girls physically active**

By Briana irving - Aktive - Auckland Sport & Recreation

[HERA Coaching Young Women and Girls Toolkit](#)


 Save insight

Leadership

**HERA Coaching Young Women and Girls Toolkit**

By Briana irving - Aktive - Auckland Sport & Recreation


[IWG: Alexia Lopes - "No tits in the pits!": An exploratory research of female leaders in motorsports](#)

 Save insight

Leadership

**IWG: Alexia Lopes - "No tits in the pits!": An exploratory research of female leaders in motorsports**


[IWG: Vaidehi Vaidya, Women in Sport India - Mentoring the future leaders of women's sports](#)

 Save insight

Leadership

**IWG: Vaidehi Vaidya, Women in Sport India - Mentoring the future leaders of women's sports**


[IWG: Tania Cassidy & Jessica Fuller - Building capability in NZ female football coaches: The journey of a mentor and mentee.](#)

 Save insight

Leadership

**IWG: Tania Cassidy & Jessica Fuller - Building capability in NZ female football coaches: The journey of a mentor and mentee.**

[Hera principles](#)


 Save insight

Leadership

**Hera principles**

By Briana irving - Aktive - Auckland Sport & Recreation

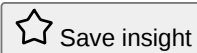
[IWG: Sari Tuunainen - Coach Like a Woman in Combat Sports](#)

 Save insight

Leadership

## IWG: Sari Tuunainen - Coach Like a Woman in Combat Sports

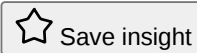
[IWG: Hanna Huumonen - Bye bye, binary! Introducing intersectionality in sports instructing](#)



Leadership

## IWG: Hanna Huumonen - Bye bye, binary! Introducing intersectionality in sports instructing

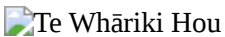
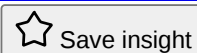
[IWG: Akane Mikura - JBA progress of developing women coach](#)



Leadership

## IWG: Akane Mikura - JBA progress of developing women coach

[Te Whāriki Hou- Te Mana o te Wahine](#)

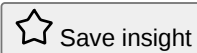


Leadership

## Te Whāriki Hou- Te Mana o te Wahine

By Amy McClintock - Basketball New Zealand

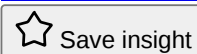
[IWG: Dr Lana McCarthy There's No One Way To Coach: Practitioner' Perspectives On Team Leadership And Culture](#)



Leadership

## IWG: Dr Lana McCarthy There's No One Way To Coach: Practitioner' Perspectives On Team Leadership And Culture

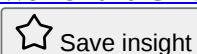
[Podcast: Raelene Castle: Leadership Lessons as CEO of Rugby Australia, Bulldogs, Sport New Zealand and more!](#)



Leadership

## Podcast: Raelene Castle: Leadership Lessons as CEO of Rugby Australia, Bulldogs, Sport New Zealand and more!

[Women and Girls Strategy in Sport and Active Recreation - Sport NZ Commitment Progress Report](#)



Leadership

## Women and Girls Strategy in Sport and Active Recreation - Sport NZ Commitment Progress Report

By Rachel Howells - Sport New Zealand

[Improving Women's Experiences of Mentorship in Canadian Coaching](#)

Leadership

## Improving Women’s Experiences of Mentorship in Canadian Coaching

[Nuku Ora W&G Week Collaboration Session](#)

Leadership

## Nuku Ora W&G Week Collaboration Session

By Lily Joiner - Nuku Ora

[Whanake o te Kōpara - Impacting young wāhine](#)

Leadership





## Whanake o te Kōpara - Impacting young wāhine

By Merran Brockie-David - Women in Sport Aotearoa

## Our Partners

-  Sport NZ
-  Auckland Unlimited
-  Spark Sport

[Women in Sport Aotearoa Insight Hub](#) | [Ngā Wāhine Hākinakina o Aotearoa](#)

-  [Facebook](#)
-  [Instagram](#)
-  [Twitter](#)
-  [YouTube](#)
- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

© 2024 Women in Sport Aotearoa


## Subscribe to our newsletter

Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe](#) 



Close panel

# Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:\*

Email:\*

## Preferences

Select those that apply to you to help us customise your Insight Hub experience.

### Insight Themes

- ☒ All
- ☒ Leadership
- ☒ Social Change
- ☒ Active Lives
- ☒ High Performance
- ☒ Visibility and Voice

### Insight Content Types

- ☒ All
- ☒ Research
- ☒ Case studies
- ☒ News stories
- ☒ Toolkits

Subscribe now 