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## MEDIA RELEASE

### BASKETBALL ACT WELCOMES WILLYAMA SERVICES AS JUNIOR REFEREE SPONSOR

Basketball ACT (BACT) is proud to announce they have signed a long-term sponsorship agreement to partner with local Indigenous and veteran owned technology company, **Willyama Services** as major sponsor of all junior referees in the ACT.

The agreement, which commences from the up-coming summer season, will see **Willyama Services** support the growing network of junior referees in the ACT over three years, as well as becoming the naming rights sponsor of the recently announced **Willyama Performance Officiating Academy**, a 12-month program aimed at identifying, developing and supporting junior referees to take the step into the elite officiating pathway.

Kieran Hynes, Chief Executive Officer and owner of **Willyama Services**, a professional services company dedicated to providing quality cyber security services whilst working to promote opportunities for Indigenous and veteran employment based in Fyshwick, said: "Having been a Basketball fan since AI, the Bad Boys and Luc Longley played with the incredible Chicago Bulls, actually being at Detroit when Ben Simmons picked his first *triple -double*, and amazed by Patty Mills' passion at the Olympics this year, we are excited by this opportunity to support the unsung heroes of the game - the Referees".

BACT Chief Executive Officer, David Simpson echoed Mr Hynes's words, and added, "Basketball ACT is really excited at partnering with **Willyama Services** over the next three-years to ensure that our amazing, and growing, ranks of junior referees continue to get the opportunity to develop their on-court understanding of our game. We are also looking forward to tapping into their experience and knowledge as naming rights sponsor of the newly announced **Willyama Performance Officiating Academy**, and support the development of our young on-court officials."

You can learn more about **Willyama Services** at [www.willyamaservices.com.au](http://www.willyamaservices.com.au)

For further information, please contact BACT Chief Executive Officer (CEO), David Simpson at [david.simpson@basketballact.com.au](mailto:david.simpson@basketballact.com.au)

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