

19 October 2016

### **Netball Australia announces Suncorp as new Principal Partner**

Netball Australia and Suncorp are delighted to announce a landmark agreement which will see Suncorp become the principal partner of Australia's leading women's sport.

The five-year sponsorship will support and benefit netball from a grassroots level right through to national representation with the Australian Diamonds.

Netball Australia Chief Executive Kate Palmer said the new partnership is another significant step forward for netball and one that reflects the value of women's sport in the community.

"We are delighted to welcome Suncorp to the netball family," Palmer said. "It is an exciting time for the sport and Suncorp's commitment is another important milestone in the continued progression of netball as Australia's premier women's sport."

Along with naming rights of the National Netball League and major partnership of the Australian Diamonds, Suncorp will also support Netball Australia's introductory netball program to be known as Suncorp NetSetGO.

"One of the most pleasing aspects of this partnership is that it will see Suncorp support the journey of Australian girls from the age of five in the Suncorp NetSetGO program, all the way through to the elite National Netball League competition and our world champion Australian Diamonds," Palmer continued.

"Together with Suncorp we are committed to empowering women and girls to create a better today and future. As the most popular and biggest women's participation sport we are in the box seat to deliver this."

Suncorp CEO and Managing Director Michael Cameron said the company was proud to support one of Australia's most successful sports whose players are wonderful role models for our younger generation.

"From community participation to elite competition, we are committed to supporting women to pursue their ambitions.

"It's great to be part of a culture focused on enhancing communities and we look forward to supporting Netball Australia on the next phase of its already successful journey."

The procurement of Suncorp is the first major commercial announcement following the recent history-making broadcast collaboration between Netball Australia and Nine Network.

It follows Netball Australia's recent confirmation that the 80 athletes contracted to next year's National Netball League will share in a total payment pool of \$5.4 million, making elite netballers the highest paid female athletes of any code in Australia.

#### **Ends**

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