

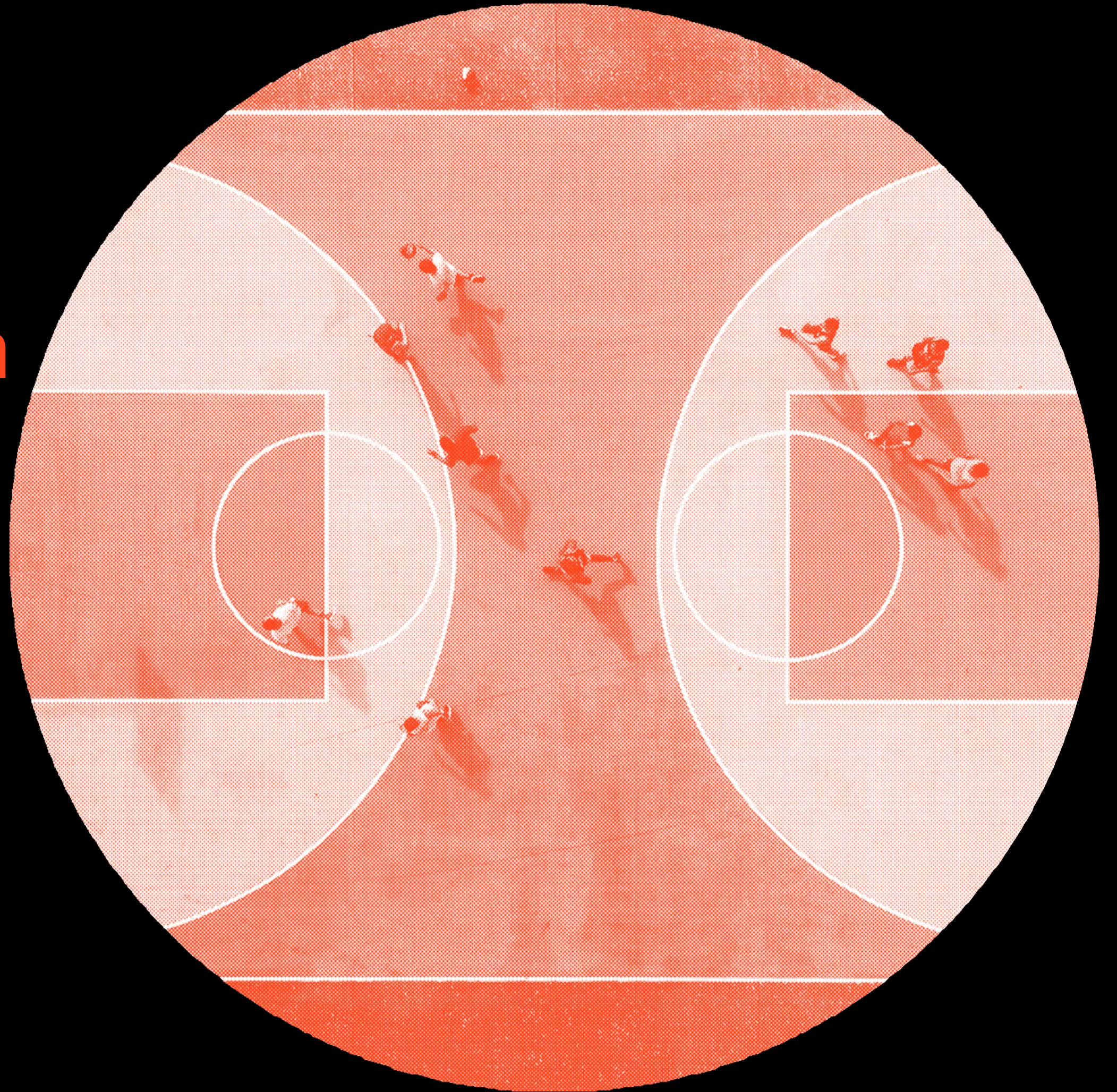


The next generation  
have all eyes on us.





**We are accountable for both “fostering the game” and “leveraging our offer” so that we unlock increased, sustainable and diverse revenue platforms.**





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**We're faced with a new reality. Our participants are changing. They live in the now; a digitally enhanced world with too many choices and not enough time.**





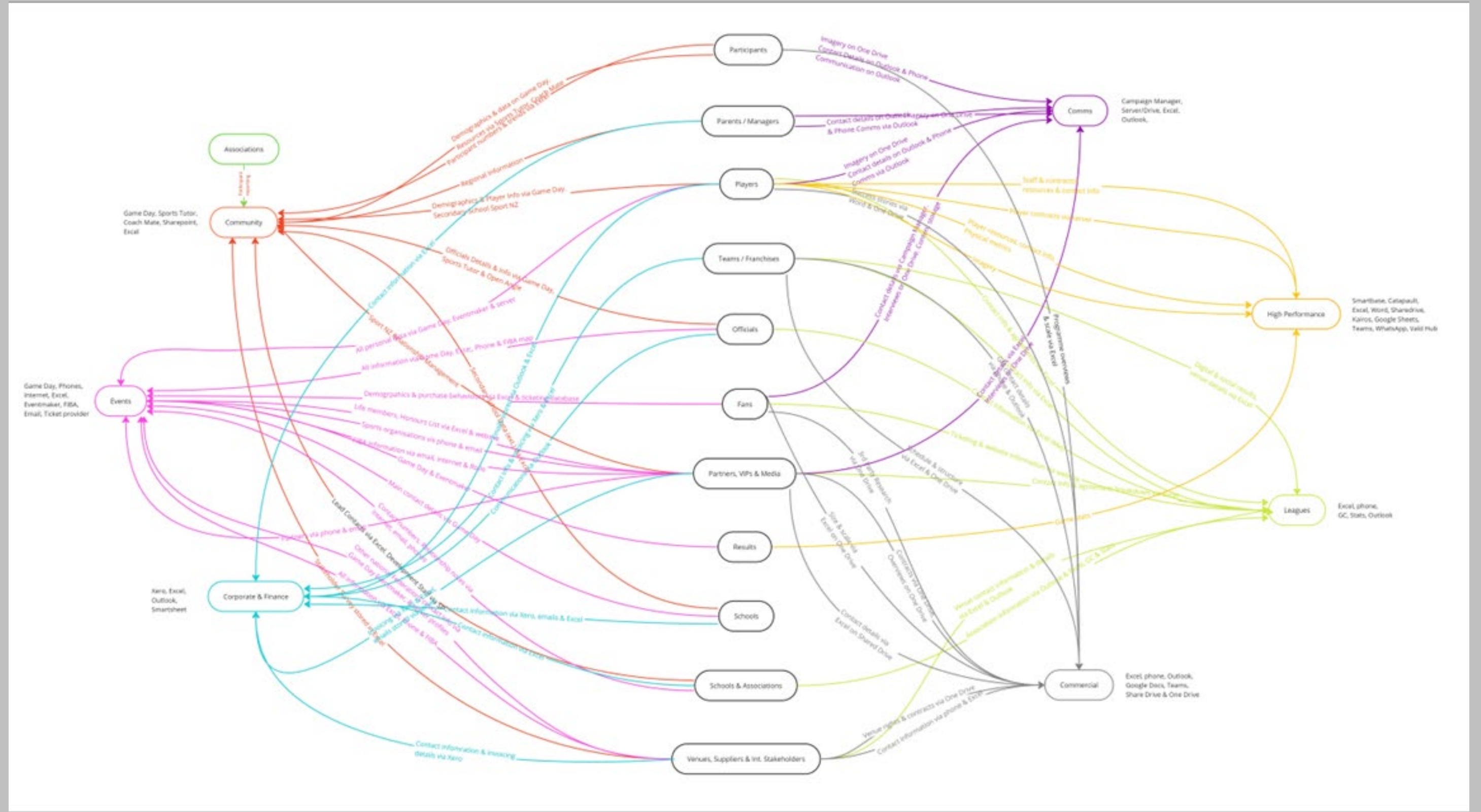
Challenging us to think beyond the box and about the emerging trends and the digital economy.







• • •  
And move  
from a  
digital state  
that is full of  
friction...





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# To future-ready solutions to support seamless experiences to our communities

## Assets



Global Website



Localisation



Phone and Tablet mobile app



Owned channels



Large social audiences



Chatbot



Live streaming

## New Revenue Streams



Subscriptions



Ad sales



Content Partnerships



Social Media monetisation



Content licensing  
*Branded content*



Global Partnerships



W H O L E O F S P O R T D A T A A N D S Y S T E M S I N T E G R A T I O N

PARTICIPATION

CULTURE

ENTERTAINMENT

COMMERCIALISATION

K E Y I N I T I A T I V E S

- National implementation and adoption of a community sport participant platform - Gameday.
- National, Regional and Zonal Analytics and Insights
- 'All of Basketball' shared applications for fans, volunteers, coaches, participants and officials i.e. Coachmate
- Participant autonomy – your profile with you at all times, everywhere, and connecting you to everything important to you.

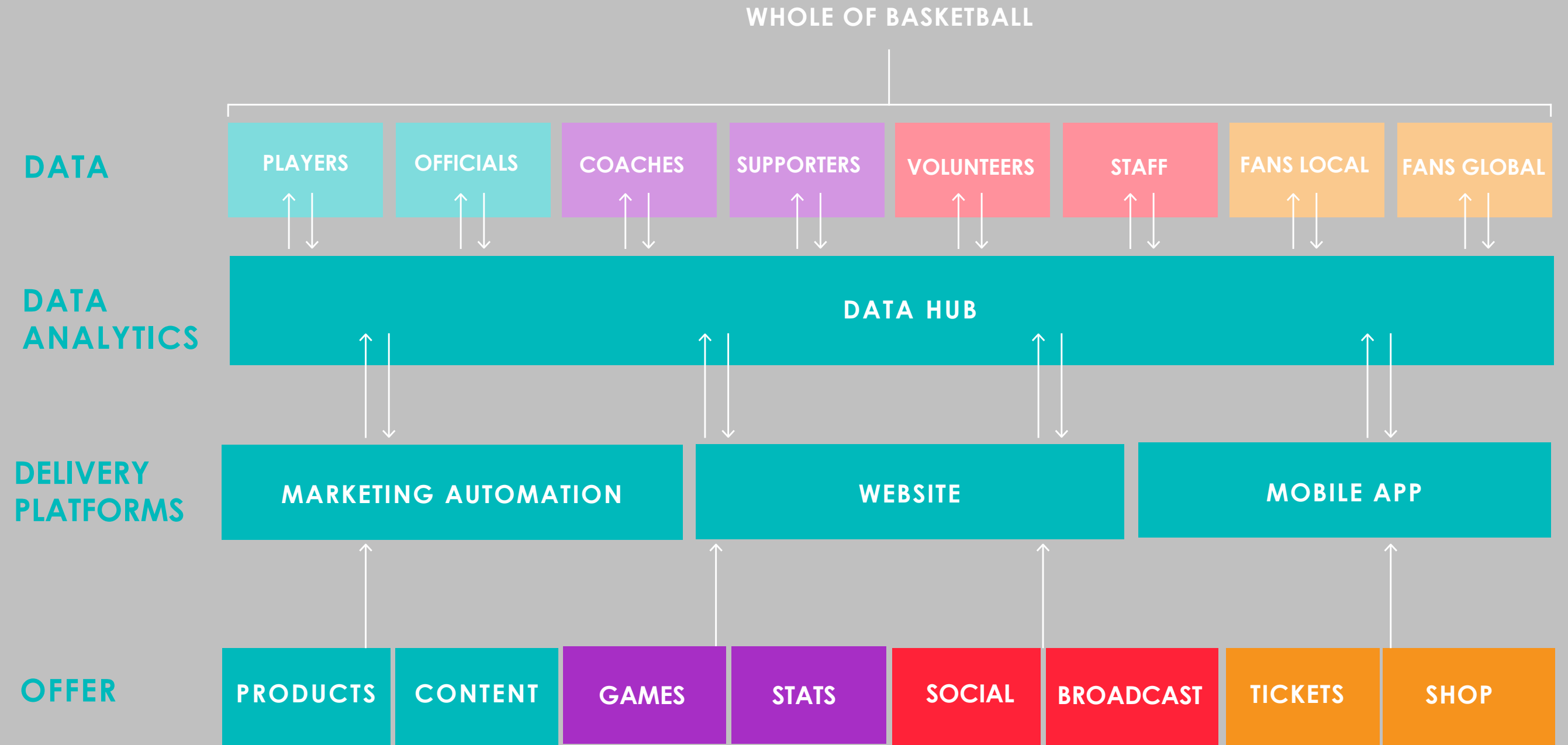
- Social Media Engagement to share stories, highlights, behind the scenes content and player interaction
- Digital storytelling sharing our history, values and stories of the sport and its players.
- Collaborations and Influencer partnerships
- Educational resources, tutorials, coaching tips to improve skills and knowledge of the sport.

- Develop and implement a new fan app (merchandise, ticketing, VIP access and experiences).
- Personalized content.
- Identification and leverage of commercial partner investment resulting in exclusive benefits for fans.
- Virtual events and live streaming such as live streaming games, training sessions, and interviews
- Fantasy League and E-sports.

- A singular data warehouse providing us a single view of the customer – our very own commodity – audience access direct to consumer.
- Subscriptions, Ad sales, Content partnerships, Content licensing, tourism,
- Targeted advertising and sponsorship
- Teams, Leagues, Channels and Products
- Event and Ticketing optimisation
- Social Media and Digital platform monetization e.g. You Tube



But to do this properly we need to invest in getting the right foundations in place.





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**This is our game to  
grow.**

