

MEDIA RELEASE
22 FEBRUARY, 2011

BANKWEST PARTNERS WITH WA FOOTBALL

Football West is pleased to announce that Bankwest has signed on to become a major partner of the game in Western Australia.

Bankwest is a market leader with a rich history and presence in WA and has agreed to a two-year deal with the sport's governing body. Bankwest's support will specifically target two keys areas of the game - female football and officiating.

In an attempt to continue to drive forward the ever-growing area of women's football, Bankwest will assist in funding the employment of a Manager, Women's Football, as well as a host of other initiatives.

The Bankwest sponsorship will also go to support the continued recruitment, education and support of young referees in the State. Referees in WA will wear uniforms and training gear containing the Bankwest logo.

In announcing the sponsorship, Football West Chief Executive Peter Hugg stated: "Bankwest is an iconic WA company that has consistently demonstrated its willingness to invest in programs that are of benefit to the local community."

"I thank all of their staff concerned in getting the arrangement over the line both for the manner in which they have conducted all discussions, but more importantly for their enthusiasm and commitment in recognising and supporting what we are trying to do in football here in Western Australia."

Paul Vivian, Head of Marketing for Bankwest said: "It is an exciting time for football in both Australia and Western Australia and we look forward to sharing this journey with Football West."

"Bankwest is focused on supporting the WA community and through our involvement with women's football in WA and the local referees, we look forward to a partnership that contributes to the development of football at a grassroots level."

Bankwest's support will also be much more than a cash contribution to the game. The entire Football West finance system will be transferred over to the latest 'e-banking' technology allowing a much-improved means of both paying suppliers and receiving funds.

Associations and clubs throughout the State will also benefit with a series of educational resources produced that will assist them in improving the manner in which they run the financial aspect of their business.

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