



**BASKETBALL WA**



30 September 2021

## **MEDIA RELEASE**

### **BASKETBALL WA and PLAYHQ join forces**

Basketball WA is excited to join several other state basketball associations, as well as national sporting bodies, in partnering with PlayHQ, one of Australia's fastest-growing sports tech startups.

PlayHQ is a modern, reliable and user-friendly SaaS platform that has been designed to meet the needs of the basketball community and help streamline and simplify Competition and Program management for the 6000+ administrators that currently use the platform. Since its launch, over one million users have joined the platform, participating in approximately 4,000 games every weekend, with more than 160,000 games already live-scored on the PlayHQ electronic scoring portal.

This partnership is focused on driving a sustainable digital transformation for West Australian basketball, providing immediate uplift in digital experiences for Associations, Clubs, Volunteers and Participants. PlayHQ will handle registration, easy online payments, game day management, live scoring and more.

Basketball WA will adopt a phased transition commencing from December 2021, with registrations for the Senior Social Summer competitions, prior to an association-wide move across all Basketball WA competitions and programs in 2022.

"Having conducted a significant review of the market we found the PlayHQ system to be a standout, robust solution that can power the operations of community basketball for the foreseeable future, with a clear pathway to driving engagement and convenience for our players, parents, coaches and referees" Basketball WA Chief Executive Officer Rob Clement said. "Basketball WA is excited, and looking forward to working with PlayHQ in bringing the solution to life within our basketball community over the coming months."

PlayHQ CEO Sam Walch is thrilled to be working in partnership with Basketball WA to help change the game at a community level. "PlayHQ's mission is to unleash the life-changing power of sport at scale and basketball is in our DNA. We are building world-class technology that aims to contribute meaningfully to the lives of volunteers, participants and parents, making it easier to stay involved in the games they love. Our Basketball WA partnership builds on existing partnerships with Basketball Victoria, Basketball Tasmania and Basketball ACT as we become the go-to platform for basketball in this country."

To support the phased transition and implementation of the new system, Basketball WA will work collaboratively with PlayHQ education and training teams, to roll out targeted online training for member clubs, and provide ongoing platform support across the remainder of 2021 and beyond.

For further information on Play HQ or how to get your Club onboard please contact;

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