

LYNX, WILDCATS TEAM UP WITH RIO TINTO TO GROW BASKETBALL THROUGHOUT WA

The Perth Lynx and Perth Wildcats are partnering with Rio Tinto in a new sponsorship that aims to enhance basketball in WA from emerging young talent to the elite level of competition.

The partnership will increase access to pathways for Western Australians who would like to participate in the popular sport and promote women in sport at a professional level.

The Wildcats' community and elite pathway programs will get a significant boost from the partnership, including support for its community and youth programs. This includes a new Rio Tinto Perth Wildcats Academy from the 2023/24 season, which is designed to support 25 high-potential athletes aged between 14 and 19 from various backgrounds on a pathway to elite sport.

For the Perth Lynx this partnership provides much needed financial support, with part of the funding aimed at strengthening the development of a Lynx academy program. Funding will also allow the Lynx to operate at their maximum WNBL sanctioned salary cap.

SEN Teams CEO, Richard Simkiss, said he is excited by the opportunities this partnership will create throughout the WA community.

"The club is excited to welcome another iconic brand in Rio Tinto on board," said Simkiss.

"We feel that the Perth Wildcats, Perth Lynx and Rio Tinto share a vision to grow basketball throughout the State and have a strong focus on community engagement.

"We are looking forward to working closely with Rio Tinto, who are also leaders in their respective field, as we hunt an 11th NBL championship."

"We couldn't be more thankful for Rio Tinto's support to help launch and grow the Wildcats Academy, which will provide opportunities for elite talent identification right across the State."

Rio Tinto Iron Ore Chief Executive, Simon Trott, said: "For nearly 60 years, Rio Tinto has been part of Western Australia, working to build healthy, thriving communities and strong local economies.

"Basketball has the highest participation rate for juniors in team sport in WA and by teaming up with the Perth Wildcats and Perth Lynx, we plan to take this sport to the next level. This is a wonderful opportunity to connect these elite athletes with communities in the Pilbara and across WA – where our Rio Tinto team members live and work and where basketball is played and followed by many."

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Perth Lynx and Basketball WA Chair Fiona Notley said she was excited to welcome Rio Tinto to the Perth Lynx family.

“Through this partnership with Rio Tinto, we have the incredible opportunity to increase the visibility of women in sport at a professional level and ensure adequate access to pathways for everyone in Western Australia,” said Notley.

“The continued growth of women’s elite sport makes this partnership invaluable in exposing young people to the message that ‘you can be what you can see’.”

“Basketball continues to have the highest participation rate for juniors in team sport in WA, and by working with the Perth Wildcats, we plan to continue to deliver on Basketball WA’s vision to improve the lives of Western Australians through basketball.”

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