

Media Release



Date: Tuesday, 22 November 2022

rebel extends platinum partnership

SportWest and rebel have signed an extension to their partnership for a further three years, with rebel to retain its platinum partnership and naming rights partner status for the *rebel Junior Sports Star of the Year* award.

The *rebel Junior Sports Star of the Year* award is one of nine awards presented annually at the SportWest Awards.

rebel has a genuine passion for grassroots sport and engagement and is looking forward to building on the partnership over the next three years to champion sport participation in West Australian communities and celebrating a junior sports star that has demonstrated exceptional performance.

SportWest Chief Executive Officer, Matt Fulton, is pleased to continue the partnership with rebel, acknowledging the alignment in business values and mission to inspire West Australians through sport.

"SportWest wants to grow participation in sport right across the State and rebel provides apparel and equipment which caters for the beginner right through to the serious sportsperson," Mr Fulton said.

"rebel has a strong footprint in WA and when combined with its online retail website, they make it easier for West Australians to get their sporting goods and get active, regardless of their location"

"We're looking forward to continue to build on our partnership with rebel in the years ahead because, like us, they want to see people of all ages and abilities getting active and playing sport."

rebel State Retail Manager for Western Australia Steve Lacey said: "Sport is Calling and together rebel and SportWest will continue to champion sport participation in local communities right across Western Australia and build on what we've started in the last 12 months.

"Our vision is to inspire all Western Australians to participate in and support sport at all levels. We hope this award inspires Western Australian young athletes across the State in all sports to chase and achieve their sporting dreams and passion."

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For more information

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About SportWest

SportWest is the peak industry body for sport in Western Australia. SportWest exists to promote, strengthen and advocate for the sports community of Western Australia. We represent more than 130 Members and over 5,000 sporting clubs involved in the conduct, administration, promotion and development of sport and related activities.

SportWest represents Members in regular dialogue with the Minister for Sport and Recreation, advisers, the Department of Local Government, Sport and Cultural Industries, and other relevant government agencies. SportWest advocates and promotes the value of community sport through the media and with other key stakeholders and partners.

About rebel

rebel is Australia's leading sporting goods retailer with 155 stores across Australia and 15 stores in Western Australia. rebel helps all Australians answer the call of sport. rebel is a proud partner of numerous national sporting competitions such as the AFL, AFLW, rebel VFLW, Football Australia and the Matildas as well as our other state-based partnerships with Q Sport, Sport NSW, Sport SA, and Vicsport.