

| **NBL23 & BEYOND**

AN  
INTRODUCTION  
TO THE

**ILLAWARRA  
HAWKS**



# C N TEN TS

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## **Who We Are**

History

Our Vision And Values

## **Fanbase**

**Viewership, Attendance  
and Social media**

## **Hawkheads**

**The Rise of Basketball  
in Australia**

## **2022-2023 Roster**

## **Hawks in the Community**

## **A Hawks partnership**

Our philosophy

Brand Executions

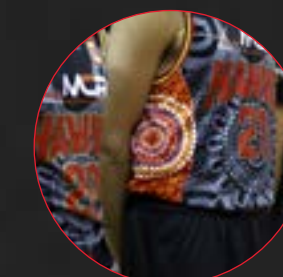
Consumer Campaigns

Hawks In Business

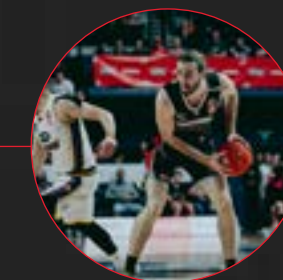




# WHO WE ARE **OUR HISTORY**



**2018/19** Illawarra Hawks played in the first ever **Indigenous Jersey** adopted by an NBL team, representing the Dharawal people, the traditional custodians of this land.



**Made the playoffs in 22** of the 44 seasons, including the last two seasons.



**2000/01** Club won its first NBL championship under coach Brendan Joyce.



**Founded in 1979**, the only remaining Foundation Club of the NBL.





# WHO WE ARE

## OUR VISION

To be the most dynamic organisation in Australian sport, whilst honouring our heritage and community.

 **The Illawarra Hawks**

## OUR VALUES



Innovation



Community



Resilience



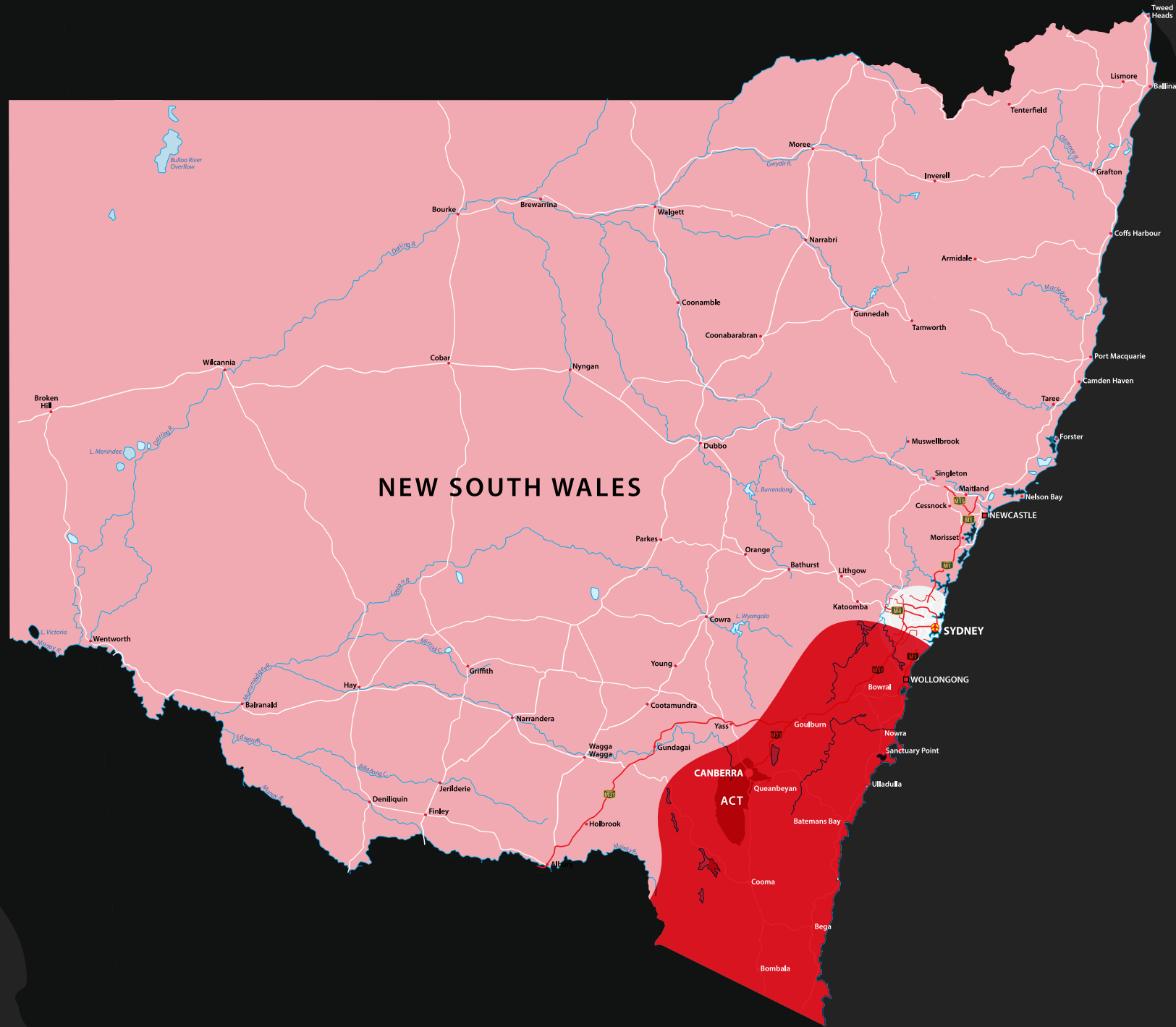
Heritage



Illawarra Hawks Basketball Club acknowledges the Traditional Custodians of the lands on which we work, live & play. We pay our respects to their Elders past, present & emerging as well as all Aboriginal & Torres Strait Island Community.



Our fans are the heart of Illawarra, with reach throughout South-West Sydney and NSW



A closer look at our 402,037 fans

EMPLOYMENT



INCOME



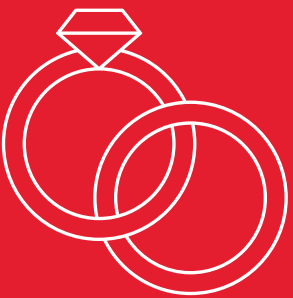
AGE



HOME OWNERSHIP



MARITAL STATUS



SINGLE 67% PARTNER 33%

GENDER



MALE 67% FEMALE 33%

Source: YouGov Sport, May 2022.



# VIEWERSHIP, ATTENDANCE AND SOCIAL MEDIA



## TV

**1.8m (58k per game)**

NBL 22 Season was the first of a new league wide broadcast deal which saw every game broadcast live.

Average viewership increased across both ESPN (+35%) and Kayo (+54%) compared to last season.



## Attendance

**40,650 (across 14 home games)\***


Expected attendance in NBL23 - 53,200

Capacity - 5,600


\*COVID impacted

**103,000**  
**SOCIAL**  
**MEDIA**  
**FOLLOWERS**

 **Facebook**  
33,000

 **Instagram**  
49,000

 **Twitter**  
18,000





 **Tik Tok**  
3,000



# THE RISE OF BASKETBALL IN AUSTRALIA

*"If it looks and feels like basketball is having its biggest run since Michael Jordan and the cultural and streetwear revolution of the early '90s, you'd be right."*

Sydney Morning Herald, 11 May 2022.

			
6.6m basketball in fans in Australia	7% YOY participation growth (out-stripping all leagues)	12% YOY increase in TV audience	Record Australian's competing in the NBA and WNBA

27<sup>th</sup> July 2021

**NBL Achieves  
Historty-Making Media Deal**

May 12<sup>th</sup> 2022

**‘People laughed’ but now the  
NBL is reaching heights ‘unseen  
before’ - this ‘crazy’ first proved it**

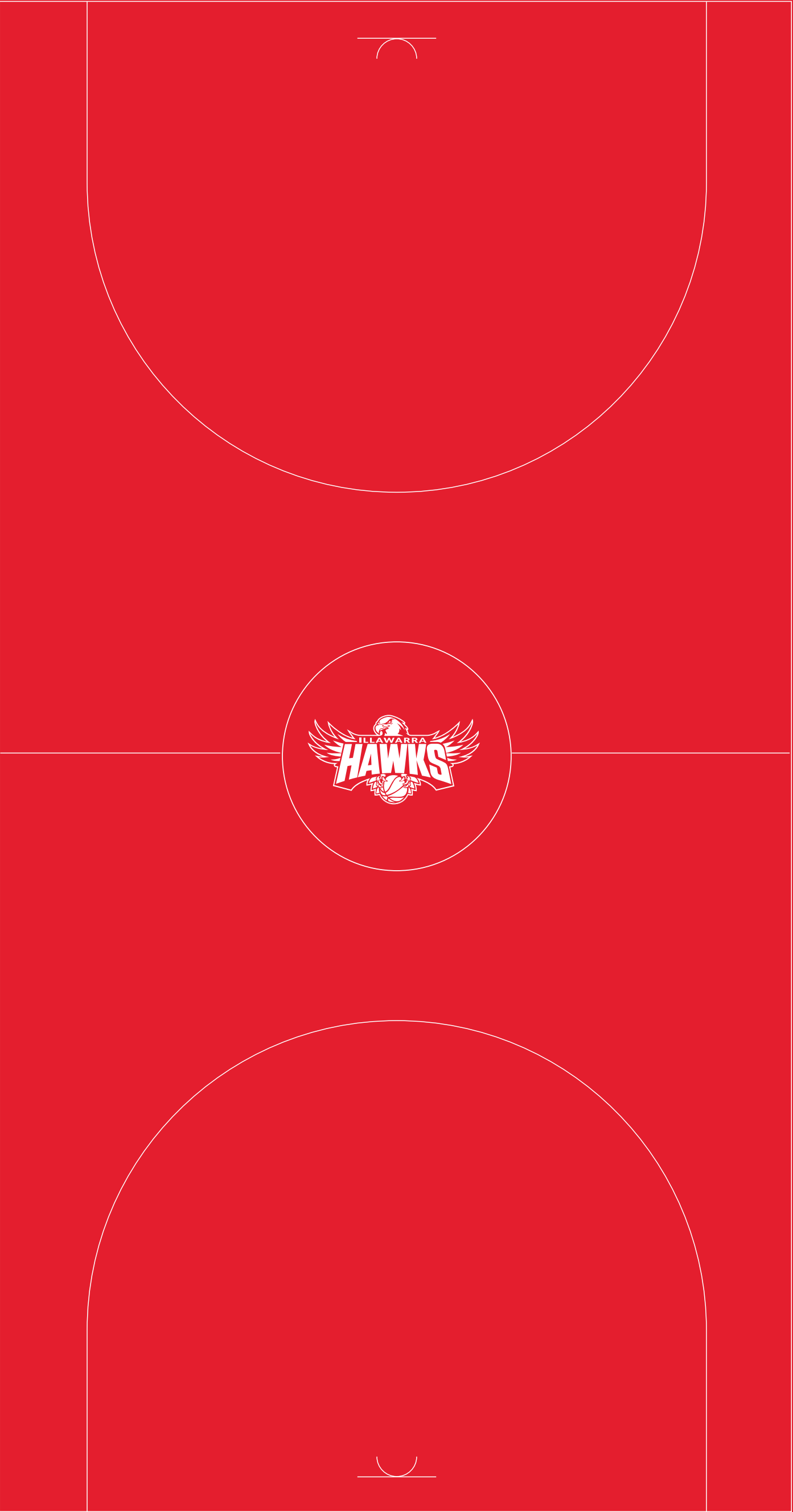
11<sup>th</sup> May 2022

**Slam dunk: Basketball winning  
the battle for hearts and minds**

1<sup>st</sup> December 2021

**Australia’s NBL can be  
springboard to NBA**

Succeed in the NBL, and the next stage can be the NBA, making Australia an attractive destination for hoop-dream hopefuls from around the world





# 2022-2023 ROSTER

## PLAYERS



#1 Tyler Harvey

**Position:** Guard | **NBL Games:** 65  
**Origin:** Torrance, CA

A dynamic shooting guard from the US, Tyler excites the crowd with his silky-smooth moves.



#13 Sam Froling

**Position:** Forward | **NBL Games:** 91  
**Origin:** Townsville, QLD

Standing at a dominant 7 foot, this man will protect the rim and swat anything that comes his way from any opponent.



#3 Justin Robinson

**Position:** Guard | **NBL Games:** Debut Season  
**Origin:** Virginia, United States

A 3-year NBA talent, Robinson is the all-time assists leader at Virginia Tech University and will be the on-court floor general for the Hawks this season.



#94 George King

**Position:** Forward | **NBL Games:** Debut Season  
**Origin:** North Carolina, USA

A versatile forward who excels on both ends of the floor, George joins the Hawks with experience from the collegiate system, EuroLeague and the NBA.



#9 Wani Swaka Lo Buluk

**Position:** Forward | **NBL Games:** 74  
**Origin:** South Sudan

Made the move down the freeway from the Sydney Kings Championship campaign last season, this 21-year-old knows what it takes to win.



#15 Alex Mudronja

**Position:** Guard | **NBL Games:** 25  
**Origin:** Adelaide, SA

One of the most exciting up and coming stars of the NBL heading for a breakout season ahead.



#47 Akoldah Gak

**Position:** Forward | **NBL Games:** 16  
**Origin:** Sydney, NSW

Last season's hard work paid off and resulted in a stint with one of the NBA's biggest franchises, the Chicago Bulls.

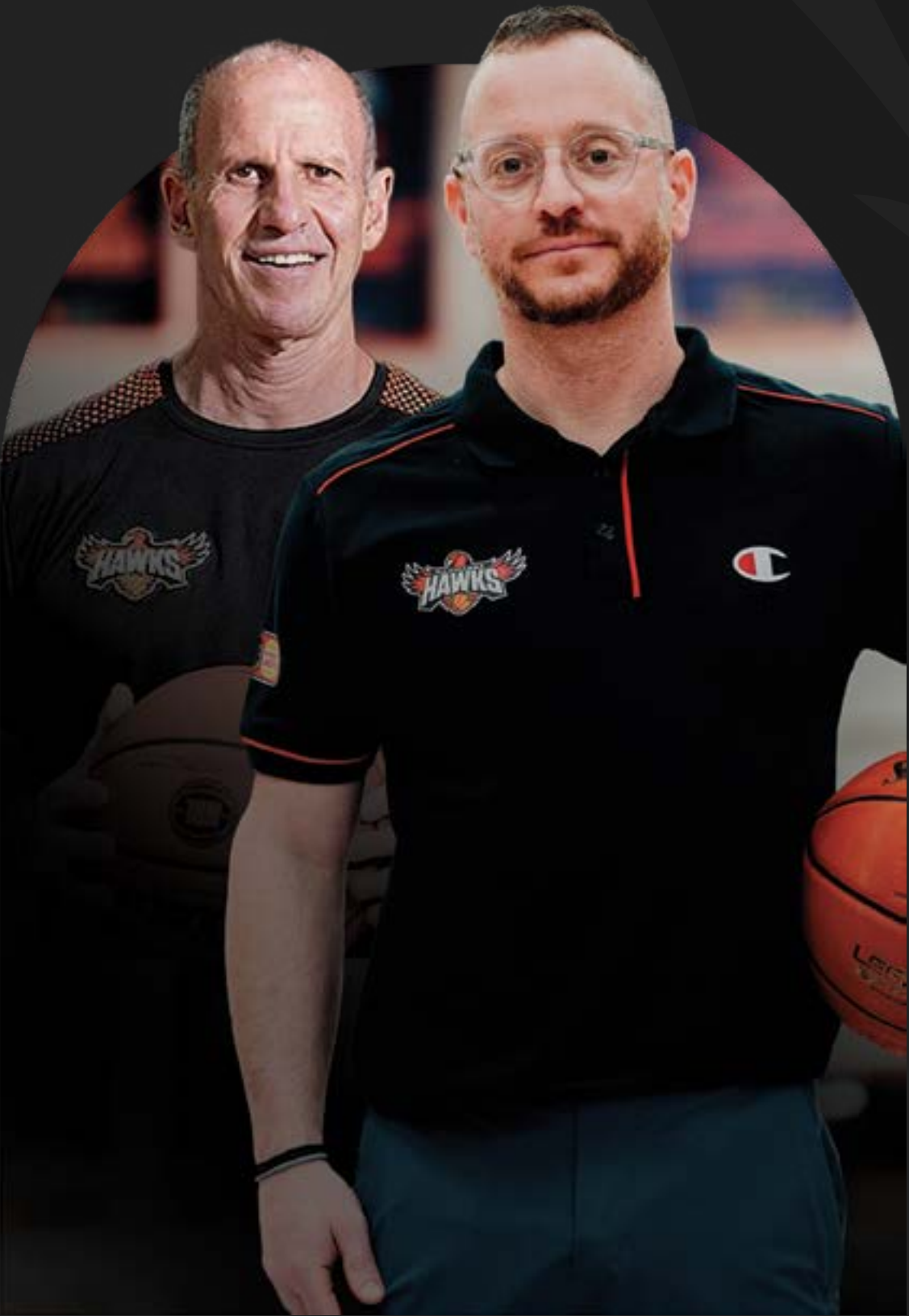


#11 Daniel Grida

**Position:** Forward | **NBL Games:** 66  
**Origin:** Perth, WA

Broke into the NBL scene in 2019 and was voted third in NBL Rookie of the Year voting.

## COACHING STAFF



Jacob Jackomas Head Coach

Brian Goorjian (Special Advisor to Coaches)  
Shaun Roger (Assistant Coach)



HAWKS IN THE COMMUNITY

# GIVING BACK, ALL YEAR ROUND

## OUR PROGRAMS

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Healthy Habits = 5,000  
participants 25 schools

School curriculum program teaching kids the importance of physical well-being, diet and education.



GameTime = 10,000  
participants 50 schools

An entertaining and engaging event for primary schools allowing students to meet and play against Illawarra Hawks players.



Real Life Stories =  
6 selected local charity  
partners.

Community grant program, where six local communities are provided a grant (in conjunction with club partners), to assist with their meaningful work.

**Watch the video here.**



A Hawks partnership can support your marketing objectives through the entire customer journey



Brand awareness



Interest



Consideration



Purchase



Retention



Advocacy





Our philosophy is based on aligning with like-minded brands to create integrated campaigns across our network.

Social media

Broadcast

Events

In-stadium activations

Player ambassadors

Database access

Bespoke content

Competitions

Digital advertising

Community programs



### Plus a dedicated Account Manager

Hawks account manager  
assigned to partnership

Collaborative leverage  
approach

Integrated campaigns  
And reporting

Annual reviews





POWERFUL  
BRAND  
EXECUTIONS  
TO INCREASE  
AWARENESS  
AND  
CONSIDERATION







CONSUMER  
CAMPAIGNS ACROSS  
DIGITAL AND GAME  
DAY PLAYFORMS TO  
ENGAGE CUSTOMERS





# **BUSINESS** **INTRODUCTIONS**

Hawks in Business (H.I.B.) is a unique and engaging concept created with the sole purpose of connecting like-minded individuals within our business community, with 40 members and counting.

We want to inspire, enhance, and facilitate creativity and entrepreneurship - and strive to ensure our members are given every chance to accomplish their business-minded ambitions.







THANK YOU

Find out more about how  
we can collaborate.

**[partnerships@hawks.com.au](mailto:partnerships@hawks.com.au)**