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WILLETTON BASKETBALL MAKES APPOINTMENT FOR TALENT & COACHING MANAGER ROLE

Willetton Basketball Association Inc. (WBA) is pleased to announce to the Willetton and wider basketball community that former Australian Men's Wheelchair Basketball Head Coach Craig Friday has been appointed as the new Talent & Coaching Manager at the Association.

Craig has an extensive and comprehensive background in the sport of basketball, having both coaching and administrative experience at International, National, State, Representative and Club level and with this experience he will be an invaluable addition in the role of Talent & Coaching Manager (TCM) whereby he will lead the high-performance programs and future direction of at WBA.

Craig's extensive experience most notably includes previously being in roles as SBL Head Coach at Willetton (women) and Joondalup (men and women) programs as well as Head Coach experience in the WNBL with the West Coast Waves as well coaching State teams within the BWA high-performance program.

He has spent the past 20 years involved in Basketball Australia's National Wheelchair basketball program, which included being Head Coach at Paralympic Games and World Cup campaigns during this time whilst also having involvement as an Assistant Coach at NBL1 level and an extensive coaching background at WABL level during this period.

WBA CEO Mark Winnett made the following comments in relation to the appointment of Friday to the Talent & Coaching Manager role, "We were fortunate to have many strong applications for the role with significant interest in this position from around Australia and overseas and I am very pleased to announce the appointment of Craig Friday to this vitally important role in the WBA organisation's structure. At WBA we take great pride in the development of our local athletes and coaches and the TCM role is pivotal in ensuring that Willetton provides the ability and opportunity for our local players and coaches to maximise their potential in the sport".

"The association's high-performance programs at the club are well positioned at the present time with both NBL1 programs and WABL programs recently completing successful seasons. Craig has an outstanding understanding of the sport, the association and many of the athletes and coaches within the program, so to secure a person of Craig's background in the sport, is exciting for the future of our programs as we look to continue to lead the way in the sport with the development of high-performance coaches and athletes at WBA.

Craig will commence in the role effective this week and his contact information will be communicated in the next short period.

ENDS