



MEDIA RELEASE

Date: Wednesday, 30 September 2020

Subject: Southern Sydney Softball League to Boost Participation

Softball NSW in conjunction with Softball Campbelltown, Georges River Softball Association, Softball Macarthur, Southern Districts Softball Association and Sutherland Shire Softball Association have formed a new pilot participation initiative in the Southern Sydney Softball League (SSSL) to build additional localised participation pathways.

The SSSL will specifically cater for youth and young adults where participation opportunities are limited within their own Associations. In the inaugural season the SSSL will offer competitions to Under 16, Under 21 and Under 25 male and female athletes. The competition will be hosted at both Campbelltown and Georges River in an alternating experience for participants.

Many participants in these targeted age groups are forced to leave their home Clubs and Associations to participate in competitive competitions with sufficient teams. Under the new format of the SSSL, these same participants can remain at their home Club and represent in a merged league across three Softball NSW Associations.

Softball NSW CEO Daniel Rushworth is excited by the participation initiative "This additional participation opportunity will provide our aspiring athletes with opportunities to be retained at their home clubs and represent in a strong competition against new participants from different Associations. The challenge of growing participation and the participant experience is the number one priority for our organisation and we strongly support this initiative"

The concept is the brainchild of Jamie Barrington of Softball Campbelltown and Daniel Russo of Georges River Softball Association, with both men extremely determined to arrest the participation challenges Softball is facing in these age groups at their Associations.

Softball Campbelltown's Jamie Barrington is looking forward to the opportunity the competition will bring to grow Softball "This new competition for under 16's has created a pathway for our kids over 14 years of age which Campbelltown has not had in over 4 years. This competition will give kids a new experience and new challenge. This Pilot Program has been designed to help grow participation towards our older age groups"

Recently elected Chair of Georges River Softball Association Daniel Russo sees the benefits of the competition "We are extremely excited to be delivering this new concept to our Softball community. We are determined to provide new and exciting products for age groups that have declined in participation in previous years. The Under 16's concept is sure to see a fun, social and exciting atmosphere for our teenage players. This will also enhance the opportunity of our Under 21's and Under 25's in offering a weeknight competition that will hopefully see many previous participants return to our sport locally that have had to look elsewhere in previous years"

The SSSL will form part of the regular Softball experience for members of the three Associations and be conducted on Monday for Under 21 and Under 25 divisions (from 26th Oct) and Friday evenings for

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Under 16 (from 16th Oct). All competitions will provide additional opportunities and compliment the usual Saturday Softball experience.

For more information on this competition please contact your local Association delegate;

- Softball Campbelltown: Amanda Barrington campbelltownsoftball@outlook.com
- Georges River Softball Association: Helen Baker grsa_secretary@hotmail.com
- Softball Macarthur: Jenny Todhunter softballmacarthur.president@gmail.com
- Southern Districts Softball Association: Fiona Williams secretary@sdsa.com.au
- Sutherland Shire Softball Association: Craig Oberg president@sssa.org.au

