



AWF Partnership Announcement

Softball NZ, in association with North Harbour Softball Association, are delighted to announce an exciting joint venture partnership with leading NZ recruitment services provider, AWF Group. This exciting new partnership promotes AWF as the exclusive naming rights partner of the "AWF Sports Stadium", Rosedale Park, Albany.

The AWF Group comprises three trading entities: Allied Work Force, Madison and Tradeforce with capability spanning all aspects of commercial and industrial recruitment services including temporary, contract and permanent assignments. Collectively, these operations include 41 branches, employ over 230 full time staff and deploy up to 4,500 temporary staff daily.

AWF Group CEO, Mike Huddleston says "AWF is very exciting to strengthen its relationship with New Zealand softball. We have developed strong connections over recent years and see excellent opportunities to work with Softball NZ and the clubs nationally to expand the opportunities to ensure that players and supporters are provided with the best of employment options outside of softball.

SNZ CEO, Tony Giles says the partnership is a perfect fit for both organisations. Having formed a relationship with AWF management over the past 12 months, Giles says "this rewarding announcement with Mike and the team at AWF Group showcases how core values and business integrity can align in both a community based sporting environment, and the fast paced commercial sector".

Meanwhile North Harbour Softball Chair, Fay Freeman is excited about forging relationships with AWF and Softball NZ. She said that "the AWF Sports Stadium is the premier venue for softball in New Zealand. This is an exciting opportunity for NHSA to step up to the plate and work with our partners to grow the game and its profile. The Oceania Series is just around the corner and other international matches will follow in the lead up to the World Masters Championships in 2017".

A three year partnership has been struck between the SNZ/NHSA coalition and AWF for the "AWF Sports Stadium" with terms not disclosed at this time.