

Samsung encourages Australians to 'Rethink Role Models'

*Samsung Electronics Australia announces partnership with
Netball Australia*



EMBARGOED UNTIL 11am, 29 MAY 2016 – Samsung Electronics Australia is encouraging Australians to rethink role models through an exciting new partnership with netball in Australia.

The partnership sees Samsung as the official sponsor and exclusive electronics partner of the Australian Netball Diamonds, the Queensland Firebirds and the New South Wales Swifts and the sport at a grassroots level in NSW and QLD.

Through the partnership, Samsung will work with its newest brand ambassadors and netball players – Laura Geitz, Sharni Layton, Kim Ravaillion, Caitlin Bassett and Paige Hadley to shine a light on female role models.

Samsung has developed a mini-series entitled 'Rethink Role Models', which honours the talent, determination, resilience, humility and passion that our Australian netballers embody.

Samsung ambassador and Diamond's captain, Laura Geitz said the campaign was a reminder of the impact that sport and role models can have on our lives.

"As we move through another netball season, I am really excited to be working alongside Samsung to encourage all Australians to rethink who they regard as role models. The game of netball, my team mates and my own role models have had such a significant impact on my life and who I've become. I hope that by telling my story, and my teammate's, we can inspire not only netballers but all Australians," Ms. Geitz said.

The 'Rethink Role Models' mini-series highlights personal battles of injury, losing a family member, self-confidence and sacrifice. The series champions what the athletes stand for, as well as the broader qualities they represent. The mini-series includes:

- Hero piece - https://youtu.be/1nsylw0k_lw
- Laura Geitz – Inner Strength <https://youtu.be/gfZPAZt9-aQ>
- Sharni Layton – Prove Them Wrong <https://youtu.be/ld498IYz0bE>
- Kim Ravaillion – Worth the Sacrifice <https://youtu.be/MZnO7vFGio8>
- Caitlin Bassett – Rise Above It <https://youtu.be/sU2j2kMsU2Y>
- Paige Hadley – Never Give Up <https://youtu.be/UVNz3ZHm1Oo>

Holly Adams, Head of Corporate Brand, Samsung Electronics Australia, said Samsung would give these inspiring athletes the recognition they deserve.

“There are so many inspiring examples of role models among us,” Ms. Adams said.

“As a brand, we have a heritage of defying barriers and through this partnership we want to not only tell the story of Samsung as a sponsor, but spark a discussion and encourage Australians to rethink who they hold as role models. We want to drive a new conversation focused on positivity. As a country, we need to stop and think about how important positive role models are in shaping our society. Our netball stars are the perfect examples of this – worthy to inspire the next generation of Australians,” continued Ms. Adams.

Philip Newton, Corporate Vice President and Chief Marketing Officer, Samsung Electronics Australia, said: “Netball is iconic to Australia and we are proud to support the sport right down to the grassroots programs across the country. Our newest ambassadors are some of the country’s strongest athletes and personalities. Not only are they gifted netballers, they are positive role models for all Australians and we’re delighted to have them on board.”

Samsung will support netball in Australia at a national, state and grassroots level via signage, naming and digital rights, community programs, branded content and an ambassador program.

The campaign will be delivered through live and digital experiences at grassroots netball games, as well as at Queensland Firebirds, New South Wales Swifts and the Diamonds’ matches.

Chief Executive of Netball Australia, Kate Palmer welcomed the new partnership and recognised the potential of the initiative.

“We are proud to partner with Samsung to support this meaningful campaign, encouraging the notion of a role model. Our Diamonds demonstrate courage, skill and dogged determination, with the utmost respect for their teammates and opposition alike. With 1.2 million Australians currently playing netball, we hope our Diamonds’ values and personal stories will inspire young Australians,” she said.

More detailed plans for the partnership and activations will be announced over the coming months. For more information, please visit: <https://www.facebook.com/SamsungAustralia/>

Official hashtag: #rethinkrolemodels

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