



### SBL Coaches Announcement

Further to our Social Media Announcement we are pleased to announce the appointment of Ben Ettridge as the SBL Men's Coach with immediate effect. We are pleased with securing Ben into the role for the next 3 years which gives East Perth the stability within the program to grow.

Gaining a personality such as Ben places us in a growth position for the years ahead, enable foundations to be further enhanced and execute our growth plan.

Having spent some time with Ben we posed a couple of question to him.

**Career achievements**, - 4 National Titles, 2 SBL Championships, 2 World Championships, 1 World Club Title and 1 Paralympic Gold Medal. Heading into year 18 as Head coach

**Why East Perth Eagles** - A great opportunity to be a part of a club that is moving forward in all facets of basketball. Stability in being able to be in the position for 3 years, with the eye to being here longer.

**What challenges are you looking forward to** - Helping with building a club wide culture, having an impact with coaches and players to become the best versions of themselves.

**How has the journey been thus far** - Every conversation we have had with people about Eagles Basketball has been positive. The feeling around the club is one of growth and excitement.

**What goals do you have for season 2020** - Start to build the foundations for the years to come. A baby eagle doesn't know it can fly until it jumps out of the nest, and even then, it plummets towards the earth for a few seconds thinking "what the heck have I done", until it stretches out its wings and off it soars towards the horizon.

Kind Regards

Tim Symons  
Managing Director  
EPDBA