



MEMO 09-2025

DATE: Friday 23rd January
TO: NNSWF Premier Competitions Clubs
FROM: CEO
SUBJECT: NNSWF NPL Broadcast Partners

For Information or Action	Action required	Action completed by	NNSWF Contact	Total Pages
Action	Attend	-	Thom Kane	1

Dear Clubs,

I am writing to inform you of a significant development regarding the production and streaming of our NPL Men's and Women's competitions, as well as other key events such as the Charity Shield, Women's and Men's State Cup, and the Charity Shield in 2025.

As part of the National Premier Leagues, Northern NSW Football (NNSWF) participated in a national tender process conducted by Football Australia. This process aimed to standardise production and streaming across all men's and women's NPL leagues to enhance consistency, broaden reach, and maximise the commercial potential of this level of football across the country.

Following the conclusion of this tender, I am pleased to confirm that NNSWF will welcome two new production and streaming partners in 2025: **Ligr** and **Doubletake Sports**. We are confident that their expertise will elevate the broadcast quality of our Premier Leagues and



key events in Northern NSW, helping us achieve our goal of showcasing football at its best in this region.

About Our New Partners

- **Ligr:** A leading streaming solution, Ligr manages and produces streams for a wide variety of sports worldwide, including NPL content in other Australian regions. Ligr will manage live streaming for NNSWF's NPL competitions and provide clubs with access to an automated highlights platform. Clubs will be able to utilise this platform via their dedicated portal, creating opportunities to share engaging local content through club-owned channels.

To support clubs in maximising the functionality of the Ligr system, Thom will send out an invitation shortly for a training session. This session, hosted by Ligr, will be held on

Tuesday, 4 February, at 4:00 pm.

- **Doubletake Sports:** Doubletake Sports, well-regarded for their extensive work with NPL in Queensland, has been appointed as our production partner. They will oversee the on-ground filming of matches throughout the season, ensuring high-quality coverage of games.

Accessibility and Streaming in 2025

Aligned with our strategic objective of *Showcasing Our Game*, NNSWF is committed to enhancing accessibility and increasing overall viewership. I am pleased to confirm that all NPL matches in 2025 will be broadcast **free of charge via NNSWF's YouTube channel**.

This platform allows stakeholders to watch matches conveniently on mobile devices, TVs, or via casting solutions, and opens opportunities for clubs or sponsors to stream matches at their venues.



Acknowledging Our Longstanding Partner: Bar TV

I would like to take this opportunity to express my sincere gratitude to **Bar TV**, our long-term production partner. Over the years, Bar TV has played an instrumental role in delivering high-quality broadcasts and capturing many of the most memorable moments in NPL. I have personally spoken with Josh from Bar TV, and we are committed to maintaining our strong relationship with them and exploring future collaboration opportunities.

Thank you for your ongoing support of Northern NSW Football and your dedication to the growth and success of the game in our region.

Peter Haynes

CEO

Northern NSW Football