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**FOR IMMEDIATE RELEASE**

**XV CAPITAL AND COACHMATE PARTNER TO TRANSFORM  
GRASSROOTS SPORTS COMMUNITY COACHING AND ENGAGEMENT**

Australian sports advisory and investment firm XV Capital, co-founded by former Wallabies captain Stirling Mortlock and business partner James Godfrey, today announced a strategic partnership and equity agreement with CoachMate, a trailblazing sports technology company based in New Zealand.

The partnership is poised to redefine grassroots community sport and offer invaluable support to sports organisations and communities while championing lifelong sports participation.

A fully integrated award-winning transformational grassroots sport coaching app, CoachMate:

- Offers world-class coaching resources and community engagement features, all designed to enable and nurture sports communities,
- Provides community sport volunteers the tools and skills to deliver consistent, high-quality coaching experiences as part of an effort to encourage kids into, and keep them in, sport,
- Assists in the recruitment and retention of volunteer coaches (and managers) who sit at the heart of community sport,
- Establishes direct communication channels with clubs, coaches and other volunteers, players, and their supporters, boosting cohesion and ensuring consistency of delivery,
- Improves the commercial viability of sports organisations by engaging a notoriously hard-to-reach but incredibly involved audience as well as providing insightful data and analytics benefiting sports and their partners.

View a walkthrough and applications of CoachMate at [LINK TO COACHMATE WALKTHROUGH](#)

Recently launched partnerships with national sports organisations in New Zealand – including Basketball NZ, NZ Football and Golf NZ – are set to be complemented by BMX NZ and the Halberg Foundation in 2024.

CoachMate will also expand in Australia in coming weeks, with Golf Australia among its new partners.

Michelle Walshe, CEO and Co-Founder of CoachMate said: “We’re excited to work with XV Capital and leverage their extensive capabilities and networks in the sports, technology and investment sectors. CoachMate is led by a dedicated team with a track record of developing world-class content, pioneering grassroots coaching programs, and commercialisation experience, combined with a deep understanding of the challenges faced by grassroots sports, their volunteers and partners.”

Leigh Kenyon, CoachMate's Co-Founder, Director of Coaching and a former professional footballer, highlights a concerning statistic: “Kids are five times more likely to drop out of sports under an unskilled coach. CoachMate is on a mission to help sports communities thrive by providing quality resources to volunteer coaches, ensuring they have the tools to keep kids engaged and returning year after year.”



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James Godfrey, CEO and Founding Partner of XV Capital, stated: “CoachMate is one of those rare sports tech gems that elegantly solves multiple challenges simply and cost effectively. The idea came from a place of purpose, with the application positively impacting all involved in grassroots sports.”

Stirling Mortlock, Chief Investment Officer and Founding Partner of XV Capital, shared his personal connection, remarking: “The experiences and environments coaches provided early in my career had a profound influence on my journey to playing at the highest level. The CoachMate app supports time poor volunteer coaches with best practice coaching skills to keep kids engaged while also upskilling coaches.”

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#### *About CoachMate*

CoachMate is a New Zealand-based sports community engagement technology company committed to enhancing the experiences of grassroots coaches, volunteers, and supporters. By leveraging technology and insightful data, CoachMate brings sports communities together, fosters lifelong participation, and delivers substantial value to partners and sponsors.

**For more information about CoachMate, go to [www.coachmate.sport](http://www.coachmate.sport)**

#### *About XV Capital*

XV Capital is a leading sports advisory and investment firm co-founded by former Wallabies captain Stirling Mortlock and business partner James Godfrey. XV Capital specialises in creating opportunities at the intersection of sport, technology, and investment, with a vision to drive positive change in the world of sports.

**For more information about XV Capital, go to [www.xvcapitaladvisory.com](http://www.xvcapitaladvisory.com)**