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Media Release

GEEKS2U TO ROLL OUT TECH SUPPORT TO AUSSIE LAWN BOWLERS WITH BOWLS AUSTRALIA

Leading tech support company, Geeks2U (G2U) has today launched its partnership with Bowls Australia, becoming the governing body's 'Official Tech Partner' as part of a 12-month strategic partnership.

Geeks2U General Manager, David Pisker believes the partnership will help G2U connect with a diverse community, inclusive of older Australians, to provide support and protection, particularly from cyber-attacks such as phishing.

"This partnership gives us the opportunity to talk to the Bowls Australia community about their tech needs and how we can support them, both personally and commercially," said Pisker.

"Whilst bowls is a sport enjoyed by Australians of all ages, bowlers over 55 are part of a group that adopted new tech more than ever during the pandemic and we know they require ongoing assistance with advancements in technology in their day-to-day lives. That's where Geeks2U can help."

Bowls Australia's Chief Executive Officer Matthew Kennedy welcomed the partnership.

"Bowls Australia and Geeks2U share a common goal of supporting communities, and with technology playing an ever-expanding role in the delivery of the sport and operation of clubs, it's important to have systems and relationships in place to manage their support," Kennedy said.

As part of the partnership, G2U will have a presence at several major events hosted by Bowls Australia across Queensland and New South Wales; including the Australian Open, two Bowls Premiere Leagues and the 2023 World Bowls Championship which is held every two years.

During all four events, representatives from G2U will be at hand to assist attendees in downloading and configuring the Bowls Australia app and providing other general troubleshooting support for issues including phone security and battery life.

Owned by Australian retailer Officeworks, G2U supports individuals, households and businesses with tech setup, support, and troubleshooting.

The partnership will begin at the Australian Open tournament on the Gold Coast in June, with viewers able to watch all the action on 7two, Fox Sports and Kayo.

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ABOUT OFFICEWORKS

Established 28 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community, and stakeholders. It operates 166 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run, and grow.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing, and career progression of the more than 9,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.

ABOUT GEEKS2U

Established in Sydney in 2005 and acquired by Officeworks in 2019, Geeks2U is Australia's leading provider of on-site and remote tech support for both households and micro, small and medium-sized businesses. Geeks2U pride themselves on delivering fast and friendly tech support solutions seven days a week. What's more – Geeks2U help uncomplicate the complicated, equipping you with the knowledge to fix future tech issues.

Geeks2U can help with any tech problems, including hardware and software repairs, system security solutions, wireless and wired networking services, virus prevention and removal, data backup and recovery, new device setup services, home entertainment issues and much more. Geeks2U are here to solve your tech issues – regardless of brand, device or network.