

B&T SPORTS ANALYTICS

ANALYSE. ADAPT. SUCCEED.

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ANALYSE.

ADAPT.

SUCCEED.

B&T SPORTS ANALYTICS.

In 2023, Blake and Tom founded B&T Sports Analytics with a simple yet powerful mission: to bridge the gap between athletes of all abilities. What began as a modest project - grading a year seven netball class - quickly revealed the transformative potential of individualised feedback over broad group observations.

Combined with over a decade of experience in the elite sports world, this discovery became the foundation of B&T Sports Analytics.

At B&T, we believe that every athlete deserves the opportunity to improve, regardless of their current level of performance.

Our mission is to provide professional-grade feedback to athletes in basketball, football, soccer and netball across Australia, ensuring

that those with the drive to be the best, have the tools they need to succeed.

Through tailored, in-depth insights, we enable teams to succeed, athletes to excel, and clubs to reap the rewards.

Our consultation services create a more cohesive and successful environment, ensuring that every athlete, regardless of their current level, has the opportunity to reach their full potential.

With our expert insights, we help athletes and coaches analyse their performance, adapt their strategies, and succeed at every level.

B&T Sports Analytics exist to ensure that no athlete is left behind, providing the expertise and support necessary to elevate the game for all.

WHAT WE DO.

B&T Sports Analytics offers an unparalleled sports consultation service designed to help athletes of all ages and skill levels enhance their performance. Our mission is to provide tailored guidance that drives impactful and measurable improvement in our specialist sports - basketball, football, soccer and netball.

We offer both in-person and virtual consultations to accommodate our clients' preferences and schedules. Each athlete receives comprehensive feedback from a member of our highly accredited team of professionals. Based on the detailed feedback, we then construct personalised performance pathways, aimed at maximising each athlete's potential and facilitating continuous growth.

At B&T Sports Analytics, we are committed to fostering athletic development through expert analysis and customised support. Our innovative approach ensures that every athlete receives the guidance they need to excel in their sport.



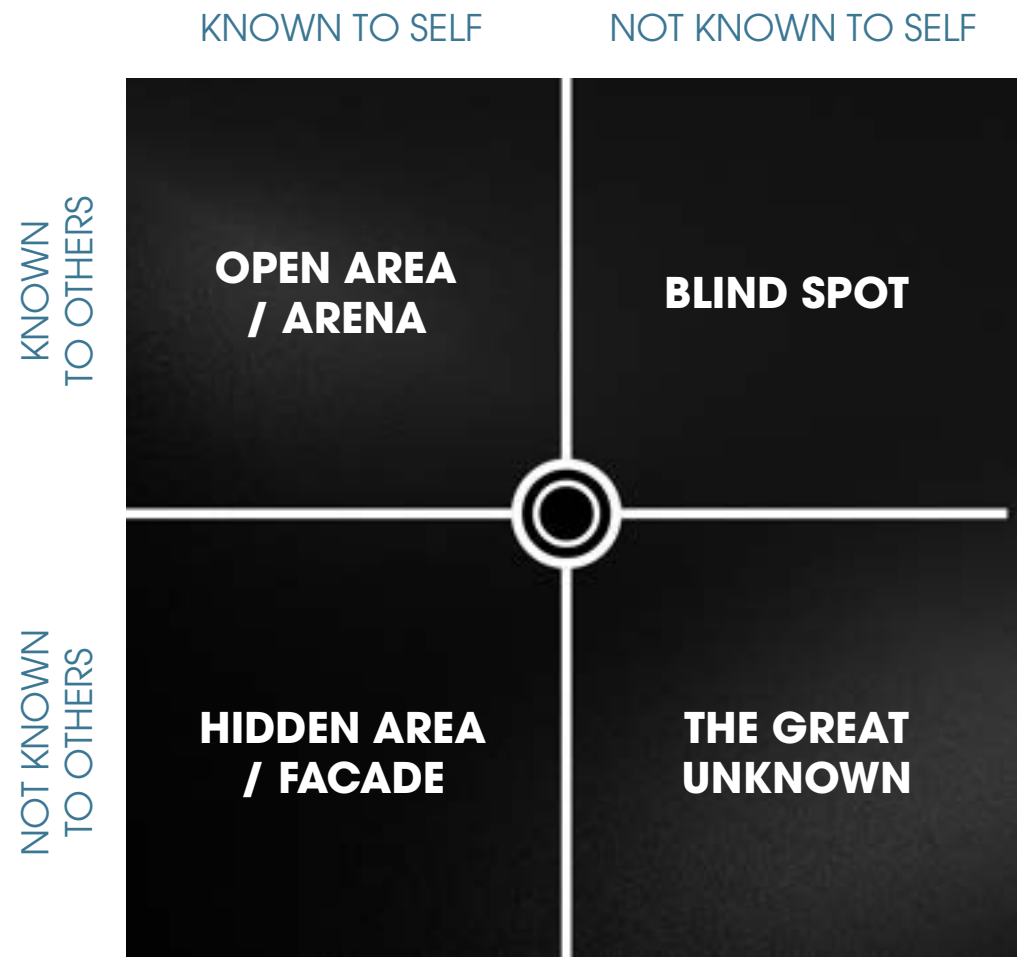
THE JOHARI WINDOW.

At B&T Sports Analytics, we specialise in identifying an athlete's blind spots to improve and elevate performance.

The Johari Window is a psychological tool designed to enhance self-awareness and emotional intelligence, especially effective for improving individual skills, performance, and personal development. B&T Sports Analytics have adapted this model to improve sports performance following a research-based, proven methodology. Divided into four quadrants, each represents a different aspect of self-awareness.

Gameplay blind spots - Certain blind spots can only be detected during live gameplay, revealing insights into an athlete's real-time performance and behavior.

Professional analysis blind spots - Other blind spots are best identified through thorough professional analysis, where expert evaluation uncovers aspects that might not be apparent during practice or competition.



An aerial, black and white photograph of a large sports stadium. The stadium features a massive, curved seating bowl filled with spectators. The field in the center is visible, with several players positioned on it. The stadium's architecture includes a prominent roof structure with multiple support beams. The overall scene conveys a sense of a major sporting event.

**BASKETBALL.
FOOTBALL.
SOCCER.
NETBALL.**

**ADELAIDE.
MELBOURNE.
QUEENSLAND.
TASMANIA.**

OUR FOUNDERS.



TOM GILES

Tom brings over 17 years of rich basketball experience to B&T, excelling both as a high-performance player and a coach. A state-level junior standout, Tom honed his skills in the US high school system and played with NBL and NBL1 squads, while also gaining international experience in the Philippines and Canada.

As a coach, Tom has led numerous teams and programs, including division one district basketball, and has spent the past three years with Transition Sports Adelaide. He also runs his own basketball coaching program, specializing in post-player coaching, where he has worked one-on-one with NBL1 and NCAA athletes and conducted several post-player clinics.

Tom holds a bachelor's degree in secondary education, focusing on physical education and English, along with qualifications in sport development and basketball coaching from the University of Belgrade, Serbia. Currently, he heads Cedar College's basketball program, where he has led the team to multiple Christian school championships over the last three years.

OUR FOUNDERS.

BLAKE ASHBY

Blake is the head of high performance and strength and conditioning at B&T Sports Analytics, and also offers expert consultation across all three of our specialist sports.

With over a decade of experience in the strength and conditioning field, Blake has collaborated with prominent elite South Australian sporting teams including the Adelaide 36ers, Adelaide Lightning, Port Adelaide Football Club, Adelaide Football Club, Sturt SANFL, Newton Jaguars Netball Club, and Woodville Warriors NBL1 Womens team. In 2022, Blake was also invited to work with the Los Angeles Lakers Summer League team in the United States.

Blake's impressive credentials include degrees in Exercise and Sport Science, and Food and Nutrition Science. He holds an ASCA Level Two professional qualification, is a NSCA Certified Strength and Conditioning Specialist (CSCS), and is currently completing a Master's in Science (Exercise Science) at the University of Chicago.



WHAT WE OFFER.

B&T Sports Analytics provides a consultation service that delivers value to players, coaches, and clubs by maximising coaching efficiency, enhancing player development, and driving overall club success.

PLAYERS

B&T provide dedicated focus on individual players during games, ensuring that each athlete receives personalised and actionable insights. Our tailored feedback and guidance creates accelerated opportunities for player development and skill improvement. Each athlete receives detailed physical documentation, including a blueprint of their athletic capabilities, to track progress and plan for future growth. Our consultants are specialists in their fields, offering an elite insight into player and coach development - working closely with both to unlock their full potential, using cutting-edge techniques and methodologies that are tailored to their unique needs.

COACHES

B&T Sports Analytics provides a consultation service that delivers value to players, coaches, and clubs by maximising coaching efficiency, enhancing player development, and driving overall club success. Our services allow coaches to concentrate on the overall team strategy, while we handle the detailed individual feedback for players. By taking on the responsibility of providing in-depth assessments, we reduce the pressure on coaches, allowing them to focus on broader objectives. We also offer specialised coaching consultations designed to help coaches refine their skills and enhance their coaching effectiveness.

OUR CONSULTATIONS.

01. **IN-PERSON CONSULTATION**

Dedicated focus on the individual player during live gameplay .

Post-game consultation.

Tailored feedback in detailed physical documentation - blueprint.

Optional development of a tailored performance pathway program with our partnered service providers.

\$179

02. **SEASON ANALYSIS**

Five in-person live gameplay consultations, available over five months.

Dedicated focus on the individual player during live gameplay.

Tailored feedback in detailed physical documentation - blueprint.

Post-game consultation.

Optional development of a tailored performance pathway program with our partnered service providers.

\$499

03. **VIRTUAL ANALYSIS**

Comprehensive analysis of video footage.

Tailored feedback in detailed physical documentation - blueprint.

Consultation services are available Australia-wide and internationally.

This package is also available in a group of five sessions.

\$99

PACKAGE 01

IN-PERSON

CONSULTATION.

Dedicated focus on individual the player during live gameplay - allowing assessment of our three focus areas - offense, defense and team concepts. Our focus on individual gameplay allows us to dissect technical and tactical aspects of a player's performance, identifying key areas for development.

Post-game consultation - designed to provide in-depth analysis and actionable feedback to athletes or coaches after the game. We conduct a thorough review of the game, focusing on both individual performance and providing explanation of the tailored athletic blueprint. The post-game consultation includes specific advice on how to enhance their strengths, address weaknesses, and the opportunity to ask clarifying questions.

Tailored feedback in detailed physical documentation - a blueprint of identified athletic capabilities, strengths and areas for growth provided by chosen consultant.

Optional development of a tailored performance pathway program with our partnered service providers - designed to accelerate player development and optimise performance outcomes. This program is developed in collaboration with our network of trusted service providers, ensuring that it is tailored to meet the specific needs of each athlete.

PACKAGE 02

SEASON ANALYSIS.

Five in-person live gameplay consultations, over five months.

Our package of five in-person live gameplay consultations offers an extended and immersive approach to performance enhancement over a five-month period. This service is designed to provide ongoing, and in-depth analysis to maximise athletic development.

By analysing athlete performance over multiple games, we support sustained development and allow for the tracking of progress over time. This approach helps to identify trends, measure growth, and adjust strategies as needed.

The season analysis package includes all of package 01, over five games.

Dedicated focus on individual the player during live gameplay - allowing assessment of our three focus areas - offense, defense and team concepts.

Post-game consultation - designed to provide in-depth analysis and actionable feedback to athletes or coaches after the game. Throughout the five-game period, we build strong relationships with athletes and coaches, allowing us to concentrate on long-term development strategies and providing an even more personalised support.

Tailored feedback in detailed physical documentation - a blueprint of identified athletic capabilities, strengths and areas for growth provided by chosen consultant.

Optional development of a tailored performance pathway program with our partnered service providers - designed to accelerate player development and optimise performance outcomes. This program is developed in collaboration with our network of trusted service providers, ensuring that it is tailored to meet the specific needs of each athlete.

PACKAGE 03

VIRTUAL

ANALYSIS.

Consultation services are available Australia-wide and internationally - from major cities to regional areas, we ensure that our services are convenient and accessible, regardless of your location.

Comprehensive analysis of video footage -

Meticulous review of game footage, closely examining the athletes' movements, skills, decisions, and overall gameplay

Tailored feedback in detailed physical

documentation - A blueprint of identified athletic capabilities, strengths and areas for growth provided by chosen consultant.

This package is also available in a group of five sessions.



CLUB PACKAGES.

At B&T Sports Analytics, we offer tailored packages to suit the needs of clubs looking to elevate their team performance and enhance player development.

Our consulting services are flexible, scalable, and designed to deliver top-tier support, whether you're aiming to optimise individual players or entire teams. Clubs can select from the following package options to best suit their structure and budget.

When partnering with B&T Sports, Clubs and sporting organisations also receive 10% referral fee, meaning for every player from your club who books a session, your club earns money in return.

OPTION 01 - **FULL CLUB INTEGRATION.**

In this package, the club chooses to integrate our expertise into their existing structure by adding a nominal fee to the registration costs of each athlete, or selected teams.

This integration ensures that either all athletes, or selected teams, receive ongoing, professional-level sports analytics and performance consultation.

FINANCIAL STRUCTURE:

Upfront payment by club: The club pays an agreed amount upfront for the inclusion all athletes, or selected teams. This covers the entirety of the consultation services provided to those participants for the duration of the season.

Per team consultation: The club may opt for a pay-per-team model, where payment occurs after each team receives tailored consultation and performance evaluation based on their specific needs. This allows for a more targeted approach and can be scaled to suit club size and financial resources.

CLUB DISCOUNT

20 - 50 athletes - 10% off

50 - 100 athletes - 20% off

More than 100 athletes - 30% off

OPTION 02 - **PLAYER OPT-IN.**

This option offers a flexible approach, allowing individual players to opt into our consultation services during their registration process.

This provides players with access to B&T Sports Analytics' expert guidance at a discounted rate, specifically arranged through the club, without requiring full club-wide participation.

This opportunity is ideal for players who are highly motivated to enhance their athletic performance while benefiting from the cost savings of a group-negotiated rate.

FINANCIAL STRUCTURE:

Individual opt-in fee: Players pay a discounted rate at the time of registration as a one-time-fee. The club then pays B&T for the consultation services.

The discounted fee is made possible through the club's partnership with B&T Sports Analytics.

Club support: While individual players opt into the service, the club can assist by promoting the program during registration and ensuring that the opt-in process is seamless.

“Being a coach myself, it was great getting an opinion of my players abilities. The evaluation was comprehensive and gave a true picture of her game.”

**3 X NBL COACH OF THE YEAR,
JOEY WRIGHT**

ANALYSE. ADAPT. SUCCEED.

OUR TEAM.

Our consultants are specialists in their fields, offering an elite insight into player and coach development.

With a deep understanding of the nuances of high-performance sports, our consultants bring a wealth of experience and expertise. They work closely with both players and coaches to unlock their full potential, using cutting-edge techniques and methodologies that are tailored to the unique needs of each athlete. Whether it's enhancing player skills or improving tactical awareness, our consultants provide actionable advice that leads to measurable improvements on and off the field.

TOM GILES

ADELAIDE, SA

BASKETBALL CONSULTANT

- Founder and lead consultant
- Transition Sports Adelaide coach
- Former Adelaide 36ers Development Player and NBL1 Player
- International experience
- Bachelor of Education



BLAKE ASHBY

ADELAIDE, SA

ALL SPORTS CONSULTANT

- ASCA Level 2 Qualification
- Owner of BASH Performance
- Trainer with Peaq
- Bachelor of Exercise Science
- Former SANFL Player (PAFC)



STEFAN CALI

ADELAIDE, SA

SOCCER CONSULTANT

- Over 20 years of playing experience across elite levels
- Played for top teams including SASI (now NTC) and Adelaide United Youth
- Accumulated 150+ senior National Premier League games



IOANNIS DIMAKOPOULOS

PERTH, WA

BASKETBALL CONSULTANT

- 15+ years of experience, including: Representing Greece at the national level, and named in Jordan Brand's top 40.
- Four years of NCAA Division I college basketball for the UC Irvine Anteaters
- Euro-league Junior



RICHARD BOLAFFI

MELBOURNE, VIC

BASKETBALL CONSULTANT

- International basketball scout with Australia & New Zealand Basketball Scouts
- 50 years of basketball experience



JACOB DICKSON

ADELAIDE, SA

BASKETBALL CONSULTANT

- Former NBL1 Coach
- Masters of Teaching



TIM DEVLIN

MELBOURNE, VIC

BASKETBALL CONSULTANT

- Basketball expert providing consultations for athletes at Transition Sports Victoria



DURREL MCDONALD

ADELAIDE, SA

BASKETBALL CONSULTANT

- NCAA Division 1
- NBL1 Central Player, North Adelaide Rockets
- Former NBL Development Player
- Former NBL Melbourne United Player



ANNIKA LEE-JONES

SUNSHINE COAST, QLD

NETBALL CONSULTANT

- Super Netball League player with Sunshine Coast Lightning & West Coast Fever
- Australian Junior representative U17, U19 and U21
- Super League player with Cardiff Dragons



ASH MAWER

TASMANIA

NETBALL CONSULTANT

- 4 x Tasmanian Netball League Champion
- 3 x Tasmanian Netball League MVP
- Bachelor of Education



HENRY CAREY

ADELAIDE, SA

FOOTBALL CONSULTANT

- Sturt Football Club, SANFL Player
- 2023 League Grand Final Player,
- 2024 & 2023 Leadership Group
- Bachelor of Education (Physical Education)



SAM THARALDSON

ADELAIDE, SA

FOOTBALL CONSULTANT

- Adelaide Crows and South Adelaide SANFL Player
- 2 X Best & Fairest winner at Flagstaff Hill Football Club



“B&T Sports Analytics provided our son with detailed and professional feedback. We were particularly impressed by the wide range of feedback our son received across so many areas of his game.”

PARENT OF NORTH ADELAIDE JUNIOR

ANALYSE. ADAPT. SUCCEED.

WHO WE WORK WITH.

OUR CORPORATE CLIENTS

- Transition Sports Adelaide and Victoria
- All Australian Basketball League
- Cedar College
- King's Baptist Grammar School
- North Adelaide Rockets Basketball Club
- Forestville Basketball Club
- Norwood Flames Basketball Club
- Albury Wodonga Football League
- Golden Grove Netball Association
- Sunshine Coast Netball Association

TRUSTED SERVICE PROVIDERS

- BASH Performance Strength and Conditioning
- Rise Above Adversity
- Shoot HQ
- Transition Sports Adelaide
- Anderson Osteopathy
- Panacea Pilates Studio

CONTACT B&T.

PHONE - 0478 039 094

EMAIL - btssportsanalytics@gmail.com

WEBSITE - btssportsanalytics.com

SOCIAL MEDIA - [@btssportsanalytics](https://www.instagram.com/btssportsanalytics)

Please don't hesitate to reach out to us at B&T with any questions regarding our consultation services, performance pathways, trusted service providers and what the next steps are for your athlete development journey.

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B&T

SPORTS ANALYTICS