

APPLICATIONS – WOMEN’S TRIATHLON EVENT GRANT

ABOUT THE GRANT

The NSW Office of Sport [Her Sport Her Way](#) (HSHW) grant program is designed to assist NSW sporting organisations to grow their sport for women and girls, reduce barriers to participation, and promote inclusive sport experiences.

Triathlon NSW has successfully received a HSHW grant to deliver women’s only triathlon events this season, targeting young women (13-25 years old) in particular. The primary aims of our project are:

1. To offer a fun, low barrier first touch opportunity for women to try their first triathlon in a safe, friendly and low-pressure environment.
2. To reduce barriers identified for the target demographic and encourage ongoing participation by inviting them into the club environment, with the goal of encouraging further participation and club membership.

ABOUT THE PLANNED EVENTS

At Triathlon NSW, we recognise and value that clubs are the heartbeat of triathlon in NSW, and this is even more apt this year with the pause currently on commercial races. TNSW will therefore be encouraging our club network to deliver a series of women’s specific events across the state.

With the theme ‘Finish Lines...Not Finish Times’, the focus of the event is on participation in a non-competitive environment.

Using the information gathered by Triathlon NSW and presented in the ‘*HSHW TNSW Research and Background*’ document, we invite our Triathlon NSW affiliated clubs to **apply for one of 8 grants of \$2000 to deliver a women’s specific event** in season 2020/2021 that encourages ‘first timers’ – with a particular focus on young women. Our goal is to generate more participation, which hopefully will result in membership growth in this underrepresented demographic.

The requirements for delivery of this event are:

- The event must be delivered in November/December 2020.
- The event delivered by a club must be a standalone ‘Women’s Race’, which can include: a triathlon, duathlon, aquathlon or female-only wave within an existing club event.
- The event must be at a low or zero cost to participants.
- Registrations for the event must be online, and any on-the-day entries must be uploaded to this registration system for inclusion.
- The event must be fully compliant with all COVID-19 requirements and sanctioned via Triathlon Australia.
- A full list of participants (including email addresses) must be provided to TNSW following the event.

- New female participants will be invited to complete surveys before the event and after the event, conducted by TNSW on behalf of the Office of Sport and the University of Sydney SPRINTER research group.
- With a focus on 'Finish Lines...not Finish Times', timing technology is not essential.

The grant money received by the selection triathlon clubs can be used for the following activities:

- Covering the costs associated with event delivery, including (but not limited to) road closures, venue hire, traffic management.
- Covering the One Day License costs for the new female participants – this will hopefully allow the participant costs to be kept low.
- Subsidising and covering costs associated with the delivery of 'non-event' activities that cater for women, such as education and training sessions in the lead up or following the event.

Additionally, TNSW will support the successful clubs via:

- A virtual flyer for each event, and assistance with the distribution of this flyer to the local community, including schools and other sporting clubs.
- Event promotion through TNSW social media and targeted ad campaigns to the local community.
- Media statements provided to local media outlets in the lead up to the event.

ASSESSMENT CRITERIA

Grants will be provided to clubs who demonstrate the highest merit against the following assessment criteria:

- Provision of a stand-alone women's event or incorporation of a women's only race within an existing club event.
- Scheduling of the event for a date in November or December 2020.
- Previous experience in delivering safe, high quality events.
- Demonstrating how the proposed event will specifically cater for first time females.
- Preparation of strategies for attracting female first-timers to this event, with a focus on engaging young females in the local region.
- Consideration will also be given to submissions that propose non-event activities that cater for women, such as education and training sessions.
- Consideration of strategies for converting first-timers to full club membership.

Additional Criteria

- The Triathlon NSW Evaluation Committee will seek to distribute the funding to a variety of regions around NSW and Sydney.

SELECTION PROCESS

All applications will be evaluated by a Triathlon NSW Evaluation Committee. The final selection will be endorsed by the Board of Triathlon NSW.

Evaluation and application ranking will occur against the Assessment Criteria in this document.

KEY DATES

Date	Activity
4 September, 2020	Triathlon NSW calls for applications (this document).
Monday 21 st September 2020 (COB)	Final date for submission and supporting documents to be lodged via email to adam.wicks@nsw.triathlon.org.au .
Friday 2 nd October 2020	Successful clubs are announced & grants are delivered.
31 st January 2021	Post-event feedback from successful clubs.

HOW TO APPLY

To apply, please submit a formal application by completing the application form (below) and attaching it to an email to Adam Wicks. Other supporting information may be submitted, but as a minimum, this form must be completed in full.

Event submissions which are not sent before **Monday 21st September 2020 at COB** and do not have the application form fully completed may not be considered.

MORE INFORMATION

Please contact Adam Wicks on 0438 648 117 or via email on adam.wicks@nsw.triathlon.org.au.

Chief Executive Officer
Triathlon NSW Ltd

APPLICATION FORM

This is to be submitted via email adam.wicks@nsw.triathlon.org.au no later than Monday 21st September 2020 at COB.

<u>Club Name:</u>
<u>Club Contact Person Name & Details:</u> (for the purposes of this application)
<u>Proposed Event Date:</u>
<u>Proposed Event Venue:</u>
<u>Please list the capacity of the race venue and how many new females you hope to engage:</u>
<u>Proposed Event Format:</u>
<u>Proposed Registration System for Event:</u> (e.g. Google Forms, Active, etc)
<u>Previous experience the club has in delivering safe, high quality multisport events:</u>
<u>Strategies for attracting female first-timers to this event:</u>

<u>How will the proposed event cater specifically for female first-timers?</u>
<u>Strategies for converting first-timers to full club membership:</u>
<u>Non-event activities planned to promote and retain women first-timers:</u>

<u>Estimated 2020/21 Income for this project</u>	
Income	
‘Her Sport Her Way’ Grant	\$2000
	\$ _____

<u>Estimated 2020/21 Budget for this project</u>	
Expenses	
	\$ _____

Further information against the Assessment Criteria: