

## ABOUT THE TRIACTIVE PROGRAM

The TriActive Pilot Program was delivered as a joint initiative of Triathlon NSW and Affiliated Club Sydney Triathlon Group (STG) in February 2018 leading into the goal event at Kurnell for the Super Sprint. The TriActive program was created in Victoria by Triathlon Victoria following funding received through Vic Health.

## PROMOTION AND MARKETING

Promotion and marketing of the pilot program was jointly the responsibility of Triathlon NSW and STG. For all future programs, the promotion and engagement of participants remains the responsibility of the club / coach whom is delivering the program.

The basis of promotion was through social media (including a small boosted post) and a series of social media posts through various platforms.

Additional incentives to promote word of mouth referrals occurred with the option of a Triathlon NSW members gaining a free pair of gloves



Examples of Social Media Posts to promote program

## ABOUT THE PILOT PROGRAM

The STG Tri Active pilot program ran with low numbers including five financial and registered participants. Positive feedback was received through the post survey program, with four of the five completing their Super Sprint Triathlon and enjoying the experience. The benefit of a small group allowed personalised coaching and the ability to ensure a social and friendly environment could be created.

The program does not include any open water swimming sessions, nor any sessions to gain experience on the bike on the open road or in a closed and controlled environment. STG added additional sessions into the program to ensure the participants were ready and adequately prepared. These were well received from the participants and included bike skills which proved invaluable to the athletes.

STG offered an additional 2 weeks free coaching post program in their club. 3 out of 5 took up this offer. Currently one has signed up to an annual membership for the 2018 / 2019 season.

## FEEDBACK FROM THE COACHES

STG used a number of their qualified coaches to deliver this pilot program. Feedback from the coach was that the program was clear and concise and easy to follow. The coach enjoyed seeing the participants grasp concepts and skills that they once thought were impossible.

The coach stated “Teaching beginners is very different to coaching structured sessions and requires a different skill set to normal coaching. You need to be able to change things on the fly and run with what's working at the time, It's extremely satisfying and allows you to grow as a coach and learn new things”

The coach added in open water sessions which allowed the participants to experience open water swimming before race day. This may not be required if the goal event was a race which utilised a pool for the swim leg (e.g. Tri Pink)

### TriActive Pros and Cons for a Club

Benefits of Program	Cons of Program
Running the program by a Triathlon Club exposed participants to the strong and positive culture of the club. Participants saw that they weren't too dissimilar and didn't feel as detached from being a “triathlete” as they once thought.	Due to the usage of the spin studio and coaching costs, it was a costly introductory program which may be a barrier for some newbies. However, costs can be altered based on fixed and floating costs.
Coaches found coaching beginners very rewarding and ‘went on the journey with their athletes’.	Coach is required to have completed the TriActive course, irrespective of whether they are a qualified triathlon coach.
Potential source of income for a club which can be reinvested back into equipment or club costs.  Potential source of income for a full time coach, to expand and engage a new market not currently catered too.	Coaching complete beginners is very different to coaching someone who has even basic knowledge of the sport. Hence why the coaching course specific to TRI-active will be crucial as this is something that is covered in the course.
Offering programs for beginners is vital to the long term sustainability of clubs in NSW and a good pathway for newbies to become members.	Some athletes felt that the 5 week program was not long enough.
Owning a bike is not a compulsory part of the program, which reduces the barrier to participation.	Participant is required to borrow or rent a bike for their goal event.
Attractive to newbies to link them up to a club in a safe and supportive environment	Marketing and promotion remains the main responsibility of the club to engage their local community and grow participation.

## The Finances / Example Budget

The pilot program cost individual participants \$250, although each club or coach delivering their own program is able to alter the price, based on their fixed and floating costs, and what the market will allow.

The following budget has been created on the assumption that 10 participants will take part, paying \$250 for the program. A well-attended and cost effective program can return a profit either to an individual coach or a club, not including the potential to increase membership which provides additional club revenue.

Income	TOTAL	Units	Cost	Description
Participant fee	\$ 2,500	10	\$ 250.00	\$250 per person and 10 participants
<b>Total</b>	<b>\$ 2,500</b>			
Expenses	TOTAL	Units	Cost	
5% Credit Card Fee	\$ 125	10	\$ 12.50	Credit Card Fee Upon Registration
Short-term program membership	\$ 200	10	\$ 20.00	8 week TBYB Membership
Coach/Fitness professional	\$ 840	12	\$ 70.00	\$70 per coach per session
Lane hire	\$ 200	4	\$ 50.00	1 pool session per week
Pool Entry	\$ 280	40	\$ 7.00	Pool entry for all participants
Spin hire	\$ 308	4	\$ 77.00	1 spin session per week
Facebook Campaign	\$ 100	1	\$ 100.00	Social media / Facebook ad (Paid for by Triathlon NSW)
<b>Total</b>	<b>\$ 2,053</b>			
<b>TOTAL</b>	<b>\$ 447</b>	-		

## Example Program Schedule

	Spin Bike Session	Pool Swim Session	Open Water Swim	Bike Famil session
Week 1	6/03/2018 6.30 pm – 7.30 pm	8/03/2018 6.30 pm – 7.30 pm		
Week 2			15/03/2018 @Clovelly Beach (6 pm - 7 pm)	17/03/2018 - @Centennial Park (9.30 am. - 11.30 am)
Week 3	20/03/2018 6.30 pm – 7.30 pm	22/03/2018 6.30 pm – 7.30 pm		
Week 4	27/03/2018 6.30 pm – 7.30 pm	29/03/2018 6.30 pm – 7.30 pm		
Week 5	3/04/2018 6.30 pm – 7.30 pm	5/04/2018 6.30 pm – 7.30 pm		

GOAL EVENT - SUNDAY 8TH APRIL



## FINAL THOUGHTS

The program was seen as a real opportunity for TNSW Affiliated Clubs to offer an entry pathway for adults curious about the sport of Triathlon. The current format requires some tweaking if there continues to be a race at the end of the program.

The coach running the program needs to be experienced in teaching beginners new skills not just coaching. The program requires clear communication on what is being offered and delivered.

Overall, the program was a success, with areas that require further attention.

If your Triathlon NSW Affiliated clubs is interested in discussing this further, or investigating potentially running a program, please contact Sam Douglas ([sam.douglas@nsw.triathlon.org.au](mailto:sam.douglas@nsw.triathlon.org.au)) or the Triathlon NSW office - 02 8488 6250