

## APPLICATION – FINISH LINES NOT FINISH TIMES GRANT PROGRAM

### ABOUT THE PROGRAM

It's back again! The Finish Lines...Not Finish Times' initiative has introduced more than **4,000 new participants** to triathlon and demonstrated strong membership conversion rates. Through continuous evaluation and refinement, the program was recognised at the [Innovate Her](#) showcase for its impact and effectiveness. It continues to reduce barriers to participation and promote inclusive sport experiences for women and girls. This will help our sport to grow and encourage a welcoming and supportive atmosphere for all.

### ABOUT THE PROPOSED MULTISPORT EVENTS

At NSW Triathlon, we recognise and value that clubs are the heartbeat of triathlon in NSW, and as the sport continues to grow after a challenging few seasons, this remains just as relevant as always.

NSW Triathlon will again fund your club to deliver a women's specific event and / or series of training sessions.

With the theme 'Finish Lines...Not Finish Times', the focus of the program is on female participation in a non-competitive environment with the goal of transferring them into annual members of the club.

We invite our NSW Triathlon affiliated clubs to **apply for funding to deliver a women's specific event and associated training sessions (if possible)** that encourages 'first timer' females. Successful applicants will engage their local community with the goal of generating more participation and interest. This will hopefully result in membership growth in this underrepresented demographic.

The requirements for delivery of this event are:

- Event must be delivered between October 2025 and May 2026.
- 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 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.
- A full list of participants (first name, surname, email address, dob, post code) must be provided to NSW Triathlon **within 3 weeks of the event**.
- With a focus on 'Finish Lines...not Finish Times', timing technology is not essential.

- If possible but **not compulsory**, plan for women's-only training sessions either before or after the scheduled event, delivered by an Accredited Coach (preferably a club coach).

The money received by the selected 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 cost of 8 week Try Before You Buy or One Day License fees for the new female participants – this will hopefully allow the participant costs to be kept low.
- Covering the cost of local targeted advertising campaigns through social media and local mediums.
- Covering costs associated with the delivery of pre-event training or education sessions that lower barriers for females including education and training sessions in the lead up or following the event.

Additionally, NSW Tri will support the successful clubs via:

- Funding for a portion or the entire costs associated with the event.
- Funding for a portion or the entire expense of the costs associated with pre-event training sessions.
- Priority will be given to clubs who can demonstrate that sessions will be delivered by a qualified AusTriathlon coach. Please contact NSW Triathlon if your club needs help with engaging a local coach.
- A virtual flyer for each event, and assistance with the distribution of this flyer to the local community, including schools and other sporting clubs.
- Media statements provided to local media outlets in the lead up to the event, where possible.

## **ABOUT THE WOMENS ONLY TRAINING SESSIONS**

We invite our NSW Tri affiliated clubs, who do not conduct events, to work collaboratively with Clubs who are successful in their application. A club can apply for funding to deliver women's only training sessions that encourages 'first-timer' females in the club environment.

These females will then attend and complete their first race at another NSW Tri Affiliated club delivered event.

Successful applicants will engage their local community of female triathletes with the goal of generating more participation and interest and driving new females complete their first race. This will hopefully result in membership growth in this underrepresented demographic.

The requirements for delivery of these training sessions are:

- Must deliver at least 3 training sessions by an AusTriathlon accredited coach only and be aligned to a 'Finish Line, Not Finish Time' event delivered by an NSW Tri Affiliated Club.
- The training must be at a low or zero cost to participants
- A full list of training participants (including email addresses) must be provided to NSW Tri following the event.

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

- Covering costs associated with the delivery of pre-event training including pool hire, coaching costs etc
- Additionally, NSW Triathlon will support the successful clubs via
- Funding for a portion or the entire costs associated with the training noting the goal of the association is to part fund as many programs as possible and ensure maximise breadth and scope of the funding available
- A virtual flyer for the training sessions and assistance with the distribution of this flyer to the local community, including schools and other sporting clubs.
- Media statements provided to local media outlets lead up to the event, where possible.

## ASSESSMENT CRITERIA

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

- Previous experience in delivering safe, high quality training sessions.
- Proven track record of delivering FLNFT quality programs with high participation through FLNFT Grants.
- Demonstrating how the proposed training sessions 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 of strategies for converting first-timers to full club membership.
- Consideration to the amount of funding requested, noting the goal of funding as many events as possible.

## ADDITIONAL CRITERIA

- The NSW Triathlon 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 the NSW Triathlon Evaluation Committee. The final selection will be endorsed by the Board of NSW Triathlon.

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

## KEY DATES

Date	Activity
Wednesday 9 <sup>th</sup> July 2025	NSW Triathlon calls for applications (this document).
Friday 25 <sup>th</sup> July 2025 at 5 pm.	Final date for submission and supporting documents to be lodged via email to <a href="mailto:adam.wicks@nsw.triathlon.org.au">adam.wicks@nsw.triathlon.org.au</a> .
Friday 1 <sup>st</sup> August 2025	Successful clubs are announced.
Oct 2025 -May 2026	Successful clubs have delivered their event.
30 <sup>th</sup> May 2026	Final Acquittal document and invoice provided to NSW Triathlon

## 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 **Friday 25<sup>th</sup> July 2025 at 5 pm at COB** and do not have the application form fully completed may not be considered at Triathlon NSW's discretion.

## MORE INFORMATION

Please contact Adam Wicks on 0438 648 117 or via email on [adam.wicks@nsw.triathlon.org.au](mailto:adam.wicks@nsw.triathlon.org.au).

## APPLICATION FORM

This is to be submitted via email [adam.wicks@nsw.triathlon.org.au](mailto:adam.wicks@nsw.triathlon.org.au) no later than  
Friday 25<sup>th</sup> July 2025 at COB (5 pm).

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

<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>If hosting training sessions:</u> <u>Proposed name of Accredited Coach to provide training session(s):</u>
<u>Proposed Training Format: (e.g., Qty, Timing (before or after event), Location, Aim/Focus etc.)</u>
<u>Further information about the Assessment Criteria:</u>

Estimated 2025/2026 FLNFT Women's Event Budget	
<b>Income</b>	
WOMEN'S TRIATHLON EVENT PROGRAM (APPLICANT TO INDICATE HOW MUCH THEY REQUIRE FROM NSW TRIATHLON)	
PROVISION FOR TRAINING SESSIONS (APPLICANT TO INDICATE HOW MUCH THEY REQUIRE FROM NSW TRIATHLON)	
Contribution by the club (NOT ESSENTIAL)	

<b>Expenses</b>	