

TriSA Information Bulletin to Members

At the 12 Apr 10 Board meeting the Race Calendar Sub-Committee presented the Board with a comprehensive report and recommendations for the 2010/11 Race Calendar. This Information Bulletin is released to all members to apprise you of the agreed changes. TriSA Policies are in the process of being updated to reflect the Board's decisions and they will be released shortly to all Clubs and Event Owners (EOs) both Club and Commercial, seeking applications for the 2010/11 Race Calendar, State Series and State Championships.

We have decided to release this Members Information Bulletin because the most emotional issue in Triathlon is the Race Calendar and our membership base needs to be informed of some of the changes and initiatives the TriSA Board has been working on.

- **State Definitions**

The Board agreed to the following definitions to apply for Metropolitan and Regional:

- **Metropolitan:** refers to the area bounded by Middle Beach to Gawler to Mt Barker to Strathalbyn to Goolwa.
- **Regional:** refers to the balance of the State of South Australia and the New South Wales and Victorian regions covered by the Coomealla Triathlon Club.

- **State Series**

The 2010/11 State Series will basically be unchanged. The Policy will undergo some fine tuning. Race EOs will continue to be invited to nominate their events with the TriSA Board having the responsibility of making final selections.

- Objective is to retain current Metropolitan/Regional mix
- State Series race standards criteria is unchanged
- Pointscore is unchanged
- TriSA is seeking a Series Sponsor to cover Series Prizemoney and Trophies not individual rounds. Sponsorship packages have been released State Series will be limited to Olympic Distance and Sprint Distance races.

- **State Championships**

With the finalization of the previous three year rotational policy TriSA has adopted the following State Championship Policy

- State Championships will be allocated for a 3 Season period to allow events to lock in long term Sponsorship and to grow their events. TriSA and successful EO will mutually agree a set of KPIs to measure the ongoing improvement of a Championship.
- TriSA has determined that for the sport to grow in SA it needs a high quality feature event in Adelaide, as such TriSA will convert its Triple Sprint into the Sprint Distance Championship, as such no invitations will be issued for the Sprint Distance Championship.
- TriSA has agreed to incorporate the SA Duathlon Championship into its round of the National Duathlon Series. As such no nominations will be called for the 2010 Duathlon Championship. This will be reviewed dependant on the National series becoming an ongoing Series.
- Invitations will be issued to all Clubs and EOs to submit applications for the State Olympic Championship, Long Distance Championship and Aquathlon Championship.

- The Sprint and Olympic Distance State Championships will be awarded State Series status.
- **Encouragement Cup Triathlon Series**
 - TriSA recognises that a significant number of Triathletes race the short distance races (mini/enticer/tinman) that range from 160/8/1.5 upto 300/15/3 distances. These shorter distances cater for the entry level competitor, juniors and those competitors who do not want to commit to the additional training required to race the main races. Within the Metro area these races average approx 160 competitors, a group TriSA is keen to retain in the sport, ie join a Club and TriSA. Their continued participation is also important to the viability of events. TriSA believes that offering these Short Distance competitors a Series is a retention pathway. As such Metropolitan EOs will be invited to nominate designated races to be part of the Encouragement Cup (Note Encouragement Cup is a concept name, TriSA is seeking a naming rights sponsor to replace the Encouragement prefix).
At seasons end the Board will review this concepts outcomes and decide whether to continue, retain in current format or expand. Expansion into the State Series is a 2011/12 option. The TriSA policy will be distributed shortly, in summary the key points are:
 - It is an open series ie open to TriSA members and TA One Day licence holders.
 - The following races will be invited
 - Nov TriSA State Sprint Championship
 - Dec Gatti
 - Jan Gatti
 - Feb Sam White
 - Mar Victor Harbor
 - Apr Murrayman Grand Final double points

- **Club Championship**

TriSA has received many mixed messages as to if and what members want out of a Club Championship. As a result TriSA will survey Clubs as to what the Clubs want for a Club Championship, ie a single nominated race, in conjunction with state series etc. Once this feedback is received and analysed a decision will be made and Clubs and members advised accordingly.

If you have an opinion on the Club Championship concept please forward it to your Club for consideration and inclusion in your Clubs response. We have focused this survey at Club level because it is the Club's Championship we are addressing and responses need to be channeled through and be endorsed by your Club.

- **Junior Development**

TriSA recognised that there was a significant drop off in Junior HP entrants during the 09/10 season. This was mainly a cyclical drop off relating to age group. The Junior Development sub committee has significant interest from incoming juniors which should see this category being rejuvenated. Juniors are encouraged to nominate for the Junior Development Program.

- **2010/11 Race Calendar**

TA has set an objective of having a national race calendar established by 30 June, TriSA is aiming to meet this milestone by:

- Reviewing all Race Calendar Policies by Apr Board meeting – Achieved
- Issuing 2010/11 Race Calendar Application packages by 30 April
- Race Calendar Applications to be returned by 28 May
- Board select State Championship, State Series and Encouragement Cup Races at its June Board meeting
- Advise Clubs and EOs of Race Calendar decisions by mid June
- Submit calendar to TA by Mid June

- **World Championship Qualifying and National Series**

As many of you will be aware the 08/09 National Challenge Series was not a financially successful promotion for Triathlon Australia, hence no 09/10 series. The fallout from the 08/09 Series continues with TA Board and Management shakeouts still occurring. The incoming TA Board and Management Team have not provided any guidance in relation to National Championships, National Series or World Championship Qualification requirements. TriSA continues to liaise and contribute to TA discussions on these matters and is working towards an outcome where SA members can have a home qualifying race. TriSA will provide ongoing updates as this important facet of the triathlon season becomes clearer.

- **Sponsorship**

TriSA currently has a range of Sponsorship opportunities eg State Series, State Sprint Championships, Encouragement Cup etc. We have submitted proposals to a range of companies and organizations. Most of these have been on a cold sell basis, an approach that historically has limited success. Recently received specialist advice is that higher success rates are achieved where personal contact is involved and in many cases this may only involve the initial introduction by an employee.

Therefore we are interested in talking with any member who is a Small to Medium Business Owner, a manager of a business or agency that may be interested in providing cash sponsorship support to our competitors as a prime or sharing sponsor. TriSA does not take a cut from any sponsorship, we flow it onto our competitors.

We are also interested to hear from any member who believes their employer may be interested in supporting our sport.

If you are in a position to help please contact our Race Calendar Sub committee co-chair Colin Clarke on 0438 367 555 or colin.clarke@ausaero.com.au