

## Tri Alliance Announcement

Dear Athletes,

We have kicked off the 2019/20 race season with a bang and are already seeing some fantastic performances! We continue to have great people around us, terrific partners supporting us and new athletes wanting to join us all the time.

Tri-Alliance is proud to be achieving such great results for all its athletes and to ensure we can continue to provide you with such exceptional service, we'll be increasing our fees on all our coaching options, effective 10 February 2020. Tri-Alliance continues to do everything we can at our end to bring you great value at very reasonable prices and help absorb some of the rising overhead costs. The decision is not made easily, but with ongoing pressure to expand our services, accommodate more athletes at sessions, build systems and increase coaching staff, we trust you'll appreciate our position.

To place our membership packages into perspective, refer to the table below to understand what you will pay per session:

| Program Options                     | 2020 Increase | Weekly | Expected Sessions | Cost Per Session | Peak # of Sessions | Cost Per Peak Session |
|-------------------------------------|---------------|--------|-------------------|------------------|--------------------|-----------------------|
| 10 Session Pass                     | \$1           | \$20   | 1                 | \$20             | 1                  | \$20                  |
| Social Membership (Non-Swim)        | \$1           | \$33   | 3                 | \$11             | 3                  | \$11                  |
| Social Membership (With Swim)       | \$1           | \$44   | 3                 | \$14.67          | 3                  | \$14.67               |
| Short Course Membership (Non-Swim)  | \$1           | \$45   | 6                 | \$7.50           | 9                  | \$5                   |
| Short Course Membership (With Swim) | \$1           | \$52   | 6                 | \$8.67           | 9                  | \$5.78                |
| Long Course Membership (Non-Swim)   | \$1           | \$51   | 9                 | \$5.67           | 13                 | \$3.92                |
| Long Course Membership (With Swim)  | \$1           | \$58   | 9                 | \$6.44           | 13                 | \$4.54                |
| Personalised                        | 2020 Increase | Weekly | Ave Hrs Spent     | Unit Hourly Cost | Ave Hrs Spent      | Unit Hourly Cost      |
| Personalised Level 1                | \$2           | \$90   | 3.5               | \$25.71          | 9.0                | \$10                  |
| Personalised Level 2                | \$2           | \$101  | 3.5               | \$28.85          | 9.0                | \$11.22               |

*\*NB: this is only based on cost per session and doesn't consider the value of added programs, sites, services, sponsor's benefits, race discounts, initiatives, mentoring or any other value-adds, that could also be incorporated in the unit breakdown.*

We are confident you will recognise that Tri-Alliance is still great value and this increase will enable us to continue to provide the quality of coaching service and breadth of training opportunities you love. If you have any questions about the price increase or our coaching packages, don't hesitate to get in contact with me directly.

Yours truly,

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