

18 December 2023

Tri-Alliance Announcement

We have kicked off the 2023/24 race season in style and are loving the energy and camaraderie that each one of you brings to the squad, making this TA community the fantastic family it is. We continue to have great people around us, terrific partners supporting us and new athletes wanting to join us all the time.

To ensure we can continue to provide you with the same exceptional service, coaching fees will be increasing effective 1 January 2024, to all new members and those who change membership levels. Tri-Alliance continues to do everything we can at our end to provide exceptional value at very reasonable prices, while actively mitigating the impact of escalating overhead costs and general inflation. Although the decision was not reached lightly, we trust that you will understand and appreciate our position.

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

Program Option	2024 Price Increase	Weekly	Expected Session	Cost Per Session	Peak Session	Cost Per Session
Casual 10 session	\$25	\$22.5	1	\$22.50	1	\$22.50
Social (Non-Swim)	\$9	\$42	3	\$14	3	\$14
Social (w/swim)	\$5	\$49	3	\$16.33	3	\$16.33
Short Course (Non-Swim)	\$7	\$52	6	\$8.66	9	\$5.77
Short Course (w/swim)	\$7	\$59	6	\$9.83	9	\$6.55
Long Course (Non-Swim)	\$7	\$58	9	\$6.45	13	\$4.46
Long Course (w/swim)	\$7	\$65	9	\$7.22	13	\$5.00
Go Solo	2024 Price Increase	Weekly	Ave Hrs Spent	Unit Hrly Cost	Ave Hrs Spent	Unit Hrly Cost
Go Short Course	\$10	\$36	3.5	\$10.29	9.0	\$4
Go Long Course	\$10	\$39	3.5	\$13	9.0	\$4.33
Personalised	2024 Price Increase	Weekly	Ave Hrs Spent	Unit Hrly Cost	Ave Hrs Spent	Unit Hrly Cost
Personal Level 1	\$9	\$99	3.5	\$28.30	9.0	\$11
Personal Level 2	\$24	\$125	3.5	\$35.71	9.0	\$13.88

**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 remains 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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