

## **Sorrento Athlete Incentive Program**

### **Vision**

Young athletes stay and new athletes join Sorrento, a club where they can fulfil their potential, contributing as athletes, coaches, mentors, and patrolling members.

### **Strategy**

Create and sustain a positive club competition culture that includes, investment in high-quality coaching and support so that Sorrento becomes a Competition Club of choice for existing and new athletes.

Provide incentives and minimise barriers to encourage continued participation and performance in competition in the transition from juniors to youth and to opens and as a continuing member retention and attraction strategy.

### **Proposal for FY 2021/22**

#### **Rationale**

Encourage continued participation in competition, with a focus on team events, paying for entries and providing athlete incentives, as a proven member retention strategy and in line with other metro clubs.

This is especially important at transition points that traditionally see high member attrition levels e.g., Junior to Youth, U15 to U17 and U17 to U19 and Opens.

#### **Carnival Entries and Athlete Incentives**

##### **Tier 4**

To encourage athletes to compete, a proven retention strategy; Sorrento will pay for all carnival entries for athletes From U14 to Open for carnivals taking place on and after 27th November (first Surf League). Athletes failing to attend a carnival without explanation forfeit the right for free entry in the future.

##### **Tier 3**

Athletes or teams achieving a top 6 place at the WA State Championships (one incentive per team):

- \$100.00 reward

##### **Tier 2**

Athletes or teams achieving a Medal at the WA State Championships (one incentive per team):

- \$200 reward

##### **Tier 1**

Athletes or teams achieving a gold medal at the WA State Championships (one incentive per team)

- \$300 reward

#### **Additional Aussies performance incentives**

Athletes or teams achieving a medal at Aussies:

- \$300 reward

Athletes or teams achieving a gold medal at Aussies:

- \$500 reward

*\*Note athletes are only entitled to **one incentive based on their highest achievement and team incentives are pro rata** i.e. athlete winning individual bronze and gold receives one \$300 incentive, athlete winning team gold and individual silver wins one \$200 incentive as individual incentive value is higher than portion of gold medal team incentive.*

Incentives will be reviewed annually