



SOCIAL IMPACT REPORT

2023





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FOREWARD

Bouldering is a discipline of rock climbing that involves an *extremely high level of physical and mental engagement*. It's globally recognised as a popular recreational activity and a competitive sport for *individuals* with an international pathway right the way through to the Olympics.

Ten4 has developed a revolutionary team-based sport format in the rock-climbing industry. The sport has been carefully designed to generate significant personal and social impact. It's totally different to the industry norm and its already making waves.

Prior to 2017 nothing like this existed, so after more than six years of development, the Ten4 Boulder League (T4L) is established and gaining traction.

It's now the largest and most inclusive rock-climbing sporting competition in Australia with a model that we believe is sustainable long term.

“Doing hard things in a supportive environment leads to positive outcomes. Do it repeatedly and the outcomes become very real”



VISION

Establish the Ten4 Boulder League
as the most inclusive sport of its
kind in the world.

MISSION

Strengthen our community

OUR PURPOSE

WHY WE DO WHAT WE DO

We believe in the importance of engagement in sport and the power of sports to create connections among people of different cultures and backgrounds to better understand one another and to unite on common ground.

The Ten4 Boulder League is our sport platform carefully designed to generate meaningful positive impact in a modern world. For those who are inherently drawn to our sport, we're devoted to providing an environment that fosters and supports positive wellbeing.

Our focus is on using our sport as a powerful force for good.

Our purpose is to lead by example by being a hands-on living example of a healthy community and redefine the industry standard by way of inclusion for our sport.

VALUES

LEAD WITH INTEGRITY

Do the right thing

We set firm ethical standards and lead by example in sport and culture.

FOSTER COMMUNITY

The T4L is inherently inclusive

Anyone can play. A diverse community is central to our success.

PROMOTE EXCELLENCE

Be the best you can be

Encourage people to be the best version of themselves.

INNOVATE WITH INTENTION

Think. Explore. Grow.

Always pushing the boundaries of possibilities to make meaningful impact.

THE NEED

THE GAP IN THE MARKET

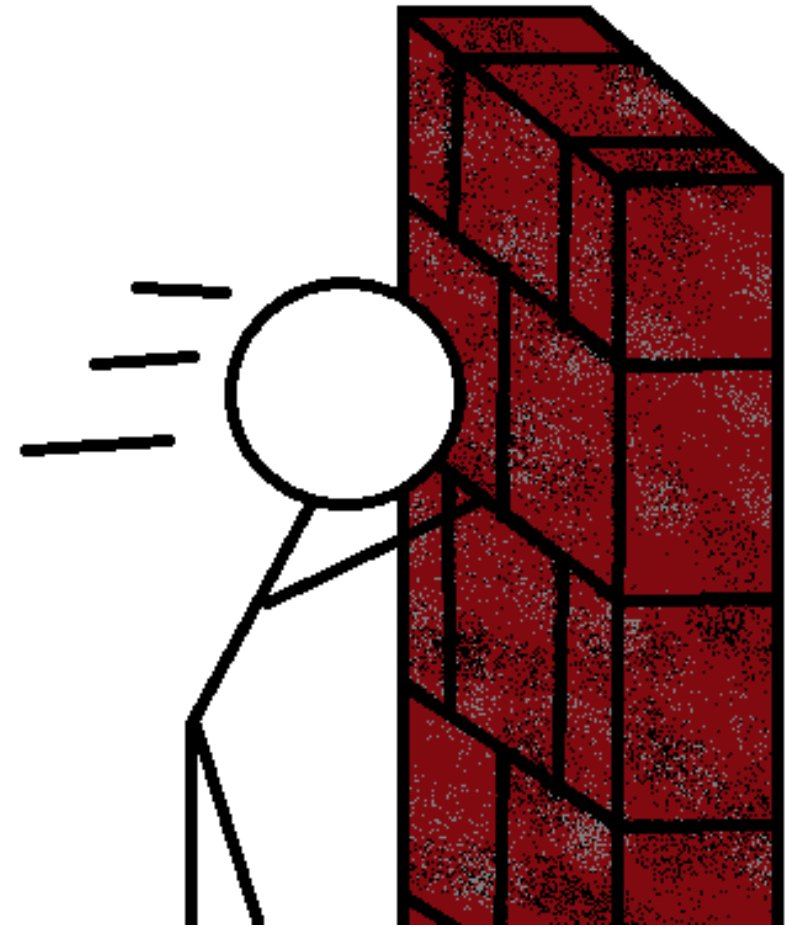
The need for the Ten4 Boulder League was born out of a combination of personal and social necessity.

Firstly, the rock-climbing industry is predominantly dominated by adult recreation. This model didn't match our why and there's a clearly a gap in the market for youth development – the grassroots foundation of most sports.

Secondly, our regional area hosts some of the worst health statistics in Australia. The need for improved health is clear and present and the world is a very different place now for our youth. A new approach was needed.

Whilst the health crisis is no simple solution, we are making a significant hands-on contribution in a positive direction through the power of our sport. It's a new approach using natural principles of what constitutes a healthy community.

We're not trying to appease everyone. However, we're doing everything we can for those who are drawn to this sport and the activity itself.



INSANITY

**Doing the same thing over and over
again expecting different results”**

Albert Einstein

2023 KEY IMPACTS & MEASURABLES



3 CLUBS & OVER 600 PLAYERS A STABLE FOUNDATION

There are three established clubs based in Tamworth with a combined active membership player base of well over 600 players in 2023.

Clubs also have teams and members from our wider region including Armidale and Narrabri and additional adult recreation.

GROWTH IN THE YOUTH

WHERE MANY SPORTS ARE IN DECLINE

There's consistently around 250 registered youth players every season. With four seasons per year the player pool is stable and deepening.

Students from ALL local high schools are engaged with primary, high school and opens divisions now firmly established.

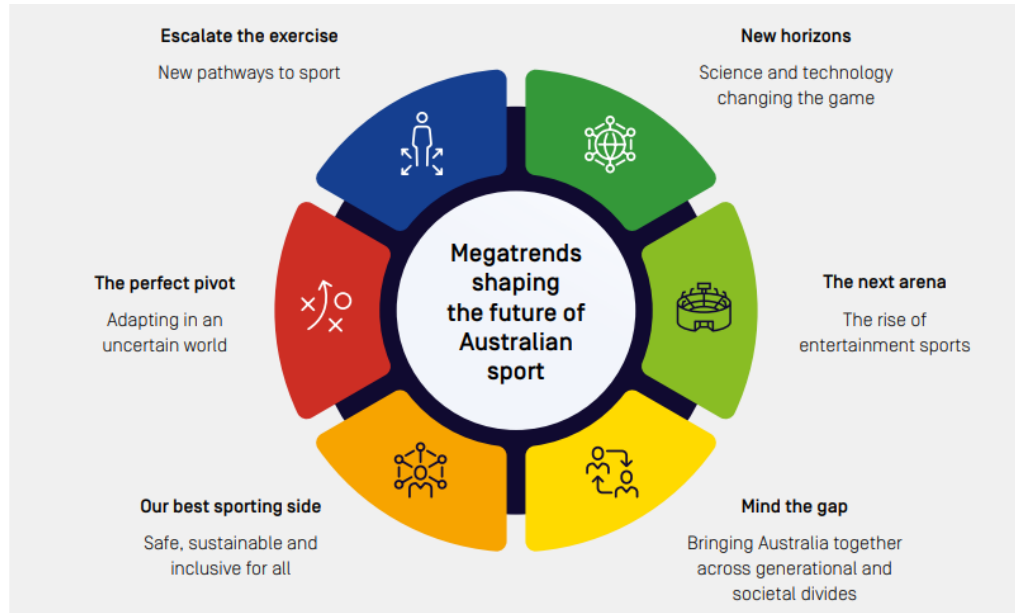


BRIDGING THE GAP

OUR MODEL LINKS YOUTH TO ADULTS

The T4L forms a bridge for youth to link to adults and is essentially an extremely effective youth development program with extended benefits. A natural mentorship pathway is the result.

This works similarly to many other major sports but in our case the participation doesn't peak in the teenage years.



SPORTS MEGATRENDS

IN AUSTRALIAN SPORTS CAREFULLY ALIGNED TO T4L

The Future of Australian Sport: Megatrends shaping the sports sector over the coming decades is a 90-page CSIRO report.

The T4L has aligned itself to these trends by design. These trends are most certainly globally relevant as shown by the Olympic inclusion of Sport Climbing in Tokyo 2020, Paris 2024 and LA 2028.

IMPROVED STRENGTH

WITH METRICS TO TRACK PROGRESS

The T4L has player statistics that allow progress to be tracked. As physical strength progression is simply in-built into the activity, it's easy to trace personal and team progression – strength that transfers in real terms to everyday life and it's often mind-boggling.

This is a unique feature of the T4L and sets the industry benchmark for systems integrity.



STRENGTHENING COMMUNITY

WITH THOUSANDS OF USAGES

Each boulder session can be likened to a gym session. Every effort has compounding benefits and there's been nearly seven years of drip feeding the river.

Our non-for-profit arm of the business has provided over 1700 sessions in 2023 alone.



IMPROVED CONFIDENCE

WITH FORMAL RESEARCH ON THE WAY

Regular participation improves confidence.

Formal research together with University of New England (UNE) is in the pipeline which will help quantify data in this space.

TRANSFERABLE SKILLS

THAT APPLY TO THE REAL WORLD

Problem solving and adaptation is what this sport is all about. Stretching the mind and body in a supportive environment develops resilience and self-efficacy.

Physical strength and confidence is important but the ability to adapt to change is universally essential in today's modern world.





MARGINALISED YOUTH

242 YOUNG PEOPLE FINANCIALLY SUPPORTED IN 2023

There are people who need help at the grassroots level. The non-for-profit arm of the T4L is Ten4 Bouldering Australia Inc. It has provided financial assistance to give a helping hand to those who need financial assistance to engage in our sport.

This largely comes in the form of allocated funds on a needs basis for marginalized groups.

COMMUNITY PARTNERSHIPS

WORKING WITH LOCAL ORGANISATIONS

There's an established track record of working with local non-for-profit organisations and government departments.

This also includes wellbeing departments of local schools and a multitude of allied health professionals with aligned outcomes.



COMMERCIAL PARTNERSHIPS

ALIGNED TO HELP MARGINALISED GROUPS

Ten4 Australia Inc and the T4L have commercial partners who also may contribute to those in need.

We understand the commercial partners need to see value for contribution so there are a range of different packages available.



GENDER EQUALITY

RUNNING CLOSE TO 50/50.

Our participation lives close to the 50/50 male to female ratio which sets the industry benchmark in Australia.

What's important to note is that ALL Leagues are combined gender which is a real testament to how inclusive this sport really is.



UNIQUE SPORT FORMAT

UNDERPINNED BY IP WITH POTENTIAL TO SCALE

A lot goes into creating a sport. Nearly seven years in this case and the assurance that this model works is in the data.

Player retention, participation growth and simply being able to execute this in a wider community with way too many of the worst health statistics in the western world is evidence of worthy note.



COMPLEMENTARY PATHWAY

FOR THE COMPETITIVELY INCLINED

The international and Olympic pathway is for individual athletes and the governing NSO and SSO bodies support this. Whilst the T4L model has an inclusive focus the pathway into this representative space is possible and probable.

The T4L has produced a number of state and national ranked athletes since 2018.

The whole is
greater than
the sum of its parts.
Aristotle



INCLUSION

There's a lot more behind the curtain when it comes to the herbs and spices that make up the T4L recipe and all its moving parts. It's not perfect but it's certainly cutting edge in our industry and we'll always continue to innovate aligned to our why.

The T4L journey is in its infancy and we now look to align to like-minded people and organisations to move forward to the next phase of growth.

HOW CAN YOU HELP?

There's a range of commercial partnership options available for each club. T4L direct partnership opportunities for state and national organisations are available also.

There's also a philanthropic pathway with direct allocation of funds to specific causes such as marginalized groups.

Simply reach out if you'd like to be involved and help make a difference.

ten4
BOULDER LEAGUE