



TAMWORTH  
BOULDERING

# SOCIAL IMPACT REPORT 2023



# TAMWORTH

## B O U L D E R I N G

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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.

Tamworth Bouldering facilitates the sport in our region. It uses the sport structure of the Premier Boulder League (PBL). There are two separate formats of the sport – one for everyday participation called the T4 and another for high level competition called the Premier League (known locally as A Grade).

Both formats are team-based and centred around three local clubs.

The non-for-profit arm of Tamworth Bouldering is Ten4 Australia Inc which exists to financially support youth development and marginalized groups engage in the sport.

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

# TAMWORTH BOULDERING



## VISION

Establish Tamworth Bouldering as  
a major sport in our region

## 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.

T4 Bouldering is a sporting platform specifically designed to unite community and generate positive personal and social impact.

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

## VALUES

### LEAD WITH INTEGRITY

#### **Do the right thing**

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

### FOSTER COMMUNITY

#### **The T4 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 this sport structure was born out of a combination of personal and social necessity.

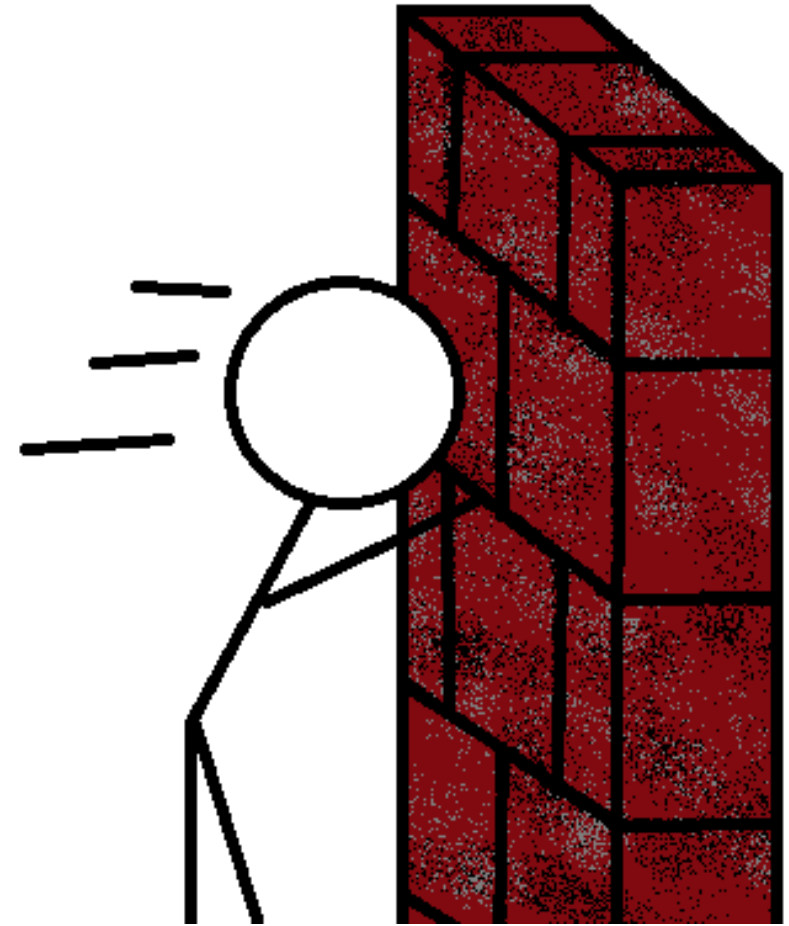
The activity of bouldering itself has immense health benefits but an inclusive sporting framework at the grassroots level didn't exist. The typical boulder gym recreation-based model isn't deemed commercially viable in our regional area so we were forced to find another way.

Since 2017 we've been working on building a sport that unites community and delivers the outcomes we're looking for and applying it in our local region.

Tamworth is host to way too many of the worst health statistics in Australia. Whilst the health crisis is no simple solution, we believe we are making a significant hands-on contribution in a positive direction through the power of this sport.

Sport has long term cultural stickiness so the impact is very real and long term focused. T4A focuses on helping marginalise people to join this community and engage in the sport.

By targeting the weakest link we can strengthen the whole chain.



## 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 player base of well over 600 in 2023. Each club has approximately 200 current members.

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 been 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.

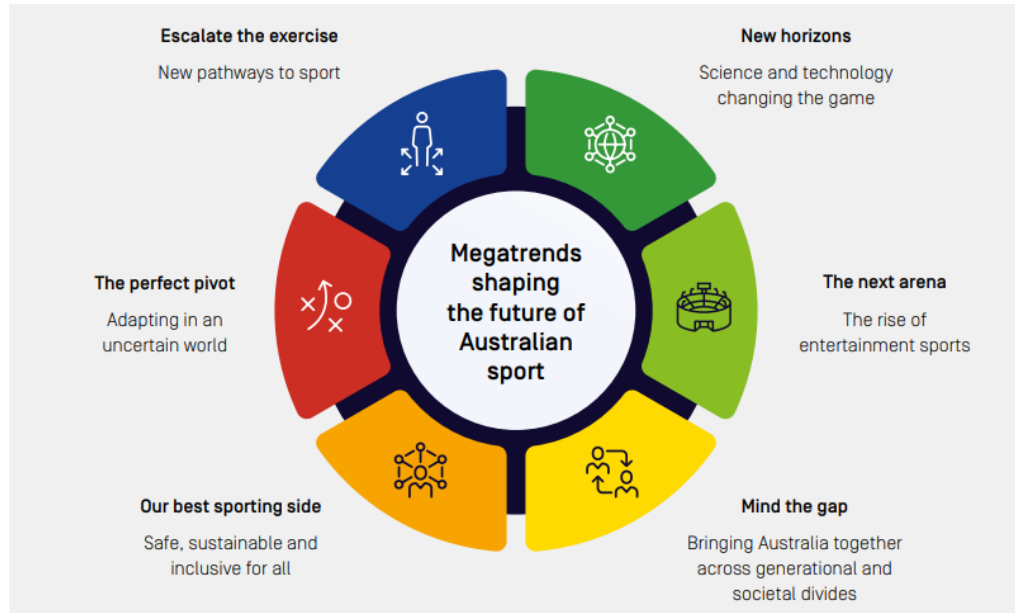


# BRIDGING THE GAP

## OUR MODEL LINKS YOUTH TO ADULTS

The T4 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 T4

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

The T4 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 T4 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. Player measure and see their growth.

This is a unique feature of the T4 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 for marginalized youth.





# IMPROVED CONFIDENCE

WITH FORMAL RESEARCH ON THE WAY

Regular participation improves confidence.

Formal research together with University of New England (UNE) is in motion which will help quantify data in this space and will be a major reference study.

# 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

249 YOUNG PEOPLE FINANCIALLY SUPPORTED IN 2023

There are people who need help at the grassroots level. The non-for-profit arm of the T4 is Ten4 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.



Regional  
NSW



Office  
of Sport  
Sport & Recreation



# COMMERCIAL PARTNERSHIPS

## ALIGNED TO HELP MARGINALISED GROUPS

Ten4 Australia Inc and the T4 clubs have commercial partners who also 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

The assurance that the PBL sport 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 COMPETITELY INCLINED

The international and Olympic pathway is for individual athletes. Whilst the T4 model has an inclusive focus the pathway into this representative space is available and achievable and supports state and national objectives through youth engagement.

The T4 has helped produce many state and national ranked athletes since 2018 and Tamworth has been well represented.



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 Tamworth Bouldering and all its moving parts.

Tamworth Bouldering now looks to align to like-minded people and organisations to move forward to the next phase of growth for our sport.

Together we can make a difference in our community.

## HOW CAN YOU HELP?

There's a range of commercial partnership options available for each club. 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.



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