

# PINNACLE

Hyundai helping our young sportspeople to the top

Pinnacle is a sports support programme with a very specific task. To help young New Zealand sportspeople to become world champions.

As well as providing financial and vehicle support, it has an important role as mentor for the athlete in a wide range of skills surrounding their performance, mostly outside the point of competition: skills which consistently prove to be crucial for Kiwis seeking success at the highest international level. The organisation contracts to support the athlete for a period of 12 – 24 months, with the stated aim of winning a world title or equivalent at the end of that period. At any one time, the programme supports several athletes. Applications are accepted from young competitors of any recognised New Zealand sport.

Pinnacle is totally supported by Hyundai Motors New Zealand, major backers of New Zealand sport and community activities.

## Assistance we provide

### Mentoring

### Tuition in professional, personal and organisational skills.

#### Personal development: in sport and in life

Motivation & psychological approach to the sport overall

Mental preparation for the event

Competition analysis

Risk assessment

Family, friends, relationships

The price of fame

#### Professional career development: running your career

Career plan

Financial, legal, insurance

Media: Reactive - how to handle media

Proactive - running a media/communication programme

Sponsors, contracts and marketability

Public profile

This is probably the most valuable assistance your career can receive. Each of these elements can be vital to international success. We call them the Twelve Pillars.

Successful applicants receive direct mentor support, to meet their needs: most athletes have already addressed some of the Twelve Pillars, and we supplement that work where needed. Additionally we mentor the athlete (and parents where required) in each of the other elements, to the point where they are competent and organised in all twelve sectors.

Mentoring comes from within the Pinnacle organisation itself, from Hyundai's current senior athletes, and from a range of professional advisors.

Pinnacle does not become involved in pure sports tuition, although it works with coaches and others.

## Transport

A new Hyundai vehicle  
Other transport assistance if appropriate

## Financial

Possible assistance with your NZ and international programmes

## Athlete profile

Applications will be accepted from sportspeople who meet these criteria:

### *Future champions*

We want to get behind young New Zealanders who are destined for the top.

### *Share Hyundai's brand values*

We're also looking for people who share Hyundai's values. Because like you, we're striving to be world champions too.

Here are our stated brand values:

Find a better way

Act with integrity

People make the difference

Be the best

### *Potential to succeed*

Talent, flair, strength, intelligence, determination, wholesome image

A clear path to a world championship (or equivalent) title in the next 12 - 24 months.

### *And the X factor*

That vital extra which makes Kiwis successful on the world stage.

## About Pinnacle

Funding for the Pinnacle organisation is provided by Hyundai Motors NZ, sponsor and backer of many senior athletes, sports and organisations in NZ and worldwide.

Internationally Hyundai is a major sponsor of the Olympics, football and many other sports and individuals.

What's more, Hyundai is the fastest-growing mainstream vehicle brand in New Zealand, and the only one locally-owned. The Santa Fe has been named SUV of the Year by numerous organisations, accolades previously won by the Tucson SUV. Hyundai passenger cars from the plush Grandeur and Sonata to the popular little Getz continue to win admirers and followers throughout New Zealand.

Pinnacle is run by a nationwide Advisory Board of sport professionals and executives.

## Application Form

Applications are open at all times and athletes are admitted to the Pinnacle programme at regular intervals throughout the year, according to their sport schedule.

Please make your application early to allow plenty of time for consideration, preferably a few months ahead of the point where you wish to enter the 12 – 24 month mentor programme in buildup to your world title bid.

To submit your written application, get it signed by the Dealer Principal of your local Hyundai dealership and put it in the post. Pinnacle will speak to your reference providers and we may choose to see you in competition.

If successful, you will be contracted for the period of your mentor programme, establishing requirements, expectations and goals of both athlete and Pinnacle.

You may be supported currently or in the past by other organisations, possibly SPARC / Academy of Sport or private groups. If you are currently receiving mentor assistance in any of the Twelve Pillars, we will supplement that work as required.

### Complete the form on the next page.

Attach one or more sheets of Career CV, outlining your career to date and your aspirations, particularly your prospects for success at world championship or equivalent level in the next 12 – 24 months.

State clearly what level of support you are currently receiving from within your sport; from SPARC, Academy of Sport or other Government-backed organisations; from private organisations; from sponsors, etc. Please be clear about support you currently receive, and assistance you may require, in the Twelve Pillars areas of mentor support.

Secure the endorsement of a representative of your sport, on the form.

Please do not waste valuable resource glamourising this application: you will not be judged on the presentation of the documents, as long as they are clean and tidy, clearly introducing your career. If you meet the criteria, we will give ample further consideration to your case on its merits.

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Name

Address

Age / D.O.B.

Phone No's

HOME

BUSINESS

MOBILE

Email

Parents / Guardian / Next of kin: name and contacts

Your Sport

Major titles and achievements

Specific world title target: state where and when (attach)

Signed by Hyundai Dealer Principal \_\_\_\_\_ Dealership \_\_\_\_\_

Endorsed by a representative of your sport:

I, \_\_\_\_\_ confirm that \_\_\_\_\_ is an affiliated member of \_\_\_\_\_ and I endorse the above application.

\_\_\_\_\_  
Signature, Position Held, Organisation (National Body, Regional Body, Club).

Post your Application to:

**Pinnacle, PO Box 4040, Christchurch 8140**

CHECKLIST:  Application Form, filled in fully  Career CV  Overview of your current supporters  Endorsement letter from sport official

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