



**Media Release:**  
**8 April 2025**

**FOR IMMEDIATE RELEASE:**

## **Sportscover Leads the Field with Incentives as Aussie Athlete Breaks New Australian Record.**

As Australian athletes gear up for a pivotal year of competition, including major international and Olympic qualifying events, the importance to look for new ways to incentivise our athletes to chase their dreams has never been more important.

Chasing these dreams can be a gruelling path, and it is well known that not only do Australian athletes face a long list of constraints in order to train and compete on the international stage, the weight of these challenges also has the potential to hinder their ability to make their dreams become a reality.

While upfront financial backing is important to help our athletes access resources and compete around the world, it does not have the ability to fuel their motivation or give them the drive to unlock their full potential. To achieve this, there must be a comprehensive approach that creates an ecosystem of incentive, inspiration, and opportunity.

To tackle this problem head on, leading sports underwriter Sportscover are finding ways to inspire our athletes to dream big, and provide life changing incentives to further drive them to reach and achieve their athletic hopes.

In the past 12 months, Sportscover have put their support behind Australian National Champion and Paris Olympic bronze medallist, Matthew Denny who last year became Australia's first ever men's discus athlete to compete and win a medal at any Olympics.

In 2025, Sportscover have not only continued to sponsor Matthew, but have also provided him with an additional bonus incentive of \$100,000 should he break the existing discus world record while competing either at home or abroad.

*"It would seem this added incentive for Matt is having the desired effect that we (Sportscover) hoped for"* says Sportscover Managing Director, Chris Nash. Over the weekend, Denny broke the men's national record at Throw Town in Ramona, USA to become the first Australian to surpass the 70-metre barrier in the Discus with a throw of 72.07m, and record the fifth best result in global history. It is also only 2.29m short of the current world record.

*"After the results of this weekend, it is our hope that this additional bonus for Matt will drive him to keep pushing his limits, and believe that dreams are possible. Ultimately, when athletes feel empowered to chase their world record dreams, they also inspire the next generation of Australian athletes."* says Nash.

*Australian owned, Sportscover is one of the world's leading sports and leisure insurance services groups with offices in Melbourne, Sydney and Brisbane. Using a worldwide broker network, Sportscover provides specialist insurances for sport and leisure.*

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