

CINEFLY

A CINEFLY PROGRAM · WITH REILLY STAPLETON ·
BACKED BY THE QUEENSLAND GOVERNMENT

The power of your story.

*50 athletes. 10 stories.
One Queensland movement.*

WOMEN IN SPORT · ATHLETE INVITATION · 2026



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50 ATHLETES · 10 STORIES · ONE QLD SPORTS MOVEMENT

Over six weeks, 50 emerging and elite Queensland female athletes will be guided to create authentic stories about their sport, their lives and the communities they represent. **One of them could be you.**

To become an extraordinary storyteller.
To champion women's sport.
To unlock the sponsorship you deserve.

WHY THIS MATTERS

Your performance is only half of what people back.

Brands, clubs and sponsors don't just look at results any more. They look for athletes who can communicate — who have a voice, a community, and a story people want to follow. Most athletes are never taught how. Over six weeks, you will be.

01

Athlete first

You're real, verified and community-connected — an audience that trusts you because it knows you.

02

Creator next

Guided by Reilly and powered by Cinefly to design, direct and publish your own stories.

03

Ambassador in the making

The strongest fits become long-term brand ambassadors — discovered here first.

You are not an influencer paid to post. You're an athlete becoming a creator — using lived experience, sporting credibility and community trust to make stories people want to join.

WHO'S GUIDING YOU

Guided by Reilly Stapleton.

Reilly brings the energy, confidence and creative direction that turns athletes into compelling on-camera storytellers. She's a Melbourne-based presenter and host with national brand-activation experience — and she's flying to Queensland to meet the cohort in person.

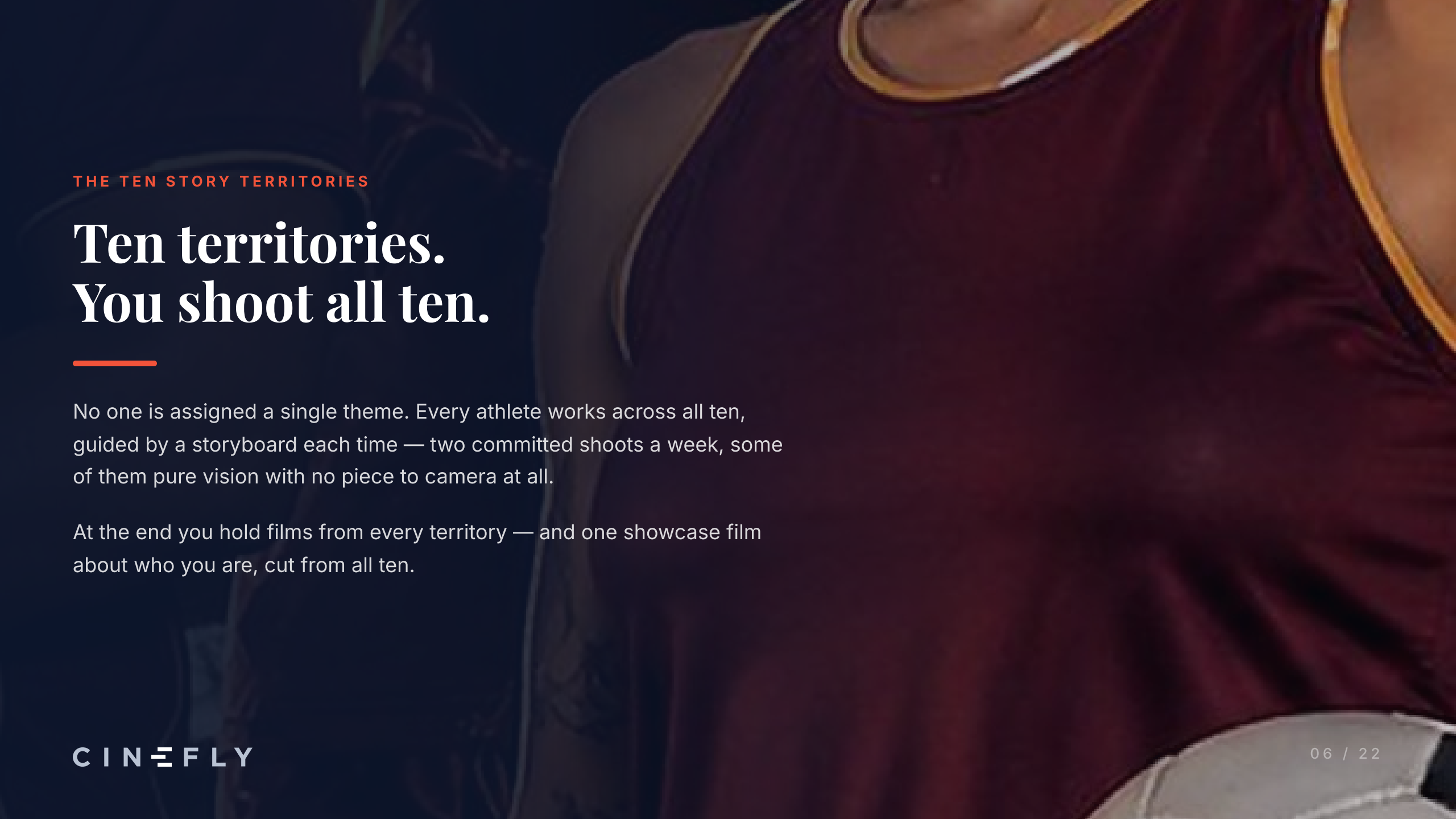
ACROSS THE SIX WEEKS, SHE WILL

- Launch the cohort with you, in the room
- Coach you week by week
- Guide your on-camera storytelling and creative voice
- Return to host the final showcase

REILLY STAPLETON · PRESENTER, HOST & CREATOR · @REILLYSTAPLETON

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A close-up, slightly out-of-focus photograph of a person wearing a maroon or dark red t-shirt. The person's head is tilted back, and their mouth is open as if they are shouting or singing. The background is dark and indistinct.

THE TEN STORY TERRITORIES

Ten territories. You shoot all ten.

No one is assigned a single theme. Every athlete works across all ten, guided by a storyboard each time — two committed shoots a week, some of them pure vision with no piece to camera at all.

At the end you hold films from every territory — and one showcase film about who you are, cut from all ten.



01 Who I Am

Before the medals, before the crowd, there was a girl who fell for the game.

Where you come from, what you carry, and why you play.

STARTING PROMPT

The moment you knew this was yours.



02 The Grind

The work no one claps for. The mornings no one sees.

The discipline, the sacrifice, and the quiet hours that build a champion.

STARTING PROMPT

Your alarm. Your empty gym. Your 5am.



03 Game Day

The tunnel. The noise. The one moment it was all for.

Pressure, preparation, and walking out to meet it.

STARTING PROMPT

The hour before you walk out.



04 The Comeback

Broken isn't the end of your story. It's the middle.

Injury, doubt, and the long road back that no one sees.

STARTING PROMPT

What you'd tell yourself on the worst day.



05 Fuel & Recovery

Elite isn't built in the gym. It's built in what comes after.

How you fuel, rest and recover — tuned to your body, not someone else's.

STARTING PROMPT

What's actually in your bag.



06 Beyond the Game

Somewhere, a girl is watching — and deciding she can too.

Grassroots, giving back, and the ripple beyond the scoreboard.

STARTING PROMPT

The kid who watches you.



07 Off the Clock

*The human behind the athlete.
Unguarded. Unfiltered. Real.*

Friends, style, personality, and the life beyond the sport.

STARTING PROMPT

A day that has nothing to do with sport.



08 The Bigger Picture

You didn't just want to win. You wanted to change the game.

Advocacy, equity, and a platform used for something bigger.

STARTING PROMPT

The one thing you'd change about your sport.



09 The Team

No one does it alone. This is the sisterhood behind the story.

The squad, the culture, and the people who carry each other.

STARTING PROMPT

Hand the camera to the one who carries you.



10 On the Move

The miles between the moments — life on the road to greatness.

Away games, airports, and the preparation no one sees.

STARTING PROMPT

The bus, the back seat, the 4am airport.

HOW THE SIX WEEKS WORK

Filmed on your phone. Built around your season.

Design

Reilly designs the week's storyboards — one guided shot per territory, adapted to your sport and your schedule.

Direct

You shoot two storyboards a week with live coaching plus in-app Director Guides walking you through every shot.

Publish & Grow

Your films get topped, tailed and published — then what performs shapes what you shoot next.

Two shoots a week. Some with no piece to camera at all. Storyboards flex when your season doesn't — if a big week hits, yours gets adapted.

WHAT YOU WALK AWAY WITH

A voice, a showreel, and a room full of people who back you.

- Your own showcase film

One story about who you are, cut from all ten territories.

- A body of films you can use

Rights-cleared work for your own channels and sponsor conversations.

- Six weeks of coaching

On-camera craft, creative voice and confidence — skills that outlast the program.

- Introductions to brands looking for ambassadors

Founding partners meet the cohort and back the athletes who fit them.



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THE SHOWCASE • FRIDAY 16 OCTOBER

Your story. Big screen. Room full of people.

Reilly returns to host a live showcase to close the six weeks. Every athlete's story screens, the founding partner brands are in the room, and introductions connect athletes with the brands who best fit them.

WHO THIS IS FOR

Is this you?

- A Queensland athlete, 16 or over

Under 18s need a parent or guardian to sign off.

- Any sport, emerging or elite

Team or individual, professional or working two jobs around it.

- Willing to be seen

You don't need to be polished. You need to be honest.

- A phone and a bit of time

No kit, no crew, no editing skills required.

- Able to commit to six weeks

Two guided shoots a week, plus the launch and the showcase.

- Ready to back your own story

And to help the next girl see herself in it.

Nervous on camera is not a reason to stay out. It's the reason the coaching exists.

HOW TO JOIN

50 places. No cost to you.

*Fully funded. Selective entry.
Applications close 31 August.*

The program is funded through the Queensland Government's ActiveKIT program and the founding partner brands — so there is nothing to pay. What you bring is six weeks of commitment and your willingness to tell the truth about your sport.

KEY DATES

31 August

Applications close

Monday 7 September

Launch day — meet Reilly and the cohort

Friday 16 October

The showcase

Apply at cinefly.io

Questions to partners@cinefly.io

Back your story. Build what happens next.

Tell it yourself. Tell it well. Watch who shows up.

The Women in Sport Queensland storytelling program is delivered by Cinefly in partnership with the Queensland Government's Department of Sport, Racing and Olympic and Paralympic Games, through the ActiveKIT program, with Health and Wellbeing Queensland.

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Queensland
Government

Dept of Sport, Racing and Olympic and
Paralympic Games · ActiveKIT