

Our strategic plan for triathlon in Victoria

Our Vision

Triathlon exists to enrich the sporting landscape by issuing a unique challenge anyone can accept

Our Mission

To connect and inspire the community to a lifestyle of multisport

Our Values

Belonging | Health | Enjoyment | Respect | Achievement | Integrity

Our Goals

Passion

Build an engaged, connected & inclusive multisport community

Indicators of success:

- ✓ Clubs are thriving, supporting all ages and delivering diverse opportunities
- ✓ Participants report high levels of satisfaction
- ✓ Data insights and knowledge sharing is improved within & about the triathlon community
- ✓ Volunteers are recognised and rewarded for their contribution

Participation

Inspire and grow participation in multisport

Indicators of success:

- ✓ Increase on the baseline and diversity of participants
- ✓ Increase in the quality and quantity of events
- ✓ Increase in the diversity of programs/experiences
- ✓ Improved coaching and officiating capability and capacity

Performance

Lead and foster a culture of success

Indicators of success:

- ✓ Our athletes are well represented in national teams (Age Group & High Performance)
- ✓ There is diversity in our revenue streams and financial sustainability
- ✓ Our leadership and governance elicit high stakeholder confidence
- ✓ We drive and support innovation

Our Drivers of Success

Engagement

Access

Pathways

Clubs

Partnerships

Organisation

Our 3-Year Strategies in support of the Drivers

- 1) Elevate our online presence.
- 2) Actively engage and collaborate with all stakeholders.
- 3) Drive a 'mindset' shift from a focus on annual members to everyone engaged/subscribed/connected.
- 4) Leverage interest in triathlon, towards the broader concept of multisport.
- 5) Collect, share and capitalising on the inspiring stories from across the triathlon community.
- 6) Implement activities and programs that have a strong focus on women and teenagers.
- 7) Engage, recognise and reward volunteers.

- 1) Upskill clubs to enable them to target, attract and retain members at all levels and abilities ensuring a diverse range of new participants and members.
- 2) Implement diverse triathlon and multisport participation programs in partnership with clubs, coaches and broader stakeholder network.
- 3) Contribute to the design, promotion and innovation of flexible multisport events.
- 4) Support an event calendar that provides diverse opportunities.
- 5) Pioneer new approaches for identifying and attracting participants (e.g. at events, from single disciplines/other sports, etc).
- 6) Facilitate opportunities for schools to deliver triathlon programs and engage in events.

- 1) Develop, implement and educate participants about our pathways and the 'next step' options.
- 2) Implement a high-performance pathway that selects, verifies and accelerates talented athletes.
- 3) Enhance the coach development pathway to deliver more coaches, build coach knowledge and hence support the participants' pathway.
- 4) Provide a comprehensive pathway that supports technical officials and keeps events safe and fair.

- 1) Develop and implement 'tools' that build healthy clubs.
- 2) Develop and deliver a club's strategy that allows the sharing of best practice and supports innovation.
- 3) Develop and deliver professional development opportunities for club administrators and event managers. (including the sharing of IP, equipment and assets).
- 4) Build and support club capacity to deliver quality event experiences.

- 1) Develop intelligence and build expert advice capability that benefits Race Directors in delivering events.
- 2) Develop assets that enable commercial partnerships and generate new revenue streams.
- 3) Investigate philanthropic and other revenue possibilities.
- 4) Use evidence of the activities of the multisport community, in advocating to Government and stakeholders our contribution to community health and well-being.
- 5) **Develop a state-wide strategy encompassing club facilities and event infrastructure demands.**
- 6) Engage with government to develop new triathlon clubs and event venue infrastructure.

- 1) Develop a long-term financial and human resources plan.
- 2) Advocate for a more efficient and effective governance structure.
- 3) Advocate for a more inclusive and flexible membership model.
- 4) Develop an implementation strategy for the TV Risk Management Plan
- 5) Enhance data collection capability, analysis and utilisation in evidence-based decision making. (E.g. to support the attraction and retention of participants).