



TRIATHLON NT STRATEGIC PLAN 2013-2015

VISION: To grow the sport of triathlon throughout the Northern Territory by providing participation opportunities in a healthy lifestyle sport and achievement of participant goals.

MISSION: To ensure the existence of quality participation opportunities, servicing of members, and pathways within the sport of triathlon in the NT.

CORE VALES: RESPECT | HEALTH | ENJOYMENT | BELONGING | ACHIEVEMENT

KEY RESULTS AREA	KEY OBJECTIVE	KEY DRIVERS	KEY STRATEGIES	KPI
ORGANISATIONAL EXCELLENCE	To build a sustainable and prosperous organisation by enabling innovations, collaboration & excellence its governance and management.	<ul style="list-style-type: none"> Financial sustainability and growth. Communication and collaboration. Efficient and effective systems and processes. Representation of NT at National Level 	<ul style="list-style-type: none"> Implement transparent and effective operational systems. Create and implement best practice policies and procedures. Implementation of Whole of Sport financial and IT systems. Develop the culture of triathlon in line with its core values. 	<ul style="list-style-type: none"> % variance from budget % increase in reserve % of prior year surplus invested in the sport. % planned deliverables achieved. % compliance with Grant Agreements. % attendance at National Conferences.
PARTICIPATION	To grow participation in the sport of triathlon by providing leadership and increased opportunities.	<ul style="list-style-type: none"> Promotion & awareness of triathlon in the NT. Coach and officials education. Safe & friendly environment. Opportunities for athletes with a disability to participate in events and activities. 	<ul style="list-style-type: none"> Develop coach and technical official development programs. Develop junior and adult skills development programs. Develop communication strategies to engage participants. 	<ul style="list-style-type: none"> Participation growth rate %. % increase of participation in junior programs. % increase in Level 2 TOs % increase of accredited coaches.
MEMBERSHIP	To grow membership by increasing the number of new members and retaining existing members.	<ul style="list-style-type: none"> Awareness and communication. Create a value proposition for TriNT members and clubs. Quality training environments. 	<ul style="list-style-type: none"> Develop communication and brand strategy to engage members. Deliver education and leadership to ensure clubs provide a safe, friendly and quality participation experience to encourage membership. 	<ul style="list-style-type: none"> % member growth rate % member retention rate . Member satisfaction / awareness rating.



TRIATHLON NT STRATEGIC PLAN 2013-2015 (cont'd)

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EVENTS	To ensure that opportunities exist at all levels to compete in events of the highest quality.	<ul style="list-style-type: none"> Experienced RD, TO and volunteers. Promotion and awareness. Quality event management and delivery. Sanctioned events to ensure safe and fair events. 	<ul style="list-style-type: none"> Education and support for club sanctioning process. Ensure entry level events are provided across the NT. Deliver education programs to TO, volunteers and RD to ensure quality standards. Develop promotional and marketing strategy. 	<ul style="list-style-type: none"> % increase in overall race entries % increase in participation race entries. % increase in TO's at each level. Stakeholder satisfaction.
HIGH PERFORMANCE	Sustained Northern Territory representation in Australia ITU Triathlon competitions through the provision of effective and efficient athlete & coach pathways.	<ul style="list-style-type: none"> Ensure quality program planning, management and policy. Ensuring quality athlete development pathway and talent development. Provide high quality domestic competition. Ensuring quality development program for support personnel. 	<ul style="list-style-type: none"> Provision of quality daily training environments (DTE). Provision of quality domestic and international competition opportunities in line with elite athlete pathways. Develop HP coaches and programs to underpin ITU Sub-Elite, ITU Junior and ITU Youth athlete development. Develop and deliver talent search initiatives. 	<ul style="list-style-type: none"> Implement an Active HP/Pathway Plan. Program based on HP Planning Guide. Active Athlete Development Plan in place. Athlete Development Program based on HP Planning Guide. Domestic competition in place that supports Development into ITU racing. Active Coach Development Plan in place. Coach Development Program established. Coach Development Program based on HP Planning guide.
BRAND	To develop the brand of triathlon and Triathlon NT so as to increase external investment in the sport in the NT.	<ul style="list-style-type: none"> A strong value proposition. Increased exposure and awareness. Engagement with community. 	<ul style="list-style-type: none"> Promote and create awareness in the sport of triathlon in the NT. Develop a communication and brand strategy for TriNT. 	<ul style="list-style-type: none"> % non-government revenue. % increase in non-government revenue. % increase in government funding. % increase brand awareness.