

TRIATHLON QUEENSLAND STRATEGIC PLAN 2016-19

Vision Bringing the future to triathlon in Queensland

Mission To continuously grow, strengthen and connect every starting line in Queensland

Values Health | Enjoyment | Belonging | Achievement | Courage | Respect



KEY RESULT AREA	KEY DRIVER	KEY OBJECTIVES	KEY STRATEGIES	KEY PERFORMANCE INDICATORS
1: ENGAGEMENT	'A sport where everyone feels connected and to which anyone can connect.'	<ul style="list-style-type: none"> a. Communicate with a greater audience interested in triathlon b. A strong unified brand anchored in a shared identity c. A 'go to' for expertise and advice d. Connect fans and participants e. Reach new audiences f. Broaden the appeal of triathlon g. Capture the attention of related sports and activities 	<ul style="list-style-type: none"> i. Develop a high impact media, communication, PR, and brand strategy ii. Actively engage all stakeholders iii. Elevate our online presence and develop a digital platform to support iv. Share inspirational stories v. Promotion to sports and activities with like-minded participants vi. Develop a plan for facilities and venues vii. Develop a results and rankings system for participants to search viii. Utilise existing footage from domestic and international racing for sharing and producing for sport reports and/or short one hour show ix. Develop a talent transfer program x. Increase profile of Queensland athletes in local media 	<ul style="list-style-type: none"> • Media strategy developed • Engagement strategy implemented with • Online presence increased • Regular sharing of inspirational stories • Active engagement of stakeholders • Promotion of sport to likeminded participants • Ranking system for athletes implemented • Plan for facilities and venues completed • Talent transfer program in place • Profile of QLD athletes increased in local media
2: ACCESS	'A sport that anyone can do.'	<ul style="list-style-type: none"> a. A welcome to triathlon experience b. Clubs and coaches recognised as the providers of access c. High quality programs d. Deliver new participants to the starting line e. Increased inclusive practices f. Data and IP share with swim, cycle, and run 	<p>Development and implementation of:</p> <ul style="list-style-type: none"> i. Member engagement tools via technology ii. Club and coach promotion and provision of a 'tool box' programming iii. Weet Bix, TRYstars, TRIActive, and other entry point programming iv. Plan to increase triathlon exposure to indigenous communities v. Increase Para-tri development initiatives vi. Regional exposure and online training tool vii. Data share program 	<ul style="list-style-type: none"> • Membership engagement tool in place • Coaching tool box rolled out • Continuation of Weetbix, TRYstars and TRIActive programs • Implementation of indigenous community plan • Number of events offering para tri's increased. • Online training tool for regional implemented • Data share program in place
3: PATHWAYS	'A sport where everyone has the opportunity to achieve the level to which they aspire.'	<ul style="list-style-type: none"> a. Share inspirational journeys through the pathway b. Share the life long journey from all levels of participants, volunteers, and officials c. Aspiring athletes feel a part of the pathway d. Aspiring athletes are supported and educated 	<ul style="list-style-type: none"> i. Development of an Ambassador program ii. Create a 'what's next' tool for athletes, coaches, and officials to take their journey to the next level iii. Provide draft legal race opportunities iv. Develop a 'pathway' club program and growth of clubs with junior programs v. Provide accreditation and upskilling for coach and officials vi. Ensure we provide a best practice junior development program vii. Create quality training environments 	<ul style="list-style-type: none"> • Ambassador program rolled out • What's next tool implemented • draft legal races held per annum • Club pathways program for junior development adopted • coaches and officials upskilled • Benchmarking of junior programs with interstate undertake annually

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4: CLUBS	'A sport of thriving clubs, building communities.'	<ul style="list-style-type: none"> a. Clubs are connectors for access and engagement b. A best practice membership model c. Empowered and skilled clubs d. A network of sustainable clubs with financial strength and good governance 	<ul style="list-style-type: none"> i. Establish a thriving club culture and successful state championships j. Commence membership review and reform model k. Develop a virtual club network and capability tools 	<ul style="list-style-type: none"> • Club championships held annually with 60% of clubs attending • Membership review completed and reform model developed • Virtual club network in place supported by capability tools
5: PARTNERSHIPS	'A sport of collaborative partnerships, enhancing value.'	<ul style="list-style-type: none"> a. Successful commercial and philanthropic partnerships aligned with our brand and values b. Connecting our triathlon community with our partners c. Strong effective partnerships with race directors d. Strong partnerships with all government agencies e. Grow the support network and underpinning structures for the QAS program 	<ul style="list-style-type: none"> i. Complete the asset valuation ii. Develop a Queensland framework for sport sponsorship with alignment for system partners iii. Develop an analytics tools to enhance results for partners iv. Establish a member and participant data systems and communication v. Increase the number of profiled events in Queensland 	<ul style="list-style-type: none"> • Asset value completed and register updated • Framework for sport sponsorship in place • Analytical tools for partner rolled out • Data system for members and participants implemented by June 2017 • Number of events profiled in QLD increased by 20% per annum.
6: ORGANISATION	'A sport in safe hands.'	<ul style="list-style-type: none"> a. Financial stability b. Quality governance and leadership c. Efficient and effective systems and processes d. Organisational capacity building across functional areas 	<ul style="list-style-type: none"> i. Maintain effective strategic and operational planning ii. Deliver policy and processes that uphold best practice procedures iii. Maintain an organisational environment based on collaboration, innovation and excellence iv. Cultivate a workplace culture that attracts and retains staff across the functional areas. Provide appropriate training and professional development opportunities at all levels of the organisation. v. Build and nurture strategic partnerships that enhance the growth of the organisation and the sport vi. Ensure strong and diverse revenue streams with positive cash reserves 	<ul style="list-style-type: none"> • Strategic and operation planning regularly reviewed and updated in collaboration with TQ board • Policies and processes benchmarked against TA and STTA's yearly • Review staff feedback annually to ensure cultural objectives are met. • Review training and development plans for all staff bi annually. • Stakeholder and partnership retention and satisfaction • Meet financial targets set by TQ board and increase diversity of revenue streams

CONNECTING PASSION.
GROWING PARTICIPATION.
STRENGTHENING PERFORMANCE.