

Strategic Plan 2010-2015

1. Swim
2. Bike
3. Run

Vision: To be a leading triathlon nation and grow the sport of Triathlon in Australia

Mission: To ensure the existence of quality participation opportunities and pathways within the sport of Triathlon in Australia

Core Brand Values

Healthy • Enjoyment • Belonging • Achievement

Key Results Area	Key Drivers	Key Objective	Key Strategies	Key Performance Indicators
Organisational Excellence	<ul style="list-style-type: none"> Financial Sustainability & Growth Communication and Collaboration Efficient & effective systems & processes Quality governance and leadership 	<p>“To build a sustainable and prosperous organisation by enabling innovation, collaboration and excellence in the development of its assets” (Brand, People, IP, Infrastructure)</p>	<ul style="list-style-type: none"> Have transparent and effective strategic / operational planning processes including an organisational wide performance management system. Create best practice documented policy and procedural guidelines Create and support an organisational environment based on collaboration, innovation and excellence. Develop the culture of triathlon in line with its core brand values. 	<ul style="list-style-type: none"> % variance from budget % planned initiatives achieved % compliance achieved % staff retention Stakeholder satisfaction rating
Participation	<ul style="list-style-type: none"> Creating a value proposition Ensuring promotion & awareness Ensuring Coach, Teacher & Officials’ education Delivering a safe & friendly environment Access to facilities 	<p>“To grow participation in the sport of triathlon by providing leadership and increased opportunities”</p>	<ul style="list-style-type: none"> Develop a teacher education and support strategy to gain access to and increase participation in schools. Develop Coaching and Officials’ education initiatives to better service all levels of the sport. Develop communication and web-based strategies to engage participants. Develop value propositions through market analysis & insights delivering tailored benefits to participants. 	<ul style="list-style-type: none"> Participation growth rate % Penetration rate % of schools Participant satisfaction rating No. of accredited coaches
Memberships	<ul style="list-style-type: none"> Creating a value proposition Ensuring awareness & communication Providing a sense of community Access to quality clubs Quality Training environment 	<p>“To grow membership by increasing the number of new members and retaining existing members”</p>	<ul style="list-style-type: none"> Develop value propositions through market analysis & insights delivering tailored benefits to member categories. Develop communication and web-based strategies 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 rating Conversion rate of participants
Events	<ul style="list-style-type: none"> Ensuring experienced Race Directors (RD), Technical Officials & Volunteers Ensuring Promotion & Awareness A coordinated national schedule Access to iconic locations/facilities Provision of atmosphere / enjoyment Quality event management & delivery 	<p>“To ensure that opportunities exist at all levels to compete in events of the highest quality through leadership and collaboration”</p>	<ul style="list-style-type: none"> Develop and coordinate a national calendar of events that is agreed and communicated in a timely manner. Ensure the existence of high quality competition and event opportunities at all levels. Deliver education programs to technical officials, volunteers and RDs to develop experienced operators, through establishing and ensuring quality standards. Develop a promotional and marketing strategy to engage media, athletes and key stakeholders. 	<ul style="list-style-type: none"> National Calendar of events by 30 June % of stakeholder acceptance of the national calendar No. of events at each level Participant / member satisfaction No. of RD / Technical Officials accredited Number of participants v projected participants
High Performance	<ul style="list-style-type: none"> Ensuring quality coaching Provision of Facilities Quality domestic competition / events Sports science and sports medicine support & delivery Access to international competition Quality Program management 	<p>“Sustained international success through the provision of an effective and efficient athlete & coach pathway”</p>	<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 Elite / Sub Elite / Junior athlete development. Develop and Deliver Talent search initiatives. 	<ul style="list-style-type: none"> Elite/Sub Elite success (Results/Rankings) Quality / Quantity HP coaches Performance rating for delivery of DTE
Brand	<ul style="list-style-type: none"> Creating a value proposition Development and delivering of quality Brand / products Increased exposure & awareness Engagement with community 	<p>“To develop the Brand of Triathlon so as to increase external investment in the sport”</p>	<ul style="list-style-type: none"> Promote and create awareness in the sport of Triathlon to drive interest and community engagement through stories, consequences and rivalries. Develop and deliver a National brand strategy to generate external revenue. To consider Governments’ objectives and outcomes. Develop, lead and coordinate the brand of Triathlon in Australia. 	<ul style="list-style-type: none"> % of external revenue retained Sponsor satisfaction rating % of Brand awareness % of external investment Government support \$\$



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