

23/25

STRATEGIC PLAN



TRIATHLON
ACT



TRIATHLON ACT (TACT) 2023-25 STRATEGIC PLAN



Introduction

This Strategic Plan outlines Triathlon ACT's (TACT's) objectives, values, and vision for the period of 2023-2025. It serves as a comprehensive roadmap for TACT, aligning with the national strategic plan of Triathlon Australia. Developed in close collaboration with our affiliated clubs and membership, this plan will guide our service delivery, monitor progress, and ensure the sustainable growth of triathlon in the ACT.

Purpose

Triathlon ACT Inc. (TACT) is the leading organisation dedicated to promoting and advancing the sport of triathlon, duathlon, and aquathlon in the ACT. Our purpose is to foster the development and growth of triathlon by:

- Organising and delivering high-quality triathlon, duathlon, and aquathlon events for our members and the wider community.
- Collaborating with affiliated clubs and event promoters to facilitate diverse and inclusive events throughout the ACT.
- Ensuring the utmost participant satisfaction and safety in all TACT-delivered or sanctioned events.
- Cultivating interest and engagement in triathlons, duathlons, and aquathlons across the ACT and surrounding regions.
- Nurturing a sense of camaraderie, sportsmanship, and community among triathlon enthusiasts.
- Providing educational resources, training opportunities, coaching support, and encouragement to our association members.
- Taking all necessary actions to further our objectives and champion the interests of our association.

Values

Aligned with Triathlon Australia's core brand values of healthy, enjoyment, belonging, and achievement, TACT upholds additional values that guide our operations and interactions:

- Excellence: Striving for the highest standards in all aspects of our organisation, including event delivery, governance, and member services.
- Inclusivity: Creating an environment that embraces diversity, promotes equal opportunities, and welcomes participants of all backgrounds and abilities.
- Innovation: Embracing new technologies, trends, and best practices to continually improve the triathlon experience for our members.
- Respect: Treating all individuals with dignity, fairness, and respect, fostering a culture of sportsmanship and mutual support.

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Vision

Our vision is to establish triathlon as a prominent and celebrated sport in the ACT, characterised by growing participation rates across all age groups and competitor levels. With professional leadership, efficient administration, and a thriving community, we aim to inspire individuals to embrace an active and healthy lifestyle through the sport of triathlon.

Contextual Landscape and Strategic Priorities

TACT acknowledges the specific challenges and opportunities it faces within the ACT triathlon community, and this strategic plan addresses them head-on:

- Ensuring financial sustainability by diversifying revenue streams, exploring sponsorship opportunities, and implementing cost-effective practices.
- Promoting effective corporate governance through transparent decision-making processes, accountability, and ethical conduct.
- Enhancing member retention strategies by providing value-added services, fostering a sense of belonging, and nurturing a supportive community.
- Optimising volunteer recruitment and retention by recognising their invaluable contributions, offering training and development opportunities, and ensuring their satisfaction and well-being.
- Driving increased participation in triathlon by creating accessible pathways for all ages and abilities, enhancing coaching and officials' training programs, and leveraging digital platforms for engagement.
- Fostering strong partnerships and collaboration with affiliated clubs, Triathlon Australia, and other relevant stakeholders to create a united and vibrant triathlon community.
- Continually improving the quality of events by delivering exceptional race experiences, providing state-of-the-art infrastructure, and leveraging feedback to enhance participant satisfaction.
- Developing and nurturing talent in the ACT through robust athlete development programs, coach and official education, and strategic partnerships with the Australian Capital Territory Academy of Sport (ACTAS) and Triathlon Australia.
- Advocating for triathlon and positioning TACT as a valued partner by engaging with the ACT Government, securing long-term support, and promoting the benefits of the sport to the broader community.

By diligently pursuing these objectives, Triathlon ACT aims to cultivate a thriving and inclusive triathlon community, aligned with the national plan while meeting the unique needs and aspirations of the ACT region.

Key result areas April 2023 - April 2025

KRA	Organisational Excellence (including finance)	Participation	Membership	Events	Development/High Performance	Brand
Objectives	Provide clear direction, strong leadership, and build a sustainable organisation for our membership.	Increase participation in the sport of triathlon in the ACT across all age groups and levels, including juniors and Paralympic athletes.	Increase membership in Triathlon ACT.	Provide high-quality, affordable events to support triathletes at all levels in the ACT.	Provide a supportive pathway for talent identification and development, including triathletes, coaches, and officials.	Ensure TACT and the sport of triathlon have high visibility in the local community and are valued partners to the government and stakeholders.
Key Strategies	Establish effective and transparent governance, accounting, and management structures.	Enhance coaching and officials' training to support clubs and members.	Develop a compelling membership value proposition.	Deliver a well-structured event schedule for all members.	Identify, develop, and support talented triathletes, focusing on JDS/JPS programs.	Promote awareness and enhance the public profile of triathlon in the ACT.
	Deliver quality centralised services to the triathlon community in the ACT.	Support novice programs offered by clubs.	Implement communication and web-based strategies to engage members.	Efficiently manage existing events and competitions, ensuring an enjoyable atmosphere.	Educate and train coaches and officials to deliver quality services and programs.	Develop and execute a local brand strategy to generate external revenue through sponsorships.
	Maintain strong communication strategies with clubs and members.	Develop event value propositions tailored to participants' needs.	Support clubs in promoting membership.	Seek opportunities to host new local and national-level events.	Manage and recognize volunteers effectively.	Advocate for increased government support for triathlon in the ACT.
	Develop financial capacity and resources to sustain programs.	Establish clear pathways for participation and provide support at all levels.		Enhance volunteer recruitment and retention through educational programs.	Provide quality local events and ensure access to training facilities.	Maintain relationships and effective communication with key stakeholders.
	Engage in national-level discussions on governance structures to support the ACT.	Foster safe, friendly, and quality environments through education and leadership.			Maintain close collaboration with Triathlon Australia and ACTAS for emerging high-performance athletes.	Communicate the value proposition of participating in triathlon.
		Implement new initiatives to increase participation, including web-based strategies.			Facilitate access and support for national competitions.	
		Support all relevant Triathlon Australia participation initiatives.				

Key result areas April 2023 - April 2025

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Key Performance Indicators	Percentage variance from budget.	Percentage growth rate in participation.	Percentage increase in membership.	Completion of an annual calendar by March 31st.	Regular selection of ACT resident triathletes to national teams for benchmark events.	Percentage increase in external revenue, including long-term ACT Government support.
	Implementation of an event calendar.	Percentage increase in participation in junior events.		Web pages for races available at least 2 months before the event.	Implementation of a dedicated triathlete stream under ACTAS with appropriate resources.	Awareness of triathlon as a sport in the ACT.
	Achievement of strategic and operational plan targets.	Percentage increase in active accredited coaches.		Percentage variance from budget (participant numbers).	Number of coaches actively coaching athletes.	
	Fulfillment of legal compliance requirements.	Participant satisfaction rating/feedback.		Improvement in participant satisfaction based on end-of-season survey.	Increasing participation in Junior Development Squad (JDS) programs.	
	Maintenance of a productive relationship with Sports and Recreation ACT.			Enhancement of supporting infrastructure, including experienced race crews and volunteers.		
				Increase in the number of officiating technical officials.		