



STRATEGIC PLAN 2020 - 2023



VISION

TO INSPIRE WESTERN AUSTRALIAN'S TO EMBRACE TRIATHLON AS A LIFESTYLE, RECREATION OR SPORTING PURSUIT



PURPOSE

ACHIEVE A SUSTAINABLE SPORT IN WHICH MEMBERS AND STAKEHOLDERS ARE WELL SERVICED AND REPRESENTED AT A REASONABLE COST

ENGAGEMENT

- Actively engage and collaborate with all stakeholders.
- Engage, recognise and reward volunteers

ACCESS

- Proactively work with clubs to enable them to better attract and retain members
- Develop event calendars that provide a range of opportunities.
- Develop new approaches for identifying and attracting participants
- Facilitate opportunities for schools to deliver triathlon programs and engage in events
- Develop a TWA owned multi sport race series
- Develop a long-term strategy to ensure a sustainable BFOT

PATHWAYS

- Develop, implement and educate participants about multi sport pathways.
- Implement a high performance pathway that selects and accelerates talented athletes.
- Enhance the coach development pathway to deliver more coaches and build coach knowledge.
- Provide a development pathway that supports technical officials.

CLUBS

- Develop tools that assist clubs in becoming more sustainable.
- Develop a strategy for clubs that allows the sharing of best practice and supports innovation and collaboration.
- Build and support club capacity to deliver quality event experiences

PARTNERSHIPS

- Develop assets that enable commercial partnerships and generate new revenue streams.
- Investigate philanthropic and other revenue possibilities.
- Advocate to Government and stakeholders TWA's contribution to community health and well-being.
- Develop a state-wide strategy encompassing club facilities and event infrastructure demands.
- Engage with government to develop new triathlon clubs and event venue infrastructure.

ORGANISATION

- Develop a long-term financial and human resources plan.
- Improve the governance capabilities of the board.
- Advocate for a more rewarding and flexible membership model.
- Enhance data collection capability, analysis and utilisation in evidence-based decision making
- Mitigate known risks so far as is reasonably practicable

OUR GOALS

- Members and stakeholders report high levels of satisfaction with the association
- The quality of events run in WA is improved
- Coaching and officiating capability and capacity is improved
- Clubs are run sustainably and support all ages and abilities
- Volunteers are recognised and rewarded for their contribution
- Participation and membership are grown sustainably
- Diversity and sustainability is created in the association's revenue streams

**SWIM
BIKE
RUN**
IT'S IN EVERYONE