

AUS
TRIATHLON

Our
Strategic
Plan

2023-
2025





Our game plan

OUR VISION

Creating a happier, healthier and more connected nation through triathlon and multisport experiences.

OUR PURPOSE

Enable more people to enjoy more triathlon and multisport experiences in more places.

OUR VALUES and BEHAVIOURS

ACCOUNTABILITY

COURAGE

ENJOYMENT

INCLUSIVITY

UNITY

TO ACHIEVE
OUR VISION AND
PURPOSE WE WILL
FOCUS ON THESE
THREE AREAS

A SPORT FOR
EVERYONE



WINNING WELL
TO INSPIRE



WORKING IN
HARMONY

OUR PLAN IS ENABLED BY

- Engaged participants and members with a lifelong involvement in the sport
- A safe and fair landscape with high integrity
- Dynamic clubs and a thriving volunteer workforce
- A healthy network of event providers and high-profile events
- Clear roles and responsibilities across the organisation with high job satisfaction
- Strong relationships with stakeholders at all levels
- World class coaching and officiating
- Empowered and inspiring athletes performing at the highest levels

WHICH WILL LEAD TO ACHIEVING OUR LONG TERM GOAL OF

**over 200,000 Australians on
starting lines annually by 2032**

**AUS
TRIATHLON**

Find your
unstoppable

AUS
TRIATHLON



A SPORT FOR EVERYONE

We are a welcoming community for people of all backgrounds, ages, genders, sexual orientations and abilities making triathlon easier to access.

With a connection to country, we minimise the impact we have on the land and sea we play in and are more relevant and more rewarding for more people.



WINNING WELL TO INSPIRE

Team AUS is the world's best and we enable our athletes to deliver results on the world stage. With a focus on our athletes, we provide performance driven, optimised and supported programs.

We celebrate our success by sharing athlete stories and explaining the journey to inspire our community and the next generation and promote the sport of triathlon.



WORKING IN HARMONY

We work together with a united strategy, operational plans, goals, behaviours, brand, structures and systems, to grow an industry leading national sports business.

LONG TERM TARGET

Over 200,000 Australians on starting lines annually by 2032

Olympic program male and female international success including mixed relay teams

+

sustained international Paralympic program success across all genders and classifications by 2032

Reserves equal to one year's worth of Whole of Sport operating expenditure by 2032

KEY INITIATIVES

- Participant growth
- Childhood engagement
- Stakeholder opportunities
- Ensuring equity, diversity, inclusion and access
- Improved performance pathway quality
- Improved team culture
- Established world class events
- Gold standard training environments
- Prioritised athlete health and wellbeing
- Commercial sponsorship and revenue growth
- Optimised business performance
- Being the custodians of triathlon culture
- A united brand
- Environmental sustainability for triathlon in Australia

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