

**Our  
Participation  
Plan**

**2024-  
2032**

*Everyone has a  
starting line*

**AUS  
TRIATHLON**



# Our 2024-32 game plan

AUS  
TRIATHLON

EXECUTIVE SUMMARY

OUR VISION	<i>Inspire everyone to find their starting line</i>	
OUR MISSION	<i>Create opportunities for 200,000+ people nationwide to experience the joy of our community</i>	
OUR OBJECTIVES	EMPOWER	Match people and roles to strategy to increase capacity
	INVOLVE	An increase of accessible programs for participation
	ACTIVATE	Engage government and partners in ensuring stability and longevity of the sport
	CONNECT	Create more opportunities to connect with our network
	ACCESS	Embed equity, diversity, inclusion and sustainability
	TRANSFORM	Gain the trust of the AusTriathlon community
ENABLED BY	<div><div>1. Data and technology</div><div>2. A safe and fair sport</div><div>3. Improved operations</div><div>4. An iconic brand</div></div>	

## OUR KEY STRATEGIES & AUDIENCES



PARTICIPANTS



MEMBERS, CLUBS  
& VOLUNTEERS



EVENT  
PROVIDERS



COACHES



TECHNICAL  
OFFICIALS



BUSINESS  
PARTNERS



## STRATEGIC FOCUS AREAS

### STRATEGY 1:

#### **PARTICIPANT CENTRED APPROACH**

**OUTCOME:** Accessible and inclusive programs that actively encourage and support participation from diverse groups

**GOAL:** Increase number of participants on starting lines YOY

### STRATEGY 2:

#### **INCREASE VALUE TO CLUBS & MEMBERS**

**OUTCOME:** Strong collaborative partnerships with clubs and engaged members with a deeper connection and sense of belonging in the sport

**GOAL:** Member growth YOY

### STRATEGY 3:

#### **SUPPORT EVENT PROVIDERS**

**OUTCOME:** Advancement of the sport through strengthened partnerships and a supportive, collaborative environment for event providers

**GOAL:** Work together to achieve 200,000+ people on a start line

### STRATEGY 4:

#### **DEVELOP & GROW COACHES**

**OUTCOME:** Meaningful collaboration which fosters a coaching community of practice

**GOAL:** Identify *What it Takes to Coach* for Age Group and Participation to deliver exceptional experiences.

### STRATEGY 5:

#### **RECRUIT, RETAIN & TRAIN OFFICIALS**

**OUTCOME:** Improve engagement through improved education opportunities for the Technical Official (TO) community

**GOAL:** Increase number of active Technical Officials YOY

### STRATEGY 6:

#### **ENGAGE WITH BUSINESS PARTNERS**

**OUTCOME:** Demonstrate clear and measurable progress that builds trust and confidence in the Participation Strategy and AusTriathlon Team

**GOAL:** The Board and the Sport Operations Team are aligned, role model the AusTriathlon behaviours and drive continuous improvement