



EQUALLY INSPIRING

WOMEN IN TRIATHLON PARTICIPATION STRATEGY 2017-2020

LOCHLANN WALSH

TI PRESIDENT

For many people, triathlon is so much more than a sport, it is part of who they are.

Triathlon Ireland's membership has grown enormously over the last few years and we now have more female members than ever before.

I am proud of the equal nature of our sport and I want this to be reflected in the membership, the leadership and through participation.

We have worked hard over the last few years to try and make triathlon an equal sport for men and for women and although we have made some fantastic progress there are still areas to improve on and new initiatives to develop.

Clubs lie at the heart of our strategic plan and we want our members to support, inspire and empower women in triathlon.

We already have in place a women's High Performance development pathway which, over the next four years, will support and develop our female athletes following in the footsteps of Olympian Aileen Reid.

Our four year plan will help us to shape the future of triathlon for women. And will sit alongside our Strategic Plan and help us reach our target of female membership growth.

This Women in Sport plan will aim to do that through working with clubs, other sporting bodies, local sports partnerships and Sport Ireland.

We want to inspire the next generation of women as well as providing a pathway for support and leadership opportunities for all.



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BOARD MEMBER

I have been involved in triathlon as a participant, club member, club officer and chair, Triathlon Ireland board member and more recently as a member of ITU Constitution Committee.

I have seen growth of the sport and the increase in female participation over the last number of years. The growth of female participation both in the sport itself and also in leadership roles is encouraging but more can be done to ensure that this growth continues.

It is my hope that by coming together and creating a strong community of women within the sport and its three disciplines that we will begin to empower each other to progress through the sport no matter what our level of involvement. It is pertinent that at a time when women are striving for more equality in all aspects of life, that we endeavor to provide that through our sport. If women can work together on initiatives to support female leadership, volunteering and coaching they will experience a sense of empowerment which will grow their confidence and help change perceptions.

It is our generation of female sports women and triathletes who will pave the way for the next generation of girls to take up sport. By setting an example now we can ensure that our families see the benefits of sport on our physical health, our mental health and our social development. You don't have to be the fastest or the best to inspire. All women are inspirational and the mother looking after junior club registrations is as important a role model as the club chair, accomplished athlete or coach. It is that very mother who has the potential to be the next President of Triathlon Ireland.

Over the next four years we want to encourage and support our women leaders, volunteers, coaches, technical officials and race organisers who wish to move through the different roles within the sport whilst at the same time influence women, new to the sport, to take part, be it, as athletes or volunteers. We want to develop pathways and provide opportunities which will give women the confidence, mentoring and support they may require for them to give and provide to triathlon all the talent, skills and insight they have to offer. Above all we want to inspire more women to participate in triathlon and in its development and to encourage the next generation. I hope that you will join with us in these initiatives as we strive to greatly improve women's representation in sport leadership.



INTRODUCTION

In line with other key national strategies such as the National Physical Activity Plan, Triathlon Ireland is setting out its vision for female participation in triathlon.

We want to help more women become active, engage in sport to create better physical, mental health and well-being.

This plan sets out how we will achieve these objectives over the next four years.

OUR VISION

To inspire and empower women through triathlon.

OUR MISSION

To encourage more women and girls than ever before to take part in triathlon.

To take triathlon beyond training and racing, and into everyday life.

To deliver, in partnership with clubs, an inspiring and exciting Women in Sport programme that will support existing members and encourage new women and girls to take up triathlon.

To facilitate and provide opportunities for women and girls to grow and develop in triathlon as participants, coaches, volunteers, in technical roles or as leaders.

To provide opportunities for involvement in a wide range of events, courses and learning experiences.

To explore, research and remove barriers to female participation across the sport of triathlon.

OUR VALUES

Empower - Support - Inspire - Collaborate - Challenge





CURRENT ACHIEVEMENTS

Over the past four years, female participation in Triathlon across Ireland has increased by 83%. This is a fantastic achievement in itself.

Currently, women make up 34% of all Triathlon Ireland members - a percentage which has increased steadily in recent years.

Triathlon is one of the fastest growing mass participation sports in Ireland. In 2016, Triathlon Ireland piloted a Women in Sport Try-A-Tri programme in Donegal. This six week programme supported 80 women from beginner status through to the completion of their first triathlon.

Several Women in Sport training days have also been delivered throughout the country, focusing on open water skills development, cycling and transition practice. Each session saw between 30-35 women in attendance, many of whom went on to do their first triathlon.

Since its inception in 2015, all Super Series races have had women only waves, a measure also evident in a growing number of National Series events.

In 2016, 69 women completed the Tri Leader or Level 1 coaching courses growing our network of female club coaches across the country.

In 2016, 25% of the Technical Officials were women, 22% of qualified coaches were women and 12.3% of our club chairs were women.

In order to achieve our vision we have identified the four key areas of participation, coaching, leadership and communication which are addressed in this plan.

PARTICIPATION 1/4

AIM

- Encourage more women to take part in triathlons.

OBJECTIVES

- Increase the number of women taking part in triathlon and other multi-sport events.
- Develop a female only triathlon event in partnership with a club and/or charity.
- Deliver a series of women's training programmes for beginners.
- Work with other NGBs, LSPs and other partners to link to their existing programmes and develop new ones.

DELIVERY

- Work with clubs to offer a series of beginner Try-a-Tri and sprint distance races which are accessible to all.
- Work with race organisers to encourage all events to include women only waves.
- Source and support clubs to deliver women only events.
- In collaboration with clubs and partners roll out a six week WIS programme targeting new participants.
- Develop links with Athletics Ireland, Swim Ireland and Cycling Ireland's women's initiatives.
- Develop partnerships and link in where possible to LSPs, Women in Sport Programmes and other women's initiative

TARGETS

- To have a female only wave in 70% of try-a-Tri and sprint distance TI sanctioned events by 2018, increasing this by 5% annually to 2020.
- To have a female-only, mass participation triathlon (300+ entrants) by 2018.
- To stage six Women in Sport training programmes annually across the country.
- For Triathlon Ireland to play an active part in developing a national Women in Sport week.

PARTICIPATION 2/4

AIM

- Encourage women to join a triathlon club.

OBJECTIVES

- Increase Triathlon Ireland's female membership
- Work with clubs to encourage more women to join and become active club members.
- Actively engage with existing clubs on Women in Sport programmes.
- Work closely with clubs to develop a network of female 'Leads'.

DELIVERY

- Support clubs to organise and run Women in Triathlon club open days.
- All clubs to have a Women's Officer on their committees to link and work with Triathlon Ireland's Women's Participation Lead.
- Develop club networks to help share ideas on how to encourage more women to train and race together.
- Triathlon Ireland to organise and facilitate an annual meeting of all Women's Officers to discuss ideas and initiatives to promote and develop female participation.

TARGETS

- Increase female membership by 7% per annum and by 30% over the lifetime of the plan.
- All clubs to provide contact details for a Women's Officer in 2018 onwards.
- Launch the Women's Network in 2017.
- To deliver a Women in Sport annual conference in 2018 in partnership with clubs and other NGB's.

PARTICIPATION 3/4

AIM

- To encourage growth in participation from junior girls.

OBJECTIVES

- Develop pathways and strategies to engage and encourage more girls to get involved in triathlon.
- Use the TriHeroes programme as a gateway to female participation.
- Link with Active Schools weeks as a gateway to participation.

TARGETS

- An annual growth of 8% in junior female membership.

PARTICIPATION 4/4

AIM

- Explore existing barriers to participation for women.

OBJECTIVES

- Using focus groups and clubs to develop a working document on participation barriers
- Working with colleges and universities develop a research based project around participation barriers for women and girls in sport'

DELIVERY

- Work with clubs to explore and address potential barriers around participation and share with each other.

TARGETS

- To have a working document by 2019 which has been developed by clubs and which can be used as a tool kit for others.

COMMUNICATION

AIM

- To positively raise the profile of women's triathlon.

OBJECTIVES

- Using social media, the TI website and media campaigns, grow the profile of women in triathlon.
- Highlight the role of women across all sections of triathlon.

DELIVERY

- Develop a series of female role model profile pieces for the Triathlon Ireland website.
- Develop a useable bank of female images for promotion and advertising.
- Develop a WIS media campaign which will encourage more women and girls to get involved in triathlon.

TARGETS

- Twelve role model pieces to be delivered annually.
- 100 images to be collected annually for use in promotion and media campaigns.
- A WIS participation initiative to be launched in 2017/2018

LEADERSHIP

AIM

- To encourage more women into leadership positions within triathlon (club chairs/board members/committee members/Technical Officials, volunteers and coaches).

OBJECTIVES

- Actively encourage women to get involved in all aspects of triathlon.
- Positively showcase current women in leadership roles.
- Develop a pathway for women into leadership positions.
- Increase the number of women in Technical Official roles, volunteering and coaching.
- Provide additional support for women currently in Technical Official and coaching roles.
- Provide specific Continuous Professional Development opportunities and mentor programmes aimed at women to support personal and club development.

DELIVERY

- Hold a leadership seminar as part of the annual WIS meeting.
- Develop a series of media pieces highlighting the varied roles within triathlon and use case studies to highlight current women in those roles.
- Set up a mentor system within clubs to encourage, support and nurture women in leadership roles.
- Encourage more females to be involved in the Technical Officials Committee.
- Deliver Tri Leader female led coaching courses specifically for females.
- Develop a series of specific CPD courses aimed at females.

TARGETS

- Provide a focus on leadership as part of the annual Women in Sport meeting.
- Deliver three media pieces annually highlighting the role of women in leadership positions.
- Set up four mentor schemes supporting leadership and club development roles.
- Set up 10 mentor schemes annually supporting technical, volunteer and coaching roles.
- Recruit two new females to the Technical Committee by 2018.
- Deliver two Tri Leader courses annually, aimed specially at women.
- Deliver two specific CPD courses annually aimed specifically at women.

FOR MORE INFORMATION

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