

Our Vision

To strengthen our community, open triathlon to all and to transform lives through swimming, cycling and running.

Our Mission

- To deliver a sport that
 Is vibrant and attractive to all
 - Runs brilliant events that captures people's imaginations

 - Innovates to growDelivers international success
 - Gets the nation moving



Strategic Themes and Choices

Building Blocks of Strategy



Organisational Strength



Junior/Youth Development



Engaging Events



Sustainable Clubs



Diversity & Inclusion



Digital Footprint



eSports



National Home



High Performance



Profile Awareness



Our Tribes

The Commited

Heavily Involved

Heavily involved either as an athlete and/or in one of the core community roles (Coach/Technical / Race Delivery / Club Committee)

Connected & Follows

Connects with Triathlon Ireland on social media, understands other elements of the sport outside of their core interest area.

Club Member

Most likely a club member.

Range of Abilities

A wide range of ability levels represented.

Main Sport

Triathlon is their main sport and part of their identity.

One Pathway

Has a desire to follow an identifiable pathway in at least one area of the sport.

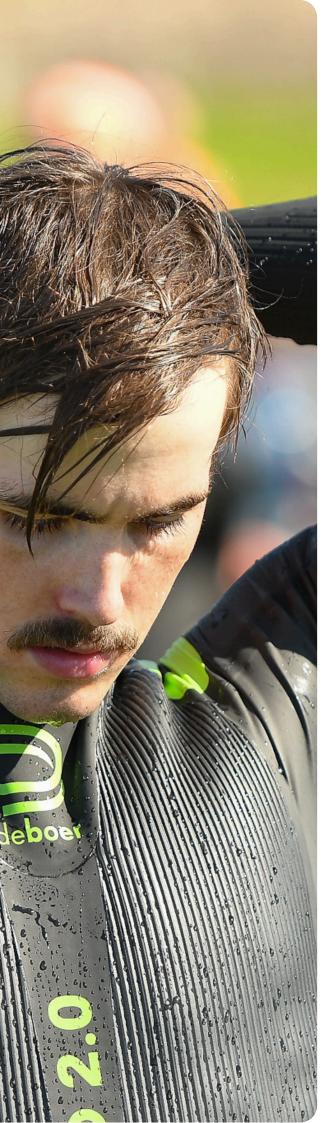
Supports Elite

May follow or support our elite athletes' progress.

3+

3+ hears of consecutive membership.





The High Performer

Elite Winner

This could be an Elite, Elite Para or Development athlete with aspirations to win regionally, nationally and internationally.

Coach

A high-level coach, perhaps already operating at the highest level, possibly being paid, who wants to assist athletes to achieve their full potential and perhaps develop a second career or second income.

Age Group National

Connects with Triathlon Ireland on social media, understands other elements of the sport outside of their core interest area.

Official

A top level Technical Official, operating at National Championship or international level. A committed volunteer, willing to devote significant time and energy to the sport.

Club Member

Is proud to be a triathlete and wants both brilliant event experiences domestically and internationally; and wants a support structure to allow them to fulfill their potential.

Leader

Is a leader at club, race or national level with a desire to grow, lead and develop the sport.



The Event Driven

Challenge

Attracted to the sport for the challenge of completing a triathlon.

Distance Focus

Targets a small number of events with increasing distance providing the main focus of the challenge.

Event

Is very focused on the event and event experience.

No Club

Most likely not a club member, but if so is using the club initially as a service provider.

One Day

Not connected to Triathlon Ireland beyond the bare minimum of a One Day Membership. Likely does not understand what TI does.

Disconnected

Has not been asked, and has no desire to; or does not understand how to connect with the sport in a more meaningful, long term way.

Interest Wanes

Is likely to drop out of the sport once the novelty of the challenge wanes. Has not connected to a community or the sport beyond their own event experience.

May Feel Excluded

May be blocked from accessing the sport and embracing the challenge due to socioeconomic reasons or ability level. May not see themselves represented in terms of gender, age, disability, body image, race or ethnicity.

The New to Tri

Looking For A Challenge

Involved in some sport but looking for a new challenge or outlet.

Open To Persuasion

Partakes in exercise in a non-organised way and is open to persuasion about involvement in triathlon.

One Previous Discipline

Previously participated in one of the disciplines (swim, bike, run) and no longer involved in that individual sport but looking for a new sporting involvement.

Social Outlet

New to an area and looking for a social outlet through sport.





Youth

All Of The Above

A cross-section of all of the above.

Multiple Sports

Most likely involved in multiple other sports.

Connected To The Sport

May be in a school, club or connected to the sport through family.

Safe, Friendly

Wants a safe, friendly experience.

Develop, Improve

Wants to develop and be challenged.

Other Disciplines

May have dropped in to the sport from other individual sports (swim, bike, run).

Full Range

A full range of aspirations, abilities and needs.

Fun

Looking for fun, engagement, peer group connection.

Focus Areas

Youth Development
Mass Participation
Brilliant Events
Diversity & Inclusion
High Performance
Clubs & Members



Focus Areas

Youth Development

- 50/50 youth/adult split.
- · Youth sections in all clubs.
- Schools programme running, nationwide.
- Increased number and type of youth events schools, clubs, colleges, LSPs.
- Tri-Heroes numbers increased (10k+ participants).
- Tri-Captains rolled out nationwide.
- Regional training groups throughout the island.

Mass Participation

- Triathlon a gateway sport for swim, bike, run (National Sports Policy).
- Diverse and inclusive range of events and formats including Aquathlon, Duathlon, Aquabike – short circuits – low entry costs – park events – low equipment cost.
- Triathlon is a key sport for people thinking about getting fit in a whole body way – leading the way in getting Ireland active.
- Schools programme embedded nationwide.

Brilliant Events

- Major (televised) World Triathlon event.
- Multi-sport festival for elites, age groupers & mass participation.
- National racing & training centre established.
- Schools Championships Provincial & National
- Leading NGB in eSports with wide range of virtual events delivered

Diversity & Inclusion

- Broad mix of participants in age, gender, demography & geography.
- Increased number of those from underrepresented groups involved in triathlon.
- Effective 'New to Tri' programmes.
- Athletes and coaches with a disability catered for in every club.
- Inclusive Para Triathlon Race Series developed & growing.
- Festivals of Sport attracting new people to Triathlon.

High Performance

- Regular podiums in European and International events (Senior & Junior, Male & Female, Para).
- Olympic medal prospect in 2028.
- Irish club in Top 8 in Europe (Senior & Junior).
- Effective HP pathway in place.
- Regular Regional and National Series across year.
- Talent ID delivered HP athletes.
- HP Coaching pathway.

Clubs & Members

- 25k+ members.
- 85%+ membership linked to clubs.
- All clubs sustainable with club accreditation programme compliance.
- Qualified coaches in every club.
- · Clubs visible in local communities.
- Development officers driving links from programmes to clubs.
- Development resources used by a

Organisational Strength

Governance

Safeguarding

Digital Platform

Commercial

Partnerships



Priorities

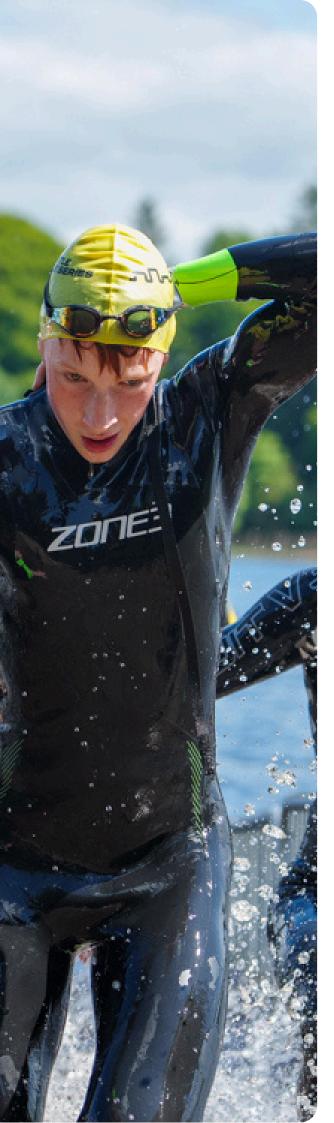
YOUTH DEVELOPMENT

Overall Goal

To significantly increase our youth footprint by delivering engaging programmes, events and making Triathlon an attractive option for young people.

- Formulate a marketing strategy for Junior members and revise and refresh continually (including digital, online, social media platforms that engage young people).
- Expand the Tri-Heroes programme.
- Develop the Tri-Captains programme.
- Deliver a comprehensive, revamped schools programme.
- Create and deliver a universities/colleges programme.
- Design and deliver regular youth weekly events.
- Create the best competition formats and environments for junior athletes including compelling county, provincial & national schools series and events.
- Ensure there are Junior sections in more/all clubs across the country.
- Create regional Training Groups for young athletes.
- Deliver a range of effective 'on ramps' to the sport and inclusive initiatives targeting youth athletes including 'Intro to Tri / Fun Try Out' events at schools, clubs, community groups and colleges/universities.
- Foster collaborative partnerships to expand the reach of our programmes.
- Continue and develop the partnership with World Triathlon Coach Development.
- Explore barriers to young people's involvement in Triathlon at all levels.
- Create an awards ceremony to recognise youth involvement in our sport.





BRILLIANT EVENTS

Overall Goal

To deliver brilliant events that set the benchmark for the Irish sport and leisure activity landscape.

- Pursue a clear event bidding strategy that complements our aspiration to host an International (World Triathlon) event presented to a world stage.
- Launch and deliver an engaging Multi Sport Festival.
- Ensure National Series (Adult & Junior) are outstanding, well run events.
- Develop a Schools Championships programme at local and national level.
- Develop a National Training & Performance Centre for Triathlon.
- Design and deliver an innovative eSport
 Programme and lead the way in the adoption
 of eSports standards and competition models
- Create a 'Carnival' atmosphere around our events.

MASS PARTICIPATION

Overall Goal

To transform Triathlon into a mainstream Irish sport through a range of mass participation events.

HIGH PERFORMANCE

Overall Goal

To get Irish athletes (Junior and Senior) competing for medals on the European, World and Olympic stages consistently.

Key Initiatives

- Design and deliver an innovative range of formats and events, and which caters for all levels of participation including:
- 1. Aquathlon, Duathlon, Aquabike.
- 2. Short circuits.
- 3. Low cost event model (entry charge, low equipment cost).
- 4. Park run 'style' events.
- 5. 'Bucket list' events.
- 6. National Event Series.
- Develop a 'Getting Ireland Active' programme.
- Establish an events programme that is tailored for participation at a local community level
- Leverage National Sports Policy (swim, bike, run focus) to increase participation rates.
- Maximise partnership opportunities and programmes with key stakeholders (LSPs, Failte Ireland, Healthy Ireland, Local Councils, Third Party Event Providers, Charity Organisations etc.)

- Ensure we deliver a World-Class standard HP programme.
- Manage our Talent Pathway to realise our athletes' full potential.
- Grow our international age group programme at European and World level.
- Build partnerships with other international federations to provide competitive exposure for our best young athletes.
- Design and deliver Talent ID camps & events (Junior & Senior).
- Ensure the Regional & National Series support our performance programmes.
- Develop a comprehensive HP Support Services programme.
- Create a HP Coach Development pathway
- Develop a Regional coaching network connecting HP to clubs.





CLUBS AND MEMBERS

Overall Goal

To build a strong foundation of clubs across the island that are well run, cater for all, and are growing sustainably and to increase our membership base significantly.

- Support club planning and sustainability through a range of education, funding, resources and development programmes.
- Design and deliver the Evolve Club Standards & Club Development Programme.
- Provide Development Officer Support (linked to clubs).
- Provide support to clubs in grant application and funding for club development, programmes and equipment.
- Create a communications and best practice sharing platform across clubs.
- Create a Countrywide Coaching Network
- Develop an innovative digital platform (providing support resources) including:
- 1. Online coaching platform.
- 2. Club Development tools, templates & other resources.
- 3. Membership management system.
- 4. Communication & relationship management.
- Develop marketing & awareness raising programmes (national & local level).
- Provide development programme support for clubs through funding and human resources.
- Design and deliver education programmes for coaches, TDs, RO's and volunteers.



DIVERSITY & INCLUSION

Overall Goal

To open Triathlon to be more diverse and inclusive catering for all not just the middle aged, affluent base.

- Embed a culture of inclusion, equality and diversity in all areas of Triathlon Ireland, our clubs and events.
- Develop & deliver a diversity & inclusion strategy including bespoke plans aimed at encouraging more people from under represented groups to engage and participate.
- Develop & deliver a 'Women in Sport' strategy
- Design and deliver a 'health, fitness & wellbeing' triathlon based programme and innovative fitness programmes linked to Triathlon.
- Create clear pathways for under represented groups into participation, coaching and/or volunteering.
- Carry out ongoing research on participation levels.
- Provide tools and share best practices at national, regional, club level.
- Create showcases of best practice examples
- Adopt positive bias re leadership roles at national, regional & club level.
- Create role models and stories 'See it, be it'
- Actively highlight inclusion, equality and diversity and promote the positive message of Triathlon for All.
- Partner with key organisations to deliver our programmes.

ORGANISATIONAL STRENGTH

Overall Goal

To be recognised as a leading NGB in Ireland with outstanding governance, excellent professional and volunteer workforce, great partnerships, sound underlying financials, and effective engagement with clubs, members and stakeholders.

- Ensure we operate to the highest standards of governance excellence (ongoing).
- Build staff and volunteer capability through training & skills building programmes.
- Design and deliver an officials development programme.
- Provide safe and regulated events for our members and the triathlon community.
- Review and refresh our coaching programme (ongoing).
- Develop and deliver a revised commercial strategy with a broad range of activity.
- Create a balanced financial model (Government funding, Membership, Commercial revenue).
- Develop a value adding finance function that supports the sort, ensures long term sustainability and creates robust oversight processes and structures.
- Communicate transparently with key stakeholders (clubs, members, stakeholders).
- Adopt new technologies and create a digital platform to support our strategic objectives.



