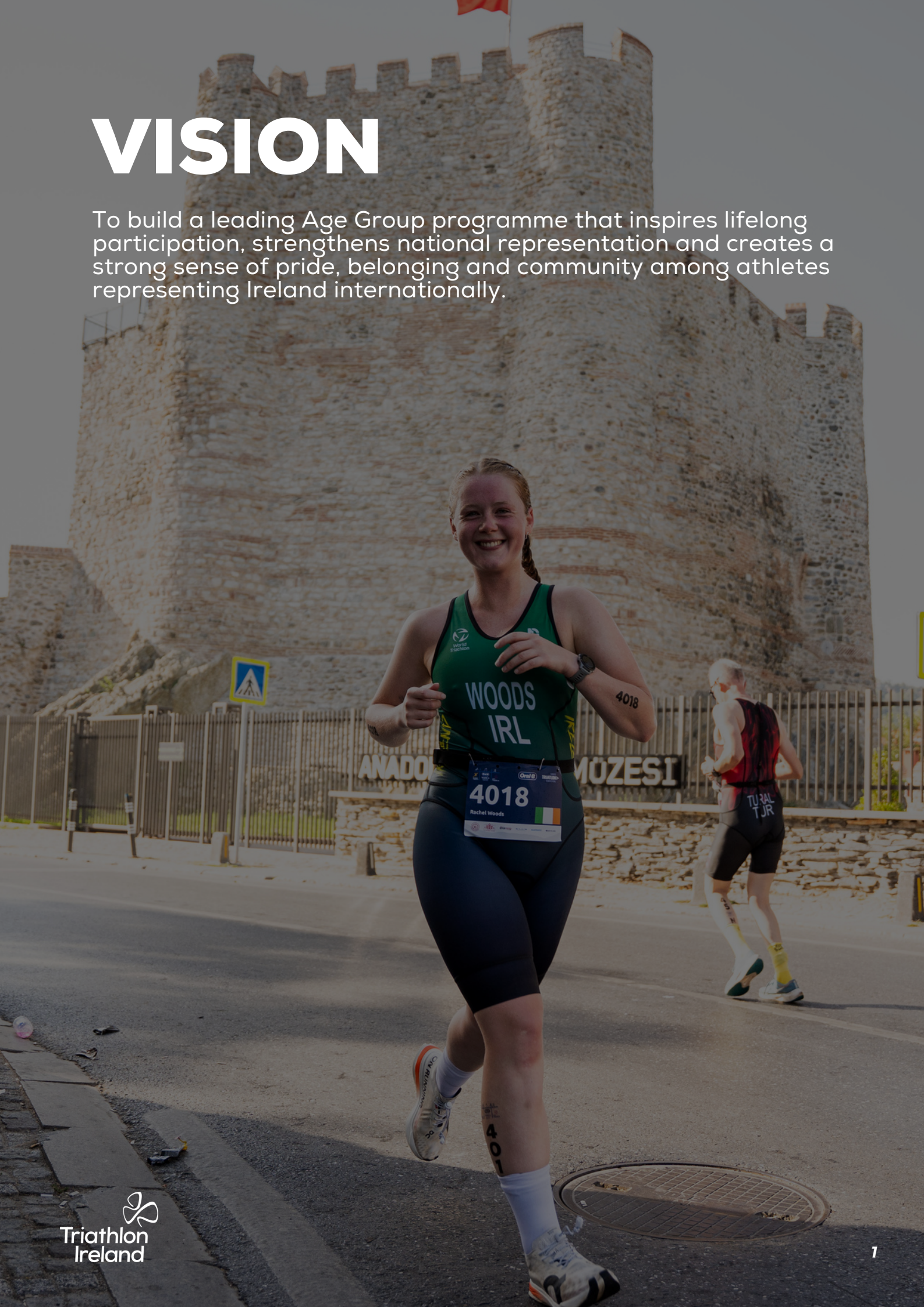


AGE GROUP STRATEGY

2027 – 2030

VISION

To build a leading Age Group programme that inspires lifelong participation, strengthens national representation and creates a strong sense of pride, belonging and community among athletes representing Ireland internationally.





PURPOSE

The Age Group Programme exists to provide ambitious, inclusive and high-quality international racing opportunities for Irish athletes, while strengthening participation, community connection and long-term engagement within the sport.

The programme will support athletes to proudly represent Ireland on the international stage while creating stronger links between clubs, domestic racing and international competition.



STRATEGY DEVELOPMENT & CONSULTATION

This strategy has been informed through athlete feedback, team manager experience and operational learning from the delivery of Triathlon Ireland's Age Group Programme.

Initial consultation was undertaken during the 2026 Age Group Information Day, where athletes provided feedback on their experiences, priorities and aspirations for the future of the programme. Additional consultation will continue with athletes, team managers, clubs and key stakeholders to support ongoing development and review.

STRATEGIC IMPORTANCE

The Age Group Programme plays a key role within the wider Triathlon Ireland participation pathway and provides aspirational opportunities for members to represent Ireland internationally.

The programme:

- Supports lifelong participation in triathlon
- Strengthens engagement across clubs and domestic racing
- Creates aspirational opportunities for members
- Increases visibility of the sport nationally and internationally
- Connects participation, club racing and national representation.
- Creates opportunities for athlete development and progression at all stages of life.
- Enhances Ireland's presence within the international triathlon community.

Clubs and domestic racing will remain central to the continued growth and visibility of the Age Group Programme.



STRATEGIC PRIORITIES

1. International Representation & Team Ireland Experience

Strengthen Ireland's presence at World and European Championship events through increased participation, stronger athlete support structures and a clear Team Ireland identity.

Strategic Focus

- Achieve sustainable growth in international participation across the strategy period, recognising that participation levels may vary depending on championship location and accessibility.
- Increase the number of first-time Age Group athletes competing internationally each year;
- Identify and support a flagship championship event annually based on participation potential, athlete demand, accessibility and strategic importance;
- Strengthen Team Ireland culture and athlete experience;
- Support athletes to compete confidently and enjoy positive experiences at international level.
- Develop a consistent Team Ireland athlete support model across all priority championship events through:
 - Team Manager support
 - Structured athlete communications
 - Pre-event briefings and webinars
 - Team merchandise and identity
 - Athlete storytelling and team promotion
 - Team meet-ups and social opportunities
 - On-site support and information
 - Post-event evaluation and athlete feedback

2. Athlete Experience, Education & Pathway

Create a connected, supportive and aspirational programme that empowers athletes at all stages of their Age Group journey.

Strategic Focus

- Use domestic racing, National Championship events and club engagement to create a clearly defined pathway from participation to international representation.
- Increase awareness of international Age Group opportunities through domestic events, athlete storytelling and engagement with clubs
- Implement a post-championship athlete survey and annual programme review process to support continuous improvement.
- Support first-time international athletes entering the programme
- Improve athlete education and understanding of international racing pathways, processes and expectations
- Promote athlete wellbeing and positive experiences across the Age Group journey
- Develop a stronger and more connected Tri Team Ireland Age Group community
- Develop a structured Age Group Athlete Information Programme including qualification guidance, championship preparation resources, webinars and athlete mentoring opportunities.

3. Sustainable Programme Growth

Develop a sustainable programme that strengthens the Team Ireland community, supports athlete engagement and creates long-term opportunities for growth and participation.

Strategic Focus

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- Deliver a sustainable operational framework for programme growth
- Increase the visibility and profile of the Age Group Programme across the Irish Triathlon community
- Develop commercial and strategic partnership opportunities that support programme delivery and growth
- Strengthen alignment and collaboration across participation, events, communications and athlete development initiatives.
- Establish a Team Ireland Age Group Ambassador Network to support programme growth and athlete engagement.
- Develop mentorship opportunities between experienced and first-time representatives.
- Recognise repeat representation and athlete milestones.
- Strengthen connections between clubs and international representation.
- Explore opportunities to develop a Team Ireland alumni network.
- Develop commercial partnerships that add value to athletes while supporting programme sustainability.

4. International Positioning & Hosting

Develop and implement a roadmap towards hosting a World Triathlon or Europe Triathlon Age Group event in Ireland during the strategy period.

Strategic Focus

- Strengthen relationships with World Triathlon, Europe Triathlon and partner federations
- Explore opportunities for international collaboration and team based competition
- Position Ireland to host an international Age Group event within the next 3–5 years
- Showcase Ireland as a destination for endurance sport and international competition



MEASURES OF SUCCESS

Success of the strategy will be measured through the following outcomes:

International Participation & Representation

- Sustained ¹year-on-year growth in Irish athlete representation at World and European Championship events
- Increased number of first time athletes entering international Age Group competition
- Increased athlete retention and repeat participation across championship cycles
- Broader representation across age groups, race formats and championship events

Domestic Engagement & Pathway Development

- Increased participation at National Championship events linked to the international pathway
- Stronger connection between clubs, domestic racing and Team Ireland representation
- Improved athlete awareness and understanding of international racing opportunities
- Increased visibility of the Age Group pathway within the wider membership base



Athlete Experience & Programme Confidence

- Strong athlete satisfaction and confidence in the Age Group Programme
- Improved athlete understanding of selection processes, expectations and support structures
- Consistent delivery of a positive Team Ireland experience across priority events
- Increased athlete engagement with Team Ireland initiatives and activities.
- Increased participation in athlete education and support programmes.
- Improved first-time athlete experience.



International Positioning & Collaboration

- Development of stronger relationships with World Triathlon, Europe Triathlon and partner federations
- Progression toward hosting an international Age Group event in Ireland within the strategy period
- Increased international visibility and recognition of Irish Age Group participation
- Growth in collaborative opportunities including relay, regional and team-based competition

Sustainable Growth & Visibility

- Have an active ambassador network supporting programme growth and athlete engagement.
- Develop mentorship opportunities between experienced and first-time representatives.
- Recognise athlete milestones and repeat representation.
- Strengthen relationships between clubs and international representation.
- Explore opportunities to develop a Team Ireland alumni network.
- Growth in female representation across championship events.
- Growth in youth participation and representation.
- Increased engagement with Team Ireland storytelling and communications.

KEY PERFORMANCE INDICATORS

Area	Measure
Athlete Satisfaction	>90%
First-Time Athletes	Annual increase
Repeat Representation	Annual increase
Female Participation	Annual increase
Youth Participation	Annual increase
Athlete Engagement	Annual increase
Club Engagement	Annual increase
Visibility	Annual growth in communications reach
Hosting	Feasibility study and hosting roadmap completed

STRATEGIC OUTCOME

By 2030, Triathlon Ireland will deliver a sustainable, inclusive and athlete-centred Age Group Programme that provides clear pathways to international representation, strengthens connections between clubs and athletes, and is recognised for delivering an outstanding Team Ireland experience.





IRELAND