

KEY STRATEGIC OBJECTIVES 2013-2016

PROMOTING TRIATHLON EXCELLENCE

The objectives listed inside represent the key strategic aims for the organisation in the next Olympic cycle through to the end of 2016 post the Rio Games. These objectives will form the cornerstone of the strategic direction of the organisation from which the CEO and staff will develop the operational plans to ensure their delivery.

The Strategic Goals are framed around the five strategic pillars that form the foundation of Triathlon Ireland.



www.instagram.com/triathlonireland



www.twitter.com/tri_ireland



www.facebook.com/triathlonireland



www.triathlonireland.com

Email: administrator@triathlonireland.com

Tel: (01) 2741032

Co. Wicklow

Kilmacogue

Unit E2 Glencormack Business Park

Triathlon Ireland

CONTACT US

TRIATHLON IRELAND



KEY STRATEGIC OBJECTIVES 2013-2016

PROMOTING TRIATHLON EXCELLENCE



TRIATHLON IRELAND





KEY OBJECTIVE

OBJECTIVE MEASURES BY 2016

1. Organisation, Governance and Finance

Build a sustainable, financially secure organisation that is seen as a leading light in sport domestically but also within triathlon internationally.

1. Minimum of 6 months reserve
2. Open transparent financial accounting and reporting
3. Board and organisational accreditation of excellence in governance.
4. Embedded systems and processes for the efficient and effective management of the organisation across areas such as:
 - a. Human resources
 - b. Health and Safety
 - c. Risk Register
 - d. Anti-doping
 - e. Child and Vulnerable Adult Protection
 - f. Data protection
5. IT Infrastructure plan to maximise the use of technology

2. External Stakeholder Recognition and Engagement

Develop an organisation that is recognised by stakeholders such as the ISC and Sport NI as a high performing organisation excelling in delivery. Develop an organisation that is highly attractive for sponsors

1. Receive continually positive assessment at mid and end of year reviews by the NI and ROI Sports authorities.
2. Received continual funding from the ISC and Sport NI for the development of triathlon in Ireland
3. Develop secure sponsorship for the quadrennial with multiple sponsors and maximise sponsor opportunities for all the identified rights Triathlon Ireland can market.
4. Secure greater awareness and raise the profile of triathlon in Ireland with increased media coverage utilising:
 - a. A Marketing and Media Plan to help develop and grow the Sport and;
 - b. A Communications Plan

3. Membership Engagement

Develop an organisation that is fit for purpose, providing excellence in membership services and support. An organisation that has the membership as a central focus where members not only feel valued but are also proud to be members of TI.

1. Year on year increase in qualitative opinion of TI in membership surveys
2. Provide systems and services that offer good value for money and that are member focussed
3. Ensure staff are providing efficient and effective response and advice to members
4. Reduce Churn

4. Participation and Events

To develop triathlon to become one of the key sports in Ireland. Provide an events and participation structure to encourage participation in triathlon at all levels and allow every member to achieve their own personal goals and aspirations from simple participation through to high performance elite teams.

1. Year on Year growth in the number of members with a target of 11,000 by 2016
2. Increase number of clubs/increased numbers in club membership
3. Increased number of women members to achieve a 40/60% split
4. Increase in Junior membership to 2000
5. Regional Academy to nurture and develop young athletes for both on-going participation and also talent progress
6. High Quality domestic races catering for all standards and all types of Triathlon including Multisport.
7. High Quality International Events
8. Increased opportunities for training camps and Age Group Development
9. Increased number of club coaches

5. Coaches, Technical Officials, Volunteers and Staff Engagement and Development

Development of TI the Team with clear defined pathways for Coach, Technical Officials, Volunteers and Staff development. Provide systems and services that reward excellence and improve the quality of Team TI.

1. Fully developed Coach Development and CPD Programme to increase quality and quantity of active coaches with at least one level 2 per club
2. Fully Developed Rules and Technical Officials Programme to increased number of TOs and increased number of internationally recognised officials
3. Develop Systems to attract and retain volunteers
4. Development of staff, increased resilience and legacy

6. High Performance Development Opportunities and Achievement

To provide a system and infrastructure to maximise the ability of our elite athletes at both ITU Series and Paratriathlon to perform at the highest levels. To develop a strong talent pool and talent identification process

1. Develop a talent development pathway and support infrastructure with increased numbers of potential elite athletes
2. Develop a Talent Identification System that will find the cream of athletes.
3. Provide infrastructure support and services to our senior athletes that will allow them to develop to their maximum capability
4. Develop a mirrored performance programme for Paratriathletes to identify and develop for future representation for Ireland at the highest levels of international competition.
5. Qualify both development and Senior athletes for both elite para and elite races at the highest level with a minimum of 2 + 2 qualified for the Olympic and Paralympic Games in 2016.

ORGANISATION

MEMBERSHIP

PARTICIPATION

DEVELOPMENT

HIGH PERFORMANCE