

2011  *TRIATHLON*BC
ANNUAL REPORT



Triathlon BC is member based, service oriented and volunteer driven. We strive to be professional in the way we create and organizes technically sound programs, clinics and events. Guided by our Vision, Mission, and Strategic Plan (outlined below), Triathlon BC plays a leading role in the growth and development of the sport within Canada.

VISION - Triathlon BC will *develop, promote* and *support* the sport of triathlon in British Columbia.

MISSION- Develop, promote & support the sport, throughout British Columbia and Canada.

Develop - Triathlon BC will use its available skills and resources to give back to its stakeholders – developing the sport by investing back in the community.

Promote - Triathlon BC will produce an annual Race Series to promote participation and friendly competition throughout British Columbia, recognizing events with exemplary basic standard. Triathlon BC will promote the sport by creating and improving brand awareness, using all forms of media available to reach out to current and potential membership.

Support - Triathlon BC will support sanctioned events to meet an improved basic standard for the benefit of all members involved. Triathlon BC will increase both the adult and youth membership and provide resources and opportunities for new and existing coaches – recognizing that coaches are fundamental to the growth of the sport at all levels.

Triathlon BC is dedicated to working as a team to ensure the growth and development of triathlon in the years ahead, investing in eight identified areas of focus:

1. **Investment in Community** - Triathlon BC will use its skills and resources to give back to our stakeholders, actively engaging contributors to community life throughout BC.
2. **Improve Race Standards** - Triathlon BC will strive to have all races meet an improved basic standard, ensuring that events are conducted in a safe, fair, ethical and harassment free environment regardless of age, race, gender ability or disability.
3. **Effective Communications** - Triathlon BC will use all forms of media, allowing its constituents to be aware of all programming efforts.
4. **Increasing Brand Awareness** - Triathlon BC will seek ways to improve the brand, create awareness and encourage partnerships.
5. **Improve the Race Series** - Triathlon BC will turn the Race Series into a product that athletes and sponsors will invest in.
6. **Establish Business Processes** - Triathlon BC will establish guidelines for how we do business, maintaining an effective organization, with collaboration and accountability.
7. **Coach Development** - Triathlon BC will provide resources and opportunities for new and existing coaches.
8. **Membership Growth** - Triathlon BC will increase our adult and youth membership, allowing for personal growth and success through sport participation.

Over the past two years, Triathlon BC hit upon each of these objectives with significant intensity, catapulting the Association to another successful year, firmly establishing itself as an emerging sports Association.

The sport of triathlon has become the beacon of health and human potential, and has been highlighted time and again by the Provincial Government as a ‘cradle to grave’ sport that offers avenues to keep the body healthy and the mind engaged, regardless of age, or the chosen level of competition.

The past year was highlighted by two special awards of distinction; in late 2010, Triathlon BC was designated by the Canadian Sport Centre-Pacific as the “**Sport Organization of the Year**” and shortly thereafter, was awarded the **Wendy Beaudry Award** by the Ministry of Community, Sport and Cultural Development. Each award highlights efficiencies in program delivery and excellence in sport development.

PARTICIPATION, GROWTH TRENDS AND DEMOGRAPHICS

Membership and participation continues to maintain high water marks set in 2010, following unprecedented growth over the past five years. While participation rates and day membership are robust, showing an annual membership of 2,632 and a day participants of just under 18,000. To put these figures into perspective, Triathlon BC’s annual membership hovered at 2,000 individuals in 2007, and catered to approximately 12,000 day racers.

Youth participation across the province is very organic, spiking where established and ongoing programs are offered. Development hotbeds include Keremeos, Vancouver and Victoria. Though we are seeing an increase in youth-specific programming, the vast majority of events continue to be organized by groups that already service the adult community.

Several new engagement initiatives will be launched in the winter of 2011, each focusing on youth recruitment, including in-school visits to 7 communities across the province; Oliver, Terrace, Prince George, Cranbrook, Richmond and Qualicum Beach. These in-school sessions will introduce school-aged kids to triathlon, and include an adult coaching and officiating component.

ATHLETE DEVELOPMENT / HIGH PERFORMANCE

Our high performance program is among the best supported initiatives in Canada, offering the highest density of performance services to athletes, and a growing infrastructure of education and resources to coaches. With significant investment from joint partners Canadian Sport Centre – Pacific and Triathlon Canada, two Regional Training Centres now operate in BC. The primary objective of the Centres and their sibling Centre, the Triathlon Sport Academy, are very clear; to develop world-calibre athletes that are capable of securing medals at the International level, including the Olympic Games, Pan American Games, World Cup competitions and World Championships. Fruits of the long term development efforts include Simon Whitfield, Kirsten Sweetland and Paula Findlay. A further investment in sport saw the introduction of two BC Sport Schools, allowing high performance students in Victoria and Kelowna to split their school days between academics, training and competition.

While the world focuses on our international elite stars, our Age Group racers also made their mark on the world stage, as 63 Triathlon BC members – 21% of all Canadian participants - took part in World Championship events, competing in Duathlon, Aquathlon, Sprint, Short-Course, Long Distance and Off-Road Triathlon in 2011.

2011 marked the introduction of Triathlon as a sport in the Western Canada Summer Games. These multisport Games, catering to approximately 3,000 athletes from western provinces and territories, are carefully monitored by Provincial and Federal governments, and play a critical role in sport funding. Building on the success of the 2009 Canada Games (where BC Team athletes dominated competition), the 2011 BC Team, lead by a combination of Coaches Kelly Guest and Carolyn Murray, secured BC on the top step of the podium, with a total of 8 medals.

Our Junior Elite racers continue to produce outstanding results, with top finishes in the Teck Junior Series, National Championships, PATCO Championships and World Junior Championships. In the Teck Junior Series, BC was comparable to the top provinces in participation depth. Provincial Junior Elite participation numbers were distributed relatively equal between male and female racers. Speaking well to future development, our program has a very even distribution of juniors across all four years of eligibility. Furthermore, our top performers are not all 4th year Juniors.

Despite program successes, Junior Elite numbers continue to be low; approximately 1/3 of those in Ontario, the current leader in Junior Elite participant numbers, perhaps suggesting a need to refocus programming efforts on bridging the gap between Kids of Steel and Junior Elite in all regions of the province. With a relatively large number of young participants, Triathlon BC needs to capitalize on the enthusiasm to drive our next generation of high performance athletes. Safeguarding this resource is well managed will ensure opportunities to enter our high performance pathway.

The biggest threats to the high performance programs are the limited development opportunities available to athletes. We have amazing venues, many potential participants and enthusiastic coaches. Investing in coach education is a priority, as is event development through Race Director, Community and Club communications and information sharing.

Regionally, unfortunate funding reallocation resulted in the closing of the PTC Vancouver, a high performance initiative that catered to young athletes across Metro Vancouver. Triathlon BC would like to thank Coach Mark Bates for his time and hard work in helping mainland athletes compete against Canada's best Junior Elite racers.

COACH DEVELOPMENT

Triathlon BC hosted a total of sixteen NCCP clinics throughout the province in 2010/11, largely a result of our prerequisite for affiliated Clubs. Clinic locations included Vancouver, Kelowna, Vernon, Victoria, Delta and Trail. Geography and distance continue to prove challenging, as Clinics earmarked for the north-east and north-west corners of the province did not meet minimum participant requirements.

Processing close to 350 Community-level coaches since 2009, Triathlon BC is at the forefront of coach certification. Squarely on the radar of the Coaches Association Of BC, Triathlon BC secured a small grant from the CABC allowing many Clinics in areas outside of Metro Vancouver to proceed.

EVENT SANCTIONING

Triathlon BC sanctioned a total of 50 events in 2011, representing 94 individual disciplines. While our total participation rates have increased by a staggering 30% since 2007, the number of single events has decreased by just over 10% over same time frame.

While some multisport disciplines, including duathlon and aquathlon have all but disappeared from the provincial landscape, there is a distinct need for these events to continue and thrive in the community, being less facility-dependent and friendlier to the entry level athlete. With the advent and popularity of Gran Fondos across the province, a new crop of athletes may be keen to test their fitness in these participant-friendly events.

We continue to see the biggest jump in participation rates in the shorter (sprint) distance events, with slow but steady growth in short course (Olympic) and Long Distance (Half Iron) events.

To the detriment of our high performance system, we are consistently facing low participation numbers and a decreasing number of opportunities for draft legal competition. We must revitalize these opportunities, and increase the number of draft legal events. In offering more events we will also need to make draft legal racing more attractive and accessible to the membership.

MARKETING, COMMUNICATIONS & MEDIA

In 2011, Triathlon BC worked exhaustively to create a contemporary new logo, designed to help drive brand awareness and visibility, and provide a better fit with our active membership. Rebranding efforts continue, with positive feedback from many stakeholders.

Triathlon BC has focused on providing timely, pertinent information to its members, distributing relevant information through a number of media vehicles, including our website, annual magazine, monthly eNews Updates (that draws over 6,000 subscribers!), and our very active FaceBook page – with close to 900 active followers. Our annual magazine continues to undergo evolutionary changes, and was upgraded from a layout, production and content perspective in 2011.

2011 saw Triathlon BC relocate its annual Gala to the Granville Island Brewery. With Peter Reid providing the keynote address, the new facility and format proved to be an overnight success, selling out well prior to event day, and raising a considerable amount of funding for Junior Development.

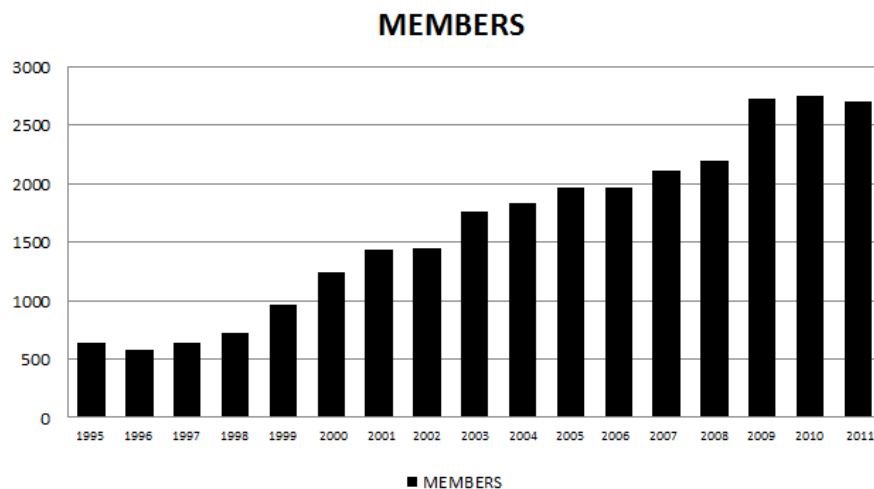
FUNDING

Uncertainty in funding is an ongoing concern in the world of amateur sports, as witnessed by a sector-wide reduction in operating grants in 2010. With improved recognition on the provincial landscape, top-tier results in the National and International arena, and strong membership and participation records, Triathlon BC managed to claw back a small fraction (2.5%) of the previous reduction in funding – a small but notable success in today's world of funding.

Being designated as one of only a handful of Integrated Performance System (IPS) sports in British Columbia, Triathlon BC was able to access a considerable amount of targeted (restricted) funding. As a result of the IPS designation, Triathlon BC, in partnership with the Canadian Sport Centre-Pacific and Triathlon Canada was able to continue RTC operations in Victoria, and open a new high performance Centre in Vancouver.

MEMBERSHIP

The year of 2011 saw a small decrease in membership relative to last year's record setting numbers, with a total of 2,632 members. Year to date comparatives are provided in the chart below.



The largest contingent of our membership can be found in population dense zone five (Vancouver-Squamish), zone six (Vancouver Island), and zone two (Thompson Okanagan).

OFFICIALS

With an eye on increasing efficiencies, 2011 marked the start of several fundamental changes to the Officials' arena, including a formal assignment process, an increased level of communication, and the introduction of an annual Officials Meeting, scheduled for October, 2011. 2012 will champion further efficiencies, as Triathlon BC will introduce a homogenous look to Officials attending sanctioned events, and will distribute detailed event information well prior to each competition.

With an eye on ever present eye on safety and fair play, Triathlon BC hosted two Officials Clinics, and in doing so, increased our pool of Officials by 11, a small but notable figure.

Triathlon BC would like to make special mention to those that officiate our sanctioned events. The commitment each Official makes ensures our sport stays fair, safe and enjoyable for everyone, thank you.

BC TEAM

A total of 120 members were named to the BC Team in 2011; 59 Long Distance racers, 53 short course participants and 8 Junior Elite athletes.

This year's BC Team garment, a unique BC Team running hat, is currently in production. As special recognition, Provincial Champions in each discipline will receive Aqua Sphere Goggles, a certificate for an Ironman wetsuit, in addition to a limited edition BC Team running hat.

CLOSING

Building on its previous success, 2011 was a positive year for the multisport community. As we move forward and begin to look at the 2012 season, there remain a number of critical areas Triathlon BC must remain focused on; the foremost is that of mitigating risk for participants involved in our sport. No matter how much we educate and promote safety, training for and competing in triathlons is inherently a risky endeavour. Triathlon BC must also continue to leverage our relationships with members of the community, creating partnerships that embrace excellence. We must also continue delivering exciting programs, focus on attracting young participants, which will ultimately become tomorrow's Champions.

We should all be proud of our combined efforts that have brought Triathlon BC to where it is today. Thank you for your continued support, and your efforts in fueling an Association that active British Columbians can be proud of.