

May 14, 2019

Dear Triathlon Canada Nation,

Triathlon Canada supports athletes in reaching the Olympic and Paralympic podium, and we also hope to inspire all Canadians who want to discover the sport of triathlon. Regardless of where that start line is for our growing community of high-performance athletes (Competitive) or our passionate age groupers (Community), we firmly believe each of these athletes deserve great coaches, along with a safe environment to train and compete while connecting with your passion to swim, bike and run.

Coaches have the first contact with all athletes who enter the sport, and therefore, are responsible for building a solid foundation for the athlete experience and skill acquisition for triathletes in Canada. As a result, Triathlon Canada in partnership with the Coaching Association of Canada, will launch an updated National Coaching Certification Program in 2019. Built on values of trust, integrity, accountability, respect and excellence, the program is designed to provide positive coaching education and practices amongst Canada's triathlon coaching community through mentorship, education, training and certification.

The program has three core goals:

- » Develop well-trained and certified coaches who are consistent in teaching proper fundamentals;
- » Create a safe training and competitive environment for all involved in triathlon in Canada;
- » Ensure we are creating more triathlon coaches in Canada who will develop athletes in a positive way.

Educating athletes and coaches will take time and resources over the next year, but this is a high priority for the national body, and our provincial sport partners.

Beginning this spring, Triathlon Canada will drive the program into communities across the country over three phases.

**Phase 1** (Spring 2019):

Will focus on early engagement with the Triathlon Canada Nation, educating and working with provincial sport organizations on the new coaching program.

**Phase 2** (Summer 2019):

Triathlon Canada will enhance its communication with the community, begin piloting the program and lead a coaching summit at the World Triathlon Series Edmonton in July.

**Phase 3** (Fall 2019):

Triathlon Canada will officially launch the national program that will be used as a guide for the entire Canadian coaching community.

We have heard this leadership is expected by our community. As a result, Triathlon Canada, along with the Coaching Association of Canada and our provincial partners, look forward to engaging the community in this important coaching initiative in the coming weeks.

Sincerely,

**Kim Van Bruggen**  
Chief Executive Officer  
Triathlon Canada