

TRI **THLON** **CANADA**

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November 19, 2022



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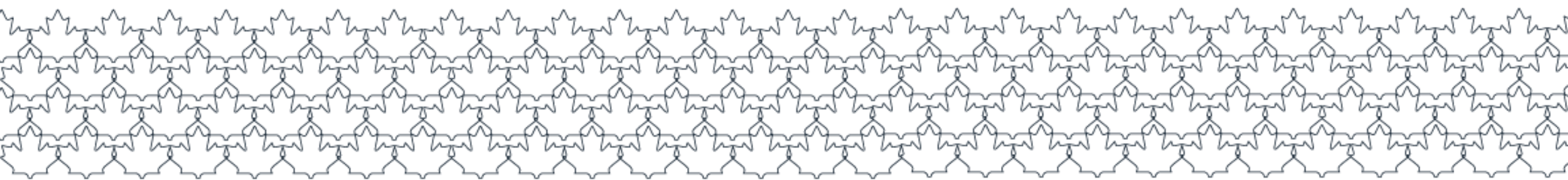
A little about me...

State of Triathlon Canada Post Pandemic

Goals for 2023 race season

Tip of the spear vs triathlon ecosystem

Canadian Triathlon Ecosystem





A little about me...

BACKGROUND

- » 20+ years sport administrator
- » I own a bike, I do swim, I can run...but not a triathlete
- » Played university football
- » Worked at
 - » Canadian Interuniversity Sport
 - » Canada Games
 - » HealthPartners
 - » Badminton Canada
 - » Now...Triathlon Canada
- » Success
 - » Increased revenue by 300%+
 - » Largest Olympic/Paralympic teams in 2021
 - » Hosting major events
 - » Strengthening the badminton ecosystem

State of Triathlon Canada Post Pandemic

Triathlon Canada has had its issues...

- » Major distractions at Tokyo Olympics
- » New leadership
 - » Turnover at Board of Directors
 - » New High Performance Director
 - » New CEO
- » Some issues with our stakeholders
 - » Provincial Associations
 - » Race Directors
 - » Athletes
 - » Sponsors

State of Triathlon Canada Post Pandemic

- » Competitions in summer of 2022
 - » TC struggled to get our calendar
 - » Return to racing was stronger than anticipated!
 - » Recognize that registration was down
 - » Recognize that some events did not happen
- » Membership also down
- » Sponsorship churn

A large red maple leaf graphic is positioned on the left side of the slide, partially overlapping the text. The leaf is stylized with a white outline and a solid red fill.

2023 Race Season Goals

- » Getting schedule out this January !
- » Robust event schedule
 - » Arena Games
 - » World Triathlon Events (4)
 - » National Championships (4)
 - » Junior Development Races (5 or 6)
 - » Junior Development Camps (2 or 3)
- » Getting out to races and understanding our ecosystem

Tip of the spear vs ecosystem

TC previous focus was internal

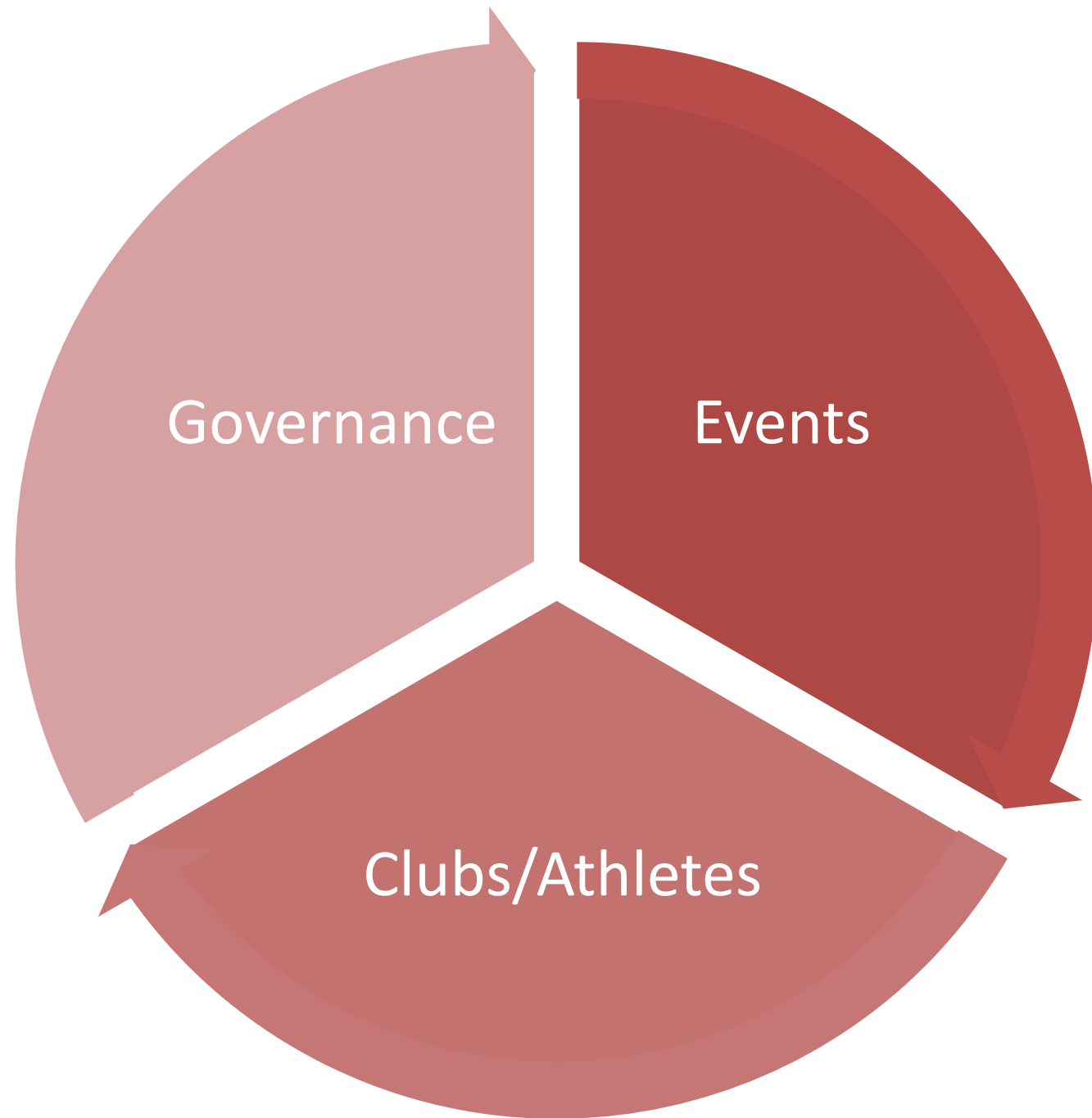
- » Olympians and Paralympians
- » National Performance Centre
- » Elite racing

TC new focus is transitioning to

- » Strengthening the ecosystem
- » Growing participation triathlon and multisport
- » Olympians and Paralympians



Ecosystem



Ecosystem

Governance

- » Triathlon Canada
- » Provincial Triathlon Associations
- » Other organizations / agencies

Clubs / Athletes

- » Be more inclusive
- » Invest in athlete development
- » Invest in coaches & coach development





Ecosystem

Events

- » Expert lead
- » Invest in promotion
- » ???





THANK YOU

