

116

2024-2028

STRATEGIC PLAN



INTRODUCTION

As a viaSport accredited organization, Triathlon BC strives to be reputable, trustworthy, and committed to operational excellence through the ongoing delivery of high-quality sport programs, adhering to recognized standards, promoting inclusion, accessibility, safety, equity and diversity, and providing the resources to enable the growth and development of multisport across British Columbia.

ABOUT

Triathlon BC initiated its first professionally-developed Strategic Plan in 2015. Subsequently, each successive Plan has been built on the foundation of the initial document, using valuable feedback, including membership surveys, together with funding partner priorities.

Combined, these have provided critical input into the priorities for our next cycle of strategic planning, creating an ambitious roadmap that charts opportunities for Triathlon BC and identifies our objectives over the next four years.



MISSION

TRIATHLON BC DEVELOPS, SUPPORTS AND PROMOTES MULTISPORT THROUGHOUT THE PROVINCE BY PROVIDING OPPORTUNITIES TO PARTICIPATE AND COMPETE.

Triathlon BC believes that everyone involved in multisport has the right to participate in a safe and inclusive environment free of abuse, harassment and discrimination, and to enjoy the sport at a level or capacity of their choice.

VISION

THROUGH SUSTAINABLE EXCELLENCE, TRIATHLON BC WILL BE THE LEADING MULTISPORT ASSOCIATION IN CANADA.



VALUES



TRIATHLON BC WILL ENDEAVOUR TO:

- Be **PARTICIPANT-DRIVEN** through services, programs and initiatives focused on our athletes
- Achieve a standard of **EXCELLENCE** in all that the Association does
- Prioritize **FAIR PLAY & SAFETY** in competitions
- Be **TRANSPARENT** in all communication
- Provide programs and services that are **INCLUSIVE** in their design and delivery
- Demonstrate **INTEGRITY** through all programs and policies
- Be **OBJECTIVE** and **ETHICAL** through strong governance
- Establish and maintain a **PROFESSIONAL** level of service for members, partners and stakeholders
- Offer a **SAFE** environment for all competitors, coaches, officials, volunteers and spectators

FIVE PILLARS

Triathlon BC's 2024–2028 Strategic Plan consists of five key pillars that support the growth and progress of multisport across our province.

Our hope is to unify the membership and the sport's partners to the goals and vision of this plan and to execute on these opportunities together.

PILLARS OF STRATEGIC OBJECTIVES

PILLAR 1 – PARTICIPATION

PILLAR 2 – EXCELLENCE

PILLAR 3 – COACHING & OFFICIATING

PILLAR 4 – SPORT HOSTING

PILLAR 5 – ORGANIZATIONAL READINESS

PILLAR 1 PARTICIPATION



- Provide appropriate resources and support to enable high-quality, introductory programming across the province, aligned with Canada’s Long-Term Athlete Development (LTAD) model.
- Expand Triathlon BC’s reach and recruitment opportunities with an increased presence in communities that host multisport disciplines.
- Reduce the barriers of participation, encouraging new participant recruitment through support and creative partnerships.
- Increase stakeholder engagement.
- Support reconciliation across the province through sport.
- Promote inclusion and adapt disciplines to attract under-represented groups and new Canadians.
- Offer numerous opportunities for qualifying at Provincial, National and International events.
- Promote the national and international results of BC-based athletes.
- Evaluate current communication tools to maximize exposure to multisport participants.
- Promote and support club growth through new and existing opportunities.
- Build a framework for regular paratriathlon programming.
- Use innovation to grow the event calendar across non-traditional periods.
- Ensure ongoing grass-roots, community-based youth development, fostering both participation and performance pathways.

SUCCESS WILL LOOK LIKE:

- Broad programming across the full Long-Term Athlete Development spectrum
- Membership growth & retention
- Increased diversity of participation groups
- Rich and robust event calendar across the province
- Strong club base

PILLAR 2 EXCELLENCE

- Through creative initiatives, actively grow the performance pathway athlete pool.
- Offer a performance pathway series capable of developing the skills required for elite competition.
- Through partner collaboration, provide leading edge sport science and sport medicine to promote health, wellness and competition hardiness.
- Provide meaningful, stage appropriate, competition opportunities.
- Use innovative partnerships to maximize athlete development.

SUCCESS WILL LOOK LIKE:

- Being a leader in National Team conversion
- Maintaining a healthy performance pathway athlete roster
- Champions in the delivery of stage appropriate development

PILLAR 3
**COACHING &
OFFICIATING**



- Deliver technical development clinics across the province.
- Ensure there are adequate numbers of facilitators to deliver a full spectrum of technical clinics.
- Provide professional development and mentoring opportunities to identified performance pathway coaches.
- Develop strategies to provide officials at all sanctioned events across the province.
- Through creative collaboration, ensure sustainability of performance pathway coaches.
- Support officials in their pursuit of professional accreditation and development.

SUCCESS WILL LOOK LIKE:

- Ongoing provincial development clinics
- Increasing number of events assigned with officials
- Technical membership growth & retention
- Increase in performance pathway coaches

PILLAR 4 SPORT HOSTING



- Ensure compliance with minimum standards for all sanctioned events.
- Annually host professional development clinics.
- Ensure a wide scope of World Championship qualifying opportunities exist across the province.
- Support new and varied disciplines and participation opportunities to ensure growth in participation.
- Work with provincial and municipal governments to maximize funding opportunities for Local Organizing Committees.
- Evaluate and support national and international hosting opportunities.
- Provide Local Organizing Committees with access to funding opportunities.

SUCCESS WILL LOOK LIKE:

- Maximizing the number of provincial World Championship qualifying opportunities
- Offer innovative, inclusive events
- Support Local Organizing Committees through professional development opportunities
- Maintain connections to municipalities across the province

PILLAR 5 ORGANIZATIONAL READINESS



- Ensure appropriate financial standards are in place for the Association.
- Adhere to National & Provincial Safe Sport-related initiatives.
- Ensure all policies and procedures are current.
- Practise best practices in governance.
- Implement a skill-based recruitment strategy that attracts qualified individuals for Board roles.
- Increase diversity, including gender equity, across all Board roles.
- Pursue fundraising and philanthropic opportunities.
- Maximize and diversify both public and private sector revenue sources to ensure sustainability.
- Commitment to the ongoing support and development of the Executive Director and the extended management team, providing ongoing resources to fulfil responsibilities and mandates.

SUCCESS WILL LOOK LIKE:

- Maintain status of top-ranking accreditation
- Ongoing professional development opportunities
- Regularly reviewing governance best practices
- Embed safe sport practices across all programming

ANNUAL GOALS

Triathlon BC will set annual objectives relating to each strategic pillar based on the current sport environment, together with the mandates set by our funding bodies and in accordance with annual budgets.





ACKNOWLEDGEMENTS

Triathlon BC would like to thank the over 120 current Triathlon BC members who responded candidly to our comprehensive annual Member Survey in early 2024—thank you to every member, including Board and staff, that took the time to participate and contribute to this valuable process.

