

Strategic plan

2024-2027

VISION

Creating a happier, healthier and more connected community through triathlon and multisport experiences.

PURPOSE

To enable more people to enjoy more triathlon and multisport experiences in more places.

VALUES

- Engaged
- Proactive
- Accountable
- Inclusive

A SPORT FOR EVERY BODY

+

PATHWAYS TO INSPIRE

+

COLLABORATIVE
ENGAGEMENT



A SPORT FOR EVERY BODY

Every body is a triathlon body.

We are a welcoming community for people of all backgrounds, ages, genders, orientations and abilities, striving to make triathlon more accessible for every Western Australian. We create a more meaningful and rewarding experience for every participant.

PATHWAYS TO INSPIRE

With a focus on our athletes, coaches and officials we provide performance driven, effective and supported programs.

We promote the sport of triathlon and celebrate our success by sharing participants stories to inspire our community and future generations.

COLLABORATIVE ENGAGEMENT

By providing a high standard of sustainable service to members, clubs and race directors, we aim to engage and connect the triathlon and multisport community.

We work together with all stakeholders to grow and maintain a financially viable sports business.

LONG TERM TARGETS

Over 30,000 Western Australians on starting lines annually by 2032

Five 18+ athletes that meet the AusTriathlon minimum performance standards to be considered for categorisation

Recognised as a Category B sport for increased Department of Local Government Sport and Cultural Industries funding

KEY INITIATIVES

- Strengthen member engagement and increase member retention
- Support clubs to become self sustainable
- Coordinate a thriving calendar of quality sanctioned events
- Ensure equity, diversity, inclusion, and access for all

- Improve performance pathways for all athletes
- Well defined development opportunities for coaches, officials and volunteers
- Deliver targeted marketing campaigns that support our objectives

- Optimise business operations
- Commercial sponsorship and revenue growth
- Strategic use of cash reserves to develop the sport