

Strategic Update Triathlon Alberta April 2021

Triathlon Alberta has a Vision: To support, grow and diversify the triathlon/multisport community.

Our community is facing an unprecedented challenge created by the COVID-19 pandemic, but challenges bring opportunities and Triathlon Alberta has created a transformative recovery plan to bring our community together and grow it.

Our Mission: To provide the resources to our members in the triathlon/multisport community to empower them to reach their full potential under the leadership of Triathlon Alberta

Key areas of focus:

Re-engagement of Triathletes and our Triathlon Community

1. Transform the relationships with our stakeholder groups and their overall experience with Triathlon Alberta in significant, tangible ways, to increase satisfaction, and retention;
2. Build, Connect and Re-Activate the Community. Create and cultivate an integrated network of meaningful relationships and volunteerism and maximize our stakeholder base across the triathlon/multisport community at the grassroots level; and
3. Provide community leadership through Triathlon Alberta initiated events and investment in tools to run those events.

Growth of Triathlon

1. Introducing Triathlon Alberta initiated and run events;
2. Investing in our core programs including but not limited to; coaching, officiating, our clubs, events, and provincial program and major games.
3. Building out clear pathways from the first-time athlete to the national team.

Elevation of Triathlon

1. Embrace All Multisport Formats. Fully embrace the diversity of swim, bike, run experiences by promoting all triathlon/multisport related disciplines.

Leadership of Triathlon

1. Optimize Athlete Well-Being. Support holistic athlete development, with an emphasis on health, safety, fair competition and personal growth through significant, focused efforts on SafeSport.
2. Optimize Organizational Performance. Promote an organizational culture that is people-first and data and results-driven.
3. Optimize Financial Health. Diversify and increase revenue streams to fund our strategic priorities.