



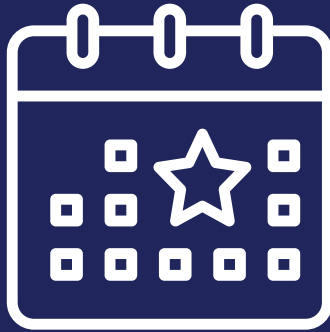
TRI AB

ANNUAL REPORT

PRESIDENT'S REPORT



THANK YOU!



Events



Looking Ahead



Volunteer

TREASURER'S REPORT



Diversify Income

Description	2022	2021
Total Revenue	\$255,670	\$249,144
Total Expenses	\$231,672	\$238,386
Cash Holdings	\$358,696	\$363,151
Total Liabilities	\$143,724	\$171,164
Excess of Revenue over Expenses from Operations	\$23,998	\$10,758



2023 Budget
Forecast

TECHNICAL REPORT

PTO Level 1 Course

We held a PTO level 1 course on November 26, 2022.

We had 11 sign-ups for the course.

Officials attendance over the winter

We had a minimum of 1 official at each event. Shadow officials are taking advantage of the winter mad moto's to gain experience and complete their shadow assignments

NTO course attendance

We are planning on sending officials to take the NTO course this summer.

Event Sanctioning

All events on our calendar until August have been sanctioned at this point.



MEMBERSHIP



Annual Members: On par from last year's numbers at this time of the year.

Day Members: Slightly up from last year due to sanctioning 10 Mile Tri for the first time

The membership has definitely been affected by the pandemic and we are still seeing around a 30% reduction from pre-pandemic numbers.

Annual Membership: 51.9%% Male / 47.8% Female

Day Membership: 52.8% Male / 47% Female

CLUBS



Club Affiliation 14 compared to 15 in 2022.

Airdrie: 1

Calgary: 6

Canmore: 1

Cochrane: 1

Edmonton: 3

Lethbridge: 1

St Albert: 1

We have made it mandatory that in order for a club to receive sanctioning the head coach of the club must submit their Respect in Sport and Criminal Record Check.

COACHES



Coaching Courses

Calgary Coaching course (November 12/13, 2022): 7 participants

Virtual Coaching Course (December 3/4, 2022): 4 participants

Edmonton Coaching Course (April 15/16, 2023): Cancelled due to low numbers

Coaching Professional Development

Winter of 2021/2022

Lunchtime webinar series;

October: FlexionBikeFit

November: 7 Summits Snacks

January: Latest Triathlon Research (U of A)

February: Versa MC

Coaching Evaluator

We have a coach certification evaluator in the province now

Safesport Compliant Coaches

A coaching database will be added to our website to show safesport compliant coaches

AGE GROUPERS



Social Swim/Run Sessions

Eastglen Tuesday AM

Eastglen Wednesday PM

Jasper Place Monday AM: Cancelled after January

Jasper Place Wednesday AM: Cancelled after January

Kinsmen Track Thursday AM

We offer these at \$15 per session or discounted rates if a participant signed up for the full month.

Additional Social Triathlon Sessions planned across the province in major municipalities with events + coaches present in the coming years to connect athletes with Safesport compliant coaches.

PARATRIATHLON



We held the first indoor paratriathlon provincial championships at the March 12, 2023 Mad Moto event in Edmonton!

2023 Going Forward

Secured \$7,000 in funding to put on Para specific camps in AB for 2023 in Calgary and Edmonton

ALBERTA SUMMER GAMES



1 camp was held in Cochrane for ASG
Medicine Hat, Grande Prairie, and Fairview
camps cancelled with low registrations

Qualifying events include;

**Drayton Valley Zones 5, 6, 7, and 8
Calgary KOS; Zones 1, 2, 3, and 4**

Final Team to Represent all 8 zones will
include;
64 athletes
8 per zone, 4 in 12-13 and 4 in 14-15
categories
ASG will have the 1st Open Water Swim

Events over the 4 days will include;
Draft legal Duathlon
draft legal and draft illegal Triathlon
Mixed-Team Relays

2 draft legal courses will be held;
Edmonton and Calgary

Support at ASG

**8 Zone Coaches
8 Chaperones
7 Officials**

**ATTENDED RBC TRAINING GROUND IN CALGARY 1X AND EDMONTON 2X TO IDENTIFY POTENTIAL
TRIATHLETES**

MONTREAL CAMPS HELD BY TRIATHLON CANADA

**WE WILL BE SENDING A TEAM OF 3 ATHLETES PER CAMP TO THE MONTREAL NATIONAL CAMPS IN LATE
JUNE AND EARLY JULY**

EVENTS



6 events were held over the Wintertime with 4 Mad Moto's, 10 Mile Tri and the U of A Almost Spring Aquathlon

Summer 2023 Racing Season has 20 events on the calendar

Expecting similar attendance levels to last summer, which was between 30%-85% of pre-pandemic

2 Youth Draft Legal events are on the calendar

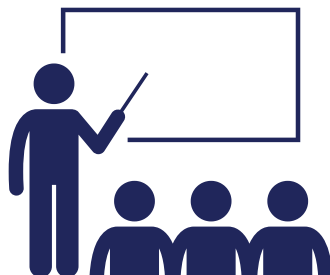
3 Junior Draft Legal events are on the calendar

*Lethbridge KOS has cancelled due to low volunteer numbers

2 Sprint World Qualification Spots: PATCO Edmonton August 26

2 Aquathlon World Qualification Spots: Kinsmen Mad Moto May 7

Triathlon Alberta continues to facilitate the recruitment of volunteers for our events



October 2023 - Event Organizer Conference
co-hosting with Triathlon BC/Athletics BC

MAD MOTOS

Triathlon Alberta-led events are meant to encourage increased participation in triathlon and multisport events. These low entry fee events remove financial barriers to sport participation and provide opportunities for aerobic sport training that add to the health and wellbeing of all Albertans



University of Calgary
Aquathlon January 14

Kinsmen Mad Moto January 22

Kinsmen Mad Moto March 12,
including Paratriathlon
Provincials



Kinsmen Mad Moto March 12,
including Junior High and
High School Provincials



Low entry fee

January 14 U of C: 21 participants
January 22 Kinsmen Mad Moto: 48 participants
March 12 Kinsmen Mad Moto: 49 participants
May 7 Kinsmen Mad Moto: 47 participants

2024 EVENT STRATEGY

Encouraging participation in more than one event per year in AB

Triathlon Alberta will host 2 major event finales, a winter finale and a summer finale that participants have to qualify into through a 4-race series with the finale being the 4th and final event.

The event finales are only available to annual members of Triathlon Alberta.

The event finales will also have a fixed location year-to-year.

The Winter Finale will be held in Edmonton and the Summer Finale will be held in the Calgary area.

Each finale will have concentrated world championship qualifying spots and provincial championships

Each category will be in 5 year-increments.

10 spots will be available per discipline category to make a competitive race.

The youth, juniors and U23 will have 20 spots available per age category

Each finale will have open citizens categories per age group per event available. The open citizen category will not be able to qualify for the world championship spots, provincial championships or prizing.

U12 will have the normal kids categories available, however, there is no qualification required for kids to enter the finales as this would contravene the LTAD.

Events selected to be a part of the series will be regionally disbursed as best as possible as well as events who have the sanctioning done on time and event organizers who have completed their safe sport and criminal record checks and their annual memberships

Events offered within Winter Finale

Aquathlon

*Indoor Winter Triathlon (with
smart trainers)*

Mixed Team Relay

Outdoor Winter Triathlon

Events within the Finale

Supersprint Triathlon

Sprint Triathlon

Standard Triathlon

Sprint Duathlon

Standard Duathlon

Aquabike

Youth/Junior/U23

Open Kids event

Open Adult Citizens event (all categories)

FREEPLAY

Triathlon Alberta partnered with Freeplay Edmonton to offer after-school programming 4 days per week for 5-6 week cycles capping with a mini Mad Moto event. This program is funded by the Edmonton Community Investment Grant and by the end of the 2023 school year will have impacted 250 kids.



NEW STRATEGIC & OPERATIONS PLAN 2022 - 2025

Vision: To support, grow and diversify the triathlon/multisport community.

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

Triathlon Alberta develops its relationships with its stakeholders to strengthen the delivery of the sport of triathlon and multisport in Alberta.

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

Triathlon Alberta invests in brand development in order to increase visibility in the marketplace.

1. Transform the relationship with traditional media and social media media to increase the visibility of the sport of triathlon/multisport.

Triathlon Alberta invests in succession planning to achieve operational sustainability.

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

Triathlon Alberta facilitates the growth of safe and fair racing in order to increase participation in the sport.

1. Embrace All Multisport Formats. Fully embrace the diversity of swim, bike, run experiences by promoting all triathlon/multisport related disciplines.
2. Introducing Triathlon Alberta initiated and run events

Triathlon Alberta develops programming to increase participation in triathlon/multisport related training and events.

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

2022-23 BOARD OF DIRECTORS



President Laura Duff

Vice President Ryan Barrett

Treasurer Nathan Gamroth

Secretary Shelly Wiens

Director-at-Large Andrew Trevoy

Director-at-Large Ola Cislik

Director-at-Large: Sharron Oakey

OUR STAFF



Executive Director Sebastian Porten

Sport Development Coordinator Alexander Patton

Program Coordinator: Jason Britton

HR & Financial Administrator Michelle Norgard