



Strategic 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.