

2022-2025

STRATEGIC PLAN



World
Triathlon



The Triathlon Community brings people together through events, in an inclusive way. Whether you swim, bike, run or ski, we are all connected in our passion to complete multiple sports in the form of a single competition. At the heart of everything we do, World Triathlon is committed to uniting all parts of the Triathlon Community.

The Triathlon Community came together to collaborate and guide World Triathlon in the development of its new strategic plan.

By including Elite Triathletes, Para Triathletes, Age-Groupers, Committees & Commissions, National Federations, Continental Confederations, Staff, Board Members, and key external stakeholders in the process, the 2022-2025 World Triathlon Strategic Plan incorporates the viewpoints of the entire Triathlon Community.

As the global leader of Triathlon, it is our responsibility to ensure the continued growth and sustainability of our sport for all to enjoy, and the 2022-2025 Strategic Plan provides the perfect roadmap to do this.

INTRODUCTION

To lead the global Triathlon Community in growing a sustainable sport for all to participate in.



Through Triathlon
and Multisport,
we want to advance
the extraordinary
in our people, our
practices and the
environment.

VISION



VALUES

World Triathlon believes the way we do our work is equally as important as achieving our end goal. World Triathlon lives by the following core values:

Be Extraordinary

We strive for excellence and are courageously innovative in achieving greater success for our sport.

Be Honest

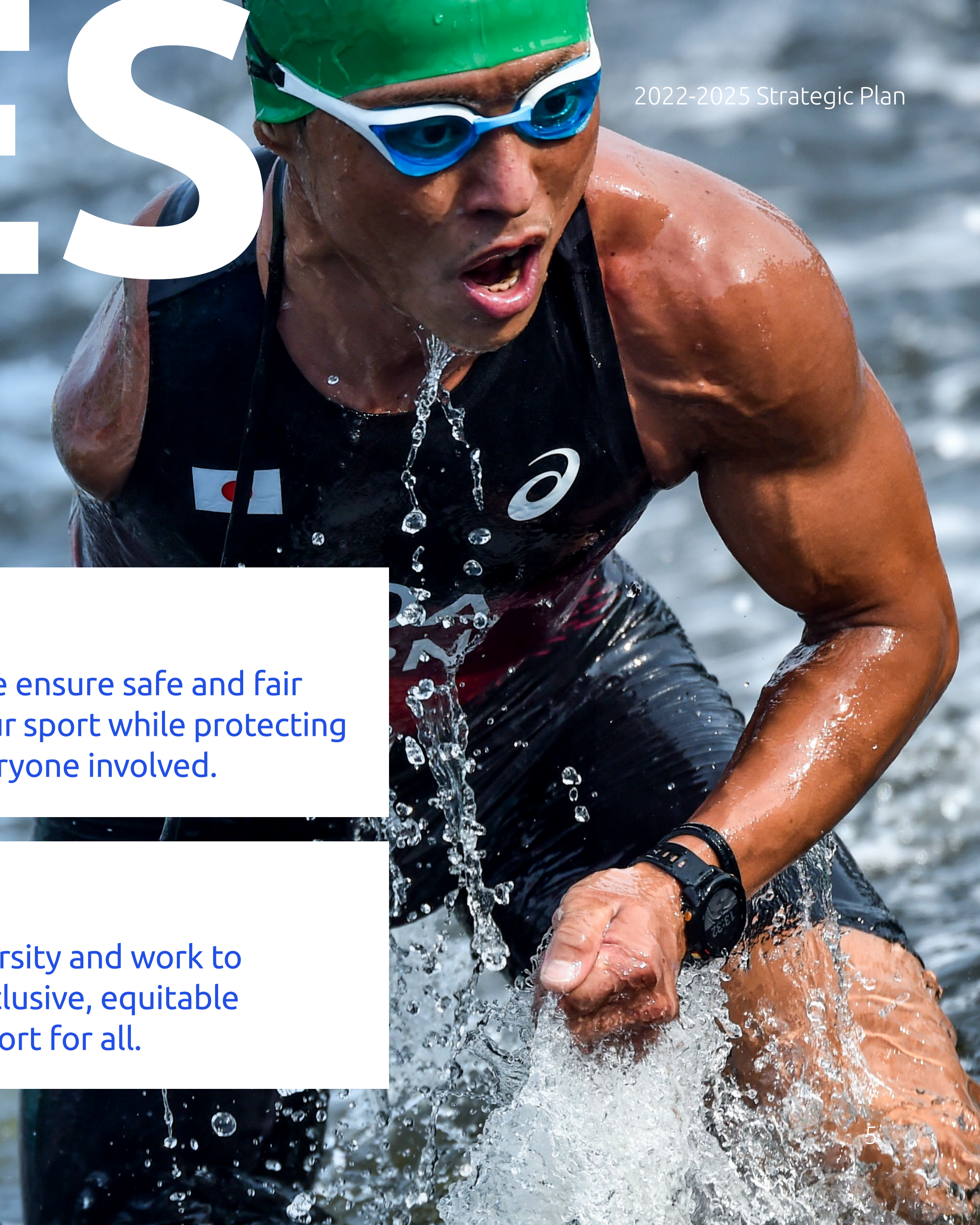
With integrity, we ensure safe and fair competition in our sport while protecting the health of everyone involved.

Be Leaders

We lead with passion, competence and confidence in serving our community and developing a sustainable future for our sport.

Be Inclusive

We embrace diversity and work to strengthen an inclusive, equitable and accessible sport for all.



OUR KEY STRATEGIES

Growth & Awareness >

Events & Experience >

Governance & Integrity >

Sport Sustainability >

Member Development >



Growth & Awareness

Increase and diversify revenue streams by growing brand recognition in existing and new markets.

Key Strategies

Commercial Strategy

Advance the commercial strategy to increase sellable inventory and create new revenue streams.

Brand Awareness

Strengthen our comprehensive brand awareness and engagement strategy to increase the global presence of World Triathlon.

Strategic Partnerships

Create and enhance mutually beneficial relationships with strategic partners to maximise growth in the sport.



Measurements

- Increase sponsor-related revenue by 20% compared to 2021
- Diversify revenue streams to ensure that no single source is greater than 60% of total revenue
- Increase total broadcast and media reach and paid subscribers by 30%
- Establish three formal strategic partnerships with tangible benefits for the sport

Events & Experience

Optimise event planning to responsibly grow participation while elevating experiences for all who engage in the sport.

Key Strategies

Event Experience

Elevate event standards and provide effective event support to ensure consistent quality for all participants.

Event Planning

Coordinate the global schedule and distribution of events to increase participation and expand reach into new cities.

Para Triathlon Parity

Lead the movement in driving equity for para triathletes.

Emerging Markets

Build expertise for event planning in developing National Federations to expand accessibility to the sport and build new elite talent pathways. Ensure equity in events.

Expand Technology

Use the latest technologies to enhance all aspects of our sport.

Virtual Events

Engage new and existing audiences and build sport relevancy through virtual events.

Measurements

- Finalise a balanced and sustainable event calendar between all levels of racing. One World Triathlon event per continent
- Grow the number of NFs with an active Elite Para Triathlon program by 20%
- Introduce new events in underrepresented countries
- Implement a post-event survey for all events to establish a baseline to then increase that baseline number for overall event experience
- Expand the growth of Winter Triathlon by increasing 40% participation at World Championships



Governance & Integrity

Lead the evolution of governance to continuously elevate triathlon as a safe, fair and healthy sport that embraces diversity, inclusivity and equity.

Key Strategies

Communicate Effectively

Optimise communication channels to effectively distribute information and increase direct engagement with the global Triathlon Community.

Sport Integrity

Prioritise sport governance and continue implementing improvements to ensure fair play and clean competition at all levels.

Safeguarding

Continually improve athlete safeguarding standards and reporting procedures to enhance accountability and protect the Triathlon Community.

Social Advocacy

Be a global leader in social responsibility by proactively modeling best practices in sustainability, inclusivity, diversity and equity.

Organisational Leadership

Establish a plan to ensure continued excellence in sport governance and presence in broader international sport structures.



Measurements

- Include engagement questions in the annual National Federation survey and target incremental improvement year on year
- Improve drug testing for all levels of athletes to maintain world-leading clean sport status
- Increase NF compliance with World Triathlon Safeguarding Policy
- Show year on year improvement on the ASOIF IF Governance Audit and achieve top 10% by 2025

Sport Sustainability

Develop and implement programs focused on environmental, social, and organisational responsibility to support long-term sustainability for the sport.

Key Strategies

Environmental Responsibility

Implement and communicate environmental standards across the Triathlon Community to host eco-friendly events.

Social

Continue to promote wellness and opportunities for growth for staff and volunteers.

Development Responsibility

Continue excellence in training programmes to enhance athlete, coach, technical official, classifier, event organiser and leadership education.

Organisational Excellence

Continue to build organisational strength in the areas of fiscal responsibility and professional acumen to support a culture centered on excellence.

Games Presence

Maintain triathlon's position in the Olympic and Paralympic programs in Paris 2024 and Los Angeles 2028 while exploring opportunities to expand at future Games.



Measurements

- Implement environmental guidelines in all WTCS events by 2025 and in 50% of World Triathlon Cups
- Reduce the carbon footprint of the organisation by 25% by 2025, based on 2019 figures
- Include environmental requirements in all event agreements by 2025
- Reach a reserve level to secure the organisation's financial security with those reserves
- Increase the number of NFs represented at both Olympic and Paralympic Games in Paris and LA
- Increase the number of athletes on our committees
- Facilitate opportunities to increase combined number of medal opportunities in Los Angeles 2028 by 2 for Olympic and Paralympic Games

Member Development

Provide professional services and support to National Federations and Continental Confederations to align and maximise positive impact for sport development.

Key Strategies

Resource Distribution

To ensure transparency in mitigating disparity in the allocation of resources globally.

National Federation Effectiveness

Provide governance support, and guidance on best practices to strengthen organisational effectiveness, particularly for emerging federations.

Continental Confederation Relations

Strengthen relationships with Continental Confederations through agreement of the respective roles and responsibilities in relation to National Federation engagement and development.

Strategic Support

Provide strategic planning direction and guidance for all stakeholders to create alignment with World Triathlon's strategic focus for advancing the sport.



Measurements

- Increase the number of stakeholders who develop strategic plans that align with World Triathlon's
- Increase overall NF satisfaction year on year through the National Federation Survey satisfaction questions
- Publish an annual impact report to stakeholders that provides details of resource distribution and overall sport health through a variety of metrics
- Increase the number of NFs with National Championships to 90% of all NFs globally

Be your
extraordinary

