



Triathlon
ONTARIO

STRATEGIC PLAN
2025-2028

SWIM. BIKE. RUN.



SWIM. BIKE. RUN.



Triathlon
ONTARIO

Vision

We are a progressive organization achieving excellence
while providing leadership and value to our stakeholders.



Triathlon
ONTARIO

Mission

Provide leadership and governance to develop and grow multisport in Ontario as well as deliver a safe and fair environment for participation.



Triathlon
ONTARIO

Core Values

INTEGRITY

We treat our stakeholders with fairness and respect.

SUPPORTIVE AND LEARNING CULTURE

We create an environment for athletes, coaches, officials, and partners to grow and achieve excellence.

RELATIONSHIPS

We foster enjoyable relationships and safe, positive experiences.

SPORT4LIFE

We are committed to upholding the principles of Canadian Sport for Life.



Triathlon
ONTARIO

Stakeholders

Members - athletes, coaches and officials

Sanctioned groups - clubs and race organizers

Funding partners and Industry partnerships

National Governing Body

KEY STRATEGIC INITIATIVES

*Grow
Participation &
Membership*

*Encourage
Athlete
Development*

*Enhance
Performance
Development*

*Ensure
Operational &
Financial
Efficiencies*

*Elevate
Branding &
Marketing*





GROW PARTICIPATION & MEMBERSHIP

INCREASE

number of social media campaigns

GROW

KITCan Series participation

MAINTAIN

strong relationships with clubs providing support and guidance

EXPLORE

event and programming opportunities in Northern Ontario

IDENTIFY

new partnerships to offer additional membership value

INCREASE

youth focused programs

INCORPORATE

membership feedback to improve services and value

EXPLORE

partnership opportunities with other relevant Provincial Sport Governing Bodies

LEVERAGE

www.GoTri.ca resource to new participants

DEVELOP

unique programming for Age Group athletes

GROW

Pool of officials in strategic geographic locations

COMMUNICATE

key benefits of annual membership to past, present, future participants



ENCOURAGE AGE GROUP & PARA DEVELOPMENT

DEVELOPE INITIATIVES

to celebrate Age Group accomplishments, encouraging greater participation

OFFER

Unique Age Group focused camps, clinics and training opportunities

ENSURE ROBUST

World Championship qualifying opportunities

PROMOTE, SUPPORT & FACILITATE

coach development, education and certification

PARTNER

with sport science providers to enhance program offerings to all demographics

ESTABLISH

consistent provincial training opportunities for para athletes and coaches

IDENTIFY & PROMOTE

appropriate para racing opportunities in the province

EDUCATE & PROMOTE

the sport of para to new audiences

ENHANCE ATHLETE & COACH PERFORMANCE DEVELOPMENT

CREATE & EXECUTE

an annual Provincial Development Program focused on development pathway athletes and coaches through racing environment, coach education, training environment, education and event support

REVIEW & ADAPT

Provincial Development Program annually

GROW

development pathway athlete pool

ESTABLISH

an athlete development model aligned with best practices and national standards

FOSTER & SUPPORT

new development pathway coaches and programs

PROVIDE

opportunities for existing coaches to improve education and skill sets

SUPPORT & PROMOTE

“Next Generation” Long Course athletes through Long Course Development Team initiative



ENSURE OPERATIONAL & FINANCIAL EFFICIENCIES

GROW

non-grant revenue diversification

EXPLORE

new fundraising & philanthropic opportunities

ENSURE

all events are revenue positive

ANNUAL

policy, by-law and strategic plan reviews

ESTABLISH

consistent stakeholder feedback initiatives

ENCOURAGE

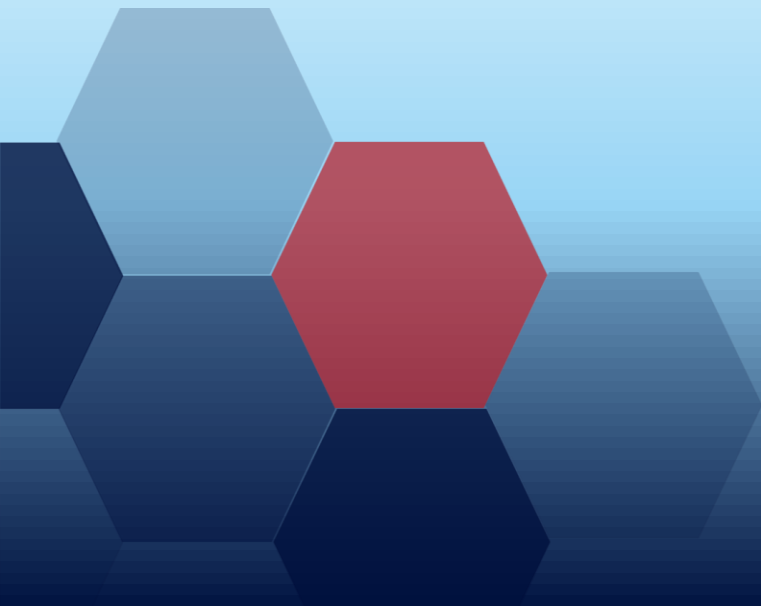
professional development for staff and board

BE A LEADER

in the industry regarding Safe Sport processes and policies

REQUIRE

all coaches in sanctioning process to take Safe Sport and Respect in Sport modules



ELEVATE BRANDING & MARKETING

INCREASE

visibility on the ground at events

INCREASE

exposure of KITCan Series to new audiences

TARGETED

marketing campaigns to one day members, promoting benefits of annual membership and club membership

DEVELOP

unique programming for Age Group athletes

