ITU STRATEGIC PLAN
2018- 2021
Vision

To grow Triathlon* globally, setting international standards of excellence in the sport.

* Triathlon, Paratriathlon, Duathlon, other multisport disciplines
Strategic goals

- **Consolidate the presence of Triathlon within the Olympic and Paralympic Families.**
- **Maximise the profile and sustainability of Triathlon events.**
- **Development of the sport worldwide.**
- **Provide strong and effective global leadership.**
**Consolidate the presence of Triathlon within the Olympic and Paralympic families**

- Ensure the successful “première” of the Mixed Relay in Tokyo 2020.
- Develop a comprehensive communication and marketing plan.
- Continue to secure the presence of the Triathlon individual event in the Olympics.
- Explore opportunities to expand the presence of Triathlon in the Olympics.
- Maximise the presence of Triathlon in all multisport games.
- Promote the presence of the EBoard Members within Olympic & Paralympic governing bodies.
- Increase the number and profile of events in the Paralympics.
- Develop a legacy in the Youth Olympic, Olympic & Paralympic cities.
Maximise the profile & sustainability of Triathlon events

- Establish a marketing and communication strategy.
- Ensure we are recognised as the governing body of Triathlon, with the authority to sanction all events.
- Improve the quality and deliverables of age group events in order to increase the number of NFs participating in international events.
- Improve the environmental and social sustainability standards of events.
- Become the leader in technology applications in our sport.
- Explore and develop exciting new race and multisport formats.
- Promote “Triathlon for All”.
- Improve the profile of all ITU Events.
Development of the Sport worldwide

- Share best practice to improve and develop youth programmes and initiatives.
- Help strengthen and develop NFs.
- Consolidate the roles and responsibilities of the Continental Confederations.
- Develop initiatives to build age group communities of the NFs and engage them in the international events experience.
Provide strong and effective global leadership

- Establish athletes education pathway to promote their engagement within the sport, during and post their sporting career.
- Develop a strategic public relations plan to engage key stakeholders.
- Maintain good governance policies and spread best practice into CCs & NFs.
- Provide education on strong leadership practices to CCs & NFs.
- Promote and ensure fair play in our sport.
- Ensure the financial sustainability of the ITU.
- Provide oversight of leadership/strategy to keep gender balance in the future.
Our sport needs to identify our key strategic pillars that will guide our planning process.
S.M.A.R.T Planning

- Specific
- Measurable
- Achievable
- Realistic
- Time

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