

ITU STRATEGIC PLAN 2018- 2021



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.

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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.



Strategic Pillars

Our sport needs to identify our key strategic pillars that will guide our planning process.

GOVERNANCE

SPORTS

**ADMINISTRATION
FINANCES**

DEVELOPMENT

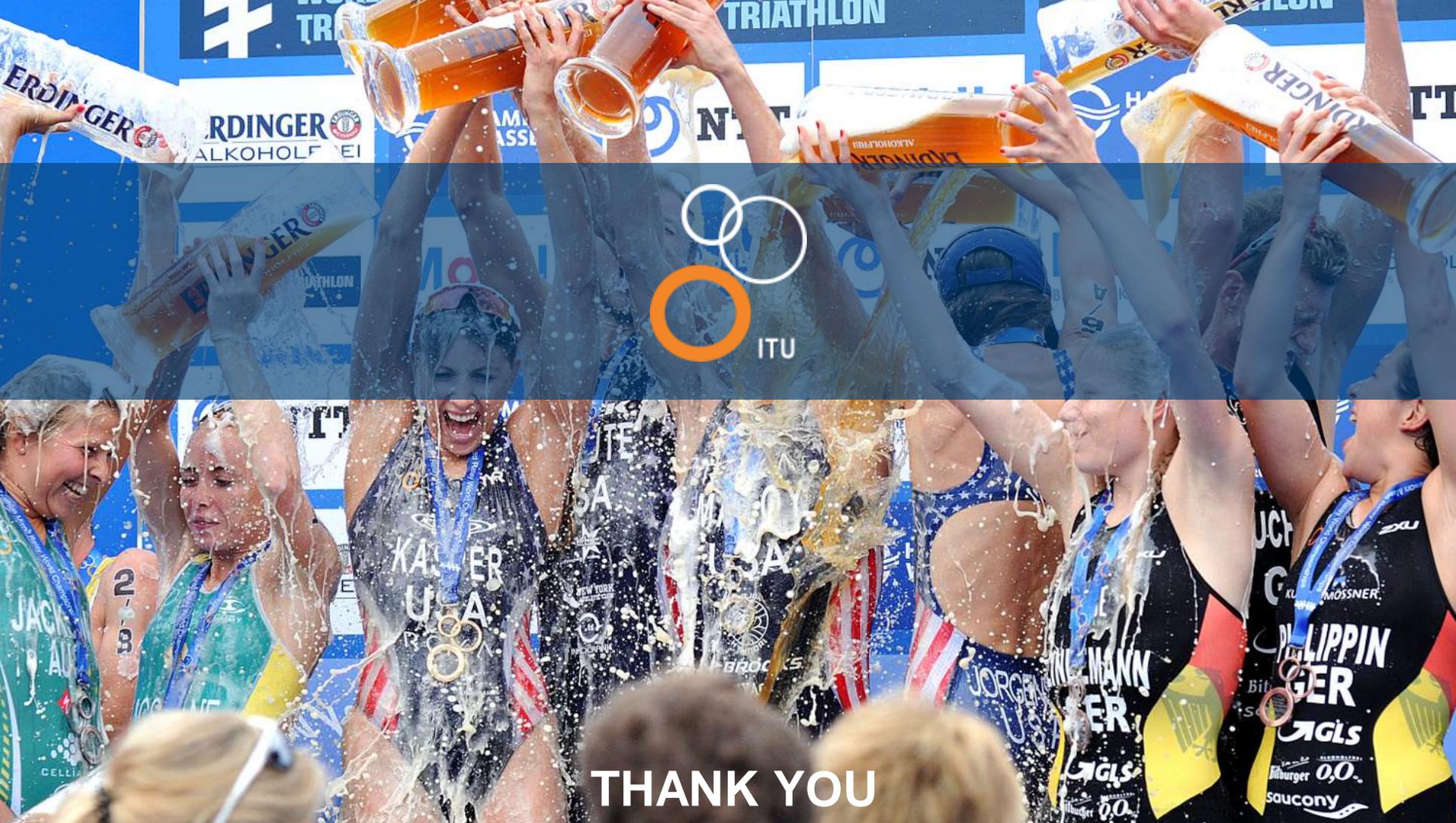
COMMUNICATION

S.M.A.R.T Planning



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THANK YOU