

A Renewed Strategic Direction

2014 to 2017

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

To promote the sport of triathlon, Paratriathlon and its related Multisports and disciplines throughout the world, and to lead the sport of triathlon, as recognised by the International Olympic Committee and the International Paralympic Committee.

Our Values



Team: Collaboration, accountability, inclusion,

Fair Play: Integrity, honesty, respect, transparency

Excellence: Inspiration, passion, normalisation,
recognition

Sustainability: Economic, social, environmental

Creativity: Innovation, flexibility, adaptability,
resilience.

- 1. Increase the presence on the Olympic and Paralympic Programme.**
 - 1.1 Key IOC evaluation criteria to be maximised. Increase internet audience, TV hours broadcast and Social Media reach of the event
 - 1.2 Keep on site spectators
 - 1.3 Paralympic Games: Ensure successful debut. Maximise social media and television exposure
 - 1.4 Youth Olympic Games: Increase athlete quota, universality, social media and adopt YOG values within ITU
 - 1.5 Multisport Games: Ensure a high profile and consistent presence
 - 1.6 Overall: Demonstrate excellence in all areas of the Olympic movement

- 2. Maximise profile and profitability of the World Triathlon Series as our core product.**
 - 2.1 Consolidate the WTS as the main ITU event circuit and ensure sustainability
 - 2.2 Consolidate a core group of cities/LOCs and increase the number of events
 - 2.3 Increase the profile of athletes and benefits for the NFs and athletes
 - 2.4 Formalise a Lagardère Unlimited / ITU joint agreement to make the series sustainable
 - 2.5 Create an exceptional experience for Age Group Athletes with a minimum of 2,000 participants
 - 2.6 Maximise marketing of the WTS

3. Focus on Additional Core Business

3.1 Evaluate and if necessary, modify and enhance the ITU brand

3.2 Be at the front line on the fight against doping and other forms of cheating

3.3 Maximise the profile and value of World Cup events

3.4 Maximise the profile and value of Multisport World Championships

3.5 Maximise the profile and value of Paratriathlon events

3.6 Maximise television, social and traditional media exposure of ITU and Triathlon

3.7 Integrate other triathlon event organisers under the ITU umbrella

4. Increase participation, competitiveness and event quality globally.

4.1 Maintain global standards for technical officials (TOs), event management, coach and facilitator education

4.2 Collaborate with Continental Confederations, to increase the number and competitiveness of athletes at the national and continental level

4.3 Enable the Continental Confederations to raise the quality and value of Continental events

5. Provide strong and effective global leadership.

5.1 Be seen as a leading sport on the international stage

5.2 Focus on continual innovation in all areas to remain at the forefront of sport

5.3 Ensure effective communication with key stakeholders.

5.4 Ensure risk management processes are in place

5.5 Promote staff wellness

5.6 Create a contingency fund for the future of ITU