

TRIATHLON

NEW ZEALAND

Strategic Framework 2024

A PLAN FOR OUR SPORT



STRATEGIC FRAMEWORK

Triathlon *in* New Zealand

Providing engaging triathlon opportunities that ensure kiwis of all ages can achieve what they never thought was possible.

Triathlon New Zealand

Our PURPOSE, MISSION and VISION

Purpose (WHY)

Lead, grow, and sustain the sport of triathlon in New Zealand

Mission (HOW)

Enable people or organisations to support, deliver, participate and succeed in triathlon

Vision (WHAT)

Triathlon NZ leading the growth and sustainability of all aspects of triathlon in New Zealand



KNOWING OUR ROLE

DOING



What no one else
in the market can do

LEADING AND ENABLING
SUSTAINABILITY, GROWTH
& CONNECTIVITY FOR
TRIATHLON *IN*
NEW ZEALAND



SUCCESS 2024 – Strategic Pillars



Triathlon
Leadership



Medal Winning
Performances



SUSTAINABILITY



Experience
Driven



Future
Focussed

TRIATHLON
NEW ZEALAND

TRIATHLON *IN*
NEW ZEALAND



ASSETS

Pathway to
Olympics,
Commonwealth
Games, ITU and
World
Championships

Passionate Board,
staff and
membership

Recognised by ITU
as representing
the sport of
Triathlon in NZ

Pathway for Age
Group athletes to
World
Championship

Authority for
Triathlon and our
sport in New
Zealand

Clear on our role

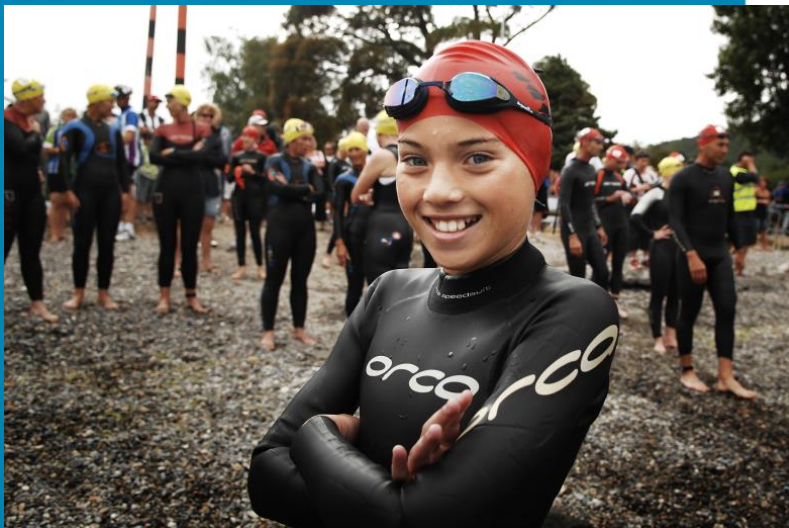
WHAT WE KNOW

- Traditional sport club structures are becoming increasingly irrelevant
- There is an opportunity for a co-designed event delivery model
- Leveraging the agility of the private sector is essential to grow the sport
- We are moving towards a more professional era (ageing volunteers)
- The swim, bike, run community provides a rich source of potential
- Leveraging the flexibility of our sport is critical
- The success of the high-performance programme depends on ongoing HPSNZ support
- We need to consider what 'membership' means to our sport to deliver organisational and sport sustainability
- Removing barriers to entry will be a critical consideration
- Our Sports Event Participation numbers are growing
- National Sport and Active Recreation Event Consumption is high



We Will Be Successful When...

- Participants have a highly positive experience, through Triathlon
- Our high-performance team achieve on the world stage
- We achieve a diverse and sustainable delivery model that is locally led
- We have a financially viable National Organisation



TRI NZ's CONTRIBUTORS

Sport NZ

HPSNZ

NSOs – swim, bike, athletics

Local Authorities

Funders/Sponsors

RSTs

Event Providers (private)

Private Coaches

Clubs

TRIATHLON *IN* NEW ZEALAND IS SUSTAINABLE

TRIATHLON NEW ZEALAND

SUPPORT, LEAD, GROW AND SUSTAIN THESE CONTRIBUTORS

TRIATHLON

NEW ZEALAND

Achieving our Strategic Intent





WHAT WE MUST DO

PILLAR: Knowing our Role (CORE)



TRIATHLON LEADERSHIP

TRIATHLON LEADERSHIP (Sport Services)

- Govern and administer the sport of triathlon.
- Be the authoritative body for the sport of triathlon
 - recognised adviser/expert on triathlon
 - speak on behalf of the sport
- Be the nationally and internationally recognised body for the sport of triathlon.
- Select age group triathletes for World Championships
- Select the national triathlon championships.
- Provide event rules and standards for triathlon in New Zealand.
- Train and appoint technical officials.
- Provide a gateway for New Zealand's technical officials to the Olympics and ITU events



MEDAL WINNING PERFORMANCES

WINNING MEDAL PERFORMANCE (High Performance)



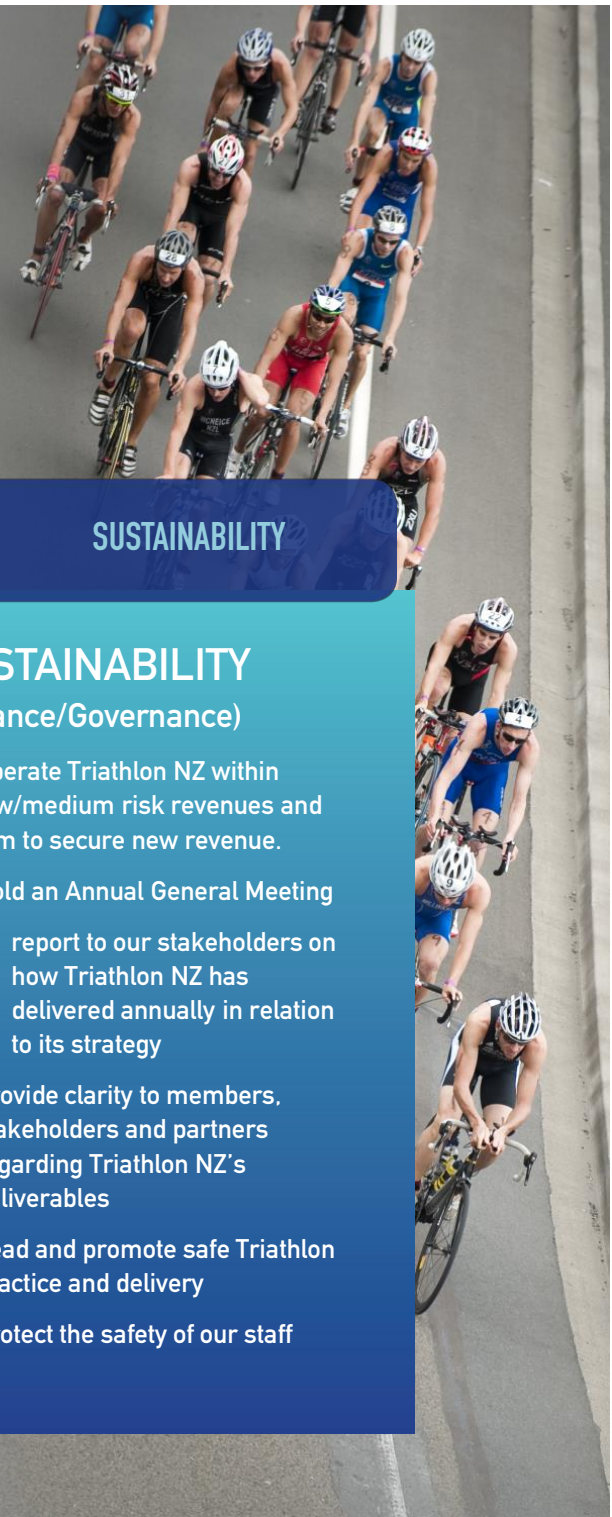
- Be the gateway to the Olympics/ Commonwealth Games and to the ITU races for triathletes.
- Select and nominate high performance athletes for HSPNZ support.
- Select and nominate high performance athletes for the Olympics, Commonwealth Games, ITU World Championships, ITU World Series and ITU World Cups.



SUSTAINABILITY

SUSTAINABILITY (Finance/Governance)

- Operate Triathlon NZ within low/medium risk revenues and aim to secure new revenue.
- Hold an Annual General Meeting
 - report to our stakeholders on how Triathlon NZ has delivered annually in relation to its strategy
- Provide clarity to members, stakeholders and partners regarding Triathlon NZ's deliverables
- Lead and promote safe Triathlon practice and delivery
- Protect the safety of our staff





WHAT WE WILL DO

PILLAR: Knowing our Role



TRIATHLON LEADERSHIP

TRIATHLON LEADERSHIP (Sport Services)

- Be the primary portal for all things triathlon in New Zealand including being the gateway to events.
- Provide market insights and toolkits that support a participant led model that supports market innovation, and growth
- Grow the visibility of 'Heros'



MEDAL WINNING PERFORMANCES

WINNING MEDAL PERFORMANCE (High Performance)



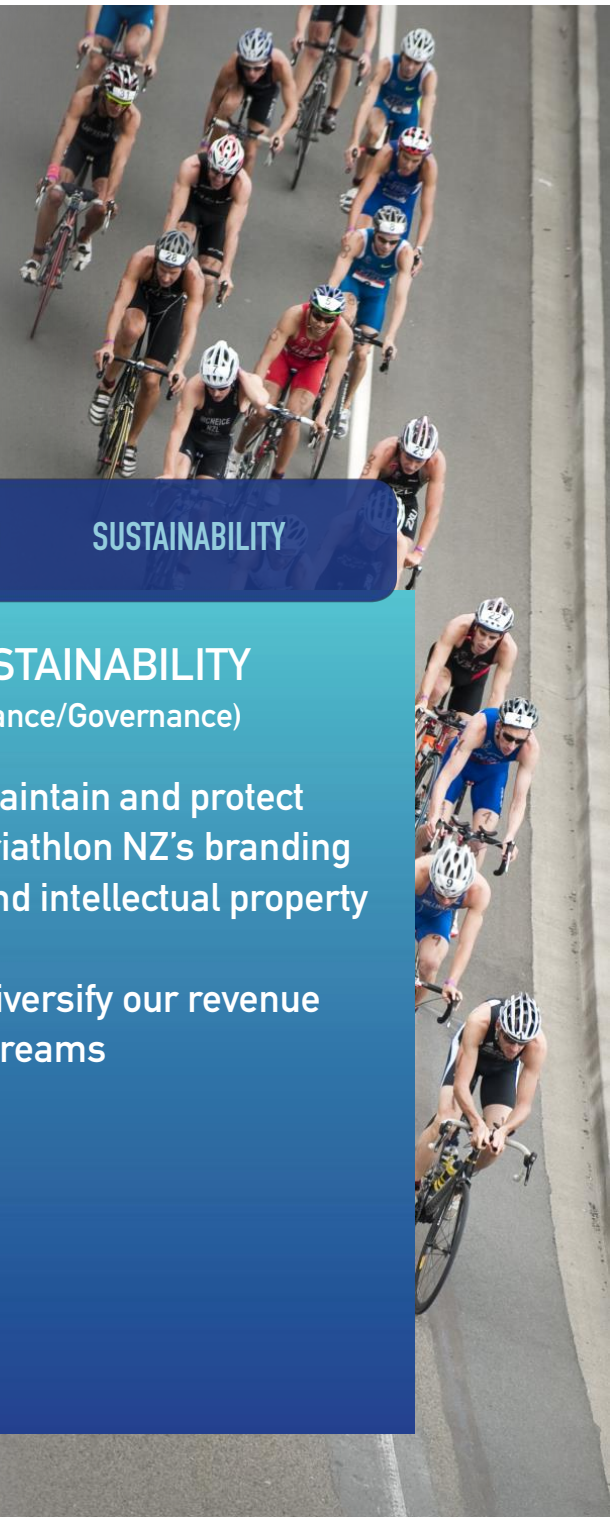
- Will be based on the proposal tabled to HPSNZ



SUSTAINABILITY

SUSTAINABILITY (Finance/Governance)

- Maintain and protect Triathlon NZ's branding and intellectual property
- Diversify our revenue streams



WHAT WE WOULD LIKE TO DO



TRIATHLON NEW ZEALAND

LEADERSHIP:

- Coordinating and drive the Triathlon in New Zealand Priorities

MEDAL WINNING:

- Deliver an Olympic Medal in 2024

SUSTAINABILITY:

- Investigating Sustainable Governance Models

TRIATHLON *IN* NEW ZEALAND

SUSTAINABILITY:

Vibrant regional hubs supporting growth, sustainability and development:

- Clarity on Hub Critical Success Factors
- A co-designed delivery model
- Focus on event quality and participant experience
- Delivery model sustainability

FUTURE FOCUSED:

Innovative new initiatives (Zwift) to:

- Engage with young people
- Support Talent Development Pathway
- Remove barrier to entry
- Create innovative event experiences
- Create participant event experiences (onsite showcasing)
- Improve the 'hub' offering with engaging equipment opportunities

EXPERIENCE DRIVEN:

Support Growing Event Experiences

- Photos
- Video Content
- Social media interaction