



WORKING STRATEGIC FRAMEWORK

OUR PURPOSE

To develop a triathlon community that enhances the well-being of current and future generations in Wales.



OUR SPORTING PILLARS



Success

Develop exceptional people to deliver international success.

1. Ensure accessible and holistic development opportunities reach all communities to engage the next generation of triathletes.
2. Develop people with world class skills, knowledge and understanding across the organisation.
3. Invest effectively and use robust evidence-based decision making to deliver the long-term international success for the organisation.
4. Promote performance environments that enable those involved to maximise their potential.



Inclusivity

Facilitate a full portfolio of enjoyable and inclusive events.

1. Facilitate a full range of inclusive safe events across Wales catering for all generations and abilities.
2. Provide Age Group opportunities, which enhance competition pathway and profile for domestic athletes and clubs.
3. Showcase Wales and the sport by working with partners to attract major multi-sport events.
4. Provide a platform for competitive Paratriathlon to thrive.

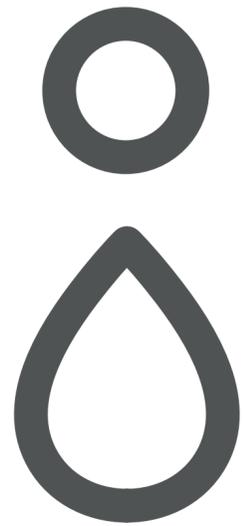


Sustainability

Lead opportunities to grow a sustainable triathlon community.

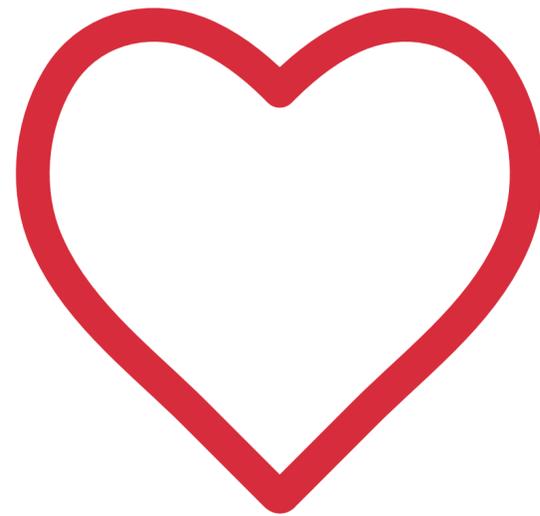
1. Deliver engaging activities and communications which enhances profile and grows membership.
2. Increase the breadth of participation through insight-driven programmes and people development.
3. Embed effective and robust governance across the organisation to ensure long term sustainability.
4. Create cohesive communities through a network of multisport clubs and collaborative partnerships.

Success



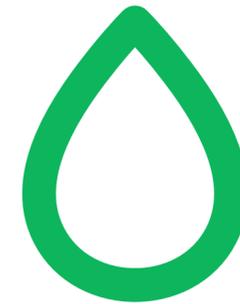
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Inclusivity



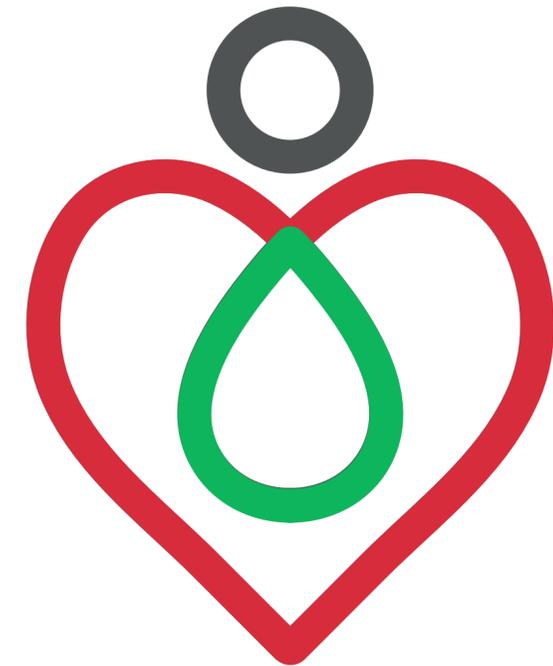
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Sustainability



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Our vision



OUR VISION



By 2030, we will be widely recognised for enhancing well-being in Wales by driving a successful, inclusive, and sustainable sporting community.



OUR GOVERNANCE PILLARS

01

Financial & environmental sustainability

02

Ethics & integrity demonstrated through behaviour and practices

03

An inclusive, supported and educated community

04

Insight driven decisions and communications



OUR STRATEGIC GOALS



01

Facilitate access to inclusive triathlon activity within 15 miles of every person in Wales

02

Win medals at the 2026 and 2030 Commonwealth Games to inspire the nation

03

Facilitate an annual international triathlon event to drive participation across Wales

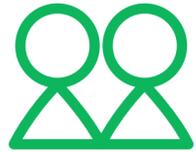
04

Develop diverse funding from a minimum of four streams for long term stability

05

Demonstrate how Welsh Triathlon is making a positive impact on our Communities

OUR VALUES



Respect

Creating a culture of mutual respect for all through fair play and inclusivity.



Ambition

Determination to achieve success by embracing change and striving for excellence.



Teamwork

Creating a collaborative, positive environment to achieve goals and celebrate success.



Integrity

Promoting an environment of honesty and strong morals.

OUR STRATEGY OVERVIEW



Purpose

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Vision

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OUR GOVERNANCE STATEMENTS



FINANCIAL SUSTAINABILITY

- Deliver a balanced income portfolio to maintain an annual revenue which exceeds reserves so we can reinvest into developing our sport
- Reduce the dependency on public funding to 40% whilst maximising potential for funding to deliver on Sport Wales' and Well-being of Future Generations Act (2015) Wales' objectives
- Develop a strong commercial approach including maximising assets and creating profitable partnerships to support events, kit, participation, and performance programmes
- Develop a merchandising platform to enhance the membership offer and increase revenue
- Retain and grow a membership which values belonging to Welsh Triathlon: target 90% retention rates each month in adults and children, plus annual growth as detailed
- Ensure our strategic decisions take a managed approach to risk

ENVIRONMENTAL SUSTAINABILITY



- Demonstrate and promote sustainable methods of delivering triathlon activity & support the education of our partners in achieving sustainable practices
- Audit progress in reducing consumption of single-use items such as paper and plastics, and benchmark against best practice
- Identify, support & develop schemes to reduce & offset carbon emissions with a view to becoming 'climate positive' as an organisation by 2030
- Look to raise standards to enable sign up to national & international charters to ensure progress against sustainable objectives
- Support economic and social well-being initiatives within partnerships

ETHICS AND INTEGRITY DEMONSTRATED THROUGH BEHAVIOUR AND PRACTICES

- Ensure that frameworks to safeguard children, young people, and adults at risk are embedded and communicated
- 100% of clubs working towards DSW Insport Accreditation and to have a Safeguarding and Risk framework
- Demonstrate continual progress against athlete welfare objectives in line with and building on Baroness Grey Thompson's report (2017) on Duty of Care
- Maintain Standard 2 Safeguarding and build on outcomes for annual panel review
- Collaboration with British Triathlon and the Home Nations to keep people safe in our sport
- Ensure that athlete and carers education programme is integrated within the performance programme
- Attain the Sport Wales Advanced Equality and Diversity Standard





AN INCLUSIVE, SUPPORTED AND EDUCATED COMMUNITY



- Deliver a staff and key volunteer well-being framework and annual welfare week in February
- All volunteers including coaches and technical officials are to have a clear pathway of progression driving a sense of purpose and confidence
- Create a coaching framework which provides opportunities to develop throughout the triathlon pathway
- Deliver a Volunteer Strategy to enhance opportunities for development and help sustain grassroots growth across Wales
- Ensure an inclusive staff recruitment process, resourced according to strategic needs (12 FT staff by 2030 plus 3x part time regional coaches)
- Ensure all staff have clear personal development plans aligned to a Performance Development Review (PDR) aiming for positive relations with the organisation whilst adding value for ongoing career paths
- Ensuring that our Board of Directors operates and is evaluated in line with the Principles of the Governance and Leadership Framework Wales

INSIGHT DRIVEN DECISIONS AND COMMUNICATIONS

- Gather, monitor and review data and evidence to help us understand how and why we are making a difference and to ensure learning and improvement is incorporated into future decisions
- Monitor socio-economic, demographic, and self-reported health data to measure well-being impact
- Through staff survey and Board evaluation, monitor the effectiveness of our internal communications (Board and Staff) to ensure resources are maximised
- Develop a stakeholder strategy which supports collaboration and shared learning and includes our commitment to the Welsh Language
- Ensure we communicate in a way which engages and inspires our members and reaches an inclusive audience, using data and surveys to provide insight and learning
- Use an attractive IT and website solution which enhances the participants online journey



PLEASE GET IN TOUCH

For any questions you might have about our Strategic Framework, or any additional information you might require, please contact:

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