



**ONE LEAF.  
THREE SPORTS.  
NO LIMITS.**

STRATEGIC PLAN  
2021 **2028**

**TRI**  **THLON**  
**CANADA**

# WHO WE ARE

***A national Sport organization, Triathlon Canada is the national governing body for triathlon in Canada.***

The Triathlon Canada nation includes groups and individuals who at present, in the future, or formerly, have engaged with the organization at a grassroots level through to the international stage:

- Athletes
- Coaches
- Officials
- Local Event Organizing Committees
- Provincial Sport Organizations
- Volunteers
- Spectators
- Corporate Partners

## VISION

To be a world leader in the sport of triathlon.

## MISSION

Achieve excellence through bringing the Triathlon Canada nation together and inspiring multisport participation at all levels.

## MANDATE

Triathlon Canada leads the Canadian triathlon and multisport community by supporting the sport's growth and the performance of athletes, coaches, officials, and administrators at all levels.





# OUR VALUES

## COLLABORATION.

### WE ARE BETTER TOGETHER.

Build a sustainable, inclusive, and bilingual sport ecosystem with the Triathlon Canada nation.

## COURAGE.

### WE CHALLENGE ADVERSITY.

Being responsive and openly face challenges using a forward-thinking mindset.

## INTEGRITY.

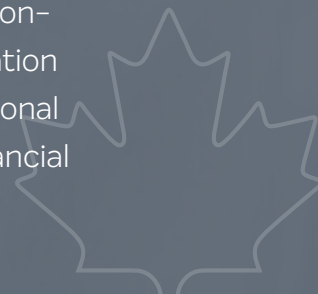
### WE ACT HONESTLY.

A demonstrated commitment to respectful, fair, transparent, and consistent communications and actions.

## EXCELLENCE.

### WE ARE COMMITTED TO ACHIEVING EXCELLENCE ON AND OFF THE FIELD OF PLAY.

Using sound decision-making and innovation to guide organizational leadership and financial responsibility.





# WHAT WE DO

***Funded by Sport Canada,  
Triathlon Canada  
responsibilities include:***

- governing all aspects of the sport within Canada;
- managing the high-performance programs;
- selecting and managing the national teams;
- implementing national initiatives to develop and promote the sport;
- sanctioning national and international level competitions and tournaments;
- providing professional development for coaches and officials in their sport; and,
- proposing and supporting bids for international competitions in Canada.





# STRATEGIC PRIORITIES AND GOALS

*Triathlon Canada focuses on the following three strategic priorities; performance, development, and organizational excellence.*

## 1 PERFORMANCE PRIORITY

To optimize our high-performance athletes' platform to excel in international and Olympic/ Paralympic competitions while inspiring the next generation of athletes.

---

Triathlon Canada focuses on this priority through the alignment and integration of all high-performance and athlete development pathways.

---

The goal of the performance strategic priority is to win three Olympic medals and three Paralympic medals at the 2028 Olympic Games.

---





# STRATEGIC PRIORITIES AND GOALS

## 2 DEVELOPMENT PRIORITY

**To grow and support the engagement of the Triathlon Canada nation in collaboration with our stakeholders.**

Triathlon Canada will focus on this priority by providing clear pathways for the Triathlon Canada nation to engage in the sport.

The goal of the development strategic priority is to, by 2028:

- > 20,000 annual members
- > 350 active and safe sport registered coaches

---

- > 80 nationally and 250 provincially registered officials

---

- > Develop and expand kids and youth programs and race series that can be offered provincially in schools, clubs or communities

---

- > Have a comprehensive, forward-looking event hosting strategy focused on a progressive racing pathway aligned to the levels of our athletes

---

- > Each province to offer a provincial or regional championship linked to athlete pathways of all levels

---

- > six provinces with para-triathlon representatives

---



# STRATEGIC PRIORITIES AND GOALS

## 3 ORGANIZATIONAL EXCELLENCE PRIORITY

**To nurture, develop, grow, and strengthen the Triathlon Canada nation's relationships and brand, domestically and internationally.**

---

Triathlon Canada focuses on this priority by emphasizing the importance of a unified and collaborative Triathlon Canada nation, including the critical evaluation of our operational performance and deployment of resources.

---

The goal of the Organizational Excellence strategic priority is to, by 2028, have defined and proven operational efficiency models with each Triathlon Canada nation member and establish a financial model for long-term sustainability.

---





# NEXT STEPS

*Next Steps for  
Triathlon Canada:  
Focused, Unified  
and Courageous.*

**Triathlon Canada will achieve their strategic goals through the implementation of short-term operational plans.**

These plans will allow the organization to remain current and nimble through the triathlon sport system's development and modernization. The plans will consider external factors influencing the sport and focus on building a unified Triathlon Canada nation using defined metrics.

---

## **2021-2022**

Published June 11, 2021

---

## **2023-2024**

Published March 1, 2023

---

## **2025-2026**

Published March 1, 2025

---

## **2027-2028**

Published March 1, 2027

---







# MESSAGE FROM THE PRESIDENT

***It is my great honour to serve as President of the Triathlon Canada Nation as we embark on the exciting next evolution of our sport's great history in Canada.***

Triathlon Canada's Strategic Plan (2021-2028) is designed to inspire the whole Triathlon Canada Nation to work together and position Canada as a leading triathlon nation that wins at the highest levels; hosts world-class events, and works with our provincial partners across the country to increase participation levels, thus providing more opportunities for people to swim, bike and run.

To win as a nation, we must strive for excellence in everything we do – from the boardroom to the field of play and everything in between. The Board of Directors will lead with strong governance principles to achieve our golden standard while managing the risks to the organization.

Inspired by the solid foundation established over the last quadrennial, we are now comfortably in the battle for medals at all levels of our Olympic and Paralympic pathway towards Paris 2024 and Los Angeles 2028.

The pursuit for medals continues with vigour. It is critically important that we continue to grow the sport at all levels, and safely nurture the development of our future athletes across the whole country. This plan aims to deepen the talent pool of athletes, coaches, officials and volunteers and, ultimately, achieve our goal of developing a system that will create more medal winners for Canada.

Stability throughout both the system and our organization will contribute to having success in our sport. With stability, we can focus on the relentless pursuit of excellence at all levels, we are better placed to support our athletes and coaches, and we can strengthen the relationships with our members and all stakeholders involved in the sport.

It is my hope you will embrace this plan, and play your part in making it a reality while working closely with the Board and staff of Triathlon Canada. Together we are stronger, and together we can win.

One Leaf. Three Sports. No Limits.

Peter McCrory, President



**To win as a nation,  
we must strive  
for excellence in  
everything we  
do – from the board-  
room to the field of  
play and everything  
in between.**



# MESSAGE FROM THE CEO

*Triathlon Canada is committed to the ongoing growth and development of our sport by ensuring a safe, welcoming and inclusive space for everyone to participate.*

Working as one team, our priorities over the coming years will be focussed on developing Olympic and Paralympic champions that will inspire our country and future athletes to excel no matter where their start line is.

This will include supporting our provincial partners to bring more kids and youth into our sport, bolstering talent identification to seek and develop our future champions and further honing our event hosting strategy so there are clear pathways for our athletes to participate and develop—from their community, club, province and ultimately onto the national and international stage.

Community is at the heart of sport and sport builds community. We look forward to working together to build a better and stronger organization and sport ecosystem—built around a shared culture of excellence to inspire Canadians and our global community.

Kim Van Bruggen, CEO



**Working as one team, our priorities over the coming years will be focussed on developing Olympic and Paralympic champions that will inspire our country and future athletes to excel no matter where their start line is.**





**FOCUSED,  
UNIFIED AND  
COURAGEOUS.**

**TRI<sup>THLON</sup>  
CANADA**