

Vision: *To grow the sport of Triathlon throughout Western Australia by providing people with opportunities to participate in a healthy lifestyle sport and achieve their goals.*

Key Result Area	Membership & Participation	Financial Management	Education & Training	High Performance	Club Development	Organisational Development
<b>Strategic Goals</b>	Increase participation in Triathlon and related activities	Maintain a financially responsible organisation while growing resources to invest in the sport	Training and education of our coaches, officials, administrators and increased profile of Triathlon in the community.	Develop high performance pathways to enable athletes to reach their potential.	Enable the development of clubs in all critical areas including governance, planning, promotion, risk management and program delivery.	Develop and pursue a philosophy of good governance and continuous improvement
<b>Performance Objectives</b>	<p>Increase active membership to 2000 members.</p> <p>Increase participation at Busselton Half Ironman to more than 1000 individuals and 300 teams.</p> <p>Grow interest and opportunities for boys and girls through schools, clubs and modified programs and events</p> <p>Build links from schools to clubs</p> <p>Improve the retention of members to increase the lifespan that members remain in the sport</p>	<p>Increase total revenue by 20%.</p> <p>Increase sponsorship and operational revenue from Busselton Half Ironman by 10% each year</p> <p>Grow revenue by building triathlon's products around needs of customers, major sponsors and media</p> <p>Manage costs and investments responsibly</p>	<p>Maintain a minimum of 30 accredited coaches across the state</p> <p>Build, enable and recognise a strong network of coaches, officials and administrators</p> <p>Enhance public awareness of triathlon through increased media coverage.</p> <p>Strengthen our knowledge of Triathlon's customers and members</p>	<p>Develop a clear high performance pathway to provide elite athletes with the optimal opportunity for success.</p> <p>Attract and develop high performance athletes</p> <p>2 athletes ranked in the top 10 athletes in Australia at under 23 level</p> <p>Continue to work with DSR High Performance Unit and WAIS with the aim for inclusion in the WAIS program</p>	<p>All affiliated clubs operate with sound financial, planning and administrative systems</p> <p>All clubs have a stable accredited coaching network</p> <p>50% of clubs run a viable Trystars program</p>	<p>TWA embraces best practice principles in governance, financial, operational and human resource management</p> <p>Develop efficient communication networks between individual members, clubs and other stakeholders including other sports</p>