



Strategic Plan 2015 – 2017

Vikings Triathlon Club was formed in 1997 and is a membership based association promoting triathlon and supporting its members in meeting their triathlon and endurance sport goals.

Our vision

A strong community of active people demonstrating a shared passion for triathlon and multi-sports.

Our mission

The Vikings Triathlon Club strives to promote the sport of triathlon and multi-sports by encouraging involvement and participation. The club aims to support members developing their skills and fostering a friendly and inclusive community.

Our values

Our club values:

- **quality coaching** which enables high quality triathlon training programs;
- **honesty** and **integrity** that is demonstrated to the community via our communications and in our behaviour towards one another;
- **family** by providing opportunities for all ages to participate and celebrate their achievements in triathlon and associated endurance events; and
- living **active, healthy life styles**.



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Strategic goals

Goals	Measure of success	Timeframe	Responsibility
<p>People – we are a club that values the people involved and want to expand the opportunities for people to be involved as athletes, officials and supporters. We will do this by:</p>			
Maintaining an annual renewal rate of 80% of previous year members	80% of previous year members renewed (167 total members in 2014-15)	1 July – 31 December	
Increasing adult membership each year by 5%	5% increase over previous year adult membership (138 adult members in 2014-15)	1 July – 31 December	
Increasing junior membership each year by 10%	10% increase over previous year junior membership (29 junior members in 2014-15)	1 July – 31 December	
Increase membership numbers in 13-30 age group by 10%	10% increase over previous year 13-30	1 July – 31 December	

Goals	Measure of success	Timeframe	Responsibility
	members (26 13-30 members in 2014-15)		
Participation – we are a club that encourages people of all abilities to have a go and to continually challenge themselves in a healthy environment. We will do this by:			
Running Novice triathlon programs for adults each year with at least 25 new athletes subscribing to the program	Min. 25 Novice athletes per year	1 July – 31 December	
Running Trystars triathlon programs for children under 12 years of age with at least 20 children subscribed to the program	Min. 20 Trystars athletes per year	1 July – 31 December	
Running VYPRS triathlon program for athletes aged under 18 years with a stronger performance focus with at least 10 athletes in the program	Min. 10 VYPRS athletes per year	1 July – 31 December	
Maintain at least six active, Level 1 qualified coaches in the club	6 Level qualified coaches, actively coaching club members	All year	
Support at least two members to obtain their Level 1 coaching qualifications each year	2 club members qualifying as new Level 1 coaches	All year	
Provide at least two race/race-distance specific club training opportunities for members	2 race or race-distance specific training	All year	

Goals	Measure of success	Timeframe	Responsibility
	programs open to ALL members		
Obtain an average 25% athlete participation rate at all TACT events over the season	25% participation rate as a % of total membership over TACT racing season	TACT racing season, approx. Nov-Mar	
Community – as a club we are active in our local community, celebrating our members achievements and encouraging others to be active. We do this by:			
Holding social events for club members: at least six social events each year, of which at least two are family friendly	6 social events for members 2 social events that are family friendly	All year	
Supporting the sport and the community by having at least 20 club members volunteer at each TACT and local race, including RDs, TOs, race volunteers and club volunteers	20 volunteers for each TACT and local race	TACT racing season, approx. Nov-Mar	
Holding at least two club run events open to members, other clubs and other members of the community	2 events run by the club	All year	
Organisation – we are a club that plans to be around for its members for a long time into the future so we actively work to ensure we are well-organised and financially sustainable. We achieve this by:			
Obtaining sponsorship funding of at least \$7.5K per season	\$7,500 sponsorship funding per year	Financial year	

Goals	Measure of success	Timeframe	Responsibility
Maintain affiliation relationship with Vikings Group	Ongoing funding and support from Vikings Group	Financial year	
Securing ongoing sponsorship in the following areas to provide services for members: <ul style="list-style-type: none"> • Shoe/equipment retailer • Cycle retailer/ service provider • Allied Health and associated services provider 	Secure at least one financial sponsorship in each of the listed categories	Financial year	
Reinvesting in our members' activities by regularly replacing club equipment	Annual investment in club equipment of at least \$2,000	Financial year	
Developing a model of diversified funding to minimise the financial risks to the club	40% Total Income to be generated from non-membership sources	Financial year	
Governance – retention and regeneration: ensure good governance through retention of corporate knowledge and introduction of new ideas	Ideally no more than 80% of incumbent committee members reappointed at the AGM.	September	

Goals	Measure of success	Timeframe	Responsibility
	At least two new committee members appointed each AGM.		
Governance – policies: ensure clear operating frameworks by developing and maintaining club policies	Develop club corporate manual	December	