

## **Strategic Planning Committee Report – 2008/2009**

The 2008/2009 season saw a slight shift in the direction of the Triathlon Manitoba Strategic Plan. For the past several years the strategic direction of TriMB was directly aligned with that of Triathlon Canada. The pillars for the TriCanada plan were

- Athletic Excellence
- Participation
- Funds Development
- Operations & Governance

With a renewed committee we were able to take a more specific look at the scenario in Manitoba and re-aligned some of the areas and revised priorities with a view towards preserving the health and promoting the growth of the organization in future years. The areas identified by the committee were:

- Marketing
- Events
- Coaching
- Facilities
- Regionalization

The first three areas are viewed as higher priority issues than the following two but all were regarded as deserving attention. This is not a full scale shift of direction as these five areas still tie directly or indirectly to the TriCanada pillars. For example Marketing and Regionalization are key factors in Funds Development. Initiatives in Events and Facilities aid Participation and Athletic Excellence. We don't see this as a change of direction but more as a way to focus resources in a more effective manner.

### Marketing

This is an area that has been underserved for many years and one which can provide large benefit for the organization. These initiatives are identified as potential areas for improvement

- The Tri Manitoba Website does an excellent job of keeping members informed. More could be done to use it to market Triathlon to potential participants as well as potential sponsors.
- We have been working on a sponsorship development program for several years. This would benefit from the leadership of a person or group with formal training and experience – Any takers?

### Events

Events are generally put on by the member clubs of the organization. This has put a limit on the number of events as there are only so many clubs and each club can only do so much towards putting on an event or events. The disappearance of the Lac du Bonnet Triathlon (rumors of a resurrection are in the air) is an alarming sign. The Riding Mountain Triathlon is an example of a privately put on (rather than club) event. Its success indicates that we need to look at the potential for other privately put on events while maintaining the integrity and quality that our members expect

### Coaching

We have been without a coaching committee for several years. Although programs like the Youth Team are providing an opportunity to identify and develop young coaches in particular, we would benefit from a more formalized development process. Ultimately we would like to see a succession plan for the MNTC and Youth Team coaches.

### Facilities

Swimming pool space continues to be a challenge as does indoor track time in the winter. Individual clubs have been very creative in obtaining space and they should be commended for their efforts. Perhaps this is a good incentive for TriMB members to join a tri club.

A cause for concern in recent years and one that seems to be taking a turn for the worse, is access to Bird's Hill Park, especially for competitions. This is particularly troubling to long time members of the organization who worked very hard to obtain funds for improvements to the park that were specifically made for the Pan Am games triathlon. Triathlon Manitoba's recent success at the 2009 Canada Summer Games has given us a window to approach several areas of the Provincial Government (Sport, Health, Healthy Living) in addition to Conservation which seems reluctant to cooperate with our organization as well as other sports in allowing to put on events. A concentrated effort to lobby government areas will help to ensure (and possibly even increase) our access to this very important training and racing facility

### Regionalization

With such a large concentration of population in the Winnipeg area and a wide dispersion of a small population in other regions, this continues to be a challenge. TriMB like all of the other sports in the province have a mandate to promote their sports in all regions of the province. Our funding is directly dependent on our efforts and our success in serving all of the regions. We need a focused plan to bring Triathlon to the regions which are not currently well served

I would like to thank all of the members of the Strategic Planning Committee for this year: Colin Blanchette, Debb Brethauer, Scott Brown, Bill de Gagne, Darren Hemeryck, Mike Klatt, Dave Markham, and Jeff Morier for their input and their enthusiasm. Triathlon Manitoba is a strong and wonderful organization. By identifying and working on opportunities for continuous improvement we can ensure that it thrives in years to come.

Respectfully



Tom Okany