

# METEORS TRIATHLON CLUB STRATEGIC PLAN 2016-17



## The Meteors Triathlon Club vision and values statement for the 2016/17 season

*The mission of the Meteors Triathlon Club is to engage and grow the multisport community in the southern area of Adelaide by developing a positive culture of health, enjoyment, belonging, achievement, courage and respect for members of all skill levels and capabilities. This is achieved through passion, participation and performance.*

**The goals for the 2016-17 season align with Triathlon Australia's 6 core values – health, enjoyment, belonging, achievement, courage and respect**

Goals	Key objectives and strategies	Key performance indicators
<b>Health</b>	<ul style="list-style-type: none"> <li>Develop relationships with multiple health focused professionals and businesses within the community to benefit members and the club</li> </ul>	Obtain 5 or more financial sponsors for 2016/17 season
<b>Enjoyment</b>	<ul style="list-style-type: none"> <li>Develop a positive and supportive club culture at training and races</li> <li>Promote and advertise social events</li> </ul>	Evaluate attendance numbers at events, review member feedback from 3 surveys
<b>Belonging</b>	<ul style="list-style-type: none"> <li>Engage with and welcome ALL club members through multiple modalities – in person, phone calls, email and social media.</li> <li>Develop the club profile through encouraging members to wear uniform at races, events and trainings</li> </ul>	Contact ALL members upon joining/rejoining via phone call, email or social media, reviewed monthly ongoing
<b>Achievement</b>	<ul style="list-style-type: none"> <li>Recognise individual and club achievements through social media, publications, club events and annual awards night</li> <li>Increase attendance at the TriSA awards night by offering financial support to members who receive awards in this forum</li> <li>Recognise club membership milestones eg 5 year/10 year/20 year/life member</li> </ul>	Develop and distribute the criteria for end of season club awards prior to the start of 2016/17 season in October
<b>Courage</b>	<ul style="list-style-type: none"> <li>Review the structure and criteria for the 'Spartan Award' and reintroduce this to members</li> <li>Committee will embrace the challenge of new direction that the club is taking</li> <li>Develop a strategy to engage with primary and high schools to foster multisport participation</li> </ul>	Complete STAR club approval and accreditation by end of 2016/17 season
<b>Respect</b>	<ul style="list-style-type: none"> <li>Revise and update Code of Conduct policy and share this with members via the website</li> <li>Monitor social media to ensure that respect and fairness is shown to members</li> </ul>	Update the Code of Conduct to be operational by October 2016