

**Introduction**

This Strategic Plan sets out the Meteors Triathlon Club objectives, values and vision together with key strategic challenges and priorities for the 2023-2024 season. In doing so, it provides guidance for Meteors Triathlon Club, potential sponsors, affiliated associations, our members and supporters on what we do, how we go about it, and what we intend to achieve over the next two years.

**Mission Statement**

*“To engage and grow the multisport community in Southern Adelaide region and provide an inclusive environment for the benefit of all our members regardless of skill levels & capabilities”*

**Values**

The Meteors Triathlon Club values are - ***Health, Enjoyment, Belonging, Achievement, Integrity & Respect.***

**Goals & Objectives**

1. To ensure the passion and spirit of our club remains connected. We will continue to provide a community to our members where all are engaged whether they are elite, age group, associate or volunteer.

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| **Objective** | **Actions** | **Measure** |
| Initiate new members into the club culture | * Ensure all new members are contacted and welcomed by phone or email within 10 days of joining the club. | * Achieve 100% compliance |
| Increase awareness of the clubs brand. | * Ensure members are always aware of uniform ordering processes and any sales. * Provide random prizes to members of visors or shirts at pre or postrace events. | * Committee to gauge success based on visual assessment at races and events |
| Recognize member milestones and contributions | * Establish systems to gather data to enable milestone recognition at annual awards night. * Formalize rewards incentives for coaches & volunteers | * Committee to be able to provide annual report in preparation for annual awards evening |

1. To remove barriers and facilitate the increased participation of our members at events whether social, training and racing.

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| **Objective** | **Action** | **Measure** |
| Increase membership base to over 50 | * Make formal contact with all members who have not renewed with the club within the past 2 years. * Ensure retention figures are achieved so growth is maximized. * Ensure club committee and its members are actively promoting the club through associated networks to ensure MTC is promoted as the club of choice for new or transitioning participants in SA Triathlon scene. | * Achieve figure by October 2023 |
| Increase attendance at TRI SA awards night to 15% of membership base | * Advertise as an event for members to attend the awards to increase attendance and the club’s presence at the prime social event on the TRI SA calendar. | * Achieve attendance figure by next Awards evening |
| Achieve retention rate of 90% of current membership base | * Make formal contact with members to remind of membership renew date * Give renewal branded gift post renewal | * Achieve the retention figure by October 2023 |
| Increase female representation as a % of membership base to 25% | * Ensure the club is promoted as a female friendly environment. * Target specific questions for female members * Ensure all club events, training sessions have accounted for any obstacles which may limit participation by the clubs female membership base. | * Achieve objective figure by December 23 |

1. To provide a culture of success within the club by providing our members with the resources, facilities and support to reach their respective individual goals.

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| **Objective** | **Action** | **Measure** |
| Provide our members with a dedicated facility to run club operations from. | * Continue with affiliation with Edwardstown Oval | * Ongoing |
| Provide quality training programs and services to our members | * Publish Meteorites sessions schedule for distribution to members on the website and on facebook * Provide quality club sanctioned training events across the 3 disciplines with accredited coaches. | * Gauge success of these events through annual club survey. * December 2023 |
| Ensure the club is financially viable and sustainable to provide ongoing support to its membership base. | * Ensure all external funding opportunities such as grants are explored and applied for. * Establish key sponsorship deals for the benefit of the club and its members. * Ensure proper governance is observed and executed by the committee at all times in relation to allocation of club funds. | * Ensure MTC applies for 100% of all grants or funding opportunities that the MTC is eligible for. * Obtain sponsorship . |