



**TRIATHLON
NEW ZEALAND**

Strategy 2025–2029

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Our Aspiration

Growing Stronger Together

Vision

To inspire a love for triathlon in New Zealand

Mission

Enable active communities through shared triathlon experiences

Strategic Pathways

Growing the triathlon community

Foster culturally inclusive and accessible opportunities for all to engage in triathlon, whether as athletes, volunteers, coaches, officials, or supporters - strengthening community through shared experiences.

Inspire through world class performance

Empower athletes to achieve excellence on the world stage, inspiring pride and participation across the triathlon community.

Enhancing triathlon's visibility

Amplify triathlon's presence through compelling storytelling, strategic partnerships, and events that connect with diverse audiences.

Effective governance and financial sustainability

Build a resilient, transparent, and future-focused organisation through strong leadership, sound financial management, and collaborative relationships.



Growing the triathlon community

Why

Growing the triathlon community in New Zealand means more people experiencing the joy, challenge, and camaraderie our sport offers. A bigger, more connected culturally diverse community strengthens clubs, events, and pathways, creating opportunities for all ages and abilities. By inspiring participation and belonging, we ensure triathlon thrives for future generations across Aotearoa.

What will we do

We will grow the triathlon community by making it easy and welcoming for people to get involved, whether they're first-timers, returning athletes, or lifelong members. Through clubs, events, schools, coaches, and local initiatives, we create opportunities where participation is accessible, fun, and rewarding. By connecting people to each other and the sport, we turn interest into lifelong engagement.

Success outcomes

Outcome 1

Clubs feel supported to grow their membership

Outcome 2

Build a resilient network of coaches and technical officials

Outcome 3

More people participating in events

Outcome 4

More opportunities for young triathletes

Outcome 5

Age-group triathletes having positive triathlon experiences

Outcome 6

Para-Triathlon pathways will be more visible and supported



OUR STRATEGIC PRIORITIES IN ACTION

Inspire through world class performance

Why

Triathlon in New Zealand has a strong history of winning Olympic and World Championship medals in all forms of the sport. Not only do we want to continue this success, but we want to develop a sustainable and nurturing high performance environment that consistently produces athletes capable of podium results at all levels of racing.

What will we do

To achieve our vision, we must have in place a clearly defined and structured athlete pathway, available and accessible for all triathletes aspiring to be the best, that is informed by our picture of performance. This will enable us to identify, nurture, measure, and support our athletes as they transition from teen athlete to podium performer to retired athlete.

Success outcomes

Outcome 1

A high-performance Olympic and Paralympic pathway that enables sustained international podium success

Outcome 3

A diverse, skilled coaching network that prioritises performance and wellbeing across all levels of the Performance Pathway.

Outcome 2

A transparent, trusting, and positive culture within the High-Performance Programme..

Outcome 4

Balance Programme structure with individual needs to drive accountability, progression, and performance.



OUR STRATEGIC PRIORITIES IN ACTION

Enhancing triathlon's visibility

Why

Enhancing triathlon's visibility connects more people to the sport, celebrates the stories of our athletes and communities, and inspires broader participation. It strengthens the foundation for growth, inclusion, and world-class performance, all in support of Growing Stronger Together.

What will we do

We'll grow triathlon's reach by sharing authentic stories, showcasing our athletes and communities, leveraging major events, and building strategic media and brand partnerships. Our goal is to make triathlon more visible, relatable, and celebrated across Aotearoa and beyond.

Success outcomes

Outcome 1

More New Zealanders see triathlon as a sport they can connect with.

Outcome 3

Major events amplify our reach and impact.

Outcome 2

Our athletes and communities are recognised and celebrated.

Outcome 4

Strong media and brand partnerships grow our presence.



Effective governance and financial sustainability

Why

Good governance and smart financial management help us stay focused, accountable, and ready for the future. When we lead well and manage our resources wisely, we build trust, make better decisions, and create a stronger foundation for triathlon to grow.

What will we do

We'll support confident, capable governance in our board and clear decision-making across Tri NZ and our members. That means having the right people, systems, and structures in place and making sure everyone's equipped to lead with confidence. We'll also grow and diversify our income, so we're not just surviving, but thriving, with the flexibility to invest in what matters most.

Success outcomes

Outcome 1

Confident, capable governance across our board and members

Outcome 3

A resilient financial base with diverse income streams

Outcome 2

Clear, transparent decision-making that builds trust

Outcome 4

Resources directed where they make the biggest impact

