

# Strategic Framework 2011-14



## COMMITMENT TO MEMBERS

Our Mission

To provide an active, inclusive, friendly and enjoyable **community** for triathletes, their families and friends whilst **racing, training or socialising.**

Our Values

### Active

All members are encouraged to join in the broad range of activities

### Supportive

Athletes of all abilities enjoy the support of the club in pursuit of their goals

### Competitive

Competing athletes perform at their best

### Fun

Lots of it; no matter whether we're racing, training or socialising

Our Delivery Areas

### MTC Community

It's racing, training and socialising with our members that makes being a member of MTC so much fun.

### Racing

Our athletes compete in events throughout Melbourne, Victoria, Australia and the world

### Training

Our athletes train to improve and reach their goals

### Social

Our members have fun together whether they're racing, training or relaxing

### Support

Our members have access to high quality cost competitive products and services that enhance their triathlon experience

## OPERATIONAL OUTCOMES by Portfolio

Member-focused Portfolios

### Racing

Member athletes are supported on race day across their chosen race distances at club priority races.

### Training

Member athletes have access to training support that enables them to reach their racing or fitness goals.

### Social

Members can enjoy a wide variety of events across the season at reasonable cost.

### Support

Connect members with health and wellbeing, equipment and accessories that enhance their triathlon experience.

**Not a Formal Portfolio**

Enabling Portfolios

### Membership

New and renewing members can easily understand the strong value of MTC membership.

### Partners & Sponsorship

Create partnerships and sponsorships that enable the delivery to members.

### Communications & Marketing

Members are provided with clear concise information relating to member benefits across the MTC Delivery Areas.

Potential members can easily access information about the value of being a member and are encouraged to join.

### Duathlon

Deliver a profitable professional duathlon event on behalf of TriVic and position the event as the premier duathlon of the series.

### Gear & Shop

High quality clothing, equipment and accessories are sourced and sold/distributed to members through the MTC Shop at cost competitive prices.

### Management

MTC committee functions effectively and transparently operating with a communicative approach to delivery to members.