



biathlon
australia

Strategic Plan 2022 - 2026





BA Vision

Biathlon Australia is recognised as a leading and successful snow sport in Australia

BA is an organisation, not a sport. Vision should focus on athlete's success and growing biathlon awareness and participation.

BA Mission

To engage and inspire more Australians to participate in biathlon at all levels, through all seasons

BA Strategic Focus Areas



BA Foundational Values

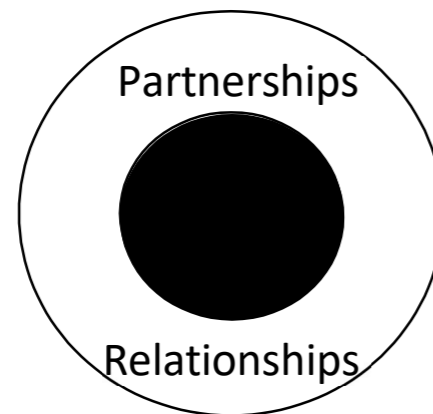
INTEGRITY

SUSTAINABILITY

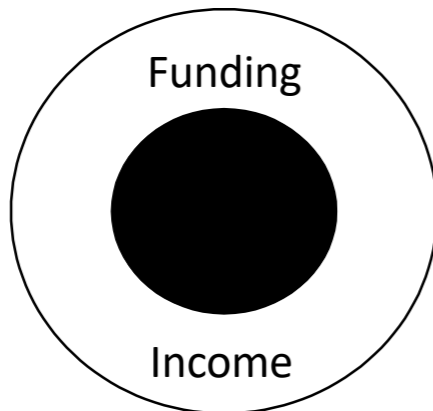
GOVERNANCE



Strategic Focus Area Objectives



Mutually beneficial partnerships driving a better biathlon



Establishing new and sustainable income streams to support development and growth of biathlon

Establish

- **Snow Australia:** Interschools access and mutual support with cross country and look to establish a model where Biathlon Australia becomes a disciplinary committee of Snow Australia, like Cross Country and Skimo (Nordic Division).
- **Disabled Winter Sport Australia:** establish and evolve para-biathlon program
- **Biathlon National Federations:** Establish and evolve training bases, including building on relationships with other NFs for camps and training + WC/IBU Cup athlete support
- **Shooting Australia:** Establish participation program in SA event portfolio
- **NRAA + SSAA:** Range officer certification pathway; licensing support and justification through Club membership; insurance, facility access and partnership.

Internal Funding

- Implement user pays model for facility access at Whisky Flat
- Develop and increase Biathlon online shop sales
- Grow our membership base 5% year on year
- Increase event entries and range of events to generate income to fund Hotham Range

Maintain + Improve

- **IBU:** recognition and support
- **AOC:** support and development
- **SportAus:** recognition, support and development
- **Schools:** Participation pathways into Biathlon
- **Alpine Resort Management:** facility and event support
- **Government Bodies:** SSO recognition and funding
- **Shooting Locations:** facility access and event support: MISC | SISC | Wodonga | ANZAC Range | CRC
- **Biathlon Training Locations:** support and develop Biathlon training and development locations across each state

Our Members

- One Biathlon family within Australia united through sport and a shared passion for Biathlon
- Establish positive and engaging participation experiences across biathlon in Australia
- Communicate and engage effectively with our members

External Funding

Government

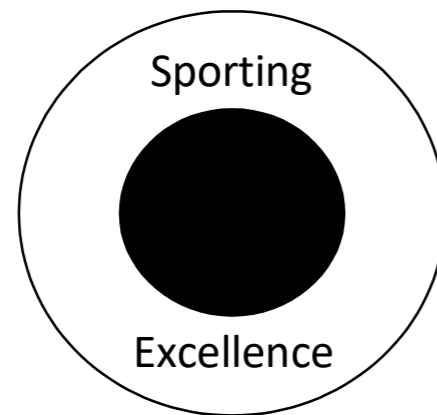
- Increase government grant funding through a dedicated capability identifying and applying for grants
- Implement and promote ASF project support campaign

Commercial

- Pursue and establish sponsorship relationship. Dedicate a capability identifying and exploring opportunities.
- In-Kind Sponsorship partnership with MT Hotham RMB
- Commercialise and monetise the Moth as a Winter biathlon and XC service precinct
- Maximise partner funding opportunities through the IBU, AOC and SportAus



Strategic Focus Area Objectives



Establish year round pathways, programs and events that promote commitment to the biathlon family and support sporting excellence and participation outcomes

Participation & Athlete Pathways

- Develop + execute pathways into biathlon through schools; come and try community events and Biathlon training.
- Promote and grow masters
- Participation activity YoY growth of 10%
- Development and growth of Para Biathlon.
- Partner with leading IBU NFs

High Performance

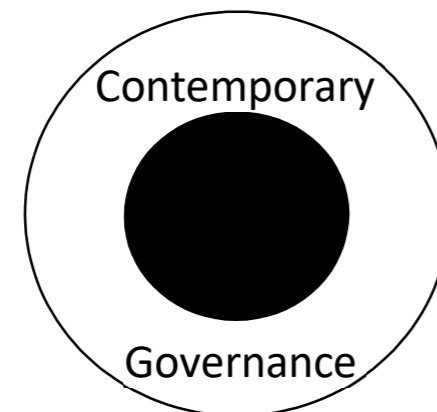
- Develop and implement clearly defined and visible pathway for high performance (FTEM)
- IBU Junior Cup team supporting male, female and mixed relay participation
- IBU Cup team supporting male, female and mixed relay participation
- World Cup quota/wildcard start continuing for females (Darcie) and achieved for males (Noah)
- 2 Athletes, male and female, achieving to 50% results at IBU Jnr Cup and/or IBU Cup
- Send team to IBU Summer Biathlon Championships
- Support the selection of an athlete compete at 2026 WOG (Darcie and/or Noah).

Coaching

- Define and implement basic coaching module for laser training
- Develop coaches supporting biathlon participation and development programs
- Leverage IBU Coaching framework to develop training coaching levels for training locations (regional coaches) and national team coaches in Australia. Develop coaching pathway to support athlete pathways Create coach development opportunities

Technical Development

- Volunteer official's development pathways
- Technical role development through IBU training events
- Key event role skill development opportunities (Race Director; Chief of Course; Chief of Penalty; Chief of Range; Race Secretary; Race Jury Chair)
- Establish race technical committee
- Explore Victoria Police carry exemption for U18 athlete age class
- Range officer accreditation through NRAA, TRA and SSAA RO accreditation
- Develop fit for purpose training and competition facilities
- Whiskey flat precinct and facility development strategy



Create culture that supports and promotes integrity, sustainability and growth of biathlon in Australia

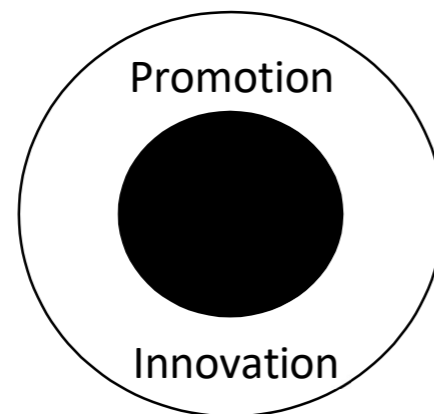
Integrity Framework

- Establish + maintain a governance framework that protects the integrity and reputation of Biathlon Australia as a national sporting organisation.
- Maintain policies and practices to score a maturity score of ≥ 3 on the SIA maturity scale
- Develop member participation in orchestrating governance through communication and involvement in participation working groups
- Through good governance process and practice maintain a safe and sustainable platform to operate and grow the sport of Biathlon in Australia
- Establish and implement a policy framework that assures and promotes appropriate conduct within the organisation and sport of biathlon in Australia
- On-going education and implementation of child safety policy that assures a safe environment for the participation of children within the sport of Biathlon
- Lead by example to promote a culture of respect, accountability, safety, inclusion and equality
- Establish and promote independent processes to effectively manage member complaints and/or disputes raised
- Maintain policy and governance framework that assures gender equity across the sport of biathlon



Strategic Focus Area Objectives

Promoting our Sport



Promote biathlon in Australia in innovative ways leveraging multiple channels to develop growth and awareness of the sport

- Leverage contemporary media and communication channels and platforms to increase biathlon awareness
- Create engaging and quality media content to promote biathlon leveraging the IBUMedia hub
- Maximise social media metric performance with a core focus on reach and engagement
- Website and membership portal development to promote a better member experience
- IBU website and Mobile application promotion to support better biathlon education and member access to information
- Equipping athletes, participants and members with knowledge and capability to promote biathlon
- Leverage our highest ranked athletes for promotion
- Partner with sponsors who promote biathlon across all participation levels as part of their sponsorship

Innovating our Future

- Implement environmental sustainability practices focused on lead and copper recovery
- Explore "Street Biathlon" following IBUlead
- Partner with IBU as a lead participant in the roll-out of laser biathlon supporting growth, sustainability and inclusivity
- Progress Summer Biathlon as an event at Commonwealth Games and possible Olympic Games (Brisbane 2032)
- Biathlon as a Climate Clean Sport – engage member volunteers to drive environmentally sustainable practices in Biathlon
- Embracing new IBU technology and practices (as is practical) to support innovating environmentally sustainable Biathlon practices in Australia

