

TRINIDAD AND TOBAGO OLYMPIC COMMITTEE

STRATEGIC PLAN

2013-2017



Mission



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To inspire excellence in the athletes of Trinidad and Tobago
To enable them to realise their full potential



Outcome

#1 **IC** **Gold** ~~9~~
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Role

- To support athletes in their preparation for games time performance
- To support the NSO's in achieving sustained levels of competitive excellence while preserving the Olympic ideals
- To build the Olympic brand by elevating its place in the psyche of the Trinidad and Tobago public
- Maintain commitment to promoting and educating the values of Olympism

Guiding Principles

Honesty, Integrity and Trustworthiness in all Dealings

Achievement of Excellence

Accountability and Transparency

Stewardship of the Olympic Movement

Finding Our Focus

The Olympic brand continues to hold a strong position with the Olympic rings being one of the most valuable and recognizable brands in the world. As a steward of the Olympic Movement, the TTOC is resolute in its determination, commitment and dedication to uphold the Olympic values of honour, integrity, determination and commitment to excellence. At the TTOC, our experiences, research and expertise have guided a new holistic outlook on the way the operations are administrated.

Sustaining a non - profit organization has proven to be a challenge within the Trinidad and Tobago (T&T) economy when Million TT dollars is allocated for organizations in the sporting industry.

The President of the Trinidad and Tobago Olympic Committee (TTOC) pledged to implement a three-pronged approach which focuses on becoming athlete centered, market focused and exercising good governance.

Accomplishing this goal is no easy task and requires taking risks. Signaling the adaptation of a new mindset, attitude and approach towards implementing the penultimate goal of achieving or more gold medals by the year 2024.

The dream of qualifying and becoming an Olympic champion commands dedication, sacrifice and money. Financial support across the stages of an athlete's long-term development have ended or compromised the dream of many talented young men and women. Thus, emphasizing a dire need to place athletes at the center and focus on creating a high performance environment.

Alternatively, the longstanding culture in which sport is managed in Trinidad and Tobago is one that demands review and modernization.

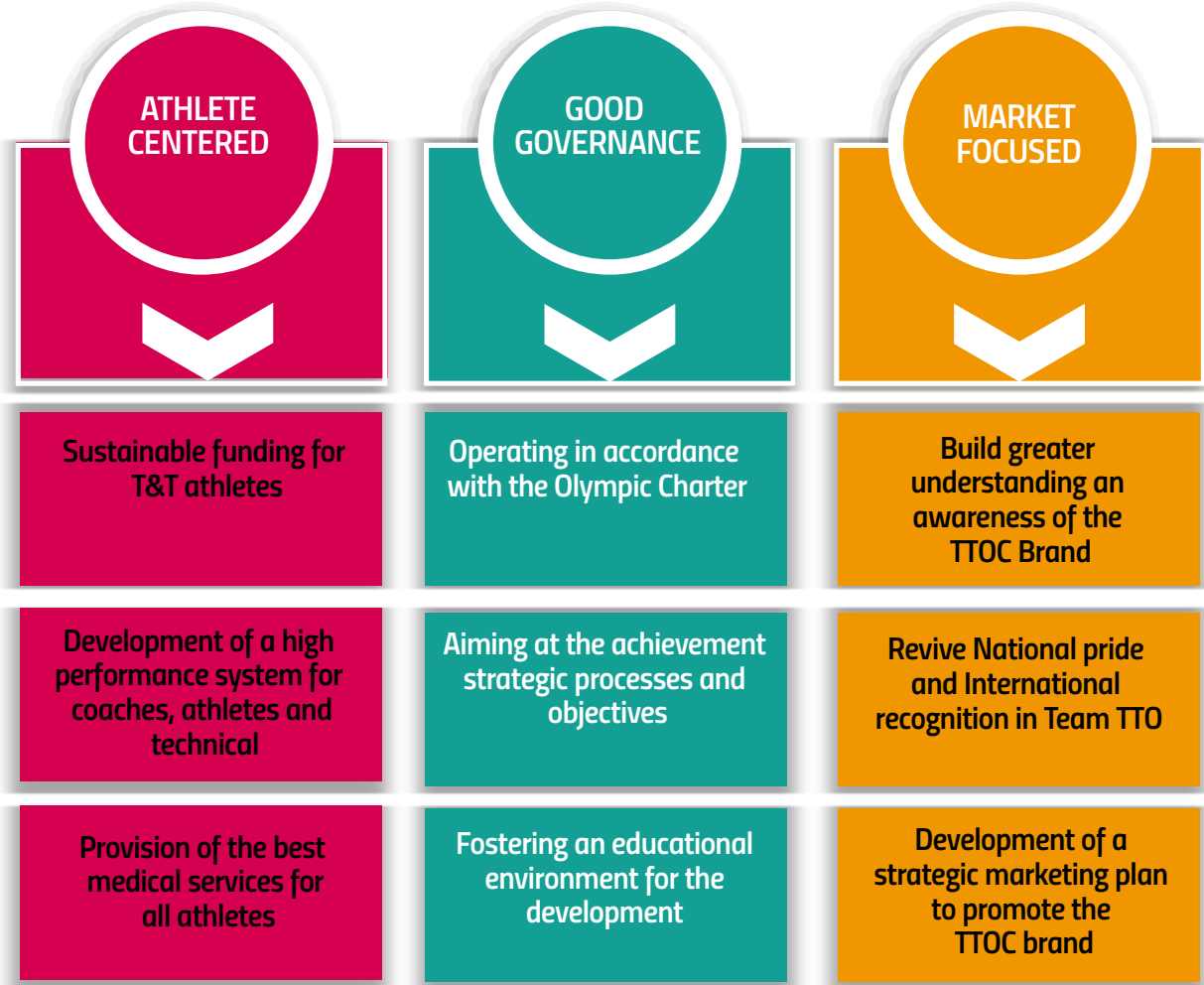
More so, good governance of national sports organizations and national governing bodies is essential to ensuring the development of sport is in accord with the ethics and values of sport.

The TTOC conducted a strategic review of how it marketed, promoted and managed its brand. The review highlighted the necessity to invigorate and revitalize the TTOC brand from a commercial perspective. Building a brand is only half the battle won because maintaining its dignity is just as difficult as creating one. It is important to consistently improve and strengthen a brand. In order to achieve this outcome, strategic marketing is imperative

On the journey towards **10Golds24**, our focus must remain fixed on the three strategic pillars. The TTOC aims to advance beyond the preceding reputation to an organization dedicated to a system of excellence.

Strategic Pillars

The Trinidad and Tobago Olympic Committee journey to 10 or more gold medals by the year 2024; a challenge that requires a clear and holistic strategy, which is displayed below.



Strategic Pillars I: Athlete Centered

Creating A High Performance System That Will Be Centered On The Alignment And Better Use Of Existing Structures

WELFARE FUND

To be competitive and win medals, Trinidad and Tobago's elite and high performance athletes in individual and team sports are not financially well rewarded and require the necessary support to achieve their potential.

- 1.1 Provide financial assistance to our nation's Olympic, Paralympic and Commonwealth Games athletes to enable them to train, recover and compete.
- 1.2 Assuring athletes receive a medal bonus after competing at International Games.
- 1.3 Improving the personal development through life skills training.
- 1.4 Internships with Corporate T&T to prepare for life after elite sport

HIGH PERFORMANCE

Working with NSO's to create High Performance Coaching, athlete development and Technical Leadership plans.

- 1.5 Establishing a High Performance Athlete Development plan that focuses on Podium Pathway and Gold Medal Profile components.
- 1.6 Developing a Coaching and Technical Leadership plan that focuses on succession through alignment with the Podium Pathway.
- 1.7 Implementing a performance analysis system with the use of various new innovations in video and technology for the purpose of performance enhancement.

OLYMPIC MEDICAL SERVICES

In order for our athletes to perform at the highest level, the best medical services must be provided.

- 1.8 Integrated sport sciences, sports medicine and other team management professionals that support coaches, athletes and teams.
- 1.9 Ensure that Trinidad and Tobago athletes are healthy, fit and psychologically ready for optimal performance.
- 1.10 Establish a team of physiologist, sport psychologist, bio mechanist, nutritionist, physical therapists, athletic therapist, and a physician.

OLYMPIC INSURANCE

- 1.11 Forming a partnership with Guardian life to provided Health/ Medical Insurance for athletes.



Strategic Pillars II: Good Governace

Good Governance Of National Organizations And National Governing Bodies Is Essential To Ensuring The Developement Of Sport

OLYMPIC ACADMEY

- 2.1 Develop knowledge management by expanding the knowledge base of the Olympic values to be shared through sport.
- 2.2 Implenting workshops for coaches and athletes to assist with their professional development. These programmes include: Michael Johnson Performance (MJP), Long Term Coach Development, Long Term Athlete Development.
- 2.3 Assist the NSO's in the talent identification process for athletes.
- 2.4 Maintain an educational environment for learning and development through an Olympic Structure.

OLYMPIC MANAGEMENT ADVISORY

- 2.5 Manage resources in a meritocratic and transparent manner.
- 2.6 Improve administrative processes for accountability.
- 2.7 Ensure that the Athlete Preparation Fund remains independent, transparent, ethical, accountable and non governmental.
- 2.8 Promote a good governance code for sport in T&T and ensure that affiliated NSO's align with the Olympic Charter.
- 2.9 Ensure TTOC database is updated regualrly.
- 2.10 Maximise Fund raising by exploring and maintaining revenue streams.

GAMES MANAGEMENT

- 2.11 Creation of a Games Management Team to oversee everything concerning the preparation for the International Games.

OLYMPIC LEGACY

- 2.12 Vigorously promote the adoption of good governance and ethics across the country's Olympic and Commonwealth Sport movement.
- 2.13 Continue to develop, promote and protect the Olympic Movement in accordance with the Olympic Charter.
- 2.14 Promote Olympic sport in the school environment.
- 2.15 Ensure sustainabilty of the Olympic Values Programme which aids teachers and adults teaching roles to enhance the physical and moral development of the children and youth in their care.

Strategic Pillars III: Market Focused

Adopting An Entrepreneurial, Vibrant And Dynamic Market Driven Business Development Approach To Revenue Generation For Programmes And Projects

OLYMPIC MARKETING

- 3.1 Develop and implement a strategic marketing plan to help build greater awareness and understanding of the TTOC brand.
- 3.2 Develop clear strategies, policies and best practice models for the application of the TTOC brand in all instances and at all relevant sporting events.
- 3.3 Break down barriers with new innovative ideas and approaches.
- 3.4 Increase the value perception of the TTOC.
- 3.5 Become one of the most valuable brands in the market.

TEAM TTO

- 3.6 Turn T&T athletes into role models
- 3.7 National pride and international recognition
- 3.8 Increase the country's value perception
- 3.9 Create greater awareness of athlete profiles and promote their roles as ambassadors in order to promote the brand values and generate more interest and involvement in International Games.

10GOLDS24 VISION

- 3.10 Engaging top athletes in the campaign process for the promotion of the Athlete Welfare Fund.
- 3.11 Increase the use of marketing methods and tactics.
- 3.12 Increase brand awareness by 20% in the first year, 40% in the second year and 60% in the third year.
- 3.13 Develop action plan to carry out strategies according to the calendar events.
- 3.14 Establishing a merchandising line to create a new revenue stream.

OLYMPIC MEDIA

- 3.15 Social Media
- 3.16 Digital Technology
- 3.17 Print
- 3.18 Radio



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Olympic Committee