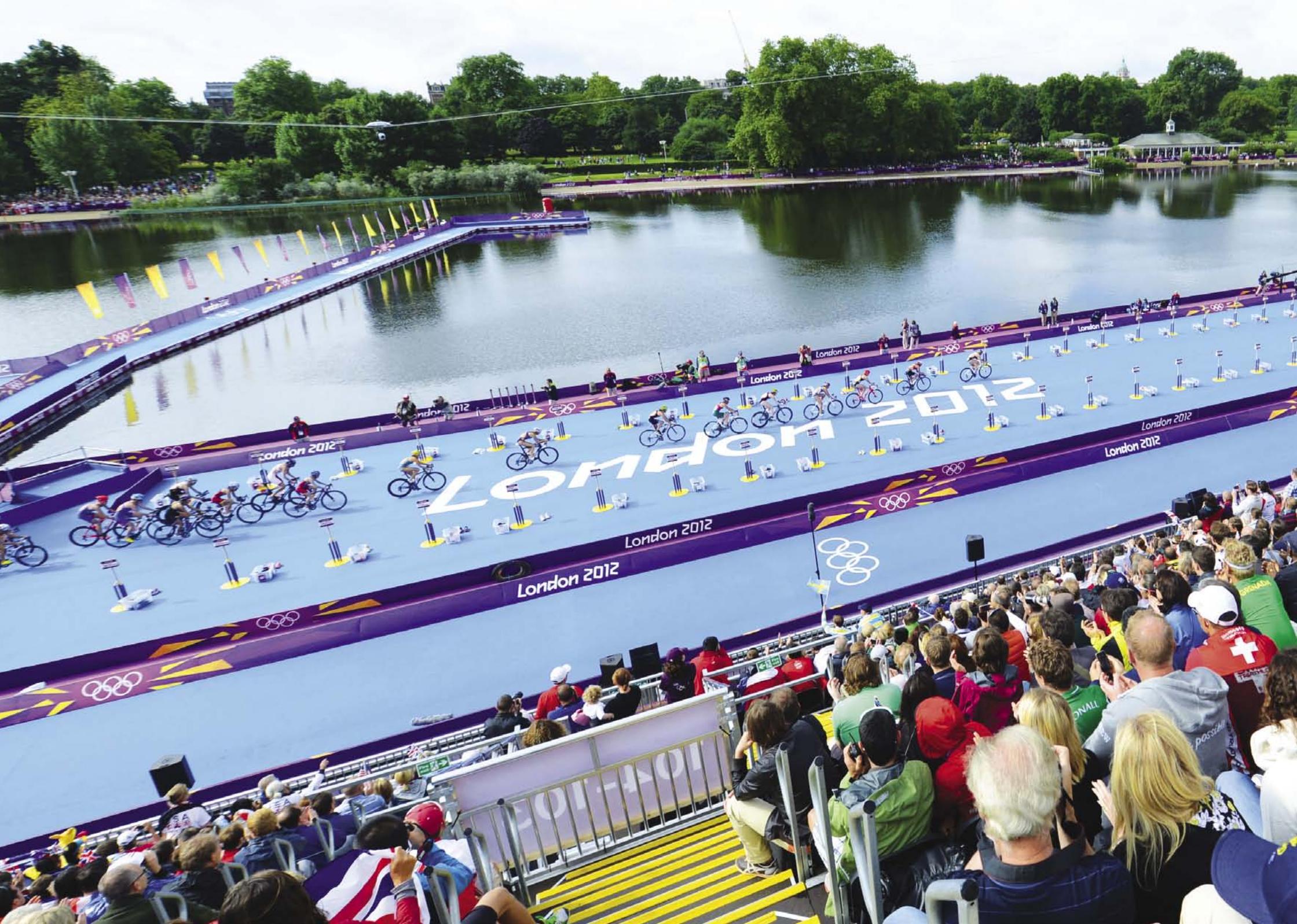




annual **report**
2012





Contents

3	President's Welcome
4	Delivering the Greatest Team
5	The Medal Table
7	The Season Review
9	Preparing the Performers
11	Our Greatest GE Great Britain Age-Group Team
12	Most Memorable Event of London 2012
13	The Most Memorable Olympic Event of the Games
15	Save the Date
17	Triathlon Community Goes Viral
19	Partners and Sponsors Support British Triathletes
21	Major Events Provide Inspirational Platform
22	Triathlon Legacy
23	Celebrating Success Together
25	Triathlon Makes the Games
27	Inspired to Rio
28	Business Operations
28	Financial Review
32	Governance
33	The Last Word

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President's Welcome

Dr. Sarah Springman, CBE

This Annual Report celebrates the culmination of our quadrennial Olympic cycle and the wonderful sporting year of 2012.

British Triathlon has supported our member Home Nation Associations in their drive to raise participation, embodied by the outstanding Triathlon Live sites hosted by them during the Olympic Games. We added performance and profile, supported by good governance and excellent business practices too.

One might be accused of bias, but the Olympic triathlons were the most spectacular events of the incredible London 2012 Olympic Games! The athletes, course, officials, volunteers and media all played their part, although the most stunning and emotional impact came from the spectators, who flowed with the action, emitting a massive wall of sound as the athletes came past. Let's do it again in September next year at the ITU World Triathlon Series Grand Final!

Helen Jenkins' courageous efforts to win Britain's first Olympic triathlon medal ended in a best-ever fifth place in the women's race, whereas **Alistair Brownlee's** supreme effort launched him ahead of his pursuers to record a stunning run split and win gold. His brother, **Jonathan**, took the bronze and finished the season as World Champion. The team approach to Olympic selection was justified with excellent supporting performances from **Stuart Hayes**, **Lucy Hall** and **Vicky Holland**.

Their successes helped to build profile throughout 2012, courtesy of this fascinating sibling story, which was supported by further World and European medal successes in paratriathlon, **Non Stanford's** U23 world title and in delivery of the British Triathlon Super Series. The GE Canary Wharf Triathlon, in particular, offered an innovative racing opportunity, much enjoyed by athletes, spectators and TV audiences alike.

Once again, the GE Great Britain Age-Group Teams have been enormously successful, winning a grand total of 67 golds, 55 silvers and 59 bronzes in European and World Championships. Never have there been so many Britons, ranging from 16 to 80+ in age, donning GE Great Britain tri suits, proudly emblazoned with their name and country. Next year's ITU World Triathlon Grand Final London will beckon over 1,000 of them!

We aspired to be the highest performing governing body in Great Britain and were delighted to win the 2012 Sport Industry Governing Body of the Year award (for the second time), while all of our nominees for international positions were elected to their ITU Board and Committees too.

This is my final year as President of British Triathlon and I can safely say, this has been the best job in sport! I thank the Board, members and staff for their excellent teamwork and pass on the baton to my successor with all good wishes!



Delivering the **Greatest** Team



TEAM GB



The Medal Table

Elite Medal Winners 2012

“It’s good to keep the title in the family, it’s pretty special. At the start of the year if someone had said that Alistair would be Olympic champion, I’d be Olympic bronze medallist and I’d be World Champion too I’d definitely take that.”

Jonathan Brownlee

Key

Gold	●
Silver	●
Bronze	●

London 2012 Olympic Games

Medal Winners:

Alistair Brownlee	●
Jonathan Brownlee	●

2012 ITU World Triathlon Series

Sydney Senior Women: Helen Jenkins ●

San Diego

Senior Men: Jonathan Brownlee ●

Senior Women: Helen Jenkins ●

Madrid Senior Men: Jonathan Brownlee ●

Kitzbühel

Senior Men: Alistair Brownlee ●

Senior Men: Jonathan Brownlee ●

Stockholm Senior Men: Jonathan Brownlee ●

2012 Barfoot & Thompson World Triathlon Grand Final Auckland

Senior Men: Jonathan Brownlee (World Champion) ●

U23 Women: Non Stanford (World Champion) ●

U23 Men: Thomas Bishop ●

2012 ITU Aquathlon World Championships

Senior Men: Richard Stannard ●

2012 Stockholm ITU Triathlon Mixed Relay World Championships

Triathlon Mixed Relay: GE Great Britain Team, Jonathan Brownlee, Will Clarke, Vicky Holland and Non Stanford ●

2012 Eilat ETU Triathlon European Championships

Junior Women: Georgia Taylor-Brown ●

2012 Horst ETU Powerman Long Distance and Sprint Junior European Duathlon Championships

Senior Women: Lucy Gossage ●

Junior Men: Richard Horton ●

Junior Women: Georgina Schwiening ●

2012 Shelby County ITU Cross Triathlon World Championships

Senior Women: Lesley Paterson ●

2012 Vitoria-Gasteiz ITU Long Distance Triathlon World Championships

Senior Women: Jodie Swallow ●

2012 Roth ETU Challenge Long Distance Triathlon European Championships

Senior Women: Rachel Joyce ●

Senior Men: Stephen Bayliss ●

2012 Den Haag ETU Cross Triathlon European Championships

U23 Men: Rory Downie ●

2012 Aguilas ETU Triathlon U23 Championships and Youth European Championships

U23 Men: Thomas Bishop ●

European Youth Relay:

GE Great Britain Team (Sophie Coldwell, Megan McDonald and Kate Curran) ●

European U23 Triathlon Mixed Relay:

GE Great Britain Team (Non Stanford, Lois Rosindale, Thomas Bishop, and David Bishop) ●

2012 Zofingen ITU Powerman Long Distance Duathlon World Championships

Senior Women: Lucy Gossage ●

2012 Nancy ITU Duathlon World Championships

Senior Women: Katie Hewison ●

Junior Men: Richard Horton ●

Junior Women:

Georgia Taylor-Brown ●

Georgina Schwiening ●

2012 Ironman 70.3 World Championship

Senior Women: Leanda Cave ●

2012 Ironman World Championships

Senior Women: Leanda Cave ●

2012 XTERRA World Championships

Senior Women: Lesley Paterson ●



The GE Great Britain Team celebrate gold in the ITU Triathlon Mixed Relay World Championships



Georgia Taylor-Brown wins gold in Eilat



Jonathan Brownlee keeps ITU world title in the family



Non Stanford celebrates becoming U23 World Champion



Lucy Gossage wins European gold



Richard Horton on his way to European gold

The Stats

2012

- 2** Olympic Medals
- 5** ITU World Champions
- 1** ITU Triathlon Mixed Relay World Champions

The Season Review

In 2012, Great Britain has enjoyed a year of success hosting an unforgettable London 2012 Olympic Games, with Triathlon's Team GB - making history in Hyde Park!

“ I am immensely proud that my brother can get a bronze; we made no secret that we wanted to get both of us on the podium today and that’s not an easy thing to do considering Britain’s never won a medal in triathlon. To get two British brothers on the podium, you could not ask for more and with Stuart Hayes we really were a team of three. Today we had a plan and we executed it really well. ”

Alistair Brownlee,
Olympic Champion

British Triathlon exceeded its UK Sport medal target of one Olympic medal celebrating an Olympic Gold medal for **Alistair Brownlee** and Olympic Bronze medal for **Jonathan Brownlee** - Team GB's first Olympic triathlon medals. The Brownlee brothers were aided by a superb team performance from **Stuart Hayes**, who finished in 37th place overall after working hard to support the team.

In the women's race, **Helen Jenkins** made her own piece of history finishing in fifth, the highest ever finish by a female British athlete at an Olympic Games. Alongside **Helen, Lucy Hall** showed that she is a rising talent in the sport, leading the swim and supporting teammate **Helen** throughout the race, eventually finishing in 33rd position. **Vicky Holland** completed an impressive race, working hard on the swim and bike and despite a crash, putting in a solid run to finish in 26th place.

After the London 2012 Olympic Games, attention turned to New Zealand, where the GE Great Britain Team was in action at the 2012 Barfoot & Thompson World Triathlon Grand Final Auckland.

Jonathan Brownlee became ITU Triathlon World Champion for the first time, keeping

the title in the family after winning the Madrid, San Diego and Stockholm legs of the ITU World Triathlon Series earlier in the season and finishing second in Kitzbühel and the Grand Final. **Non Stanford** topped an impressive year, winning the ITU U23 Triathlon World Championships and **Thomas Bishop** won bronze for the second successive year adding to his bronze medal won at the ETU U23 Triathlon European Championships in Aguilas.

The GE Great Britain Team won the ITU Triathlon Mixed Relay Championships in Stockholm, with **Jonathan Brownlee, Will Clarke, Vicky Holland** and **Non Stanford** showing the team spirit required to retain the title for Great Britain, again providing an exciting and fun spectacle as the event strives for inclusion in the Rio 2016 Olympic Games. There was additional team success prior to Stockholm, as the GE Great Britain Team including, **Sophie Coldwell, Megan McDonald** and **Kate Curran** also won bronze in the ETU Youth Team Relay European Championships.

This season has also been a year of inspired individual performances by Britain's junior athletes. **Georgia Taylor-Brown** won junior gold at the ETU Triathlon

European Championships in Eilat and in the 2012 Nancy ITU Junior Duathlon World Championships. **Richard Horton** also won gold in Nancy, completing the duathlon double after winning the ETU Powerman Sprint Junior Duathlon European Championships in Horst. **Georgina Schwiening** also celebrated medal-winning performances winning silver in both duathlon events. **Katie Hewison** added a silver medal in the senior ITU Duathlon World Championships.

In long distance duathlon and triathlon, the GE Great Britain Team has enjoyed success. **Lucy Gossage** made her debut for the team winning gold and silver at the ETU Powerman Long Distance Duathlon European Championships and ITU Powerman Long Distance Duathlon Championships respectively. **Rachel Joyce** won gold in the Roth ETU Challenge Long Distance Triathlon European Championships, whilst **Jodie Swallow** won bronze in the ITU Long Distance Triathlon World Championships.

In cross triathlon, **Lesley Paterson** won gold in the Shelby County ITU Cross Triathlon World Championships and **Rory Downie** won gold in the U23 ETU Cross Triathlon European Championships.



Jonathan, Alistair and Stuart celebrate success in Hyde Park

“ Those guys are amazing and I can’t imagine anyone beating them. It’s a great moment for British Triathlon. ”

Stuart Hayes



Helen Jenkins makes her way into the history books



Lucy Hall on the front of the lead group in Hyde Park



Vicky Holland in Hyde Park

Photos © Daily Carr / ITU / triathlon.org

Preparing the Performers

Alistair Brownlee made history in Hyde Park by becoming the first ever Team GB Olympic triathlon medallist winning in style with Gold. Jonathan Brownlee added an Olympic Bronze medal and Helen Jenkins delivered the highest female British finish at an Olympic Games.

“Triathlon’s Team GB had a fantastic group of athletes and support staff at the Games this summer. The team worked closely together to create the best training environments possible for the athletes, ensuring they were ready to make history in Hyde Park. With outstanding performances from each of the six athletes delivering two Olympic medals and the highest ever female finish, it was a job well done for all involved.”

Malcolm Brown,
Olympic Performance Manager

All six Team GB triathletes received support from the UK Sport Lottery funded World-Class Programme or British Triathlon, with **Alistair** and **Jonathan Brownlee**, **Helen Jenkins**, **Vicky Holland** and **Stuart Hayes** part of British Triathlon’s 2012 squad and **Lucy Hall** a member of the Olympic Academy Squad.

To complement the individual athletes’ world-class talent, the team behind the team also worked tirelessly to ensure our athletes were ready to deliver Olympic success in London.

As Team GB was confirmed in June, the world-class support team focused on delivering the six chosen athletes onto the Hyde Park stage ready to deliver their best possible performance.

The British Triathlon Olympic Performance Group, comprising Olympic men’s coach **Ben Bright**, Olympic women’s coach **Glenn Cook** and Olympic Performance

Manager **Malcolm Brown**, co-ordinated the team’s preparation, working with the athletes’ personal coaches to ensure the best technical support was in place and creating the best possible team preparation environment.

In advance of the Games, the men travelled to St Moritz to prepare at altitude whilst the women trained in the testing terrain of South Wales. These bespoke preparation locations had successfully been tested in advance of the 2011 Dextro Energy Triathlon ITU World Championship London presented by Tata Steel, an approach that enabled **Alistair Brownlee** and **Helen Jenkins** to top the podium with **Jonathan Brownlee** winning bronze in the “preview event”.

The build-up and preparation for the London 2012 Olympic Games also rippled through British Triathlon’s Performance Pathway. The success of our world-class senior athletes appeared to inspire the younger British

athletes to replicate their success. The British Triathlon Olympic Talent Squad has seen the progression of many of its athletes from domestic British Triathlon Youth and Junior Super Series events to performing on the international stage, with European Triathlon gold for **Georgia Taylor-Brown** a great example, alongside double gold success for **Georgia** and **Richard Horton** at the ITU Duathlon World Championships.

Alongside the more traditional formats of the sport, the GE Great Britain Team has embraced the opportunity to compete in Triathlon Mixed Relay. The format enables our athletes to take part in an exciting, spectator friendly event, and encourages athletes to support each other within a team environment, allowing younger athletes to compete alongside the world’s best. In Stockholm it was no different, and the GE Great Britain Team secured the ITU Triathlon Mixed Relay World Championship title for the second successive year.



Images of the GE Great Britain Age-Group Team in action



“ Anybody who does any sport will have daydreamed about representing their country and to finally do so at the tender age of 61 was quite something, To be part of the official team was an honour. ”

Mike Smallwood, (65-69)



The Stats 2012

67 Gold medals won by members of the GE Great Britain Age-Group Team

2830 registrations for the GE Great Britain Age-Group Team in 2012



Our Greatest GE Great Britain Age-Group Team

In an Olympic year where elite performance delivered both success and inspiration, the GE Great Britain Age-Group Team took steps to align its own processes to those that have delivered medal-winning performances on the Olympic stage.

The age-group programme, which provides inspiration and achievable goals for many non-elite athletes to represent Great Britain over a variety of distances in World and European championships, created a transparent and thorough qualification and selection process that rewards and recognises athlete performance.

Qualification events provided a structured pathway for many age-group athletes, whilst a Pre-Qualification Committee, including representatives from each Home Nation, decided on discretionary selection places. This provided the opportunity for talented athletes to be selected on their proven performance ability and enabled not only some of the largest, but also the strongest GE Great Britain Age-Group Team to compete at major championships.

In 2012, celebration and recognition of age-group performances continued, promoting greater awareness of qualification events,

selection criteria and those crucial medal-winning performances. The opportunity for anyone to aspire to compete within the GE Great Britain Age-Group Team is one of the unique elements of triathlon as a sport, enabling many Home Nation Members to complete their own triathlon challenge and compete alongside their elite counterparts.

The continued interest in age-group racing was certainly demonstrated with its programme attracting in excess of 86,000 unique page views in 2012 on britishtriathlon.org

The ITU World Triathlon Series Grand Final comes to London in 2013 and will provide an inspirational moment for the sport as age-group and elite athletes compete in front of friends and family. The GE Great Britain Age-Group Team reflect Britain at its best and will contribute to re-creating the memorable racing that we saw in Hyde Park at this year's London 2012 Olympic Games.

“ When I started in triathlon I thought how cool it would be to get on the Great Britain squad, and then I did. ”

Anna Turvey, (30-34)

2012 GE Great Britain Age-Group Team Medals	GOLD	SILVER	BRONZE
2012 Den Haag ETU Cross Triathlon European Championships	3	1	2
2012 ETU Long Distance Duathlon European Championships	3	1	0
2012 Roth ETU Challenge Long Distance Triathlon European Championships	0	1	2
2012 Horst ETU Powerman Sprint Duathlon European Championships	5	3	4
2012 Eilat ETU Sprint Triathlon European Championships	19	14	15
2012 Eilat ETU Standard Distance Triathlon European Championships	13	13	11
2012 Valsesia ETU Winter Triathlon European Championships	1	2	0
2012 Auckland ITU Aquathlon World Championships	2	2	7
2012 Shelby County ITU Cross Triathlon World Championships	0	0	0
2012 Nancy ITU Duathlon World Championships	10	9	8
2012 Zofingen ITU Powerman Long Distance Duathlon World Championships	2	1	0
2012 Vitoria-Gasteiz ITU Long Distance Triathlon World Championships	3	2	1
2012 Auckland ITU Sprint Triathlon World Championships	4	4	5
2012 Auckland ITU Triathlon World Championships	2	2	4
Totals	67	55	59



“ Alistair Brownlee produced one of the most dominant of any British displays to win gold. The women’s photo finish also generated significant conversation and coverage. ”

Robin Scott-Elliott, Olympic Correspondent at The Independent



Most Memorable Event of London 2012



Photos © Daily Carr / ITU / triathlon.org / Getty Images

Estimated over **300,000** spectators in Hyde Park

4.7m peak viewers on the BBC for the women's Olympic Triathlon

5.6m peak viewers on the BBC for the men's Olympic Triathlon

The Most Memorable Olympic Event of the Games

The London 2012 Olympic Games presented British Triathlon with a once-in-a-lifetime opportunity to capitalise on the interest-level around British sport and maximise the sport's four-year plan to 'Build Profile'.

British Triathlon focussed on achieving its strategic vision of being the most memorable Olympic event of the Games through activation of a variety of communications strategies, aiming to demonstrate that the Triathlon event at London 2012 would:

Be the most talked about event for atmosphere and excitement.

Be in the top five most watched sports on TV at the Olympics.

Be the event with the most on-course spectators.

Be the event with the most iconic venue in the eyes of the British public.

And that British athletes would deliver a memorable medal performance.

Through discussions with editors and journalists prior to the Games, national print columns were offered to **Alistair Brownlee**, **Jonathan Brownlee**, **Helen Jenkins** and **Liz Blatchford**, whilst the growing interest in triathlon can be illustrated through media attendance at the Team GB pre-event press conferences, where over 40 different media outlets were represented.

Throughout the year, media coverage has been significantly higher than in 2011, with the first two weeks of August producing 462 media articles in the national press, more coverage than the whole of 2010 and 2011 combined.

Triathlon continued to develop its relationship with the Olympic broadcaster, with the BBC broadcasting seven of the eight ITU World Triathlon Series events, with highlight shows produced for San Diego, Madrid, Stockholm and the Grand Final in Auckland.

“Alistair won his gold medal in front of cheering crowds in London's Hyde Park, providing one of the most memorable images of the Games. His brother Jonny took a bronze in the same event.”

Claire Bates,
Daily Mail, 4 October 2012

“There's nothing like a home Olympics to help draw the public's attention to a sport like triathlon and the actual Olympic races did their job perfectly. The drama of the photo finish in the women's race and history being made with two British brothers on the men's podium introduced the sport to a much wider audience.”

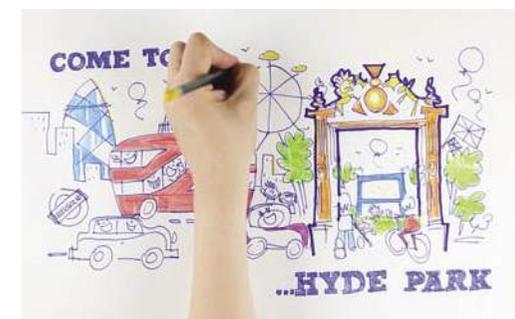
Sonali Shah
BBC Triathlon Presenter
@SonaliShah

“ British Triathlon used a variety of media channels in the promotion of the two Olympic Triathlon events. By working closely with the LOCOG sport team and LOCOG’s communications department, a creative and streamlined approach was adopted which ensured that spectators had all the correct information they needed to have an unforgettable Olympic experience in Hyde Park. It was a pleasure working with British Triathlon. Getting the right message out quickly on a continual basis was crucial in the overall plan. I believed we achieved all those objectives. ”

John Lunt,
LOCOG Triathlon Competition Manager



PEOPLE POWER How GE's partnership with triathlon has inspired its...
BEST OF BRITISH More brilliant race results from the GE Great Britain...
MEET THE TEAM The staff and volunteers behind the London 2012...
GET SET TO RACE Performance Coach, Mark Pearce on preparing for...



british triathlon save the date **FREE TO VIEW**
Come and watch the action in Hyde Park

Hyde Park will welcome the world's best triathletes for one of the most memorable and high-profile events of the London 2012 Olympic Games.

women's triathlon
Saturday 4 August 2012
55 triathletes | 9:00am start

men's triathlon
Tuesday 7 August 2012
55 triathletes | 11:30am start

find out more on www.britishtriathlon.org/london-2012 follow us @BritTri and fb.com/BritishTriathlon

where to watch London 2012 Olympic Games
Triathlon Event Course Map Hyde Park, 4 & 7 August 2012

find out more on www.britishtriathlon.org/london-2012 join the conversation at #triathlon and follow us @BritTri and fb.com/BritishTriathlon

98% of Home Nation members were aware that the event was free-to-view

Over **50** members of the triathlon community took part in the Olympic Torch Relay

14,000 British Triathlon Spectator Guides were produced and distributed to Home Nation members

Save the Date

Central to British Triathlon's Olympic activation was the desire to ensure the event achieved all that it could to communicate: 'Save the Date', 'Free-to-View' and 'Plan your day' Olympic messages to the sport.

The strategy aimed to bring the triathlon community together and ensure triathlon was the most memorable Olympic event of 2012. In March, British Triathlon set about engaging with the triathlon community to ensure those already involved in the sport were fully aware of the triathlon dates through the 'Save the Date' notifications for the 4 and 7 August handed out at the Triathlon Show.

A bespoke London 2012 website section was created on britishtriathlon.org incorporating:

- **Who to watch**
- **Course and venue, including detailed course maps**
- **Event schedule**
- **How to watch, including Hyde Park and Triathlon Live sites around the UK.**

The website was a central resource for the sport and media to find out more and plan their journey to watch the Olympic Triathlon. British Triathlon produced the only bespoke

free-to-view guide for the triathlon events, a resource that was widely used by the triathlon media including '220 Triathlon' in their Olympic preview edition with over 37,000 copies produced.

James Witts, Editor of 220 Triathlon, said: "British Triathlon delivered a consistent flow of information during the build up to the Games and ensured both the triathlon media and community had everything they needed to maximise their enjoyment of the triathlon events in Hyde Park or at Triathlon Live sites around the UK."

Home Nation members embraced the Olympic Triathlon, following widespread communication through all available channels including the distribution of a Spectator Guide.

A promotional toolkit was delivered to each Home Nation club and event organiser enabling agents of the sport to direct messaging to their own communities and

databases. Focused communication was distributed to the GE Great Britain Age-Group Team community, encouraging triathlon supporters to come together and experience the most memorable Olympic event of 2012 together either in Hyde Park or at a Triathlon Live site.

British Triathlon and Home Nation Partners and Sponsors, where appropriate, were given bespoke guidelines on how to promote the Olympic Triathlon without encroaching on London 2012 marketing guidelines. This enabled their social media, internal communications and promotional campaigns to support our own 2012 messaging.

After the Games, a post-Olympic Home Nation membership survey was completed. 98% of Home Nation members were aware the event was free to view; with 95% watching the events, this highlighted the triathlon community's high level of engagement and activation within the sport.

“ Flagging now, thank u everyone for the support today & Well done to @heljinx @VixHolland Ur brilliant team mates so proud to race alongside u.”

@Lucy_tri

“ Far overdue, but THANKS to everyone involved in our race this w/e&those who got me there - supporters, team staff, family, coaches, every1!”

@VixHolland

“ I can't stop smiling, one of the proudest days of my life! Well done the Brownlees!”

@StuHayes13

“ Just Left the Olympic village. An Experience of a lifetime. Thanks to all the volunteers and people who made the London Games happen.”

@heljinx

“ Wow! What a triathlon today. Great support and great race. I am so happy with my olympic bronze medal!”

@jonny_brownlee

“ A truly inspiring day. Thanks to everyone who cheered, wherever you were.”

@AliBrownleetri

Alistair Brownlee's followers on twitter reached nearly **50,000** during the London 2012 Olympic Games

90,000 global **#triathlon** tweets during the Games

britishtriathlon.org's peak website traffic increased by over **200%** for a single day on 7 August 2012

Triathlon Community Goes Viral

Promoting and celebrating our Greatest Triathlon Team through our social media channels and britishtriathlon.org was a real objective for 2012.

The Facebook strategy was focussed on increasing the number of fans through delivering behind the scenes images from major events, athlete appearances and London 2012 related activity such as Team GB kitting-out in Loughborough.

The social media channel with greatest growth in 2012 is Twitter. British Triathlon now has over 13,000 followers, more than doubling the number from 2011. The strategy behind the growth has been the celebration of British elite and age-group successes throughout the season, as well as communicating Olympic milestones in the build up to the Games.

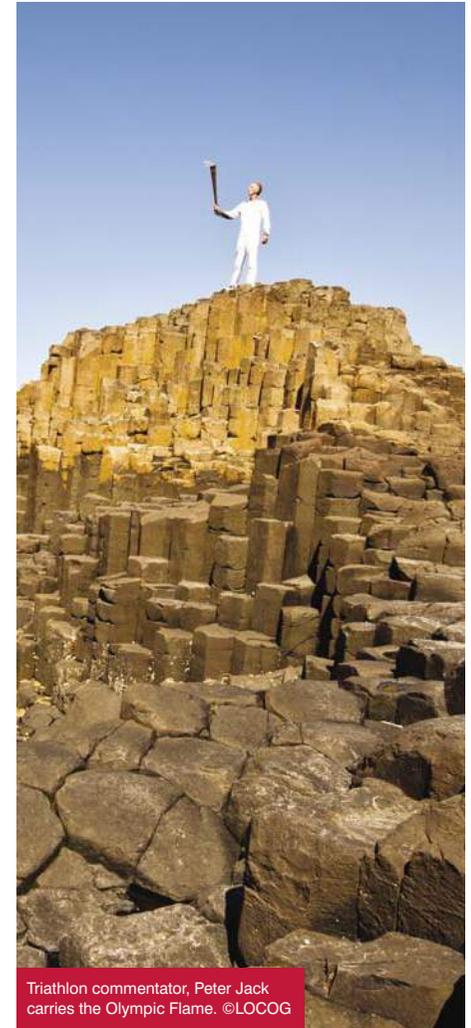
British Triathlon has used social media to bring to life the 2012 message, delivering the #triathlon viral campaign, which received over 4,700 views in a three-week period on YouTube and achieved its objective of trending during the two triathlon events. The activity was delivered in partnership with Triathlon England and brought Home Nation members, sport fans, sponsors and media together to promote the Olympic Triathlon events in Hyde Park and each of the Triathlon Live sites around the UK.

Olympians **Alistair** and **Jonathan Brownlee**, **Stuart Hayes**, **Helen Jenkins** and **Lucy Hall** all trended in the UK with global #triathlon tweets reaching over 90,000 during the Games, with #triathlon top of the trending leaderboard in the UK on 7 August. **Alistair Brownlee** doubled his number of Twitter followers to nearly 50,000 (still well ahead of Jonathan with 35,000).

Team GB also received the support of many celebrity triathletes including **Jenson Button** who tweeted: "Go GB Triathlon Team! Just over 10mins to go before all hell breaks loose in the Serpentine..Enjoy the moment lads." #Triathlon!

Both social media channels have promoted media coverage of triathlon's Team GB athletes, increasing awareness of the sport and the athletes' journey to the Games.

In addition to social media, the British Triathlon website has been a key element of 2012 delivery, celebrating success and key Olympic milestones including the stories of over 50 triathlon Olympic Torchbearers. On 7 August, the web site received 13,421 unique visitors, with a previous high of 4,400 achieved at the 2012 GE Canary Wharf Triathlon.



Triathlon commentator, Peter Jack carries the Olympic Flame. ©LOCOG



Jonathan Brownlee demonstrates the GE Healthcare's Body Composition Analysis tool



Photos © GE / www.facebook.com/GETriathlon

Partners and Sponsors Support British Triathletes

In 2012, British Triathlon's family of Partners, Sponsors and Suppliers played an integral role in supporting and raising the profile of British athletes and the sport.

“ Lottery funding has made a huge difference for me; there is obviously the financial grant, which is fantastic on a day-to-day living basis. On top of that, there are all the support services I receive, physio, the massage, strength and conditioning, psychology, nutritionists, team doctors. I think that British Triathlon is at the forefront of National Federations within triathlon, and a lot of that is down to Lottery funding because no stone is left unturned. ”

Matt Gunby, a member of the 2012 British Triathlon Olympic Foundation Squad

The UK Sport Lottery funded British Triathlon World-Class Programme once again enabled British Triathlon to provide the best possible support for athletes, providing everything they needed from world-class coaches to cutting edge research and innovation, talent identification and performance lifestyle support.

Elite Team Partner, GE, facilitated focused training camps and provided GE Healthcare solutions such as portable ultrasound scanners and Lunar iDXA Scanning technology that ensured British athletes had peace of mind on injury-prevention and that triathlon's Team GB were the best-prepared athletes on the start line in Hyde Park.

Jonathan Brownlee said: "This back-up makes you feel safe. The Ultrasound scanner is really portable so the doctors can take it away when we're on a training camp."

Corporate Partner Tata Steel's long-term support of British Triathlon continued, underpinning the delivery of the governing body, supporting the paratriathlon programme and introducing 15,000 children to triathlon through the Tata Kids of Steel series, which kicked off at Newham Leisure Centre in the Olympic Borough this year.

Sportswear Supplier, adidas, worked closely with the Performance team to create high-quality kit for elite, paratriathlon and age-group GE Great Britain Teams. Sports Nutrition Sponsor, Maxifuel, provided bespoke nutrition solutions to our elite athletes.

Official Retailer, Wiggle, provided many members of the World-Class Programme, including Olympian **Lucy Hall**, with Felt bikes.

British Triathlon Partners, Sponsors and Suppliers also provided valuable support in promoting the London 2012 triathlon races

by linking to our promotional campaigns and building their own triathlon communities of employees and customers.

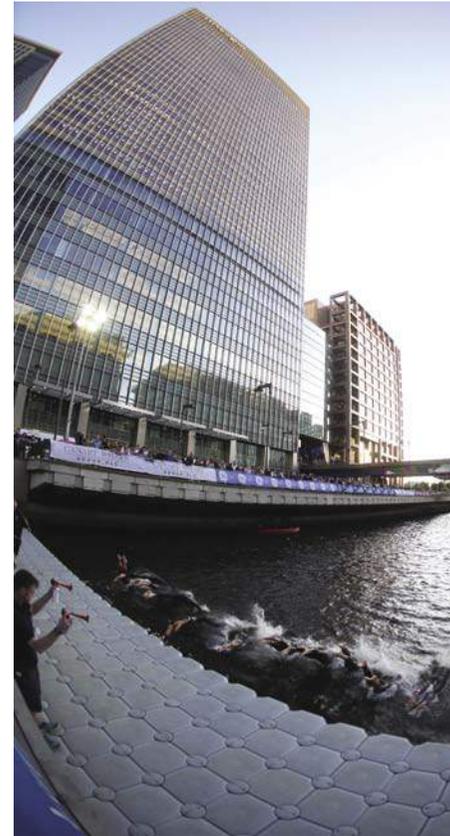
Many of our 2012 Olympians were included in Games time activation by London 2012 Partners including GE and adidas. Whilst the newest member of our family of Suppliers, Fedex, extensively used triathlon in their national and London-focused advertising campaigns during the Games.

Nirvana Europe, GE Great Britain Age-Group Team travel provider, got behind the sport by producing bespoke travel and accommodation packages to London, helping to attract even more triathlon fans to cheer on Team GB to a historic triathlon performance in front of thousands of spectators in Hyde Park.

Leadership and Development Consultancy, First Ascent, has also supported the Board of British Triathlon in this memorable year.



The 2012 GE Canary Wharf Triathlon



“ We really enjoyed taking part in the Canary Wharf Triathlon Challenge. It was interesting to submit our mileage every week leading up to the Olympic triathlon event, which so many people at British Airways had been inspired to follow and support. It was inspiring to see such a fantastic result for Team GB. Thank you! ”

Boo Alder, British Airways Employee and participant in the Canary Wharf Triathlon Challenge



GE Dream Team 3 win the GE Canary Wharf Triathlon Corporate Challenge



Jacqui Slack races to victory in the Toshiba Windsor Triathlon

Photo©HumanRace

The British Triathlon Super Series events received **537,000** viewers on Channel 4 from each programme's first broadcast alone

111,168 Tri kms were uploaded by participants of the Canary Wharf Triathlon Challenge

Major Events Provide Inspirational Platform

British Triathlon set out with a clear objective in 2012: to deliver world-class events in iconic locations to help and promote its strategic position.

The British Triathlon Super Series kick-started with the GE Blenheim Triathlon, closely followed by the Toshiba Windsor Triathlon in June. The GE Blenheim Triathlon celebrated the announcement of the selection of triathletes to Team GB. The naming of the six successful athletes ensured media profile, and awareness of our sport increased as our journey to the Games became ever closer.

The GE Canary Wharf Triathlon in late June provided the final chance to engage with the media, and in this case the 100,000 local employees, just five weeks before the start of the London 2012 Olympic Games.

The weekday evening, high-octane super sprint event attracted an international field and promoted triathlon and the Olympic Triathlon to a key target audience, showcasing triathlon at its best.

British Triathlon in partnership with GE and the Canary Wharf Management Group also delivered the Canary Wharf Triathlon Challenge. The Challenge encouraged sustainable travel to work in addition to providing British Triathlon with a platform to engage with Canary Wharf tenants. The challenge attracted 221 teams with 461 participants who uploaded 111,168 triathlon kilometres, as competitors logged their swim, bike and run distances.

The GE Blenheim Triathlon and GE Canary Wharf Triathlon highlights programmes were broadcast on Channel 4, additionally promoting the London 2012 message. The British Triathlon Super Series events received 537,000 viewers on Channel 4 from each programme's first broadcast alone. Each show also had multiple repeats and circulation on satellite television.

Alongside the senior British Triathlon Super Series, which was won by **Katie Hewison** and **Adam Bowden**, some of Britain's most talented youngsters competed around the country in the British Triathlon Youth and Junior Super Series throughout 2012. **Kate Curran** and **Miles Burton** won the British Triathlon Youth Super Series with **Sophie Coldwell** and **Beau Smith** winning the British Triathlon Junior Super Series.

Triathlon Legacy



Celebrating Success Together

British Triathlon in partnership with the Home Nation Associations, Triathlon England, **triathlon**scotland and Welsh Triathlon, made 2012 a year of celebration, bringing the sport together to promote the London 2012 Olympic Games and growing popularity of triathlon with the British sporting public.

“ I am delighted to be representing Team GB at London 2012 and already can't wait for August 4th. I know there will be plenty of support for all the athletes around Hyde Park, and people can also watch at the Triathlon Live event in Cardiff. I hope the Welsh public comes out in force to support us all at the Triathlon Live site at The Hayes. ”

Helen Jenkins, Cardiff

“ If I wasn't racing, I would definitely be there watching. I know that my local running club has got two or three buses going down and my school friends will be there too so definitely come and watch it. ”

Jonathan Brownlee

Home Nation's members helped to create the memorable atmosphere during the Olympic Triathlon events, whether they were watching at home, in Hyde Park or at one of the eight Triathlon Live sites around the UK, cheering on Team GB with friends, family or club mates.

Triathlon Live allowed fans to 'Give it a Tri', using state of the art equipment, and experiencing the next best way to compete in a triathlon event during the London 2012 Olympic Games, as well as providing the opportunity to cheer on Team GB on the big screens at each location.

In London's Hyde Park, Triathlon Live took triathlon to the heart of BT London Live Hyde Park, a venue that welcomed 800,000 people during the Games. Olympic Champion, **Alistair Brownlee** and his brother, Olympic Bronze medallist **Jonathan Brownlee**, both celebrated their medal-winning performances at the site.

Triathlon Live itself was a joint initiative run by British Triathlon, the International Triathlon Union and LOCOG in Bristol, Cardiff,

Coventry, Edinburgh, Leeds, Leicester, BT London Live Hyde Park and Manchester. Triathlon England, Welsh Triathlon and **triathlon**scotland delivered the events providing an opportunity to promote the sport in their communities, raising awareness of local novice events and Home Nation membership.

Jem Lawson, Chair of Triathlon England said: "Triathlon Live was a celebration of our growing sport in an iconic year, and it was fantastic to be able to come together with our fellow Home Nations to watch and show our support during the men's and women's Olympic Triathlon races at each location across the UK. It was important for us to spread the message about our great sport alongside giving people the opportunity to 'Give it a Tri' themselves."

Jonathan Brownlee urged the sporting community to make the journey to Hyde Park and cheer on Team GB commenting: "The atmosphere around Hyde Park will be amazing, it will probably be the best triathlon ever. I don't know if there will be another triathlon event like it in my lifetime!



2012

1,626 people took part in the Triathlon Live sites in England

800,000 enjoyed the BT London Live Hyde Park experience

155 news articles were generated during the Triathlon Live campaign



“ To be a Technical Official at the Olympics is an experience I will never forget, especially as one of my roles was holding the finish line tape. I thought 2011 was special, but then to see the athletes in action and all the fans cheering Team GB to those two Olympic medals in Hyde Park made the whole experience unforgettable. I can't wait now for the Grand Final in 2013 (if I am selected). ”

Sarah Taylor (below ↓), Technical Official at the London 2012 Olympic Triathlon



Triathlon's Young Games Makers in Hyde Park





The
Stats

2012

Over **2,000** Home Nation members requested the LOCOG Games Maker code prior to London 2012

482 volunteers were chosen to deliver sport specific roles

Triathlon Makes the Games

Triathlon, like all sports, relies upon the work of volunteers. The London 2012 Olympic Games presented the opportunity for the triathlon community to take up the Games Maker challenge, with many volunteering for the first time.

The Olympic Triathlon had an incredible workforce of people working on each triathlon race, including 482 volunteers delivering sport specific roles. The Olympic Triathlon had one of the highest Games Maker turnouts of any Olympic sport, with 98% of Games Makers attending the women's event and 99% supporting the men's race. A high percentage of triathlon Games Makers also helped at other road events, keen to contribute to the Games time experience.

The Olympic Triathlon had 42 Technical Officials hailing from a record number of nations. Great Britain provided 10 National Technical Officials, who were selected using a fair and transparent nomination and allocation

process by the ITU, LOCOG and British Triathlon, to ensure the officials selected to represent Great Britain were of the highest of standards during the Games.

The 10 National Technical Officials from Great Britain were: **Maisie Bancewicz, Lynda Chase, Paul Groves, Duncan Hough, Mike Masters, Terry Race, Tom Roberts, Sarah Taylor, Howard Vine and Jane Vine.**

The 10 National Technical Officials selected for the Games were all Home Nation members and had officiated at the 2011 Dextro Energy Triathlon ITU World Championship London presented by Tata Steel.

The 2011 event in Hyde Park also hosted nine Young Games Makers aged 16-18, who were given roles within the field of play before being integrated into Games Maker roles at the Games. All nine have also been offered roles at the ITU World Triathlon Grand Final London in 2013, an event that British Triathlon hopes will capitalise on the enthusiasm and experience of Games Makers, ensuring a legacy that continues to the Glasgow 2014 Commonwealth Games and beyond.

"British Triathlon has always been proud of the legacy we hope to create from the London 2012 Olympics and the development and appointment of NTOs for the Games is evidence of the progress made. This team of experienced officials, drawn from all parts of Britain, represent the gender diversity of our modern sport and will be the backbone of future international events delivery, including the 2013 ITU World Triathlon Grand Final London and the 2014 Glasgow Commonwealth Games." **Zara Hyde Peters OBE**, Chief Executive Officer, British Triathlon.



“ To carry the Paralympic Flame into the Olympic Stadium was a moment I will treasure forever. Paratriathlon wasn't in London, but the whole experience of the London 2012 Paralympic Games, has inspired me to train even harder and do everything I can to be there in Rio. ”

Joe Townsend, British paratriathlete who carried the Paralympic Flame into the Olympic Stadium above.



Matthew Emmerson, Steven Judge, Iain Dawson, Faye McClelland and Karen Darke celebrate world titles in New Zealand



Photos©British Triathlon / www.ScottieT.com / Getty Images

5 Gold medals won at ITU Paratriathlon World Championships

4 Gold medals won at ETU Paratriathlon European Championships

Inspired to Rio

It has been a year to remember for Paralympic sport; the London 2012 Paralympic Games has brought a new level of awareness of, and inspiration to British paratriathletes, creating a real momentum for athletes, as they move towards their inclusion as a Paralympic sport in Rio.

British Triathlon embraced the inspirational nature of the Games and has created a World-Class Paratriathlon Programme in partnership with UK Sport that aims to ensure Great Britain is the top ranked paratriathlon nation at the Rio 2016 Paralympic Games.

During 2012, the Paratriathlon Performance Programme continued to evolve, aspiring to mirror the support system provided to our elite Team GB athletes by delivering training camps focussed around individual needs, helping to deliver nine gold medals at European and World Championships.

A new four-year plan, which was submitted to UK Sport earlier this year, aims to create an athlete centric World-Class Performance Programme with a world-class support system to ensure British athletes are the best prepared to deliver medal winning performances in Rio.

Alongside this support, our approach will ensure we have the very best athletes in the sport through talent identification programmes such as Paralympics GB's Talent Transition and Paralympic Inspiration Programmes, which have used the London 2012 Paralympic Games to inspire both support staff and athletes towards 2016.

Four athletes on the current Paratriathlon Performance Programme took part in the Paralympic Torch Relay, including GE Ambassadors, **Clare Cunningham** and **Jimmy Goddard**, as well as **Iain Dawson** and **Joe Townsend**. Joe an athlete from the British Paralympic Association's Battle Back and Talent Transition initiatives, carried the Paralympic Torch into the Olympic stadium, ensuring that a paratriathlete delivered one of the most memorable moments of the Games.

2012 ITU Paratriathlon World Championships

Karen Darke	(World Champion)	●
Steven Judge	(World Champion)	●
Faye McClelland	(World Champion)	●
Matthew Emmerson	(World Champion)	●
Iain Dawson	(World Champion)	●
Jane Egan		●
Clare Cunningham		●
Melissa Reid		●
Elizabeth McTernan		●

2012 ETU Paratriathlon European Championships

Iain Dawson	(European Champion)	●
Faye McClelland	(European Champion)	●
Charlotte Ellis	(European Champion)	●
Jane Egan	(European Champion)	●
Jimmy Goddard		●
Clare Cunningham		●
Steven Judge		●
Joe Townsend		●

Key

Gold	●
Silver	●
Bronze	●



Business Operations

Financial Review

The Directors present the report and the financial statements for the year ended 31 March 2012.

Statement of Directors' responsibilities

The Directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the Directors are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Principal activities

The principal activities of the company during the period were to carry out the functions of the National Governing Body of triathlon, duathlon and aquathlon in Great Britain, responsible for leading growth and performance of the sport. In particular, these responsibilities include the preparation of Great Britain teams to compete in European and World championships and the Olympic Games. British Triathlon aims to promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges.

Directors

The Directors who held office during the year are as follows: **Dr SM Springman CBE; IM Braid; T Chambers; D Hardie; IP Howard TD; J Lawson JP; C Kitchen; R Wilkinson; Z Hyde Peters OBE; N Craigie; M Westwood**

This report was approved by the Board on 1 September 2012 and signed on its behalf.

Z Hyde Peters, OBE

Company Secretary

Independent Auditors' Report to the members of the British Triathlon Federation

We have audited the financial statements of British Triathlon Federation for the year ended 31 March 2012. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent

permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Directors and Auditors

As explained more fully in the statement of Directors' responsibilities, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the Audit of the Financial Statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Directors; and the overall presentation of the financial statements.

Opinion on Financial Statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2012 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the companies Act 2006

In our opinion, the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or

- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies regime.

Chartered Accountants & Registered Auditors

haysmacintyre

Fairfax House

15 Fulwood Place

London WC1V 6AY

Date: 1 September 2012

INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 March 2012

	2012	2011
	£	£
INCOME	5,207,840	5,179,105
Administrative costs	(5,127,738)	(4,687,485)
OPERATING SURPLUS	80,102	491,620
Interest receivable	4,982	4,145
SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION	85,084	495,765
Taxation	(996)	(870)
SURPLUS FOR THE FINANCIAL YEAR	84,088	494,895

There were no other recognised gains and losses in the year other than those included in the income and expenditure account.

The British Triathlon Federation

BALANCE SHEET

As at 31 March 2012

	2012		2011	
	£	£	£	£
TANGIBLE FIXED ASSETS		43,211		44,805
CURRENT ASSETS				
Stock		400		0
Debtors		683,951		763,264
Cash at bank and in hand		1,781,200		1,684,954
		2,465,551		2,448,218
CREDITORS: amounts falling due within one year		(1,480,751)		(1,549,100)
NET CURRENT ASSETS		984,800		899,118
TOTAL ASSETS LESS CURRENT LIABILITIES		1,028,011		943,923
NET ASSETS		1,028,011		943,923
RESERVES				
Members' Special Reserve		35,460		35,460
Income and Expenditure account		736,955		908,463
Triathlon England designated reserve		255,596		0
		1,028,011		943,923

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved and authorised for issue by the Board of Directors 1 September 2012 and were signed below on its behalf by:

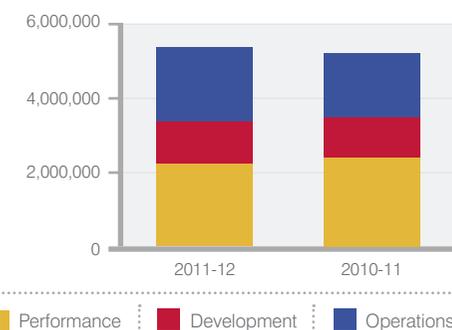
Dr S M Springman, CBE

President, British Triathlon Federation

INCOME

	2011-12	2010-11
Operations	2,291,607	2,280,948
Development	1,338,381	1,274,158
Performance	1,577,852	1,623,999
Total	<u>5,207,840</u>	<u>5,179,105</u>

INCOME SUMMARY



Operations Income includes a contribution from UK Sport, sponsorship income, international representation income, membership income, events income, and commission.

Development Income includes grants awarded by Sport England, UK Sport coach education, coaching course income and the Sports Council for Wales.

World-Class Performance includes grants awarded by UK Sport, Sport England, Sport Council for Wales and miscellaneous income from the sale of equipment.

INCOME AND EXPENDITURE BRIDGE

	BRITISH TRIATHLON	TRIATHLON ENGLAND	WELSH TRIATHLON	TOTAL
Income				
Operations	1,660,611	608,289	27,689	2,296,589
Development	84,384	1,204,513	49,484	1,338,381
World-Class Performance Pathway	1,069,149	0	0	1,069,149
Age-Group	185,577	0	0	185,577
Home Nation Talent	136,113	149,146	37,867	323,126
Total Income	3,135,834	1,961,948	115,040	5,212,822*
Expenditure				
Business Operations Staff Costs	331,006	147,904	0	478,910
Business Operations Expenditure	245,005	109,774	5,850	360,629
Membership Services	0	259,576	14,197	273,773
Sponsorship	118,252	0	0	118,252
Competitions	419,917	35,149	0	455,066
Elite Series	361,112	0	0	361,112
Welsh Triathlon surplus	0	0	7,643	7,643
Total Operations	1,475,292	552,403	27,690	2,055,385
England Development	1,577	346,167	0	347,744
England Development Staff Costs	47,822	568,589	0	616,411
Workforce Development	(2,585)	69,091	0	66,506
Workforce Development Staff Costs	0	67,993	0	67,993
Tata Kids of Steel	98,511	60,000	0	158,511
Paratriathlon	66,260	23,387	0	89,647
Welsh Development	0	0	49,483	49,483
Total Development	211,585	1,135,227	49,483	1,396,295
World-Class Performance Pathway	1,187,491	0	0	1,187,491
England Talent	0	149,146	0	149,146
Age-Group Entry Fees	142,675	0	0	142,675
Age-Group Management Costs	53,717	0	0	53,717
Multisport	44,793	0	0	44,793
Welsh Performance	0	0	37,867	37,867
Home Nation Talent	61,365	0	0	61,365
Total Performance	1,490,041	149,146	37,867	1,677,054
Total Expenditure	3,176,918	1,836,776	115,040	5,128,734
Surplus / (Deficit) on ordinary activities	(41,084)	125,172	0	84,088

*Includes bank interest of £4,982.00.

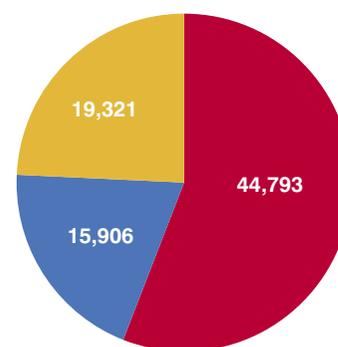
EXPENDITURE

	2011-12
GE Great Britain Age-Group Management Costs	53,717
Multisport	44,793
GE Great Britain Age-Group Entry Fees	142,675
Home Nation Talent, Trigold, Tass	61,365
Elite Series	361,112
Competitions	419,917
Business Operations including Sponsorship	694,262
World-Class Performance Pathway	1,187,491
British Development	145,325
Paratriathlon	66,260

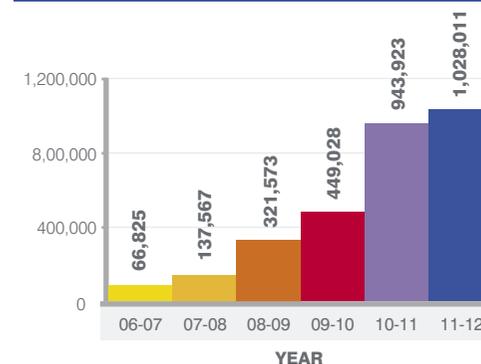
Triathlon England and Welsh Triathlon expenditure is provided in their respective annual reviews.

HOME NATION MEMBERS CONTRIBUTION

Multisport	44,793
Governance	15,906
Olympic Performance Pathway	19,321
Total	80,020



RESERVES



Sport England and UK Sport NGB and Funded Partner Assurance Programme 2011/12
Awarded Green Status

Ethical Sport

British Triathlon is committed to a policy of ethical sport as espoused by our organisation's value of supporting fair play. British Triathlon does not tolerate the use of performance enhancing drugs at any level of triathlon competition.

British Triathlon enforces a stringent anti-doping policy that adheres to the guidelines recommended by the World Anti Doping Agency (WADA). Further requirements, specifically for triathlon, are set by the British Triathlon Federation and the International Triathlon Union. Elite athletes are regularly tested both out of competition and at major championships. A record number of British elite athletes were on the blood passport scheme in the last year. Non elite athletes are expected to abide by the same rules and can theoretically be tested at events, especially, if they compete internationally.

UKAD tests completed for British Triathlon excluding the Olympic Games were:

18 in competition tests

59 out of competition tests

There were no rule violations

Assured Governance

As a recipient of government and Lottery funding, British Triathlon continually strives to maintain the highest standards for our finance and governance processes, the organisation wide policies that have been adopted and the principles that support them. In 2012, we have been awarded a 'Green' overall Governance rating by UK sport.

British Triathlon adheres to a code of ethics for staff and volunteers, appointment processes and selection policies, as well as a thorough appeals process that confirms our commitment to **fairplay, transparency and consistency**.

British Triathlon promotes and protects its values in everything it does. In addition to those referenced above, British Triathlon's values are summarised as: **respect, embracing change, encouraging high aspirations, recognising success** and being **environmentally conscious**.



Sport Governing Body of the Year

This year, British Triathlon won Sport Governing Body of the Year Award at the prestigious Sports Industry Awards 2012. For British Triathlon, who also won in 2010, the award is true recognition of the unstinting hard work and commitment made by many to the continued progress and development of triathlon in Great Britain..

2012 British Triathlon Board Members

Dr Sarah Springman, CBE
President

Zara Hyde Peters, OBE
Chief Executive Officer

Ian Howard TD
Independent Non-Executive Director Business Strategy

Ryan Wilkinson
Independent Non-Executive Director Finance

Neill Craigie
Independent Non-Executive Director Marketing and Communications

Ian Braid
Director Major and National Events

Chris Kitchen
Director Performance

Malcolm Westwood
Director Age-Group Teams

Jem Lawson JP
Director Triathlon England

Dr Dean Hardie
Director Welsh Triathlon

Tom Chambers
Director triathlonscotland

Representatives of each of the Home Nation Board have attended British Triathlon Board meetings, with minutes available on our website.

International Influence

British Triathlon has delivered a robust international influencing strategy securing our representation at the highest level on ITU and ETU Boards, Committees and Commissions for the next four years.

Dr Sarah Springman, CBE

Vice President of the International Triathlon Union (2012-2016)
Vice President of the European Triathlon Union (2012-2013)

Ian Braid

Chair of ITU Sustainability Commission (2011-2012)

Chris Kitchen

Elected onto the ITU Multisport Committee (2012-2016)

Ben Bright

Elected onto the ITU Coaches' Committee (2012-2016)

Howard Vine

Elected to the ITU Technical Committee (2012-2016)

Clare Cunningham

Elected member of ITU Athletes' Committee (2012-2014)

For details of all our policies, please visit the website: www.britishtriathlon.org



The Last Word

Zara Hyde Peters, OBE
Chief Executive Officer

Looking back over this year, and over the last four years, it has been an amazing time for the sport. Our goals have been achieved – we have built the profile of the sport and delivered at the highest level of performance. My personal highlight will remain the moment in Hyde Park when I looked across the lake after the men’s Olympic triathlon and saw spectators waiting almost an hour for the medal ceremony – with crowds thirty deep!

Everyone has worked together to create an amazing platform for the sport to grow from, and we have great aspirations. With our members, Triathlon England, **triathlon**scotland and Welsh Triathlon, all with growing membership, we plan to increase the capacity of our sport to absorb those inspired and captivated by the triathlon buzz. More events, more supported training environments, easier access to more formats are all planned.

The focus for the next four years is to capitalise on the inspiration of the Games and to influence and manage the growth of the sport.

But first we have our 2013 ITU World Triathlon Grand Final London to look forward to. The dust has hardly settled on the largest ever ITU World Championship event and we are already planning to beat the record. More athletes in more categories watched by the crowds returning from 2012 - now that’s what I call a world-class triathlon.

Performance pathways will be further enhanced by talent transfer, with young rising stars hopefully inspired by the Home Nation team opportunities presented by the Glasgow 2014 Commonwealth Games. We will review our support for long distance and

duathlon racing as these are very popular and yet supported to a far lesser degree. The dawn of a new era for paratriathlon as we build towards Rio offers much opportunity to existing and aspirant athletes.

All of this growth and performance ambition will be underpinned by strong and clear governance which will be held in high regard by our peers.

We are really looking forward to the next stage in the life of our sport; we hope you will join us on the journey... destination Rio!

Photo © Dely Carr / ITU / Triathlon.org

**british
triathlon**



britishtriathlon.org

British Triathlon Federation

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Message from Alistair Brownlee

Olympic Champion

“ On behalf of Lucy, Vicky, Helen, Jonny and Stu, I would like to say thank you to the thousands of fans, the Home Nation members and all the Partners and Sponsors who have supported us during the Games. That support helped us make triathlon history in Hyde Park. ”

TATA STEEL



SPORT INDUSTRY
AWARDS 2012
WINNER



annual **report**
2012

