STRATEGIC PLAN

2025-2028

This strategic plan charts Team Ireland's course for further Olympic success, laying foundations for sustained improvement. Through the strategy, a shared ambition within the high-performance system, we aim to empower athletes, break records, win medals, and inspire Ireland.

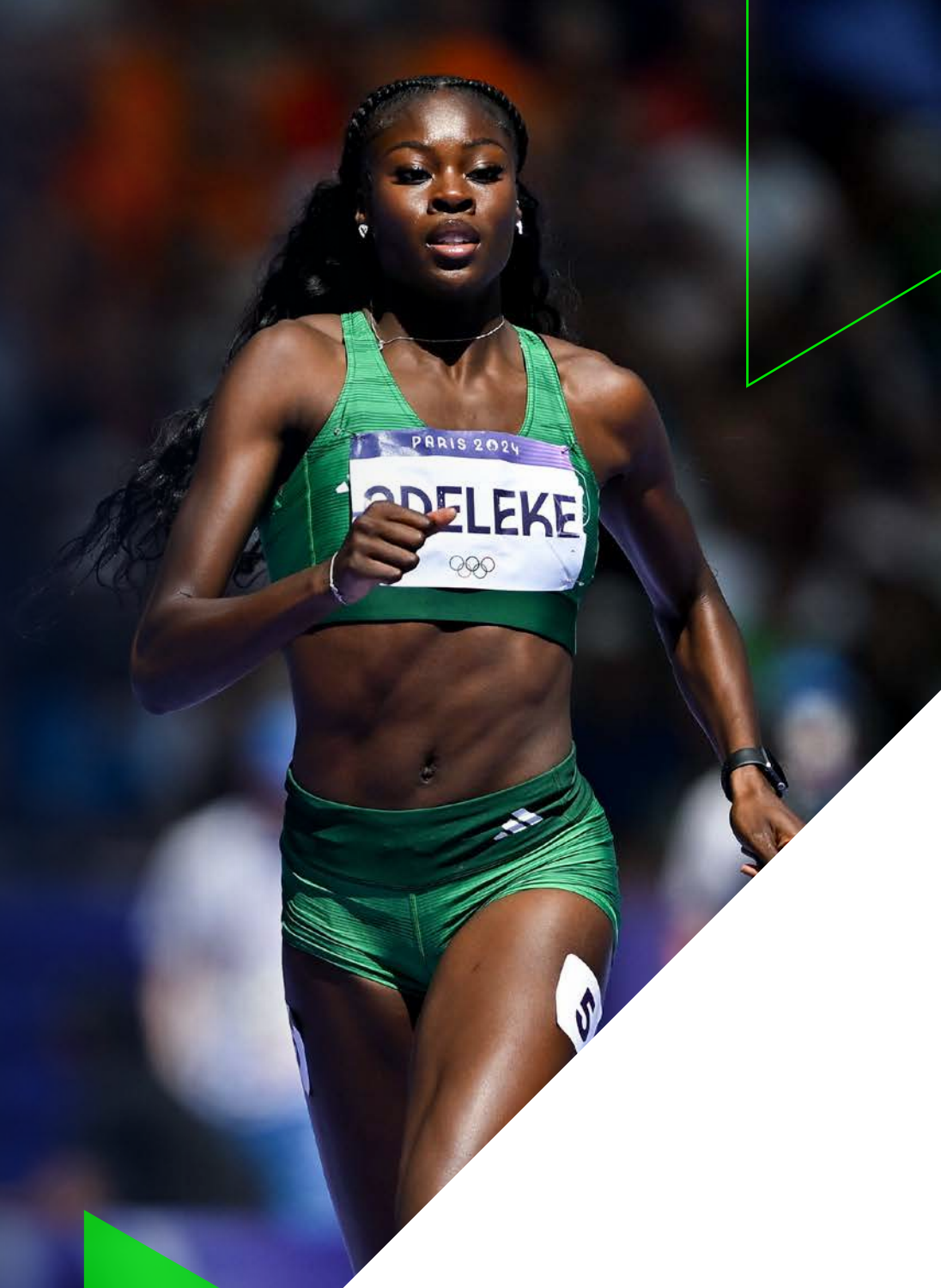
Working hand-in-hand with National Governing Bodies, Government, Sport Ireland, Sport Northern Ireland, the international Olympic Family and sponsors who share our commitment to high-performance sport we are continuing to build a unified Team Ireland, driven by a shared ambition within the high-performance system.

This plan rests on six strategic pillars that bring to life the performance and development ambition of Irish Olympic Sport:

- Performance
- Operations
- Driving High-Performance
- Inspiring Communities
- Unlocking Additional Resources
- Team

By focusing on these key areas, we will unlock the full potential of Team Ireland, inspire a nation, and achieve additional success on the world stage. This plan is built upon our unwavering commitment to a people centred model beginning with the athletes and our belief in the power of Team Ireland.

OUR VISION



Team Ireland

A unified force of athletes & their families, National Governing Bodies, high-performance professionals, sponsors, partners and supporters, striving for Olympic success.

Empowering Athletes

Providing athletes with the resources, support, and environment they need to reach their full potential.

Breaking Records

Pushing limits, achieving personal bests, fostering a culture of continuous improvement across Team Ireland.

Winning Medals

A tangible symbol of success, representing dedication, perseverance and national pride.

Inspiring Ireland

Motivating a nation through sporting achievement and fostering a culture of excellence.

STRATEGIC PILLARS

P — PERFORMANCE

O — OPERATIONS

D — DIRECT POLICY

I — INSPIRE COMMUNITIES NATIONWIDE

U — UNLOCK ADDITIONAL RESOURCES

M — TEAM

STRATEGIC PILLARS

1 PERFORMANCE

Empowering athletes, Team Ireland & Olympic Sports to achieve their performance ambition.

2 OPERATIONS

Excellence in all aspects of our governance and operations.

3 DRIVE HIGH PERFORMANCE POLICY

Advocate for increased government investment in high-performance sport and influence the development of impactful policies that pave the way for Olympic success.

4 INSPIRE COMMUNITIES NATIONWIDE

Translate Team Ireland's successes into growing Olympic Sport in Ireland. Fuel the passion for Olympic Sports and inspire the next generation of athletes.

5 UNLOCK ADDITIONAL RESOURCES

Secure additional support for our athletes, Team Ireland and Irish Olympic Sport.

6 TEAM

Harness the collective strength of athletes and Team Ireland in partnership with Sport Ireland, Sport Northern Ireland and the National Governing Bodies to maximise the potential of our performance ambition.

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PILLAR 1:

PERFORMANCE

FOCUS:

Empowering athletes, Team Ireland & Olympic Sports to achieve their performance ambition.

KEY INITIATIVES:

- Lead the delivery of operational excellence at all Olympic events to realise ambition of athletes & performance teams
- Facilitate knowledge exchange between members
- Forge strategic partnerships to leverage expertise and maximise resources
- Support athlete & support staff welfare

PILLAR 2:

OPERATIONS

FOCUS:

Excellence in all aspects of our governance and operations.

KEY INITIATIVES:

- Excellence and integrity in our governance
- Responsible and sustainable financial management
- Embrace technology to streamline operations, enhance communication, and improve data-driven decision-making.
- Promote a steadfast commitment to integrity in all aspects of sport.
- Ensure meaningful athlete representation at all levels of decision-making.
- Integrate environmentally responsible practices across operations and events.

PILLAR 3:

DRIVING HIGH PERFORMANCE POLICY

FOCUS:

Advocate for increased government investment in high-performance sport and influence the development of impactful policies that pave the way for Olympic success.

KEY INITIATIVES:

- Effective engagement with National Governing Bodies of Sport, Government and Departments, Sport Ireland, Sport Northern Ireland, cross party representative bodies and agency stakeholders.
- Play a partnership role at all levels within the Irish High Performance system to achieve optimal results and support for athletes.
- Advocate for increased resourcing of Ireland's High-Performance System in line with the ambition set out in Sport Ireland's High Performance Strategy.
- Influence the development of impactful policies to pave the way for Olympic success and legacy.
- Secure support for the Winter Sports Strategy and develop a strategy to support small Summer Sports.

PILLAR 4:

INSPIRE COMMUNITIES NATIONWIDE

FOCUS:

Fuel the passion and inspire generations through the success of our athletes and Team Ireland.

KEY INITIATIVES:

- Elevate and support the profile of our Olympic and pathway athletes & support teams as ambassadors for the Olympic Movement
- Grow Dare to Believe and other programmes to promote Olympic values, encourage participation in sport and leverage the inspirational power of Team Ireland
- Celebrate our past, present and future Olympians
- Strengthen relationships with third level institutions

PILLAR 5:

UNLOCK ADDITIONAL RESOURCES

FOCUS:

Secure additional support for our athletes, Team Ireland and Irish Olympic Sport.

KEY INITIATIVES:

- Creating innovative commercial platforms and explore diverse revenue sources
- Engage the Irish diaspora
- Lead and drive culture of philanthropy for the Irish sports system in support of the performance ambition of athletes, Team Ireland and our members

PILLAR 6:

TEAM

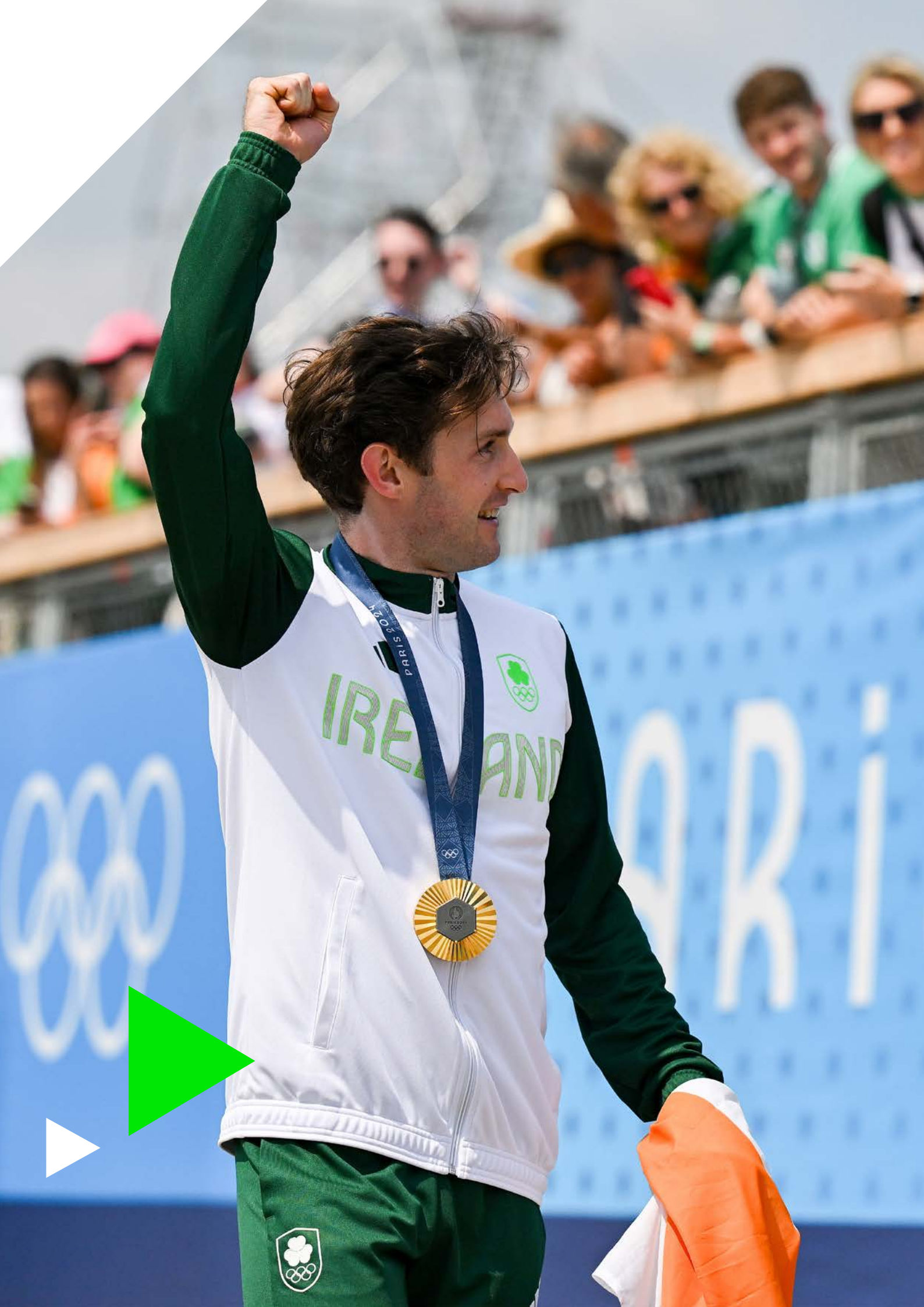
FOCUS:

Harnessing the collective strength of athletes, Team Ireland in partnership with Ireland's Olympic Sport National Governing Bodies to realise our Olympic ambition.

KEY INITIATIVES:

- Support the performance and development ambition of Ireland's Olympic Sports governing bodies.
- Champion the entire Irish High-Performance System as the best of us, promoting the athletes, the NGBs, Sport Ireland, Sport Northern Ireland and partners, including the team behind the team.
- Increase representation of Irish Olympic Sport on International Sports Federations.]
- Champions Olympic sports that are not recognised by Sport Ireland.

This Strategic Plan is a declaration of our shared ambition for Irish Olympic sport. Its success will be measured in empowered athletes realising their full potential, records broken, medals won, and a nation inspired by the pursuit of Olympic glory. This is our commitment to building a stronger, more unified Team Ireland, continuing to shine on the world stage and the promise of a brighter future for Irish Olympic sport as a legacy for generations to come.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