

# Weightlifting Tasmania Inc.

## Strategic Plan 2021-2024



This document comprises a strategic plan for Weightlifting Tasmania Incorporated (WTI), a member of the Australian Weightlifting Federation Ltd., the peak body for Weightlifting in Australia.

This strategic plan addresses the following key strengths, weaknesses, threats, and opportunities which apply to Weightlifting Tasmania Inc. now and in the foreseeable future.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Weightlifting is an Olympic Sport.</li> <li>• Enthusiastic core of supporters.</li> <li>• Ability/ expertise in delivering national competitions.</li> <li>• A history of producing Australian Representative athletes</li> <li>• The benefits of Weightlifting as a form of training are marketable.</li> <li>• A small band of versatile and multi-skilled volunteers exists to administer the sport.</li> <li>• Sport is suitable for participants from Youth to Masters.</li> <li>• Participation in all parts of the state.</li> <li>• Participation is at an all-time high and increasing.</li> <li>• The number of clubs and coaches is rising.</li> </ul>	<ul style="list-style-type: none"> <li>• Insufficient promotion via traditional media.</li> <li>• Lack of a coordinated presence on social media.</li> <li>• Difficulty developing and promoting volunteers.</li> <li>• Inability to draw past athletes back into the sport.</li> <li>• Administration carried out purely on a voluntary basis, no paid positions.</li> <li>• Programs for development of WTI</li> <li>• Limited fundraising capacity</li> <li>• No owned premises in Tasmania to call home.</li> <li>• No driving force for recruitment.</li> <li>• No resource package for new clubs to get started.</li> </ul>
Threats	Opportunities
<ul style="list-style-type: none"> <li>• Limited long-term security for training and competition venues.</li> <li>• Loss of Olympic sport status is a possibility.</li> <li>• Failure of succession planning for key personnel as they age.</li> <li>• Lack of recruitment of youth.</li> <li>• Loss of cohesion across all regions of the state.</li> <li>• Burnout of key volunteers.</li> <li>• Crossfit organising events on same days as WTI major events.</li> <li>• Reliance on links with Crossfit to recruit athletes.</li> </ul>	<ul style="list-style-type: none"> <li>• Access to high schools and development of a school's program.</li> <li>• Recruit volunteers to work on social media profile.</li> <li>• AWF support for developing referees to high higher grades.</li> <li>• Improve promotion of competitions to general public, especially gyms.</li> <li>• Development of resources to support entry of new clubs.</li> <li>• Potential to develop personnel in Northwest to coach and organise.</li> </ul>

### Vision

To be a thriving community sport with athletes of all age groups that represent Tasmania and Australia in weightlifting.

### Mission Statement

The central purpose and role of Weightlifting Tasmania Inc. is to promote, develop and support the sport of Weightlifting in Tasmania for all levels of participation and all age groups.

## Corporate Values

- Respect and inclusion for all members and supporters.
- Providing opportunities for all members including athletes, volunteers, and officials to achieve their desired potential.
- Provide a valued health and fitness resource to the wider community.

## Major Goals

1. Increased youth engagement – Achieving by 2022/23, 20 Under 15 athletes in the State Under 15 Championships.
2. Achieve at least one Tasmanian in an international team at junior or senior level.
3. Expansion of Weightlifting on the North-West Coast, developing a cell in Burnie to complement the growth of Weightlifting in Devonport.
4. Generate increased interest by creating information packages and frequent social media posts to promote the sport to all.
5. Increased number and capacity of people officiating at competitions.

## Key Strategies

1. Develop online resources to recruit, train and support volunteers in competition organising and officiating.
2. Manage social media to promote Weightlifting competitions to general public.
3. Conduct Level 1 coach accreditation course every year.
4. Conduct competition (Saturday) and coaching seminar (Sunday) once yearly in North-West Tasmania.
5. Provide funding assistance to coaches upgrading accreditation on mainland Australia.
6. Run workshops that attracts teachers of physical education, athlete development or sports science at colleges.
7. Conduct one officiating course each year.
8. Apply to the AWF to host one national event every alternate year.
9. Manage relationships with organisations providing competition venues in both the north and south.
10. Increase social media visibility with weekly posts on events, courses, results, key volunteers, and news on internal development.

**Leo Isaac**  
**President**  
**Weightlifting Tasmania Inc.**

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