



**NT Weightlifting Association Inc.  
Strategic and Operational Plan  
2020-2024**

## **INTRODUCTION**

The Northern Territory Weightlifting Association (NTWA) is the peak body for Olympic weightlifting in the Northern Territory.

This strategic plan builds on the work of previous committees in developing and implementing the objectives of the 2016-2020 Strategic Plan and incorporates new and emerging priority areas for the NTWA.

As an incorporated association, the NTWA is guided by the objects set out in our constitution. These include:

They are as follows:

1. To organise, control and develop the sport of weightlifting in the Northern Territory under Australian Weightlifting Federation Rules.
2. To develop and intensify friendship and cooperation amongst competitors and officials in weightlifting both in the Northern Territory and other States.
3. To authorise and supervise all weightlifting activities of members in the Northern Territory.
4. To maintain all affiliations with the Australian Weightlifting Federation and other Sporting organisations as may be required for the proper advancement and recognition of weightlifting.
5. To support clubs or associations in the Northern Territory that are conducting the sport of weightlifting in accordance with the rules laid down by the Australian Weightlifting Federation.
6. Present weightlifting in its proper form to the public.
7. Do all such things as are conducive or incidental to the attainment of the above objects or any of them

We are also guided by the principles of Play by the Rules, Sports Integrity, the AWF Code of Conduct, the IWF Technical Rules and all relevant legislation of the Northern Territory and Australia.

This plan will be reviewed annually to ensure key actions are on track.

## **AUSTRALIAN WEIGHTLIFTING FEDERATION STRATEGIC PLAN 2015-18**

The Northern Territory Weightlifting Association takes its guidance from the AWF Strategic Plan and its four strategic priorities:

### **High performance success**

- Structure and invest in initiatives that deliver sustained high performance outcomes

### **Grow the AWF Community**

- Conduct more live, virtual and non-traditional events to grow participation
- Deliver entertaining, leading edge national and international competitions

### **Commercial growth**

- Capitalise on the growth and commercial success of the fitness and health industries and other sports

## **AWF VALUES**

The AWF will demonstrate the following values when conducting its business, especially when working with partners:

- Supporting a performance-based culture that is built on the foundation of hard work and accountability
- Providing a healthy, safe, welcoming environment
- Demonstrating transparent governance
- Only recognising pure performance
- Always acting in the best interests of others, appreciating and acknowledging the input of AWF Staff, AWF Board, State Member personnel and dedicated volunteers.

## NTWA STRATEGIC GOALS

GOAL		AWF Strategic Plan Alignment	KEY STRATEGIC OBJECTIVES
Goal 1	Improve the financial sustainability, governance and transparency of the NTWA	<b>Strategic Priority 4:</b> <i>Capitalise on the growth and commercial success of the fitness and health industries and other sports</i>	<ul style="list-style-type: none"> <li>• Provide leadership, management and structure that supports the efficient and effective development and operation of weightlifting in the Northern Territory.</li> <li>• Put in place robust policies and procedures to ensure accountability, transparency and fairness in decision-making.</li> <li>• Ensure committee members are supported to improve their knowledge of the association's governance requirements.</li> </ul>
Goal 2	Planned pathways for sport, athlete, coach and official development	<b>Strategic Priority 1:</b> <i>Structure and invest in initiatives that deliver sustained high performance outcomes</i>	<ul style="list-style-type: none"> <li>• Increased awareness of weightlifting as an option for Territorians.</li> <li>• Increased participation of athletes at all levels of competition – Local, State, National.</li> <li>• Provide pathways to allow for development of athletes, officials, coaches and volunteers at all levels.</li> <li>• Provide options for high-performance athletes and developing athletes to improve performance.</li> </ul>
Goal 3	Grow participation by delivering high quality events and programs	<b>Strategic Priority 2:</b> <i>Conduct more live, virtual and non-traditional events to grow participation</i> <b>Strategic Priority 3:</b> <i>Deliver entertaining, leading edge national and international competitions</i>	<ul style="list-style-type: none"> <li>• Increase the number of opportunities for athletes to compete including in regional and remote areas.</li> <li>• Provide training and skills development for target groups in the community.</li> <li>• Host national and international events eg Arafura Games, National Masters to encourage participation and interest in weightlifting.</li> <li>• Grow official, coach and volunteer numbers.</li> <li>• Find a suitable home for the NTWA that is accessible to members.</li> </ul>
Goal 4	Grow membership numbers and increase retention rates		<ul style="list-style-type: none"> <li>• Increase the number of baseline members of the NTWA each year.</li> <li>• Increase member retention rates.</li> </ul>

## Goal 1: Improve the financial sustainability, governance and transparency of the NTWA

- Provide leadership, management and structure that supports the efficient and effective development and operation of weightlifting in the Northern Territory.
- Put in place robust policies and procedures to ensure accountability, transparency and fairness in decision-making.

Strategies	Priority Actions	Performance Measures
Monitor, review and update NTWA governance structures and systems, in line with developments within the sport and government authorities.	<ul style="list-style-type: none"> <li>• Review and amend existing policy and procedures</li> <li>• Draft and ratify policy and procedures that don't currently exist</li> <li>• Review constitution every two years.</li> </ul>	<ul style="list-style-type: none"> <li>• Have all policies and procedures reviewed and updated by the end of 2021 and uploaded onto the NTWA website.</li> <li>• Draft new policies as needed to cover existing gaps eg athlete development etc</li> <li>• Review constitution in 2021.</li> <li>• Prepare a risk register by EOY 2020.</li> </ul>
Improve Committee Members skills	<ul style="list-style-type: none"> <li>• Have committee members participate in development days offered by Sport &amp; Rec and other external bodies.</li> <li>• New committee members are inducted onto the committee and provided relevant background, policy and duty information.</li> </ul>	<ul style="list-style-type: none"> <li>• New committee member handbook compiled and ready for use by AGM 2021.</li> <li>• Have all committee members undertake relevant training as required.</li> </ul>
Prepare a sustainable budget for long-term development	<ul style="list-style-type: none"> <li>• Identify additional funding and income streams</li> <li>• Reduce expenses outside of Sport &amp; Rec funding</li> <li>• Identify long-term financial goals to assist with budgeting</li> </ul>	<ul style="list-style-type: none"> <li>• Draft a financial management policy to assist with decision-making</li> <li>• Cash reserve maintained and grown</li> </ul>

## Goal 2: Planned pathways for sport, athlete, coach and official development

- Increased awareness of weightlifting as an option for Territorians.
- Increased participation of athletes at all levels of competition – local, national and international
- Provide pathways to allow for development of athletes, officials, coaches and volunteers at all levels.
- Provide options for high-performance athletes and developing athletes to improve performance.

Strategies	Priority Actions	Performance Measures
Maintain and grow juniors program (aged 10 – 16)	<ul style="list-style-type: none"> <li>• Provide funding for juniors programs run by qualified and developing coaches across the Northern Territory</li> <li>• Provide support for purchasing of equipment for juniors programs</li> <li>• Encourage juniors to participate in competitions</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in junior members.</li> <li>• Increase in coaches and volunteers</li> <li>• Increase in junior lifters participating</li> </ul>
Identify and support athletes who qualify or are close to qualifying for national and international events	<ul style="list-style-type: none"> <li>• Work with Qld/NT High Performance Manager to identify and develop elite lifters</li> <li>• Provide funding each year to support travel and other costs to attend national and international events</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in number of lifters identified for development</li> <li>• Send at least one athlete to each national event</li> <li>• Formalise athlete selection and development policy</li> </ul>
Identify and support coaches and officials who would like to attain national and international credentials	<ul style="list-style-type: none"> <li>• Facilitate at least one coaching course per year and one club referee course each year</li> <li>• Provide funding each year to support travel and other costs to attend national and international events to improve credentials</li> </ul>	<ul style="list-style-type: none"> <li>• One coaching course held each year</li> <li>• One club referee course held each year</li> <li>• One referee upgraded to state or international credentials every two years</li> <li>• Sent at least one coach and/or official to each national event</li> </ul>
Identify new opportunities for the growth of weightlifting	<ul style="list-style-type: none"> <li>• Consider informal partnerships with complementary sports to promote weightlifting</li> <li>• Invite local media outlets and make media comments on weightlifting</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in new member numbers</li> <li>• Increased exposure of weightlifting on traditional media platforms</li> </ul>

### Goal 3: Grow participation by delivering high quality events and programs

- Increase the number of opportunities for athletes to compete including in regional and remote areas.
- Host national and international events eg Arafura Games, National Masters to encourage participation and interest in weightlifting.
- Grow official, coach and volunteer numbers.
- Find a suitable home for the NTWA that is accessible to members.

Strategies	Priority Actions	Performance Measures
Run regular competitions in a range of locations and venues	<ul style="list-style-type: none"> <li>• Hold a minimum of five sanctioned competitions each year</li> <li>• Hold at least one sanctioned competition in a regional centre</li> <li>• Consider partnering with the Alice Springs Masters Games to run weightlifting event</li> </ul>	<ul style="list-style-type: none"> <li>• Five competitions held each year</li> <li>• One competition held outside of the greater Darwin region</li> </ul>
Host national and international events to encourage participation and interest in weightlifting	<ul style="list-style-type: none"> <li>• Maintain high standard of competition and training equipment</li> <li>• Build volunteer pool to support hosting of competitions</li> </ul>	<ul style="list-style-type: none"> <li>• One international event held every two years (Arafura Games)</li> <li>• One national event held every four years (National Masters, AWF Championships)</li> </ul>
Increase the number of officials, coaches and volunteers qualified and experienced in a competition setting	<ul style="list-style-type: none"> <li>• Providing opportunities for upskilling of officials, coaches and volunteers to be competition-ready</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of officials, coaches and volunteers actively engaged in competitions and programs</li> </ul>
Establish a home gym for the NTWA	<ul style="list-style-type: none"> <li>• Identify suitable and affordable warehouse space</li> <li>• Develop membership and management model including fee schedule to cover costs</li> <li>• Access grant funding for capital development and equipment as required</li> </ul>	<ul style="list-style-type: none"> <li>• Lease signed for gym</li> <li>• Membership and management model in place including fee schedule</li> <li>• Minimal use of cash reserve to maintain operations</li> <li>• Majority of competitions able to be held in this space</li> </ul>

## Goal 4: Grow membership numbers and increase retention rates

- Increase the number of baseline members of the NTWA each year.
- Increase member retention rates.

Strategies	Priority Actions	Performance Measures
Increase membership numbers	<ul style="list-style-type: none"> <li>• Advertise value and inclusions of membership</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Baseline membership numbers increase</li> </ul>
Increase member retention rates	<ul style="list-style-type: none"> <li>• Advertise value and inclusions of membership</li> <li>• Identify alternative payment options to make membership more affordable/valuable for transient population</li> </ul>	<ul style="list-style-type: none"> <li>• Retention rates increase</li> <li>• Members rejoin when prompted without delay</li> </ul>
Maintain an online presence for members and the general public	<ul style="list-style-type: none"> <li>• Maintain website</li> <li>• Maintain or improve social media presence</li> </ul>	<ul style="list-style-type: none"> <li>• Web engagement increases</li> <li>• Social media followers increase</li> </ul>
Provide a value-for-money membership for all including non-lifting members	<ul style="list-style-type: none"> <li>• Consider additional activities to increase community cohesion</li> <li>• Consider workshops or information sessions run by experts that may be of interest to weightlifters eg mobility, technique etc</li> <li>• Establish regular newsletter to update members on news, competitions, policy updates and committee decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in membership of non-lifting members</li> <li>• Increase in volunteer pool</li> <li>• Increase in engaged members</li> </ul>