

Ontario Weightlifting Association

Strategic Plan 2016-2019

Vision: By 2019, be the leading provincial weightlifting association in Canada, recognized for excellence in coaching, officiating and optimum athlete performance.

Mission: Govern and promote Olympic weightlifting in Ontario by providing high-quality coaching, competitions and officiating to help athletes reach their optimum performance.

Priority 1: Communication

Maintain a positive image and reputation in the weightlifting community through promotion of the sport, servicing members and networking with partners.

Main objectives: The OWA will be the preferred source of information on the sport of weightlifting; improved website design for easier access to information about training, coaching and competing within the province of Ontario.

Risks and mitigation strategies: Negative image of the Association if athletes are sanctioned under Canada's anti-doping program. In order to mitigate this risk, the OWA will continue to promote anti-doping efforts and provide anti-doping information to its membership.

Priority 2: Capacity

Ensure the Association has the right people in place to meet the needs of sport, Association and its members.

Main objectives: Permanent funding for, at minimum, a part-time contractor; Reviewed and updated Director job descriptions to ensure alignment with the strategic plan.

Risks and mitigation strategies: Inability to secure permanent funding for independent contractor. In order to mitigate this risk, the OWA will consider alternative ways to increase revenue, such as raising membership fees, competition entry fees and course registration fees.

Priority 3: Financial Stability

Operate as an efficient, sustainable organization.

Main objectives: Increased revenue sources, increased funding through grants and initiatives.

Risks and mitigation strategies: Inability to secure grant funding. In order to mitigate this risk, the OWA will consider alternative ways to increase revenue, such as raising membership fees, competition entry fees and course registration fees.

Priority 4: Sport for Life

Provide a positive experience for all participants, regardless of age, gender or ability.

Main objectives: Increased membership; increased programming for all LTAD stages; province-wide access to NCCP certified coaches, certified Technical Officials, and sanctioned

competitions; lead Canada in the number of athletes, coaches and officials representing Team Canada.

Risks and mitigating strategies: Not having enough participants through all stages of LTAD. In order to mitigate this risk, the OWA would implement a feedback survey to the members of affected group and will maintain open communication channels with other PSOs and the CWFHC in order to obtain feedback or advice.

Risks and mitigating strategies: Inability to attain the status of lead province on Team Canada. In order to mitigate this risk, the OWA will continue attempts to improve the funding structure, allowing us to reach other Priority goals, which will, in turn, bring the Association closer to becoming the lead PSO in Canada.

Overview of OWA Programs and Activities

For athletes:

OWA Club Challenges

The OWA wishes, as part of its implementation of the Long Term Athlete Development (LTAD), to encourage the participation of all athletes who train in Olympic weightlifting to compete in Olympic weightlifting by organizing a series of four OWA Club Challenges in the calendar year. These competitions will be open to male and female athletes of all age groups. The main focus of these competitions will be to develop athletes and to increase the capacity of clubs to hold larger competitions. OWA Club Challenges will give a chance for all lifters to compete more often and to evaluate and measure their performance against other lifters of the same age group and weight category in the province of Ontario. At the same time, clubs will gain experience, resources and skills necessary to host larger competitions in the future.

Open Competitions

The OWA sanctions more competitions for its athletes than any other province in Canada. These competitions target varying stages of the LTAD. At minimum, there are two competitions annually for Junior lifters (Young Hercules and Junior Ontario Championships) and one for students (Scholastic Challenge). At minimum, there is one competition annually that welcomes Masters lifters of all abilities (Ontario Masters Open). Targeting stages 5 and 6 of the LTAD, there are three Elite competitions requiring athletes to meet qualifying standards to enter (Fall Classic, WinterLift, Ontario Championships). Finally, at minimum, there are six to eight additional open competitions annually.

In 2016, weightlifting was a demonstration sport at the Ontario Summer Games. The OWA will be applying for weightlifting to be a permanent sport in the Games beginning in 2018.

Other Competitions

The OWA encourages any and all clubs to sanction and host competitions at the club, inter-club and open levels.

Training Camps

Junior and Senior training camps are held annually or bi-annually. Athletes that are in line to compete at National competitions are invited to attend, and the OWA subsidizes the experience as much as possible within budgetary availability. They are headed by Elite coaches, and guest speakers and presenters are invited.

For Coaches

The OWA conducts, at minimum, four NCCP Competition Introduction courses each season, attempting to locate the courses in various regions of the province. Competition Introduction practical evaluations are also held at least bi-annually.

In addition, NCCP Instructor Beginner courses may be offered when there is demand.

Beginning in 2016, NCCP Competition Development courses will also be conducted at least annually to promote an increase in national-level coaches within the membership.

For Technical Officials

The OWA is often challenged to find enough Technical Officials to volunteer their time and services at sanctioned competitions; therefore, a Category 4 (Provincial) Technical Official clinic has been designed and implemented. While not mandatory to attend in order to become a Technical Official, it is often useful for those who may be interested in volunteering but are not familiar enough with all the intricacies of the sport. At least two courses are conducted annually.

For Schools

Established with funding from the Ontario Sport and Recreation Communities Fund (OSRCF), the First Start program was initially designed as a “train the trainer” course for coaches of other Provincial Sports Organizations who are not yet familiar with the fundamental movements of the sport. As the funding period came to a close, the OWA realized that the program was not reaching the target audience as intended, but that CrossFit instructors and teachers across several school boards had shown an interest in the program.

Going forward, the First Start program will be modified and will focus more on this new demographic, and the course will continue to run, exposing more teachers, leaders, and CrossFit instructors to Olympic weightlifting.

For Membership (AGM, social media, website)

The OWA strives to be the preferred source of information on the sport of weightlifting. A website, *Facebook* page, *Twitter* account and *YouTube* channel are maintained in order to keep the membership educated and informed about the sport. The Executive Board also welcomes feedback and input from the membership.

An Annual Meeting of Members is held annually in the summer. As this is the primary way for members to have their voice heard, the OWA is always looking for ways to increase attendance at the meeting.