

STRENGTHENING WALES

ENHANCING PERFORMANCE IN ALL SPORTS

OPEN TO ALL

LONG TERM ATHLETE DEVELOPMENT

BUILDING CONFIDENCE

ADDRESSING OBESITY

WORKING IN PARTNERSHIP

INCLUSIVE PROGRAMMES

VOLUNTEERING OPPORTUNITIES

SUSTAINABLE SUCCESS
AT MAJOR EVENTS

SHARING RESOURCES

SUPPORTING SOCIAL INTERACTION

DEVELOPING HEALTH AND MENTAL WELL-BEING

SUPPORTING CLUBS AND ACADEMIES

OUR VALUES

Inclusivity **Excellence** **Openness**

WHY WE EXIST

To inspire individuals to take up the sport, improve health and nurture champions

Delivering our strategy

Adopting a long term, participant centred approach.

- Increase the number of affiliated centres and provide tailored support to those with the potential to reach Academy status..
- Support the development and delivery of Academy programmes.
- Market academies and affiliated centres to socially excluded and disadvantaged children, young people and adults.
- Develop a range of events and competitions to meet the needs of diverse communities.

by 2024

70 affiliated clubs.

10 academies.

Over 1000 annually participating events annually.

Community health and well-being.

- Develop and implement national campaigns to promote health benefits
- Engage with local organisations, community groups, schools and health bodies to involve all sections of the wider community in strength activities.

by 2024

New Health and fitness campaigns.

Case studies of health and well-being success.

2,500 children, young people and adults taking up the sport.

An annual health and well-being survey conducted amongst membership.

Developing our people.

- Recruit, develop and support volunteers, coaches and officials
- Design and deliver a junior volunteer programme.
- Disseminate good practice in coaching and mentoring to weightlifting centres and other sporting organisations.
- Provide opportunities for developing coaches through work shadowing at academies and events.

by 2024

200 coaches and technical officials.

10 work based apprentices.

Building champions

- Establish processes to identify and select talented weightlifters and para- powerlifters.
- Develop the person then the athlete, then the champion.
- Develop coaches and mentors.
- Deliver sustained International success.
- Promote medal winners as role models.
- Publicise the successes of development programmes.

by 2024

50 athletes selected for long term development programmes.

6 case studies of long-term development programme success.

60 coaches developed.

40 athletes representing Wales and 10 representing Great Britain.

OUR WAY OF WORKING

- Adopting a long term, participant centred approach.
- Focusing on community health and well-being.
- Developing our people.
- Working together, sharing learning and resources.
- Building champions.
- Becoming more financially independent.

Working together, sharing, learning and resources.

- Identify partnership organisations and put in place memorandum of understanding for mutual benefit.
- Sign-post local athletes who are a part of the Welsh or British pathways to local Academies for specific sports conditioning.
- Support and guide Academies to connect and collaborate with local organisations, such as education establishments, local charities and support groups.
- Strengthen partnerships with other power based national governing bodies to direct developing athletes into the most suitable pathway.

by 2024

20 local partnerships established.

5% reduction in overall costs.

4 collaboration arrangements finalised.

2 positive case studies annually.

Becoming more financially independent.

- Develop and promote a unique brand.
- Implement the Governance Leadership Framework for Wales (GLFW).
- Establish an efficient and effective Governance structure which maximises resources.
- Manage income and expenditure efficiently and effectively.
- New products leading to additional income.

Annual self-assurance reviews.

Benchmark against the capability and GLFW framework.

Policies updated annually.

Income and expenditure in line with budget estimates.

New income streams from the development of new products.