

# **STRATEGIC PLAN**

## **2008 – 2010**

**Adopted by VWA Council**  
**4<sup>th</sup> June 2008**



Established 1920

**VICTORIAN WEIGHTLIFTING ASSOCIATION INCORPORATED**



## VWA Mission Statement:

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This Plan covers the period 2008 – 2010 and its content is the result of a consultation process involving VWA Council members, executive board members, staff and representatives from Sport and Recreation Victoria and the VWA members.

## The Mission Statement of the Victorian Weightlifting Association is:

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**“To promote and develop the sport of weightlifting in Victoria at all levels of participation”**

The following broad organisational aims represent the vision of the Victorian Weightlifting Association.

- To be the best managed sporting organisation
- To promote professionalism in leadership and organisation.
- For the executive board to be administratively and financially effective and accountable
- To secure ongoing resources necessary to achieve the mission statement
- To utilise the individual strengths and talents of the membership
- To foster unity of purpose and a sense of ownership
- To encourage adequate provision of, and access to, facilities
- To consistently promote and market the sport of weightlifting
- To improve public awareness and perception of weightlifting, and increase the profile of the sport
- To provide opportunities for all individuals or groups to participate in weightlifting
- To provide opportunities for all participants to reach their full potential
- To encourage and reward excellence at all levels of participation
- To have a strong network of clubs
- To foster the pursuit of athletic excellence
- To achieve the highest possible coaching and technical standards.

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## Strategic Priorities: *Open & Transparent Management Structure*

<b>Key Area</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Responsible</b>	<b>Priority</b>	<b>Comments</b>
<b>Management Structure</b>	<ul style="list-style-type: none"> <li>- To establish a cohesive, effective and transparent management structure.</li> <li>- Establish effective subcommittees</li> </ul>	<ul style="list-style-type: none"> <li>- Clearly outline the management structure.</li> <li>- Allocate and itemise individual responsibility within the structure.</li> <li>- Identify skills and knowledge requires for subcommittees and appoint members.</li> </ul>	<p>Executive Director.</p> <p>VWA Council</p>	High	Expected completion Feb 2008
<b>Rules, regulations and policies</b>	<ul style="list-style-type: none"> <li>- Re write the VWA Constitution</li> <li>- Review and update the rules and regulations, policies, procedures and guidelines of the Association to reflect current community values.</li> <li>- Publish the new constitution, rules and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>- Appoint a governance sub committee to draft new constitution, rules, regulations and procedures.</li> <li>- Consult with key stakeholders</li> <li>- Present constitution to Council for endorsement</li> <li>- Present Constitution to Special General Meeting of Members for Adoption</li> </ul>	Governance Sub Committee	High	<p>Feb 2008</p> <p>Completed May 2008 August – September 2008</p> <p>October 2008.</p>
<b>Board Performance review</b>	Undertake Board Performance Review	Draft a evaluation tool to monitor Board Performance	VWA Council with advice from: SRV Sport Commission Other experts.	Moderate	

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## Strategic Priorities: **Building pathways in Victorian Weightlifting:**

Key Area	Objectives	Strategies	Responsible	Priority	Comments
<b>Information Gathering</b>	Develop an evidenced based model to underpin policy and practice in weightlifting coaching and administration and to guide the sound development of athletes within the sport.	<p>This project would entail:</p> <p><b>Stage 1:</b>                      Background research looking at good practice examples from other sports and literature to support the approach                      Assessment and developing an understanding of current practice in weightlifting nationally and internationally                      Outlining a performance pathway model along the lines of:                      Fundamental – fun and participation learn the fundamental motor skills                      Learning to Train. Fun and participation – learn the fundamental weightlifting skills                      Training to Train: Optimise fitness preparation.                      Training to Compete; Optimise fitness and sport specific training                      Training to Win: Maximise fitness, sport specific skill and performance                      Retirement and Retainment: Enjoy a healthy active life and participate in Vets, coaching, administrative roles etc.                      Identification of existing opportunities and feeder structures                      Develop a plan to deliver a sustainable emerging athlete pathway                      Analysis e.g.swot                      Documentation                      Communication and engagement                      Coach Education                      Pilot initiatives</p> <p><b>Stage 2:</b>                      Conduct information sessions for coaches, teachers and other stakeholders to inform them of the pathways and opportunities within the sport.                      Encourage schools to establish community-based clubs outside school hours.                      Encourage existing clubs to develop links with schools in their immediate area.</p>	<p>Executive Director</p> <p>SRV</p> <p>Deakin University</p>	Moderate	<p>Funded under SRV Future Direction</p> <p>Completion late 2009.</p>

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## Strategic Priorities: *Maximize Stadium Usage:*

<b>Key Area</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Priority</b>	<b>Comments</b>
<b>Commercial Opportunities</b>	Rebadge Stadium	Seek commercial enterprise with and aim to selling naming rights to Stadium.		In order to forage relationships with commercial enterprises, the VWA should seek to discover potential contacts which might eventuate through the initiation and contacts of existing stakeholders, such as officials ,athletes and parents.
<b>Office facilities</b>	Review the current office leasing arrangement with a view to renegotiating agreements	Seek advice as to appropriate fees and opportunities		
<b>Event Promotion</b>				
<b>Procedures for effective management of the facility</b>	Produce a policies and procedures Manual outlining appropriate stadium use Establish a management structures to administer the Stadium	Review current gym policies.		

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## Strategic Priorities: *Funding and Sponsorship*

<b>Key Area</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Priority</b>	<b>Comments</b>
<b>Identifying prospective sponsors needs</b>	<p>Implement market research initiatives.</p> <p>Identify an individual to service sponsors.</p>	<ul style="list-style-type: none"> <li>- Develop evaluation survey to identify areas of satisfaction and dissatisfaction with sponsors</li> <li>- Develop evaluation survey to identify reasons for non-sponsorship of weightlifting.</li> <li>- Keep sponsors informed and service the relationship with invitations.</li> </ul>		<p>Evaluation to focus on reasons for participation by those within the sport.</p> <p>Evaluation to identify community perceptions of the sport and expectations associated with sponsorship.</p>
<b>Dealing with sponsor dissatisfaction</b>	<p>Establish a set of resolution procedures.</p>			
<b>Sponsor recruitment</b>		<ul style="list-style-type: none"> <li>- Pursue recruitment policies through established relationships within the sport</li> <li>- Develop new contacts within the wider community.</li> </ul>		

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## Strategic Priorities: Grass Roots Sport Development

<b>Key Area</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Priority</b>	<b>Comments</b>
<b>Extend Club Network</b>	Establish a new club in the Western Suburbs of Melbourne centred at Maribyrnong SC	Finalise partnership agreement with Maribyrnong SC	Medium	Term 1 2008
		Appoint project officer	Medium	Term 1 2008
		Have athletes train at MSC to expose sport to students		Later 2008
		Assist MSC staff with strength & conditioning program		Early 2009
		Assist local participants to establish Administrative structure		
Advertise new club in local area among CALD, Economically Deprives and recent arrivals				
<b>Maintain and Expand School Competitions</b>				
<b>Mass participation project</b>	Resurrect State Clean and Jerk Competition			Term 2 2008