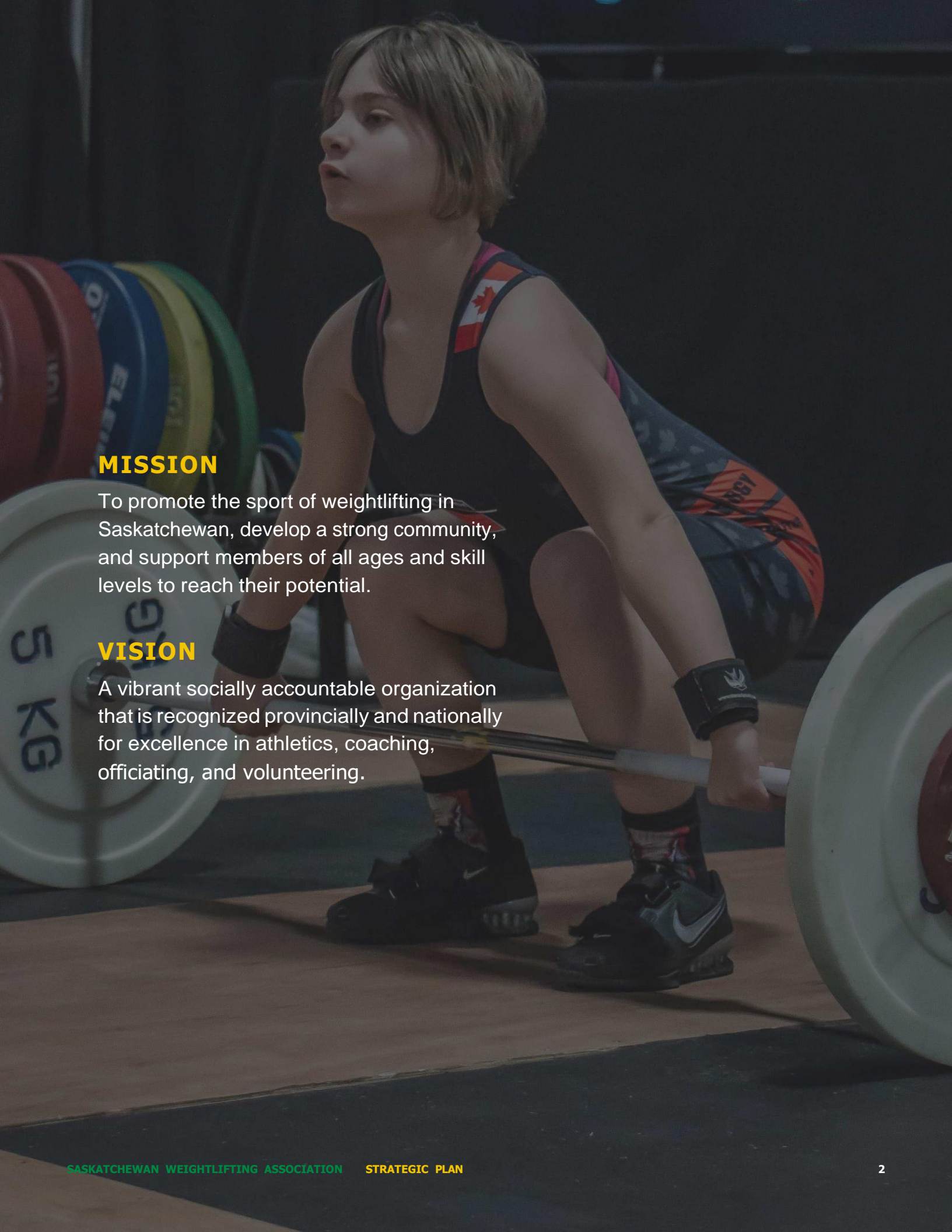




# STRATEGIC PLAN 2024–28:

Raising the Bar:  
In a Positive Direction



## **MISSION**

To promote the sport of weightlifting in Saskatchewan, develop a strong community, and support members of all ages and skill levels to reach their potential.

## **VISION**

A vibrant socially accountable organization that is recognized provincially and nationally for excellence in athletics, coaching, officiating, and volunteering.



## VALUES

### Community

Every member should feel at home and safe here.

### Diversity

Membership diversity is encouraged and celebrated.

### Empowerment

Supporting members to take action and ownership of their success will drive progress.

### Excellence

We accept nothing less than our best in all that we do.

### Integrity

Accountability, commitment, and honesty even when no one is watching.



## STRATEGIC DIRECTIONS

1. Foster grassroots community development
2. Improve leadership, governance, and strategic processes
3. Increase membership engagement
4. Promote coaching excellence
5. Promote officiating excellence
6. Support high-performance athlete development

## STRATEGIC DIRECTIONS

### 1. FOSTER GRASSROOTS COMMUNITY DEVELOPMENT



#### 1. OBJECTIVES:

- a. Develop coalitions and partnerships with external stakeholders and organizations.
- b. Improve district representation and diversity.
- c. Increase access and reduce barriers to rural and regional member participation in SWA events.

#### 2. METRICS: WE WILL KNOW SUCCESS WHEN...

- a. All districts of Saskatchewan are represented by the membership and at the 2022 Saskatchewan Winter Games.
- b. At least 50% of events are hosted remotely and/or outside of Saskatoon.
- c. At least 50% of the membership is from outside of Saskatoon.
- d. Formal partnerships have been developed with other PSO's. like minded organizations.
- e. Rural and remote members believe they have ample opportunities to engage with the organization.

#### 3. ACTION PLAN:

- a. Develop formal partnerships with at least 2 like-minded organizations, such as the Saskatchewan Tribal Council (STC), Concern for Youth (North Battleford) within Saskatchewan.
- b. Develop an SWA Club membership program to provide registered clubs with educational opportunities, financial support, insurance, and assist with hosting events.
- c. Provide rural/regional and remote educational opportunities for members regarding athlete development, sport psychology, nutrition, coaching, officiating, and more.
- d. Recruit and organize community development liaisons for all districts of Saskatchewan to assist with local identification of communities of interest and athlete, coach, and official development.
- e. Support district members and community development liaisons with recruitment, selection, training, and preparation for the 2026 Saskatchewan Winter Games through development of guidelines, workshops, team trials, and educational opportunities.

## STRATEGIC DIRECTIONS

### 2. IMPROVE LEADERSHIP, GOVERNANCE, AND STRATEGIC PROCESSES



#### 1. OBJECTIVES:

- a. Ensure fiscal health and transparency
- b. Increase effectiveness and accessibility of committees
- c. Increase effectiveness of the Board of Directors

#### 2. METRICS: WE WILL KNOW SUCCESS WHEN...

- a. A board member handover process has been created and is followed.
- b. Committees have been fully implemented, all positions are filled, and yearly work plans are completed with goals achieved.
- c. Operational tasks and responsibilities have been redistributed from board members to committees and staff.
- d. Sask Sport recognizes improvements in organizational structure, processes, and annual funding applications.
- e. The annual survey shows increased member satisfaction with organizational structure, direction, and governance.
- f. The SWA is regarded as a leader in governance practice within Sask Sport and the CWFHC.

#### 3. ACTION PLAN:

- a. Develop and present a yearly budget to the membership at the AGM.
- b. Develop committees, reporting structures, and terms of reference for all areas of volunteer activity.
- c. Develop internal processes for assessing performance and providing feedback to Board Members, Committee Chairs, and staff.
- d. Implement a 6-month handover period for Board member positions with terms being elected at AGM and beginning June 1st each year.
- e. Implement an annual Call for Nominations for committees and other appointed volunteer roles.
- f. Provide educational opportunities for Board Members, Committee Chairs, and staff to enhance skills, productivity, and capacity of the organization.
- g. Reorganize the Board of Directors to include the following positions, and clearly define the role of each director: Past-President, President, Vice-President, Secretary Treasurer, Communications Director, Technical Director,

## STRATEGIC DIRECTIONS

### 3. INCREASE MEMBERSHIP ENGAGEMENT



#### 1. OBJECTIVES:

- a. Improve communication with membership
- b. Increase opportunities to engage with the organization outside of competitions
- c. Increase participation in and value placed upon SWA competitions

#### 2. METRICS: WE WILL KNOW SUCCESS WHEN...

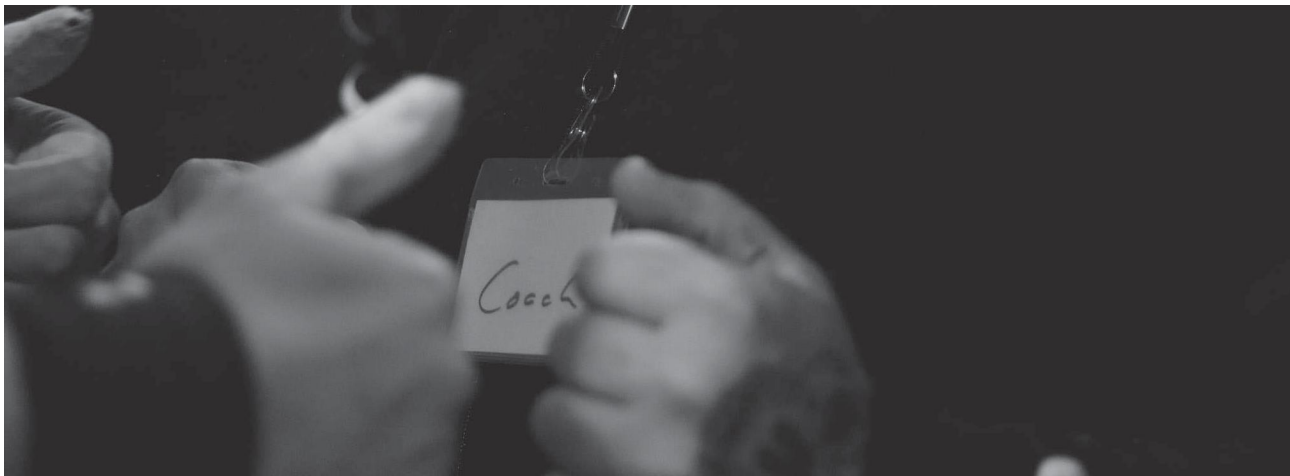
- a. At least 80% of competitions reach capacity.
- b. Grassroots Workshops and Mock Meets are considered valuable events and learning opportunities by the membership.
- c. The annual survey and Board elections consistently have a 40% or greater response rate.
- d. The annual survey shows increased member satisfaction with social media, communications, volunteer opportunities, opportunities to become involved, and overall satisfaction with the SWA.
- e. The membership believes their contributions to the organization are appreciated, valued, and well-recognized.
- f. The membership considers the Provincial Championships a premier event.

#### 3. ACTION PLAN:

- a. Consistently submit eligible coaches, athletes, officials, and volunteers for consideration for the Sask Sport Hall of Fame, as well as monthly and annual Sask Sport awards.
- b. Create and implement a standard based SWA Club Excellence Program to recognize outstanding accomplishments and governance of clubs.
- c. Create and implement an internal membership recognition program for individual outstanding leadership, volunteerism, and contributions to the SWA.
- d. Develop a communications strategy and delegate social media responsibilities to volunteers.
- e. Develop a Grassroots Workshop and Mock Meet program to deliver to clubs across the province.
- f. Establish an SWA Hall of Fame with one inductee each year.
- g. Establish an SWA Alumni program to recruit, retain, and maintain connections with past members.
- h. Host an annual Awards Banquet to recognize outstanding accomplishments of members through High Performance Athlete, Volunteer Excellence, and Club Excellence Awards, as well as induction into the SWA Hall of Fame.
- i. Implement qualifying standards and awards for the top lifters and teams at the Provincial Championships.
- j. Launch a volunteer program, including onboarding and retention processes.
- k. Re-establish the Sport Legacy Fund.

## STRATEGIC DIRECTIONS

### 4. PROMOTE COACHING EXCELLENCE



#### 1. OBJECTIVES:

- a. Improve processes for identifying and certifying coaches
- b. Increase diversity and accessibility of certified coaching pool
- c. Increase the number of coaches representing Saskatchewan at the National and International level

#### 2. METRICS: WE WILL KNOW SUCCESS WHEN...

- a. At least 75% of coaches who complete the Competition Introduction course complete their certification within one year.
- b. Every coach with a National level athlete is certified, or in the process of becoming certified, as a Competition Development coach.
- c. Saskatchewan coaches are involved with the administration of NCCP courses and coaching development at the National level.
- d. Saskatchewan consistently has more coaches eligible to participate in National and International competitions than the number of positions available.
- e. There are active certified Competition Introduction coaches in every district of Saskatchewan.
- f. The proportion of female and Indigenous coaches has increased from the 2019-2020 baseline at the Competition Introduction and Competition Development levels.

#### 3. ACTION PLAN:

- a. Define and publish the pathways for becoming certified as a Competition Introduction and Competition Development coach.
- b. Develop nationally accepted coaching standards and certification processes collaboratively with the Canadian Weightlifting Federation.
- c. Establish an SWA Coaching Mentorship program to provide mentorship opportunities for developing coaches to work with experienced coaches and athletes at events, such as SWA Training Camps, and support the development of female and Indigenous coaches.
- d. Implement a system to track and support the development of new coaches, as well as the retention and progression of current coaches.
- e. Provide non-certification educational and networking opportunities for coaches both in-person and remotely.



## STRATEGIC DIRECTIONS

### 5. PROMOTE OFFICIATING EXCELLENCE



#### 1. OBJECTIVES:

- a. Improve processes for identifying and certifying officials
- b. Increase diversity and accessibility of certified officials pool
- c. Increase the number of officials representing Saskatchewan at the National and International level

#### 2. METRICS: WE WILL KNOW SUCCESS WHEN...

- a. At least 50% of certified officials are located outside of Saskatoon.
- b. At least 75% of officials who complete the Level 4 officials course complete their certification the same season.
- c. Saskatchewan consistently sends officials to National and International competitions each year.
- d. The maximum number of eligible officials are sent for upgrading to Level 3, 2, and 1 each year with a success rate of at least 90%.
- e. The proportion of female and Indigenous officials has increased from the 2019-2020 baseline at levels 1, 2, 3, and 4.
- f. There are active certified Level 4 or higher officials in every district of Saskatchewan.

#### 3. ACTION PLAN:

- a. Define and publish the pathways for becoming certified for level 1, 2, 3, and 4 officials.
- b. Establish an SWA Officials Mentorship program to provide mentorship opportunities for developing officials to work with experienced officials at events, such as Mock Meets, and support the development of female and Indigenous officials.
- c. Implement a system to track and support the development of new officials, as well as the retention and progression of current officials.
- d. Redesign the technical portion of the Level 4 officials course to allow for remote delivery and assessment.

## STRATEGIC DIRECTIONS

### 6. SUPPORT HIGH-PERFORMANCE ATHLETE DEVELOPMENT



#### 1. OBJECTIVES:

- a. Increase resources to support athlete development and opportunities for high performance athletes to engage with the organization
- b. Improve supports for and representation of Masters athletes at the National and International level
- c. Improve representation of Senior athletes at the National and International level
- d. Improve accessibility and representation of Youth and Junior athletes at the National and International level

#### 2. METRICS: WE WILL KNOW SUCCESS WHEN...

- a. A full team is consistently sent to the Canadian Junior National Championships and Western Canadian Championships.
- b. Ample opportunities are available for athletes to receive coaching and education to improve their performance through the SWA.
- c. Financial barriers for attending national events have been removed for Youth and Junior athletes through fundraising initiatives.
- d. SWA athletes are competing internationally in the Youth, Junior, Senior, and Masters categories.
- e. The annual survey shows increased athlete satisfaction with support provided to current and future high-performance athletes.

#### 3. ACTION PLAN:

- a. Annually host at least 4 high-performance training camps for the Junior, Western, and National Teams, members and alternates, each year with 2 located in the North and 2 in the South.
- b. Annually survey athletes and track the results to ensure programs and services are having their desired impact.
- c. Develop a Masters Committee.
- d. Develop an Athlete Committee.
- e. Host a National or International Masters competition in Saskatchewan.
- f. Implement a fundraising strategy to support Youth and Junior athlete expenses.
- g. Implement a system to track and support the development of high-performance athletes, as well as the retention and progression of current athletes.
- h. Organize combines and scouting opportunities with other PSO's and sporting organizations.
- i. Review current athlete support programs and develop a *High-Performance Athlete Plan* to provide financial aid, coaching, travel support, educational opportunities, and other resources for current and aspiring high-performance athletes.
- j. Submit the *High-Performance Athlete Plan* to Sask Sport for consideration for additional high-performance funding.



**SASK LOTTERIES**

**EVERYONE WINS!**

**12,000+  
sport, culture  
and recreation  
groups benefit**

**SASKLOTTERIES.CA**



## CONTACT

EDIR@SASKWEIGHTLIFTING.COM  
SASKWEIGHTLIFTING.COM  
@SASKWEIGHTLIFTING