

NEW ZEALAND POWERLIFTING FEDERATION INC.

2007

Strategic

Development Plan

1. PRE-PLAN POSITION

The entity now operating as the New Zealand Powerlifting Federation Inc. (NZPF) was founded in 1985 and has continued on solidly for over two decades. As the governing body for competition in the lifts of the squat, bench press and deadlift, the New Zealand Powerlifting Federation has been buoyed by the accessibility and popularity of those lifts. Many thousands of weight-trainers for other sports and recreational gym-goers are familiar with the three lifts and all age groups and both genders can readily compete in the squat, bench press and deadlift, given the relative ease of learning of the movements and the low risk of injury in Powerlifting.

However against this great strength of grass-roots popularity and accessibility, the New Zealand Powerlifting Federation has long been challenged by resource issues in achieving the necessary infrastructure to capture the actual and potential involvement

in the activities of our sport. As Powerlifting is yet to achieve Olympic or Commonwealth Games status, New Zealand Government support and private sponsorship have been limited and thus a major constraint on the extent of the New Zealand Powerlifting Federation's operations has been the necessity of operating largely on a user-pays membership and volunteer labour basis.

Nevertheless, the New Zealand Powerlifting Federation has used its modest resources to great effect in a number of areas. In recent years our organization has been to the fore in the following areas:

International Competition – Internationally, Powerlifting is now an intensively competitive sport, heavily participated in by both Western and Eastern bloc nations. New Zealand has in recent years fielded creditable teams at Open World Championships; Open World Benchpress Championships; Junior World Championships; Master Powerlifting Championships; Master Benchpress Championships; Commonwealth Championships; and Oceania Championships at which our athletes achieved several outright World Champions in all the above events. These athletes include Cathy Millen five times World Champion; Derek Pomana 1996, 1997, 1998 World Champion; Janelle Woolridge 2002 Junior World Champion; amongst our 2006, 2005, 2004 World Champions were Willy Tau; Trish Muldrock; and Karen Thomson; additionally New Zealand has a number of event medalists. However, limitations in international doping control have created a less than level playing field in world powerlifting competition and New Zealand is now also looking to achieve success in the Oceania and Commonwealth events, which have developed greatly in recent years.

Participation - Powerlifting in New Zealand has the potential for large-scale participation and the New Zealand Powerlifting Federation has only scratched the surface in this area. There is a large potential to induct school level lifters into the sport, filling in a large gap as at the moment the sport has a high percentage of Masters. Also, the New Zealand Powerlifting Federation provides coaches and officials to guide an untold number of weight-trainers and participants in gyms around New Zealand. A key issue thus remains as to how to more formally take-up, extend and document this broad interest and involvement in our sport.

Doping – The New Zealand Powerlifting Federation has always been a strong advocate for removing the presence of banned drugs in sport and fully complies with the rules of the WADA Anti-Doping Code. With the introduction of Out of Competition testing in 1994 and a concerned effort to educate lifters about which drugs are banned and how to apply for dispensations, the number of positive test results has been considerably lower in the last ten years. The last steroid positive test was in 1996, whereas all positive tests since then have been medications or refusals. In 2004 the NZPF adopted the WADA Code along with most NSO's and since then have been working to adapt all of the policies and the constitution to incorporate the WADA Code.

Governance/ Management Organizational Structure – The New Zealand Powerlifting Federation is an incorporated Federation on a society basis with a management committee called the National Executive Committee (NEC). There are six members elected from the associations which directly govern the members and administer the sport. The NZPF provides the technical, legal and international support and is the liaison with the International Powerlifting Federation (IPF).

Coaching & Officiating – The sport has a good number of International and National Referees spread throughout the country to provide refereeing for competitions. The Coaching Development Programme has been slow to start with minimal feedback from the associations. The 2006 year was meant to be a year in which to build a database of coaches and their qualifications but this has proven unsuccessful. The strategy for 2007 will be to hold a number of coaching and refereeing clinics in various centers. These will provide education in coaching, and associated aspects such as training programmes, nutrition, technology advances and techniques, but also include refereeing clinics as well. These will be open to existing and new lifters.

Policy Development - The New Zealand Powerlifting Federation has in recent years developed and implemented policies in the areas of Doping, Privacy, Member Protection and Risk Management. Doping, in particular, has been an issue deeply taken up by all participants in Powerlifting and absorbed into the culture, but now other key policies need to fully operationalize.

National Competition - The New Zealand Powerlifting Federation has steadily evolved a comprehensive national competition programme, meeting the needs of a number of groups within our organization. National championships and events are now held for Open, Junior, Sub-Junior, Masters (up to 70+), and Bench Press only competitions, with male and female divisions in all instances. Further developments in the area of national competition may come in terms of promotion, integration with special groups and better co-ordination with high-performance and international competition goals.

Special Groups - Powerlifting has participation from Paralympians, the Blind, Deaf, Special Olympians and other special needs groups. The New Zealand Powerlifting Federation has a long record of support for such groups, in terms of providing equipment, Referees, officials and coaches. This involvement can be deepened by reaching out in this way more to these groups and by increasingly integrating Powerlifting New Zealand and special group events.

2. STRUCTURE OF THE NEW ZEALAND POWERLIFTING FEDERATION

The organization that is The New Zealand Powerlifting Federation (NZPF) has evolved into a Society of office-bearers plus six associations, described below in Figure 1.

With this development there has been a degree of integration of provincial associations with the national body achieved. Special emphasis has been made to ensure communication and co-operation between the national body (represented by the NEC) and the provincial associations (now constitutionally defined as “Association Members”).

The New Zealand Powerlifting NEC

Five Office Bearing Positions -

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Six Provincial Associations each with Association Office Bearers

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Full Members

Life members

Association members

Associate Members

Referee Only members

Non Office Bearing Executive Positions

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Chief Referees Examiner

National Coaching Director

High Performance Manager

Drug Liaison Officer

**FIGURE 1: ORGANIZATIONAL CHART AS AT
01.01.2006**

3. SCOPE OF THE 2007 STRATEGIC PLAN

The New Zealand Powerlifting 2007 Strategic Plan follows the adoption of a number of “Development Plans” in the 1990s to 2000s. Those were operationally oriented and served their purpose reasonably well. However, the external environment New Zealand Powerlifting operates in has become increasingly complex and a broader view of the organization’s developmental and strategic needs has to be taken.

Thus this Plan attempts to identify and consider broader critical issues for New Zealand Powerlifting, without losing contact with the operational activities needed to address those issues. Given the size of our organization, it is considered appropriate to meld strategic and operational issues within one document.

The formulation of this Plan thus builds on the experienced operation of previous plans and review thereof by the NEC of the New Zealand Powerlifting Federation.

In formulating the 2007 Strategic Plan, the NEC identified the following overarching key goals for New Zealand Powerlifting:

- 1) To continue to provide and promote high-standard and enjoyable competition in Powerlifting at local, national and international levels

- 2) To eradicate and prevent the influence of performance-enhancing drugs in New Zealand Powerlifting and to thereby provide a role model to the New Zealand sporting community and to society beyond that

- 3) To grow the sport of Powerlifting in New Zealand, by developing opportunities for the fulfillment of health, achievement and other needs by the broadest range of potential participants

- 4) To maximize the quality of New Zealand's performance in international competition in the International Powerlifting Federation

- 5) To improve the quality and recognition of coaching and officiating at all levels of Powerlifting training, competition and administration

- 6) To maintain the financial viability of New Zealand Powerlifting.

Our mission is thus:

MISSION

New Zealand Powerlifting will act as the leadership body for powerlifting in New Zealand. It will govern the sport fairly and efficiently, so as to provide all members with fair competition, according to their status and ability and with access to high standard coaching, officiating and administration. New Zealand Powerlifting will commit itself to the eradication of doping practices in powerlifting. Through its programmes and by its example it will lead all those in the New Zealand sporting community who wish to take part in productive educational, competitive and developmental activities, based on the sport of powerlifting. New Zealand Powerlifting will represent the interests of members and the sport to government, the media, the public and international sporting bodies

To operationalize these aims for Powerlifting New Zealand, the following key result areas and aims can be identified for the coming year:

MANAGEMENT

- Effective governance and administration
- Compliance with Government and International Body Rules

ADMINISTRATION

- Growth in actual and captured participation in powerlifting
- Sound administration of drugs in sport programme

COACHING

- Development of coaching clinics
- Provide opportunities to certify or promote coaching certification in line with the new Coaching Standards

- Operate a High Performance programme yielding meaningful international competitive results

OFFICIATING

- Develop participation in referee accreditation programme
- Development and holding referee clinics

PROMOTIONS

- Grow participation via schools, gyms and other programmes
- Outreach to members, the public, sponsors via newsletter and other strategies
- Deepen drugs in sport education

FINANCE

- Achieve organizational growth with financial stability
- Comply with society and constitutional financial accounting requirements.

4. KEY RESULT AREAS, ACTIONS & PERFORMANCE INDICATORS

Given the objectives and identified key result areas for New Zealand Powerlifting, the strategies, actions and outcomes to be achieved by the organization in the 2006/7 year are:

4.1 MANAGEMENT - National Executive Committee

i. Ongoing Management

- * Conduct minimum six meetings each year
- * Conduct minimum one General Meeting each year
- * Conduct one Development Plan review meeting per year

ii. Constitutional

- * Implement and adopt new constitution and anti-doping policies by 30/8/06

- * Review the NZPF Constitution, By-Laws and Doping policy as per amendments passed by the NEC and/or General Meetings and disseminate and promote those revisions to Provincial Associations.

iii. National Competition

- * Conduct national championships once per year in each of the following events:
 - New Zealand Open, Masters, Juniors Championships
 - North Island & South Island Champs
 - North Island and South Island Benchpress Champs
 - New Zealand Bench Press Championships

iv. International Competition

- * Field New Zealand teams in each of the following World Championships events:
 - Men's World Championships
 - Women's World Championships
 - Junior World Championships
 - Bench Press World Championships
 - Masters World Champs
 - Masters Benchpress World Champs

- * Field New Zealand teams in each Oceania Championships to be conducted:
 - Oceania Championships 2006
 - Oceania Bench Press Championships 2007
 - Oceania Bench Press Championships 2008

- * Field New Zealand teams in each Commonwealth Championships to be conducted:
 - Commonwealth Championships 2007

v. Drugs in Sport Management

- * Manage notifiable events, including conduct of hearings, which are anticipated to be 1-2 per year

* Maintain ongoing liaison meetings c. three per year with DFSNZ, regarding the facilitation of testing TUE and Education programmes

vi. Special Groups Liaison

* Liaise with special groups representative bodies regarding alignment/interaction with NZPF to include:

- Integration of blind competitors, at local and national level
- Partial integration of wheelchair competition, in bench press only

4.2 ADMINISTRATION - Administration Director

i. Membership

* Maintain computerized membership database and issuance of membership cards to each member each year

* Achieve full fee paying membership registrations for the financial year of 2007 with 250 members; and 2006 with 220 members.

ii. Participation

* Establish participating database of NZPF activities reaching non-members, including:

- Non-accreditation attendees at Coaching and Officiating Clinics
- Conduct of special group events
- Other

iii. Drugs in Sport Administration

* Maintain database of national level competitors and integrate DFSNZ whereabouts system therein

4.3 COACHING - Coaching Director

i. Coaching Programmes

- * Conduct three clinics in 2007
- * Determine accredited coaches and maintain database

ii. High Performance Programme

* Develop High Performance Programme 2002 – 2004 with the following key features:

- Identify and develop prospective Top 8 World Championships placers
- Achieve Top 2 Oceania and Commonwealth Championships team rankings
- Program management
- * Attain key indicator results of World Championships Top 8 individuals:
 - 2007 four individuals in the top 8
 - 2006 three individuals in the top 8
- * Oceania Championships Team Placing:
 - 2007 – Top 2 rankings
 - 2006 – 1st place ranking
- * Commonwealth Championships Team Placing:
 - 2007 – Top 5 ranking
 - 2005 – 6th place ranking

4.4 OFFICIATING - Officials Director

i. Accreditation Programmes

* Conduct International, Provincial and National Level Referee clinics/examinations as follows:

	2007	2006
Provincial	5	4
National	2	0
International	1	1

* Achieve accredited Referee totals as follows:

	2007	2006
Provincial	30	24
National	12	11

Category I	4	3
Category II	9	8

* Achieve 25% ratio of female accreditations (across all levels) by 2007

ii. Programme Development

* Achieve accreditation within National Officiating Programme by 2008

* Review operation of National Officiating Programme in Powerlifting by 2009

iii. Quality Control

* Revise quality control/updating programme for Referees by 2007

* Finalize and adopt quality control/updating programme for Referees by 2008

* Review operation of quality control/updating programme for Referees by 2009

4.5 PROMOTIONS - Promotions Director

i. Senior Lifter Participation

* Attract membership from gymnasiums via awareness campaigns which include the distribution of posters, newsletters, and by conducting demonstrations, etc. (Refer to membership targets in 4.2 (i))

* Achieve female membership ratio of 20% by 2007

ii. Newsletter

- Prepare and distribute three issues per year of two colour newsletters consisting of four plus pages direct to all members and promotional targets

iii. Introduction to Powerlifting Kit

* Reprint introduction to powerlifting kit by 2007 and distribute to promotional targets - ongoing

iv. Sponsorship

* Identify and formally approach (via presentations, materials, etc.) a minimum of four target sponsors per year

v. Drugs in Sport Education

* Include drugs in sport educational articles in newsletter - 2 per year

* Write-in drugs in sport educational material in introduction to Powerlifting kit (refer 4.5 (iii) above)

4.6 FINANCE - Finance Director

i. Turnover

* Achieve total revenue turnover of \$25,000 2007 (see attached budget).

ii. Sponsorship

* Achieve sponsorship revenue of 10% of total turnover by 2007.

iii. Compliance

* On-time lodgment of society reporting in 2007.