

OUR PURPOSE

Weightlifting Wales' primary aim is:

To utilise our sport to build a healthier, more inclusive nation while supporting and inspiring future champions.

OUR STRATEGIC PRIORITIES

Engaging the Strength Community	<ul style="list-style-type: none">Support clubs and academies to create inclusive, safe, and motivating environments.Assist new clubs with licensing, funding, and development.Provide pathways for clubs to progress to delivery centre or academy status.Recognise and support the contributions of volunteers, coaches, and officials.Promote excellence in coaching, officiating, and club management.Share best practices to enhance learning and development across the sport.
Building Champions	<ul style="list-style-type: none">Identify and develop talented weightlifters and para powerlifters.Strengthen athlete pathways and enhance coach education.Deliver a structured athlete support programme for sustained success.Promote medal winners as role models and publicise achievements.Develop coaching expertise to ensure long-term success in the sport.
Bringing People Together	<ul style="list-style-type: none">Promote the health and well-being benefits of weightlifting and strength training.Secure funding for inclusive community programmes.Support clubs in delivering high-quality, community-focused programmes.Expand access through diverse and inclusive events and competitions.Recruit and develop a volunteer workforce to support activities.
Leading a Well-Governed and Sustainable Organisation	<ul style="list-style-type: none">Maintain strong governance, transparency, and accountability.Ensure financial resilience through diversified funding and commercial partnerships.Promote transparency and accountability to strengthen trust and credibility.Uphold commitments to inclusivity, safeguarding, and environmental responsibility.



OUR IMPACT

- More clubs, academies, and participants engaging in the sport.
- Greater success at national and international competitions.
- Enhanced community well-being through strength-based programmes.
- A financially resilient and well-governed organisation.
- Increased awareness of weightlifting's role in health, inclusion, and performance.

MEASURING OUR SUCCESS

- Growth in clubs, academies, and licensed facilities.Increased participation.
 - Improved athlete performance at key competitions.
 - Strengthened volunteer and coaching workforce.Funding secured for strategic initiatives.
- Together, we are **lifting a nation**

TARGETS

Priority 1: Engaging the Strength Community	<ul style="list-style-type: none">20+ licensed clubs and academies.100% clubs meet safeguarding and management standards.25 coaches upskilled for community delivery.5+ clubs progress to delivery centre/academy status.40% growth in active membership.40% increase in licensed coaches and officials.10 new local club partnerships.5+ case studies of club development.
Priority 2: Building Champions	<ul style="list-style-type: none">Support 20 Weightlifting and 2 Para Powerlifting athletes (National).Support 40 Weightlifting and 4 Para Powerlifting athletes (Development).40 Weightlifting and 4 Para Powerlifting athletes selected for Wales.10+ Weightlifting and 2+ Para athletes in GB pathways.Welsh coach representation in British pathways.Up to 5 coaches developed for performance pathways.Regular CPD for pathway/performance coaches.5+ athlete ambassadors created.5+ athlete case studies published.
Priority 3: Bringing People Together	<ul style="list-style-type: none">4+ community programmes delivered.2,000+ new participants reached.40% more volunteers engaged.500+ annual competition entries.3 new events and para campaigns hosted.10 new delivery and inclusion partners.4+ community programme case studies.2+ research projects on health and wellbeing.
Priority 4: Leading a Well-Governed and Sustainable Business	<ul style="list-style-type: none">£150k+ secured in project funding.Establish 5+ commercial partnerships.15%+ income from non-public sources.3+ bilingual initiatives delivered.Athlete Working Group established.Build 4+ strategic collaborations that enhance WW's work.