

Minutes of Strategic Plan Meeting



22 April 2018

Company

- Name : Australian Powerlifting Union Ltd
- ACN : 623702812

Meeting Details

- Date of Meeting : 22 April 2018
- Time of Meeting : 1:00pm – 5:00pm
- Location of Meeting : Metro Inn Ryde
Conference Room, 860 Victoria Rd NSW 2112
- Members Present:
 1. Sean Muir – President
 2. Scott Peisley – Vice President
 3. Cameron Whittington – Treasurer
 4. Julie Henderson – Secretary General, Team Manager and Membership Manager
 5. Gordon Thoroogood – Officiating Manager
 6. David Greene – Anti-Doping Manager and Record keeper
 7. Rachel Jones – Competition Manager
 8. Lin Donevska – Deputy Treasurer and Strategic Manager
 9. Sectio – Webmaster
 10. Lee Dwarte – Official Referee

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Vision and Mission

Vision

APU is recognized as the IPF approve affiliate whose purpose is to promote, drive and grow drug free powerlifting in Australia and internationally.

Mission

Promote and instill transparency, integrity and fairness in a drug free powerlifting community.

Core Values

- Leadership = Lifting
- Integrity = Is
- Fairness = For
- Excellence = Everyone

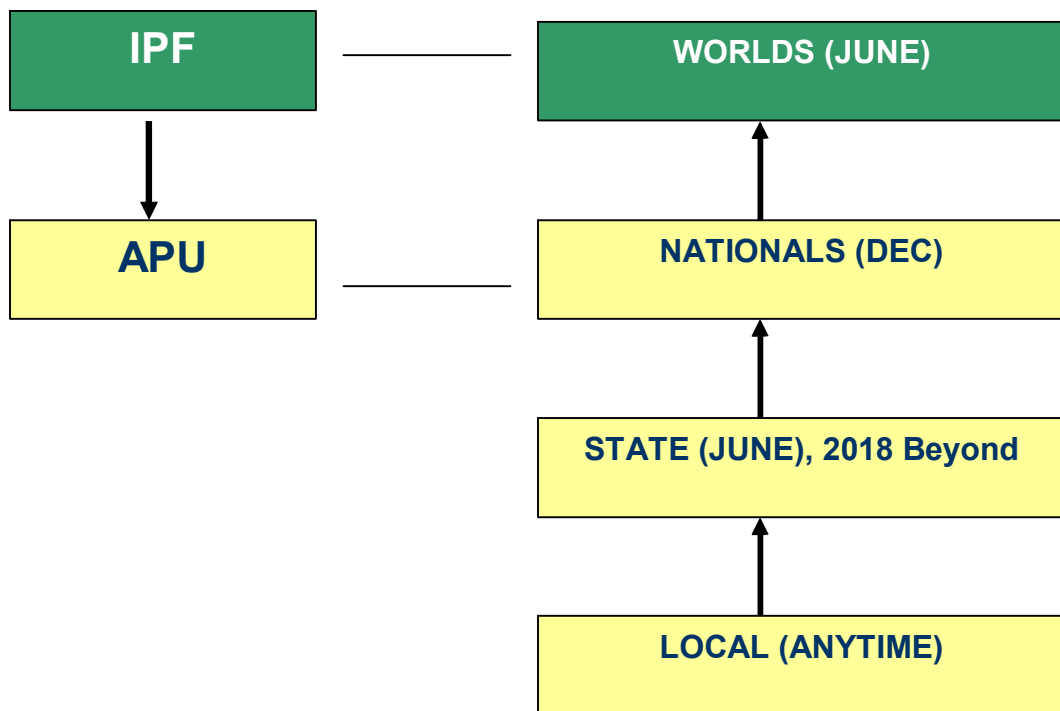
Cultures

- Support
- Humility
- Inclusive
- Fair
- Trust

Goals

Goals	KPI + Management
Increase Membership	End of Dec 2018 300 members
	End of Dec 2019 1000 members
ASC accredited	Dec 2018
APU merchandise	June 2018
ASADA to complete online form	Once ASC accredited
AGM	Nov 2018
Social Media Officer	ASAP
End of year function	Nov/Dec 2018

Structure

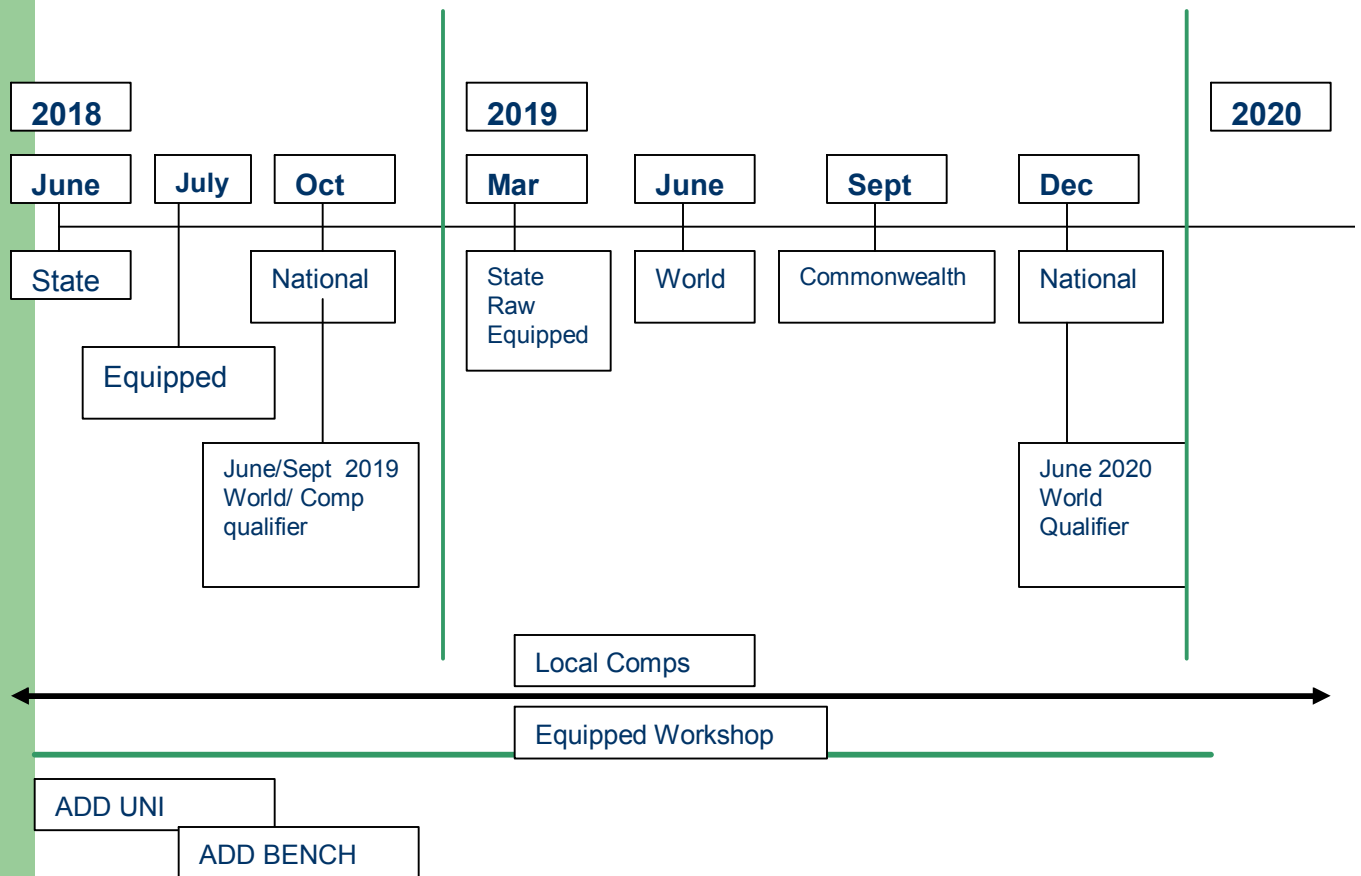


Competition

- Equipped
- Bench
- University
- Classic (Raw)
 - Junior
 - Master
 - Open

Competition Cont'd

RAW



Strategic Objectives

- 5 Years Out
 - Increase equipped lifters
 - Steady increase in membership base
 - Asset base set up
 - Financially visible within 3 years
 - Drop silos powerlifting
- 12 months
 - Implementation of timeline
 - Set up of state committee (4)
 - Get ASC accreditation
 - Implementation of drug testing
 - Develop sponsorship/ relationship to increase funding opportunities

Strengths and Weaknesses

- Strengths

- Provisional affiliate of the IPF
- Support and commitment by IPF for APU
- Board & Committee members genuinely committed to the success of APU
- Integrity and transparency
- Focus on Grass Roots
- Meet directors looked after
- Training & development offered to members
- Keep cost affordable & accessible
- Young, educated board
- Owned by the lifter to the lifter

Strengths and Weaknesses Cont'd

● Weaknesses

- Completely dependant on volunteers
- Not enough volunteers to meet operational
- Requirement:
 - Admin finance
 - Referees
 - Coaches
 - Comp management
 - Spotters/Loaders
 - Media
 - Restricted opportunities to compete
- Not enough fund to meet core activities (organization owes board members money)
- Accountability for following up action items
 - Time pressure
 - Inadequate staff
- Currently reactive rather than proactive “do things on the fly”
- Policy & systems in development stage
- Vision, mission, strategy are not clearly articulated
- Reduced financial position due to low membership base
- Lack of coaching & officiating accreditation courses

Threats/ Challenges/ Roadblocks/ Barriers

- Litigation by Competitor (i.e. Powerlifting Organisation)
- Implementing effective drug testing due to resent unethical behaviours
- Reputation damage on social media
- Vulnerable on big hits on organisational viability (e.g. lawsuits, insurance claims)
- Large number of powerlifting federations leading to silos and confusion among lifters

Opportunities

- Need for focus on the interest of lifters and the sport
- Develop sponsorships and relationships with key stakeholders (e.g. ASC)
- Interest in equipped lifting
- Brand development
- Integrity, transparency, support at grass roots, athlete development, drug-free fairness
- Genuine opportunity to grow community engagement and make powerlifting accessible to everyone (women, blind, elderly, children etc)
- Be the good guys and build the sport
- Develop a new “lifting culture”
- Develop coach and official accreditation
- Develop online anti-doping education
- To seek ASC recognition

Actions

- Dispute resolution process
- Create male/female athlete representative on board
- Workshop for equipped
- Working with children check
- Review referee course & update
- Separate session to cover requirements
- Expression of interest re. state committees
- Member protection policy



End



**Australian Powerlifting Union Ltd is Affiliated with the
International Powerlifting Federation**