



Strategic Plan 2019 -2024



Preface to the IPF Strategic Plan 2019-2024

The world of organised sport is changing fast and the future of sport brings many challenges.

In an ever-evolving surrounding which does not seem to let any stone unturned the IPF will more than ever focus on topics like good governance, credibility, sustainability and youth appeal of the sport of powerlifting - always with a priority and an eye on the athlete.

Since the previous editions of the IPF Strategic Plan (2012-2014 and 2015-2018), the IPF has continued to grow and develop to a material extent and has put a lot of energy to find partnerships and solutions for the main target of our organisation: to join the Olympic Movement and help our sport to find its place in the rank of the most appealing strength sports. We are convinced that our sport has tremendously gained strength by the recognition process by the International Olympic Committee and this will lead to a success story soon.

Encouraged by the rising popularity of the sport of powerlifting we move on to a new approach to position IPF as most inclusive Sport for All. This includes partnerships with the International Paralympic Committee, Special Olympics and TAFISA, the leading world Sport for All organisation to further promote the image of powerlifting as sport for all age categories.

We are fully committed to keep up our good governance structures we have established and further promoted the integrity of our sport, the safeguarding of our athletes, the sustainability of our events and the positioning of the youth appeal of powerlifting.

It goes without saying that IPF also will acknowledge the importance of protecting the environment and fight the climate change through IPF policies for our competitions and events. The world of organised sport is changing and if we do not manage this change, the change will manage us!

Our core values of leadership, integrity, excellence, inclusiveness and fellowship will guide the way we approach our missions, while being ever mindful of our vision:

The IPF will lead the sport of powerlifting to a position of respect in world sport, by providing quality competitive opportunities, promoting powerlifting globally and leading by example in terms of integrity, efficiency and inclusiveness.

I invite you all, IPF member federations, clubs and other stakeholders, partners and athletes, officials and participants throughout the sport, to join us in this effort to make the world a little bit a better place through powerlifting.

Yours sincerely

Gaston Parage

President

THE CORE: OUR VALUES, VISION, MISSIONS

IPF VALUES

ONE SPORT – ONE FEDERATION

The IPF endeavours to support and govern the sport of Powerlifting for all classes, genders, categories of abilities and disabilities of any kind as a full inclusive sport federation.

LEADERSHIP

The IPF will be the proactive force taking the sport of Powerlifting forward.

GOOD GOVERNANCE

The IPF applies all practises of good governance as set by the Olympic and Sports Movements and sets an example how best practises may look.

INTEGRITY

All that the IPF does will be fair, transparent and subject to due process.

EXCELLENCE

Events, systems and delivered outcomes will be of the highest standard.



THE CORE: OUR VALUES, VISION, MISSIONS

IPF VALUES

YOUTH FOCUS

The IPF strengthens its youth focus as to display Powerlifting sports as a means to a healthy, fit and drug free lifestyle for the young generation.

CLEAN POWERLIFTING

The IPF sets the standard high for a Doping free atmosphere in the sport of Powerlifting fighting Doping practises wherever they might occur, applying a zero tolerance policy.

INCLUSIVENESS

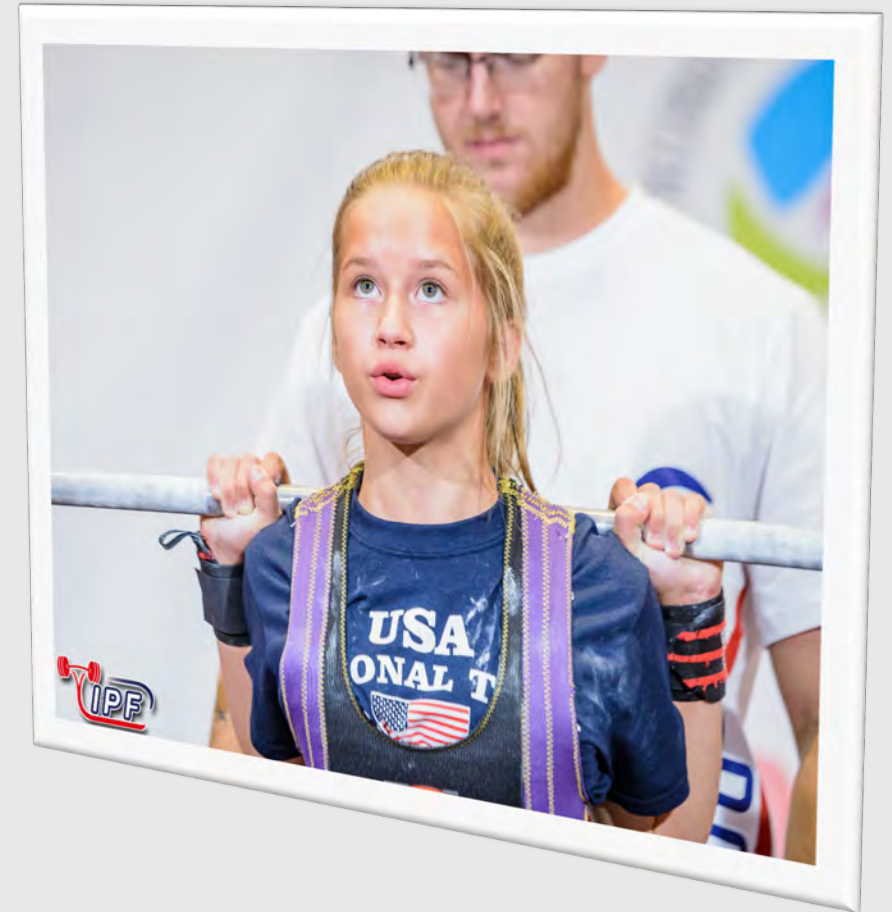
The IPF's structures, activities and deliverables will encompass all, irrespective of gender, age, disability, or nationality.

SUSTAINABILITY

The IPF accepts its responsibility for the next generations and supports any measure to establish sustainable and climate neutral event operations in the sport of Powerlifting.

FELLOWSHIP

The IPF will foster camaraderie, solidarity and enjoyment throughout its community.



THE CORE: OUR VALUES, VISION, MISSIONS

IPF VISION

The IPF will lead the sport of Powerlifting to a position of respect in world sport,
by providing quality competitive opportunities,
promoting powerlifting globally and leading by example in terms of integrity and good governance,
clean sport,
efficiency,
sustainability,
and inclusiveness.



MISSIONS

1. GOVERN

Provide international Powerlifting competition of Superior Quality.

2. ORGANISE

Implement a structure and process for the sound functioning of the IPF.

3. DEVELOP

Grow participation by athletes, officials and supporters of Powerlifting worldwide.

4. PROMOTE

Inspire media and markets to actively engage with Powerlifting.

5. REPRESENT

Move Powerlifting to prominence within the world's major sporting organisations.

MISSION 1 - GOVERNING THE IPF

1.1 A Functioning Strategic Plan

- Review outcomes from previous strategies and prepare 2019 – 2024 Plan.
- Formally adopt the 2019 – 2024 Strategic Plan.
- Implement those strategies.

1.2 Professionalised People and Processes

- Increase the ratio of independent, remunerated staff and consultants relative to volunteers.
- Develop task specific committees and working groups (Youth, Discipline, et al.).

1.3 Highly Developed Ethical and Integrity Infrastructure

- Establish Codes of Conduct for particular populations and issues (Wagering, et al.)
- Establish athlete safeguarding structures and policies against any form of discrimination and abuse.
- Re-define and empower the two instance Disciplinary and Legal bodies of IPF.



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- Establish the position of an Integrity and Sustainability Officer.
- Establish regulations against sports manipulation and illegal betting.
- Establish rules to protect any kind of threats against the autonomy of the sport.
- Coaching and Officiating accreditation developed and optimised.

1.4 Financial Security and Integrity

- Achieve turnover and margins in excess via execution of a documented Business and Marketing Plan.
- Consolidate existing Powerlifting-specific commercial partnerships, initiate partnerships with larger multi-sports providers (e.g. IPC; SOI; IBSA)
- Review event related agreements to optimise commercial opportunities for IPF.



MISSION 2 - ORGANISING EVENTS

2.1 A Comprehensive International Powerlifting Calendar.

- Conduct World and Regional Championships across all disciplines and age groups (Classic, Equipped, Bench Press, Open, Sub Junior, Junior, Masters) and Regions (Asia, Oceania, Europe, Africa, North America, South America) each year.

2.2 Commencement of Higher Order International Competition

- Initiate a World Series or League of Powerlifting (e.g. Worldwide Grand Prix Series)

2.3 Expanded Powerlifting Representation in Games and Festivals.

- Continue high quality participation by Powerlifting in World Games (2021 and 2025), Pacific Games (2023), FISU Powerlifting WC (2022 and 2024)
- Advance towards and achieve inclusion in further games (Asian Games, European Games, Pan American Games, Commonwealth Games).

2.4 Enhanced Quality Control of International Championships and Events.

- Develop an event certification function for pre-event quality assurance and post-event evaluation.

MISSION 3 – DEVELOPING PARTICIPATION

3.1 Elaborated Student and Youth Segments

- Modify offerings to target youth (bench press only, team events etc.)
- Focus on youth development in every part of the operational event structure.
- Establish youth showcase events during other international events.

3.2 Gender Equality

- Uptake females onto Commissions and Committees.
- Implement gender equality into marketing initiatives and the conducting of events.
- Prioritize gender balance looking at development programs.

3.3 Identify Triggers for Powerlifting Growth

- Conduct research into the demographics underpinning interest and involvement in Powerlifting.
- Integrate that information into marketing, operational and event activities.



MISSION 4 - PROMOTING MEDIA AND MARKET INVOLVEMENT

4.1 Clearly Differentiated IPF Product

- Brand IPF Powerlifting as pure, athletic, accessible and inclusive.

4.2 Extensive Online Presence for the IPF

- Shift IPF media resources and activities from print to online emphasis.
- Gather data to verify on-line penetration.
- Network and extend online presence via regional co-ordination.
- Intensify cooperation and coordination with the Olympic Channel and World Games Channel.
- Intensify cooperation with media like Insidethegames, Around the Rings, etc.

4.3 IPF Online Data Driving Regional and National Promotion

- Gather online address and other data and diffuse to National and Regional
- Federations for local marketing actions.
- Media Impacts Integrated with the IPF Business Plan
- Further develop and present media data and equivalence as part of commercial partner offerings.



MISSION 5 – REPRESENTING POWERLIFTING IN WORLD SPORTS ORGANISATIONS

5.1 Attained IOC Recognition

- Complete infrastructure and full operational development to IOC standards.
- Follow IOC best practise examples on IF Athletes Commission, Safeguarding and Sustainability Toolkits and Prevention against manipulation of competitions.
- Support IOC Athletes Declaration and WADA Anti-Doping Charta of Athletes Rights.
- Secure IOC recognition and fulfil provisional period.

5.2 Intensified WADA Engagement

- Maintain Code-Compliant Status.
- Achieve operational Compliance status via meeting targets for OCT, for Sport Specific Menu, investigations, intelligence and sample storage.
- Establish partnership with renowned and prestigious international Anti-Doping Partner.

5.3 Initiated FISU Involvement

- Conduct IPF World Student Event in accordance with FISU standards.

MISSION 5 – REPRESENTING POWERLIFTING IN WORLD SPORTS ORGANISATIONS

5.4 Consolidated Engagement and progressed Interactions with IOSD's

- Contribute to the development of IPC Para Powerlifting.
- Establish working path with IPC Para Powerlifting section
- Confirm and implement memorandum of co-operation with Special Olympics.
- Activate a Unified Sports programme between IPF and Special Olympics, IBSA, etc.
- Establish working path with IBSA Powerlifting section