

Context and planning process

The sport of powerlifting is governed by the International Paralympic Committee (IPC) through the IPC Powerlifting Technical Committee as the International Federation (IF) and represents one of nine IPC sports under the umbrella of the IPC. IPC Powerlifting developed this Strategic Plan as a sport-specific extension of the overall IPC Strategic Plan 2011-2014 and in line with the mandate of the IPC General Assembly to further strengthen the development of the IPC sports with the aim of making them self-sustainable. This strategic plan has been developed in parallel with the strategic plans of all other IPC sports following a common framework and recognising their commonalities and combined strengths, while it also carves out the sport specific long-term strategies and objectives.

The common elements which emerged from the integrated development process are described in more detail in the overarching document "Overall IPC Strategic Plan on IPC



Sports." This present "Powerlifting Strategic Plan" is an excerpt of the overall plan focussing specifically on the priorities in the area of powerlifting thus taking into account its specificities and current stage of development. It has been written in a way to be a comprehensive and self-contained document in its own right.

Vision, mission and values

The strategic plan development process revealed consensus and a common understanding about the vision, mission and values of the nine IPC sports. It is also considered important to have one common reference to guide and strengthen the sports collectively. Hence here below you find the vision, mission and values applicable to all IPC sports while putting this into the context of powerlifting.

In the powerlifting context this means to serve and foster greater levels of participation, increase development opportunities and generate a sustained growth in numbers of athletes and officials within IPC Powerlifting throughout the world, from grassroots to the elite level, organising and developing successful IPC Powerlifting competitions whilst maintaining and enhancing the overall core values of the Paralympic Movement.



The sport

Powerlifting has been part of the Paralympic Games since 1964. The sport is open to male and female athletes with a physical impairment as defined in the IPC Handbook (in eight groups) who meet the current eligibility criteria and can perform, safely and appropriately, according to the IPC Powerlifting rules. All eligible athletes compete in one sport class, but in different weight categories.

In 1964 weightlifting made its debut at the Tokyo Paralympic Games and featured just men with spinal-cord injuries. In 1992 it was decided that after Barcelona, future Paralympics would only feature powerlifting as opposed to holding weightlifting and powerlifting events. The Barcelona Games featured athletes from 25 countries competing for medals; by the time the 1996 Paralympic Games were held in Atlanta the number of participating nations had increased



to 58. By Sydney 2000, the first year women were allowed to compete in a Paralympic Games powerlifting event, the sport was widely practised across all five continents. At the London 2012 Games, 200 athletes competed in 20 medal events.



Today the sport boasts many hundreds of lifters from more than 100 practising countries. It is envisaged that the number of athletes and countries participating will continue to increase in the years to come, thus a strategic plan is required in order to realistically achieve this.



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International Paralympic Committee Powerlifting Strategic Plan

A plan of IPC Powerlifting for the period 2013-2016



1

Paralympic Games and World Championships

Strategic priorities

- Implement an athlete qualification system that ensures top-ranked lifters participation during all Paralympic cycle and representative participation of all genders across the five continents.
- Guarantee that the 2016 Paralympic Games and 2014 IPC Powerlifting World Championships event programmes are attractive to spectators and live stream / television audiences.
- Increase the awareness, understanding, and value of a lifter's technical skills to media, spectators and stakeholders.
- Ensure regular communication and technical reviews with the host cities in order to promote management, presentation, operation, and officiating of the sport at the expected level of excellence.
- Develop the criteria on the applications for World and regional Championships

Objectives/outcomes

- Maintain a fair and consistent qualification pathway for the 2016 Paralympic Games, ensuring that all four years of the Paralympic cycle remain live.
- Ensure that the regional (Games / Championships) and World Championships gain added value.
- Implement event spectator interaction and explanation of technical element of competition through use of video footage and technology.
- Stimulate far more enjoyment of the sport and generate more excitement when records are broken.
- Increase the percentage of female participants to at least 28 per cent.
- Encourage and monitor the applications for Championships.



2

Athlete Development

Strategic priorities

- Provide world-class training and competition structure for athletes, officials and coaches.
- Increase awareness of and support for anti-doping programmes and education.
- Spread to youth athletes the benefits of practising powerlifting.
- Ensure participation in regional Games.
- Introduce an annual elite competition for the world's top lifters.
- Conduct international classification at a minimum of one international Championships in each region annually.
- Increase the number of athletes and nations practising the sport.

Objectives/outcomes

- Provide an education programme / clear and structured pathway for officials and coaches.
- Conduct educational anti-doping free seminars for athletes, coaches, officials in each region annually.
- Develop a training certified coaching programme focus in America, Africa and Asia/Oceania.
- Conduct research regarding the benefits of the sport.
- Opportunity to achieve the required Paralympic Games minimum qualification standard in Regional Games.
- Produce World Cups annually for the top 20 ranking lifters.
- Assess opportunities and test new competition formats in Youth Para-Games.
- Ensure that the competition calendar is set and shared with all National Paralympic Committees (NPCs) well in advance.
- Establish fair classification which is supported by sports and scientific evidence.
- Research and development of the ITO sensor "EYE PO".
- Ensure the use of quality assured (and endorsed) equipment at all approved competitions.
- Increase 10 per cent female representation among licensed athletes and at major competitions.
- Maintain a practical athletes ranking list.

3

Paralympic Brand

Strategic priorities

- Create role models, heroes and Paralympic stars.
- Create a brand development section in the IPC Powerlifting marketing plan with targets for further reach.
- Engage partners who can carry the brand message for IPC Powerlifting.
- Create the opportunity for an annual awards event showcasing the best of the sport and the lifters.
- Rename the international, national and invitational competitions to more attractive names (gold, silver, bronze competition).

Objectives/outcomes

- Use social media platforms to raise the profile of top lifters showing their lifestyle.
- Increase video competition highlights.
- Promote brand with national clubs and associations.
- Have alliances with different IPC and Paralympic sports.
- Implement PR campaigns.
- Increase credibility and, in-turn, increase levels of entries / participation to further promote IPC
- Make powerlifting an even more valuable commodity for potential partners / sponsors / investors.



4

Funding

Strategic priorities

- Create equipment assessment.
- Introduce additional key partners to contribute to the funding and development of IPC Powerlifting.
- Develop an IPC Powerlifting marketing concept for World Cups and Championships.
- Identify sustainable financial resources / support.
- Develop a business plan and explore alternative potential revenue streams.

Objectives/outcomes

- Endorse the IPC Powerlifting Equipment Policy.
- Introduce equipment certification.
- Secure at least one powerlifting-specific partnership by 2015.
- Better promote the sport as a global commodity.
- Use broadcast stage visibility and guarantee to further promote sponsorship and advertising sales.

5

Organisational Capacity

Strategic priorities

- Establish an independent international organisation for the sport of powerlifting with forward thinking, strong, reliable leaders and effective governance.
- Identify the steps that IPC Powerlifting should accomplish in order to become self-sustainable toward independence.
- Provide quality service and support to Championships and World Cups competitions. Enhanced focus by IPC Powerlifting in the development of America, Africa, and Asia/Oceania.
- Provide on-going support to existing classifiers and technical officials while mapping out the identification of new classifiers and technical officials to establish the optimal level by summer 2015.
- Proactively determine the needs and pursue appropriate recruitment and training for classifiers and technical officials.

Objectives/outcomes

- Achieve steps to become independent IF.
- Identify the appropriate level and number of Committee / Board members.
- Prepare the necessary constitutions, statutes and by-laws.
- Provide highest level of support and service for our members.
- Identify a practical and relevant office base / operating address for the organisation.
- Establish standard competitions levels with a consistent definition of IPC involvement.
- Establish a pool of highly qualified classifiers and technical officials across all regions in accordance with their established pathway.
- Ensure that needs and expectations of athletes and wider powerlifting community are taken into account in the further planning of the sports.

6

Strategic Partnerships

Strategic priorities

- Partner with the Agitos Foundation, as well as with other appropriate external institutions/universities/NGOs to strengthen research on the sport.
- Develop key partnerships with NPCs to ensure regional delivery of IPC Powerlifting Strategic Plan.
- Sport Technical Committee engage with partners where required to deliver development opportunities for the sport.
- Leverage expertise and resources of partners such as NPCs, Local Organisers and Host Cities in the staging of major competitions.

Objectives/outcomes

- Facilitate to NPCs access to sport development structures.
- Enhanced working relationships with all parties involved in staging major competitions and use of synergies and efficiencies in budgets and resources.
- Support the Local Organisers as necessary, not least with technical expertise but also human resources (TD, Referees etc.) to minimise risks and maximise the potential of success of each Championships.

