



## Strategic plan 2018-2021

## INTRODUCTION AND SUMMARY

### From the President.

EPF was founded in 1977 and has since then been a powerful umbrella federation grown from 4 to 34 national member federations.

To develop European powerlifting to what we see today has been a democratic process and lot of work by numerous officials, lifters and voluntaries throughout nearly 40 years.

All this years, EPF rules have been improved step by step to keep up to the standard IPF, IOC, WADA and we as EPF members require. The goal has all the time been to improve, streamline and develop powerlifting to a popular and professional sport that meet the IOC standard and to be a “sport for all” with high ethical standard.

This Strategic Plan is a long-term plan and will be a guideline for all EPF officials and member nations. All have the opportunity to work towards common goals, which will make the process more effective and transparent. Cooperation and support from all member nations is crucial if we shall reach our goals.

EPF faces several challenges in the future. One of these challenges is to increase the economy. The economy is crucial both for the member nations and EPF to establish improved facilities for our lifters, coaches and officials. EPF is dependant of professional people outside our organization to modernize e.g. our web page, streamline our identity and to work more professional with sponsors and Media. These people cost money to hire but if they contribute to lift EPF to IOC standard, the outcome will pay back in the long term both for the member federations and for EPF as their umbrella organization.

Another challenge is to improve the organization of European championships and cup. The standard has raised considerably the last years – as our member nations have been more and more professional regarding the organization. But if one look at European championships in related IOC recognized sports, we can see more professionalism but also a lot more money involved.

EPF has established a Marketing and a Media project with people inside and outside EPF. This project consist of voluntarily members as well as professional people and consultant companies. The mandate is directly related to the Strategic Plan 2018-2021 and is focused to

- Improve the number of EPF member federations
- Improve the EPF identity
- Improve Media and number of Sponsors
- Improve organization of European championships
- Improve live streaming of our championships
- Improve electronic systems to help run the EPF administration and European championships.

It is my wish and hope that all part of the EPF organization will cooperate to achieve the goals specified in the EPF Strategic Plan 2018-2021.

*Arnulf Wahlstrøm* , EPF President





## STRATEGIC PLAN: OUTLINE

Our Strategic Plan for 2018-2021 highlights the EPF's opportunities and challenges. The Strategic plan outlines our pathway to our long term goals. The 2018-2021 EPF Plan document is relatively schematic. This serves to highlight the key issues the EPF has to deal with and focus our work.

### Outline of the strategic plan:

- Introduction and summary
- Outline
- The core: our values, vision, mission
- The EPF Missions
- Objectives and actions





## THE CORE: OUR VALUES, VISION, MISSION

### EPF VISION

*The EPF will lead the sport of Powerlifting to a position of respect in Europe, by providing high quality championships, promoting powerlifting and leading by example in terms of integrity inspiration and sport for all*

### EPF VALUES

<i>EXCELLENCE</i>	<i>Development of our sport and Powerlifting events will be of the highest standard</i>
<i>FAIR PLAY</i>	<i>The EPF will continue to work for a clean, fair and true sport for all athletes and officials</i>
<i>INTEGRITY</i>	<i>All doing by EPF will be fair, transparent and subject to due process.</i>
<i>INSPIRATION</i>	<i>The EPF officials will be the proactive force to develop powerlifting in Europe</i>
<i>SPORT FOR ALL</i>	<i>The EPF's structure, activities and deliverables will encompass all, irrespective of race, color, gender, age, disability, nationality and sexual orientation.</i>





## THE CORE: OUR VALUES, VISION, MISSION

### EPF MISSIONS

1. *INSPIRE* *Promote, support and encourage doping free powerlifting as a sport for All.*
2. *GOVERN* *Maintain structure and processes for the sound functioning of the EPF in line with IPF, IOC and WADA rules*
3. *ORGANISE* *Provide European Powerlifting championships of Superior Quality*
4. *DEVELOP* *Grow participation by member federations , athletes, officials and supporters of Powerlifting in Europe.*
5. *PROMOTE* *Encourage media and markets to actively engage with Powerlifting*





## OBJECTIVES, GOALS AND ACTIONS

### MISSION 1: INSPIRE TO DOPING FREE POWERLIFTING

**Objective:** Promote, support and encourage doping free powerlifting

Goals to be achieved during the 2018-2021 period

- *Zero positive doping tests at European Championships*
- *Zero positive doping tests out of competition (OCT)*
- *Aim for 60 "out of competitions tests" (OCT) yearly in Europe*

#### 1.1 Promote role models

- Highlight lifters with great results, outstanding behavior and living out the EPF values to the fullest. Interviews published at live stream and social medias are part of such highlights
- Highlight enthusiasm and energy shown by athletes, teams and organizers
- Highlight team spirit
- The EPF will be open-minded for opinions and input from all federations

#### 1.2 An organized plan for doping test

- Doping test to be performed at all European championships
- Stimulate to out of competition testing in cooperation with the IPF

#### 1.3 An organized plan for educational anti-doping work

- Include anti-doping in the coach education in cooperation with IPF
- Organize anti-doping seminars in connection with some European championships
- Publish anti-doping news in EPF media

#### 1.4 Co-operate with IPF for a doping free sport

- Develop and conduct anti-doping education
- Work together with IPF to maintain strong anti-doping rules





## OBJECTIVES, GOALS AND ACTIONS

### MISSION 2: GOVERNING THE EPF

**Objective:** Develop and maintain structure and processes for the sound functioning of the EPF

**Goals** to be achieved during the 2018-2021 period

- *Increased number of active volunteers working for EPF*

#### 2.1 Maintain structure and processes

- Follow up contracts with organizers
- Follow up Guidelines for organizers
- Follow up guidelines for different EPF duties

#### 2.2 A Functioning Strategic plan

- Formally adopt a 2018 – 2021 Strategic Plan
- Review outcomes and adjust every second year

#### 2.3 Professionalized People and Processes

- Seek support from independent consultants when needed to complement the work done by volunteers.
- Develop task specific committees and working groups

#### 2.4 Financial Security and Integrity

- Achieve turnover and margins and increase income in connection to increased activity.
- Yearly execution of a documented work plan and budget
- Consolidate existing Powerlifting-specific commercial partnerships and initiate new partnerships.

#### 2.5 Represent the European region in the IPF

- High focus to work for IOC recognition. Adopt rules and guidelines from IPF.
- Maintain Code-Compliant status in line with the WADA.
- Contribute to the development of SOI Powerlifting



## OBJECTIVES, GOALS AND ACTIONS

### MISSION 3: ORGANISING EVENTS

**Objective:** Provide European Powerlifting championships of Superior Quality

**Goals** to be achieved during the 2018-2021 period

- Introduce European Masters Classic Powerlifting Champs. in 2018
- Provide a yearly European Champs. calendar which fits with the IPF calendar
- Work with IPF to limit Regional and World records to be broken only at Regional and World championships to stimulate top lifters to join our Regional champ.

3.1 Comprehensive European Powerlifting Calendar.

- Conduct European Championships across all disciplines and age groups (Classic, Equipped, Bench Press, Open, Sub-Juniors, Juniors, Masters)

3.2 Commencement of Higher Order International Competition

- Encourage to arrange European Series or cup of Powerlifting.

3.3 Enhanced Quality Control of International Championships and Events.

- Maintain an event certification function for pre-event quality assurance and post-event evaluation. Tools are to actively use the documents named; Promoters Contract, Organizing Checklist and Championship Evaluation.







## OBJECTIVES, GOALS AND ACTIONS

### MISSION 4: SPORTS DEVELOPMENT

**Objective:** Grow participation by athletes, officials and supporters of Powerlifting in Europe.

**Goals** to be achieved during the 2018-2021 period

- *Reach 40 member national federations*
- *35 nations taking part at Europeans championships*
- *Both genders represented in all committees*

4.1 Increase number of active member national federations in Europe

- Establish contact with nations with low or no activity
- Recruiting new member federations

4.2 Recruitment

- No minimum qualification limits for Europeans for the time being, but to be evaluated from year to year to secure a proper quality level of our main championships
- Increase number of European championships in the Calendar
- Record and publish athlete participation growth at National championships and member growth for member federations.
- Yearly calendar and report showing national championships in Europe

4.3 Gender Equality

- Uptake qualified members of both genders onto Commissions and Committees.
- Implement gender, age and weight category equality when promoting powerlifting.





## OBJECTIVES, GOALS AND ACTIONS

### MISSION 5: PROMOTING MEDIA AND MARKET INVOLVEMENT

**Objective:** Encourage media and markets to actively engage with Powerlifting

**Goals** to be achieved during the 2018-2021 period

- 3 high quality level streaming of European championships per year
- Increase from 20 000 to 50 000 unique visitors to the EPF website per month average
- Increase from 30 000 to 100 000 unique viewers on the EPF YouTube ch. per month
- Increase from 17 000 to 50 000 followers on the EPF Facebook page
- Increase from 2200 to 10 000 followers on the EPF Twitter page
- Increase the amount of income from Sponsors by 50%

#### 5.1 Clearly Differentiated EPF Product (under the IPF umbrella)

- Brand EPF Powerlifting
- Gather data basis for marketing analysis
- Establish and implement Marketing Strategy and yearly “Marketing roadmap”
- Maintain and develop cooperation with sponsors
- Search for cooperation with new potential sponsors

#### 5.2 Extensive Online Presence for the EPF

- Establish and implement Media Strategy and yearly “Media roadmap”
- Active EPF web-site, Facebook, and Twitter accounts
- Provide High level quality streaming of European Championships
- Gather and publish data to verify on-line activity

#### 5.3 EPF Online Data

- Gather online address and other data to National Federations for local marketing actions

