



STRATEGIC PLAN

2026 - 2030

Acknowledgement of Country



We acknowledge the Traditional Custodians of the lands on which we live, train and compete, and pay our respects to Elders past and present.

We recognise the strength of Aboriginal and Torres Strait Islander peoples—the strength found in their enduring connection to Country, in their cultures, and in the knowledge passed through generations.

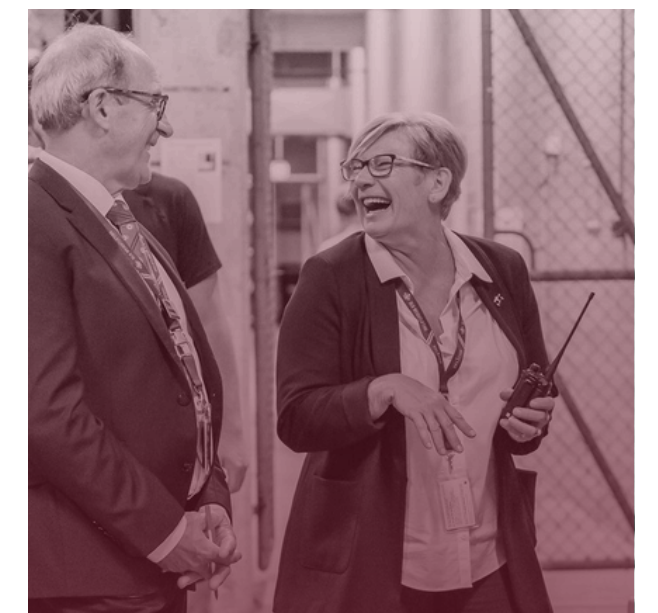
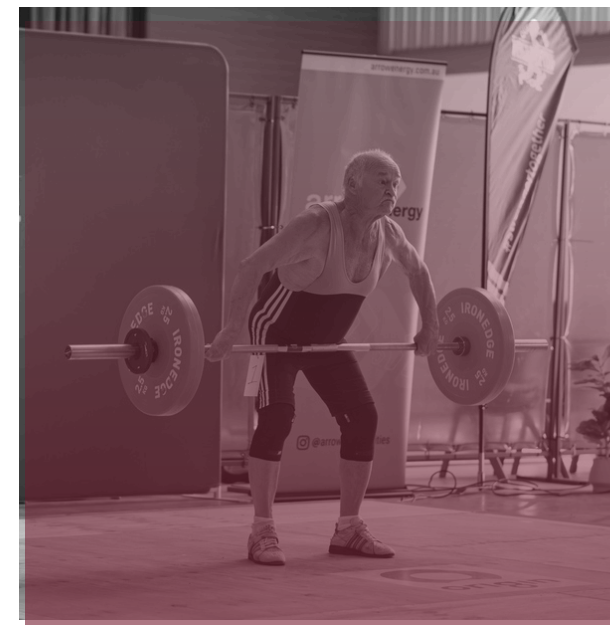
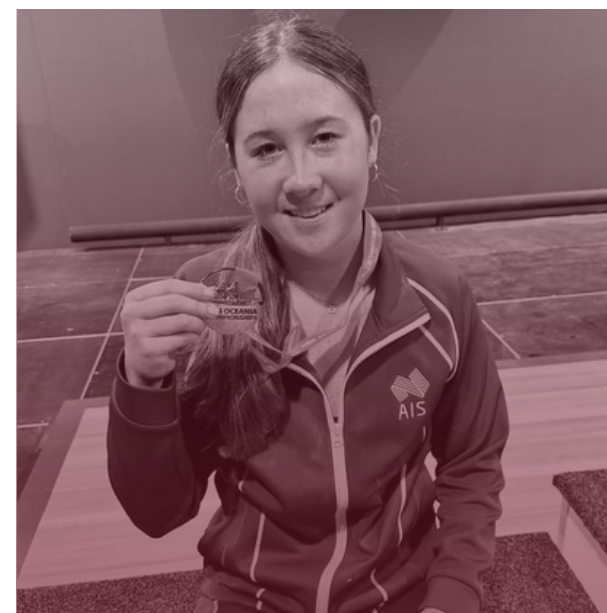
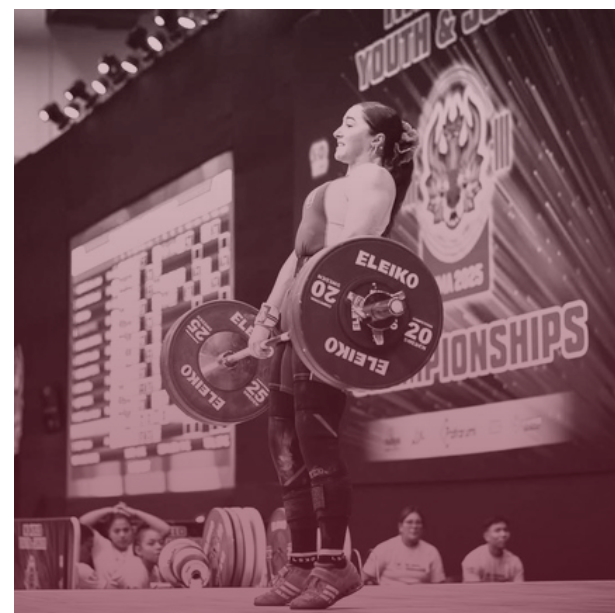
In a sport that celebrates strength, we recognise that true strength is not only physical, but cultural, communal and enduring—and we commit to reflecting this in all that we do.

WHY STRENGTH MATTERS

STRENGTH CHANGES LIVES

Lifelong health | Performance | Confidence | Community

Strength underpins lifelong health, performance, confidence and community connection.
Across Queensland, weightlifting builds not only stronger athletes, but stronger people and stronger communities.



A MESSAGE FROM OUR PRESIDENT



Weightlifting in Queensland has the capacity to change lives by providing an inclusive, accessible strength training experience for everyone from the casual gym goer to our elite competitive athletes.

This Strategic Plan outlines a pathway for Queensland Weightlifting to develop the sport during the next five years, and to create a pathway for growth towards our Brisbane Olympics and beyond.

I would like to thank all of our members who gave their time and effort to the creation of our Strategic Plan, and to invite all of our people to participate in the ongoing growth of our wonderful sport.

A MESSAGE FROM OUR OPERATIONS MANAGER



Weightlifting, historically a male-only sport, became a choice for females in sport in the early 1980s, with its first World Championship in 1987, its first Olympics in 2000, and its first Commonwealth Games in 2002.

With such a relatively recent uptake of weightlifting by females we now see females making up over 56% of our membership base here in Queensland. Our volunteer base at competitions and organisational planning days is always heavily populated by females, yet we still don't know the full capabilities of females. We watch with rapt attention as the bar weights continue to rise year upon year.

For myself, my initial foray into a gym didn't happen until I was 23, on the heels of the 1982 Commonwealth Games in Brisbane. With no previous involvement in organised sport it fast became a focus of my life, not just as an athlete, but as a volunteer, a coach, a referee, and an administrator. The weightlifting community became my extended family.

With the publication of our 2026-2030 Strategic Plan we look to continue to demonstrate all the different avenues of involvement possible in our sport and promote the place of weightlifting as a lifelong pursuit of health and belonging for all Queenslanders.

WHO WE ARE

A GROWING WEIGHTLIFTING COMMUNITY ACROSS QUEENSLAND

Queensland Weightlifting is a connected network of clubs, athletes, coaches, officials and supporters spanning the state.

From grassroots to high performance, we're building strength in our communities and opportunities for every Queenslander to lift, grow and achieve.



WHAT YOU TOLD US

DURING CONSULTATIONS YOU SAID WE
ARE AT OUR BEST WHEN WE

- Are a strong, connected community
- Hold high-quality competitions
- Develop capable and supported people
- Build responsive systems
- Have sufficient resources to deliver



WHY THIS STRATEGY MATTERS NOW

- Growing demand for strength across sport and community
- Changing expectations of participation and experience
- Opportunity to lead in coaching and development practice
- Need for sustainable systems and capability





VISION

“To be Australia’s leading weightlifting association, recognised for excellence in coaching, officiating, competition delivery and athlete development.”



MISSION

- Grow participation through a strong network of clubs across Queensland
- Deliver relevant and accessible competitions for all levels
- Build capability across athletes, coaches, officials and volunteers
- Promote the value of weightlifting in the community
- Champion equality, inclusion and access



VALUES

FAIRNESS

We will ensure impartial and just treatment and behaviour, free from favouritism and discrimination.

INNOVATION

We will apply innovation—the practical implementation of new ideas, concepts, and techniques—to continuously adapt our sport, our people, and our spaces, showing courage through initiatives and actions that enhance inclusion and create opportunities for all.



EXCELLENCE

We will pursue excellence to achieve our goals and unleash our full potential in sport.

OUR STRATEGY

Five priorities shaping the future of weightlifting in Queensland



**GROW PARTICIPATION
AND ACCESS ACROSS
QUEENSLAND**



**LEAD STRENGTH
DEVELOPMENT
AND COACHING
PRACTICE**



**DELIVER WORLD-CLASS
COMPETITION
EXPERIENCES**



**BUILD WORLD-LEADING
PATHWAYS FOR YOUTH,
TALENT AND LIFELONG
PARTICIPATION**



**BUILD A SUSTAINABLE,
INNOVATIVE AND
DATA-INFORMED
ORGANISATION**



GROW PARTICIPATION AND ACCESS ACROSS QUEENSLAND

Weightlifting is visible, accessible, and growing across Queensland – with more people starting, staying, and belonging.

- Expand club reach across regions and communities
- Improve first experiences for new participants
- Increase inclusion across men, women, youth, 40+ ages and underrepresented groups



LEAD STRENGTH DEVELOPMENT AND COACHING PRACTICE

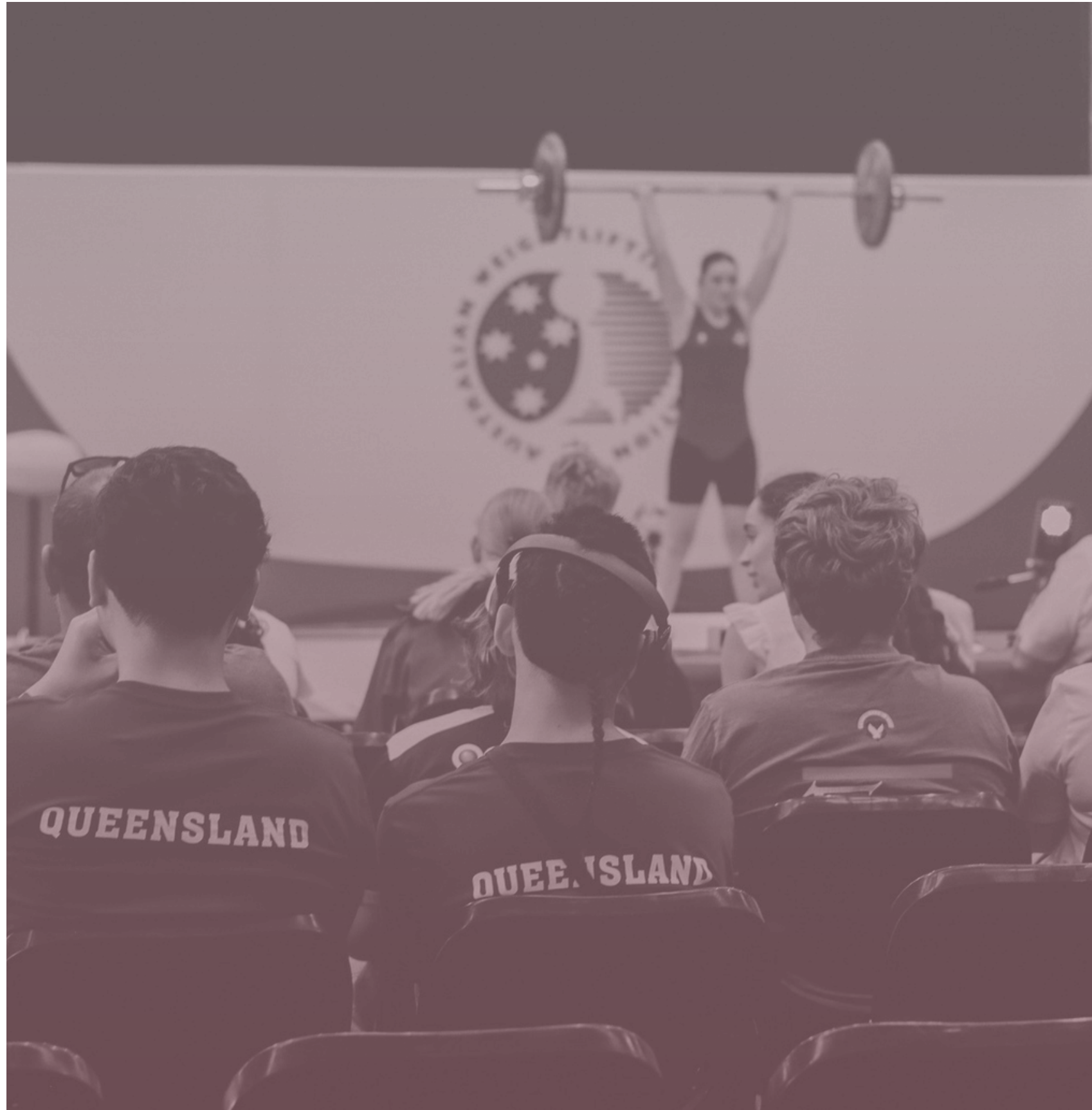
QWA shapes how strength is coached, applied, and experienced.

- Build capability across coaches, officials and volunteers
- Embed safe, inclusive coaching practices
- Influence how strength is applied across sport and community

DELIVER WORLD-CLASS COMPETITION AND EVENT EXPERIENCES

QWA creates high-quality, inclusive competitions that inspire athletes and strengthen the sport.

- Deliver well-run, safe and inclusive events across all levels
- Enhance event presentation and athlete experience
- Support clubs to deliver confident, high-quality competitions



BUILD WORLD-LEADING PATHWAYS FOR YOUTH, TALENT AND LIFELONG PARTICIPATION

Creating clear, connected pathways that support participation, development, and performance at every stage.

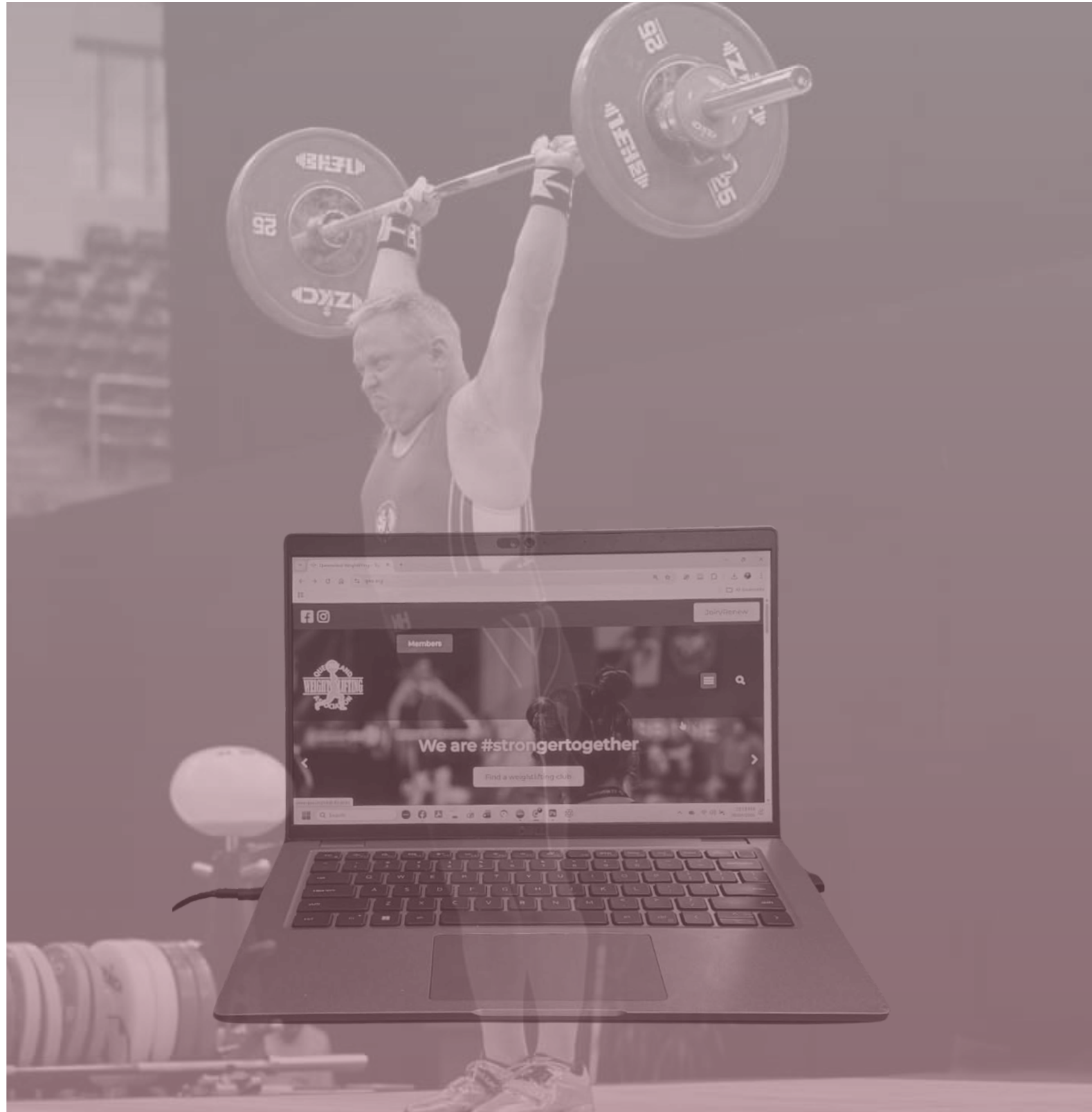
- Establish accessible and well-defined development pathways
- Support youth engagement and talent identification
- Enable participation and progression across all stages



BUILD A SUSTAINABLE, INNOVATIVE AND DATA- INFORMED ORGANISATION

QWA leverages data, technology, and innovation to lead the future of sport delivery and organisational sustainability.

- Strengthen governance, systems and communication
- Diversify revenue and build strategic partnerships
- Use data, technology and innovation to enhance delivery and experience



WHAT OUR SUCCESS LOOKS LIKE



MORE PEOPLE PARTICIPATING

More Queenslanders engaged in weightlifting across all ages, abilities and communities



A CONFIDENT, CAPABLE WEIGHTLIFTING COMMUNITY

Coaches, officials and volunteers are confident, supported and continually developing



HIGH-QUALITY COMPETITIONS

Competitions are consistent, inclusive and recognised for their quality and experience



CLEAR PATHWAYS FOR ALL

Participants can enter, progress and remain in the sport at every stage



A SUSTAINABLE ORGANISATION

QWA operates with strong governance, diverse revenue and modern systems that support growth

OUR TIMELINE

A phased approach to building capability, participation and impact

