



ONTARIO WEIGHTLIFTING ASSOCIATION

VICE PRESIDENT OF ADMINISTRATION | [Eva Martens](#)

2023-2024 ANNUAL REPORT

Preamble and Acknowledgements.....	2
Communication & Marketing.....	2
Social media update:.....	2
Safe Sport.....	3
Photos and content.....	3
Brand Awareness.....	3
LOOKING AHEAD.....	3
Membership Services.....	3
Backend membership management updates.....	3
LOOKING AHEAD.....	3
Financial Stability.....	4
Ontario amateur sport fund.....	4
Inclusivity and Accessibility:.....	4
Policy review and Safer Sport policy adoption.....	4
Membership Increase:.....	4
Sport Hosting Program Grant.....	4
Ontario Coaching Association Safe Sport Grant.....	5
Other Fundraising.....	5
Flipgive App.....	5
LOOKING AHEAD.....	6
Governance.....	6
Strategic plan 2025-2028.....	6
Policy Review.....	6
LOOKING AHEAD.....	6
Looking towards 2024/2025.....	6
Future Directions and Goals.....	6

PREAMBLE AND ACKNOWLEDGEMENTS

Another busy year with OWA for me! A highlight was being a part of the planning and execution of hosting Junior Nationals at Variety Village with the benefit of the Sport Hosting Program grant we secured. A big thank you to Abdallah Alsebaai and Katie Watkins for working with Mike and I to execute the hosting of the Canadian Junior Championships at the level of an international meet and setting a new standard for the national championships experience.

I look forward to continuing to help build and support our weightlifting community as we move forward with strategic planning and as we continue our efforts to raise membership levels over the next 2 years.

COMMUNICATION & MARKETING

SOCIAL MEDIA UPDATE:

Facebook followers are up this year and Instagram followers are down. We tried to implement a calendar to make scheduling easier however it was harder to coordinate than expected and required more admin time than was available. We will explore different ways to disperse the work of our social media communications.

For Canadian Junior Nationals we hired 2 social media volunteers and they did a great job on the day. As well our Team leads filled in and captured great content of our Ontario team athletes to share on our social media channels. Capturing more content at the events is a key strategy that athletes and spectators really love and will be something we work to implement for future competitions and camps.

SAFE SPORT

With the funds of a grant I created a poster for messaging on language used in our sport. This was printed on vinyl for display in weigh-in rooms at competitions and was published in our newsletters to create awareness around the policy.

PHOTOS AND CONTENT

New contracts with event photographers include photos for OWA and so we are able to build a catalogue of current graphics.

BRAND AWARENESS

Continuing to work to enhance the branding for OWA across all platforms including our livestream and event signage.

LOOKING AHEAD

- Revising how we handle social media for future admins recognizing the volunteer position poses limitations.
- Continue to elevate our athletes' experience around our competitions with social media.

MEMBERSHIP SERVICES

BACKEND MEMBERSHIP MANAGEMENT UPDATES

We prepared for additional screening options to be managed by Interpodia through our Safe Sport grant and will look to implement this as we move forward with our strategic plan. Mike also created a complex admin calendar to try to manage more of this.

LOOKING AHEAD

- Address club and individual membership timing issues in advance of next season.

FINANCIAL STABILITY

ONTARIO AMATEUR SPORT FUND

Updated OASF plan secured additional funding for OWA. Some of the items that will be our focus over the next year are to enact some of the measures identified in our application.

Inclusivity and Accessibility:

Focusing on being inclusive and adding ways to broaden accessibility of our sport were identified as key areas of focus for the Ministry of Sport and they align with the goals of OWA. To work towards these goals we will do a comprehensive policy review from the perspective of inclusion and look towards creating some programs with diverse populations.

Policy review and Safer Sport policy adoption

Creating a safe environment for all our sport participants is always the goal of our organization. We are continuing to review our policies with the perspective of making our sport safer and to align with WCH Safe Sport Policies, Sport Canada's expectations and the needs of our organization.

Membership Increase:

We need to continue on our work to complete the outreach program to post secondary schools to provide introductory presentations to future S & C coaches and rehab specialists. On our communications drive to raise awareness of the benefits of increased membership numbers for our sport, especially with respect to funding, an avenue that has been successful is posting our Top 5 Clubs by membership. Also putting forth the option of the non-competitive membership option continues to drive increased membership number over our current season.

SPORT HOSTING PROGRAM GRANT

Executing our Sport Hosting grant took enormous effort. To increase funding I undertook managing accommodations through the University of Toronto Scarborough Campus. This was a great success as they had an older residence that was an economic choice for visiting athletes but also offered an enhanced experience with the new residence for our officials and coaches. We secured a \$35,000 grant and were able to utilize this fully. We were

pleased to work with the team at Variety Village to provide an outstanding event experience for our junior athletes and to raise the standard of what a national competition experience could be in Canada. A number of legacy investments were able to be purchased with these funds that will continue to support our sport in the future.

- Technical Officials Seminar. Hosting this in conjunction with Juniors was a great addition to the event. Having an expert panel of top officials share their knowledge with newer officials was a great learning experience for all.
- Coaches Seminar. This seminar provided great insight into mental health strategies for coaching young athletes. The nutrition talk also focused on young athletes and the implications of cutting and how to set healthy expectations around food and training.
- Steel bumpers - these sit at the front of the platform to prevent the bar from rolling forward. These will be used at OWA events moving forward.
- Computers and displays. Additional computers, router and displays were purchased to update equipment.
- OWLCMS officiating package bought to update the system and equipment that we currently have. This also allows us to have two setups available for use so that a single person isn't required to be at every single OWA competition.
- Upgraded scale with additional gram measurements allows us to accurately follow IWF policy for weigh-ins.

ONTARIO COACHING ASSOCIATION SAFE SPORT GRANT

Utilized this for membership management purposes with tracking police checks and the remaining funds for a poster.

OTHER FUNDRAISING

Flipgive App

This is an avenue that hasn't been capitalized on. We have raised some money and the potential is there. We may look to promote this more in the future once other projects are completed.

LOOKING AHEAD

- Follow through on OASF funding requirements
- Complete Sport Hosting Grant post event paperwork
- Include Financial strategies for our future Strategic plan document.

GOVERNANCE

STRATEGIC PLAN 2025-2028

A requirement for OASF and to continue to move our sport forward requires a thoughtful strategic plan. It will require us to come in line with safe sport policies. Our ability to enact the policies and strategies must also be within the limited capacity of our volunteer board.

POLICY REVIEW

This policy review has been started. However taking the time to do this thoughtfully and with the required reference checks to both the WCH and OASF requirements does take time. This will continue through this upcoming year.

LOOKING AHEAD

- Complete review of all policies.

LOOKING TOWARDS 2024/2025

Future Directions and Goals

- NEW Strategic plan! We need to complete a Strategic plan for 2025-2028
- Complete review of all policies.
- Follow through on OASF funding requirements
- Complete Sport Hosting Grant post event paperwork
- Include Financial strategies for our future Strategic plan document
- Address club and individual membership timing issues in advance of next season.
- Revision how we handle social media for future admins recognizing the volunteer position poses limitations.
- Continue to elevate our athletes' experience around our competitions with social media.