



ONTARIO WEIGHTLIFTING ASSOCIATION

VICE PRESIDENT OF ADMINISTRATION | EVA MARTENS

2022-2023 ANNUAL REPORT

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INTRODUCTION

Such a busy year with OWA! Being more comfortable and knowledgeable about OWA and where I could add value, I worked hard to assist our administrator and to target areas I felt needed attention. A highlight was being a part of the planning and execution of hosting Senior Nationals at Variety Village. That experience informed the big Sport Hosting Program grant application that I worked with our President and our club host Variety village to submit. I was involved with a number of other grant applications. I look forward to continuing this work and executing the next steps as we move forward with strategic planning and more big projects!

COMMUNICATION & MARKETING

LOGO CHANGEOVER

Having worked with our VP of Operations with the original company to develop the new OWA logo last year, we needed to implement it throughout our digital and physical presence. We have a couple of changes left, most notably our technical referee badges which we will switch over once we have gone through our current inventory.

BRAND STYLE GUIDE

In order to keep our new logo usage consistent and coherent I developed a style guide to have guidelines in place for future boards. This also included a set of templates available such as the Quarterly Report, Signature and Letterhead.

SOCIAL MEDIA IMAGE TEMPLATES

Alongside our social media team, I developed many branded templates for our social media posts. The intention was to keep a consistent color palette, increase our brand awareness and provide clear messaging.

CANADIAN SENIOR CHAMPIONSHIPS

I created a complete brand package for Seniors starting with the logo and then everything else. I helped design the backdrop, signage, event badges, social media posts, posters, etc. I also created our first opening ceremonies for the event and helped coordinate elements with Variety village as well OWA.

INTERVIEWS/BLOG

As was noted by the community we need to do a better job of showcasing our top athletes and their accomplishments. As well, creating a prepackaged interview that could be presented to the media with content that we have curated creates more control over how weightlifting is perceived. So I created a list of questions for our 3 athletes who went to Worlds and asked for their feedback. Shania responded with thoughtful answers and it created a great first Interview that was well received online.

GIPHY/LOGO ONLINE

To make our social media more interesting I created some OWA stickers that work well for our postings on social media. The GIPHY is something that you can access . YOu can access them by searching for @onweightlifting

ADDED PHOTO GALLERY TO WEBSITE

Thanks to the work of photographers at Seniors and Juniors we were able to build a gallery of images on our website of our top provincial weightlifters. This created a resource for posts created to highlight our elite athletes that were selected for international competitions. We also posted them on our OWA website and athletes downloaded them if they wished.

LOOKING AHEAD

- Continue to source more OWA event images for our website and athlete features
- Expand and complete a social media strategy and planning calendar for communications.
- Build brand awareness of OWA by 20% social media growth.

MEMBERSHIP SERVICES

TIMELINES FOR POSTING OF EVENTS.

Started a social media calendar to preplan out social media posts and add in international events and our OWA events calendar. Dimitrije our Comp admin created a spreadsheet to auto create dates for our calendar based on the event dates.

INTERPODIA -ISSUES.

Required more work to address bugs and issues with membership renewals and club renewals. Working to preemptively address issues for next membership season. We need clubs to enroll prior to members so that members can chose the active clubs for that season.

LOOKING AHEAD

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

FINANCIAL STABILITY

ONTARIO AMATEUR SPORT FUND

Provided qualitative answers for the bulk of the written questions of the grant application. This application was the first comprehensive application since 2017 and was an extensive look at our organization's plans for the future of our sport. This application identified three big areas for OWA to focus on for the future of our organization.

Inclusivity and Accessibility:

Focusing on being inclusive and adding ways to broadening 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. To ensure we are current with new policies we will evaluate how we can make our sport safer and align with WCH Safe Sport Policies, Sport Canada's expectations and the needs of our organization.

Membership Increase:

We need to grow our membership base. So we have a few initiatives planned with the VP of Operations to reach out to post secondary schools to provide introductory presentations to future S & C coaches and rehab specialists. We also want to do a communications drive to raise awareness of the benefits of increased membership numbers for our sport especially with respect to funding.

SPORT HOSTING PROGRAM GRANT

Compiled and completed this application with the assistance of Mike our president. This was a 6 document application with a comprehensive budget and questionnaire for the hosting of Juniors 2024 in Ontario. The application request is for a \$43,445.00 grant from the Ontario Sport hosting program. Approximately 60+ hours were spent on this application coordinating with our host venue, looking for appropriate accommodations and confirming all the budget details. Making sure our event planning and budget fit within the criteria for the grant as per the evaluation matrix and communicating that in our application took an extensive amount of time.

ONTARIO COACHING ASSOCIATION SAFE SPORT GRANT

Applied for and was awarded a \$1000 Grant from Ontario Coaching association to help implement our safe sport policies.

OTHER FUNDRAISING

Flipgive App

Rolled out without much fanfare. We launched internally with the board in Dec 2022 and added the information to a newsletter. We did apply for a grant through this so the first \$100 gained will grant us another \$100 through the program

LOOKING AHEAD

- Apply for Resilient Communities Fund for Safe Sport (Application opens Sept 27)
- Follow through on OASF funding requirements
- Follow through with Sport Hosting Grant requirements
- Include Financial strategies for future Strategic plan.

GOVERNANCE

POLICY REVIEW

As I mentioned in the OASF Grant - we need to review our policies to come in alignment with WCH and incorporate Safe Sport policies. As we waited for direction for the Safe Sport policy from WCH we left our current policy review in stasis. I went through and evaluated the requirements of OASF, WCH and our current policies to ensure as we move forward that we aren't missing critical policies.

LOOKING AHEAD

- Complete review of all policies.

LOOKING TOWARDS 2023/2024

Future Directions and Goals

NEW Strategic plan! We need to complete a Strategic plan for 2024-2028

Safe Sport Policy creation and implementation

Canadian Juniors Championships 2024 - full support for this event.