



# STRATEGIC PLAN 2025-2029



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## Executive Summary

The Strategic Plan for the Canadian Powerlifting Union (CPU) arose as part of a collective desire to reimagine our sport for all that it can be. It was collaboratively formed by members from all committees, regions, provinces and walks of life to provide a clear pathway for implementing the programming priorities of the organisation within the 2025-2029 timeframe. This framework provides a standard that overarches the individuals who transition in and out of roles in our sport, allowing for continuity and accountability in perpetuity.

The CPU is growing rapidly, to the point where demands for competition space exceed the capacity to provide competitions and requirements for athlete support and officials exceed our resources to fund. Our National Championships have grown so fast that we have repeatedly had to increase qualifying standards to maintain manageable numbers. Our National Teams have excelled at World Championships and the number and calibre of lifters on these Teams has grown exponentially requiring greater coaching resources. The requirements of our International Federation to send officials to International events have increased.

As a result, the core thrust of our strategic plan for 2025-2029 is to increase the resources available (human and system) to support this growth and its continued trajectory. The limitation for us has repeatedly been funding sources, as we are fully self-funded. We pay for our anti-doping program through CCES out of pocket, along with all other programming costs. As signatories to the CADP and firm believers in fair play, anti-doping is one of our foundations and we have spent 38% of our revenue annually on maintaining WADA-compliant status with CCES.

Our primary goal is to be able to reallocate the current CPU budget for Anti-Doping to our Coaching and Officiating Programs, which would allow us to provide programming to support our growth. For this, Sport Canada recognition is the key as CCES costs are absorbed through this financial support mechanism. This goal of Sport Canada recognition also provides us with the opportunity to evaluate our systems and to adjust them as needed for better program delivery, excellence in athlete development, and improved governance. It is the next logical step in the growth of powerlifting in Canada and it is the best way that we can see to better load that bar for more people.

## ***Executive Summary, continued***

This Strategic Plan outlines three strategic “Pillars” for the association along with programming and visions for each:

1. People
2. Systems
3. Culture and Community

The Plan’s details further outline the strategic priorities within each “Pillar”, together with measurable benchmarks and “key performance indicators” to gauge progress. The Canadian Powerlifting Union Board is committed to this Plan and to ensuring that there is an annual Operational Plan developed from this Strategic Plan that is communicated to the membership and monitored on a consistent basis.

The importance of the Strategic Plan is in its relevance to the membership; it must reflect the current and future needs of the association and, throughout its life, continue to reflect the ability for the association to grow and prosper. This Plan is a “living document” that is embraced by the Canadian Powerlifting Union Board of Directors, but it will only remain relevant if there is a willingness on the part of the leaders within this association to continue to monitor the priorities and adjust expectations and outcomes as needed.

Operational and strategic excellence is not a snapshot in time, but rather the result of significant and continued consultation and input with and from the membership. For the goals of the association to be reached, this same level and type of engagement needs to continue throughout the time-period of the Plan.

The outcomes depend on the ongoing attention and effort.

The Canadian Powerlifting Union Board of Directors thanks all the Provincial Associations, Committee Members, volunteers, and resource persons for their input to create this Plan, and we look forward to the continued dialogue as we work collectively to grow powerlifting in Canada.

## Land Acknowledgement

We also wish to acknowledge that we live, work, play and meet, on the territories of Indigenous Peoples across Turtle Island, now called Canada. We recognize the importance of honouring the past, acknowledging the present, and working towards a future that embraces reconciliation and respect for Indigenous Peoples.

We are each responsible for holding good relations with the local First Peoples, who continue to fight for their rights as sovereign Nations. We honour the stewardship of the many First Nations, Métis, and Inuit that call this land home today. We strive to stand in solidarity and reconciliation with Indigenous peoples and Nations across Turtle Island.

We value our indigenous members and thank them for all that they bring to our sport and community.

## Vision

To be recognized as the world leader in powerlifting, inspiring excellence, fostering community, and empowering athletes to reach their full potential.

## Mission Statement

We shape the future of powerlifting in Canada by fostering a strong, inclusive community and driving innovation in the sport.

## Core Values:

**Community:** Recognizing that athletes, officials, coaches, volunteers, and the community are integral to the growth of Canadian powerlifting.

**Respect:** Promoting mutual respect among all members of the powerlifting community.

**Integrity:** Upholding the highest standards of integrity and fair play.

**Excellence:** Striving for excellence in all aspects of powerlifting, from competition to coaching to officiating.

**Inclusion:** Promoting equality and accessibility in the sport of powerlifting.

**Innovation:** Embracing innovation to drive the sport forward.

**Health and Wellness:** Promoting a healthy lifestyle through the sport of powerlifting.

These values embody the excitement and passion of powerlifting, while highlighting the CPU's commitment to athlete development, community building, and international success.



# Looking back

## Background:

The Canadian Powerlifting Union (CPU) was founded in 1982 as the Canadian affiliate of the International Powerlifting Federation (IPF). Its primary goals were to:

- Sanction and regulate IPF-style powerlifting competitions in Canada.
- Promote the sport of powerlifting across the country.
- Represent Canadian powerlifters in international competitions.

Key milestones in the CPU's history include:

- 1972 International Powerlifting Federation Founded with founding members including Bill Jamison of Canada
- 1982: Founding of the CPU as the Canadian affiliate of the IPF.
- 1990s: Increased focus on drug-testing and athlete safety.
- 2000s: Expansion of the CPU's reach and influence in the powerlifting community.
- 2010s: Continued growth and development of the sport, including the introduction of new weight classes and divisions as well as the addition of new Provincial Associations.
- 2015 engagement of CCES to run CPU anti-doping program
- 2021: Adoption of the 2021 CADP program.
- Present: The CPU remains committed to promoting drug-free powerlifting and providing inclusive opportunities for athletes of all levels to compete.

The CPU has played a vital role in the development of powerlifting in Canada. It has helped to establish the sport as a legitimate and respected athletic pursuit, and it continues to work hard to promote the values of fair play, sportsmanship, and excellence. CPU Powerlifting athletes have repeatedly won and placed well at IPF World Championships, many setting World Records in all age groups, from Sub-Junior through to Masters 4. Our Open (Senior) lifters are among the best in the world and respected as icons in the powerlifting arena.

## ***Looking back, continued***

### **Governance:**

Success in sport, like any other endeavour, is a delicate balance between celebrating victory and learning from defeat. By analyzing losses and stacking up wins, athletes can improve, adapt their approach, and emerge stronger. Sporting associations function in much the same way and, for the Canadian Powerlifting Union, the past five years have seen steady improvements.

COVID challenged all sports across Canada and challenged Canadians as a society. Since the pandemic, powerlifting has exploded as folks returned to gyms and lifting communities. The difficulty of surviving the pandemic has been rewarded with unprecedented growth in membership numbers and engagement.

Hot on the tail of the pandemic came the heated international debate about gender and sport. While it is an important discussion for sport, the CPU was granted not only a front row seat at the debate, but rather was the arena for the joust.

During this time, the stress on volunteers was tremendous. They say pressure makes diamonds and in some measure we did see this in the end, but we also saw volunteer burnout due to harassment from outside of the CPU and division of community within. The diamonds that emerged came in the form of leadership from then-president Shane Martin and the development of a better Safe Sport and Ethics Process for complaint management. In a memorable email, Shane summed up accessibility in powerlifting with the phrase, “The bar is loaded for everyone.” In our competitions, the phrase, “the bar is loaded,” is announced before each lift. Shane’s affirmation of the scope of this phrase was the catchphrase the community needed to step through the challenges of that period and it remains a part of our culture.

The CPU engaged ITP to handle complaint triage and carriage of major complaints, removing the potential for bias from internal complaint management. During this time, ITP was able to handle several major complaints pertaining to athlete and officer behaviour and the results were fair, clear, documented, and comprehensive. Included in these were two complaints triggered by the gender identification issues and it was satisfying to see these handled fairly and in ways that affirmed the community values of the CPU.



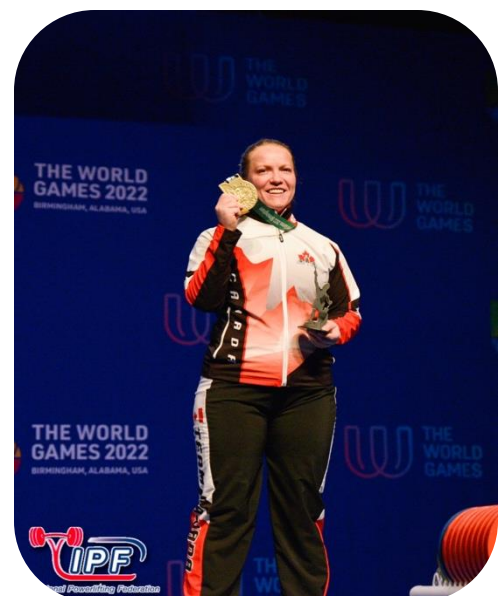
## Looking back, continued

### High Performance:

One of the glaring holes in our current programming is a coaching program. For several years, the CPU had and delivered a high quality coaching program. It was a combination of NCCP modules and CPU-taught modules. The CPU modules were taught by trained instructors across Canada and approximately 200 coaches enrolled and completed this coaching program. It was required for High Performance Coaches at international events and the result was a perceptible boost in coaching standards at all levels of powerlifting in Canada. Unfortunately, the company that created the content for that course proved to be problematic and the course was forced to end in 2023 with the CPU not retaining control of the material. Since then we have put together a new equivalent and are about to roll it out using much the same structure as before.

We would very much like to be onboarded into the Coaching Association of Canada's NCCP. We feel strongly that the standards of the NCCP pathways reflect our own desire for excellence. We also believe that the ethical instruction of this program will create the coaches that our athletes deserve.

For 2025 and onward, a key focus of the CPU will be to bring the coaching program up to speed and to deliver it to all coaches who hope to coach at Nationals 2027.



## Looking back, continued

### Summary:

### Positive Developments:

- **Improved Communication and Transparency:** The CPU has made efforts to improve communication with its members, addressing concerns about transparency and clarity.
- **Enhanced Ethical Framework:** The implementation of a third-party ethics and discipline process is a significant step towards ensuring a fair and ethical environment.
- **Increased Participation and Competition Quality:** The growth of the sport, with more high-quality regional and national competitions, has been notable.
- **Stronger International Presence:** The CPU has supported Canadian athletes competing at the World Championships, contributing to their success.
- **Adaptability to Challenges:** The CPU has shown resilience in navigating challenges such as the COVID-19 pandemic and evolving societal issues.
- **Inclusivity and Diversity:** The CPU has faced challenges in addressing issues related to transgender and gender diversity and continue to work to ensure an inclusive environment for all athletes.
- **Drug Testing:** The CPU as a signatory of the CADP 2021 maintains a WADA-compliant testing arrangement with CCES and self-funds this initiative. They have worked successfully with CCES since 2015.



## What comes next? (the challenges)

Throughout the Strategic Plan development process, several key areas for improvement were identified and discussed. This plan identifies and recognizes the input from our membership and seeks to create solutions for the issues identified. The following feedback was received during the development of this plan.

### Financial and Administrative:

- Lack of Financial Support:** Insufficient funding for provincial boards, national-level competitors, and coaching programs.
- High Costs:** Increasing costs of drug testing, legal fees, and administrative expenses.
- Volunteer Burnout:** Difficulty recruiting and retaining volunteers for board positions and event organization.
- Inefficient Communication:** Poor communication channels and inconsistent policy implementation in the past has created misalignment of expectations between PSOs and the CPU, as well as between Registrants and the CPU.

### Policy and Governance:

- Ethics and Discipline:** The challenges of handling ethical complaints and disciplinary actions has previously been an issue.
- Decision-Making Transparency:** Lack of transparency in decision-making processes, especially regarding qualification standards and event scheduling.
- Inclusion Policies:** Evolving policies required (creation and revision) to align with best practices in Sport Governance.
- Qualification Standards:** Concerns about the clarity of the High Performance Pathways.

### Sport Development and Competitor Experience:

- Regional and National Events:** Challenges in organizing and managing large-scale events, including refereeing and volunteer support as well as funding and venues.
- Youth Development:** The need for a well-structured youth program to develop young athletes that aligns with the LTAD.
- Coaching Development:** The importance of supporting and developing qualified coaches.

Addressing these concerns will be crucial for the CPU to maintain its position as a leading powerlifting organization and ensure the continued growth and success of the sport in Canada

## Strategic Pillars

Our Strategic Pillars are the foundation of our sport in this country. They shape who we are as an organization. They are Canadian Powerlifting; we are who we are as athletes, coaches, officials and volunteers because of the strength of these foundations.

Our People, System, and Culture and Community anchor us and give us wings.

### People

- Powerlifting athletes, coaches/instructors, officials & administrators, volunteers, and administrators are supported in a safe, nurturing, growth-oriented fashion and have the tools to systematically improve to achieve world-class results in a values-based Canadian Powerlifting system.

### Systems

- Canadian Powerlifting believes in an ethical, evidence-based approach to strength sports that is also clear, accountable, agile and innovative. We prioritize a sport for life model where high-performance teams at all levels feed and support each other and where athletes progress through clear development pathways from the junior to the master, making us a leader world-wide in powerlifting.

### Culture

- The bar is loaded for everyone in our sport; we believe in a culture where integrity, respect and inclusivity foster collaboration across the system. Strength is not exclusive; it is a skill that is available to all.

We are stronger together.



# Our People

## Athletes / Registrants



### Desired State

Powerlifting Canada increased its participants or registrants base throughout Canada by creating an accessible entry point to powerlifting at the grass roots level for all groups, including those underrepresented. The LTAD pathway allows all athletes to access training, competitions and support at all levels.



### Outcomes

- By December 2025, the Canadian Powerlifting Union has 4300 participants or registrants.
- By December 2028, the CPU has 5000 participants or registrants.
- Percentage of female lifters increases from 35.6% (Nov 2024) to 40% by Nov 2025. By December 2028, female lifters make up 45% of the CPU.
- By December 2025, a novice tier of membership, with fewer barriers to entry is created.
- By June 2025, a revised LTAD pathway with guidelines is developed, to facilitate the further development of the Youth Division. This LTAD plan incorporates all age divisions as well as Special Olympics and ParaPowerlifting Canada.
- By March 2025, the CPU has refined and developed the relationship created by its MOU with ParaPowerlifting Canada and by December 2025, with Special Olympics Canada to increase their representation in our membership and to provide them with support throughout their development and with regards to our processes.
- Participants or registrants are expressing high satisfaction levels and having fun



# Our People

## Coaches



### Desired State

The CPU will continue to name High Performance Coaches to all National Teams.

The CPU will coordinate efforts to provide a working Budget for National Team coaches that will be equitable and reduce the financial liability on its volunteer coaches.

The CPU will implement the Level 1 Coaching Program.

The CPU will implement the Level 2 Coaching Program.

The CPU will ensure compliance with the IPF Coaching Certification to ensure Canadian Athletes continue to receive the best High Performance Coaching.

A LTAD model will be developed in consultation with coaches who will ultimately be responsible for the delivery of all stages of the LTAD model.



## Our People: Coaches continued

### Coaches



#### Outcomes

The CPU will be able to name a full coaching staff to all International Events, composed of High Performance coaches.

By the end of the present Olympic cycle, the ratio of female High Performance Coaches will be improved to 50%.

The Level 1 CPU Coaching Program will be finalized and rolled out by July 2025.

The Level 2 CPU Coaching Program will be finalized and rolled out by July 2026.

The CPU will have coaches trained by the end of each year as listed.

The per Championship stipend for High Performance Coaches will be increased over the current Olympic cycle.

LTAD Powerlifting document created and implemented.



# Our People

## Officials



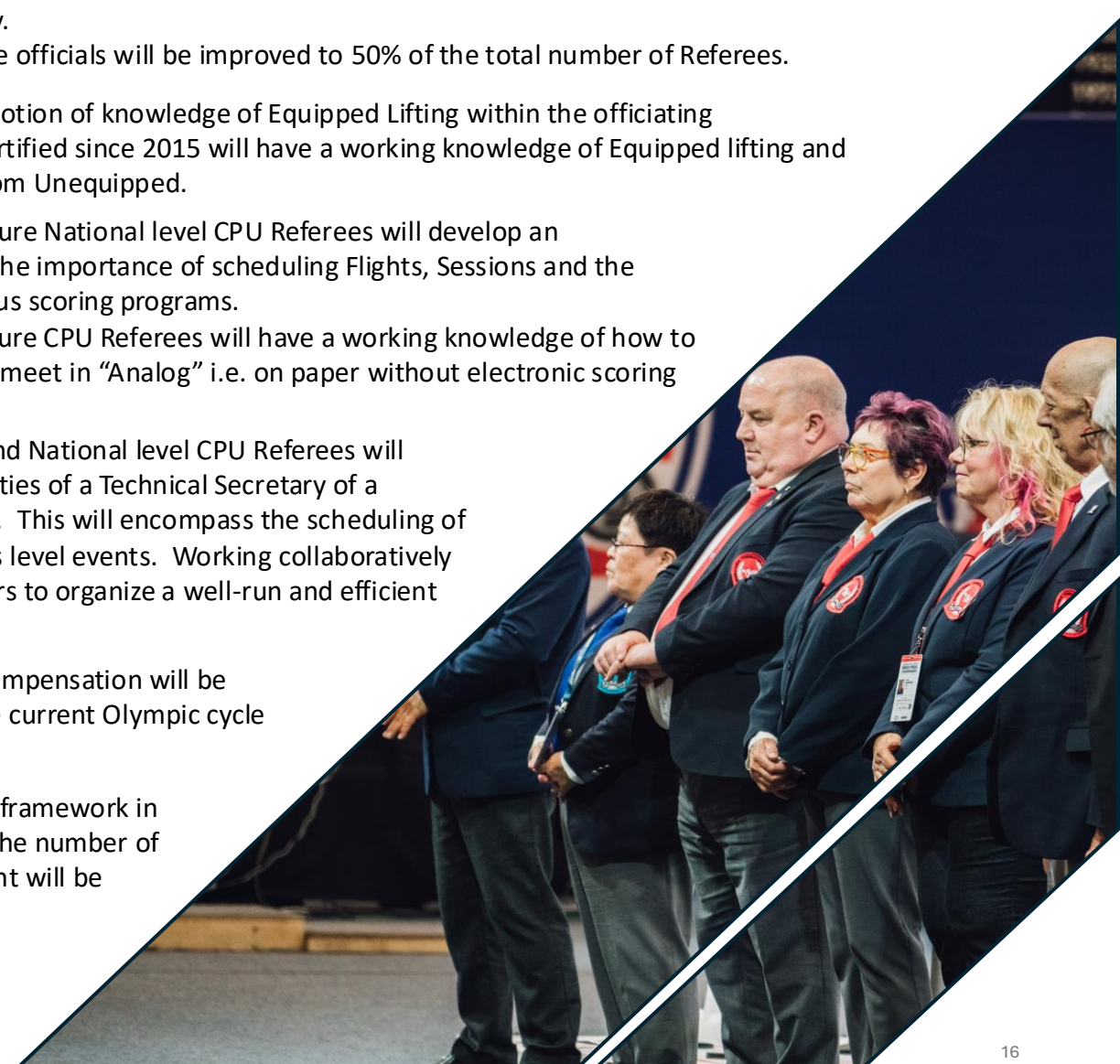
### Desired State

- The CPU will increase the number of active Referees across the country at all levels of officiating.
- The CPU will implement and update training programs for current and future Referees.
- The CPU will coordinate efforts to provide a working Budget for officials that will be equitable and reduce the financial liability on its volunteer officials.



### Outcomes

- By the end of the present Olympic cycle (2027) the CPU will have a total of 200 active Referees across the country.
- The ratio of female officials will be improved to 50% of the total number of Referees.
- Training and promotion of knowledge of Equipped Lifting within the officiating corp. Referees certified since 2015 will have a working knowledge of Equipped lifting and the differences from Unequipped.
- All current and future National level CPU Referees will develop an understanding of the importance of scheduling Flights, Sessions and the operation of various scoring programs.
- All current and future CPU Referees will have a working knowledge of how to run a powerlifting meet in “Analog” i.e. on paper without electronic scoring systems.
- All International and National level CPU Referees will understand the duties of a Technical Secretary of a Powerlifting event. This will encompass the scheduling of officials for various level events. Working collaboratively with Meet Directors to organize a well-run and efficient competition.
- The per session compensation will be increased over the current Olympic cycle (2024 - 2027).
- By 2026 a Budget framework in accordance with the number of entries for an event will be developed.





# Our People

## Volunteers (Platform Safety and Administration)



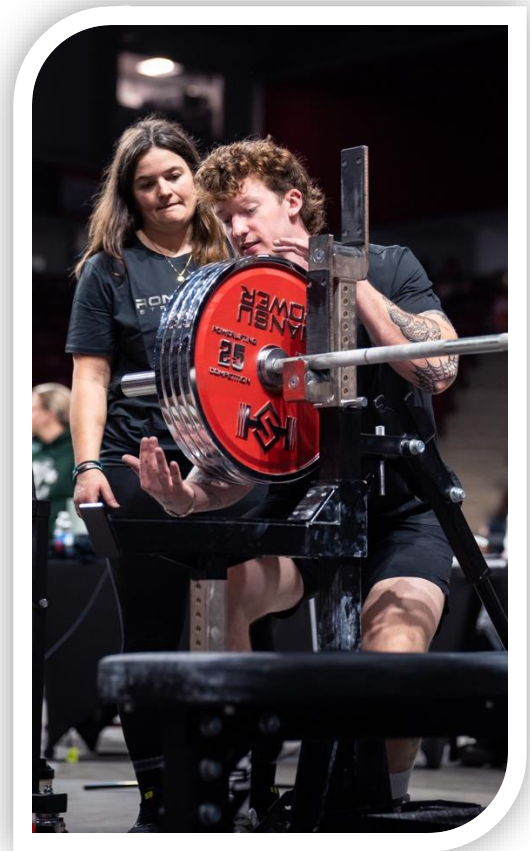
### Desired State

The Canadian Powerlifting Union's system has recruited, developed, and retained skilled technical officials, platform safety crews, and administrators. All volunteers in positions of trust are screened and all volunteers are trained appropriately when onboarded into all positions. Volunteers are supported and valued and systems are in place to recognize and applaud them.



### Outcomes

- By March 2026 (Nationals), training modules for spotters and loaders are in place and training is provided both before events with refreshers prior to each lifting session.
- By September of 2025, all national referees, officials, and coaches are screened with vulnerable sector checks. A database is in place to maintain these records.
- By September of 2025, all national administrators are screened with vulnerable sector checks and criminal record checks.
- Starting in January 2025, platform captains will brief spotters and loaders before all sessions at Nationals.
- Starting in 2025, a feedback form or email will be provided to all volunteers in the CPU to allow volunteers to request support, seek advice, and to prevent volunteer burnout. Asking for help can be difficult and the CPU can retain volunteers better if issues are identified and addressed.



# Our Systems

## High Performance Programs

### Background

The Canadian Powerlifting Union has been sending athletes to the International Powerlifting World Championships since 1972. During the last 52 years, we have topped the podium in many age groups and weight classes. Looking at data from 2019-2024 yields a substantial medal count.

The IPF records database also reveals that 10% of all current IPF World Records are held by Canadian lifters.

Year	World Equipped		World Classic Open		World Classic Open		World Sub-J &		World Master		World Masters		World Bench Press		World Bench Press		Total
	medals	% female	medals	% female	medals	% female	medals	% female	medals	% female	medals	% female	medals	% female	medals	% female	
<b>2019</b>																	50
Gold	1	100%	1	100%	3	33%			3	66%	4	0%	1	100%	1	100%	
Silver			3	66%	1	100%					4	50%	2	0%	1	100%	
Bronze			1	100%	6	15%	1	100%	1	0%	6	50%	3	100%			
<b>2021</b>																	30
Gold	1	100%	2	100%					2	50%	6	50%	1	0%			
Silver			3	66%	3	33%					7	40%			1	100%	
Bronze					1	100%			1	0%			2	50%			
<b>2022</b>																	66
Gold	1	100%	1	100%	2	50%			13	45%	15	27%	1	50%	1	100%	
Silver					2	0%			8	50%	8	50%	1	0%			
Bronze			3	100%	1	100%			3	66%	8	60%					
<b>2023</b>																	41
Gold	1	100%	1	100%					1	25%	10	60%	2	0%	3	33%	
Silver											3	66%	3	0%	3	100%	
Bronze			2	50%	1	100%			1	0%	4	50%			2	0%	
<b>2024</b>																	68
Gold	1	100%							5	20%	1	100%	7	70%	8	63%	
Silver			1	100%	2	100%			2	50%	4	50%	14	43%	9	44%	
Bronze	1	100%	2	100%	1	100%	1	0%	2	50%			4	25%	1	0%	

The High Performance Pathway for the CPU at present consists of qualifying criteria for provincials, regionals, nationals and International Team Selection. At each level athletes must satisfy the required totals needed for their weight class and age group to proceed. In addition to totals required, Regionals, Nationals and International Teams have additional criteria.

**Regionals:** Must have achieved the required Regional Qualifying Standard at a CPU or affiliate Sanctioned meet within 24 months of the Regionals.  
Must satisfy the additional requirements of the Provincial Association (these vary).

**Nationals:** Must have achieved the required National Qualifying Standard at a CPU or affiliate Sanctioned meet within 24 months of the Regionals.  
Must have earned a total at a Regional Meet within 24 months of attending their first Nationals  
Must satisfy the additional requirements of the Provincial Association (these vary).

## *Our Systems: High Performance Programs continued*

### **National Team Selection**

CPU National Teams are selected from the Winners of CPU National Championships. In recent years there have been some schedule misalignments between the CPU and the IPF. These have been rectified.

The IPF requires that athletes provide a nominated total from within the last 12 months at a National or higher-level event. These numbers are used to group athletes for competition groupings. It is important that athletes have a total in their elected weight class to place higher in the groupings and therefore to better their chances at podium placement.



### **Desired State**

The CPU has a clearly laid out pathway that is accessible to athletes enabling them to understand the process through which one climbs the competition ladder in the CPU and IPF.

Each stage of athlete progression has clear markers for success and expectations are outlined. PSOs, Officials, and Coaches are aware of the pathways and can advise athletes and answer questions.

The CPU increases the qualifying requirements for each level to maintain a reasonable number of athletes in attendance at each event.

Provincials and Regionals are developed as significant events in their own right for athletes unable or unwilling to progress further.

Equipped competitions are developed further and complete, high-calibre teams are sent in all age groups and weight classes.

Team selection is enhanced and refined to select our best athletes particularly in the open and SJ/junior classes.

Funding opportunities to support athlete travel are explored, as sometimes the best athletes cannot afford to attend.

The CPU sends teams to FISU games.

## Our Systems: High Performance Programs continued

### National Team Selection



## Outcomes

The CPU will develop a clearer High Performance Pathway and will make sure this is available to participants in an accessible format.

The CPU High Performance Pathway will be aligned with the LTAD.

The CPU LTAD will be enhanced to reflect the diversity of age groups and competition stages in powerlifting.

The Fundraising Committee will work to provide resources for athletes travelling to international events, allowing for the quality of the athlete to be more of a selection factor than the size of their bank account.



# Our Systems

## Coaching Development



### Currently

#### High Performance/National Team Coaches

The CPU names a Head Coach, Assistant Coach(es) and Intern Coaches to all National Teams for International Competitions. NCCP certification and training is required along with a Criminal Record Check.

Current course requirements are as follows for High Performance Coaches:

Current Practice (2024)	NCCP Making Ethical Decisions	NCCP Making Head Way in Sport	CCES True Sport Clean	Criminal Record Check	Understanding the Rule of Two	NCCP Coach Initiation in Sport
National Team Head Coach	X	X	X	X	X	X
National Team Assistant Coach	X	X	X	X	X	
National Team Intern Coach	X	X	X	X		

#### The development of the CPU Coach Certification Program:

In 2016, the “Old CPU Coaching Course” was written and owned by a third party and utilized by the CPU to Train and Certify Coaches through a 2 day, in person course with exam to be considered Trained, and then a Practical Exam being observed by a Coaching Facilitator at a competition and once this was passed, the coach was considered Certified.

In 2023 the third party ceased to deliver the coaching course, moving us into the situation of having to create the course structure again.

## ***Our Systems: Coaching Development continued***

The new Level 1 CPU Coaching Course (equivalent to NCCP Comp-Intro) is in development and being finalized.

The new Level 1 CPU Coaching Course will be ready to be delivered by July, 2025 or sooner and will be available in both English and French.

A grandfathering plan will be put in place by the CPU Coaching Committee to provide certification to those who took the Old CPU Coaching Course.

Level 2 CPU Coaching Course (equivalent to NCCP Comp-Dev) is in development and being finalized.

Level 2 CPU Coaching Course will be ready to be delivered by January, 2026 or sooner and will be available in both English and French.

Level 3 CPU Coaching Course (equivalent to NCCP Comp-High Performance) will be developed in this Olympic Cycle.



## **Outcomes**

### **High Performance/National Team Coaches**

All High Performance Coaches will maintain their status by continuing to upgrade their knowledge through Professional Development courses

Funding will continue to increase for coaches so no out of pocket expenses are incurred while coaching the National Team.



## ***Our Systems: Coaching Development continued***

### **CPU Coach Certification Program**

CPU will name Coach developers in the 3 NCCP categories of learning facilitator, evaluator and master coach developer.

	Train the coaches to coach at all levels (ie: delivery of CPU Level 1 course)	Evaluate coaches and guide them to certification (ie: Level 1 Practical evaluation)	Train, mentor & evaluate coach developers (ie: delivery of CPU Level 2 course)
Learning Facilitator	X		
Coach Evaluator	X	X	
Master Coach Developer	X	X	X

The CPU Coaching Committee will roll out the Coaching Course by July, 2025 with it being delivered across Canada by Learning Facilitators.

## Our Systems: Coaching Development continued

CPU Coaches will be Trained or Certified by the dates:

<u>Level</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>	<u>2028</u>
National Team Head Coach (Comp-High Perf)	-Level 1 CPU Certified -Level 2 IPF Certified -Coaching in Canada -Modelling Healthy Relationships -NCCP Creating a Positive Sport Environment	-Level 2 CPU Trained	-Level 2 CPU Certified	-Level 3 CPU Trained -Level 1 IPF Certified
National Team Assistant Coach (Comp-High Perf)	-Level 1 CPU Certified -NCCP Coach Initiation in Sport -Coaching in Canada -Modelling Healthy Relationships -NCCP Creating a Positive Sport Environment	-Level 2 CPU Trained	-Level 2 CPU Certified	-Level 3 CPU Trained
National Team Intern Coach (Comp-High Perf)	-NCCP Understanding the Rule of Two -NCCP Coach Initiation in Sport -Coaching in Canada	-Level 1 CPU Certified -Modelling Healthy Relationships -NCCP Creating a Positive Sport Environment	-Level 2 CPU Trained	-Level 2 CPU Certified
Provincial Team Head Coach (Comp-Dev)	-Level 1 CPU Trained -NCCP Making Ethical Decisions	-Level 1 CPU Certified	-Level 2 CPU Trained	-Level 2 CPU Certified
Provincial Team Assistant Coach (Comp-Dev)	none	-Level 1 CPU Trained -NCCP Making Ethical Decisions	-Level 1 CPU Certified	-Level 2 CPU Trained
Provincial Team Intern Coach (Comp-Dev)	none	none	-Level 1 CPU Trained -NCCP Making Ethical Decisions	-Level 1 CPU Certified
Local up to Provincial Championship Head Coach (Comp-Intro)	none	none	-Level 1 CPU Trained -NCCP Making Ethical Decisions	-Level 1 CPU Certified
Local up to Provincial Championship Assistant Coach (Comp-Intro)	none	none	none	-Level 1 CPU Trained -NCCP Making Ethical Decisions



# Our Systems

## Officiating



Currently

### ***CPU REFEREE NUMBERS***

PROVINCE	INTERNATIONAL	NATIONAL	PROVINCIAL
<i>BRITISH COLUMBIA</i>	3	5	23
<i>ALBERTA</i>	3	6	24
<i>SASKATCHEWAN</i>	0	7	12
<i>MANITOBA</i>	2	6	11
<i>ONTARIO</i>	6	6	34
<i>QUEBEC</i>	2	10	14
<i>NEW BRUNSWICK</i>	0	3	10
<i>NOVA SCOTIA</i>	1	7	11
<i>PEI</i>	3	2	5
<i>NEWFOUNDLAND</i>	2	10	18
<b>TOTALS</b>	22	62	162

There are 137 male Referees (56%) with 109 female Referees (44%) for a total pool of CPU officials of 246.

### **Strengths of the CPU Officiating Group:**

The CPU has many officials who have been involved in the sport for 10 or more years. This group has a wealth of experience and knowledge to share however, it is an aging population and this knowledge will be lost within the next 5 - 10 years.

Present recruitment of officials has seen a marked growth in younger officials with more women now participating and rising to the top ranks both Nationally and Internationally.

Testing program for new Referees is online and easy to access. This has helped with recruitment and knowledge distribution of the rules of the sport. The Practical portion of the testing is conducted only at the Regional and National level competitions.

## Our System: Officiating, continued

### National Competitions

The CPU holds four meets during each competitive year. The CPU Nationals is the largest event usually conducted over 7 days.

There are three Regional events: Easterns, Centrals and Westerns. Each can vary in size from year to year. However, these Regional competitions are 3 - 4 days long.

Below is a chart to indicate the number of officials needed per day to efficiently run a competition.

Chart A

	# Flights Per Session	# Sessions Per Day	# Lifters Per Session	Referees Needed Per Day	Jury Needed Per Day	TC Needed Per Day	Total Referees Required
1 Platform	2	3	28	9	9	3	21
2 Platforms	4	3	56	18	18	6	42
Cost PL 1 \$75/Session			84 Lifters Per Day	\$675	\$675	\$225	\$1575 Per Day
Cost PL 2 \$75/Session			168 Lifters Per Day	\$1350	\$1350	\$450	\$3150 Per Day
Cost PL 1 \$100/Session				\$900	\$900	\$300	\$2100 Per Day
Cost PL 2 \$100/Session				\$1800	\$1800	\$600	\$4200 Per Day



## *Our System: Officiating, continued*



Transportation may cost on average \$700 Round trip anywhere in Canada.

Minimum 5 night stay at \$175/night = \$875 for accommodations and the requisite amount for meals on the road.

Five days at \$100/day for food = \$500.

The rough total for a single Referee to attend a CPU Regional or CPU National event could be  $\$700 + \$875 + \$500 = \$2075$ .

Using Chart A as a reference, a competition with 500 competitors run on a single platform (6 days required) would cost \$9450 in Session money for the Referees.



This does not include travel or lodging for these individuals. Most of our officials take personal leave or holidays to be present at these events.

Other officials who would be required for each session include:

a minimum of two to run the score table for each platform, and a speaker. To run the competition efficiently these positions are best filled with qualified Referees.



## ***Our System: Officiating, continued***

### **International Competitions**

At the present time the CPU is at or near capacity for International Referees. The explanation for this is predominately financial. Each International Referee is obligated to officiate at two International and two CPU (National/Regional) events over the four year Olympic cycle (present cycle began in 2024). The financial aspect is relevant for the majority of the IPF World Championships which often take place abroad with few opportunities in North America or the Western hemisphere. Travel costs and accommodations are predominately financed by the individual with a stipend from the CPU.

There are 7 (seven) International competitions that the CPU has an obligation to send officials to.

- World Classic & Equipped Bench Press Championship
- World Classic Open Powerlifting Championships
- NAPF North American Regional Powerlifting Championships
- World Classic & Equipped Sub-Junior & Junior Powerlifting Championships
- World Classic & Equipped Masters Powerlifting Championships
- NAPF North American Regional Bench Press Championships
- World Open Equipped Powerlifting Championships
- University Cup/FISU World Championships Powerlifting

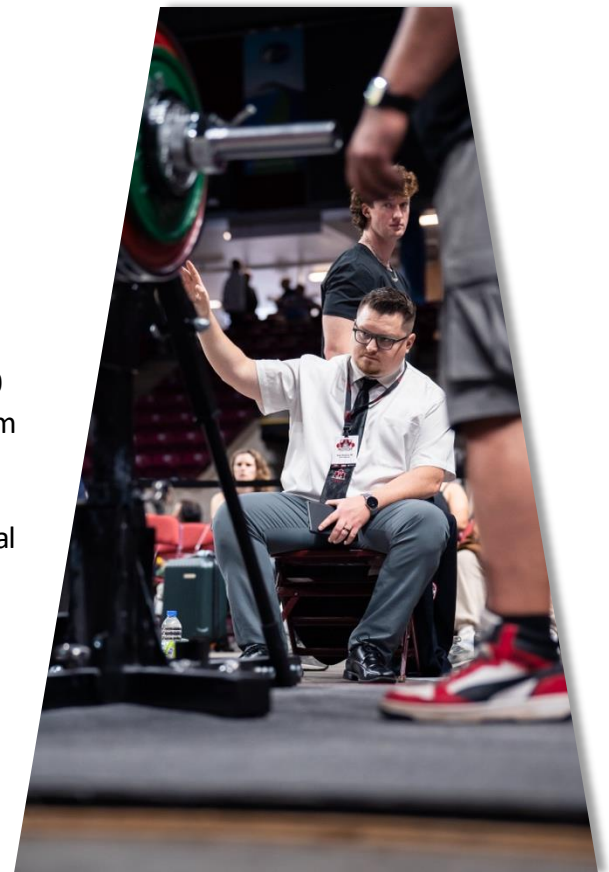
In addition, every second year we send a team to Commonwealth Championships and we often send lifters to the World Games and SBD Sheffield - Classic Powerlifting, which are invitational events.

In 2025 these competitions will be located in Norway, Germany, Cayman Islands, Costa Rica, South Africa, Panama and Romania.

A search of the travel websites yielded an average cost of \$1700.00 airfare for the seven events. This is for one traveller, round trip from a central location in Canada.

Rooms are usually around \$200/night or more at these international events. Minimum of 5 nights is \$1000.00.

Food for a week (every meal at a restaurant) \$700 - \$1000.  
Total cost to fund the expenses of each official we are required to send: \$3500 - \$4500



## Our System: Officiating, continued

### Pathways

Canadian Powerlifting Referees can be found at all levels of competition and there are multiple levels of officiating certification. In addition to the experience qualifications listed below, all levels require a written and practical examination, and all are overseen by higher level officials.

1. Provincial Referee (1-2 years lifting experience minimum)
2. National Referee (minimum 2 years as provincial referee, minimum)
3. IPF Cat II Referee (minimum 2 years as National Referee and at least 2 National Championships)
4. IPF Cat I referee (minimum of 4 years as a Cat II Referee and 4 International Championships)

Officials must progress through the levels in sequence and fulfill the requirements for each level before moving on to the next.



### Outcomes

- Continued uptraining along the Officiating Pathway will give more referees at all levels
- Funding referee expenses will encourage greater participation and will also assist marginalized groups in following the pathway to the highest levels. Money will not be a determining factor of one's ability to give back to the sport.
- Training and promotion of knowledge of Equipped Lifting within the officiating pool will increase the skill of officials at all level and promote the grow of this branch of powerlifting
- Training all current and future National level CPU Referees to schedule Flights and Sessions and instructing them in the operation of various scoring programs will provide greater numbers of people at meets with this information, reducing strain on other volunteers.
- Ensuring that all CPU Referees have a working knowledge of how to run a powerlifting meet without electronic scoring systems will enable meets to occur in locations with minimal wifi, cell service and technological opportunity. It will allow for expansion into rural areas.

# Our Systems

## Fundraising



### Desired State

The CPU maintains a healthy variety of sponsors at varying levels of sponsorship and maintains an excellent relationship with them. Sponsorship increases from \$8800 per year to \$30 000 per year.

The Canadian Powerlifting Union's services and programs are appealing to sponsors.

Ongoing high-quality submissions/applications/reports are presented on time to funding partners.

Sponsorship packages are clear, detailed, up-to-date and provide information that is appealing and relevant to potential sponsors.

Sponsors are featured (on social media, in print media, at events) and thanked in accordance with clear sponsorship guidelines and contracts.



### Outcomes

The CPU will solicit and use donations to support athletes travelling to world level events. Donations will cover athlete event fees, required uniforms, and will go directly to covering these costs for athletes confirmed to be travelling to events.

Currently we send about 130-150 athletes per year to various competitions to represent Team Canada. Typically registration fees are \$275 and tracksuits are \$250. Platform attire can cost as much as \$250, with a primary sponsor already offering an in-kind sponsorship to our teams for this cost.

All money raised will go directly to athletes with excess amounts going into a reserve fund for future events and continued support.

The CPU will recruit new major sponsors to assist in defraying costs associated with Nationals, Regionals, and other CPU initiatives.

The CPU will demonstrate its appreciation for existing and new sponsors regularly in accordance with the CPU Fundraising and Donations Policy.

For the Association:

The CPU will complete and publish its Fundraising and Donations policy by the end of 2025.

The CPU will assess and realign its Donor Tiers and criteria. These will be clear, proportionate and will demonstrate the reciprocal value of both the donor and the CPU. Clear expectations for all

# Our Culture

## Disabilities Integration



### ParaPowerlifting

ParaPowerlifting and powerlifting share many features. Both involve bars. Both involve heavy weights. Both involve some pretty amazing people. They also have some distinct differences that require accommodation. ParaPowerlifting and Powerlifting do not use the same competition bars and racks, for instance. They have different weight classes. They require different officials. Integrating them is not simply a matter of using a different bench; it requires coordination and resources.

The CPU is committed to building ParaPowerlifting in Canada through supporting the endeavours of ParaPowerlifting Canada Association, an affiliate organization of the CPU that focusses on parapowerlifting. At present, the focus of this partnership is to create opportunities for athletes to compete in the sport, a framework in which they can grow, and to provide equipment that can be used.

Para Powerlifting Canada Association (PPCA) will act as the Paralympic pathway delivery organization working under the umbrella of Canadian Powerlifting Union (CPU) as the National Sport Organization.

PPCA will provide the non-profit governance structure for Para (Paralympic) Powerlifting and will include the provision of both athlete and coach/instructional pathways, adaptive equipment sourcing, coordination of training facilities, and the hosting of sanctioned competition events in Canada.



## ***Our Culture: Disabilities Integration Continued***



### **ParaPowerlifting**

The organization will work with key partners including CPU as the NSO, Sport (Heritage) Canada, the Canadian Paralympic Committee, Own the Podium, and World Para Powerlifting (International Paralympic Committee), all key collaborators for the establishment of a formalized Canadian program.

The program is open to participants with various adaptive needs (disabilities) and will grow to include all provincial/territorial bodies that demonstrate the interest in establishing provincial oversight that allow for club programs to develop in the newly established Para Powerlifting structure.

Under the Statement of collaboration between CPU and PPCA, PPCA will act as the delivery body that will service the nationwide opportunities provided to participate in the sport of Para Powerlifting as a regulated form of physical activity, organized in a competitive format and structure, sanctioned by the CPC and WPPO/IPC as the recognized governing bodies for the sport, at both the national or international/world level.

PPCA will provide the necessary athlete and coach pathways, as well as the linkage to technical officials and classification training and certification that allow for the delivery of a competition structure with the onsite presence of officials sanctioned by the sport governing body to apply the rules objectively, fairly and consistently for the purpose of determining a winner at all event levels of para powerlifting.

The principal activities of PPCA include completion of the formal governance structure, establishment of a membership-based para program structure under Canadian Powerlifting Union as the NSO, delivery of a 2025-26 Para Powerlifting Canada Association strategic and operational plan that includes the development of athlete, coaching, and technical official pathways, the creation of a national competition structure, and the development of a 2028 quadrennial plan. PPCA is committed to diversity, equity, inclusivity, and accessibility, and is engaging various underrepresented groups across Canada in expanding the reach of para powerlifting.

Grass roots level information on joining the sport and competitions will be made available to potential registrants through both PPCA and the CPU.

PSOs of the CPU will be provided with information on how to include parapowerlifting in provincial level events and how to encourage grass roots lifters at local meets.



# Our Culture

## Disabilities Integration



### Special Olympics

Every athlete aims in lifting more weights than the opponent using specific moves. In Special Olympics Powerlifting is much more than deadlift, squat or bench press. It is effort, persistence and loyalty. Training, determination and attitude, are the key facts that define the balance between a successful or a failed attempt. The barbell, despite testing the physical strength, is also highlighting the athlete's inner wish to improve, "not to make compromises."

The International Powerlifting Federation, which is the international governing body for the sport of powerlifting, has been supporting Special Olympics lifters for years. In April 2013, the IPF and Special Olympics agreed to work together to grow the sport worldwide for people with intellectual disabilities. For example, Special Olympics athletes competed during the 2024 Women's and Men's World Equipped Powerlifting Championships in Iceland.

The CPU welcomes Special Olympic Athletes at all levels of competition.

The CPU will implement guidelines for Special Olympians in CPU powerlifting meets that align with the guidelines of Special Olympics Canada and the IPF. These guidelines are to assist coaches and officials as well as the athletes themselves.

The CPU will clarify weigh in procedures for Special Olympic Athletes.

The CPU will clarify options for competition for Special Olympic Athletes (raw vs equipped, 3 lift vs push-pull) and the safety requirements for each.

# Our Culture

## Safe Sport & Anti-Doping



### Desired State

The Canadian Powerlifting Union's system has zero tolerance for maltreatment (abuse, harassment, discrimination), doping, and wrongdoing in sport.

The CPU is permeated by and embodies a culture of respect and fair play.



### Outcomes

- The CPU will be a signatory to UCCMS
- The CPU will be a signatory to CCES SafeSport
- The CPU will maintain its status as WADA compliant via the CADP and CCES programs.
- The CPU will enforce required anti-doping and SafeSport education via CCES
- The CPU will require additional safety education for coaches, officials and administrators via NCCP and CCES modules
- By 2029, the CPU will be tested in accordance with CCES requirements
- By 2029, all registrants of the CPU will be required to complete and update SafeSport and anti-doping modules.

# Our Culture

## Governance



### Desired State

The Canadian Powerlifting Union and its members (PSOs) adhere to transparent governance and best business practices to develop and protect the integrity of powerlifting in Canada. Athletes feel comfortable speaking out on governance and sport-related issues and approaching the CPU or provincial associations with concerns. Athletes have a respected chair at the table.



### Outcomes

- The Canadian Powerlifting Union communicates regularly and clearly with provincial associations who in turn communicate regularly and clearly with provincial registrants. Updates are provided quarterly and may take the form of meetings or emails.
- National team athletes are represented on key committees and working groups.

## Strategic Planning



### Desired State

The Canadian Powerlifting Union and its stakeholders transparently map and manifest the long-term visions of the CPU, including outlining adequate objectives that are supported by actionable steps.



### Outcomes

- Policies and programs are collaboratively developed with concerned members, participants, and stakeholders.
- Policies are reviewed as required and updates dated.
- The Operational plan is developed annually in collaboration to implement Strategic Plan.
- Strategic plan development is an ongoing process, and the current plan is revisited consistently throughout its usage with an eye to developing the next plan.

# Our Culture

## Communication



### Desired State

The Canadian Powerlifting Union is transparent in its communication to its members and stakeholders. Decision making is guided by best practices in sport governance and CPU policies. Decisions are clearly related to the Operational and Strategic Plans providing transparency.



### Outcomes

- Transparent communication with PSOs is ensured by appropriate channels.
- Communication of significant information with registrants is achieved through a multifaceted approach, involving:
  - Networking through PSOs
  - Email
  - Social Media
  - Uptraining to Coaches and Officials
  - website
- CPU will increase its social media following by 2029 to these numbers:
  - Instagram
  - YouTube
  - Facebook
- The CPU will overhaul its website and scour for outdated information, updating where necessary
- All governance documents will be uploaded in PDF format and made easily findable

# Our Culture

## Alignment



### Desired State

The Canadian Powerlifting Union works collaboratively with its national and international partners.

The Canadian Powerlifting Union works to maintain policies, procedures, and bylaws that are best practices for sport governance, modifying and improving its structures as needed.

PSOs support the Canadian Powerlifting Union representatives at national and international levels.

The Canadian Powerlifting Union communicates with PSOs regularly to help all parties align all levels of powerlifting administration in Canada.



### Outcomes

- By December 2025, the CPU has worked with provinces to align provincial and national programs and services in such a streamlined fashion as to better serve participants.
- By 2029, the Canadian Powerlifting Union is strategically represented at national and international level.
- The Canadian Powerlifting Union demonstrates leadership by participating at Canadian partners' sessions, congresses, and other events.
- The Canadian Powerlifting Union contributes committee members, administration volunteers and leaders to Regional and International Federations
- The Canadian Powerlifting Union optimally aligns its programs and services to obtain a maximum contribution from funding partners, sponsors, registrants, and individuals..

## Our Culture

### Funding Partners



#### Desired State

The CPU's governance, policies, programming and culture are in alignment with Sport Canada's requirements and guidelines.

The CPU regularly updates its governance to maintain this alignment.

This alignment is clearly communicated to participants and is a part of the culture of responsible governance in a safe sport that creates opportunity for all.



#### Outcomes

Submit Sport Canada application for fiscal year 2025.

Revise documents as required by Sport Canada to align with SSP requirements.

Continue to evolve material required throughout 2025.

Submit Sport Canada application 2026.

Achieve Sport Canada recognition and coverage for CCES fees, both Anti-Doping and SafeSport.

## Definitions

**Active for Life** is a movement within the Sport for Life framework in which Canadians become active for life by developing physical literacy. Along with physical literacy and sports excellence, Active for Life is one of CS4L's three key outcomes. This stage can be entered at any age (after the onset of the growth spurt), beginning with developing physical literacy in infancy, and evolves to being Competitive for Life, Fit for Life and/or Sport and Physical Activity Leaders through all phases of adulthood.

**Athlete Development Matrix (ADM)** is a curriculum that needs to be covered to be successful in the sport. It describes aspects for the athlete's development in the areas of physical capacities, technical skills, psychological skills, and life skills.

**Canadian Paralympic Committee (CPC)** is the federal partner designated to represent the Paralympic movement in Canada and authorizes and supports Paralympic teams and athletes.

**Club** means a club registered as such with their respective PTSO delivering powerlifting instruction and support.

**Coach** means a registered and certified instructor trained to guide the development of Powerlifting (certified in the CPU Coaching System with National Coaching Certification Program modules as applicable).

**Coaching Association of Canada (CAC)** is the regulatory body overseeing the training and certification of coaches in Canada through several vehicles including the National Coaching Certification Program (NCCP).

**CPU** means the Canadian Powerlifting Union, the governing body of Powerlifting in Canada.

**High Performance** is a designation for an athlete, program or coach that is predominantly focused on IPF Senior, Junior, Sub-Junior and Masters events reflected in the IPF schedule.

**International Competition** means a Competition held under the jurisdiction of the IPF or NSO member of the IPF, inside or outside of Canada.

**IPF** is the acronym for International Powerlifting Federation – the governing body for Powerlifting internationally.

**Long-Term Athlete Development (LTAD)** is a multi-stage training, competition and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. LTAD is athlete centred, coach driven and administration, sports science and sponsor supported. Sequential stages in the LTAD pathway provide developmentally appropriate programs for all ages to increase participation and optimize performance. Key to LTAD is a holistic approach that considers mental, cognitive, and emotional development in addition to physical development, so each athlete develops as a complete person. Based on CS4L principles, LTAD, in a sport-specific context, promotes system alignment and integration between sports club, provincial/ territorial and national sports organization.

The seven stages of LTAD include:

1. Active Start
2. FUNdamentals
3. Learn to Train
4. Train to Train
5. Train to Compete
6. Train to Win
7. Active for Life\*

\*Active For Life stage also includes all judoka in their teenage and early adulthood years who choose to participate in the sport for reasons different than pursuing performance at the world stage.

**National Sport Organisation (NSO)** means the National Sports Organization responsible for specific sport in Canada. (i.e. Judo Canada)

**Pathway** refers to a series of defined steps in a development program designed for participants in the sport leading from entry level to proficiency. (e.g. Performance pathway is for podium bound athletes that are aspiring to Olympic and Paralympic and major games performances.)

**Policies** is a set of strategies, guidelines or rules that define the conduct of the organization.

**Provincial/Territorial Sport Association (PTSO)** means a Provincial Member in good standing of the CPU.



**Physical Literacy** means having the fundamental movement skills, fundamental sports skills and motivation that enable an individual to read their environment and make appropriate decisions while moving confidently and with control in a wide range of physical activities in both indoor and outdoor environments.

**Registrant of the CPU** means a person duly registered and in good standing with the CPU who has paid applicable fees and is in compliance with CPU rules and policies.

**Referees** means an individual certified provincially, nationally, or internationally to adjudicate the rules of Powerlifting and to ensure that a Powerlifting Competition meets the required rules, standards of safety and fairness.

**Volunteering** is an exchange between the organization and the volunteer. The needs of both must be met for the relationship to satisfying and effectively maintained. The tasks must provide an opportunity to meet both the social and intellectual needs and/or learn or display competency of the volunteer to maximize their personal ROI.

**Powerlifter:** An athlete participating in the sport of powerlifting including all genders, ages, ethnicity, and physical abilities.

**Sport Integrity:** is in reference to upholding the values of high performance sport to counter threats such as doping, match manipulation, poor governance, violence, abuse and harassment (all forms – sexual, racial, gender, etc.), and provides support and encouragement to Canadian leaders that are internationally influencing the promotion of positive values, anti-doping and ethics in sport at the international level.

# STRATEGIC PLAN 2025-2029

[www.powerlifting.ca](http://www.powerlifting.ca)

