



THE STRENGTH
FORTRESS
MISSION STATEMENT AND CORE VALUES
PASSION FOR POWERLIFTING

The Strength Fortress is committed to providing the best training environment possible to give our members every opportunity to progress, perform and achieve their strength goals in a fun and supportive environment.

We recognise that training is as much as about our own emotional, spiritual, social and mental development as it is about our physical development and we aim to use Strength and Powerlifting training as a means of helping our members grow and develop as people both in and outside of the gym.

Our approach is guided by our Core Values, the 7 P's, which steer our vision.

Passion – We have a genuine love for and excitement around what we do. We aim to instil this love and passion in our members and show them that we are guided by genuine care and love for strength training and the sport of powerlifting.

Personal Bests – We aim to teach our members that our own personal journey is the most important part our training experience. *Personal* bests are as valuable and treasured as records and championships. We are all united as powerlifters by one common denominator: our quest for the next PB.

Positivity – No matter the circumstance, no matter the adversity, no matter the hurdle, remain positive and rid your mind of “can’t”.

Perseverance – Strength training quickly teaches you that progress is not linear. It is not smooth sailing and there will be lulls, setbacks and periods of regression. Regardless, edge forward towards your goals as best as you can, in whatever way you can. Do not be discouraged. Be proud and valiant in your endeavours and, no matter where you stand, put your best foot forward.

Purpose – Why do you do what you do? What is your “why”? We want to instil in our members that there are reasons beyond the gym that we lift weights. Strength training serves a different purpose for different people within their lives. We want you to know what training does for you, in your life.

People – Never forget that it’s the people in our community that are more precious and important than anything else. Be kind, appreciative and generous to those around you and expect it back.

Perspective – While extraordinarily important to us, training and powerlifting is a hobby that has little to no major implications or consequences outside of the gym. Missed lifts, near trophies and lost records are never as catastrophic as they feel they are at the time. We aim to teach our members to always re-evaluate their purpose and keep their training in perspective relative to the other aspects in their lives; family, career and otherwise.