



UNITED WORLD
WRESTLING

STRATEGY 2026-2032



FUTURE READY TOGETHER

Dear Members,

Following the review of the IOC's Fit for the Future initiative, UWW conducted a survey among all of you to identify the key areas that should be addressed, reviewed, and implemented during the next Olympic cycle, leading up to the Brisbane 2032 Olympic Games.

The feedback received through this process has helped identify several key priorities that will shape UWW's strategic direction and activities over the coming years. These areas are essential to strengthening the development, visibility, sustainability, and global positioning of wrestling and ensuring that our sport continues to evolve in line with the expectations of the Olympic Movement.

Based on the results of the survey, six key areas of focus have been identified for the next Olympic cycle: youth and school engagement, women in wrestling, associated styles, education, marketing and commercial and finally governance and sustainability.

I look forward to working with you and for you for to the growth and development of our beloved sport.

Yours,

Nenad Lalovic

UWW President
IOC Member



FUTURE READY TOGETHER

01 YOUTH & SCHOOLS ENGAGEMENT

02 WOMEN IN WRESTLING

03 ASSOCIATED STYLES

04 EDUCATION

05 MARKETING & COMMERCIAL

06 GOVERNANCE & SUSTAINABILITY



01

ELEVATE & INSPIRE YOUTH & SCHOOLS ENGAGEMENT

OBJECTIVES:



GROWING PARTICIPATION
& IMPROVING RETENTION



CONNECT THE YOUTH SCHOOL,
UNIVERSITY TO WRESTLING



ENHANCE YOUTH, SCHOOL
& UNIVERSITY COMPETITIONS



01

ELEVATE & INSPIRE YOUTH & SCHOOLS ENGAGEMENT

OBJECTIVES:

Strengthening our connection with young people and schools, encouraging participation at an early age, and creating pathways for future generations of wrestlers, coaches, officials, and leaders.



02

ENHANCE & EMPOWER WOMEN IN WRESTLING

OBJECTIVES:



ADVANCING &
GREATER INCLUSION



EXPAND INCLUSIVITY ON THE
SPORTING LEVEL FROM GRASSROOT UP



EXPAND INCLUSIVITY ON THE
ORGANISATIONAL LEVEL



02

ENHANCE & EMPOWER WOMEN IN WRESTLING

OBJECTIVES:

Further promoting and developing women's participation across all areas of wrestling, both on and off the mat, from athletes and referees to coaches, technical officials, administrators, and leadership roles while ensuring greater opportunities, visibility, and representation.

Pursuing the initiatives in collaboration with Olympic Solidarity, ASGEC, ASOIF Gender Equality Commission and various partners helping us shape and promote the female representation.



03

NEXT CHAPTER **ASSOCIATED STYLES**

OBJECTIVES:



PURSUING THE
DEVELOPMENT



BEACH, AMATEUR MMA,
GRAPPLING



CREATE SYNERGY &
WIN-WIN RESULTS



NEXT CHAPTER

ASSOCIATED STYLES

OBJECTIVES:

The future of Grappling (GP) and Amateur MMA (AMMA) is to create a unified global pathway under UWW, where athletes can progress from grassroots participation to elite international competition within a safe, structured, and recognized system.

The focus will be on expanding participation through national federations, strengthening governance, and implementing consistent standards for coaching, officiating, athlete welfare, and event delivery.



NEXT CHAPTER **ASSOCIATED STYLES**

OBJECTIVES:

Digital platforms, education programs, and modern fan engagement will support growth, making GP and AMMA more accessible, visible, and connected worldwide.

Ultimately, GP and AMMA will become sustainable, commercially attractive, and internationally respected sports that combine athlete development, federation empowerment, and long-term global growth.



04 EMBRACE & FOSTER EDUCATION

OBJECTIVES:



STRENGTHENING DIGITAL
TRANSFORMATION



EXPANDING CONTENT &
EDUCATION COURSES



FOSTER A
DIGITAL CULTURE



04 EMBRACE & FOSTER EDUCATION

OBJECTIVES:

Investing in education and capacity building for athletes, coaches, referees, administrators, and other stakeholders to ensure the continued professional development of our wrestling community.



05

EXPANSION & ADDED VALUE **MARKETING & COMMERCIAL**

OBJECTIVES:



CLARIFY
THE IMAGE GAP



REVAMP
THE IMAGE



REINFORCE & MULTIPLY
THE MESSAGE



05

EXPANSION & ADDED VALUE **MARKETING & COMMERCIAL**

OBJECTIVES:

Increasing the visibility, attractiveness, and commercial value of wrestling through stronger communication, branding, partnerships, digital engagement, and new commercial opportunities.



06

ENHANCE & EMPOWER GOVERNANCE & SUSTAINABILITY

OBJECTIVES:



GREATER ASSISTANCE TO NATIONAL FEDERATIONS
FOR THEIR GOVERNANCE AND SUSTAINABILITY



COMPREHENSIVE &
TANGIBLE OUTCOMES



TAILOR-MADE APPROACH BASED
ON THE NEEDS & REALITIES OF EACH



06

ENHANCE & EMPOWER GOVERNANCE & SUSTAINABILITY

OBJECTIVES:

Strengthening governance structures, transparency, accountability, and long-term sustainability across the wrestling community, while ensuring that UWW and its stakeholders are prepared to meet the challenges and opportunities of the future.



FUTURE READY TOGETHER!

STAY INFORMED:
UWW.ORG/ORGANISATION/STRATEGY

WRITE TO:
STRATEGY@UWW.ORG



UNITED WORLD
WRESTLING

