JUDO AUSTRALIA

STRATEGIC PLAN

2019-2022

OUR VISION

To have more people positively engaging with Judo, in more places, more often – for life!

OUR PURPOSE

For the Australian Judo community to work collaboratively to get more Australians engaging with Judo in meaningful and positive ways. We will provide more opportunities, for more people, to take part more often and to stay involved with Judo as social or competitive players and as coaches, officials, supporters or volunteers.

OUR VALUES

Courage – To face difficulties with bravery
Sincerity – Thinking and acting without falsehood
Honour – To do what is right
Modesty – To be without ego in your thoughts and actions
Friendship – To be a good companion and friend
Self-Control – To be in control of your emotions
Respect – To appreciate others and their differences
Politeness – To be polite to others always

OUR PEOPLE

The future strength of our sport lies in our people - players, parents, coaches, officials, staff, volunteers, supporters and other friends of Judo.

OUR STRATEGIC PILLARS

PROFILE

We will enhance the Judo brand and build a sustainable national sports business

PARTICIPATION

We will make Judo more accessible, relevant and rewarding for all Australians

PERFORMANCE

We will deliver national athletes and teams that inspire and excite Australia

JUDO AUSTRALIA

STRATEGIC PILLAR 1

Profile

Priority Area 1.1: Enhancing the Judo Brand

- The Judo Australia brand is a unified, united, relevant and purposeful brand
- Effective engagement with members and the broader public

Priority Area 1.2: Building a Sustainable National Sports Business

- Increased and diversified revenue
- Delivery of sustainable and valued events

STRATEGIC PILLAR 2

Participation

Priority Area 2.1: More People Participating in Judo

- The implementation of a high quality, contemporary, national membership platform that supports high quality consumer engagement and detailed reporting across the sport
- Growth in school based Judo participation
- An increase in the number of Australians participating in Judo as members
- Increased member retention

Priority Area 2.2: Attracting, Supporting and Rewarding the Judo Workforce

- More skilled, supported and rewarded Judo coaches and referees operating at all levels of the sport
- Enhanced support and resourcing designed to increase the capability and capacity of clubs nationally

STRATEGIC PILLAR 3

Performance

Priority Area 3.1: A Pipeline of Athletes with World Class Potential

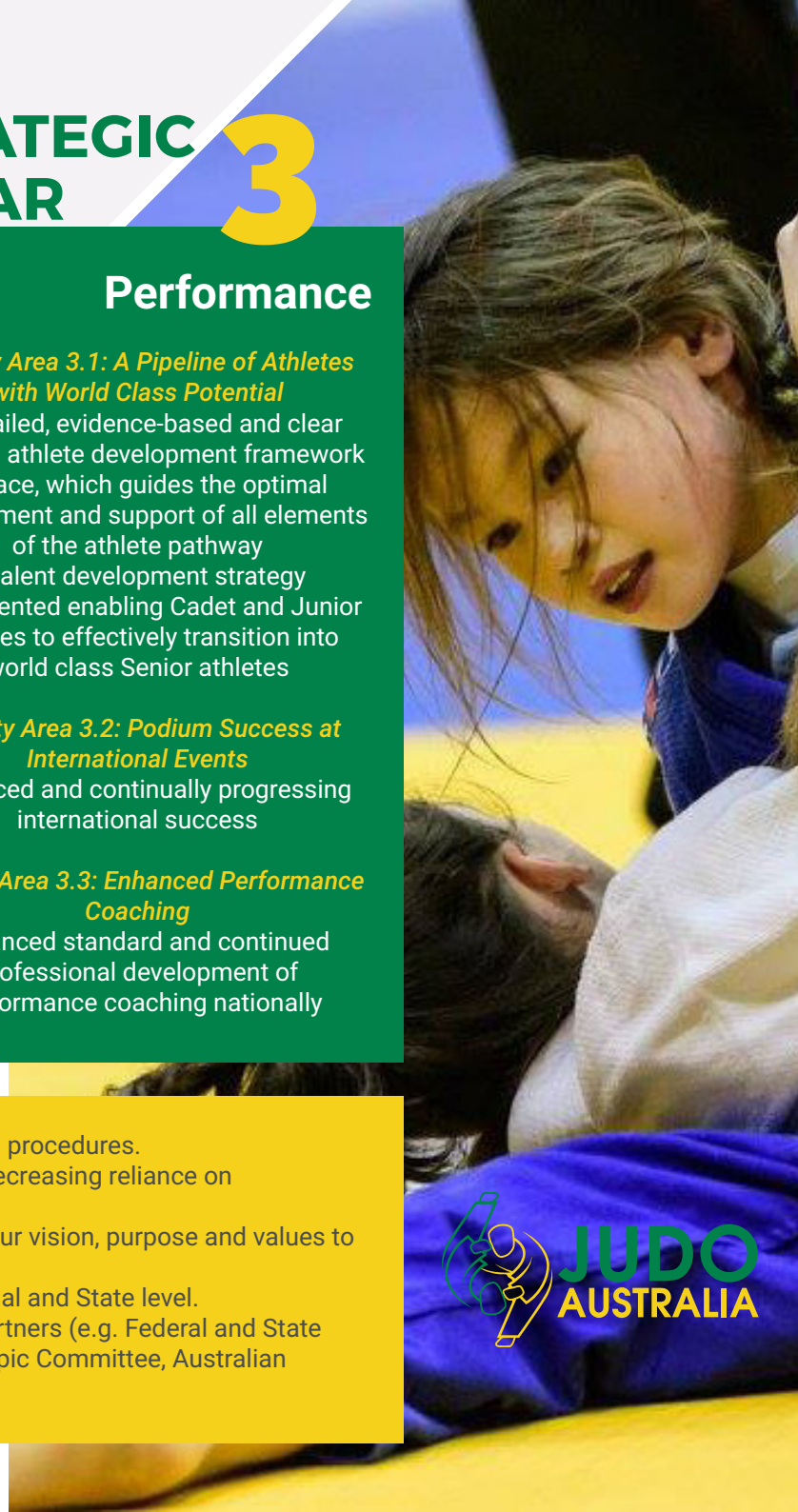
- A detailed, evidence-based and clear national athlete development framework in place, which guides the optimal development and support of all elements of the athlete pathway
- A talent development strategy implemented enabling Cadet and Junior athletes to effectively transition into world class Senior athletes

Priority Area 3.2: Podium Success at International Events

- Enhanced and continually progressing international success

Priority Area 3.3: Enhanced Performance Coaching

- Enhanced standard and continued professional development of performance coaching nationally



Enablers

GOVERNANCE – Contemporary best practice governance structures, policies and procedures.
SUSTAINABILITY – A sustainable financial model, with increasing revenue and decreasing reliance on government funding.
LEADERSHIP & CULTURE: Sector leading national leadership, effectively driving our vision, purpose and values to continue to progress Judo into the future as a fair, safe and inclusive sport for all.
COLLABORATIVE MANAGEMENT - Aligned strategy and behaviours at the National and State level.
ADVOCACY: Enhanced positioning of Judo with key national and international partners (e.g. Federal and State Governments, Continental Unions, International Judo Federation, Australian Olympic Committee, Australian Paralympic Committee and Commonwealth Games Australia).

JUDO AUSTRALIA

STRATEGIC PILLAR 1

Priority Area 1.1 – Enhancing the Judo Brand

OBJECTIVES	SUCCESS INDICATORS
The Judo Australia brand is a unified, united, relevant and purposeful brand	• Increased percentage of Judo members who recognise Judo Australia as the peak governing body for the sport nationally and understand its key roles. • Increased percentage of Judo members who recognise their Member State Judo body as the peak governing body for the sport in their state/territory and understand its key roles. • Judo Australia and all Member States utilising consistent, effective and widely recognised branding by 2020.
Effective engagement with members and the broader public	• Improved digital, social media and mainstream media metrics annually. • The development and promotion of more cutting edge and engaging digital content.

Priority Area 1.2 – Building a Sustainable National Sports Business

OBJECTIVES	SUCCESS INDICATORS
Increased and diversified revenue	• Maintain, or increase, government revenue. • Non-government revenue to be >50% of Judo Australia total revenue by 2022.
Delivery of sustainable and valued events	• All Judo Australia managed events to deliver a neutral or positive commercial return. • An improved experience for all stakeholders at all Judo Australia managed events.

JUDO AUSTRALIA

STRATEGIC PILLAR 2

Participation

Priority Area 2.1 – More People Participating in Judo

OBJECTIVES	SUCCESS INDICATORS
The implementation of a high quality, contemporary, national membership platform that supports high quality consumer engagement and detailed reporting across the sport	• Judo Australia, all Member States and all affiliated clubs fully and effectively utilising a single national membership platform by 2020.
Growth in school based Judo participation	• Increased number of school aged members annually, in the club and school environments. • Admission to Sport Australia's Sporting Schools Program by 2020.
An increase in the number of Australians participating in Judo as members	• National membership growth of >2.5% annually. • Increasing total percentage ratio of female membership annually, reaching >40% by 2022.
Increased member retention	• Improved national member retention rates annually.

Priority Area 2.2 – Attracting, Supporting and Rewarding the Judo Workforce

OBJECTIVES	SUCCESS INDICATORS
More skilled, supported and rewarded Judo coaches and referees operating at all levels of the sport	• Increased number of coaches and referees becoming accredited annually. • Increased retention of active, accredited coaches and referees annually. • Increased progression of coaches and referees through the Judo Australia accreditation pathways annually.
Enhanced support and resourcing designed to increase the capability and capacity of clubs nationally	• Increased number of clubs completing the Sport Australia Club Health Check annually. • Improved Sport Australia Club Health Check results annually. • Increased progression of clubs through the Judo Australia Star Club Program.

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STRATEGIC PILLAR 3

JUDO AUSTRALIA

Performance

Priority Area 3.1 – A Pipeline of Athletes with World Class Potential

OBJECTIVES	SUCCESS INDICATORS
A detailed, evidence-based and clear national athlete development framework in place, which guides the optimal development and support of all elements of the athlete pathway	• More players competing at all levels of the athlete pathway. • Increased standard of competition at all levels of the athlete pathway.
A talent development strategy implemented enabling Cadet and Junior athletes to effectively transition into world class Senior athletes	• Implementation of national talent identification and development programs underpinning and supporting the high performance program. • Increased total number of athletes categorised as "potential emerging", "emerging" and "developing" athletes under the AIS Categorisation system. • Enhanced athlete progression through the AIS Categorisation system.

Priority Area 3.2 – Podium Success at International Events

OBJECTIVE	SUCCESS INDICATORS
Enhanced and continually progressing international success	• Establishment of state-based high performance hubs, high quality national camps and exposure to world-class international Judo environments. • Meet targets at identified IJF circuit events annually. • Meet benchmark event targets – 2019 World Championships; 2020 Olympic Games; 2021 World Championships; 2022 Commonwealth Games; and 2022 World Championships.

Priority Area 3.3 – Enhanced Performance Coaching

OBJECTIVE	SUCCESS INDICATORS
Enhanced standard and continued professional development of performance coaching nationally	• Implementation of a Performance Coach Accelerator Program designed to accelerate the development of outstanding performance coaches working with categorised and identified athletes. • Increased number of coaches supporting categorised and identified athletes nationally. • Increased number of athletes becoming categorised under the AIS Categorisation system.