

# Judo in Australia 2019-2022 Strategic Plan Overview



### 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, 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 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, all levels of government and other friends of Judo.*



### Our Priorities

- Profile** - We will build a more recognisable and reputable national sporting brand for Judo.*
- Participation** - We will make Judo more accessible, relevant and rewarding for all Australians.*
- Performance** - We will deliver international results and national teams that inspire and excite Australia.*



### Our Future

*Through renewed trust, cooperation, connection and commitment, we can and will achieve the future success and sustainability of Judo in Australia and deliver our vision – To have more people positively engaging with Judo, in more places, more often – for life!*

## Our Pillars



### Profile

#### •Building the Judo Brand

- The Judo brand is a unified, united, relevant and purposeful brand widely recognised in the Australian sport and recreation industry.
- Non-government revenue streams increasing year on year.
- Hosting of commercially viable National and International Judo events.
- Engaging and effective digital interaction with both our members and the Australian public.



### Participation

#### •More People Participating in Judo

- The creation, promotion and delivery of more relevant participation and competition products/opportunities for all members of the community to engage in our sport in meaningful and positive ways.
- Growth in school based Judo participation.
- An increase in the number of Australians participating in Judo as members.
- An increase in the percentage ratio of females in our membership.

#### •Attracting, Supporting and Rewarding the Judo Workforce

- More skilled, supported and rewarded Judo coaches and referees operating at all levels of the sport.
- The creation, promotion and delivery of more products and resources designed to support the effective operations of Judo Clubs.



### Performance

#### •Elite Athletes

- Effective programs developing world class athletes, enabling achievement of performance targets at benchmark events.
- Athletes provided with elite daily performance environments through the development of state-based performance hubs, national camps and exposure to world class international environments.

#### •Pathway Development

- A strategy implemented enabling Cadet and Junior athletes to effectively transition into world class Senior athletes.

#### •Performance Coaching

- Customised professional development for targeted coaches, including club coaches of prioritised athletes.

## Enablers

- **Governance** – Contemporary best practice governance structures, policies and procedures implemented.
- **Sustainability** – A sustainable financial model, with decreasing reliance on government funding.
- **Leadership**: Sector leading national leadership, effectively driving the culture and progress of Judo into the future.
- **Collaborative Management** - Aligned strategic plans at National and State levels implemented and contemporary digital technologies in place to benefit all layers of the sport.
- **Advocacy**: Enhanced positioning of Judo with key national and international partners (e.g. state and federal governments, Oceania Judo Union, International Judo Federation, Australian Olympic Committee and Commonwealth Games Australia).