Judo – A Sport for Life

JFA Strategic Plan 2015 - 2018

The JFA's mission is to develop Australian Judo at all levels by increasing elite performance, growing participation and enhancing Judo's profile.

Our Vision

To expand the sporting success of Australia and the mutual welfare and benefit of all Australians

On behalf of the JFA Board of Directors, I am pleased to present to members and stakeholders our Strategic Plan for 2015 -2018. As a new Board, we are excited by the direction we have agreed to take as an organisation and look forward to working collaboratively with our members.

Neville Sharpe
President - JFA

Our Values

Politeness

Courage

Sincerity

Honour

Modesty

Respect

Self-Control

Friendship

High Performance

To facilitate competitive performance at the highest international levels

Strategic Priorities	Actions	KPI
Alignment between National and State Bodies with a National Head Coach supporting and developing state coaches	▪ Agreed National Plan with clear priorities and measurable KPIs ▪ Development program for State coaches	▪ State Member plans which operationalise and deliver on National strategic priorities
Focus resources on youth	▪ Develop a national junior development framework that successfully transitions athletes to senior ranks ▪ Target junior development with a clearly defined talent and support program	▪ Maintain Australia's leading position on the Continental Championship medal tally ▪ 10% increase in medal and placing performances at IJF Continental Cups and World Cups across junior and senior events ▪ 10% increase in the number of Australian athletes in the Top 100 of both senior and junior World Ranking Lists
Set long term plan and clarify pathways	▪ Establish targets and a development plan that focuses on Tokyo 2020 Olympics ▪ Design an improved Pathways Program to identify and develop athletes with a view to sustaining highly competitive international performance	

We are very privileged to have the first Oceania Athlete inducted into the IJF Hall of Fame. Five-time Olympian Maria Pekli was inducted during the 2015 Senior World Championships. The JFA is fortunate to have Maria working as part of our High Performance team.

Our Australian Commonwealth Games teams have enjoyed much success over the years. We are looking forward to preparing a strong team for when Judo is reintroduced to the Commonwealth Games in Durban 2022.

Participation

To grow Judo through our clubs

Strategic Priorities	Actions	KPI
Increase the number of clubs nationally and develop the capacity and capability of clubs	▪ Develop a resource pack for new and existing clubs ▪ Support a development program for clubs	▪ 5% increase in JFA affiliated clubs ▪ 10% increase in accredited coaches
Target Schools	▪ Develop promotional programs emphasising the values of Judo ▪ In partnership with States organise demonstration events for pupils and teachers	▪ 10% increase in school aged JFA registered players
Increase value proposition of JFA affiliation and membership	▪ Provide complimentary annual registration for one or more club coaches ▪ Provide complementary entry to National Championships ▪ Initiate discussions with Kodokan and AJU to affiliate with JFA	▪ 10% increase in JFA registered players ▪ 5% increase in JFA affiliated clubs

Profile

To build the profile of Judo

Strategic Priorities	Actions	KPI
Clarify and articulate responsibilities for profile building at National and State levels	▪ Create a marketing/public relations officer ▪ Confirm a new board member - National and State boards to oversee marketing and public relations	▪ 10 profiles of Judo or Judo athletes per annum in national or major regional media
Increase digital presence	▪ Develop a digital communication and media strategy that profiles Judo for external audiences ▪ Develop an effective social media profile to promote Judo which includes high quality live streaming of major Australian competitions	▪ 10% increase in visits to JFA social media sites and website
Network with Schools	▪ Develop promotional programs emphasising the values of Judo ▪ In partnership with States organise demonstration events for pupils and teachers	▪ Increased awareness of Judo by teachers and in schools ▪ Delivery of in school demonstration events in each state and territory annually

Enablers

Strategic Priorities	Actions	KPI
Governance: align Leadership and Accountability with principles of best practice	▪ Implement recommendations of the Australian Sports Commission Governance Review ▪ Set and monitor performance goals of CEO ▪ Develop a comprehensive and regular set of reports around progress towards strategic objectives, including finance ▪ Oversee the effective distribution of JFA resources in support of delivering strategic outcomes	▪ Strategic Plan accepted and progress monitored ▪ Alignment of Member State planning and activities to national Strategic Plan
Finance: increased revenues and ongoing sustainability	▪ Maximise revenues from public funding sources ▪ Increase revenue from membership subscriptions ▪ Increase revenue through effective commercialisation ▪ Increase revenue from events	▪ Increase revenue by at least 8% per annum ▪ Effective management and utilisation of financial reserves to achieve strategic outcomes

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