

STRATEGIC PLAN 2016 - 2019

OUR VALUES

Following the legacy of the Founder of Taekwon-Do General Choi Hong Hi

VISION

Enriching lives through International Taekwon-Do

MISSION

Teaching valuable physical, ethical and social skills through International Taekwon-Do

Love for the Art

We spread the philosophy and the tenets (Courtesy, Integrity, Perseverance, Self-control, Indomitable Spirit) of Taekwon-Do throughout our communities, encouraging participation and valuing and supporting contribution

Excellence

We strive for excellence and quality in all we do

Inspiration

We instil pride, passion and a sense of achievement by encouraging people to realise their true potential

Collaboration

We embrace and share our ideas and expertise in an inclusive, collaborative and respectful manner

Accountability

We are responsible for our own actions and encourage integrity and transparency at all levels

Our strategic focus areas are encouraging leadership through:



OUR PERSONNEL

Masters, Instructors, Umpires, Volunteers, and Staff

Attract and retain the staff and volunteer base that are the cornerstone of effective and sustainable delivery

Strengthened capability of providers to deliver

Establish clear development pathways for Instructors and Umpires

Celebrate the success, achievements and contribution in all aspects of Taekwon-Do

Recruit and develop key roles and volunteers in the organisation

Develop leadership capability of people through training and relevant opportunities



OUR ART AND SPORT

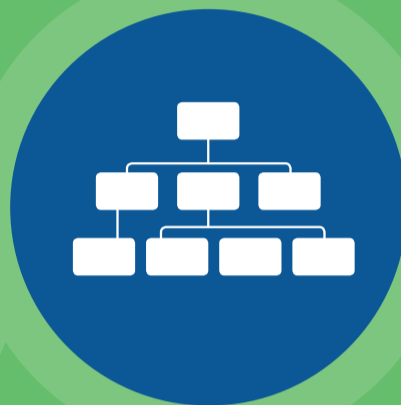
Advisory Panel, Advisor Groups, Competitions, Participation, Members, High Performance, Equipment

Pathways that enable individuals to enjoy and achieve in Taekwon-Do

Coherent pathways and age-appropriate skills development from day one to high performance

Improved number, variety and quality of opportunities available for the wider community to participate in

Ensure delivery of Taekwon-Do is of the highest standard and compliance with regulatory requirements e.g. Health & Safety



OUR ORGANISATION

Board, Finance and Sponsorship, Marketing, Communications, and Policies

A strong well-led national body that provides positive and quality Taekwon-Do experiences

Developing our people and our organisation to be the best they can be

Commitment to good governance practices

Ensure our organisation maintains a sustainable financial position

Encourage alignment with key partner/funder outcomes

Build and maintain a strong brand awareness

Maintain an effective communications strategy

Develop a strategic approach to the identification, recruitment and retention of sponsors and funders



OUR COMMUNITY

Clubs, Schools, Businesses, Partners, Local Government

Participant focused infrastructure, with effective clubs, schools and community links, that embraces the diversity of our membership

Develop and strengthen meaningful relationships and partnerships to promote and advance Taekwon-Do

Demonstrate greater leadership and alignment across our structure for the benefit of participants

Support Regional Associations and Clubs by providing them with templates, assistance with governance and policy issues

Facilitate opportunities for increased collaboration between other sports

Identify and support the establishment of new clubs

WHAT WE WANT TO ACHIEVE BY 2019:

- 1 Stakeholder's acknowledgement that we are adding value
- 2 Improved profiling of Taekwon-Do through effective marketing and communications
- 3 Sustain our current participation rates and grow participation in specific segments e.g. youth, adults, elderly, challenged, mums
- 4 Maintain emphasis on ensuring quality and balanced martial art and sport talent pathways, including our world ranking status



International[®]
Taekwon-Do

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