

Board Communiqué – July 2009.

ITFNZ Instructors and Members

Last Sunday in Auckland and as part of an overall communication plan we invited our three Masters, Senior members and Regional Directors to take part in a Strategy and communication workshop

The presentation and workshop was the culmination of a body of work which included:

- A Survey that was sent out to all ITFNZ Members
- Undertaking and analysing outcomes from specific focus group surveys of some senior members
- Engagement and consultation with independent Strategic Consultants
- Engagement and consultation with SPARC at a strategic level

To date we have involved many of our members in different capacities to help us formulate our views on shaping the future direction of ITFNZ. This engagement continued over the weekend's strategy and communication workshop, at which we presented the Boards vision for the future in two particular areas:

- Our organisational structure.
- Our brand

The next step is taking the feedback we received during the weekend's workshop and post meeting discussions, analyse and where appropriate incorporate into our strategic thinking.

Our next Board meeting is at the end of this month and it is appropriate that we then present these outcomes, by holding regional based seminars during August, inviting along Instructors and Senior Dans.

Following that we are intending to fully engage all our members and use the upcoming National Tournament in Christchurch as the launch platform for our brand and revised structure.

Our Structure

From our survey of members it was agreed that there is need to make our current complicated structure simpler to create a one that encourages clear lines of communication and responsibility, whilst at the same time maintaining the right balance between the "do" and the business side of Taekwon-Do. We also need to take more responsibility for our own administration so that our leaders and all volunteers have the support needed.

The draft structure presented at the Strategy and communication workshop was in an early development stage and we received a lot of very positive feedback, however I do not believe it is ready to be circulated with members until the board has had a chance to further discuss it at our next meeting. It will form part of the Regional seminars

Our Brand

Another outcome that everyone generally agreed with during the weekend's workshop is our need to work on specific brand information that can effectively work with a strategy and marketing plan.

At the heart of ITFNZ are a number of fundamental tenets: courtesy, integrity, perseverance, self control, and indomitable spirit. Preserving this philosophy and art of Taekwon-Do, whilst at the same espousing the values of peace, community and family, is what sets us apart from other forms of Taekwon-Do, in fact from many other martial arts.

Looking ahead there are some exciting times. In 2011 we will host the ITF Taekwon-Do World Championships, and all eyes will be on our organisation and what we stand for.

That is why a new brand and brand logo is being created, not only to differentiate ourselves, but to communicate the values, philosophies, and benefits of Taekwon-Do to all New Zealanders.

Our brand will be *(this is not the intended logo)*

i-Taekwon-Do.
Power for Good.

What is power for good? At its essence is the idea of the power associated with Taekwon-Do – strength, fighting, fitness and agility – being put to good purposes.

These purposes include having fun, participating in an activity with family, attaining goals and levels, making friends and self-empowerment.

I trust this has given you some insight into the work we are undertaking on your behalf and if you have any questions or comments please contact me at the email address noted below

Regards

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