

Board Communiqué – June 2011.

International Taekwon-Do Instructors and Members

I have great pleasure in welcoming and introducing our new Board member Ms Sheryl Chase from Khandallah club in Wellington. In addition, Mr Vince Pygott was re-elected to the Board at this year's AGM held in Auckland in March.

Two weekends ago we held a board meeting, the first for Ms Chase. We took the opportunity to do a bit of a stock take on what we've achieved as an organisation, and what our work programme looks like over the next few months. I thought it a good time to share some of the things we have been doing with our Members, and summarise some of our work programme moving forward.

Review

Since introduction of the new Board Structure in 2008, the Board has put in place the initial phases of a strategy that aims to strengthen and grow International Taekwon-Do in New Zealand.

In 2008 we undertook an independent survey and targeted interviews to understand why our members do Taekwon-Do, why some leave, and what attracted them to our organisation in the first instance. Then, working with Pattillo Consulting we canvassed what are some of the perceived challenges to increasing our membership base.

A Growth Strategy was instigated; as we recognised that focusing on growth without a clear plan as to how this will be achieved is doomed to failure

Further independent external surveys recognised that a new identity was required that differentiated what we offer from other Taekwon-Do, Martial Art and Sporting organisations.

Link <http://www.itkd.co.nz/news/2010-07/rebranding.php>

The Board has also reviewed and restructured the organisation, as follows:

1. New financial structures and systems have been put in place to improve transparency and accountability, which includes a new delegated authority framework.
2. A robust structure has been put in place that clearly separates Operational work (the 'business' function of the organisation) from the Art side of Taekwon-Do and more clearly defines lines of communication.
 - a. The Operational Structure has been tailored to suit International Taekwon-Do and includes definition and understanding of roles and responsibilities, A major bonus being SPARC & NZCT agreement to fund the CEO & OE positions
 - b. An Advisory Structure enables the Art of Taekwon-Do to develop and mature without the shackles of Operational responsibility – but at the same time acknowledges and works alongside the Operations Team.
3. We have put emphasis and priority on Instructor development, [and our Masters are putting added time and resources into travelling around the regions doing workshops etc] and assistance and work continues and will increase in this area.
4. Succession planning initiatives are worked on to clearly identify where our future leadership is coming from, this is from Instructor to Board, and both Operational and Advisory. Started in Mid 2010 this is still a work in progress.
5. Existing Funding streams have been maintained and new ones developed to augment our organisational strategy.

Short- term Board Focus

1. Through Mr Lourantos, Mr Fox and their team, a successful World Championships has been undertaken. The on-going “legacy” of the world championships, what the organisation will take from this event and use it to grow, is being developed at Board level.
2. It is a priority to complete work begun last year on a communications plan. This plan is in the final development stages and will be presented to members shortly
3. Our CEO, Mike Thompson is about to implement a Counties Manukau Sport funded trail KiwiSport initiative

Short- Medium term Board Focus

1. Shaun Tolley Continues to work with Regional Directors in reassessing their roles and how they can assist both Instructors and Operations more effectively communicate their needs.
2. We are also developing a Taekwon-Do Pathways strategy, in which we are mapping how Taekwon-Do can be actively involved in all age groups, from Pre-schoolers to Post retirement , nicknamed “Greykwon-Do”
3. Independent reviews;
 - a. SPARC have with the assistance of our CEO have undertaken an independent Capability Assessment of our Organisation Management Structure through the use of their Organisational Development Tool.
 - b. Working with Coaching and Selections, work is starting on an independent assessment of the NZ Team; Coaching, selection and management processes.
4. An initial Strategic Plan was introduced in 2010. This document is now being reassessed, with a view to presenting a Revised Strategic Plan, for member discussion, later this year. The Strategic Plan will outline the initiatives that the Board and the Advisory Panel thinks are important to further develop our organisation, and to build on our objectives, vision and values.

The last thing I want is for you to think we are trying to “pat ourselves on the back”. Quite the contrary, this reassessment has enabled us to review not only the areas where we believe we are on the right track, but just as importantly, those areas we need to focus on. Into this latter category, the main focus is improving communication.

To this end, we are seeking applications for a;

Volunteer Communications Officer.

The Communications Officer will have a major role in how members and customers view our organisation, and will work alongside Operations, Advisory Panel and Board.

Initially they will review, complete, and implement the Draft Communications Plan.

The Communications Officer writes edits and publishes information about International Taekwon-Do to both external and internal audiences. Items they attend to may include Board communications, CEO newsletters, general updates to members, instructors and external partners and ensuring organisation information on the website is up to date.

So if you are interested in this role, we will be publishing a job specification on our website and if you need any further information please feel free to discuss it with me directly.

Finally...

At the AGM we were unable to present the annual report due to delays in receiving the Audited 2010 accounts. These should be available in early July, at which point we will publish the Annual report.

In addition to advertising the above position on our website, we will also be putting in place a new section so that important documents are more readily available to Members. This section, under reference, will include for example, the following documents:

1. Our Constitution
2. The latest Strategic Plan
3. Our Structure
4. Communications plan (when completed)
5. Annual Report
6. Board Charter (when ratified)
7. Board appointed Audit committee charter (when completed)

Regards

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