



JUDO
WESTERN AUSTRALIA

STRATEGIC
PLAN

2019-2021





JWA aims to make a difference to the lives of Western Australians through engagement with judo.



Strategic Pillar 1

We will enhance the Judo brand and build a sustainable state sports business



Profile



OBJECTIVES

Increased revenue streams

Consistent and meaningful engagement with stakeholders

An increase in the presence of judo throughout Western Australia



KEY PERFORMANCE INDICATOR

- 10% increase in income each year.
- Increase social media engagement by 10% more social media activity.
- Delivered targeted communication to all members bi-monthly.
- Provided alternative engagement options for regional stakeholder as needed.
- Increased awareness of the sport in WA through attendance at industry events.

Strategic Pillar 2

We will make Judo more accessible, relevant and rewarding for all Australians



Participation



OBJECTIVES

Deliver high quality events for all levels of judo

Growth in participation

Understand participation data trends in the sport

Increased opportunities for coaches and referees to develop at all levels

Volunteers



KEY PERFORMANCE INDICATOR

- Deliver an international event annually.
- Deliver 3 participation events annually.
- Increase entries to the LiveLighter State Championships by 2% each year.

- Increased JWA registered members by 5% year on year.
- Advocate review of membership structure/options.
- Support targeted participation programs.

- Having participation data year on year which measures retention.

- Deliver at least 3 referee course (accredited or refresher) per year.
- Deliver 2 accredited coaching course each year.

- Developed and implemented a volunteer management and recognition program.

Strategic Pillar 3

We will deliver
national athletes
and teams that
inspire and excite
Australia



Performance



OBJECTIVES

*Athletes provided with elite
Daily Training environment*

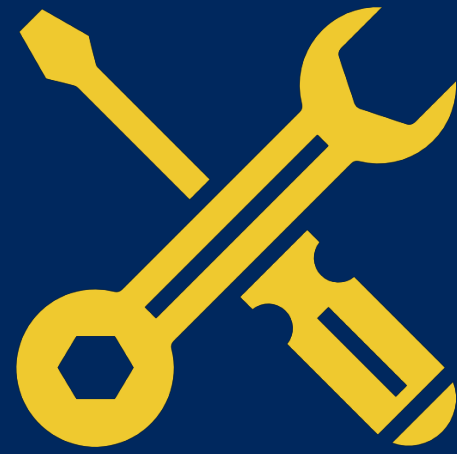
*Athlete, coach and officials are
supported through structured
pathways*



KEY PERFORMANCE INDICATOR

- Engaged 60 athletes in State training program.
- JWA High Performance plan implemented.
- Increased representation of WA Officials and coaches at National and international events.
- Continually increase the number of WA athletes selected in Australian teams

Enablers



We will strive to deliver a modern sports governance organisation through leadership and best practice.



How will we accomplish these goals?

GOVERNANCE

- Practice good governance supported by policy and procedure.
- JWA Policy register established and timeframes outlined.

SUSTAINABILITY

- Financial sustainability.
- Annual budget processes completed and endorsed

LEADERSHIP

- Strong organisational leadership and culture within the JWA community.
- Workforce Development Plan implemented.

COLLABORATIVE MANAGEMENT

- Strategic plan aligned with JA and government objectives.
- Continued engagement with JA.

ADVOCACY

- Positioning JWA as a leader in the sport within Australia, Oceania and with key stakeholders.
- Increase WA representation on JA Commissions.