JUDOWA

2023-2028 STRATEGIC PLAN

Vision

Judo WA is a sporting organisation that is inclusive, accessible, ethically driven, and operates with integrity.

Mission

Ensure that all aspects of Judo governance, inclusivity, participation and performance are of the highest standard for the benefit of members.

Objectives

PARTICIPATION	WORKFORCE	SUSTAINABILITY	ATHLETE PATHWAYS
To responsibly increase participation, membership recruitment, and retention whilst promoting inclusivity.	To develop and retain a highly skilled and motivated workforce to support the growth of judo in Western Australia	To ensure the long-term financial and operational sustainability of judo in Western Australia.	To provide clear and accessible pathways for athletes to progress from grassroots to elite level judo.

Strategies

Deliver integrated programs that will increase participation, membership recruitment & retention levels in regional and metro areas.	Provide opportunities that enable the judo community to realise their potential regardless of their chosen pathway.	Raise the profile of judo to generate greater levels of revenue, influence and interest and to provide robust leadership, governance & operational services.	Deliver a structured athlete pathway program, aligned with the National framework.

Tactics

Club Support	Coach Pathways	Income Generation	State Team Representation
Retention Levels within Existing Markets	Official Pathways	Market Reach & Digital Activity	Structured Pathways Program
Inclusive Opportunities to Participate and Excel	Technical Pathways	Public Relations & Stakeholder Engagement	Athlete Performance & Success
Acquisition Programs	Volunteer Management	Robust Financial Management & Reporting	Enhanced Support for Athletes
Improved Membership Experience	Reward & Recognition	Asset Acquisition & Management	Program Leadership & Governance
Appropriate Competitive Opportunities		Collaboration with NSO	High Quality Coaching
Regional Initiatives		Delivery of State, National, & International Events	