



2024-2028
**STRATEGIC
PLAN**

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Acknowledgment of Country

Judo WA acknowledges and pays respect to all traditional custodians of the lands of which we practice judo throughout Australia. We pay respect to elders both past, present and emerging.

We are committed to a positive future for all Aboriginal and Torres Strait Islander communities and to honor their ongoing cultural and spiritual connections to this country and recognise the role and value of culture.



Welcome from our Chair

On behalf of the Judo WA Board, it is my pleasure to present our 2024-2028 Strategic Plan. This plan represents a bold vision for the growth of judo in Western Australia, built on the foundation of inclusivity, community, and excellence. It reflects our commitment to driving the sport forward and ensuring it remains an integral part of the lives of our members and the wider community.

Our strategic plan is built around four key pillars: Participation, Workforce, Sustainability, and Athlete Pathways. These pillars provide the framework to guide our efforts over the next four years, ensuring we remain focused on delivering meaningful outcomes for our members, athletes, and clubs. The plan aligns with Judo Australia's PlayWell Strategy, reinforcing our shared vision for the sport across the nation.

I would like to thank everyone who contributed to this plan, including our dedicated board members, staff, and volunteers. Together, we are building a vibrant future for judo in Western Australia. I look forward to seeing our community thrive as we work together to achieve these ambitious goals.

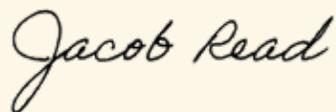
Melissa Dennehy
Chair, Judo Western Australia

Welcome from our CEO

It is with great excitement that I present Judo WA's 2024-2028 Strategic Plan. This document represents a pivotal moment for our organisation as we set out to grow judo in Western Australia, strengthen our community, and deliver exceptional experiences for all participants. This plan builds upon our successes while positioning us to embrace the opportunities of the future.

The four strategic pillars—Participation, People, Sustainability, and Athlete Pathways—form the backbone of our plan. Each pillar outlines clear, actionable goals to enhance accessibility, support our workforce, ensure financial stability, and nurture athletes at all levels. By focusing on these areas, we aim to take Judo WA to new heights and establish a strong, sustainable foundation for the sport.

As we embark on this journey, I want to express my gratitude to our clubs, coaches, volunteers, and the wider judo community. Your passion and commitment are what drive us forward. Together, we will build a brighter future for judo in Western Australia, ensuring it continues to inspire and bring people together for generations to come.



Jacob Read
CEO, Judo Western Australia



Our Plan at a Glance

2024-2028 Strategic Plan

OUR VISION

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

OUR MISSION

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

STRATEGIC PILLAR 1: PARTICIPATION

Objectives

To responsibly increase participation, membership recruitment, and retention whilst promoting inclusivity.

Our Focus Areas

- Provide support to clubs through visits and resources.
- Enhance retention in current membership markets.
- Promote inclusive participation opportunities for diverse groups.
- Execute targeted membership acquisition campaigns.
- Improve member experience with feedback and resources.
- Expand competitive opportunities at state and regional levels.
- Develop regional initiatives for growth and engagement.

Strategic Targets

- Overall membership and participation growth in alignment with national average.
- Membership (2,000); Participation (10,000)

STRATEGIC PILLAR 2: PEOPLE

Objectives

To develop and retain a highly skilled and motivated workforce to support the growth of judo in Western Australia.

Our Focus Areas

- Strengthen coach pathways through training and accreditation.
- Develop clear progression for officials and referees.
- Offer technical workshops for key administrative roles.
- Launch recruitment and retention strategies for volunteers.
- Recognise contributions through reward programs and events.

Strategic Targets

- Maintain a volunteer pool sufficient to fill all required roles.
- Achieve volunteer retention exceeding national average.

STRATEGIC PILLAR 3: SUSTAINABILITY

Objectives

To ensure the long-term financial and operational sustainability of judo in Western Australia.

Our Focus Areas

- Increase revenue through diverse income streams.
- Expand digital engagement through media and outreach strategies.
- Foster public relations and key stakeholder partnerships.
- Ensure financial management and reporting meet governance standards.
- Upgrade and manage critical assets for operations.
- Collaborate effectively with Judo Australia and partners.
- Ensure strong governance throughout the organisation.

Strategic Targets

- Secure a minimum of 1x corporate partnership.
- Secure an increase in DLGSC categorisation/
- Development of Succession Plans for key roles.

STRATEGIC PILLAR 4: ATHLETE PATHWAYS

Objectives

To provide clear and accessible pathways for athletes to progress from grassroots to elite level judo.

Our Focus Areas

- Support state team representation at key events.
- Deliver structured pathways aligned with national standards.
- Enhance athlete performance through tailored training programs.
- Provide additional support through partnerships and funding.
- Offer high-quality coaching opportunities and seminars.

Strategic Targets

- Increase WA athletes represented in of Australian team selections
- WA athletes represented in 100% of Australian Development Squads
- Maximise WA athletes short-listed for Brisbane 2032 Olympic Games

**ENABLER 1:
ENGAGED &
MOTIVATED PEOPLE**

**ENABLER 2:
COLLABORATION &
PARTNERSHIPS**

**ENABLER 3:
EFFECTIVE GOVERNANCE
& LEADERSHIP**

**ENABLER 4:
FINANCIAL
SUSTAINABILITY**

**ENABLER 5:
INNOVATION &
TECHNOLOGY**

**ENABLER 6:
INCLUSIVE
CULTURE**

Our Strategic Pillars

Our strategic plan is built around four key strategic pillars that guide our activities and decision-making processes. Each pillar addresses critical areas that are essential for the growth and sustainability of judo in Western Australia.

Strategic Pillar 1 Participation

Participation drives community connection, inclusivity, and growth, fostering engagement across all ages, abilities, and regions.

Strategic Pillar 2 People

A skilled workforce ensures high-quality experiences for participants and drives the sport's long-term success.

Strategic Pillar 3 Sustainability

Sustainability builds financial resilience, enhances infrastructure, and ensures long-term success for judo in Western Australia.

Strategic Pillar 4 Athlete Pathways

Athlete pathways provide structured opportunities for judoka to progress from grassroots to elite-level competition.



Our Values: The Great 8

Judo is guided by a unique moral code known as the Great 8, which reflects the sport's core values: Courtesy, Courage, Friendship, Honesty, Honor, Modesty, Respect, and Self-Control. These principles are deeply embedded in both the practice of judo and our organisational culture. They inspire our strategic plan by shaping the way we approach our pillars of Participation, Workforce, Sustainability, and Athlete Pathways. The Great 8 provide the ethical foundation for our goals, ensuring that every action we take fosters inclusivity, respect, and community within Judo WA.

Honesty	Doing what is right requires bravery. In every aspect of life, and especially in challenging times, courage is about facing situations head-on and with a strong heart.
Respect	Fundamental to all relationships, respect underpins trust. In judo, this is expressed not just through our physical engagements but also through the courtesy we extend to each other, encapsulated in our tradition of bowing.
Sincerity	To seek the truth and express ourselves honestly. Sincerity involves being honest with ourselves and others in every interaction and situation.
Self-Control	Mastery over oneself is a cornerstone of judo. It allows us to meet challenges with a clear mind and a well-thought-out approach, ensuring safety and respect for everyone involved.
Politeness	Our interactions are guided by politeness. This value teaches us to treat others with dignity and consideration, making the judo community a welcoming space for all.
Friendship	Our interactions are guided by politeness. This value teaches us to treat others with dignity and consideration, making the judo community a welcoming space for all.
Modesty	Humility in victory and graciousness in defeat are markers of a true judoka. We celebrate our achievements with a sense of humility and a recognition of the contributions of others.
Honour	Staying true to one's word and principles, even in adversity. Honour involves a steadfast adherence to our values and commitments, reflecting the integrity of our sport and our community.



Aligning with Judo Australia's National Participation Strategy



Judo WA's strategic plan aligns with Judo Australia's PlayWell Strategy, which prioritises inclusivity, lifelong involvement, and sustainable sport practices. This page visually maps Judo WA's four strategic pillars to PlayWell's six priority areas, demonstrating how our activities support national objectives.

PlayWell Priorities	PlayWell Activities	PlayWell Targets	Judo WA's Strategic Pillars Aligned to Play Well
Driving Lifelong Involvement Foster a community that enables positive connections to Judo throughout various life stages both on and off the tatami.	<ul style="list-style-type: none"> Connected members Communications and events strategy National Mentor Program Long Service Membership Program Kodokan Australia Exchange Program 	<ul style="list-style-type: none"> Connect and reconnect with participants in a relevant, and entertaining way. Create experiences to attract current and past participants. Create opportunities with Judo that support other areas involved with running the sport. 	SP1: Participation SP2: Workforce
Equitable Access Prioritising equity and choice to ensure more people can access Judo.	<ul style="list-style-type: none"> Adaptive Judo Confidence Roadshow National J-Girls Program New National Membership with diverse membership offerings. 	<ul style="list-style-type: none"> Increased participation in at least 1 recognised under represented group by 25% Increased Female participation and membership from 25% to 30%. 	SP1: Participation SP3: Sustainability
Empowering People Building the capability of our people and clubs to meet the needs of everyone involved in judo.	<ul style="list-style-type: none"> National Club Development Program Judo In Australia Best Practice Seminars National Mentor Program 	<ul style="list-style-type: none"> Increased Member Participation +5% Increased Coach Participation +10% Increased Development Opportunities (10 new experiences) 	SP2: Workforce
Activating Places and Spaces Creating, improving, activating and better managing places and spaces to ensure everyone can have safe and enjoyable sporting experiences.	<ul style="list-style-type: none"> National Judo Mat Audit Judo In Australia Best Practice Seminars (Dojo experience) Club Dojo Marketing Support Packages 	<ul style="list-style-type: none"> Participant experience score above 3.5 Increased mat quality - National Increased education and support to enhance an enjoyable Dojo experience. 	SP1: Participation SP3: Sustainability
Building Connections Create a connected and collaborative Judo ecosystem that supports all clubs and members to provide quality Judo experiences, including away from the mat.	<ul style="list-style-type: none"> Judo In Australia Best Practice Seminars Judo Australia Participation Awards for recognition of efforts to build connections by clubs. National Mentor Program Dojo Dinosaurs Kodokan Australia Exchange Program 	<ul style="list-style-type: none"> Increased member retention to 60% 	SP2: Workforce SP3: Sustainability
Transforming Culture Transform the culture of Judo in Australia to create an environment where everyone can access safe, inclusive, welcoming and fun experiences.	<ul style="list-style-type: none"> National Member Behavior Agreement beyond the National Integrity Framework. Judo in Australia National Club Seminar. 	<ul style="list-style-type: none"> Participant experience scores greater than 3.5 	SP3: Sustainability

Aligning with Judo Australia's National Performance Strategy



Judo WA's strategic plan aligns with Combat Australia and Judo Australia's WinWell Strategy, prioritising high performance, athlete pathways, and a winning culture. This page maps Judo WA's pillars to WinWell's objectives, highlighting our contribution to national performance goals.

WinWell Pillars	WinWell Activities	WinWell Targets	Judo WA's Strategic Pillars Aligned to WinWell
Leadership Dynamic and performance-focused; committed to winning well	<ul style="list-style-type: none"> Cultivate a winning culture through agile, athlete-centric, and performance-focused programs. Support and develop a courageous workforce that thrives and contributes beyond sport. Strengthen partnerships between CombatAUS and member sports for aligned combat sport programs. Collaborate with industry partners to enhance resources for combat sport performance and campaigns. 	<ul style="list-style-type: none"> Annual check-in system ratings of our aligned commitment to the 2032+ Win Well strategy 	SP4: Athlete Pathways
Competition Optimal exposure; peaking at benchmark events	<ul style="list-style-type: none"> Plan and invest in programs to optimise performance at pinnacle events. Establish a data management strategy to inform competition plans with world-leading insights. Align qualification and selection policies with the overarching performance vision. Ensure athletes are fully prepared at key competitions with comprehensive support staff. 	<ul style="list-style-type: none"> Benchmark and Pinnacle Event (OLY, PLY, CWGs) performance and qualification outcomes 	SP1: Participation SP4: Athlete Pathways
Environment Holistic athlete preparation & program delivery; optimising performance	<ul style="list-style-type: none"> Optimise Daily Performance Environments (DPE) for tailored national and athlete-specific programs. Ensure National Performance Centre (NPC) facilities meet world-class standards for elite success. Deliver integrated and individualized performance support solutions for categorised athletes. 	<ul style="list-style-type: none"> Enhanced biennial Daily Performance Environment survey ratings 	SP4: Athlete Pathways
Athletes World-class on and off the mat; striving to be world's best	<ul style="list-style-type: none"> Identify, attract, develop, and retain world-class athletic talent. Case manage athletes and programs to achieve Individual Performance Plans (IPPs). Support athletes to thrive in and beyond sport, fostering community role models. 	<ul style="list-style-type: none"> Improvement and consistency of performances against World Class (Top 10 & Top 20 ranked) athletes 	SP4: Athlete Pathways
Coaches World-class on and off the mat; continually seeking performance gains	<ul style="list-style-type: none"> Recruit and retain world-class coaches to drive athlete excellence. Engage coaches fully in daily performance and competition environments for categorized athletes. Establish a High-Performance Combat Coach Development program to build coaching capacity and capability. 	<ul style="list-style-type: none"> Enhanced results in annual performance surveying of technical leadership across programs 	SP2: Workforce SP4: Athlete Pathways
Pipeline Elite pathways, programs and systems; identifying and developing high potential people	<ul style="list-style-type: none"> Extend judo-specific performance pathways into integrated strategic projects. Confirm Athlete Development Frameworks (ADF) that support sport-specific WITTW models. Align performance support services with individual sport pathways programs. 	<ul style="list-style-type: none"> Increase in annual 'next cycle' categorised athlete numbers 	SP4: Athlete Pathways

STRATEGIC PILLAR 1

Participation

Participation is the foundation of Judo WA's mission to grow the sport across Western Australia. By creating opportunities for individuals of all ages and abilities to engage with judo, this pillar fosters community connection, inclusivity, and a love for the sport. Increasing participation not only enhances the physical and mental well-being of members but also builds a pipeline of future athletes, coaches, and volunteers. It supports Judo WA's vision of creating an accessible and vibrant judo community, ensuring sustainability and aligning with national goals for grassroots sports growth.



Strategic Pillar 1: Participation & Membership

Objective	Strategic Targets (as at end of 2028)
To responsibly increase participation, membership recruitment, and retention whilst promoting inclusivity.	<ol style="list-style-type: none"> Overall membership and participation growth in alignment with national average. Membership (2,000); Participation (10,000)

Here's how we'll achieve this:

Strategies	Actions	Targets	Alignment with Judo Australia's Strategies
Provide Club Support Provide support to clubs through visits and resources.	<ul style="list-style-type: none"> Conduct an annual club survey Conduct annual support visits for clubs Host an annual Club's Conference 	<ul style="list-style-type: none"> 100% of clubs respond to survey per year 100% of clubs receive supports per year 75% of clubs represented at Club's Conference 	Activating Places and Spaces Empowering People
Retention Levels within Existing Markets Enhance retention in current membership markets.	<ul style="list-style-type: none"> Monitor retention levels across demographic groups and implement member retention initiatives for at risk groups. Develop robust mechanisms to track retention. 	<ul style="list-style-type: none"> Achieve annual retention rate in line with national average for each demographic. Achieve membership retention exceeding prior year. 	Driving Lifelong Involvement
Inclusive Opportunities to Participate Promote inclusive participation opportunities for diverse groups.	<ul style="list-style-type: none"> Increased delivery of non-competition participation oriented events. 	<ul style="list-style-type: none"> Ensure delivery of 2x non-competition participation events per year 	Equitable Access Activating Places and Spaces
Acquisition Programs Execute targeted membership acquisition campaigns.	<ul style="list-style-type: none"> Development and execution of targeted acquisition campaigns Development of Train the Teacher program. 	<ul style="list-style-type: none"> 2x acquisition campaigns executed per year 	Equitable Access Activating Places and Spaces
Competitive Opportunities Expand competitive opportunities at state and regional levels.	<ul style="list-style-type: none"> Deliver State, National, and International events Support clubs in the delivery of local competitions 	<ul style="list-style-type: none"> Deliver a minimum of 2x state, 1x national, and 1x international event annually 100% of intra-club events receive support 	Activating Places and Spaces Driving Lifelong Involvement
Regional Initiatives Develop regional initiatives for growth and engagement.	<ul style="list-style-type: none"> Support regional clubs to secure funding Ensure regional clubs have access to same development opportunities as metro clubs. 	<ul style="list-style-type: none"> 1x DLGSC Regional Grant secured per year 100% of development opportunities accessible by regional clubs 	Equitable Access Activating Places and Spaces

STRATEGIC PILLAR 2

People

A strong and skilled workforce is essential for the success of judo in Western Australia. Coaches, officials, volunteers, and administrators form the backbone of the sport, ensuring high-quality experiences for participants and smooth operations at all levels. By investing in training, mentorship, and recognition, Judo WA can attract and retain passionate individuals who drive the growth of the sport. This pillar supports the creation of a professional, motivated, and sustainable workforce, aligned with Judo Australia's goal of empowering people and fostering lifelong involvement in judo.

Strategic Pillar 2: People

Objective

To develop and retain a highly skilled and motivated workforce to support the growth of judo in Western Australia.

Strategic Targets (as at end of 2028)

1. Maintain a volunteer pool sufficient to fill all required roles;
2. Achieve volunteer retention exceeding national average.

Here's how we'll achieve this:

Strategies	Actions	Targets	Alignment with Judo Australia's Strategies
Coach Pathways Strengthen coach pathways through training and accreditation.	<ul style="list-style-type: none"> Regular delivery of accreditation courses Provide ongoing professional development for coaches 	<ul style="list-style-type: none"> 2 coach accreditation courses delivered annually 2 additional professional development opportunities provided for coaches annually 	Empowering People Driving Lifelong Involvement
Official Pathways Develop clear progression for officials and referees.	<ul style="list-style-type: none"> Active promotion of refereeing pathway Implement an evaluation process to support referee accreditation promotion 	<ul style="list-style-type: none"> 100% of club-competitions leverage the Green Shirt Beginner Referee program 100% of officials receive feedback at every event 	Empowering People Driving Lifelong Involvement
Technical Pathways Offer technical workshops for key administrative roles.	<ul style="list-style-type: none"> Conduct workshops for technical roles Establish mentorship programs for technical roles 	<ul style="list-style-type: none"> 2 technical workshops delivered annually Mentees allocated to 100% of technical roles 	Empowering People Driving Lifelong Involvement
Volunteer Management Launch recruitment and retention strategies for volunteers.	<ul style="list-style-type: none"> Develop and launch a volunteer recruitment campaign Develop succession plans for key roles 	<ul style="list-style-type: none"> Increase the volunteer base by 15% annually 100% of key roles have succession plans 	Empowering People Driving Lifelong Involvement
Reward & Recognition Recognize contributions through reward programs and events.	<ul style="list-style-type: none"> Implement an annual awards ceremony. Year-round recognition of volunteer community. 	<ul style="list-style-type: none"> 75% of clubs represented at annual awards ceremony 	Empowering People Driving Lifelong Involvement

Indicates PlayWell Priority

Indicates WinWell Pillar

STRATEGIC PILLAR 3

Sustainability

Sustainability ensures the long-term success of judo in Western Australia by building financial resilience, enhancing infrastructure, and fostering strategic partnerships. A sustainable organization can adapt to challenges, seize opportunities, and provide consistent support for clubs, athletes, and programs. By diversifying income streams, improving operational efficiencies, and collaborating with key stakeholders, Judo WA can reduce its reliance on external funding and create a stable foundation for growth. This pillar aligns with Judo Australia's PlayWell priority of activating places and spaces to create vibrant judo environments.

Strategic Pillar 3: Sustainability

Objective	Strategic Targets (as at end of 2028)
To ensure the long-term financial and operational sustainability of judo in Western Australia.	<ol style="list-style-type: none"> 1. Secure a minimum of 1x corporate partnership; 2. Secure an increase in DLGSC categorisation; 3. Development of Succession Plans for key roles.

Here's how we'll achieve this:

Strategies	Actions	Targets	Alignment with Judo Australia's Strategies
Income Generation Increase revenue through diverse income streams.	<ul style="list-style-type: none"> • Develop additional revenue streams • Secure strategic partnerships • Manage DLGSC IIP Funding 	<ul style="list-style-type: none"> • At least 1 new revenue stream developed. • Secure a minimum of 1x corporate partnership. • Maintain/increase IIP funding annually. 	Judo Australia does not currently have a Strategic Plan, outside of their PlayWell & WinWell Strategies, that covers the topics of organisational sustainability.
Robust Financial Management & Reporting Ensure financial management and reporting meet governance standards.	<ul style="list-style-type: none"> • Establish Finance & Audit Committee 	<ul style="list-style-type: none"> • Ensure committee meets a minimum of quarterly. 	
Asset Acquisition & Management Upgrade and manage critical assets for operations.	<ul style="list-style-type: none"> • Development Asset Management Plan and Investment Strategy 	<ul style="list-style-type: none"> • Plans developed by March 2025. 	
Program Leadership & Governance Ensure strong governance of athlete programs.	<ul style="list-style-type: none"> • Align practices with Sport Governance Standards • Establish Governance & Risk Committee 	<ul style="list-style-type: none"> • Maintain/increase SGS score annually • Ensure committee meets a minimum of quarterly. 	

STRATEGIC PILLAR 4

Athlete Pathways

Athlete pathways provide a structured and supportive framework for judoka to progress from grassroots to elite levels. This pillar ensures that athletes of all abilities have access to quality coaching, training programs, and competition opportunities. By investing in pathways, Judo WA fosters long-term athlete development, strengthens representation at national and international events, and promotes excellence within the sport. This pillar aligns with Judo Australia's PlayWell priorities of driving lifelong involvement and transforming culture, ensuring athletes thrive in an inclusive and supportive environment.

Strategic Pillar 4: Athlete Pathways

Objective	Strategic Targets (as at end of 2028)
To provide clear and accessible pathways for athletes to progress from grassroots to elite-level judo.	<ol style="list-style-type: none"> 1. Increase WA athletes represented in of Australian team selections 2. WA athletes represented in 100% of Australian Development Squads 3. Maximise WA athletes short-listed for Brisbane 2032 Olympic Games

Here's how we'll achieve this:

Strategies	Actions	Targets	Alignment with Judo Australia's Strategies
State Team Representation Support state team representation at key national events.	<ul style="list-style-type: none"> • Ensure WA representation at NES events • WA athletes supported for NES events. 	<ul style="list-style-type: none"> • WA athletes represented at 100% of NES events. • Top 3 finish at National Championships 	Competition
Structured Pathways Program Deliver structured pathways aligned with national standards.	<ul style="list-style-type: none"> • Establishment of WA Pathways Committee • Ensure transparency in athlete pathways 	<ul style="list-style-type: none"> • Ensure committee meets a minimum of quarterly • 100% of respondents to survey understand the pathway for athletes (as measured by annual member survey) 	Environment Pipeline
Athlete Performance & Success Enhance athlete performance through tailored training programs.	<ul style="list-style-type: none"> • Delivery of State Training Program 	<ul style="list-style-type: none"> • Minimum of 12 State Training sessions delivered annually 	Athletes Environment
Enhanced Support for Athletes Provide additional support through partnerships and funding.	<ul style="list-style-type: none"> • Develop partnerships for athlete support services • Support athletes in obtaining government funding 	<ul style="list-style-type: none"> • 1 partnership developed by 2028 • 100% of athlete funding requests supported 	Athletes
High Performance Coaching Offer high-quality coaching opportunities and seminars.	<ul style="list-style-type: none"> • Educate WA coaches on national standards • Host HP coaching seminars in WA • Support WA coaches to coach national teams 	<ul style="list-style-type: none"> • National standards seminar delivered annually • 1x HP coaching seminar delivered annually • 1x WA coach selected for international event annually 	Coaches Leadership

Indicates PlayWell Priority

Indicates WinWell Pillar

ADDITIONAL PRIORITY AREA

Asian Engagement

Asian Engagement is a strategic priority focused on building sustained partnerships between Western Australia and Asian judo communities, particularly Japan. Through structured exchanges, collaborative events, and cultural immersion, we aim to enhance the sporting and cultural experience for WA athletes, coaches, and officials. This engagement strengthens judo's global ties, promotes mutual growth, and positions WA as a key player in international judo. It also aligns with WA Government objectives to foster regional relationships through sport and cultural diplomacy.



Additional Priority Area: Asian Engagement

Objective	Strategic Targets (as at end of 2028)
<p>To develop long-term, mutually beneficial partnerships with Asian judo communities that enhance WA's sporting, cultural, and international engagement outcomes.</p>	<ol style="list-style-type: none"> 1. Deliver yearly outbound exchanges to Japan for athletes or coaches. 2. Host reciprocal inbound events involving Asian nations annually in WA. 3. Formalise two new international partnerships with Asian judo federations.

Here's how we'll achieve this:

Strategies	Actions	Targets	Alignment with Judo Australia's Strategies
<p>Build Reciprocal Exchange Pathways Establish regular athlete and coach exchange programs with Asian partners.</p>	<ul style="list-style-type: none"> • Secure bilateral agreements with at least two Asian judo organisations. • Deliver annual outbound tours and inbound delegations. 	<ul style="list-style-type: none"> • 1 outbound program and 1 inbound program delivered per year. 	<p>Activating Places and Spaces</p> <p>Empowering People Athletes</p> <p>Environment Pipeline</p>
<p>Leverage International Events Integrate Asian engagement into international event hosting in WA.</p>	<ul style="list-style-type: none"> • Deliver at least one WA-based event with invited Asian delegations. • Include joint training camps or seminars in event schedules. 	<ul style="list-style-type: none"> • Asian representation at a minimum of one WA event annually. 	<p>Environment Pipeline</p>
<p>Promote Cultural Immersion Foster deeper understanding through structured cultural exchange experiences.</p>	<ul style="list-style-type: none"> • Include cultural immersion in all outbound tours (e.g. school visits, homestays). • Partner with community cultural organisations to support inbound guests. 	<ul style="list-style-type: none"> • 100% of participants report improved cultural understanding post-program. 	<p>Activating Places and Spaces</p> <p>Empowering People</p>
<p>Amplify Engagement Messaging Promote the initiative through strategic media and stakeholder campaigns.</p>	<ul style="list-style-type: none"> • Deliver content across social media and newsletters promoting Asian partnerships. 	<ul style="list-style-type: none"> • Minimum 5 short-form content pieces published annually on Asian Engagement. 	<p>Activating Places and Spaces</p> <p>Empowering People</p>

Indicates PlayWell Priority

Indicates WinWell Pillar

Our Enablers

To deliver on the vision and strategic pillars of this plan, Judo WA relies on key enablers that provide the foundation for success. These enablers strengthen our capacity to achieve our goals and ensure the sustainability of our initiatives.

Engaged and Motivated People	Our coaches, volunteers, staff, and athletes form the backbone of our success, driving passion and commitment.
Collaboration and Partnerships	Building strong partnerships with local councils, schools, sponsors, and Judo Australia ensures shared resources and mutual success.
Effective Governance and Leadership	Clear governance frameworks and strategic leadership foster accountability, transparency, and alignment with our long-term vision.
Financial Sustainability	Developing diverse income streams and sound financial management reduces reliance on grants and ensures consistent funding.
Innovation and Technology	Leveraging digital tools and data-driven insights improves engagement, streamlines operations, and enhances the experience for members and stakeholders.
Inclusive Culture	An inclusive and welcoming environment promotes equity, accessibility, and diversity across all levels of participation and leadership.





2024-2028
**STRATEGIC
PLAN**

