



**Australian
Taekwondo
QLD**

Strategic Plan 2019 - 2020

Introduction



Australian Taekwondo Queensland is pleased to present our 2019 – 2020 Strategic Plan.

This plan provides direction for our activities and outlines activities that ATQ will commit to for 2019 and 2020 in order to support our vision.

Throughout 2019 and 2020, our emphasis will be on embedding strong, contemporary governance practices, achieving financial stability and growing our membership base. We will seek to secure funding for our operations and improve the satisfaction of our members through increased support and engagement. We will aim to raise the profile of the sport to the public and strengthen Taekwondo in Queensland.

In delivering on this plan, we commit to our values of Courtesy, Respect to all, Integrity, Perseverance, Self-Control and Indomitable Spirit.

OUR PURPOSE

To represent Taekwondo in Queensland, promote its values and create opportunities for our clubs and members.

OUR VISION

To become a leading State sporting organisation promoting the growth of and excellence in Taekwondo.



Commitments for 2019 - 2020



Our Strategic Plan for 2019 – 2020 is built around five key focus areas:

Strong contemporary governance – We will continue towards implementing strong, contemporary governance practices to ensure responsible operation and governance for our members. We will enhance the skills of our Board through specific training and undertake an independent audit to ensure engagement with all Taekwondo and government stakeholders.

Financial Stability – We will responsibly operate within our budget and seek to establish and rebuild strategic partnerships. We will seek to grow our existing income and explore alternative income streams. We will run successful, affordable and financially viable events for the benefit of our members.

Membership growth, engagement and satisfaction – We aim to grow our membership base and develop relationships with metropolitan and regional clubs. We commit to improved engagement with our existing members through regular communications, quality events and training programmes and the enhancement of our high performance programme. We will recognise the achievements of our athletes. We will improve the promotion of Taekwondo through digital channels to attract new participants and members.

Strengthen Taekwondo - We will aim to strengthen Taekwondo in Queensland by spreading the culture and values of Taekwondo as a martial art and reinvigorating the sport of Taekwondo by focussing on developing our athletes. We will celebrate the achievements of our members and provide opportunities for members to connect.

Raise the profile of Taekwondo – We will improve our engagement with key stakeholders and raise the profile of Taekwondo and of Australian Taekwondo Queensland as a State Sporting Organisation. We will actively promote and demonstrate Taekwondo on public platforms and will seek to be the host State for sanctioned Taekwondo events.



Who do we help?



Clubs and their members	Coaches and Officials	Athletes
<ul style="list-style-type: none"> ➤ We provide digital platforms to promote Clubs and Taekwondo. ➤ We enhance member's reputations through our association with Australian Taekwondo. ➤ We raise the profile of Taekwondo through hosting National events ➤ We raise the profile of Taekwondo by striving to obtain sponsorships and partnerships. ➤ We provide a conduit to stakeholders such as STAL, WT, IOC, QSport and other State Sporting Organisations. ➤ We spread the culture and values of Taekwondo through maintaining partnerships with international schools of excellence. ➤ We provide State, National, International and Olympic competition pathways. ➤ We provide opportunities to become referees or officials ➤ We provide opportunities to connect with peers through competitions, events and awards nights. 	<ul style="list-style-type: none"> ➤ We establish effective and well run board standing committees. ➤ We facilitate pathways for the development of Queensland coaches and officials. ➤ We facilitate communication channels with Australian Taekwondo and World Taekwondo, as well as communication through our digital channels. 	<ul style="list-style-type: none"> ➤ We provide State, National, International and Olympic competition pathways. ➤ We engage with the Australian Institute of Sport, Queensland Academy of Sport, and Australian Taekwondo High Performance Hub. ➤ We will enhance our Queensland High Performance Programme. ➤ We will reinvigorate a State Training Programme. ➤ We value our State Champions and State team members.



Our Key Activities and Targets



Focus Area Alignment	Activities	Target	Result/Progress
Strong Governance	Undertake an independent external audit.	➤ Audit result indicates responsible governance.	
Strong Governance	Improve Board Governance capability.	➤ All Board members complete the AICD course for Sports Directors by December 2020.	
Strong Governance	Regular engagement with Stakeholders.	➤ Monthly Board dialogue with STAL. ➤ Board attends at least 6 events/activities per year with QSport.	
Financial Stability	Apply for funding in the 2020 – 2022 cycle.	➤ One grant or sponsorship achieved by December 2020.	
Membership Strong Governance	Build relationships with metropolitan and regional clubs.	➤ Increase regional membership by three (3) by December 2020. ➤ Sponsor a regional referring course. ➤ Recruit a regional Board member.	
Membership	Grow membership base.	➤ Increase membership by 25% annually.	
Membership	Value-add to membership.	➤ Canvas a Capitation Fee option with STAL by 2019.	
Membership	Provide training opportunities to referees, officials and members.	➤ Minimum of 6 training opportunities provided annually.	
Membership	Measure member satisfaction.	➤ Survey member satisfaction annually and produce a report with results for members.	
Strengthen Taekwondo Financial Stability	Run financially successful competitions and events.	➤ A minimum of 4 competitions and events per year.	
Membership Strong Governance	Communicate with members in a timely and transparent manner.	➤ Board meeting summary provided to members within 5 days. ➤ Stakeholder engagement update sent to members quarterly.	
Strong Governance Raise the profile	Identify existing and potential stakeholders for ATQ.	➤ Key stakeholders are engaged at least quarterly.	

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		<ul style="list-style-type: none"> ☞ Quarterly engagement with Department of Housing and Public Works. 	
Raise the profile Membership	Provide contemporary digital platforms for ATQ members.	<ul style="list-style-type: none"> ☞ Functioning and up to date Facebook and website. ☞ Over 1200 Facebook followers. ☞ Increase annual web page hits by 10% annually. ☞ Respond to messages through social media channels within 24 hours. 	
Raise the profile	Provide high quality competitions and events.	<ul style="list-style-type: none"> ☞ Three sanctioned AT events to be held in Queensland annually. 	
Financial Stability Membership	Host profitable competitions and events.	<ul style="list-style-type: none"> ☞ Run three profitable State competitions annually. 	
Strengthen Taekwondo Membership	Spread the culture and values of Taekwondo.	<ul style="list-style-type: none"> ☞ Deliver two partnership/exchange programmes with international schools of excellence by 2020. 	
Membership Strengthen Taekwondo Raise the profile	Enhance the high performance programme.	<ul style="list-style-type: none"> ☞ President to communicate monthly with the AIS and AT Performance Hubs. 	
Strengthen Taekwondo Membership	Reinvigorate the State training programme.	<ul style="list-style-type: none"> ☞ Engage a top level coach. ☞ Deliver six State training programmes per year. ☞ Target of 30 participants per training event by December 2020. 	
Strengthen Taekwondo Membership Raise the profile	Value our State Champions and State team members.	<ul style="list-style-type: none"> ☞ Provide funding to senior elite athletes to attend recognised AT benchmark events internationally. ☞ Provide badges/transfers to State Champions and State team members. ☞ Promote State Champions and teams through social media channels. 	
Membership Strengthen Taekwondo	Provide opportunities for Clubs and members to connect with their peers.	<ul style="list-style-type: none"> ☞ Host an ATQ Awards night annually. ☞ Provide a minimum of six opportunities per year to connect with peers. 	

Our Key Activities and Targets



Focus Area Alignment	Activities	Target	Result/Progress
Raise the profile Strengthen Taekwondo	Demonstrate Taekwondo to members and the public.	☛ Three Taekwondo videos posted on social media channels.	
Raise the profile Financial Stability	Explore sponsorship and partnership opportunities.	☛ Explore opportunities and develop a sponsorship plan by December 2019.	
Membership	Enhance Clubs reputation through association with ATQ.	<ul style="list-style-type: none"> ☛ Complete renaming and rebranding to ATQ. ☛ Through rebranding identify as the recognised state member of the MNA. 	

