

ITA

STRATEGIC PLAN

2020-2023



STRATEGIC PLAN 2020-2023

SWOT analysis and future goals



“

When you do nothing, you feel overwhelmed and powerless. But when you get involved, you feel the sense of hope and accomplishment that comes from knowing you are working to make things better.

Anon

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SENECA THE YOUNGER

If a man knows not to which port he sails, no wind is favourable

A LETTER FROM OUR PRESIDENT



It is with great pride that I introduce to you, the 2020 – 2023 Strategic Plan for the Irish Taekwon-Do Association. Since the publication of our previous strategic plan, the ITA has grown from strength to strength and become recognised as a benchmark for quality among the ITF Taekwon-Do community at home and abroad.

ITA has hosted & organized some of the most prestigious events on the ITF calendar, including IICs, IUCs, the 1st ITF Coaches' Conference as well as the ITF World Championships on home soil. Our national team has had consistent success at European & World level, establishing us as one of the top nations in the world in ITF Taekwon-Do. Our own events have grown in size and quality, with well-established and professional championships, seminars & courses being offered to our members. The ITA has become the government recognised NGB for ITF Taekwon-Do in Ireland and a key member of the Irish Martial Arts commission. As well as this our association is now the National Association (NA) for the ITF & AETF in Ireland.

All of this has only been possible due to the incredible work and follow through on initiatives & projects put into motion by the Board of Directors, the working committees our team of instructors and our many volunteers. With all this in mind, it is now time to set new goals and targets for our association so that we can continue to grow and achieve new heights of excellence.

Our instructors and members take pride in the hard work and achievements of the association and are willing to play their part in the next phase of growth and development. They have been a key part in developing this strategic plan and have clearly stated that they see the ITA as the premier Taekwon-Do association on the Island of Ireland and that they want, not just to maintain that position, but to position the ITA as one of the strongest associations in the world of ITF Taekwon-Do, an association that is an exemplar and role model to all others in the ITF.

This strategic plan builds on the successful projects completed to date and sets the course for the coming years so that we can look forward with confidence and with purpose.

Master Kenneth J Wheatley VIII

President

PURPOSE AND OUTCOMES

EXECUTIVE SUMMARY

The ITA Strategic Plan 2020-2023 details the steps needed to bring the ITA into a new decade; stronger, more productive, more professional and more inclusive than ever before. These steps have been determined according to the goals and ambitions of its members, tempered by the operational practicalities outlined by the Board of Directors. The ITA membership has high aspirations and this document charges the Board with their achievement.



KEY OUTCOMES

- 1** Grow the ITA, merging all associations within our ITF and becoming the NGB for all Taekwon-Do within IMAC
- 2** Develop opportunities for growth for all of our members that support their martial arts journey.
- 3** Enhance our financial structures and funding to facilitate greater activity, member services and national team supports
- 4** Ensure our brand and core values are aligned in all our work

VALUES AND AUDIENCE

WHAT ARE OUR CORE VALUES?

We will be democratic and transparent in our decision making

We will be accountable to our membership for our actions

We will act ethically and with integrity at all times

We will work with dedication and persistence to achieve our goals

We will act in a progressive and positive way

We will be inclusive

We will be inspirational

WHO IS THE STRATEGIC PLAN FOR?

BOARD OF DIRECTORS:

Providing a mandate for the current and future boards of Directors and setting out the expectations of the ITA membership

ITA INSTRUCTORS:

Showing clearly what developments they can expect over time within the ITA and allowing them to have certain expectations of the Board

ITA STUDENTS:

Giving a clear understanding of the path the ITA will follow and what developments and services will effect them as they progress in Taekwon-Do

SPONSORS:

Showing clearly where the ITA is positioned and where we are going, sponsors can get a better feel of the organization they will be investing in

NATIONAL SPORTING AGENCIES:

Strategic planning is an expected part of operating to best practice principles as a Governing Body of Sport

ITF:

Illustrating our current position and potential and granting the ITF a yardstick against which to measure our capacity to accomplish that which we set out to do

AETF:

As NA for ITF Taekwon-Do in Ireland under AETF our annual activities report should be in line with our stated objectives.



STATUS CHECK

THE RESULTS OF A SWOT ANALYSIS OF THE ITA UNDERTAKEN BY OUR MEMBERS

STRENGTHS

Our strengths are our core competencies. Those areas in which we see ourselves as having an advantage over other similar organisations and in particular, other Taekwon-Do associations.

We aim to build on our strengths and leverage them in order to improve our competitive advantage over the other sports and martial arts with comparable goals and services.

By identifying our strengths, we acknowledge the work done already to place us in a good position for the future.

OPPORTUNITIES

Here we identify the areas in which we can expand, improve our services or offer something we have never offered before in order to meet a new demand or satisfy a new need.

These are typically achieved through redirecting our efforts and removing blockages or providing supports to allow existing assets to thrive.

WEAKNESSES

Our weaknesses are factors that will negatively impact on the achievement of our goals. They are the target of opportunity for our competitors in other sports and martial arts.

By identifying and acknowledging our weaknesses we make a statement of intent to lessen the impact of our weaknesses or to focus on them until they are areas of strength for the organisation.

Ignoring or discounting our weaknesses denies us the opportunity to improve.

THREATS

These are typically external factors, though in our case they refer to some internal factors as well. They relate to events, policies or actions that can damage the association.

We need to identify these and strategise for them to minimise the impact of any threat and to build our resilience against them.



STRENGTHS

THE KEY STRENGTHS OF ITA AS IDENTIFIED BY OUR MEMBERSHIP

SIZE AND EXPERIENCE LEVEL

The growth of the ITA and concurrent increase in the number of senior Dan grades possessing a wealth of experience are seen as strengths.

ORGANISATION OF EVENTS

Our members value our track record of organizing successful events, from tournaments to IIC's and IUC's, the 2017 ITF World Championships and the first International Coaches Conference

TOURNAMENTS

ITA tournaments have grown from an average of 400 participants at the time of the 2011 strategic plan to an average of 800 participants at the time of writing this plan. The tournaments cater for a diversity of ages and ability levels.

DIVERSITY

The ITA is home to individuals who came to Taekwon-Do at different stages in life and with different motivations. The diverse range of activities and services provided by ITA caters well to all of our members.

STRATEGIC PLAN

The Strategic Planning process is seen as a positive step in having a broadly inclusive and democratic organization.

GOVERNMENT RECOGNITION

Though we receive little direct financial benefit, we are the NGB (National Governing Body) recognized by the Irish State for ITF Taekwon-Do in Ireland.

TECHNICAL STANDARD AND COMPETITIVE LEVEL

The ITF Ireland National team achieved the distinction of placing 2nd in the 2013 ITF World Championships in Spain, and 1st in the 2017 ITF World championships in Dublin, something that was beyond the hopes and expectations of the membership in 2011 when writing the last Strategic Plan.

COACHING BEST PRACTICE

ITA instructors are qualified at Level 1 (Assistant Club Coach) as a minimum standard under Coaching Development Programme for Ireland, which is the national standard in Coach Education under Sport Ireland.

MERITOCRACY

Talent and ability to fulfill a role are the yardstick by which officers and committee members within the ITA are selected, carrying more weight than grade, seniority or any other measure.

GENDER BALANCE

The last 5 years have seen major improvements in the gender balance in all printed and digital media, in tournament participation and in club membership, particularly amongst children. Female representation in Executive and Non Executive positions has also improved.

NA FOR ITF IN IRELAND

This was achieved during the ITF Congress in Jesolo, Italy 2015

**INTERNATIONAL
RECOGNITION AND
RESPECT**

The ITA as a whole and prominent members and officers are held in high regard by the international ITF community due to our success at and support of international events and contribution to the ITF family.

TRANSPARENCY

The ITA accounts and the minutes and actions of our Board of Directors meetings are freely available to all members. Our policies and governance documents including the strategic plan are publicly available online.

**DEMOCRATIC
CONSTITUTION**

Our constitution allows every instructor to have their equal say in the running of the association, to stand for election and to make proposals for change.

FORWARD THINKING

The ITA constantly strives to improve and innovate preventing inertia from setting in and setting new higher standards for ourselves each year.

WEAKNESSES

WEAKNESSES OF ITA AS IDENTIFIED BY OUR MEMBERSHIP

SPREAD OF CLUBS

We have high concentrations of clubs in certain cities and counties while many areas in Ireland have no representation from ITA, particularly the northern and northwestern counties.

INSTRUCTORS DON'T TRAIN TOGETHER

Many of our instructors only see each other at official ITA events and rarely if ever practice together.

TRANSPARENCY

Some of our members feel the ITA should be more conservative in sharing its work, whether in the form of Policies and Procedures, the Strategic Plan, our Training Manual or our courses.

BRAND IS NOT STRONG ENOUGH

Beyond ITA events the prevalence of our brand and identity isn't seen as being strong enough. The average member at club level might not know they are members of the ITA for example.

TECHNICAL LEVEL SEEN AS INTIMIDATING

Some instructors feel that the standard at black belt gradings in particular is a deterrent to other groups joining our association, fearing that their members would fail.

INSTRUCTOR REQUIREMENTS SEEN AS A DETERRENT

ITA Instructors must have Garda Vetting, First Aid Certification, Level 1 Coach Certification, Code of Ethics in Children's Sport Certification and must hold an ITF 1st Dan and ITF Plaque Certificate. This is seen by some as overly onerous and a deterrent to others.

RELIANCE ON A SMALL GROUP OF PEOPLE FOR MOST WORK

A small number of volunteers do a vast amount of the day to day work of the association. The demands placed on these volunteers would make the association vulnerable if we lost certain key people

NOT ALL ENGAGED/ PARTICIPATING	Some instructors and clubs have a more limited interaction and involvement with the association and its activities
FINANCIAL LIMITATIONS	The ITA budget falls well short of the finance required to fund/part fund the participation of the National Team at European and World Championships or to hire a part/full time administrator.
SOME INSTRUCTORS DON'T PRIORITISE ITA EVENTS	This refers to the fact that some instructors prioritize local tournaments and events over ITA events that may happen on the same day/weekend
STATIC BOARD	The board of directors has remained largely unchanged over the past 4 years, although elected annually.
WEAK IN SOME DISCIPLINES	Many of the medals won at European and World Championships have been in sparring with more limited successes in pattern, special technique and power test.
COST OF ESTABLISHING NEW CLUBS	Although the ITA waives the first year of membership fees, subsidizes IMAC membership and provides a substantial marketing package some members still feel the cost of setting up a club is prohibitive
AVAILABILITY OF LEVEL 1 COACHING COURSES	Although the course that is offered annually has not been filled to capacity, some members feel that not enough courses are offered on an annual basis.
MEDIA COVERAGE	As a minority sport in Ireland we get very few column inches in news and media

OPPORTUNITIES

OPPORTUNITIES FOR ITA AS IDENTIFIED BY OUR MEMBERSHIP

COMMUNICATION

Improved 'direct to member' communication from the association could allow for greater engagement with the students.

BRAND AWARENESS TO GENERAL PUBLIC

Improve ITA profile, both as an association and relating to individual clubs in local and national media and through the social media

NEW ROLES FOR EMERGING SENIORS (EMPOWERMENT)

There are many working committees that require fresh volunteers and ideas. These roles would be well suited to new seniors.

ITF WORLD CUP 2022

Bidding for the ITF World Cup in 2022 is an opportunity to include a very broad representation of the ITA in the preparation for a major international championships, giving us a common focus.

EXPANSION AND INTERNAL GROWTH

Plan for expansion, looking to a possible merger with INTA as an opportunity for expansion from within our ITF

Beyond our current expansion package we need to target groups and instructors who may see the benefits of ITA membership, promote growth in new areas from within our group and incentivize growth into the counties in which we have no representation.

Advise new instructors to better help them in establishing successful clubs

Seek membership from existing 3rd level (University) clubs and look for opportunities to develop clubs where none exist.

**BUSINESS OF
TAEKWON-DO**

Create networks of Taekwon-Do professionals for mutual support, mentorship and advise

UPDATE ITA WEBSITE

Many changes to our association website have been necessitated through changes in legislation, best practice, technological advancement and new use cases. Our membership highlighted some below:

01. Move premier events to menu items
02. Data protection compliance
03. Brand consistency



THREATS

THREATS TO ITA AS IDENTIFIED BY OUR MEMBERSHIP

GROWTH HAS RISKS

Some members argue that growth of the association may cause instability

STANDARD AT BLACK BELT GRADINGS

While some members feel the high technical standard within the ITA may cause other groups to re-think joining, other members feel that the standard set for Black Belt within our association should be higher, particularly at grades beyond 1st Dan.

NO REDUNDANCY IN ROLES

Currently we don't have a succession plan or fallback if a committee position is vacated, and so we would suffer a setback if key personnel were to vacate their positions.

NOT RECOGNIZING VALUE OF CONTRIBUTIONS FROM VOLUNTEERS

If we cannot professionalise some roles or pay for professional services when provided we are at the mercy of the availability of volunteers and are not in a position to demand high quality work of them.

MMA / KICKBOXING

Our main external threats are still seen as MMA and Kickboxing. In the case of MMA it is the rise of unaccredited gyms which can turn up anywhere without notice and cause disruption. In the case of Kickboxing, the threat is that WAKO having gained Olympic Recognition may provide a viable alternative to our best competitors.

PERCEPTION OF TAEKWON-DO

Public perception of Taekwon-Do may be that it is a fantastic children's activity and a valuable developmental opportunity for children with learning difficulties. We have very little uptake amongst adults and teenagers.

**PROFESSIONAL SPORT /
ATHLETE SUPPORTS**

Unlike the Olympic sports and the major field sports (GAA, Soccer, Rugby) our athletes cannot benefit from professional support services unless they source and pay for them out of pocket.

**OTHER TAEKWON-
DO GROUPS AND
ASSOCIATIONS**

The ability to operate an independent club or unaffiliated association as well as the presence of large groups within each ITF branch in Ireland means that clubs and instructors always have the ability to swap and change when they are dissatisfied, often before mediation or compromise can be achieved.



How to teach /
@ cater for all
levels, abilities

IMPROVE
COACHING SKILLS
TECHNICAL
+
PERSONAL!

STRENGTH
EXERCISES
FOR
KIDS

Coach age
appropriate
skills at the
correct pace

How to manage
different abilities
+ SKILLSETS

Learn to be
more understanding
and
to be a better
coach

THEMES

01. STRUCTURE
02. FINANCE AND MARKETING
03. COMMUNICATIONS
04. EDUCATION AND TRAINING
05. COMPETITIONS
06. TECHNICAL/SYLLABUS
07. EXPANSION
08. INCLUSION
09. RELATIONSHIPS

DO TO make
ekwon - Do Fun

Learn new things
be more confident
meet new people

STRUCTURE

RELATING TO THE GOVERNANCE AND OPERATION OF THE ITA

1.1: REDUCE ULTRA VOLUNTEERISM

- | | | |
|-----|--|---------------------|
| 01. | ALL WORKING COMMITTEES ACTIVE AND FULFILLING ROLES | BOD/Committees 2020 |
| 02. | NEW VOLUNTEERS ON WORKING COMMITTEES | AGM 2021 |

1.2: SUB DIVIDE RESPONSIBILITIES OF SECRETARY GENERAL

- | | | |
|-----|--|----------------------|
| 01. | COMPLIANCE ADMINISTRATION PASSED TO TAB SECRETARY | ITA SEC/TAB SEC 2020 |
| 02. | TOURNAMENT ADMINISTRATION PASSED TO TOURNAMENT ADMIN | ITA SEC/ADMIN 2020 |

1.3: APPOINT KUP FEES ADMINISTRATOR

- | | | |
|-----|---------------------------------------|----------|
| 01. | KUP FEES PAID BY DUE DATE AND IN FULL | BOD 2021 |
|-----|---------------------------------------|----------|

1.4: ESTABLISH SHADOW POSITIONS WITHIN THE BOARD

- | | | |
|-----|--|----------|
| 01. | DUTIES OF SECRETARY GENERAL AND TREASURER SHADOWED BY ANOTHER BOARD MEMBER | BOD 2020 |
|-----|--|----------|

1.5: REMOVE DUPLICATION OF ROLES BETWEEN ITA AND TAB/IMAC

- | | | |
|-----|--|-------------------|
| 01. | ITA THE NGB WITHOUT REQUIREMENT FOR TAB UMBRELLA | BOD/TAB EXEC 2020 |
|-----|--|-------------------|

FINANCE AND MARKETING

FUNDING OF ITA PROGRAMMES AND PROMOTION OF OUR ACTIVITIES

2.1: DEVELOP ITA BRAND

01. CONSISTENT BRAND USAGE ON ALL SOCIAL MEDIA
PLATFORMS, PUBLICATIONS, WEBSITE AND APPAREL

PRO 2020-2023

2.2: INCREASE CLUB FEES

01. CLUB FEE AT €300 PER MAIN CLUB

BOD/AGM 2020

02. ADDITIONAL CLUB FEE AT €75

BOD/AGM 2020

2.3: REVIEW KUP FEE STRUCTURE

01. RELIABLE AND PREDICTABLE INCOME FROM KUP
CERTIFICATION

BOD 2021-2023

2.4: OPEN NEW CLUBS, PARTICULARLY IN NEW AREAS

01. CLUBS LOCATED IN ANY OF: GALWAY, MAYO, ROSCOMMON,
LEITRIM, KILKENNY, OFFALY, LAOIS, CARLOW, LONGFORD, CAVAN,
MONAGHAN, FERMANAGH, DONEGAL, TYRONE, DERRY, ARMAGH,
ANTRIM, DOWN, LOUTH

MEMBERS 2020-2023

2.5: UPDATE ITA WEBSITE

01.	CLUB AND INSTRUCTOR DETAILS ACCURATE	PRO 2020
02.	QUERIES CHANNELED TO APPROPRIATE PAGES	COMMS COMMITTEE
03.	DIRECT MAIL CAPTURED	COMMS COMMITTEE
04.	BETTER PERFORMANCE IN MOBILE BROWSERS	PRO

2.6: GAIN COVERAGE IN MAINSTREAM MEDIA

01.	PRESS RELEASES FOLLOWING MAJOR EVENTS AND ANNOUNCEMENTS	COMMS 2020-2023
02.	PRESS RELEASES PUBLISHED IN NATIONAL AND LOCAL MEDIA AND ON KEY ONLINE FORA (THE42.IE, BREAKINGNEWS.IE ETC)	ITA SEC/ADMIN 2020

2.7: INCREASE UTILIZATION OF DIGITAL MARKETING

01.	SOCIAL MEDIA CONTENT PRODUCED WEEKLY	PRO 2020-2023
02.	MONITORING, TRACKING AND USING TRENDING HASHTAGS TO GAIN SOCIAL MEDIA TRACTION	PRO 2020-2023
03.	SPEND ON GOOGLE ADWORDS, FACEBOOK AND INSTAGRAM PAID PROMOTIONS AND BOOSTED POSTS, YOUTUBE ADS MONITORED AND LINKED TO GROWTH IN SOCIAL MEDIA FOLLOWING	COMMS 2021-2023

COMMUNICATION

HOW WE INTERACT WITH OUR MEMBERSHIP AND THE WIDER WORLD

3.1: ESTABLISH MEANS OF DIRECT COMMUNICATION TO STUDENTS

01.	EMAIL NEWSLETTER SIGN UP ON MAIN ITA WEBSITE	BOD/COMMS 2020
02.	MONTHLY NEWSLETTER SENT VIA EMAIL	COMMS 2020
03.	BOTLETTER OPTION VIA FACEBOOK MESSENGER	COMMS 2021

3.2: DELIVER QUALITY CONTENT TO IMPROVE WEB TRAFFIC AND PROFILE

01.	SOCIAL MEDIA PUBLICATION CALENDAR CREATED AND SHARED WITH BOARD OF DIRECTORS	COMMS 2020
02.	2X WEEKLY POSTS ON FACEBOOK AND INSTAGRAM	2020
03.	4X WEEKLY POSTS ON FACEBOOK AND INSTAGRAM	2021
04.	1X WEEKLY POST ON YOUTUBE	2021
05.	ITA BLOG	2022
06.	LIVESTREAM OR DELAYED UPLOAD OF ITA TOURNAMENT FINALS	2021

3.3: REVIVE ITA YOUTUBE CHANNEL

01.	CROWD SOURCED CONTENT ROUTINELY UPLOADED	COMMS 2020-2023
02.	SYLLABUS CONTENT PERMANENTLY AVAILABLE ONLINE	TECH 2020



EDUCATION AND TRAINING

FOR INSTRUCTORS, UMPIRES AND STUDENTS

4.1: ENHANCE ITA/TAB COACH EDUCATION OFFERINGS

01.	QQI ACCREDITATION	SPORT IRL / IMAC 2023
02.	RELEVANT CPD - EXTERNAL EXPERTISE	TECH / COACH OFFICER 2020-2023
03.	ITF DUAL CERTIFICATION	ITF COACH COMM 2022

4.2: DEVELOP EDUCATION FOR COACHING ATHLETES WITH SPECIAL NEEDS

01.	CONSISTENT DELIVERY OF CARA WORKSHOPS	INCLUSION COMM 2020-2023
02.	COACHING PEOPLE WITH DISABILITY MATERIAL AND TOPICS IN MAINSTREAM COACH EDUCATION COURSES	
03.	INTRO AND LEVEL 1	2020
04.	LEVEL 2	2021

4.3: UPSKILL AND ENHANCE OUR COACH DEVELOPER POOL

01.	COACH DEVELOPERS ATTEND CD WORKSHOPS	COACH OFFICER 2020-2023
02.	TRAIN ADDITIONAL COACH DEVELOPERS	2021-2023
03.	TRAIN A SECOND COACH DEVELOPER ASSESSOR	2022

4.4: SPECIALISE UMPIRE TRAINING BASED ON ROLE

01. UMPIRE COURSE REDESIGNED TO BE MODULAR FOR DELIVERY

UMP CHAIR 2020

4.5: DEVELOP A WORKSHOP FOR SPECIAL TECHNIQUE AND POWER

**01. DELIVERED THROUGH STAND ALONE WORKSHOP OR
TECHNICAL SEMINARS**

**SPECIAL / POWER JURY
PRESIDENTS 2020**

4.6: IMPLEMENT SPARRING CLINICS IN TECHNICAL SEMINARS

**01. WORKSHOP DELIVERED WITH A PARTICULAR EMPHASIS ON
SPARRING FUNDAMENTALS DURING TECHNICAL SEMINARS**

TECH COMM 2020 - 2023

COMPETITIONS

ITA SANCTIONED COMPETITIONS AND NATIONAL TEAM EVENTS

5.1: IMPROVE THE RATIO OF UMPIRES TO COMPETITORS AT NATIONAL TOURNAMENTS

- | | | |
|-----|--------------------------------------|----------------------|
| 01. | ACHIEVE 1:7 RATIO ON SATURDAY EVENTS | TOURNAMENT COMM 2020 |
| 02. | ACHIEVE 1:10 RATIO ON SUNDAY EVENTS | TOURNAMENT COMM 2020 |

5.2: ENCOURAGE PARTICIPATION OF OLDER ADULTS AND NOVICE BLACK BELTS

- | | | |
|-----|--|-----------------------------------|
| 01. | REVIEW CADET BLACK BELT AND VETERAN DIVISIONS ON AN ANNUAL BASIS | TOURNAMENT COMMITTEE
2020-2023 |
|-----|--|-----------------------------------|

5.3: INCREASE FUNDING TO NATIONAL TEAM COMPETITORS

- | | | |
|-----|---|---------------|
| 01. | EXPAND BEYOND THE CURRENT LEVEL OF 8 BURSARIES OF €300 ANNUALLY | BOD 2021-2023 |
|-----|---|---------------|

5.4: REVIEW SPARRING CATEGORIES FOR 11-13 YEAR OLDS

- | | | |
|-----|---------------------------------------|-----------------------------------|
| 01. | COMPLETE REVIEWS AND MONITOR ANNUALLY | TOURNAMENT COMMITTEE
2020-2023 |
|-----|---------------------------------------|-----------------------------------|

5.5: IMPLEMENT REGIONAL DEVELOPMENT SESSIONS FOR WORLD/EURO CUPS

- | | | |
|-----|--|---------------|
| 01. | COACHES APPOINTED AND SESSIONS DELIVERED | BOD 2020-2023 |
|-----|--|---------------|

5.6: IMPROVE TRAINING OF SPECIALISTS ON NATIONAL TEAM

01. ENSURE SINGLE EVENT COMPETITORS IN PATTERN, POWER AND SPECIAL TECHNIQUE HAVE A TRAINING PLAN AND SUPERVISING COACH

NAT TEAM 2020-2023





“

It is amazing what you can accomplish if you do not care who gets the credit.

Harry S. Truman

TECHNICAL / SYLLABUS

TECHNICAL REQUIREMENTS FOR GRADINGS

6.1: PRODUCE ONLINE CONTENT INCLUDING VIDEO TO ASSIST IN LEARNING

- | | | |
|-----|---|------------|
| 01. | VIDEO EXAMPLES OF EACH ELEMENT OF SYLLABUS FOR REFERENCE | AB/SR 2020 |
| 02. | VIDEO WITH COMMENTARY, COMMON ERRORS AND POINTS OF PERFORMANCE FOR EACH ELEMENT | AB/SR 2020 |

6.2: REVISE THE ITA TECHNICAL COMMITTEE TO COVER SPECIALISED AREAS

- | | | |
|-----|--|---------------|
| 01. | COMMITTEE STRUCTURE REVIEWED TO ALLOW FOR A DIVERSE RANGE OF TOPICS TO BE COVERED IN DEPTH | AGM 2020-2021 |
|-----|--|---------------|

6.3: DEVELOP SEPARATE SYLLABI FOR CADETS, JUNIORS AND SENIORS

- | | | |
|-----|---|------------|
| 01. | SENIOR SYLLABUS MANUAL REVISED AND IN PRINT | AB/SR 2020 |
| 02. | JUNIOR SYLLABUS FOR WHITE TO GREEN TAG | AB/SR 2021 |
| 03. | JUNIOR SYLLABUS FOR GREEN TAG TO BLUE BELT | AB/SR 2022 |

6.4: REVISE SELF DEFENCE SYLLABUS

- | | | |
|-----|---|---------------|
| 01. | VIDEO OF SELF DEFENCE SYLLABUS AND EXAMPLES AVAILABLE FOR REFERENCE | SC/SS/CS 2020 |
| 02. | VIDEO WITH COMMENTARY, COMMON ERRORS AND POINTS OF PERFORMANCE FOR EACH ELEMENT | SC/SS/CS 2021 |

6.5: CREATE A BLACK BELT SYLLABUS

01. EXPANDED TRAINING SYLLABUS AVAILABLE IN PRINT AND VIDEO
FORMAT

AB/SR 2021

6.6: STANDARDISE PREARRANGED SPARRING

01. EXAMPLES OF TECHNICALLY SOUND PREARRANGED SPARRING
AVAILABLE FOR 3 STEP, 2 STEP AND 1 STEP

AB/SR 2020

02. MODEL SPARRING AND FOOT SPARRING

AB/SR 2021

EXPANSION

GROWING OUR ASSOCIATION FROM INTERNAL AND EXTERNAL SOURCES

7.1: MERGE WITH INTA

- | | | |
|-----|---|---------------|
| 01. | PREPARE FOR A RE-BRAND IN CASE OF INTA / ITA MERGER | BOD 2020-2023 |
| 02. | DRAFT AND ISSUE PROPOSAL TO INTA | BOD 2020 |

7.2: DEVELOP MENTORING SYSTEM

- | | | |
|-----|---|---------------------------|
| 01. | REVISE EXAMINER APPLICATION FORM AND NEW CLUB APPLICATION FORM TO INCLUDE MENTOR | BOD 2020 |
| 02. | DEVELOP GUIDELINES AND TRAINING FOR THE MENTOR / MENTEE RELATIONSHIP FOR EXAMINER TRAINING AND INSTRUCTOR SUPPORT | BOD / TECH COMMITTEE 2021 |

INCLUSION

SUPPORTING THE DIVERSE NEEDS OF OUR CURRENT AND FUTURE MEMBERS

8.1: BRING ITF TAEKWON-DO TO ECONOMICALLY DISADVANTAGED AREAS

- | | |
|--|---------------------|
| 01. LINK WITH IMAC TO DELIVER INCLUSIVE PROGRAMMES
BACKED BY DORMANT ACCOUNTS FUNDING | INCLUSION COMM 2020 |
|--|---------------------|

8.2: IMPROVE ACCESS TO TRAINING FOR THOSE WITH SPECIAL NEEDS

- | | |
|--|---------------------|
| 01. CARA AND ITA TRAINING AVAILABLE TO COACHES | INCLUSION COMM 2020 |
| 02. CLUBS SUPPORTED IN INTRODUCING INCLUSIVE CLASSES | 2021 |
| 03. INCLUSIVE CLASSES PUBLICISED | 2021-2023 |
| 04. CLASSES TAILORED TO THOSE WITH SPECIAL NEEDS
PUBLICISED | 2021-2023 |

8.3: GREATER DIVERSITY IN ADMINISTRATIVE AND DECISION MAKING ROLES

- | | |
|--|-------------------|
| 01. GREATER REPRESENTATION ON BOARD AND WORKING
COMMITTEES FROM UNDER 30 / 4TH DAN / FEMALE MEMBERS | BOD/AGM 2020-2023 |
|--|-------------------|

8.4: CONTINUE TO SUPPORT RECOGNITION OF FEMALE COMPETITORS IN OUR SPORT

- | | |
|------------------------------------|------------|
| 01. MEET GOALS OF 20:20 INITIATIVE | COMMS 2020 |
|------------------------------------|------------|

RELATIONSHIPS

IMPROVING TAEKWON-DO FROM THE INSIDE OUT

9.1: DRIVE TOWARDS MERGER OF ITF TAEKWON-DO GROUPS IN IRELAND

01. DRAFT AND ISSUE PROPOSAL TO INTA

BOD 2020

9.2: RUN TEAM BUILDING EVENTS FOR INSTRUCTORS

01. ANNUAL TRAINING EVENTS FOR INSTRUCTORS

BOD 2020-2023

9.3: HOST AN INCLUSIVE TAEKWON-DO DAY TO HIGHLIGHT THE VALUE OF TAEKWON-DO FOR ALL

01. ANNUAL EVENT ORGANISED

BOD/INCLUSION COMMITTEE
2021-2023

THANK YOU FOR READING

If you have any questions in relation to our strategic plan please contact the ITA through our Secretary General

sryan@taekwondo.ie
www.taekwondo.ie

