
ITA STRATEGIC PLAN REVIEW



1. STRUCTURE: RELATING TO THE GOVERNANCE AND OPERATION OF THE ITA

1.1 REDUCE ULTRA VOLUNTEERISM

- ALL WORKING COMMITTEES ACTIVE AND FULFILLING ROLES
- NEW VOLUNTEERS ON WORKING COMMITTEES

1.2 SUB DIVIDE RESPONSIBILITIES OF SECRETARY GENERAL

- COMPLIANCE ADMINISTRATION PASSED TO TAB SECRETARY
- TOURNAMENT ADMINISTRATION PASSED TO TOURNAMENT ADMIN

1.3 APPOINT KUP FEES ADMINISTRATOR

- KUP FEES PAID BY DUE DATE AND IN FULL

1.4 ESTABLISH SHADOW POSITIONS WITHIN THE BOARD

- DUTIES OF SECRETARY GENERAL AND TREASURER SHADOWED BY ANOTHER BOARD MEMBER

1.5 REMOVE DUPLICATION OF ROLES BETWEEN ITA AND TAB/IMAC

- ITA THE NGB WITHOUT REQUIREMENT FOR TAB UMBRELLA

2. FINANCE AND MARKETING: FUNDING OF ITA PROGRAMMES AND PROMOTION OF OUR ACTIVITIES

2.1 DEVELOP ITA BRAND

- *CONSISTENT BRAND USAGE ON ALL SOCIAL MEDIA PLATFORMS, PUBLICATIONS, WEBSITE AND APPAREL*

2.2 INCREASE CLUB FEES

- CLUB FEE AT €300 PER MAIN CLUB
- ADDITIONAL CLUB FEE AT €75

2.3 REVIEW KUP FEE STRUCTURE

- RELIABLE AND PREDICTABLE INCOME FROM KUP CERTIFICATION

2.4 OPEN NEW CLUBS, PARTICULARLY IN NEW AREAS

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

2.5 UPDATE ITA WEBSITE

- CLUB AND INSTRUCTOR DETAILS ACCURATE
- QUERIES CHANNELED TO APPROPRIATE PAGES

- DIRECT MAIL CAPTURED
 - BETTER PERFORMANCE IN MOBILE BROWSERS
- 2.6 GAIN COVERAGE IN MAINSTREAM MEDIA**
- PRESS RELEASES FOLLOWING MAJOR EVENTS AND ANNOUNCEMENTS
 - PRESS RELEASES PUBLISHED IN NATIONAL AND LOCAL MEDIA AND ON KEY ONLINE FORA (THE42.IE, BREAKINGNEWS.IE ETC)
- 2.7 INCREASE UTILIZATION OF DIGITAL MARKETING**
- SOCIAL MEDIA CONTENT PRODUCED WEEKLY
 - MONITORING, TRACKING AND USING TRENDING HASHTAGS TO GAIN SOCIAL MEDIA TRACTION
 - SPEND ON GOOGLE ADWORDS, FACEBOOK AND INSTAGRAM PAID PROMOTIONS AND BOOSTED POSTS, YOUTUBE ADS MONITORED AND LINKED TO GROWTH IN SOCIAL MEDIA FOLLOWING

3. COMMUNICATION: HOW WE INTERACT WITH OUR MEMBERSHIP AND THE WIDER WORLD

- 3.1 ESTABLISH MEANS OF DIRECT COMMUNICATION TO STUDENTS**
- EMAIL NEWSLETTER SIGN UP ON MAIN ITA WEBSITE
 - MONTHLY NEWSLETTER SENT VIA EMAIL
 - BOTLETTER OPTION VIA FACEBOOK MESSENGER
- 3.2 DELIVER QUALITY CONTENT TO IMPROVE WEB TRAFFIC AND PROFILE**
- SOCIAL MEDIA PUBLICATION CALENDAR CREATED AND SHARED WITH BOARD OF DIRECTORS
 - 2X WEEKLY POSTS ON FACEBOOK AND INSTAGRAM
 - 4X WEEKLY POSTS ON FACEBOOK AND INSTAGRAM
 - 1X WEEKLY POSTS ON YOUTUBE
 - ITA BLOG
 - LIVESTREAM OR DELAYED UPLOAD OF ITA TOURNAMENT FINALS
- 3.3 REVIVE ITA YOUTUBE CHANNEL**
- CROWD SOURCED CONTENT ROUTINELY UPLOADED
 - SYLLABUS CONTENT PERMANENTLY AVAILABLE ONLINE

4. EDUCATION AND TRAINING: FOR INSTRUCTORS, UMPIRES AND STUDENTS

- 4.1 ENHANCE ITA/TAB COACH EDUCATION OFFERINGS**
- QQI ACCREDITATION
 - RELEVANT CPD - EXTERNAL EXPERTISE
 - ITF DUAL CERTIFICATION
- 4.2 DEVELOP EDUCATION FOR COACHING ATHLETES WITH SPECIAL NEEDS**
- CONSISTENT DELIVERY OF CARA WORKSHOPS
 - COACHING PEOPLE WITH DISABILITY MATERIAL AND TOPICS IN MAINSTREAM COACH EDUCATION COURSES
 - INTRO AND LEVEL 1
 - LEVEL 2

4.3 UPSKILL AND ENHANCE OUR COACH DEVELOPER POOL

- COACH DEVELOPERS ATTEND CD WORKSHOPS
- TRAIN ADDITIONAL COACH DEVELOPERS
- TRAIN A SECOND COACH DEVELOPER ASSESSOR

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5. COMPETITIONS: ITA SANCTIONED COMPETITIONS AND NATIONAL TEAM EVENTS

5.1 IMPROVE THE RATIO OF UMPIRES TO COMPETITORS AT NATIONAL TOURNAMENTS

- IEVE 1:7 RATIO ON SATURDAY EVENTS
- ACHIEVE 1:10 RATIO ON SUNDAY EVENTS

5.2 ENCOURAGE PARTICIPATION OF OLDER ADULTS AND NOVICE BLACK BELTS

- REVIEW CADET BLACK BELT AND VETERAN DIVISIONS ON AN ANNUAL BASIS

5.3 INCREASE FUNDING TO NATIONAL TEAM COMPETITORS

- EXPAND BEYOND THE CURRENT LEVEL OF 8 BURSARIES OF €300 ANNUALLY

5.4 REVIEW SPARRING CATEGORIES FOR 11-13 YEAR OLDS

- COMPLETE REVIEWS AND MONITOR ANNUALLY

5.5 IMPLEMENT REGIONAL DEVELOPMENT SESSIONS FOR WORLD/EURO CUPS

- COACHES APPOINTED AND SESSIONS DELIVERED

5.6 IMPROVE TRAINING OF SPECIALISTS ON NATIONAL TEAM

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

6. TECHNICAL/SYLLABUS: TECHNICAL REQUIREMENTS FOR GRADINGS

6.1 PRODUCE ONLINE CONTENT INCLUDING VIDEO TO ASSIST IN LEARNING

- VIDEO EXAMPLES OF EACH ELEMENT OF SYLLABUS FOR REFERENCE
- VIDEO WITH COMMENTARY, COMMON ERRORS AND POINTS OF PERFORMANCE FOR EACH ELEMENT

6.2 REVISE THE ITA TECHNICAL COMMITTEE TO COVER SPECIALISED AREAS

- COMMITTEE STRUCTURE REVIEWED TO ALLOW FOR A DIVERSE RANGE OF TOPICS TO BE COVERED IN DEPTH

6.3 DEVELOP SEPARATE SYLLABI FOR CADETS, JUNIORS AND SENIORS

- SENIOR SYLLABUS MANUAL REVISED AND IN PRINT
- JUNIOR SYLLABUS FOR WHITE TO GREEN TAG
- JUNIOR SYLLABUS FOR GREEN TAG TO BLUE BELT

6.4 REVISE SELF DEFENCE SYLLABUS

- VIDEO OF SELF DEFENCE SYLLABUS AND EXAMPLES AVAILABLE FOR REFERENCE
- VIDEO WITH COMMENTARY, COMMON ERRORS AND POINTS OF PERFORMANCE FOR EACH ELEMENT

6.5 CREATE A BLACK BELT SYLLABUS

- EXPANDED TRAINING SYLLABUS AVAILABLE IN PRINT AND VIDEO FORMAT

6.6 STANDARDISE PREARRANGED SPARRING

- EXAMPLES OF TECHNICALLY SOUND PREARRANGED SPARRING AVAILABLE FOR 3 STEP, 2 STEP AND 1 STEP
- MODEL SPARRING AND FOOT SPARRING

7. EXPANSION: GROWING OUR ASSOCIATION FROM INTERNAL AND EXTERNAL SOURCES

7.1 MERGE WITH INTA

- PREPARE FOR A RE-BRAND IN CASE OF INTA / ITA MERGER
- DRAFT AND ISSUE PROPOSAL TO INTA

7.2 DEVELOP MENTORING SYSTEM

- REVISE EXAMINER APPLICATION FORM AND NEW CLUB APPLICATION FORM TO INCLUDE MENTOR
- DEVELOP GUIDELINES AND TRAINING FOR THE MENTOR / MENTEE RELATIONSHIP FOR EXAMINER TRAINING AND INSTRUCTOR SUPPORT

8. INCLUSION: SUPPORTING THE DIVERSE NEEDS OF OUR CURRENT AND FUTURE MEMBERS

8.1 BRING ITF TAEKWON-DO TO ECONOMICALLY DISADVANTAGED AREAS

- LINK WITH IMAC TO DELIVER INCLUSIVE PROGRAMMES BACKED BY DORMANT ACCOUNTS FUNDING

8.2 IMPROVE ACCESS TO TRAINING FOR THOSE WITH SPECIAL NEEDS

- CARA AND ITA TRAINING AVAILABLE TO COACHES
- CLUBS SUPPORTED IN INTRODUCING INCLUSIVE CLASSES
- INCLUSIVE CLASSES PUBLICISED
- CLASSES TAILORED TO THOSE WITH SPECIAL NEEDS
PUBLICISED

8.3 GREATER DIVERSITY IN ADMINISTRATIVE AND DECISION MAKING ROLES

- GREATER REPRESENTATION ON BOARD AND WORKING COMMITTEES FROM UNDER 30 / 4TH DAN / FEMALE MEMBERS

8.4 CONTINUE TO SUPPORT RECOGNITION OF FEMALE COMPETITORS IN OUR SPORT

- MEET GOALS OF 20:20 INITIATIVE

9. RELATIONSHIPS: IMPROVING TAEKWON-DO FROM THE INSIDE OUT

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

- DRAFT AND ISSUE PROPOSAL TO INTA

9.2 RUN TEAM BUILDING EVENTS FOR INSTRUCTORS

 ANNUAL TRAINING EVENTS FOR INSTRUCTORS

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

 ANNUAL EVENT ORGANISED