



## Strategic Plan 2018 to 2023

### Mission Statement

- To provide members an excellent framework for our competitors to enjoy the sport of Martial Arts.
- To encourage (where possible) the participation of sport and become physically active
- To provide and maintain a space and equipment for our members to use in the sport of Martial Arts.

### Vision Statement

- SBKA believes junior and senior players of all cultural backgrounds, sexes and abilities should be encouraged to participate in martial arts at the level that best suits their needs and abilities.
- SBKA believes that our competitors should compete in a manner that is safe, fair and friendly.
- SBKA believes our volunteers should be developed to increase their skills and our association should focus on a welcoming, inclusive and respectful culture.

### Our Values

We value:

- Cultural diversity, respect and inclusion
- Everyone feeling welcome in our club
- Mentoring our players to enjoy the sport and excel at their own level
- A competitive and well-run competition circuit
- No politics within the organisation
- Ensuring players are protected by boundaries, authority and social responsibilities
- The committee and volunteers that support our sport
- Our members having fun!

### Stakeholders

- |              |                  |                     |
|--------------|------------------|---------------------|
| • Members    | ISKA Australia   | Kickboxing Kingaroy |
| • Volunteers | State Government | Karate 4 Kids       |
| • Sponsors   | Funding Bodies   | Mixma Self Defence  |
| • Council    | ISKA Queensland  | Rapid Fitness       |

## Our Story

The South Burnett Karate Association Inc. was established in 2014 as a grass roots body developing competitors in martial arts competition. Since its peak, the association has seen increased competitor attendance through new members and clubs joining in Queensland. Our growth has limited us with a shortage of volunteers, equipment and management systems such as software, membership renal systems etc. There is an existing danger of not being able to supply enough equipment to members for safe play.

The association has very strong links with our Aboriginal and Torres Strait Islander communities and successfully engages with a very diverse population in our club. Recently through targeted recruitment, a strong and capable management committee has been put in place and they are enthusiastically working to improve the commercial performances of the association while maintaining our values of inclusion and diversity.

We also understand and focus on inclusion of participants into sport and physical activities. Our rural areas are often limited in opportunities for sport which leads to inactivity in our communities. Rural Queensland also has some of Australia's highest mental health, suicide and chronic disease issues. We know that this is directly related to physical inclusion. We have engaged in our community to help make a difference and endeavor to continue this work.

Our association has been very successful over the years in its training and development program. We have produced many local, state, national and world champions in martial arts. This has been thanks to the skill and dedication of our volunteers in coaching. All our staff work on a volunteer basis and donate their time and energy into player development.

SBKA has also been very lucky to secure sponsors of various levels including local business, councils and grant opportunities. Funds are used in various ways such as purchase of safety equipment, training and development of our coaches and officials and event management costs and outlays.

We will continue to develop, promote and grow our association through good management planning and through the assistance of our volunteers and sponsors.

# SWOT Analysis

What are we good at?	What are we bad at?	What should we be working on?	What should we be worried about?
Facility to host large events.	Not enough coaches	Bring new members into the Association	Less funds for development
Elite Player Development	Physical visibility of Association	Writing and implementing policies and procedures	Not enough volunteers to run our competitions efficiently
Diversity and welcoming loyalty	Volunteer and Parent support	Volunteer recruitment	Facilities not large enough for members
Founding Member retention	Making people do volunteer work	Member recruitment	Disposable income
Teaching and Coaching members	We don't manager or retain help	Online registration systems	Lack of Policies and Procedures
Sense of Belonging (family orientated)	Having online renewal systems	Replacing and renewing equipment for members	Membership Renewals
Local Council relationship	Current written policies	BAS & Tax return lodgment	BAS & Tax return lodgment
Maintaining and upgrading equipment	Current written Procedures	Bring new clubs and members into the association	
Setting standards	Spreading the load of committee work		
Social Media Marketing			
Risk Management			
Member Loyalty			
Member progression and development			
Player Insurance			
Risk management			
Event Promotion			
Running events			

## What would we love to have or be?

Bigger facilities	
Climate control in our facilities	
Signage	
Heaps of money in the bank	
More equipment	
More members	
More volunteers	
Electronic systems in place	
Pay people to do jobs we don't like doing (subcontract)	
More events	
Team bus	
More locations	
Most successful club in Queensland	
Build participation rates	
Get people active	

# **Our Strategic Plan 2018 to 2020**

Priority area 1 – Increase Participation at All Levels

Priority area 2 – Increase more Competition Circuits

Priority area 3 – Purchase of more Safety Equipment

Priority area 4 – Expand Database for Electronic Marketing

## **Priority Area 1 – Increase Participation at All Levels**

### **Strategies**

- Source funding to establish planned volunteer development for coaches, referees and management roles
- Create new opportunities for participation in junior and senior sport
- Specifically target demographics for people with physical inactivity
- Break down barriers into physical activities
- Expand database to include more clubs in Rural regions
- Participation rates for specific demographics

### **Measures of Success**

- More qualified Referees and Officials
- More competitors and clubs at all age groups and levels
- More funding to support association capital purchases

## **Priority Area 2 – Increase more Competition Circuits for Queensland**

### **Strategies**

- Expand into new areas where there are no ISKA competitions that can link up with current Qld circuit
- Identify this area with schools who are eager to compete in the circuits
- Create contacts and build repour with schools and school owners

### **Measures of Success**

- New ISKA competition circuits open in Queensland
- More competitors and clubs at all age groups and levels
- More volunteers and referees engage in assisting

## **Priority Area 3 – Purchase more Safety Equipment**

### **Strategies**

- Source funding to purchase more Safety Equipment
- Budget for purchase of more Safety Equipment

### **Measures of Success**

- More competitors and clubs at all age groups and levels

## **Priority Area 4 – Expand Database for Electronic Marketing**

### **Strategies**

- Source funding to establish planned volunteer development for coaches, referees and management roles
- Create new opportunities for participation in junior and senior sport
- Develop

### **Measures of Success**

- More competitors and clubs at all age groups and levels
- Decrease in population health issues