

South Burnett Karate Association Inc.

Strategic Plan 2025–2032

1. Vision

A connected, resilient, and active South Burnett community where martial arts and sport empower people of all ages and abilities to achieve personal excellence.

2. Mission

To deliver inclusive, high-quality karate programs and community initiatives that improve physical health, mental wellbeing, and social connection — while also supplying essential safety vents to the community at **low or no cost**, supporting resilience and wellbeing beyond sport.

3. Core Values

- **Integrity** – Upholding honesty, fairness, and respect in all interactions.
 - **Inclusivity** – Welcoming all ages, abilities, and backgrounds.
 - **Community Service** – Giving back through outreach, volunteerism, and support.
 - **Excellence** – Striving for continuous improvement in training and service delivery.
 - **Collaboration** – Working with local, state, and international partners to achieve shared goals.
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4. Strategic Goals & Objectives

Goal 1 – Strengthen Community Impact Across All Sites

Objectives:

- Continue delivering affordable karate programs in **Dalby, Nanango, Kingaroy, and Gympie**.
- Work with **Karate 4 Kids (K4K)** to promote and grow participation at each site.
- Increase youth engagement through outreach programs and partnerships with schools and community organisations.
- Promote and expand initiatives supporting **girls & women in sport, mental health awareness, and youth skill development** (First Aid, CPR, leadership).

Milestones:

- **By 2026:** Achieve a **20% increase in member participation** across all sites through targeted marketing and K4K collaboration.
 - **Ongoing:** Develop and promote programs addressing youth wellbeing, inclusion of female athletes, mental health support, and accredited skill training (e.g., First Aid, CPR, leadership courses).
 - **By 2030:** Host an **annual inter-town SBKA tournament** rotating between Dalby, Nanango, Kingaroy, and Gympie.
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Goal 2 – Develop SBKA Olympic & Paralympic Training Hub

Objectives:

- Construct a multi-purpose sports facility with training hall, gym, and integrated allied health services.
- Develop athlete accommodation in partnership with ACH and other key investors.
- Secure **2032 pre-Games training agreements** with at least 2 Olympic or Paralympic teams.

Milestones:

- **2025–2026:** Secure funding and approvals for sports centre and accommodation.
 - **2027:** Facility operational with initial training programs in place.
 - **2030:** Host international teams for pre-Games training camps.
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Goal 3 – Build Organisational Capacity

Objectives:

- Increase volunteer base and leadership development pathways.
- Diversify income streams (grants, sponsorship, memberships, events).
- Strengthen governance with updated policies, risk management, and succession planning.

Milestones:

- **By 2026:** Achieve financial sustainability for operational costs without reliance on a single funding source.
 - **By 2028:** Establish a formal succession plan for leadership roles.
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Goal 4 – Promote SBKA Locally, Nationally, and Internationally

Objectives:

- Develop branding to showcase SBKA’s dual community and elite sport role.
- Launch marketing campaigns tied to the 2032 Olympic & Paralympic build-up.
- Build media partnerships for increased coverage of programs and events.

Milestones:

- **2025–2027:** Secure local and regional sponsorships linked to Olympic project.
 - **2029–2032:** Maintain active presence in international sports media channels.
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5. Key Initiatives 2025–2032

- **Fighting Isolation** – youth mental health and connection program.
 - **Girls & Women in Sport** – targeted recruitment, retention, and promotion of female athletes.
 - **School & Community Outreach** – self-defence, leadership, and anti-bullying programs.
 - **Youth Training & Development** – providing members with opportunities for accredited First Aid and CPR certification, leadership training, and life skills development.
 - **Annual SBKA Regional Tournament** – inter-town competition and community showcase.
 - **Construction of SBKA Sports Centre & Olympic Village** – elite training and community hub.
 - **Integration of Essential Health Services (EHS) and Rapid Fitness Australia (RFA)** into athlete and community programs for physical and mental wellbeing.
 - **Community Vent Supply Program** – providing safety vents to the community at low or no cost to improve safety, resilience, and community wellbeing.
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6. Partnerships & Stakeholders

- **Karate 4 Kids (K4K)** – key delivery partner for programs in Dalby, Nanango, Kingaroy, and Gympie.
 - **Rapid Fitness Australia (RFA)** – fitness and conditioning partner supporting athlete training and community health programs.
 - South Burnett Regional Council & Western Downs Regional Council.
 - Queensland Government – Sport & Recreation.
 - International Olympic & Paralympic Committees.
 - ACH (infrastructure partner).
 - Local schools, NDIS providers, and community organisations.
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7. Measuring Success

- Annual participation and retention rates.
 - Funding and sponsorship secured.
 - Facility construction and operational milestones met.
 - Pre-Games training agreements signed.
 - Number of vents supplied to the community.
 - Number of youth members completing accredited First Aid, CPR, and leadership training.
 - Community feedback and satisfaction surveys.
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8. Review & Updates

- **Annual review** of strategic plan progress.
- **Mid-term review in 2028** to adjust for post-2032 opportunities.