



VISION AND INTENTIONS FY 22-25

"If there is effort, there is always accomplishment."
Jigoro Kano

WHY

To assist individuals and communities to love Judo as much as we do



WHAT

Judo NSW is a modern State Sporting organisation with the traditional sport of Judo at heart. We are an ambitious member-first business, using **effort** to relentlessly deliver services that help our member clubs, individual judoka, and the wider community grow, develop and retain their passion for Judo.

WHO

NSW
CLUBS

NSW
INDIVIDUAL
MEMBERS

WIDER
COMMUNITY

HOW

MEMBERSHIP

Recruitment
Best Practice
Administration
Retention

MEMBER ACTIVITIES

Member Grading
Tournaments
Member Events
Technical Excellence

PATHWAYS

Business of Judo
Officials
Volunteers
Athletes
Coaches

NON-TRADITIONAL JUDO ACTIVITY

Project 1
Project 2

We ask every day...how does this improve things for our current, and potential members?

+8% Growth YOY across key metrics

MEMBERSHIP	<div>JUDO NSW SCHOOL SUPPORT PROGRAM</div> <div>2022/23 MARKETING PROGRAM</div>			<div>5 schools active per term Average 20 students per term \$5 JA Primary Schools Membership = 100 members per term (high churn)</div> <div>60% retention 50% Growth YOY +10% YOY Av + 200 Full fee paying members per year</div>
MEMBER ACTIVITIES	<div>JUDO NSW COMMUNITY SERIES</div> <div>JUDO NSW LOCAL CLUB SERIES</div>			<div>+10% entry numbers per year (Overall)</div> <div>3 new Club Tournaments More information opportunity to participate</div>
A.B.C PATHWAYS	<div>COACHING OFFICIALS DEVELOPMENT PROGRAM</div> <div>BUSINESS DEVELOPMENT PROGRAM</div> <div>JA PATHWAY PROGRAM Athlete</div> <div>GRADING & TECHNICAL EXCELLENCE PROGRAM</div>			<div>+8% Growth in Coaches YOY +15 Coaches per year +20% Referee/Judges growth YOY +10 YOY</div> <div>Development opportunities for roles off the mat</div> <div>Alignment to Combat Australia High Performance Strategy</div> <div>1,000 Gradings Per Year</div>
NON-TRADITIONAL JUDO ACTIVITY			<div>OPPORTUNITY SUB COMMITTEE</div>	<div>Additional Revenue generating projects to assist funding core Judo NSW Activity</div>