

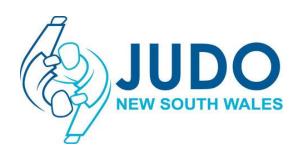
VISION AND INTENTIONS FY 22-25

"If there is <u>effort</u>, there is always <u>accomplishment</u>."

Jigoro Kano



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 <u>effort</u> 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	MEMBER ACTIVITIES		NON-TRADITIONAL JUDO ACTIVITY
Recruitment	Member Grading	Business of Judo	Project 1
Best Practice Administration	Tournaments	Officials Volunteers	Project 2
Retention	Member Events	Athletes	
	Technical Excellence	Coaches	

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

+8% Growth YOY across key metrics

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