



Area Plan

2023 - 2028

2023 Wellington Judo Association

Area Plan - Research with the Clubs

Making a Plan

To have success in Shiai, you study your opponent. If possible, their fighting history. If not, their physique, pace, left or right handed; and you come up with a plan.

Without a plan, failure isn't assured but it is more likely. To serve the Judoka of Wellington we need a plan, to give them the best chance of success.

Research was carried out with the leaders of the 7 clubs. Key themes and overlapping themes emerged. These overlapping themes have great value, especially when comes to deciding how success will be measured.

Key Themes for our Clubs were:

- A Marketing
- B Growth
- C Succession planning



Goals



Marketing

We have an amazing martial art and sport with world-wide appeal but the majority of the public don't know what Judo is. Effective marketing will lead to the creation of a saleable product, that can be exchanged for sponsorship. It will define Judo as a product in the local leisure ecosystem.



Growth

Marketing will be necessary to grow clubs but clubs need to be able to fit new players in. This means growing teachers and having Dojos with space available and times that suit potential students. This growth will assist resilience when considering climate change and future pandemics.



Succession Planning

Wellington Judo needs systems that allow keen Judoka to move into running clubs or administration positions. Key positions in the Area are not backed up and this needs urgent attention. Succession planning creates pathways for those who are keen to help, to advance through different roles.

Goal A

Marketing

Create a 2 year marketing plan

Due Date: September 2023

Regularly updated.

Defines:

- Marketing goals,
- Market segments,
- Marketing mix,
- Success metrics and,
- Spending.

At the end of two years, we will have a brand and a product to market. This will lead to sponsorship rather than reliance on charity.

Goal B

Growth

Double membership in 3 years.

Due Date: April 2026

Key activities to achieve this goal are:

- Develop coaches to allow the area to scale/grow
- A plan and material on how to structure clubs for growth
- Material on how to start a club
- Process for how the Area will support new clubs

Increased membership has many benefits and not just for the people who start to study Judo. It will make us more attractive sponsors, it will make us more resilient and provide more volunteers to support events.

Goal C

Succession Planning

Create an Area Succession Plan

Due Date: September 2023

Key activities to achieve this goal are:

- Capture what we do and turn it into processes, automate those processes where possible.
- Create pathway to administration plans for volunteers
- Ensure all clubs have Succession Plans
- Develop coaches so clubs have depth

What matters for the area

Additional and overlapping themes

Creating **resilience** overlaps with succession planning and growth. Having more small Dojos means different Judoka will be developing as leaders and we will be creating the "walkable cities" of the future, fighting climate change and making sure there are spaces for Judo, even in the event of natural disasters or future pandemics. Resilience also incorporates having sufficient volunteers to make events Business As Usual rather than searching around for who is going to run the scoreboard.

Smaller clubs want to **develop coaches** to ensure there is a succession plan but also to improve the quality of their teaching. Others want to develop coaches to support the idea of more clubs. There was also a desire to train as an area more to get the amount of and difference in Randori that competitors need.

There was also the idea which I've given the name of **developing non-Shiai Judo**. This acknowledges that a number of clubs have students that do not take part in traditional competition. This might be the cross-over between Judo and Jiu Jitsu or, looking at alternate "paths", such as coaching, volunteering, refereeing, competition controller and Kata.

However, the most successful club in the Wellington area (making up 38.6% of the area at the time of writing) has a heavy focus on competition and the marketing of competitions overseas is a major sales point for Judo. Any **developing of non-Shiai Judo** needs to be balanced against this fact and given the right weighting in the goals.

Events as Business as Usual

The area currently runs events which put strain on the organisers and the clubs who carry the weight of volunteering. Events are predictable and repeatable. Taking the stress out of events will be the target of some goals. This will contribute to the goal of **succession planning** and **resilience**.

Caveat

Judo New Zealand may update the National Strategic plan. At which time, we will need to reassess our plan to ensure alignment with the national goals.

Measurement is against the plan

We can't do everything so we need to focus

Achieving the plan means measuring what we do against it.

We need discipline to not "read into a goal" to justify what we want to do in the short term.

Metrics and measurements will be key to achieving the plan. Rather than guess at what works, we'll ask questions of target groups and use that feedback to guide investment. An area budget must align with the plan.

To Achieve the plan, we will be ruthless:

A Use of money will be measured against the plan

B Where ever possible, we'll create numbers to show when we succeed and use them to tell the story

C We'll use data over opinion

