



STRATEGIC PLAN 2022-2025

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OVERVIEW



2022-2025 WAKF Strategic Plan

Vision	Karate is to be recognised as an activity for life.
Mission	To maximise safe participation by creating an optimal environment for enjoyment and success in Karate in Western Australia.
Outlook	Sustainable, Engagement, Inclusive, Safe, Team, Events
Values	<p><u>Commitment</u> We are committed to providing a sporting environment that honours the traditions of karate-do and the pursuit of excellence in everything we do.</p> <p><u>Consistency</u> We seek consistency in our actions as the standard for the continued success of our sport.</p> <p><u>Community</u> We value the participants, volunteers, staff, members, coaches, officials, and others involved in our sport and seek to make a positive difference in our communities.</p>
Enablers	<ul style="list-style-type: none">-Strong financial sustainability with continued growth.-A structure that supports the WAKF strategic, operation and risk plan.-Event and State Team Committee is active and operational.-Understand and anticipate the needs and expectations of current and future members and stakeholders-Effective ongoing delivery of the strategic plan.

PILLAR 1



Pillar 1 - Organisation

Key Objective: The Sport is sustainable at all levels

Area	Goal	Focus	Measurements of Success
Governance	Ongoing suitable governance, diversity, and processes.	-The Board to move towards being a more strategic board.	-The Board continually self-evaluates performance and actions improvements. -Strategy and risk are key areas of board discussion and outcomes.
Facilities	Work towards a sport home base	-Build relationships and work towards a desired facility plan.	-Ongoing communication with key stakeholders regarding future shared facilities with other combat and martial art sports.
Financial	A sustainable sport	-Secure funding to support the sport at all levels and organisational growth. -Ensure key WAKF activities and events are cost-effective.	-Increased collection of data to be able to tell the story of Karate in WA to stakeholders. -Apply for further funding to support key projects. -Projects and budgets are planned and presented for approval in suitable timeframes.
Communication & Brand	Tell the story of Karate in WA	-A modern brand that identifies the sport. -Tell the karate story to potential and current members and stakeholders. -The communication strategy is updated and implemented.	-Rebrand of name, logo, and wording across all mediums. -Select a key event annually that allows the opportunity to increase exposure to the wider community. -Marketing strategy developed and implemented to tell the story of Karate to current and potential members, athletes, and stakeholders. -Build effective relationships with local and state governments and other stakeholders to expand the karate story. -A communication strategy is implemented to continually improve communication with AKF, members, athletes (parents), coaches, officials, and volunteers.

PILLAR 2



Pillar 2 - Sports Development

Overall Objective: Deliver opportunities and support

Section	Goal	Focus	Outcomes
Events	Have quality events with substantial outcomes for participants.	-Deliver an event framework and schedule that maximises the potential of all participants.	-A WAKF Event Committee and Event Framework is active to support the National Event and WAKF events. -Secure the Gold Netball Centre for events in 2022 – 2025. -The successful hosting of the National Championships in 2023.
Participation	Support diversity and inclusion.	-Explore participation activities that will assist with membership growth & diversity.	-Implement a participation plan that incorporates new and innovative activities for non-competitive participants.
Athlete Pathway	Provide a pathway program that is athlete focused and is holistically supported.	-Deliver a system that leads to the high performance of the sport at all levels of the pathway -Provide support and education to athletes that support development along the pathway to high performance.	-FTEM (Foundation, Talent, Elite and Mastery Framework) pathway plan documented and implemented. -Increase the capacity and capability of Talent Identification and current HP pathway activities.

PILLAR 3



Pillar 3 - Sports Development

Key Objective: Unite a community

Area	Goal	Focus	Outcomes
Members	Provide service and membership outcomes suitable for all clubs	-Implement a member service plan with a focus on increasing the service and support, providing resources, tools and forums that meet the needs of the members.	-Support all member clubs by providing appropriate support, services, and tools. -Increase the number of participants in karate. -Action the Services and Membership review recommendations adopted by the WAKF.
Volunteers and Staff	Empower, support, and retain our volunteers and staff	-Have volunteer and education pathways to encourage and support our volunteers. -Implement a Board Succession Plan. -Implement a plan to attract, develop and retain key personnel.	-Volunteers are supported and retained. -The Board successfully plans for future board placements and roles. -Updated workforce plan to include strategies to attract, develop and retain key personnel.
Coaches and Referees	Provide a Coaches and Referee pathway that is focused and holistically supported	-Provide mentoring and education programs and activities for referees and coaches. -Increase opportunities for all coaches and referees.	-FTEM coach and referee pathway plan documented and implemented. -Develop and implement initiatives to improve the quality and quantity of coaches and referees.
Regional Karate	Establish services and activities for regional karate participants, coaches, referees, and clubs.	-Provide activities and education in regional centres.	-Implement and expand a regional service and communication plan