

NLJA Planning Day Notes, January 16, 2010
Prepared by Adam Burry, NLJA Secretary

Long Term Athlete Development Discussion

Bill Taggart(SNL LTAD Coordinator)

- SNL PSO (Provincial Sport Organisation) granting program
- SNL fiscal year starts in April
- LTAD specific funding available

- SNL might run Provincial games in future w/ gov't funding

George Beckett (NLJA)

- covering Judo Canada age based approach
- covering Judo Canada competition/recreation streams
- covering impact on tournament structure
- impact on coaching
- issues arising for liability or funding will look to expect PSOs to be following NSO guidelines

- tournament structure
- some clubs have kids programmes, some do not
- what activities will keep pre-competition kids interested
- is there a focus on competition over recreation? should there be?
- are judo fundamentals being built up properly before competition? or is it wrestling with jackets?
- need a proper base in order to succeed
- important to start competition early so kids are used to it
- have to succeed for the right reasons (ex. big kids using early growth spurt to dominate physically may drop later when physical development levels out)
- don't force kids too soon, kids can decide on their own
- why are the kids there? parents put them there? they want to be there?
- confidence is a big issue
- are participation medals appropriate? up to what point?
- fine line between encouragement and forcing
- need to involve kids in tournament, but without competition so they have experience
- limited availability of competition unduly raises emphasis on encouraging kids to compete
- NSO LTAD programme has a good foundation
- judo for life is an important aspect that not all sports have
- building community (friendships) important (ex. teen groups)
- similar skill levels grouped for fairness so people are not discouraged
- participation outside the province has diminished
- geography of province is a challenge
- can share senseis around, is there benefit
- can we have a summer training camp
- SPM is a resource we can use more (eg. female coaches)
- how do you keep the kids excited about judo. how do you make judo an important part of daily life

- can we get guest senseis to do a tour of clubs
- referee development
- NCCP Part A NLJA minimum standard for senseis
- How do we get more clubs?
- Can we get some phys ed teachers involved in judo
- Coaches may be able to attend coaching seminars from other sports
- How does one go about starting a dojo? What support is available?
- People are free to e-mail NLJA when they have information or materials or whatever to share

- Part A certification will be a requirement for shodan in the future
- There is an Atlantic Summer Camp this year

Reference docs:

"Canadian Sport for Life"

"Hitting the Mat", Judo Canada

Judo Canada guides for age group training, available on the Judo Canada website

break - PART II

Strategic Planning Session

Facilitated by Dr. Tom Clift

- The plan answers the question where should we spend money
- The plan reduces argument because everyone knows the priorities
- What is current level of penetration? What is potential?
- What is more important? Growing penetration rate, or increasing program quality?
- What is national penetration rate
- What factors make our numbers different?
- Where should our clubs be based on regional demographics?
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MANDATE (what are we doing and why)

- context of market analysis/current situation
 - expand participation levels - health/fitness/welfare
 - programme development
 - excellence

Increase in direct competitors (eg. jui-jitsu)

Increased # of indirect competitors (other sports, other activities)

- Why participate in judo?

How are we positioned in the mind of the athlete and the parent

- More attractive to parents because of injury rate

- Why do numbers drop after the beginning of the season?
 - What is our turnover
 - How do we make people judo players for life
 - In St. John's area approx 3200 people hold gym memberships
 - What would our number need to be to have full-time staff
 - Parents put kids in, how do you make the kid want to be there after that?
 - How do we grow the elite players when casual players take up time?
 - Market factors: age, ability, parental support, fun, accomplishment
 - Kids aware of good coaching, they know it is worthwhile
 - Heros (successful competitors) motivate interest/kids
 - How can we help clubs manage their numbers?
- Write 2-3 sentences for mandate for next 2-3 years
 - CWG as an excellence tactic

VISION

- vision is of a growing, retained membership and an organisation that is focused on long term excellence at regional and national levels.
- excellence definition can vary, eg. participation or achievement
- barriers to entry
- one of the costs of a judo membership is the travel cost for competition

MANDATE

- growth by percent (market development)
- engagement
- programme development
- excellence
- goal 80% recreation - 20% competition. what is right balance?
- provincially oriented
- increase penetration in existing markets
- establish regional priorities where gap is most profound
- better experience for the entire membership

High churn

- high ability to attract (but maybe not filter) is the message correct?
- inability to retain (is it the program)
- we need to find out why people stopped going
- what are people's expectation's when they start

Market development

- judo as an activity among many in an athletic profile
- cost to recruit vs cost to retain

Vision is of an active, vibrant association dedicated to program enhancement and membership growth, with an enhanced experience for all.

A strategic plan allows everyone to understand why decisions are made as they are

MISSION

- grow: by how much, when and how (members, coaches, administration, facilities)
- what is a good number
- what is a good timeframe
- top down vs bottom up planning for growth
- characterize clubs: numbers, coaches, facilities, etc.
- cannot set unreasonable goals in a volunteer organisation, or people will be turned off
- compare growth to provincial gov't goals

VALUES

- participation
- inclusion
- excellence
- fitness
- health
- active lifestyle
- self-confidence, self-reliance
- community
- mutual welfare and benefit
- self-defense
- compare to Judo Canada goals/values/mission

OPERATIONAL GOALS

- calendaring
- communications
- certification tracking
- newsletter
- list of coaches and coaching levels should be in plan
- Corner Brook and Gandar mats
- tournament locations
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TOC

Market/Current Situation (2 pages) in context of provincial plan

- penetration
- potential
- analysis
- history

Mandate

- why

- priorities
- description

Vision

- description
- rational

Mission

- rational
- description

Values

- national
- regional
- provincial
- local

Operational Goals

- limitations

Operating Plan

- budget

Reference the government plan.

We are competing with other PSOs.