

Newfoundland and Labrador Judo Association Strategic Plan, 2010-2015
Approved at the NLJA Annual General Meeting, November 6, 2010

Assessing the Current Situation

The Newfoundland & Labrador Judo Association (NLJA) has been in existence since 1968. Judo is a martial art and also an Olympic sport. Judo Canada is the National Sport Organization to which the NLJA belongs.

In the 1970's and 1980's judo in Newfoundland & Labrador had some success at the national level but this has not been the case in recent years. Membership is organized in clubs which have been located in a variety of communities across the province. In recent years three clubs have become inactive: Stephenville, Corner Brook and Gander.

Remaining clubs are located in St. John's (4 clubs – 49% of membership), Stephenville Crossing (1 club – 14% of membership) and Goose Bay Labrador (1 club – 37% membership). In St. John's there is one large club (MUN Judo Club – 80 members) with three other smaller clubs. Membership has been stable over the past 5 years ranging from a low of 217 in 2007/08 to a high of 282 in 2008/09.

While the participation rate for judo in Newfoundland & Labrador is consistent with the participation rate in other parts of Canada there is room for improvement.

Table 1 – Judo Participation in Canada and Provinces, 2009

| Region | Judo Registration | Total Population 2009 | Participation Percentage |
|------------------------------------|--------------------------|------------------------------|---------------------------------|
| Canada | 17,045 | 33,873,357 | 0.050% |
| Alberta | 1,123 | 3,703,979 | 0.030% |
| British Columbia | 2,102 | 4,479,934 | 0.047% |
| Manitoba | 555 | 1,226,196 | 0.045% |
| New Brunswick | 686 | 750,457 | 0.091% |
| Newfoundland & Labrador | 265 | 510,272 | 0.052% |
| Northwest Territories | 253 | 43,234 | 0.585% |
| Nova Scotia | 610 | 940,397 | 0.065% |

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|-------------------------|-------|------------|--------|
| Nunavut | 56 | 32,435 | 0.173% |
| Ontario | 2,464 | 13,119,251 | 0.019% |
| Prince Edward Island | 88 | 141,374 | 0.062% |
| Quebec | 8,124 | 7,856,881 | 0.103% |
| Saskatchewan | 719 | 1,034,974 | 0.069% |
| Yukon | 0 | 33,963 | 0.000% |

Data Sources:

Judo Canada. 2009 Judo registration

Statistics Canada. Quarterly Demographic Estimates

Participation in Goose Bay is currently at maximum levels given the availability of training space and volunteer coaches. Other areas such as St. John's, Corner Brook, Gander, Grand Falls – Windsor, and Stephenville have significant potential for expansion.

Strengths

1. existing core of clubs which have been in place for 20+ years in several regions in the province
2. existing core group of club leaders and coaches
3. continuing interest in judo amongst the public
4. growth of Sport Newfoundland & Labrador and increased provincial government support for sport

Weaknesses

1. Very limited competition opportunities in province
2. Geographic isolation makes it very expensive and difficult to travel within the province and especially to out of province competitions
3. Long term out-migration of youth from the province has eliminated competitive judo role models for judoka in the province and seriously limited development of coaches and leaders to replace the current generation of coaches and sport administrators
4. Limited coaching experience in high level performance competitive judo
5. Very limited athlete participation in national level tournaments due to lack of competitive experience and costs to travel
6. Newfoundland & Labrador Judo Association and its member clubs are ineffective at promotion of judo and fundraising to support activities
7. Lack of infrastructure (mats, e-scoreboards, etc.) in areas where most judo activity is taking place
8. Many clubs experience a high turnover of members who start a year but do not continue past the first few months of membership
9. .Number of clubs not expanding and actually decreasing (i.e. two long term clubs gone inactive over past few years out of nine clubs)

10. Coaches and sport leaders are ageing and relatively little development of new generations of leaders and coaches
11. Lack of understanding and communication about the LTAD model
12. Difficulties in maintaining some current clubs or starting new clubs (facilities and qualified coaches)
13. NLJA work done mostly by executive committee members and chairs of key committees
14. Lack of support and clear direction burns out executive and committee members
15. Non-existent volunteer support at provincial level and weak at club levels
16. Increasing competition from other martial arts groups and sports

MANDATE

The mandate of the Newfoundland & Labrador Judo Association is to act as the provincial sport governing body for the sport of judo in Newfoundland & Labrador. The NLJA is responsible for providing leadership in promotion and development of judo in the province as well as ensuring all judo activities meet appropriate standards and the spirit of Kodokan judo.

VISION

Our vision is of an active, vibrant association dedicated to program enhancement and membership growth, with an enhanced experience for all. It includes:

- *Developing opportunities for excellence in competitive judo at the national level*
- *Encouraging participation in judo activities that provide opportunities to be active for life*
- *Growing membership through expansion of clubs in selected communities in the province and improved retention of existing members*
- *Contributing to the overall health of the provincial population by involving children and adults in a sport that can be practiced from childhood to senior years*

MISSION

By 2015 we will expand participation in judo to 400 members in different communities throughout the province and support the development of high quality programs for both recreational and elite athletes

VALUES

Our values shape our organization. The following values are recognized as fundamental to the achievement of our mission:

Sportsmanship and fair play

Safe environment for training and competition

Participation for all

Personal development - physically, mentally, emotionally and morally

Mutual benefit and prosperity

Cooperation with Judo Canada and other sports organizations

OPERATIONAL GOALS

Our operational goals for the period of 2010 to 2015 include:

- 1) Grow membership to 400 through improved retention and increased number of clubs
- 2) Full scale integration of Long Term Athlete Development principles into our club and association activities
- 3) Improve club training programs through coaching development and access to professional technical assistance
- 4) Provide access to a provincial judo technical consultant to act as a resource person for clubs and association programs
- 5) Investigate options to develop judo programs within the provincial school system
- 6) Achieve updated coaching certification for all club chief instructors to the level of Dojo Instructor
- 7) Develop a program to encourage and support athletes interested in elite competition
- 8) Develop an association newsletter to improve communication with association members
- 9) Increase the pool of yudansha (black belt) qualified instructors
- 10) Encourage the development of a new generation of coaches and sport administrators
- 11) Develop a program for the purchase of equipment needed to support the development of judo at the club and provincial level
- 12) Establish a series of performance measures to assess the progress of our association.
The measures will include:
 - membership growth and distribution of membership
 - certification of coaches and officials
 - participation by disadvantaged groups
 - participation rates in elite competition