



---

## JVI Strategic Plan 2010-2014

### 1) JVI Objectives for 2010-2014

- Significantly increase JVI membership and participation in Judo in Victoria
- Improve the results of Victorian judo players at National and International competitions
- Significantly expand the organizational capacity of JVI to manage its programs, establish new programs and promote JVI

### 2) Key Focus Areas and Initiatives

- 1) **Grass Roots Programs:** Develop and expand existing programs that support JVI member clubs and increase JVI membership. Grass roots programs to specifically cover:
  - a. School Children (During and After School Programs)
  - b. Existing judoka's that train occasionally but are not registered
  - c. Regional Victoria
  - d. JVI branded products/kits for new and renewing JVI members
- 2) **High Performance Programs:** Develop and expand existing programs that support and encourage high performance Victorian Judo athletes. High performance programs to specifically cover:
  - a. Victorian High Performance Judo Squad
  - b. Support for participation and achievements in National and International Programs
  - c. Establishment of medium term relationship with a JVI Team Sponsor

- 3) **Building Organizational Capacity:** Develop and expand existing programs that enhance JVI's capacity to manage and support its programs. Organizational capacity to be specifically developed in the areas of:
  - a. Organizational Knowledge:
    - i. Evaluation of organizational status and business environmental analysis
    - ii. Documentation of JVI Corporate Knowledge
  - b. Organizational Resources:
    - i. Establishment of Sport Administration Officer position
    - ii. Professional Development for JVI Committee Members in leadership of Community Organizations
    - iii. Professional development for existing and new coaches
  - c. Organizational Processes:
    - i. Management of financial and operational programs
    - ii. Management of Sponsorship Program and ongoing relationship with sponsors
    - iii. Management of relationship with JFA and other state based judo organizations
- 4) **Marketing and Promotion:** Develop and expand programs for the marketing and branding JVI. Particularly in the following areas:
  - a. Brand development and quality assurance
  - b. Improved communication with JVI Stakeholders
  - c. Promotion in Schools
  - d. Promotion in the local media
- 5) **Funding Sources:** Develop and expand JVI funding sources to ensure its long term viability and support for its objectives. Specifically develop and expand arrangements in the following areas:
  - a. Update membership fee structure
  - b. Government grants e.g., sports grants, regional Victoria programs, school programs, etc.
  - c. Relationship with sponsors
  - d. Capturing of advertising opportunities

### 3) Achieving the Objectives: The High Level Plan

- 1) **Year 1 (2010-2011): Establishment of Organizational Capacity and Development of New Programs**  
 This year will the building organizational capacity through recruitment, documentation, and process development, establishment of Grass Roots programs, and establishment and expansion of relationships with external organizations, namely sponsors and government.
- 2) **Year 2 (2011-2012): Consolidation of Established Programs**  
 This year will see the consolidation of the organizational capacity and establishment of new programs. This should see that start of new growth in membership and activity.
- 3) **Year 3 (2012-2013): Expansion of Consolidated Programs and Development of New Programs**  
 This year will see the expansion of programs with significant growth in membership and programs. Planning for the next three years shall commence and initiation of new or expanded programs considered.
- 4) **Year 4 (2013-2014): Resourcing of New Programs**  
 This year will see the detailed planning and resourcing of new initiatives and the completion of strategic plan development for the next few years.