

# Where do we go from here?

## The strategy of ITFNZ Taekwon-Do Instructors' Conference, Rotorua, 5 November 2005



*“If you don't know where you're going,  
it doesn't matter which way you go.”*

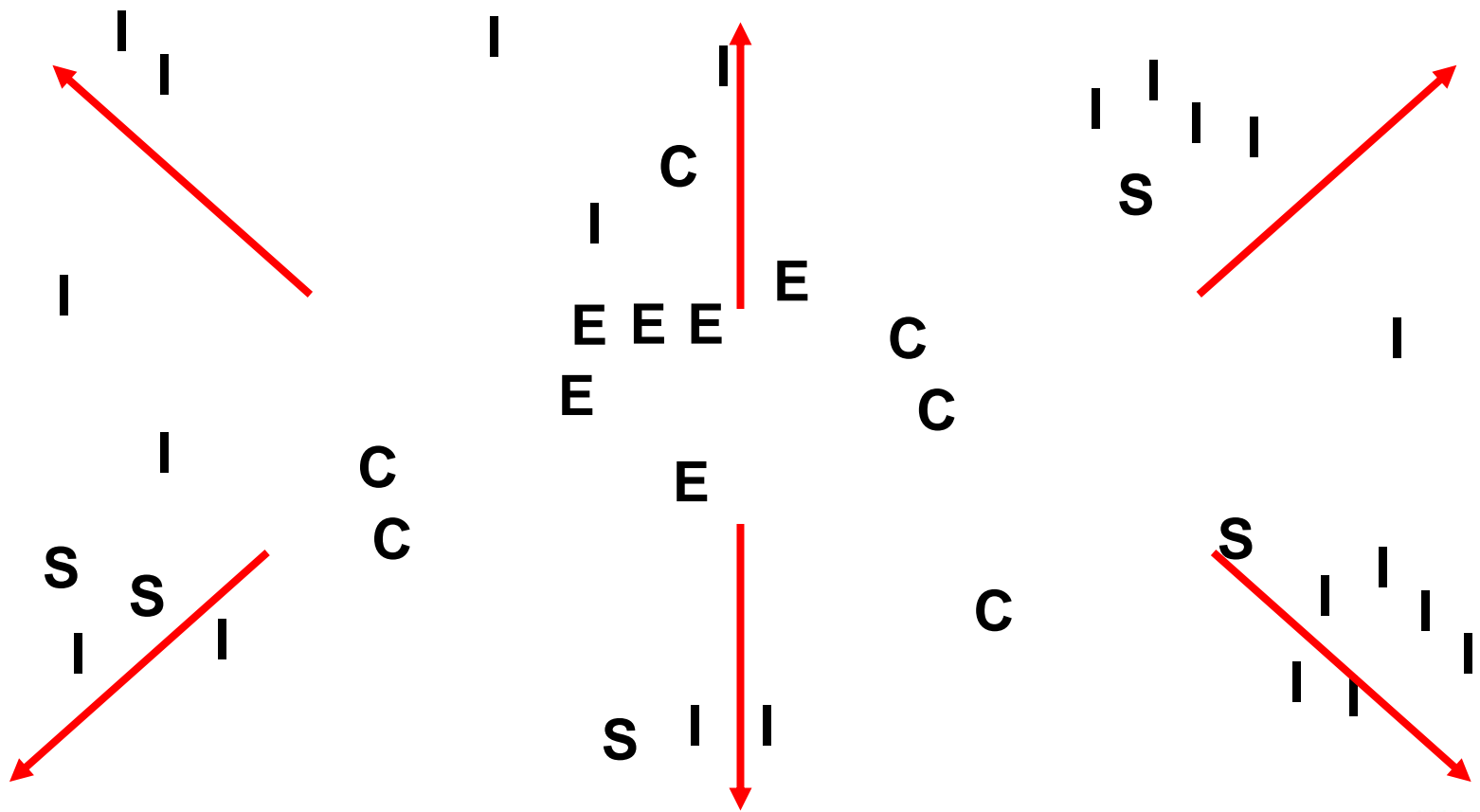
*– The Cheshire Cat  
Alice in Wonderland*





ITFNZ  
Taekwon-Do

# Our current organisation structure



# The strategic framework

**Vision**

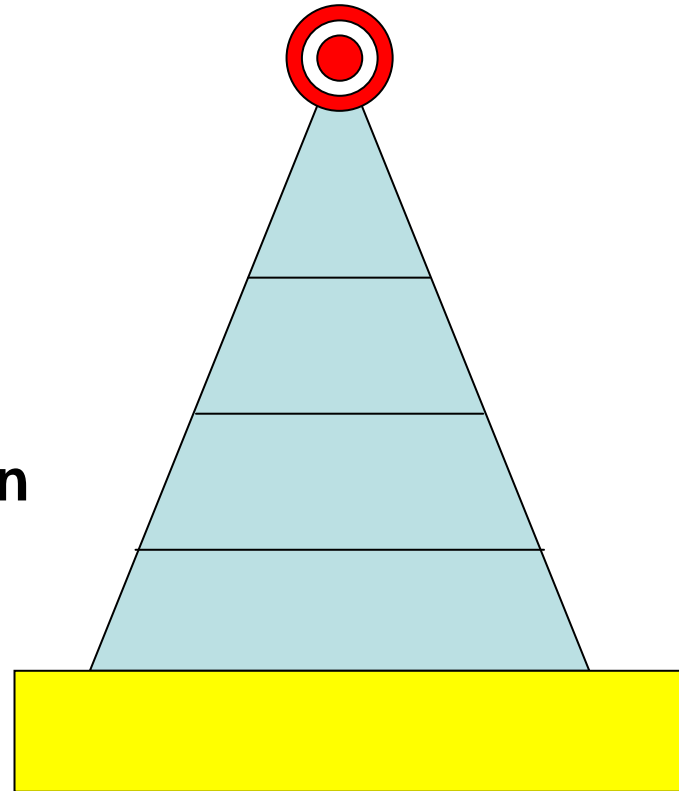
**Strategy**

**Medium term goals**

**Three year management plan**

**One year management plan**

**Mission statement**



# The strategic framework

**Vision**

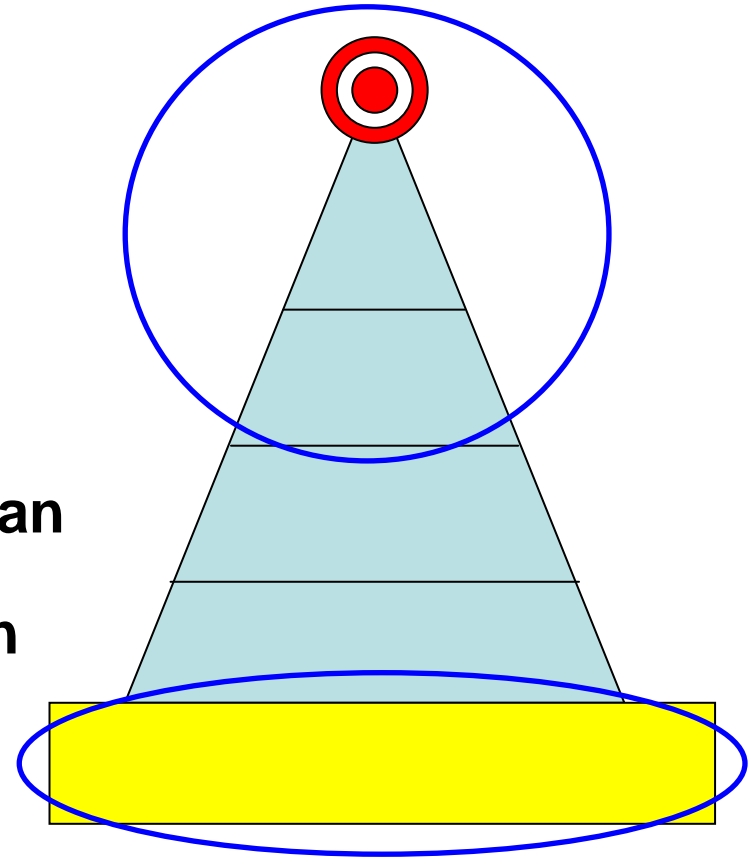
**Strategy**

**Medium term goals**

**Three year management plan**

**One year management plan**

**Mission statement**



# Our mission statement

- Why do we exist?

*ITFNZ Taekwon-Do teaches its members to develop mind, body and moral character through the Art of Taekwon-Do.*



# Our values

- Our mission is based on the following values:
  - the philosophy and Moral Culture of the founder, General Choi Hong Hi
  - preserving the Art of original Taekwon-Do, and its quality
  - operating on a non-profit basis, for the benefit of our members
  - peace, community, and family
  - the tenets of Taekwon-Do...



# Our vision statement

- What will we become?

*ITFNZ will grow the original Taekwon-Do  
to be among the most popular  
martial arts and sports  
in every town in New Zealand.*



# Who was involved?

- Master Evan Davidson, VII dan, President
- Master Paul McPhail, VII dan, Technical Director
- Mr Mahesh Bhana, VI dan, Senior Examiner
- Mr Vince Pygott, IV dan, Secretary
- Mr Andrew Niven, IV dan, New Zealand Team Coach
- Mr Kris Herbison, III dan, South Island Regional Director
- Mr Hayden Breese, III dan, Director of Marketing
- Mr Nick Lourantos, I dan, Wellington Regional Director
- Mr Carl Matthews, I dan, Sponsorship and Funding Director
- Mr Greg Skinner, major contributor to ITFNZ and CEO of Epson New Zealand
- Mrs Sue Breen, Counties Manukau Regional Director
- Mark Banicevich, IV dan, Auckland North Regional Director



## Who was involved? cont...

- Mr James Rimmer, VI dan, Senior Examiner
- Mr Mike Lowe, IV dan, Central Districts
- Mr Gwyn Brown, III dan, Midlands Regional Director
- Mrs Helen Miller, I dan, Treasurer
- Mr Wayne Kessell, I dan, Central Districts Regional Director



# What is our target?

***We will have 10,000 members by 2015***

- Sustainable growth
- Now: 2,500 members, 75 clubs, avg 30 students
- 2015: perhaps 250 clubs, avg 40 students
- 1995 – 2005, we doubled club numbers



# Our short term goals

- **Instructor development**
  - we need to develop our current and future instructors to open more clubs, and grow our existing clubs.
- **Student retention**
  - we have a high student turnover, which we want to reduce.
- **Restructure ITFNZ**
  - we are at a point where our existing structure is insufficient to handle further growth.

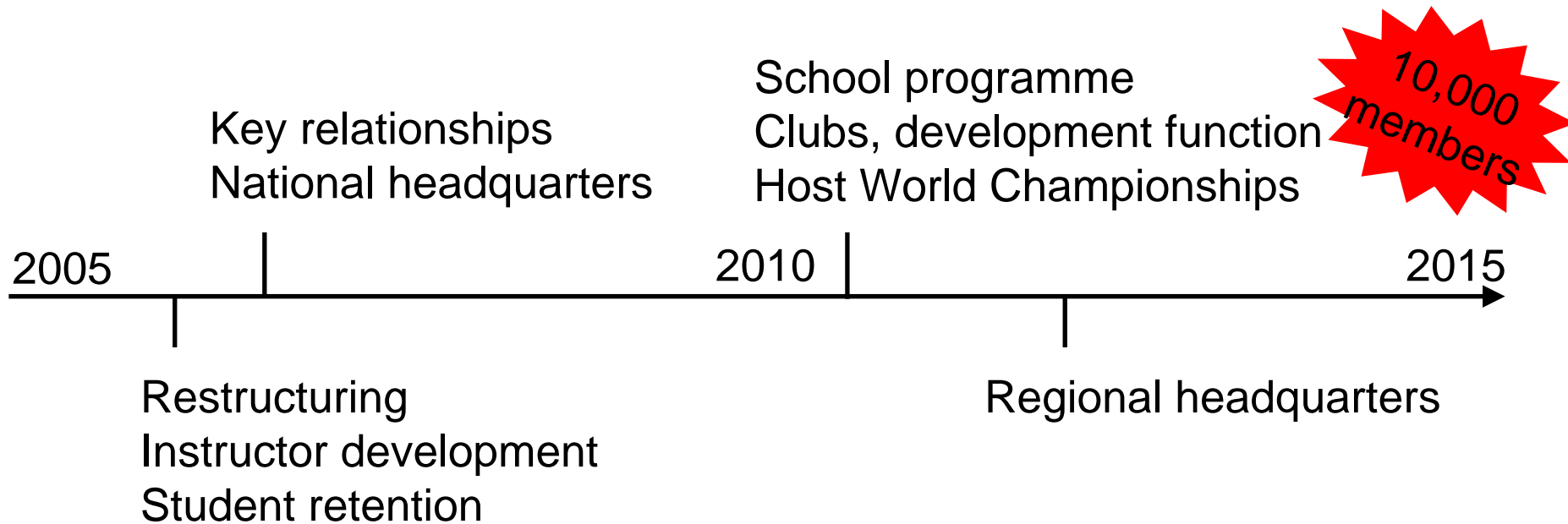


# Our medium term goals

- Key relationships with sport and media
- Open national and regional headquarters
- Develop a school programme
- Open more clubs
- Host a World Championships, hopefully in 2011



# Our implementation timeline



# Where do we go from here?

- We need your help, and that of your students!
- Are you interested in any particular goal?
  - Get involved!
  - See me for details
- Do you have skills in a particular area?
  - Are you a teacher, office person, involved in another sport, ...?
  - Got any retention / churn stories?
  - ...hundreds of ways to help

