



NORTHERN
IRELAND
JUDO



THE STRATEGY FOR THE NIJF

REINVOGORATE / RETAIN / EMPOWER / OPEN DOORS TO ALL

KEY THEMES



EXECUTION



OUTCOMES

**GROW & RETAIN MEMBERSHIP
INCREASE OPPORTUNITIES TO
ACCESS JUDO
CREATE A CULTURE OF
“WELCOME”
INCREASE & EMPOWER THE
WORKFORCE
REPORT AND MEASURE**

**SPORT N.I. HAVE LAID OUT THEIR
CORNERSTONES AND
MODELLING. FROM THIS, OUR
STRATEGY HAS ALSO BEEN
DESIGNED TO FIT IN WITH THEIR
FUNDING CRITERIA AND
MEASURING OUTCOMES TO
DELIVER THEM RESULTS AS OUR
MAIN FUNDING BODY**

**MAKE JUDO A FORCE TO BE
RECOGNIZED ACROSS
NORTHERN IRELAND
ENHANCE THE LIVES OF
EVERYONE INVOLVED
ACCESS NEW FUNDING
OPPORTUNITIES
REPORT, MEASURE AND
MAXIMISE OPPORTUNITIES**

WHO WE WILL
WORK WITH



Courtesy – Courage – Friendship – Honesty – Honour - Modesty - Respect - Self-Control

NORTHERN
IRELAND
JUDO



OUR VISION – Create an inclusive organisation where everyone is given the opportunity to participate, progress and perform.



OUR MISSION STATEMENT
- Develop and deliver excellence in all aspects of judo to enhance the benefits to our membership.

**Stronger
together**

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WHAT WE KNOW - POSITIVE

88% of our members
“would” and 10%
“maybe would”
recommend Judo
training

We have insight and
a track record on the
right approaches to
attract people to
Judo

Our membership
wants to develop
themselves and
compete

Our clubs are hubs
for people as a
physical outlet and a
source of connection
with others

Our membership
numbers are growing
on an upward trend

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WHAT WE KNOW - NEGATIVE

People view our
Performance Pathway
as a “closed shop”

Our membership
system is complicated
and potentially a
purchasing stumbling
block

Our coaches want to
be actively educated
and feel they don't
have access to
enough opportunities

Our Board need to be
more transparent,
and communication
needs to increase

There's a historic
feeling of clubs and
members not being
actively engaged

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WHAT WE KNOW – THE NUMBERS

OUR FIGURES WERE OVER EXAGGERATED, UNTIL 2021 WHEN WE COMPLETED AN OCCUPANCY SURVEY AND CORRECTED RECORDS TO A TRUE REFLECTION OF OUR MEMBERSHIP. WE HAVE EXCEEDED THE MEMBERSHIP LEVELS ASKED FOR BY SPORT NI AND ARE ON A GROWTH PATHWAY

Description	2019-20		2020-21		2021-22	2021-22	2022-23	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Club Members	3500	2049	4025	1282	1025	1077	1232	0
- Female	2205	564	2415	365	292	293	330	0
- Male	1295	1485	1610	917	733	784	850	0
- U18	2975	1659	3420	1005	804	841	944	0
Number of Clubs		27		27		27	31	0

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OUR MEMBERSHIP NUMBERS ARE GROWING
WE HAVE SEEN AN INCREASE TREND SINCE LAST YEAR

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WHAT WE KNOW – STRENGTH AND WEAKNESSES

MANAGING THE WEAKNESSES (FROM SURVEYS AND MEMBER DISCUSSION)

- **External insurance for clubs**
- Restricting events and development pathways to NIJF licence holders
- Accredited NIJF grades only recognised
- Increasing member benefits locally and nationally through a partner program
- Promotion of the low cost introductory licence
- **Poor CRM system**
- Listened to the member feedback and instigated the creation of a specification document for potential new suppliers
- Allowing clubs to directly purchase memberships on mobile devices
- Create immediate reporting with fields that match the required SportNI information and target groups
- **Other sporting opportunities**
- Promote the cross training benefits of Judo with other sports
- Maintain a high level of paradigm awareness of Judo



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WHAT WE KNOW – STRENGTH AND WEAKNESSES

MANAGING THE WEAKNESSES (FROM SURVEYS AND MEMBER DISCUSSION)

- **Ingrained historical negativity**
- Creating a culture of openness and access to the Board
- Inviting clubs to get involved in the development opportunities
- Re-forging bonds at club level with individual visits
- A new brand and outlook for the federation visually
- **Lack of education opportunities**
- Introduce a calendar of varied learning opportunities both on the mat and off with a focus on wellbeing
- Create the chance to have more peer to peer sessions and invitation to clubs in regions to visit
- Respond to requests for opportunities suggested by the membership
- **Dilution of Judo through Brazilian Jiu Jitsu**
- Limited grading opportunities
- No access to events without NIJF licence
- Awareness of potential threat



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MOVING FORWARD AND MEASUREMENT

AIMS AND GROWTH

- We're on track to meet and potentially exceed our return to Judo figures set by SportNI for March '23
- Although no tangible measurement, the anecdotal feedback from the clubs is that the visits and insights with the clubs are providing a good platform and assistance and membership numbers are increasing
- Our Judo Enhancement Officer (JEO) is in place and we expect results to come in at the end of April '22 with the Coach incentive adding to the success
- We conducted a membership survey in January '22 and this has given as a shape to expand on the Judo product and attract new demographics into the sport. It will help us to formulate providing to the members requirements
- Any marketing or outreach campaign will have a set target and metrics to meet, with reporting elements as the plans are implemented and develop to allow for fine-tuning



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THE EXECUTION

AIMS AND GROWTH

- We're going to diversify the Judo product and create Judo based opportunities this includes, but not limited to:
 - Female Only
 - Self Defence
 - Beginners Only
 - Judo Fitness
 - Other sports cross training
 - Over 30's
 - Ground Competitions



As we have had success previously, we aim to associate each section with a partner to help us add value both financially or through products to the intended targeted groups and the associated demographics. The JEO will also feature in the execution of any initiatives.

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MANAGING THE FEDERATION

GOVERNANCE

- The new Chairman is making a shift to creating a culture of transparency and openness
- The Membership will be addressed with a Chairman's Message inviting their input and involvement in the strategic developments
- We are approved from SportNI on all levels for our Governance strategy and structure
- The increase of our outreach concepts will in turn increase member engagement and allow opportunities for clubs to directly involve themselves in NIJF concepts
- We will pro-actively source opportunities for more Governance training



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CARE FOR OUR MEMBERSHIP

WELLBEING

- We have a designated Mental Health & Wellbeing Officer in the Board
- This year, she will aim to create a calendar of training events and program reporting with diverse subject matters and report on each one
- Source opportunities for funded training (Mental Health First Aid etc.)
- Act as a liaison for the membership, as a direct contact for areas of need
- List of signpost organisations as well as initiate for support for addiction, domestic abuse and wellbeing etc.



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WELCOME EVERYONE ON THE MATS

INCLUSION & DIVERSITY (LGBTQI+)

- Expand on the work of the Inclusion & Diversity Group with partners (RNIB, Disability Sport NI, British Deaf Association NI)
- Monitor the CRM levels and ensure that we are maintaining levels
- Create access to more training opportunities and events for our diverse umbrella of membership
- Create a welcoming culture for all and ensure policies and procedures are in line with the current legislation and guidelines
- Forge partnerships with ethnic, diversity and inclusion groups to develop and promote mutually beneficial connections with the Federation and the member clubs / wider community



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WELCOME EVERYONE ON THE MATS

THE YOUTH

- Create a province wide youth panel (13-17) to have a voice of the young within the NIJF
- Implement a set structure for the youth panel and their chosen chairperson
- Create a schedule of feedback forums to ensure that the Federation is meeting the needs of our younger membership (especially at the age of attrition for retention)
- Offer access to training for the youth panel to develop their skillsets across various subjects
- Invite the chairperson to relevant Board meetings for insight and Board feedback to the youth panel



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IN SUMMARY

ASPIRATIONS & CONCLUSION

- A Federation that offers a welcome and an opportunity for everyone to be involved in Judo regardless of age, location or personal profiles / beliefs
- Focused retention initiatives on the mats
- Added benefits to the licence / membership and increased reasons to stay as part of the NIJF aside from Judo
- Pillars of support in place for the wellbeing of everyone in Judo Federation that are open for all and with a support network in place for sporting and wellbeing development
- Concise and measured reporting detail for funding partners and association partners
- An understanding of where we need to improve along with a renewed focus and personnel to do so



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BUDGET AND EXECUTION

TIME AND MONEY TO DELIVER

- Pathway Squad and Adaptive Sessions will continue with view to increasing the levels of Pathway Recruitment with different ages and grades
- Club contact and club development remains a mainstay with enhanced timings for periods of growth opportunity or to combat a trough
- The addition of the JEO will empower us to reach new untapped areas and rural communities as well as ethnic minorities
- Targeted levels will be agreed before any membership delivery activity is executed to measure a return on investment
- To enhance delivery, sponsors will be actively sought for initiatives both financial and in kind support



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