

# STRATEGIC 2023

Connecting Everybody



# Vision - Taekwondo connecting Everybody

## OUR STRATEGIC PILLARS

CLUBS & MEMBERS	PARTICIPATION & PARTNERS	PATHWAYS & NATIONAL TEAMS	EVENTS & COMPETITIONS	LEADERSHIP & GOVERNANCE
<b>Grow and retain our Taekwondo Clubs and members</b>	<b>Ensure Taekwondo is open to everyone</b>	<b>Connect the development of our participants</b>	<b>Deliver opportunities that excite &amp; inspire</b>	<b>Work together with everyone who makes Taekwondo happen</b>
We whole-heartedly appreciate that it is the clubs, coaches and officials that provide the gateways to participation and performance in Taekwondo.	We will grow opportunities for our people and partners to work, support, sponsor and participate in our clubs, education, and community settings.	We will provide clear pathways and programs to national teams, which guide an individual's development at every step of their Taekwondo journey.	We will deliver a comprehensive, diverse, and wide-reaching calendar of high quality domestic and international competitions and events.	We will invest in everybody who makes Taekwondo happen, our employee and volunteer capability and our governance and structures to enable us to achieve our ambitions.
<b>FOCUS:</b>	<b>FOCUS:</b>	<b>FOCUS:</b>	<b>FOCUS:</b>	<b>FOCUS:</b>
<p><b>Support our clubs &amp; members to thrive.</b> We will promote and increase the visibility of our clubs, products, services and events; delivering exceptional support and value.</p> <p><b>Create a club network</b> We will develop strategies and incentives to connect communities and improve communication and collaboration.</p> <p><b>Extend &amp; enhance our coach &amp; official development.</b> We will support the development of coaches and officials at every level and in every discipline; retaining, upskilling and reskilling to increase the numbers who are active and qualified.</p>	<p><b>Engage the next generation.</b> We will work to make Taekwondo a clear and accessible choice for all young people.</p> <p><b>Grow diversity &amp; representation.</b> We will ensure the Taekwondo community remains somewhere everyone feels welcome, respected and supported; supporting access for a diverse range of participants.</p> <p><b>Work well with our current and future partners.</b> We will work collaboratively with our partners to build a longer-term, holistic view of success and unlock sustained investment to support shared ambitions.</p>	<p><b>Develop pathways that support participants to reach their potential.</b> We will have inclusive, clear &amp; connected pathways to national teams; supporting our most talented to fulfil their potential.</p> <p><b>Prioritise participant welfare.</b> We will uphold the highest standards of welfare; enabling our participants to thrive in both community &amp; competitive environments.</p> <p><b>Deliver inspirational and sustainable performances.</b> Together with our clubs &amp; states, we will provide sustainable development opportunities; defining clear selection processes and delivering inspirational performances that have the power to drive positive change in our communities.</p>	<p><b>Provide a shop window to our sport and Martial Art.</b> We will host domestic and international events in all disciplines; providing platforms for growth and success of our participants at every level.</p> <p><b>Setting the standards</b> We will provide tool kits and resources to make staging events safe, simple and cost effective for our partners.</p> <p><b>Showcase extraordinary sporting moments.</b> We will enable access to extraordinary moments in Taekwondo; securing TV/media deals; reaching new audiences &amp; uplifting communities across the nation.</p>	<p><b>Grow a diverse and inclusive team</b> Together we will build a more inclusive and diverse community of staff, clubs, athletes and members. As one Taekwondo community, we will uphold the highest standards of governance, ethics, integrity and participant welfare.</p> <p><b>Drive positive engagement with new and existing audiences.</b> We will take Taekwondo to the mass market, ensuring that we remain relevant and aspirational; building a broader, more diverse &amp; sustained base for the future.</p> <p><b>Generate increased revenue streams.</b> We will grow our organisation sustainably to enable re-investment into Taekwondo for the benefit of our clubs, coaches, and members.</p>

# Vision - Taekwondo Connecting Everybody

## WHAT SUCCESS LOOKS LIKE FOR EACH STRATEGIC PILLAR

CLUBS & MEMBERS	PARTICIPATION & PARTNERS	PATHWAYS & NATIONAL TEAMS	EVENTS & COMPETITIONS	LEADERSHIP & GOVERNANCE
<p><b>Grow &amp; retain our Taekwondo Clubs and members</b></p> <ul style="list-style-type: none"> <li>•Our membership offer is supporting clubs, coaches and officials to thrive, be more connected and collaborative.</li> <li>•Our re-energised membership continues to offer services and products that meet the diverse needs of our community.</li> <li>•We are delivering access to high quality education, development and support to all coaches and officials across our clubs and community network.</li> <li>•We have increased connection and communication with clubs and members; growing numbers in regional and rural areas.</li> </ul>	<p><b>Ensure Taekwondo is open to everyone</b></p> <ul style="list-style-type: none"> <li>•We have more young people choosing Taekwondo in order to lead active, healthy lives.</li> <li>•Our Taekwondo community, participants and partners are more representative of wider society.</li> <li>•We are providing safe, fair and inclusive environments in our clubs, education and community settings.</li> <li>•We have stronger relationships and strategic alignment with partners and sponsors to grow investment.</li> <li>•We grow our schools program</li> </ul>	<p><b>Connect the development of our participants</b></p> <ul style="list-style-type: none"> <li>•We are enhancing the quality of programs in the daily training environments.</li> <li>•We are providing a targeted program of camps and competitions that identify and prepare athletes for transition to high performance.</li> <li>•We have a growing, more diverse group of athletes filling our talent pipeline.</li> <li>•We have increased athlete, coach &amp; club confidence in the pathway strategy &amp; delivery of programs.</li> </ul>	<p><b>Deliver opportunities that excite &amp; inspire</b></p> <ul style="list-style-type: none"> <li>•We are delivering exciting events that reach new audiences and increase viewing attendance across multiple platforms.</li> <li>•Our events are inspiring participation and supporting talent identification and development.</li> <li>•We are delivering high quality events, which consistently meet or exceed national standards.</li> <li>•We have a growing, more diverse and increasingly engaged base.</li> </ul>	<p><b>Work together with everyone who makes Taekwondo happen</b></p> <ul style="list-style-type: none"> <li>•We are harnessing the strengths of our community to drive positive change across governance, inclusion, diversity and sustainability.</li> <li>•We are demonstrating improved governance at all levels of Taekwondo.</li> <li>•We are increasingly using research, data and insights to make informed and future-focused decisions.</li> <li>•We proactively champion &amp; progress Taekwondo as a sport &amp; martial art within the recreation, health, education &amp; sport sectors.</li> <li>•Our transformed brand continues to celebrate Taekwondo as a martial art &amp; sport.</li> <li>•Australian Taekwondo exemplifies all that we ask of others.</li> </ul>

# Vision - Taekwondo connecting Everybody

**Mission:** Grow Taekwondo in Australia as the leading martial art, sport and ultimately way of life by taking a holistic approach to improve physical and mental health, creating a culture of connection, inclusion, embracing diversity and fostering a sense of belonging.

• **Contribute to a happier, healthier, more inclusive and successful nation through Taekwondo the martial art and sport.**

**Strategy:** At the heart of our strategic plan and the focal point for everything we do, are the people and communities involved in Taekwondo across five key areas: (1) Clubs & Members; (2) Participation & Partnerships; (3) Pathways & National Teams; (4) Events & Competitions; and (5) Leadership & Governance.

• At Australian Taekwondo we know we exist to govern - we are responsible for bringing together and growing the Taekwondo community for the benefit of clubs, coaches, existing and future members and participants from all walks of life. But we also know that we stand for much more than that, we can connect and inspire our communities, bring the benefits of Taekwondo to more in society and promote the positive impacts of the martial art and sport.

# Clubs & Members

## Grow and retain our TKD Clubs and members

We wholeheartedly appreciate that it is the clubs, coaches and officials that provide the gateways to participation and performance in Taekwondo

### Focus Areas

#### **Support our clubs & members to thrive.**

We will promote and increase the visibility of our clubs, products, services and events; delivering exceptional support and value.

#### **Create a club network**

We will develop strategies and incentives to connect communities and improve communication and collaboration.

#### **Extend & enhance our coach & official development.**

We will support the development of coaches and officials at every level and in every discipline; retaining, upskilling and reskilling to increase the numbers who are active and qualified.

### What success looks like

- Our membership offer is supporting clubs, coaches and officials to thrive, be more connected and collaborative.
- Our re-energised membership continues to offer services and products that meet the diverse needs of our community.
- We are delivering access to high quality education, development and support to all coaches and officials across our clubs and community network.
- We have increased connection and communication with clubs and members; growing numbers in regional and rural areas.

# Clubs & Members

## Grow & retain our TDK Clubs & members

### WHAT SUCCESS LOOKS LIKE

We will work collaboratively with key stakeholders to agree specific aspirations for each strategic pillar and to determine the best ways to measure our collective progress.

Focus:	Measure	Metric	Data Sources
Support our clubs & members to thrive.	<ul style="list-style-type: none"> <li>•Our membership offer is supporting clubs, coaches and officials to thrive, be more connected and collaborative.</li> </ul>	<ul style="list-style-type: none"> <li>•Clubs have increased visibility and improved connection to relevant and new audiences.</li> <li>•Clubs and states have access to relevant support tools and services, including Smoothcomp to administer and standardise club and state competitions</li> <li>•Engagement with clubs and members is high, ensuring improvement in customer satisfaction, support, and incentives.</li> </ul>	<ul style="list-style-type: none"> <li>•Member &amp; Club Satisfaction Survey</li> <li>•Rev Sport</li> <li>•Smoothcomp - uptake data</li> </ul>
Create a club network	<ul style="list-style-type: none"> <li>•We have increased connection &amp; communication with clubs and members; growing numbers and increasing reach into regional and rural areas.</li> <li>•Our re-energised membership continues to offer services and products that meet the diverse needs of our community.</li> </ul>	<ul style="list-style-type: none"> <li>•Through diversifying our offer; merchandise, tiered membership packages, club promotion, education products, and hosting events:</li> <li>•Increase affiliated club number to 300</li> <li>•Increase basic individual membership number to 20,000</li> <li>•Reach 2000 athlete event passes</li> <li>•Generate member-based revenue of \$500,000 (AUS TKD membership goal 500 Clubs &amp; 50,000 members by 2025)</li> <li>•Increase in members (CALD/rural &amp; remote) from VR platform</li> </ul>	<ul style="list-style-type: none"> <li>•Rev Sport</li> <li>•Virtual Reality Platform</li> </ul>
Extend & enhance our coach & official development.	<ul style="list-style-type: none"> <li>•We are delivering access to high quality education, development and support to all coaches and officials across our club &amp; community network.</li> </ul>	<ul style="list-style-type: none"> <li>•Retention of active and qualified coaches and officials across the club network.</li> <li>•Engagement of active and non active coaches and officials in development and support opportunities.</li> <li>•Increasingly more diverse and gender equal coach and official workforce. The number of women coaches has doubled by 2024, complemented by support through targeted programs.</li> <li>•International learning opportunities both in person and virtual; competition, qualification points, accreditation.</li> </ul>	<ul style="list-style-type: none"> <li>•Rev Sport - coach &amp; official accreditation data</li> <li>•Etrainu Platform –uptake &amp; engagement in development offerings</li> <li>•Program &amp; product review</li> </ul>



# Participation & Partnerships

## Ensure Taekwondo is open to everyone

We will grow opportunities for our people and partners to work, support, sponsor and participate in our clubs, education, and community settings.

### Focus Areas

#### **Engage the next generation.**

We will work to make Taekwondo a clear and accessible choice for all young people.

#### **Grow diversity & representation.**

We will ensure the Taekwondo community remains somewhere everyone feels welcome, respected and supported; supporting access for a diverse range of participants.

#### **Work well with our current and future partners.**

We will work collaboratively with our partners to build a longer-term, holistic view of success and unlock sustained investment to support shared ambitions.

### What success looks like

- We have more young people choosing Taekwondo in order to lead active, healthy lives.
- Our Taekwondo community, participants and partners are more representative of wider society.
- We are providing safe, fair and inclusive environments in our clubs, education and community settings.
- We have stronger relationships and strategic alignment with partners and sponsors to grow investment.

# Participation & Partnerships

## Ensure Taekwondo is open to everyone

### WHAT SUCCESS LOOKS LIKE

We will work collaboratively with key stakeholders to agree specific aspirations for each strategic pillar and to determine the best ways to measure our collective progress.

Focus:	Measure	Metric	Data Sources
Engage the next generation	<ul style="list-style-type: none"> <li>•We have more young people choosing Taekwondo in order to lead active, healthy lives.</li> </ul>	<ul style="list-style-type: none"> <li>•Increased awareness and positive perceptions of Taekwondo in younger audiences; sporting schools, media campaign focused on kids aged 6-16 via VR platform; targeted programs</li> </ul>	<ul style="list-style-type: none"> <li>•AUSPlay</li> <li>•Virtual Reality Platform</li> <li>•Sporting Schools</li> </ul>
Grow diversity & representation.	<ul style="list-style-type: none"> <li>•Our Taekwondo community, participants and partners are more representative of wider society.</li> <li>•We are providing safe, fair and inclusive environments across our clubs, education and community settings.</li> </ul>	<ul style="list-style-type: none"> <li>•Participant and partner retention and growth numbers; demographic and diversity metrics.</li> <li>•Increase in participants and engagement (CALD/rural &amp; remote); Virtual Reality platform, sporting schools, targeted programs</li> <li>•Increased awareness and belief Taekwondo is an inclusive activity.</li> </ul>	<ul style="list-style-type: none"> <li>•AUSPlay</li> <li>•Virtual Reality Platform</li> <li>•Culture &amp; Wellness Survey</li> <li>•Member &amp; Club Satisfaction Survey</li> </ul>
Work well with our current and future partners.	<ul style="list-style-type: none"> <li>•We have stronger relationships and strategic alignment with partners &amp; sponsors to grow investment.</li> </ul>	<ul style="list-style-type: none"> <li>•Increased Sporting schools revenue numbers – double revenue and maintain.</li> <li>•Retention of current participation grants</li> <li>•Map of opportunities for future State and Federal Grants; agree priority areas - achieve 50% success rate in targeted applications annually.</li> <li>•Increase in commercial revenue from VR platform; using data to target specific user groups &amp; product development</li> </ul>	<ul style="list-style-type: none"> <li>•Sporting schools</li> <li>•Grant application outcomes</li> <li>•Virtual Reality Platform</li> </ul>



# Pathways and National Teams (Programs)

## Connect the development of our participants

We will provide clear pathways and programs to national teams, which guide an individual's development at every step of their Taekwondo journey.

### Focus Areas

**Develop pathways that support participants to reach their potential**

We will have inclusive, clear & connected pathways to national teams; supporting our most talented to fulfil their potential.

**Prioritise participant welfare.**

We will uphold the highest standards of welfare; enabling our participants to thrive in both community & competitive environments.

**Deliver inspirational and sustainable performances.**

Together with our clubs & states, we will provide sustainable development opportunities; defining clear selection processes and delivering inspirational performances that have the power to drive positive change in our communities.

### What success looks like

- We are providing a targeted support for athletes designed for their age & stage of development, to meet individual needs.
- We are enhancing the quality of programs in the daily training environments.
- We are growing the number of performance pods to increase accessibility & enable more athletes to train close to support networks.
- We have increased athlete, coach & club confidence in the holistic pathway strategy & delivery of programs.
- Targeted support for athletes and coaches is designed to meet individual needs, their age & stage of development.
- We have a growing & more diverse group of athletes filling our talent pipeline.
- We have a program of camps & competitions that prepare athletes to deliver great performances.

# Pathways and National Teams (Programs)

## Connect the development of our participants

### SUCCESS METRICS

We will work collaboratively with key stakeholders to agree specific aspirations for each strategic pillar and to determine the best ways to measure our collective progress.

Focus:	Measure	Metric	Data Sources
Develop pathways that support participants to reach their potential.	<ul style="list-style-type: none"> <li>•We are providing a targeted support for athletes designed for their age &amp; stage of development, to meet individual needs.</li> <li>•We are enhancing the quality of programs in the daily training environments.</li> <li>•We are growing the number of performance pods to increase accessibility &amp; enable more athletes to train close to support networks.</li> </ul>	<ul style="list-style-type: none"> <li>•A national performance strategy (inclusive framework, operating model, State performance training programs, athlete profiles, technical models for Olympic &amp; Paralympic disciplines) for pathways and national teams is in place.</li> <li>•Optimal talent identification, selection policies and processes are in place; fair &amp; transparent, designed in collaboration with stakeholders</li> <li>•Clear code of behaviour for all involved in the pathway and national teams; demonstration of ethical &amp; respectful behaviour</li> <li>•Partners and stakeholders support &amp; are engaged in the delivery of the national strategy for pathways &amp; national teams.</li> </ul>	<ul style="list-style-type: none"> <li>•Athlete and coach surveys</li> <li>•Member &amp; Club Satisfaction Survey</li> <li>•Diversity &amp; Inclusion Action Plans</li> <li>•Selection process data – benchmarks, appeals, support accessed &amp; feedback</li> </ul>
Prioritise participant welfare.	<ul style="list-style-type: none"> <li>•We have increased athlete, coach &amp; club confidence in the holistic pathway strategy &amp; delivery of programs.</li> <li>•Targeted support for athletes and coaches is designed to meet individual needs &amp; for their age and stage of development.</li> </ul>	<ul style="list-style-type: none"> <li>•Level of access to the right support at the right time across performance, wellness &amp; career development.</li> <li>•A clear, robust &amp; supportive induction process in place.</li> <li>•Support for athletes transitioning through the pathway and out; clear processes, information &amp; consistent messaging.</li> </ul>	<ul style="list-style-type: none"> <li>•Culture &amp; Wellness Survey</li> <li>•Athlete &amp; coach surveys - numbers &amp; type of support accessed</li> <li>•Reporting numbers - conduct and integrity issues</li> </ul>
Deliver inspirational and sustainable performances.	<ul style="list-style-type: none"> <li>•We have a growing &amp; more diverse group of athletes filling our talent pipeline.</li> <li>•We have a program of camps &amp; competitions that prepare athletes to deliver great performances.</li> </ul>	<ul style="list-style-type: none"> <li>•More athletes achieving holistic development standards &amp; meeting benchmark criteria at national &amp; international events.</li> <li>•Increased representation of athletes from diverse backgrounds at national and international events.</li> </ul>	<ul style="list-style-type: none"> <li>•Rev Sport - event participation metrics</li> <li>•Athlete Survey - diversity metrics</li> </ul>

# Events & Competitions

## Deliver opportunities that excite and inspire.

Deliver a comprehensive, diverse, and wide-reaching calendar of high quality domestic and international competitions and events.

### Focus Areas

**Provide a shop window to our sport and Martial Art.**

We will host domestic and international events in all disciplines; providing platforms for growth and success of our participants at every level.

**Setting the standards**

We will provide tool kits and resources to make staging events safe, simple and cost effective for our partners.

**Showcase extraordinary sporting moments.**

We will enable access to extraordinary moments in Taekwondo; securing TV/media deals; reaching new audiences & uplifting communities across the nation

### What success looks like

- We are delivering exciting events that reach new audiences and increase viewing attendance across multiple platforms.
- Our events are inspiring participation and supporting talent identification and development.
- We are delivering high quality events, which consistently meet or exceed national standards.
- We have a growing, more diverse and increasingly engaged base (participants, fans, coaches & officials).

# Events & Competitions

## Deliver opportunities that excite and inspire.

### SUCCESS METRICS

We will work collaboratively with key stakeholders to agree specific aspirations for each strategic pillar and to determine the best ways to measure our collective progress.

Focus:	Measure	Metric	Data Sources
Provide a shop window to our sport and Martial Art.	<ul style="list-style-type: none"> <li>We have a growing, more diverse and increasingly engaged base (participants, fans, coaches &amp; officials).</li> </ul>	<ul style="list-style-type: none"> <li>Increased attendance at sanctioned events; participation and engagement by clubs, members, coaches, officials and participants</li> <li>Increased engagement in events and competitions; in person and virtually; current and new fans, participants, clubs &amp; members</li> </ul>	<ul style="list-style-type: none"> <li>Rev Sport</li> <li>Smoothcomp</li> <li>Media/TV metrics - audience viewing; engagement across all social platforms</li> </ul>
Setting the standards	<ul style="list-style-type: none"> <li>We are delivering high quality events, which consistently meet or exceed national standards.</li> </ul>	<ul style="list-style-type: none"> <li>All national and state events are being delivered to an agreed set of standards.</li> <li>We are working to a national event strategy &amp; calendar; with high club and member engagement, collaboration and participation.</li> </ul>	<ul style="list-style-type: none"> <li>Rev Sport &amp; Smoothcomp – event data</li> <li>Club &amp; Member satisfaction survey</li> </ul>
Showcase extraordinary sporting moments.	<ul style="list-style-type: none"> <li>Our events are inspiring participation and supporting talent identification and development.</li> <li>We are delivering exciting events that reach new audiences and increase viewing attendance across multiple platforms.</li> </ul>	<ul style="list-style-type: none"> <li>Increased opportunities for athletes to perform on home soil; to support the development of pathway and elite athletes, selection processes &amp; creates a diverse talent pool</li> <li>Deliver an events strategy which maximises investment, opportunities for coaches &amp; officials &amp; builds national &amp; international partnerships including:                             <ul style="list-style-type: none"> <li>High quality annual national competition</li> <li>Annual international competition in Australia from 2023</li> <li>Festival for All</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Rev Sport &amp; Smoothcomp - event data, participation numbers</li> <li>Media/TV metrics - audience viewing; engagement across all social media platforms</li> <li>Investment – return on event strategy</li> </ul>

# Leadership & Governance

## Work together with everyone who makes Taekwondo happen.

We will invest in everybody who makes Taekwondo happen; our employee and volunteer capability and our governance and structures to enable us to achieve our ambitions.

### Focus Areas

#### **Grow a diverse and inclusive team**

Together we will build a more inclusive and diverse community of staff, clubs, athletes and members. As one Taekwondo community, we will uphold the highest standards of governance, ethics, integrity and participant welfare.

#### **Drive positive engagement with new and existing audiences.**

We will take Taekwondo to the mass market, ensuring that we remain relevant and aspirational; building a broader, more diverse & sustained base for the future.

#### **Generate increased revenue streams.**

We will grow our organisation sustainably to enable re-investment into Taekwondo for the benefit of our clubs, coaches, and members.

### What success looks like

- We are harnessing the strengths of our community to drive positive change across governance, inclusion, diversity and sustainability.
- We are demonstrating improved governance at all levels of Taekwondo.
- We are increasingly using research, data and insights to make informed and future-focused decisions.
- We proactively champion & progress Taekwondo as a sport & martial art within the recreation, health, education & sport sectors.
- Our transformed brand continues to celebrate Taekwondo as a martial art & sport.
- Australian Taekwondo exemplifies all that we ask of others.

# Leadership & Governance

## Work together with everyone who makes Taekwondo happen.

### SUCCESS METRICS

We will work collaboratively with key stakeholders to agree specific aspirations for each strategic pillar and to determine the best ways to measure our collective progress.

Focus:	Measure	Metric	Data Sources
<b>Grow a diverse and inclusive team</b>	<ul style="list-style-type: none"> <li>•We are harnessing the strengths of our community to drive positive change across governance, inclusion, diversity and sustainability.</li> <li>•We are demonstrating improved governance at all levels of Taekwondo.</li> <li>•Australian Taekwondo exemplifies all that we ask of others.</li> </ul>	<ul style="list-style-type: none"> <li>•National &amp; State Governance Reform; increased number of members with constitutions aligned to the national body.</li> <li>•Our people at Australian TKD are increasingly more reflective of our wider society; profile &amp; demography of Board, staff, members &amp; participants</li> <li>•Our policies, practices and work culture are fully inclusive, and our people feel respected and valued; availability, structure &amp; quality of relevant D&amp;I Action Plans</li> <li>•We secure positions of leadership at World Taekwondo level to grow Australia's influence internationally.</li> <li>•Our clubs and members are aware and understand the National Integrity Framework and policies; high engagement in education programs &amp; high compliance with policies; clear processes &amp; reporting structures</li> </ul>	<ul style="list-style-type: none"> <li>•Staff, culture &amp; member surveys &amp; relevant findings are used to inform change and future delivery.</li> <li>•Culture &amp; Wellness Survey</li> <li>•Diversity &amp; Inclusion Action Plans</li> <li>•Management Reports -complaints, conduct and integrity issues resolution data</li> </ul>
<b>Drive positive engagement with new and existing audiences.</b>	<ul style="list-style-type: none"> <li>•We are increasingly using research, data and insight to make informed and future-focused decisions.</li> <li>•We proactively champion &amp; progress Taekwondo as a sport &amp; martial art within the recreation, health, education &amp; sport sectors</li> </ul>	<ul style="list-style-type: none"> <li>•Community safeguarding &amp; education; targeted programs &amp; media campaigns with focus on becoming the leading/safest Martial Art for kids aged 6-16; using virtual reality platform as a point of difference</li> <li>•Equality, diversity &amp; inclusion (EDI) is championed from the top; projects &amp; training that drive greater EDI are prioritised.</li> </ul>	<ul style="list-style-type: none"> <li>•Virtual Reality Platform</li> <li>•Media metrics – engagement &amp; uptake across all social media platforms</li> </ul>
<b>Generate increased revenue streams.</b>	<ul style="list-style-type: none"> <li>•Our transformed brand continues to celebrate Taekwondo as a martial art &amp; sport.</li> </ul>	<ul style="list-style-type: none"> <li>•Secure longer-term commercial partners, generating direct revenue, products and services which benefit and support our clubs and members; increase in sponsorship investment.</li> <li>•Retain and grow investment; from the ASC (&amp; other relevant public sector funding bodies, Federal &amp; State); AT is high performing against common strategic ambitions.</li> </ul>	<ul style="list-style-type: none"> <li>•Grant data &amp; impact metrics</li> <li>•Commercial revenue</li> </ul>