

TAEKWONDO IN AUSTRALIA

2025-2028 Strategic Plan



A WHOLE-OF-SPORT STRATEGY FOR TAEKWONDO

Together, Australian Taekwondo and the Member States proudly commit to this unified, Whole-of-Sport Strategic Plan, empowering our community and shaping the future of Taekwondo in Australia.

On behalf of AT

On behalf of ATACT

On behalf of ATNSW

On behalf of ATQ

On behalf of ATSA

On behalf of ATTAS

On behalf of ATV

On behalf of ATWA

OUR SHARED BEHAVIOURS



COURTESY

Treating everyone with respect and dignity, regardless of rank, role, or experience

Actively listening to each other and take the time to understand perspectives and insights

Maintaining professionalism during disagreements or conflicts, addressing differences respectfully and constructively

Contributing to the enjoyment of others by enhancing the working environment



INTEGRITY

Acting honestly and transparently in all interactions, communications, and decision-making

Consistently does the right thing, even when no one is watching

We own individual and aggregated outcomes and report accurately

Keeping commitments and reliably following through on agreed responsibilities



PERSERVERANCE

Demonstrating a growth mindset, viewing challenges as opportunities for learning

Once decisions are made, we get behind it (100%)

Celebrating and promoting individual and team success

Maintain composure and optimism under pressure or during difficult situations



SELF-CONTROL

Focusing on constructive communication rather than conflict escalation

Understanding the context of our role and take responsibility for the outcomes

Responding thoughtfully, pausing to consider reactions before speaking or acting

Recognising personal limits and seeking support rather than reacting negatively when overwhelmed



INDOMITABLE SPIRIT

Facing challenges head-on, maintaining optimism and courage in adversity

Encouraging and inspiring others, especially when morale or motivation is low

Being courageous and making tough decisions to be agile and meet the changing needs of our members

Supporting each other and the community, reinforcing collective strength

ABOVE THE LINE: What we commit to, our actions that align to expectations

BELOW THE LINE: What we will challenge and call out as unacceptable

Engaging in negative communication that undermines trust and cohesion

Criticising others without taking the time to understanding their goals, priorities and demands

Excluding or isolating people who present opposing views

Fails to acknowledge or appreciate others' contributions

Opting out or ignoring an agreed decision

Ignoring and endorsing behaviour that breaches the tenets

Operating a hidden / alternate agenda to undermine others

Failing to take responsibility, shifting blame or making excuses instead of admitting mistakes

Giving up because something is hard

Compromising our standards and lowering our expectations

Displays negativity or pessimism, diminishing team morale and motivation

Disengages when facing adversity, withdrawing effort rather than demonstrating resilience

Reacting impulsively or emotionally, causing unnecessary conflict disruption

Interrupts or dismisses others, demonstrating impatience or disrespect in communication

Makes rash decisions without consideration

Avoids accountability and instead justifying negative behaviours

Displaying negativity or defeatism, discouraging oneself or others

Avoiding stepping out of comfort zones, resisting opportunities for growth or improvement

Responds passively to adversity, waiting for circumstances to change rather than actively overcoming obstacles

TAEKWONDO IN AUSTRALIA STRATEGIC PLAN

VISION

Taekwondo is a key driver of building a vibrant, inclusive and cohesive Australian community

MISSION

To collaboratively lead the growth and development of Taekwondo in Australia

VALUES

The Five Tenets of Taekwondo



COURTESY



INTEGRITY



PERSERVERANCE



SELF-CONTROL



INDOMITABLE SPIRIT

MEMBERSHIP

Grow and strengthen our Taekwondo community by attracting more members, supporting more clubs, and delivering exceptional service

PARTICIPATION

Grow and sustain participation by providing welcoming, inclusive entry points to Taekwondo

GOVERNANCE

Build AT and Member States into strong, high-performing, and sustainable organisations through effective governance, leadership, and collaboration

PERFORMANCE

Provide athletes, officials, and coaches with the support, resources, and opportunities they need to excel and achieve their highest potential

PILLAR 1: MEMBERSHIP

Grow and strengthen our Taekwondo community by attracting more members, supporting more clubs, and delivering exceptional service

1.1 Deliver an attractive value proposition via tangible benefits for Individual and Club Members

1.2 Provide an exceptional customer service focused approach to every interaction with our Members

1.3 Event delivery is optimised with participant enjoyment at the front of mind

AUS TKD

AUS TKD
Australian Capital
Territory

AUS TKD
New South Wales

AUS TKD
Northern Territory

AUS TKD
Queensland

AUS TKD
South Australia

AUS TKD
Tasmania

AUS TKD
Victoria

AUS TKD
Western Australia

PILLAR 2: PARTICIPATION

Grow and sustain participation by providing welcoming, inclusive entry points to Taekwondo

2.1 Develop a PlayWell Strategy for Taekwondo

2.2 Provide the doorstep for people to be introduced to all involvements in taekwondo

2.3 Capitalise on the potential of Poomsae

2.4 Build Kickstarters to being a leading Sporting Schools program

AUS TKD

AUS TKD
Australian Capital
Territory

AUS TKD
New South Wales

AUS TKD
Northern Territory

AUS TKD
Queensland

AUS TKD
South Australia

AUS TKD
Tasmania

AUS TKD
Victoria

AUS TKD
Western Australia

PILLAR 3: GOVERNANCE

Build AT and Member States into strong, high-performing, and sustainable organisations through effective governance, leadership, and collaboration

3.1 Entities across the Taekwondo system have clarity on their respective roles, and are equipped with the resources they need to deliver their responsibilities.

3.2 National governance alignment through industry gold standard practices

3.3 Collaborative relationships and good communication between all in the Taekwondo ecosystem

3.4 Embed and maintain the agreed values and behaviours

3.5 Financial stability and growth

AUS TKD

AUS TKD
Australian Capital
Territory

AUS TKD
New South Wales

AUS TKD
Northern Territory

AUS TKD
Queensland

AUS TKD
South Australia

AUS TKD
Tasmania

AUS TKD
Victoria

AUS TKD
Western Australia

PILLAR 4: PERFORMANCE

Provide athletes, officials, and coaches with the support, resources, and opportunities they need to excel and achieve their highest potential

4.1 An unwavering partnership with CombatAUS to deliver High Performance outcomes for Elite & Pathway athletes

4.2 Provide growth opportunities to develop our best officials

4.3 Provide growth opportunities to develop our best coaches

4.4 Capitalise on the sporting system's uplift of support into Para

AUS TKD

AUS TKD
Australian Capital
Territory

AUS TKD
New South Wales

AUS TKD
Northern Territory

AUS TKD
Queensland

AUS TKD
South Australia

AUS TKD
Tasmania

AUS TKD
Victoria

AUS TKD
Western Australia



Australian Government
Australian Sports Commission



SPORT INTEGRITY
AUSTRALIA



AUSTRALIAN
OLYMPIC
COMMITTEE



.....
OUR AFFILIATIONS