



# **Karate Alberta**

**Strategic Plan  
2016 – 2020**

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## PREAMBLE

It is with great pride that we are able to share with you the Karate Alberta Association 2016-2020 Strategic Plan. We have recently returned to the drawing board with a renewed desire to develop a shared vision **“To be the voice that promotes growth, development and excellence of Karate in Alberta”**. We have worked diligently to align the goals of our provincial association with those of our national partner and will continue to do so as we move forward to 2020.

This new strategic plan builds on the foundation that we have in place and will continue with the mission **“To promote cooperation and collaboration among all Karate styles through competition and training”** while continuing to champion the preservation and promotion of authentic Karate.

This plan sets a vision for Karate Alberta that will see the sport continue to grow through a new long term athlete development (LTAD) model with active participation of our AWAD members. This model will position us as a competitive podium performer and recreationally as a life-long activity.

In addition, this plan lays the ground work for a process to expand our membership, better communicate and enhance our value and position the organization for a strong and sustainable future.

The future looks bright for Karate in Alberta and I invite everyone to join us in this extraordinary endeavor!

Sincerely,

A handwritten signature in black ink, appearing to read 'Marc Ward', enclosed within a large, loopy oval scribble.

Marc Ward  
President Karate Alberta

## **ABOUT KARATE IN ALBERTA**

Karate has been practiced in Canada since at least mid-century. The early practitioners of karate eventually established an organization to continue the legitimate development of karate teaching. This organization became the National Karate Association of Canada, since referred to as Karate Canada.

A number of instructors in Alberta also formed a governing association to help the development of authentic karate in this province. This was the start of the Karate Alberta Association (KAA).

Today, KAA represents over 1,800 athletes and 42 member clubs within the Province of Alberta. The Association is the only government recognized association for Karate in Alberta.

The association provides the membership with a host of exclusive programs and services including; access to Karate specific National Coaching Certified Program (NCCP) courses and certification, membership in the World Karate Federation (WKF), access to traditional Karate tournaments under WKF rules, access to world class coaches and officials, opportunities to become nationally and internationally certified and access to a comprehensive club insurance program.

## **OUR PURPOSE**

To provide an environment that fosters success across all levels of the Alberta Karate community.

This will be achieved through the development of strong partnerships and structured to fit within our vision, mission and values.

## **VALUES**

- 1 - Provide the tools and environment to facilitate success.
- 2 - Conduct business ethically and honestly.
- 3 - Operate in an open and transparent manner.
- 4 - Provide proactive and relevant communication.
- 5 - Bring a team approach to all activities.

## **WHAT DOES SUCCESS LOOK LIKE IN 2020?**

To become a world class and highly efficient association aimed at promoting the growth, development and excellence of karate in Alberta.

Our key achievements accomplished by 2020:

- More people are involved in karate throughout Alberta - We increase membership and participation.
- Our association is stronger - We strengthen our processes and resources to deliver more value added programs and services efficiently to our membership and stakeholders.
- Karate is a highly visible sport - We raise the profile of karate in Alberta.
- We perform nationally - We all contribute to the national success of our provincial team members.

## **WHAT NEEDS TO HAPPEN TO ACHIEVE SUCCESS?**

### **STRATEGY 1: SYSTEM ALIGNMENT**

We optimally align to generate enhanced value for our people.

Tactics:

- 1.1 Roles & Responsibilities - We have clear roles and responsibilities. We better develop our reporting and committee structures to meet the growth requirements of the association.
- 1.2 Sharing - We share resources to generate enhanced value for our members.

## **STRATEGY 2: EFFECTIVE AND PERFORMING SYSTEM**

We govern and lead our organization with optimal effectiveness to deliver tangible results and value.

Tactics:

2.1 Governance and operations - We adopt professional governance structure and practices. We operate and manage our organizations with better focus and effectiveness.

2.2 Internal communications - We significantly improve our internal and external communications (both from a material and process perspective).

2.3 Benchmarking - We benchmark our association and learn from the best comparable organizations.

2.4 Innovation - We research and adopt innovative strategies and practices.

2.5 Influence - We consolidate our relationships with private and public organizations as well as provincial and national sport organizations.

## **STRATEGY 3: CAPACITY**

We increase our capacity to deliver better results and value.

Tactics:

3.1 Partnership - We develop meaningful partnerships with sport partners and other partners that generate added value for our association and our members.

3.2 Public sector - Every year, we optimize and increase our public sector contributions at all levels.

3.3 Private sector - We execute a corporate strategy that generates enhanced ROI (cash or value-in-kind) for the association. Every year, we optimize and enhance our private sector contributions at all levels.

#### **STRATEGY 4: MARKETING & COMMUNICATIONS PLAN**

We develop and implement a provincial marketing and communications strategy that significantly raises the visibility of karate in Alberta.

Tactics:

4.1 Branding strategy - We develop a unified brand strategy.

4.2 Plan execution - We align and join our resources to effectively implement the marketing and communications plan.

4.3 Media presence - We develop a provincial media strategy and have a strong presence within social media.

4.4 Provincial and national leadership - We promote karate within the Alberta sport system and play a leadership role nationally.

4.5 Meaningful partnership - We develop meaningful partnerships with the public, private and sport sectors that enhance visibility and support our programs.

4.6 Hosting - We host financially viable competitions and events that generate higher visibility for karate and an enhanced experience for our athletes, coaches, officials and volunteers.

#### **STRATEGY 5: PARTICIPATION STRATEGY**

We develop and implement a provincial strategy to grow karate within Alberta.

Tactics:

5.1 Recreational and competitive members - We develop and implement a provincial strategy that grows the number of clubs, individual members and participants.

5.2 Similar organizations - We partner with other karate organizations and combat sports to recruit and increase our membership and participants.

5.3 Official representative for karate - We are continued to be recognized as the official governing body for karate within the Province of Alberta.

5.4 Coaching - We improve and promote the coaching program to increase the number of registered and certified coaches in the community of karate.

5.3 Officiating - We promote the officiating program to increase the number of registered and certified officials in the community of karate.

5.4 Club growth - We increase the number of clubs and the capacity and quality of our club delivery system.

5.5 Long Term Athlete Development (LTAD) - Our LTAD is promoted and significantly implemented across Alberta.

## **STRATEGY 6: NATIONAL EXCELLENCE**

We align to create an effective high-performance system and environment capable of producing national champions.

Tactics:

6.1 National results - Our athletes perform consistently on the national stage and reach their high performance (HP) objectives.

6.2 High performance department - We partner to develop and improve Karate Alberta's high performance department.

6.3 Standardized pathway to excellence - We standardize the pathway to excellence across the province in line with LTAD.

6.4 Talent Identification - We further develop and implement a talent identification program in line with LTAD.

6.5 Competition strategy - We develop and implement a competition strategy in line with the LTAD.

## IMPLEMENTATION

The following outlines the next steps for the implementation of the strategic plan:

- Membership and SWOT review
- Clarification and determination of our benchmarks and key metrics
- Development of yearly action and business plans
- Review and augment the working groups and committee structure
- Develop a mechanism to monitor and report progress



**Karate Alberta**