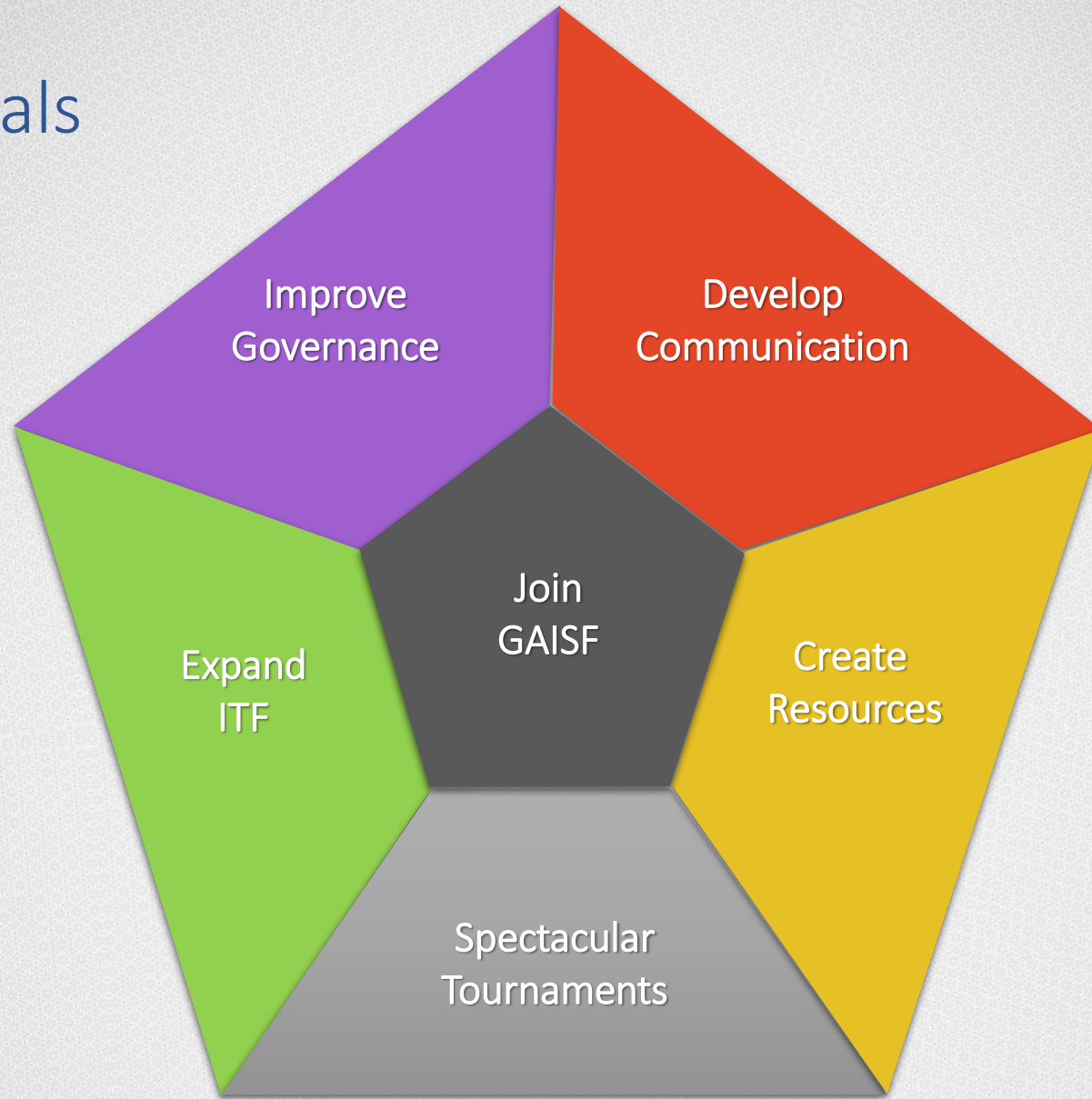




Strategic Plan 2021/23

Guidelines

Our primary goals



Our primary goals

1. Improve governance and management of the ITF, including functioning committees and members.
2. Develop strong communication internally and externally, through and across all levels.
3. Expand the ITF by enabling and encouraging new members to join the ITF, in new and existing countries.
4. Create tools and resources for members and instructors to grow the ITF.
5. Develop and globalise ITF tournaments that are exciting and understandable for spectators to watch.
6. Obtain GAISF membership.



1. Improve governance and management of the ITF

- The ITF is maturing as an accountable and transparent democratic organisation.
- Effective governing body, executive management, standing committees and working groups will deliver more to benefit ITF members.
- The Board of Directors will deliver this through a strong governance framework, with robust policies and procedures.
- Member associations will benefit if they adopt a modern governance structure and framework, and the ITF will help members achieve it.



2. Develop strong communication internally and externally

- The ITF has members in over 120 countries across continents, cultures and languages.
- ITF members develop their organisations, curricula, tools and resources independently. The ITF will be much stronger if members are coordinated, to share resources and learnings.
- Communication with external stakeholders must be consistent and professional, and build valuable relationships for the ITF.
- Strong communication will include channels that are informal and formal, direct and indirect, vertical and horizontal.



3. Expand the ITF by enabling and encouraging new members to join the ITF

- The ITF is a global organisation with members in over 120 countries.
- The goal of our Founder was to expand Taekwon-Do into every corner of the world, and we are continuing his legacy.
- The larger our membership, the more our members benefit from international recognition, and greater resources to develop.
- Since the passing of our Founder, the Taekwon-Do has become fragmented. All members will benefit if there is one strong international governing body for Taekwon-Do.
- We will develop a strong, trustworthy international governing body that is attractive for other organisations to join. We will work with other Taekwon-Do organisations to encourage them to join us.



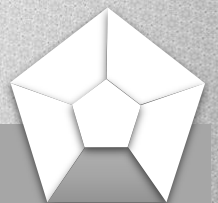
4. Create tools and resources for associations and instructors to grow the ITF

- The ITF exists to help its members.
- Many member organisations have similar needs, and independently develop solutions to those needs.
- It is more efficient if the ITF coordinates a common solution for all members. This will free local resources to deliver other goals.
- Through collaboration, the ITF can deliver valuable resources that member associations would be unable to deliver themselves.



5. Develop and globalise ITF tournaments that are exciting and understandable

- Tournaments are the ITF's signature sporting events.
- ITF tournament events are exciting, with amazing feats of speed, agility, strength, power, flexibility, beauty and athleticism.
- ITF tournaments are not easy for spectators to understand or follow, because there is so much going on in the venue without explanation.
- If ITF tournaments were better designed for audiences, it would increase the opportunity for sponsorship and funding, increase audiences and inspire greater participation.



6. Obtain GAISF membership

- GAISF is the Global Association of International Sports Federations.
- Membership will give the ITF the following benefits:
 - Organizational and financial support of national sport authorities,
 - Recognise ITF as the single sport federation that represents ITF Taekwon-Do worldwide, with prestige and exclusivity in belonging to GAISF,
 - Possible to become a member of the International World Games Association (IWGA) and participate in the World Games,
 - Recognised by AIMS, able to join ARISF (to be recognised by the IOC),
 - Possible to participate in the World Combat Games,
 - Direct access to all communication media.

