



**BC Taekwondo Federation**

# **BC Taekwondo Federation Strategic Plan**

**2024-2028**

**Vision:** To grow and empower Taekwondo across British Columbia by fostering inclusion, excellence, and lifelong participation in sport.

**Mission:** To inspire and enable all British Columbians to experience the transformative power of Taekwondo through inclusive programs, innovative development pathways, and a strong focus on community and collaboration.

## **Strategic Objectives and Initiatives**

### **1. Inclusion and Equity**

**Objective:** Increase participation and accessibility across all demographics. How will we do this? Through collaboration and ongoing education:

- Promote and expand programs for athletes with disabilities, supported by a Para-Taekwondo framework in collaboration with Paralympics Canada.
- Promote and develop initiatives to reach underrepresented groups, including Indigenous communities, newcomers, and low-income families both at the club level and partnering with other Non-Profit groups.
- Set measurable goals for equity, diversity, and inclusion (EDI), such as a 20% increase in female athletes and coaches by 2028. This will be done with financial support from BC TKD.

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### **2. Athlete Development Pathways**

Objective: Strengthen LTAD alignment and retain athletes at all levels.

- Introduce age-appropriate programs for younger children (Active Start and FUNdamentals).
- Track athlete drop-off rates and implement mentorship programs to reduce disengagement.
- Offer more 'Active for Life' pathways, such as fitness-focused Taekwondo, recreational tournaments, and leadership opportunities.

### **3. Coaching Education and Leadership**

Objective: Build a robust coaching pipeline and leadership ecosystem.

- Increase the number of NCCP-certified coaches through accessible online and hybrid courses.
- Launch a Coach Leadership Program with targeted support for female coaches and those in underserved regions.
- Provide ongoing education on mental health, athlete wellness, and Safe Sport principles.

### **4. Competitions and Events**

Objective: Modernize the competition framework and increase participation.



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- Create regional leagues for entry-level athletes to foster competitive experience.
- Assign LTAD stages to all sanctioned events and highlight them in the Competition Calendar for clarity.
- Develop international exchange programs to expose athletes and coaches to broader training opportunities.

### **5. Community Engagement and Partnerships**

Objective: Strengthen ties with communities and partners to grow the sport.

- Collaborate with schools to introduce Taekwondo in physical education programs.
- Host 'Try Taekwondo' events to attract new participants.
- Establish a Corporate Sponsorship Strategy targeting health, education, and fitness sectors.
- Build funding capacity through Sport Canada's Sport Support Program (SSP).

### **6. Revenue Diversification**

Objective: Build sustainable revenue streams for long-term growth.

- Launch innovative programs such as fitness-oriented Taekwondo classes and leadership workshops.
- Develop new events like family Taekwondo days and inter-school competitions.
- Identify and secure long-term funding partners to support provincial initiatives.



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### **7. Digital Transformation**

Objective: Leverage technology for greater efficiency and engagement.

- Create a centralized athlete and coach database to track development milestones aligned with LTAD.
- Enhance digital accessibility with a user-friendly website and mobile apps for scheduling, event registration, and progress tracking.
- Use social media to share inspiring stories, promote events, and attract new participants.

### **8. Monitoring and Evaluation**

Objective: Ensure accountability and continuous improvement.

- Establish clear KPIs, such as a 25% increase in registered athletes by 2028 and a 30% increase in NCCP-certified coaches.
- Conduct annual reviews using member surveys, participation data, and focus groups.
- Partner with Sport Canada and independent organizations for external evaluations of program success.

### **9. Safe Sport and Athlete Wellbeing**

Objective: Promote safety and mental health for all participants.

- Train all staff and coaches in Safe Sport Program policies to prevent harassment and ensure athlete protection.
- Implement mental health initiatives, including stress management workshops and access to counseling services.



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- Promote a positive sport environment through anti-bullying campaigns and workshops on sportsmanship.

## **Implementation Framework**

Timeline: 2024–2028

Performance Indicators:

- EDI Goals: Increase female participation and coaching representation by 20%.
- Athlete Retention: Improve participation beyond 'Training to Compete' by 30%.
- Revenue Diversification: Add additional revenue streams by 2028.
- Digital Transformation: Launch a centralized database and online learning platform by 2025.

## **Conclusion**

The updated Strategic Plan aligns with Sport Canada's priorities while addressing the specific needs of the BC Taekwondo community. By focusing on inclusion, athlete retention, coaching leadership, and innovative growth strategies, the BC Taekwondo Federation will ensure a sustainable and impactful future for the sport in British Columbia.