



Judo Canada - Updated Strategic Plan - June 2024

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Vision:		Mission:	
To lead and inspire the continued excellence in Canadian Judo		To promote healthy judo participation across Canada and support judokas in achieving success at World Championships, Olympic and Paralympic Games.	
Values:			
Judo Canada is committed to the use of the 8 values of Judo - Courtesy, Courage, Honesty, Honor, Modesty, Respect, Self-Control and Friendship , as guiding principles to ensure the organization upholds positive and respectful leadership, transparency, trust, excellence, integrity and a safe environment.			
Participation	Performance	Culture	Governance
The pathway dedicated to fostering lifelong, healthy sports involvement.	The pathway dedicated to the pursuit of excellence and the achievement of medals at the highest international level.	The environment in which we work, play and compete.	The structure that guides the organization in management, mandates and human resources.
Goal: To increase participation and awareness of Judo in Canada	Goal: To develop and identify talent honoring a holistic approach	Goal: To foster an environment that supports success on a value-based process	Goal: To assist the sustainability of human resources, volunteers, directors and finances
<ul style="list-style-type: none"> Promote Judo through advertising and public information Implement a National Marketing Development plan Establish membership targets and monitor progress (Ex: 25k by 2028) Develop/support a recruitment and retention strategy for registrants 	<ul style="list-style-type: none"> Revisit the performance pathway as per recommendation of the HP plan review Increase coaching support, development and recruitment at all levels Establish strategic partnerships with world-class programs to further support athlete development To win a medal in LA 	<ul style="list-style-type: none"> Integrate the use of the judo values in communication, interactions and decision-making Ensure decision-making is athlete-focused throughout the pathway Achieve common goals with cooperation and mutual support Reflect a growth mindset throughout the pathways 	<ul style="list-style-type: none"> Develop a recruitment strategy for volunteers in key positions Enrich succession planning for staff and board Increase non-government funding Revisit financial investments into PSO's for better alignment Continue best practices for balanced representation Monitor metrics, adjust as necessary
NSO Commitment: To govern in partnership with the PTSOs, enhancing communication, supporting clubs nationwide, and increasing awareness and participation in Judo across Canada.			