

2019

# KBI Strategic Plan 2019 -2021



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KBI

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A Letter from our President:



KICKBOXING IRELAND has continued to grow from strength to strength in the past number of years on the back of various strategic initiatives put into motion by the Executive Committee, the working committees and or the members themselves through the forum of the AGM. It is now time to take a considered and planned approach to our future progress.

Our instructors and members have justifiably very high expectations of KICKBOXING IRELAND. They take pride in the hard work and achievements of the association and are willing to play their part in the next phase of growth and development.

They have clearly stated that they see the KICKBOXING IRELAND as the Governing Body for Kickboxing on the Island of Ireland and they want, not just to maintain that position, but to position KICKBOXING IRELAND as one of the strongest associations in the world within WAKO and within the sports community in Ireland.

This strategic plan builds on the good work done to date and sets the course for the coming years so that we can look forward with confidence and with clear purpose. We break it down in to two specific components, one is a plan for our Governing Body and the other a plan for the development of the sport itself.

Like any plan it requires execution by the executive committee and the volunteers we rely on, through the sport.



Roy Baker,



# KBI Strategic Plan 2019 -2021



President KICKBOXING IRELAND

## 1. Foreword:

The outcome of this process resulted in a strategic plan that was adopted by the KICKBOXING IRELAND executive and proposed at the 2019 KICKBOXING IRELAND AGM. The activities listed within this document indicate the key focus and development areas for the Governing Body and the sport itself , focusing on the core work that will be carried out by KICKBOXING IRELAND during the period 2019 to 2021. It was created by consulting and collaborating with internal and external stakeholders, accessing where we have come from, where we are now and where we need to be in the short, medium and long-term future.

It was appropriate, to ensure a clear direction, that we had several strategic conferences with our members to develop and include a competent plan, which the KICKBOXING IRELAND board and its members fully support and engage with. We must also reach out to nonmembers and promote the benefits of becoming part of a democratic and constitutional governing body of sport in Ireland.



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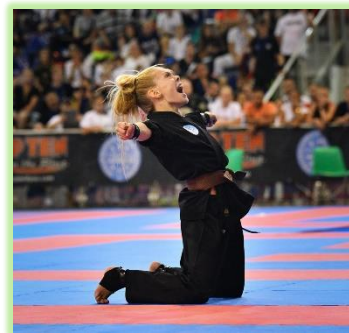
OLYMPIC FEDERATION OF IRELAND

## 1. Purpose

- a. To Promote, develop and govern, all disciplines of Kickboxing on the Island of Ireland through, education, good governance, inclusivity and development. With integrity, transparency and respect
  - b. To promote and encourage the development of all aspects of Kickboxing training and make them more accessible to the general public. Including..... the potential for the nurturing and development of focus, cognitive skills, responsible citizenship, confidence building and personal development. The building of community participation and social interaction - within and outside of the Kickboxing Gym.
  - c. To provide Kickboxing organisations and clubs with a structure through which they can be fairly represented and through which they can democratically express their ambitions and concerns at national and international level.
  - d. To provide Sport Ireland, Sport NI and other bodies within the island with a reliable and trustworthy structure through which they can be advised on matters relating to Kickboxing and through which they can channel advice, encouragement, restrictions, safety regulations, development procedures and best practice.
- To promote in the local community the sport of Kickboxing
  - To make Kickboxing more accessible to the general public
  - To ensure equal rights and privileges to all members
  - To reinvest in its students, coaches, instructors and infrastructure on an ongoing basis

## 2. Mission Statement

- a. To Promote, develop, regulate and govern the amateur sport of Kickboxing and the various physical activities relating to the defined multiple disciplines within Kickboxing in On the Island of Ireland.
- b. To develop, organised and casual participation in the sport of Kickboxing, with a focus on improving overall physical fitness and mental well-being, with an emphasis on the development and forming of social and cultural relationships at amateur level throughout Great Brittan.
- c. To host annual National Championships for Cadets, Older Cadets, Juniors, Seniors and Veterans each year.



- d. To provide the general public, government departments and national organisations with a clearly identifiable and trustworthy Quality Mark for the sport of Kickboxing in On the Island of Ireland - where Safety, Standards and Answerability are ensured
- e. To achieve recognition for the sport of Kickboxing by all sports councils on the Island of Ireland.
- f. To define, formulate, maintain, distribute and update the official rules relating to the sport of Kickboxing

### 3. Governing Body Strategy

#### (a) Coaching/Education

The KICKBOXING IRELAND Coaching Committee will continue to over-see the rolling out of the Level One Coaching course. At least two courses will be held each year with additional courses being organised in response to demand. Throughout the period 2019 -2021, the KICKBOXING IRELAND Coaching Committee will;

- a. Hold a full review of the content and presentation of the Level One Coaching

course mid 2021;

- b. Host At least three level one courses annually.
- c. Deliver two, Level Two Coaching accreditation/qualification course each year



- d. Run At least two codes of ethics courses annually.
- e. Develop and rollout an ongoing education process to allow KICKBOXING IRELAND new and existing coaches to keep up to date on best practice in coaching and renew their coaching qualifications through a registered annual continuing educational program.

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- f. Every Coach in KBI will have completed the WADA Play Through Questionnaire and received certification

#### 4. Anti-doping (Governing Body Initiative)

Throughout the period 2019 -2021, the KICKBOXING IRELAND Anti-doping officer will priorities the development of awareness and structure around the WAKO&WADA Approved Anti-Doping Rules By.;

- a. At National Championships and training camps hold information sessions to ensure athletes and coaches are aware of their obligations under WAKO/WADA Approved Anti-Doping Rules and WAKO/WADA compliance.
- b. Ensure that all listed (WAKO International Registered Testing Pool) athletes are fully informed of their requirements and obligations.
- c. Work with WAKO on the International Athlete testing pool.
- d. Develop and deploy an awareness program in relation to the important aspects of Anti-Doping activity in the sport of Kickboxing at Major KICKBOXING IRELAND Events.

#### 5. Code of Ethics

Throughout the period 2019 -2021, the KICKBOXING IRELAND Young Peoples' Committee will;

- a. Review and revise KICKBOXING IRELAND policy on young people; (Q2 2020)
- b. Host a minimum of two Code of Ethics courses annually;
- c. Develop and roll out a parents Code of Ethics summary; ( Q3 2021)



- d. Develop and roll out an instructors' Code of Ethics refresher course; ( Q1 2017)
- e. Ensure compliance to the National Team Travel Ethical Code (2016)
  - a. Athletes
  - b. Coaches
  - c. Officials
  - d. Parents
  - e. Supporters

## 6. Criminal Records, Police vetting and Disclosure Service

Throughout the period 2019 -2021, the KICKBOXING IRELAND Executive will;

- a. Work within the safeguarding code of practice and intergraded in to Police vetting program alongside any other regulated body on the Island of Ireland including Sport Ireland, NI Sport and its respective bodies to ensure appropriate vetting of Kickboxing instructors is managed., Monitored and maintained.
- b. Ensure that the designated KICKBOXING IRELAND signatory will set in place appropriate mechanisms to safeguard all material and communications relating to the Vetting of KICKBOXING IRELAND members;
- c. Ensure that the designated signatory will roll out the DBS vetting of KICKBOXING IRELAND members on a staged basis, as agreed by the KICKBOXING IRELAND Executive

## 7. Public Relations:

Throughout the period 2019 -2021, the KICKBOXING IRELAND Public Relations Officer will;

- a. Create A Comprehensive list of up to date media contacts

- a. TV News
  - b. Radio News
  - c. Magazines
  - d. Bloggers
  - e. Social Media Influencers
- b. Will send out structured press releases before all major events
  - c. Will consistently send results, story and pictures to all media contacts
  - d. Oversee the consistent branding of all KICKBOXING IRELAND publications;
  - e. Develop appropriate promotional leaflets, material and resources for courses and events;
  - f. Continually update the KICKBOXING IRELAND website;
  - g. Continually update the KICKBOXING IRELAND Facebook Page;
  - h. Maintain and develop a KICKBOXING IRELAND YouTube channel
  - i. Work with member Organisation to ensure that the KICKBOXING IRELAND member's logo is used in all members' promotional material;
  - j. Create a central database of contacts for all students within KICKBOXING IRELAND.

## 8. Developing Structures & Membership

By focusing on the following initiatives KICKBOXING IRELAND will continually ensure it operates and develops in line with best practice and on line with a constitutionally structured democratic not for profit National Governing Body of Sport.

- a. KBI Executive will review its strategic plan every two years, ensuring it is continually focusing on the right development and outcomes for the Athlete.
- b. KICKBOXING IRELAND Executive shall concentrate on ensuring good communication





# KBI Strategic Plan 2019 -2021



mechanism is maintained with the various organisations and clubs.

- c. Ensure that good communication mechanisms are maintained with their member organisations. By issuing a Quartile e zine monthly
- d. KICKBOXING IRELAND will endeavor to expand its membership base by
  - hosting Open strategic information sessions annually. On the Island of Ireland
    - b. January 2019, Dublin.
    - c. January 2020 Cork.
    - d. January 2021 Belfast.
    - e. January 2022, Galway.

Morning Session Open to all coaches and practitioners of kickboxing Afternoon session closed to KICKBOXING IRELAND members only.

## Agenda

### Morning

- Role and Responsibility of KICKBOXING IRELAND as a National Governing Body
- Membership Requirements
- KICKBOXING IRELAND Strategic Plan overview
- Development of Kickboxing in the region
- Overview of WAKO Europe – WAKO IF
- Overview of IOC & Sport Accord
- Overview of Combat Games/World Games
- Overview of High-Performance Initiatives/Development
- Working together as a united sport
- Benefits of being a member of KBI

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## Afternoon

- KICKBOXING IRELAND Activity in this region
- KICKBOXING IRELAND
- Membership overvie
- Overview KICKBOXING IRELAND
- Strategic Plan:
  - Athlete Development
  - Coaching Development
  - Ethical Sport
  - Promoting/Attracting Women in Contact sport
  - Good Governance of a club ( Certification)
  - Health and Safety in a Contact Sport

## 9. Club Governance

- We will create a comprehensive club pack containing documents/ information to support and inform instructors on best practice in the following areas.
  - Sample Constitution ( In line with KICKBOXING IRELAND )
  - Sample Governance Framework
  - Sample Club Accounts Template
  - Data Protection Responsibilities for a club

- Coach Ratios
- Changing room awareness
- Dealing with injuries and Illness
- Collection of children by Parents/carers
- Discipline issues
- Physical contact issues
- Sexual Activity issues
- Contact Awareness ( Phone – e mail – Social media)
- Participants in your Association or club with disabilities
- Club Guide on tax/vat responsibilities
- Instructor Guide on tax/vat responsibilities
- Accident Report Form
- Photography/video sample policy
- A Legal Duty of care Framework for a club
- A Moral Duty of Care Framework for a club

## 10. Island of Ireland Recognition

- a. KICKBOXING IRELAND will priorities the recognition of the sport and KICKBOXING IRELAND as the governing body of that sport.
- b. KICKBOXING IRELAND Executive shall concentrate in ensuring good communication mechanisms are maintained with Sport England, Sport Wales, Sport Scotland.
- c. KICKBOXING IRELAND will work in close cooperation and collaboration with WAKO GB as the appropriate authority in England, Scotland and Wales.
- d. Will ensure that good communication mechanisms and updates relating to the process position are maintained with their member organisations in KICKBOXING IRELAND.

- e. KICKBOXING IRELAND president will host several strategic meetings with members and non-members of KICKBOXING IRELAND in On the Island of Ireland to try and unite the sport.

## 11. Sport Development Strategy

### a. Participation

To Increase the levels of Active participation in KICKBOXING IRELAND Clubs and associations. We will.

- f. Create A club advertisement template for the following mediums which can be used by all clubs/organisations (Q4 2020)
  - i. Flyers
  - ii. Facebook Ads
  - iii. Instagram Ads
  - iv. Web Site
- g. Develop and Roll Out a regional Women in Kickboxing Initiative each year, promoting the sport (Q1 2019)
- h. Develop a strategy to communicate with all Non-WAKO Members about the benefits of being a member of KICKBOXING IRELAND (Q3 2020)
- i. Create a greater public awareness of the sport of kickboxing through proactive interaction with media
- j. Promote and advertise the physical and psychological benefits of Kickboxing to media channels
- k. Throughout the period 2019 – 2020, the KICKBOXING IRELAND Coaching Committee will work with the KICKBOXING IRELAND Executive to lobby for the inclusion of Kickboxing athletes in a sports development program and or gain appropriate support from appropriate governmental or local institutions.
- l. Continue to Work with KICKBOXING IRELAND High Performance Coaches in developing appropriate analysis and development of elite international classed athletes.
- m. Create collaboration and support-insight Initiatives with the creation of regional centers of excellent where National and International athletes can come together to develop and grow

- n. To Create a Long-Term Development Program for the sport of Kickboxing aligning it with LTAD principles Based extensively on the work of Istvan Balyi
  - a. Fundamentals ( Q1 2019)
  - b. Play and practice ( Q3 2020)
  - c. Train to Train (Q1 2021)
  - d. Train to Compete ( Q3 2022)
  - e. Train to Win ( Q 2 2023)

## 12. Athletes

### a. Create a sustainable pathway for future generations

- i. Recreational
- ii. Competition level C ( Regional)
- iii. Competition level B ( National )
- iv. Competition level A ( International)
- v. Elite Minor ( World Class High Performance)
- vi. Elite Senior ( World Class High Performance)
- vii. Elite Veteran ( World Class High Performance)

## 13. Women in Kickboxing.

- (a) Continue to promote the greater participation of women of all ages  
Develop specific material to promote the greater participation of women of all ages in Kickboxing ( Q1 2020)
- (b) Empower the women's committee to deal with all issues in relation to women and formulate proposals for adoption at AGM and by Executive Board.,

## 14. Young People in Kickboxing.

- (a) promote Young People in sport participation throughout the period 2019 -2023, the  
KBI Executive will;
  - (i) Continue to promote the greater participation of Youth of all ages in Kickboxing;
  - (ii) Develop specific material to promote the greater participation of Youth of all ages in Kickboxing ( Q1 2020)
  - (iii) Empower the Youth's committee to deal with all issues in relation to youth and formulate proposals for adoption at AGM and by Executive Board.,

## 15. Competition.

- (1) To increase the level of participation and level of competition throughout the period 2019 -2023, the KICKBOXING IRELAND Executive will;
  - (a) Create a Health and Safety Statement template for all members of KICKBOXING IRELAND who run or promote tournaments
  - (b) Ensure every WAKO Approved competition has an appropriate Health and Safety Statement and office attending
  - (c) Ensure all Kickboxing Competitions are fully compliant with WAKO rules by appointing a WAKO Operational Officer at each event
  - (d) Purchase all equipment to enable the professional hosting of tournaments
    - a. Tatamis
    - b. Crowd Barriers
    - c. PF Score Boards
    - d. WAKO Scoring system
    - e. Transport Trailer
    - f. Kickboxing Ring
    - g. PA System
  - (e) Create an annual competition schedule and send out each November for the following year
  - (f) Priorities participation in WAKO World Cups
  - (g) Bid to host a WAKO World Championships in the next five years

## 16. Coaching.

- (a) Ensure our coaches are aware of best practice in coaching by deploying a designated coaching development program using qualified subject matter experts to create, formulate and deliver Coaching Qualification/Certification in the following areas specifically tailored to the requirements of the sport of Kickboxing
  - Child Protection on and off the matt
  - Guiding Principles of Training
  - Female Athlete
  - Coaching Styles/Systems
  - Adult Learning Principles
  - Components of Fitness
  - PHV
  - Injury Management





# KBI Strategic Plan 2019 -2021



- Rest Recovery
- Training Diary/Coaches Log
- Flexibility
- Periodization/Planning
- Stress Anxiety
- Focus/Flow/Refocus
- Performance Profiling

## Closing Words

Kickboxing Ireland is wholly reliant on a volunteer committee of committed individuals to support, engage, regulate and empower the development of kickboxing on the Island of Ireland, it is recognised that without this commitment and personal engagement from our executive committee, working committees and officials, we would not be able to operate to the high standards our sport has become accustomed to.