

ASSOCIATION OF BRITISH JUDO

Widening the Market



BRITISH
JUDO

Widening the Market

It's all about

- Developing Potential
- Improving Youth Participation
- Improving Female Participation
- Improving Provision for Special Needs
- Membership Retention



Widening the Market

It's not about

- Competitive Judo
- High Performance
 - National Squads or
 - World Class Programmes



Widening the Market

How will we deliver?

- Prog. of development & recreational activities
- Specific Youth Participation Initiative
- Specific Female Participation Initiative
- Specific Special Needs Initiative



Widening the Market

Who will help us deliver?

- BJA Clubs & BJA Areas
- Home Country Judo Associations
- BJA Education & Training Personnel
- Women's Sports & Fitness Foundation



Widening the Market

How much will we invest?

Widening the Market – Proposed Annual Budgets	
Developing Potential	55,000
Youth Specific Initiative	20,000
Female Specific Initiative	20,000
Special Needs Initiative	10,000
Resources	20,000
Direct Marketing & IT	5,000
Staff	95,000
	£225,000

Developing Potential

Main Aims

To provide senior members with the opportunities, education and training to allow them to fully develop their abilities and realise their aspirations within the sport.

To increase senior membership with specific emphasis on females.



Developing Potential

Main Development Initiatives

- Prog. of Development and Recreational Activities
 - Technical Grading Preparation Workshops
 - Personal Proficiency Workshops
 - Personal Safety Certification Workshops
 - Sampler Workshops (Coaches, Referees and Officials)
- “Shape Up” for Success in Judo



Improving Youth Participation

Main Aims

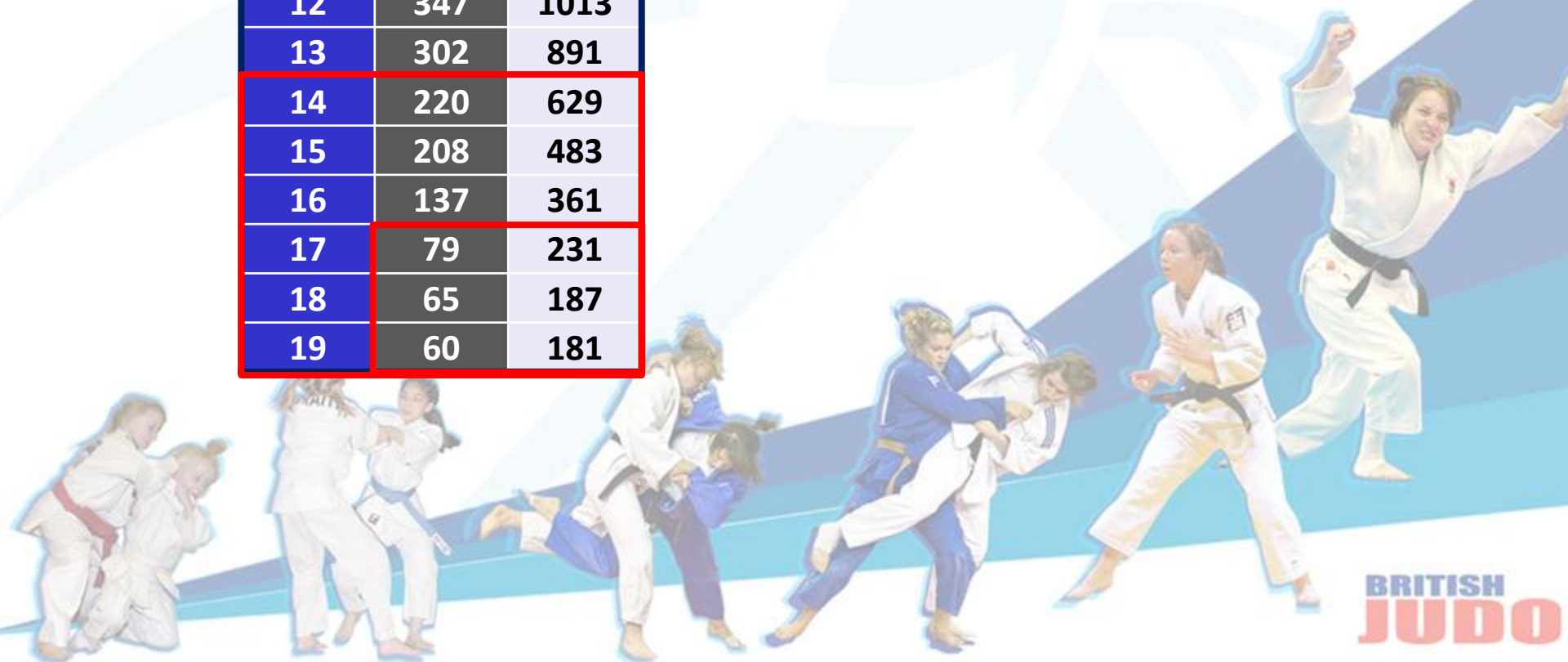
To provide young people with the opportunities, education and training to allow them to fully develop their abilities and realise their aspirations within the sport.

To increase youth membership with specific emphasis on females.



Membership Statistics

2007/2008		
Age	Female	Male
8	716	1966
9	698	2037
10	666	1753
11	490	1341
12	347	1013
13	302	891
14	220	629
15	208	483
16	137	361
17	79	231
18	65	187
19	60	181



Improving Youth Participation

Main Development Initiatives

- PDRA workshops specifically for Youths
- Programme of Youth Development Camps
- Raise age Junior Membership to 18 years
- Introduce Junior Black Belt to Junior Gradings
- Introduce mixed gender team events
- Introduce Youth (14-19) Dan Gradings



Improving Female Participation

Main Aim

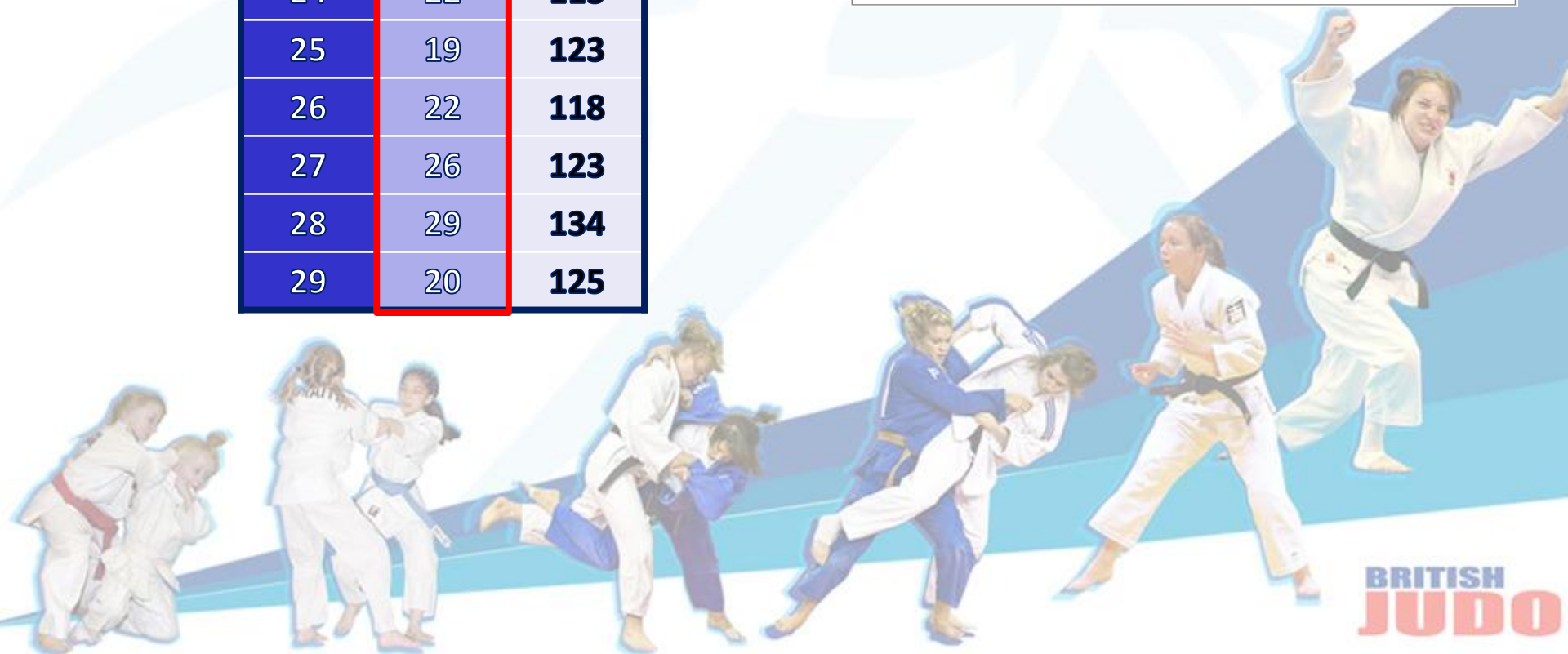
To improve senior female participation and redress the gender imbalance within the sport.

To increase female membership through better recruitment and retention.

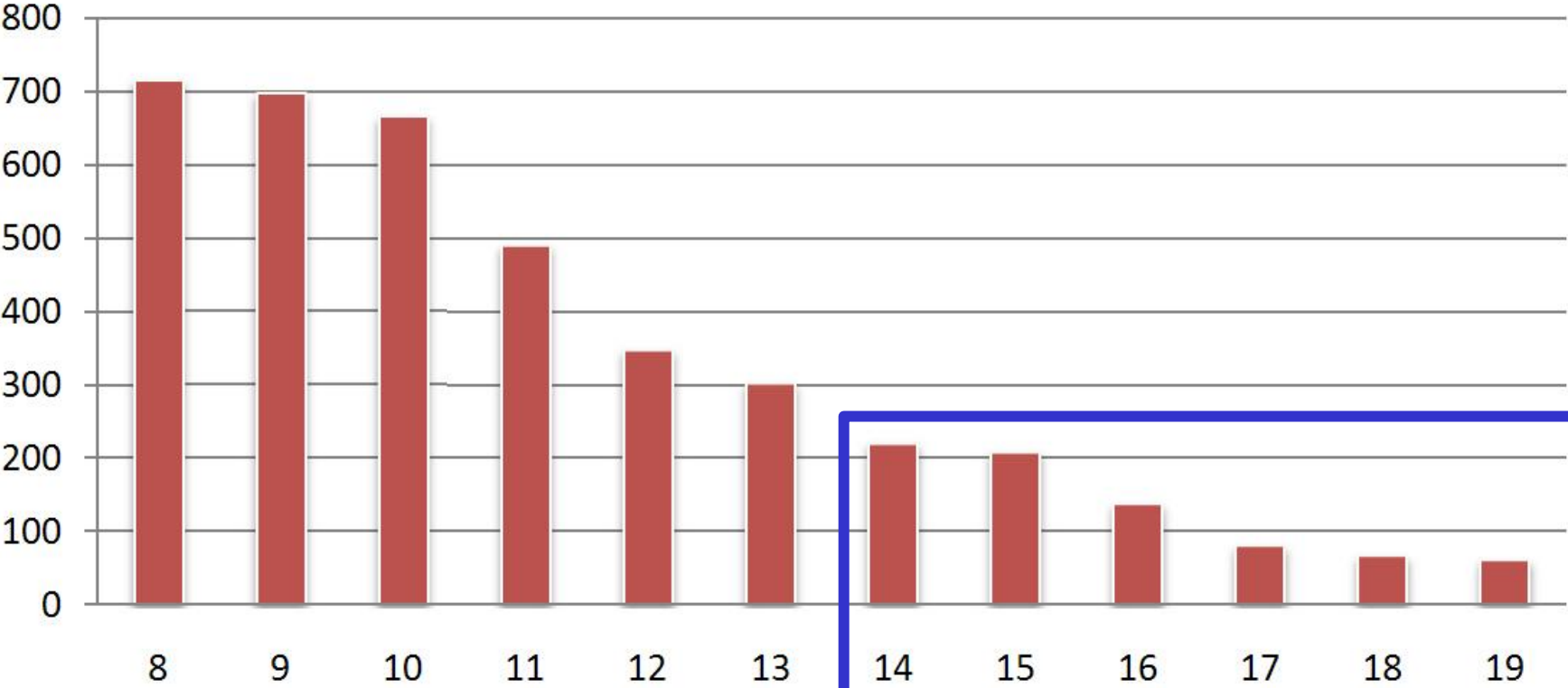


Membership Statistics

Age	Female	Male
20	55	159
21	37	174
22	41	148
23	36	115
24	22	113
25	19	123
26	22	118
27	26	123
28	29	134
29	20	125



Female Membership (Ages 8 - 19 years)



Improving Female Participation

Female Facts

- Membership

25,250 (England only)

- Youth (17-19)

565 (male)

204 (female)

- Senior (20-29)

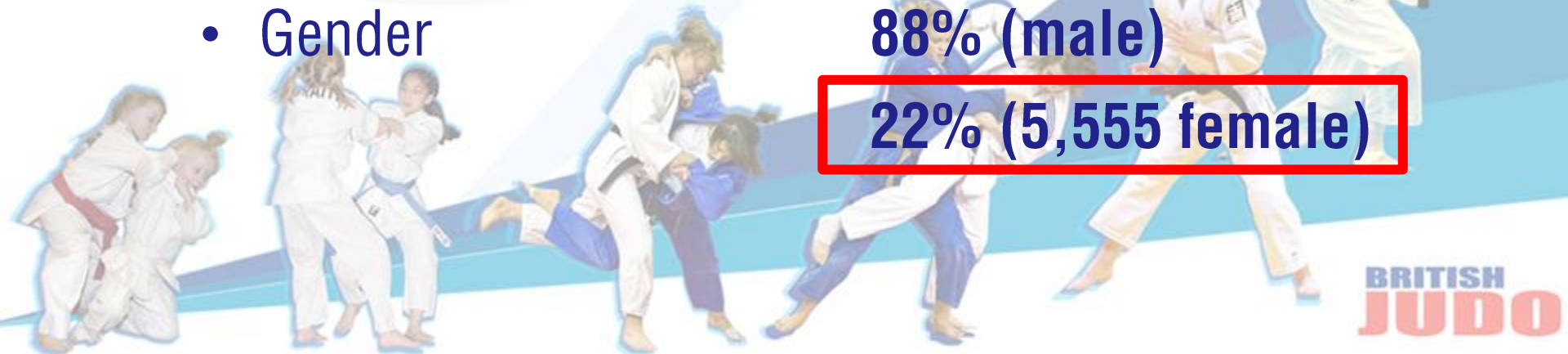
1332 (male)

307 (female)

- Gender

88% (male)

22% (5,555 female)



Improving Female Participation

Main Development Initiatives

- Female only PDRA workshops
- Female only Sampler Workshops
- Female only Coach Education Courses
- Female representation on Board of Directors
- Female representation on BJA Commissions
- Support for clubs who nurture female judoka



Improving Female Participation

Main Development Initiatives

- Establish BJA Women's Commission
- Responsible for:
 - Developing and promoting female judo
 - Recommendations to the Board of Directors
 - Communication with female members
 - Annual conference "Women in Judo"



Special Needs Provision

Main Aims

To ensure best possible provision for special needs judoka.

To support clubs catering for special needs judoka and to promote and support special needs events and activities.



Special Needs Provision

Main Development Initiatives

- Develop a “Model” of good practice
- Work with clubs catering for Special Needs
- “Flexible” approach in all assessments
- Special Needs provision in all programmes
- Develop appropriate resources
- Promote and support Special Needs events



Widening the Market

Resource Development & Marketing

- Develop resources to support all Initiatives
- Invest in IT systems
 - member profiling
 - direct marketing



Widening the Market

A blue-outlined cloud shape containing the word "Thoughts".

Thoughts

A blue-outlined cloud shape containing the word "Comments".

Comments

A blue-outlined cloud shape containing the word "Questions".

Questions

A blue-outlined cloud shape containing the word "Suggestions".

Suggestions