



## KEY STRATEGIC PRIORITIES

The pivotal goals for the WAKO for the next six years must be specific in nature, easily measured, actionable, achievable within existing financial restraints and defined time frames. The WAKO's strategic goals will progressively take the organisation to its next level of performance and keep it there.

**Single Source of Truth/Data** (digitally led global individual membership database)

**Athlete Development a)** Long Term Athlete Development program

**National Governing Body Development.** Bi Annual Continental Workshop, sharing of best practice, learn by doing.

**Increased Event Participation/Awareness.** strengthening the event promotion and media coverage position internationally and nationally. Continental Olympic games, FISU University Games, Commonwealth Games, Youth Olympic Games, Paralympic Games, Mediterranean Games.

**Event/concept development and PRO.** Strengthen, World Cups, Continental Cups, A/B/C Class events in every continent. Create repeatable event formats at A – B – C and world cup class. . world series of kickboxing, incorporating world cups,

**Athlete Promotion:** Promoting the top athletes in the sport of Kickboxing in the key disciplines.

### **Sport Development Programmes**

Constantly assessing and reassessing of our sports needs is a fundamental component of a sustainable and progressive future. This will be done by Focusing on specific Continents based against 2016-2019 Analysis and needs.

**Discipline Development:** Three four day camps a year will be hosted by WAKO in three focus Continents each year. Athlete Ambassadors will be empowered to increase standards of knowledge and capabilities. Refereeing development camps will be held in two continents each year promoting improving standards and accountability amongst referees.

**Anti-Doping:** Anti educational program. Delivery and deployment of Mandatory Anti-doping seminars as ever WAKO World and Continental championships. For

**Develop a sustainable Integrity and Fair Play programme.** e-learning program at all levels of our organization and in all education modules.

**Social responsibility** – strengthening the Peace and Sport projects. We should continue to strengthen and make visible the social projects and in particular Peace and Sport. We should find a similar project in Africa.

**Athletes involvement and engagement of supporting activities.** Athlete Committee elections, every four years mandated representation in all committees (Excluding, Arbitrators, Legal and Disciplinary) Athlete, representation on all Continental boards. Develop the Athlete Corner WAKO Academy.

**Gender Equality programme.** Action the findings of the Gender Analysis by continent 2016 – 2019 with continental presidents and their committees. Ensure Gender Balance is a focus on all WAKO Continental structures. Involve and create understanding of the gender challenges in combat sports.

**Communication/Visibility and marketing.** Complete additional Data analysis of market one year after the deployment of Membership system, create brand marketing strategy. Refocusing on Communication and visibility Be specific and targeted and to know our audience.

**Political presence:** presence with the political decision makers is highly important. marketing our strengths, to be visible, to present our strengths and to be a part of the international organizations.

**Licensing and grading system.** Development and harmonization of a new system grading system deployed in 2021. Publication of grading system on digital media. Redesigning grading certificates to be less open to copying.