

IJRU Strategic Plan 2020-2024

MISSION

To effectively and compassionately govern and grow the global sport of Jump Rope/Rope Skipping by serving our sport and athletes in accordance with our values.



VISION

To spread the sport of Jump Rope/Rope Skipping, and with it, the joy, the physical strength, and the connectedness Jumping Rope provides.

VALUES

Diversity, Inclusion, Excellence, Innovation

GOALS AND MANAGEMENT OBJECTIVES

GOAL	Area	Management Objectives	Key Objectives	Area	GOAL
GOAL 1	Financial Management	<i>Resources and logistics to support effective management</i>		Engagement	GOAL 4
	Finances	Best practice financial management	Establish best practice channels for communicating with stakeholders	Established Communications	
	Reporting	Effective financial, performance and governance reporting	Communicate with integrity	Honest, Reliable and Ethical	
	Systems	Creation, capture and management of data in IJRU systems	Establish goals and KPIs	Measurement	
GOAL 2	Governance	<i>Control and Administration</i>		Our People	GOAL 5
	Governance	Establish and manage policy framework	Establish accessible training and coaching materials	Coaching and Training Systems	
	Membership	Effective BOD, NGB membership growth and management	Provide easy and reliable access	IJRU Materials and Services	
	Committees	Committee structures and tasking	Develop world leading sports practices	Benchmarking	
GOAL 3	Events	<i>Events and Sanctioned Competitions</i>		Marketing and Promotion	GOAL 6
	International Events	Deliver effective and profitable programs, International competitions and sanctioned events	Showcase the sport through successful teams, athletes and engagements	Brand Awareness and Management	
	Multi Sport Events	Create unique sporting events with other IFs and global sporting community	Create marketing and promotion content	Marketing and Promotion	
	Professional League	Create Professional league to retain athletes	Leverage influencers	Leverage Influencers	
	Adaptive Sporting Events	Growth and development of adaptive sporting programs	Define an approach	Build Sponsorship Strategy	
	Sanctioned Events	Manage event risks and branding			
	Development and Education	Produce educational events to promote solidarity among stakeholders			

KEY RESULT AREAS

Personnel, Safety, Ethical Behaviour, Financial Responsibility, Governance

IJRU is the peak body providing leadership and growth for the sport

GOAL 1. Financial Management/Performance
Resources and logistics to support effective management of IJRU

Management Objective	Execution Objective	Strategy Manager	Action Plan Worksheet Hyperlink	Proposed Completion Date	Done Y/N
1.1 Best practice financial management	1.1.1 Develop and implement sound asset management which delivers sustainable services. 1.1.2 Secure IJRUs future through sound financial management practices and support 1.1.3 Construct strategic financial frameworks for reporting and control		Action Planning Worksheet		
1.2 Effective financial, performance and governance reporting	1.2.1 Grow and diversify revenue streams through corporate and sponsor support, commercialising programs, increased government funding and in-kind support 1.2.2 Ensure all Financial activities are strategically linked to future plans 1.2.3 Establish an annual plan for organization financial governance; tax filing and auditing.				
1.3 Creation, capture and management of data in IJRU systems	1.3.1 Participate in networks to improve efficient asset management and maintenance. 1.3.2 Create asset management plan for IJRU equipment assets				
1.4 Strategic long range analysis	1.4.1 Develop succession planning for key individuals and BOD members 1.4.2 Determine process for long range financial planning 1.4.3 Build sustainability thinking into IJRU Financial Planning models 1.4.4 Build capacity of IJRU BOD Financial capability				

GOAL 2. Control and Administration
Determine best practice adherence to support activities

Management Objective	Execution Objective	Strategy Manager	Action Plan Worksheet Hyperlink	Proposed Completion Date	Done Y/N
2.1 Establish and manage policy framework	2.1.1 Develop templates for IJRU 2.1.2 Develop visual communication guidelines 2.1.3 Establish regular review and audit of governance suite of documents 2.1.4 Contribute to creating strong and sustainable policy frameworks 2.1.5 Design, develop and deliver BOD and key positions (Chair of Committees) Role Descriptions 2.1.6 Develop succession planning for key individuals and BOD members 2.1.7 Identify BOD members assignments as liaison to committees		Action Planning Worksheet		
2.2 Effective BOD, NGB membership growth and management	2.2.1 Establish clear General Assembly and AGM procedures 2.2.2 Identify strategic focused recruitment strategies for key roles and role assignment 2.2.3 NGB compliance and mobility 2.2.4 Maximize IJRU NGB membership				
2.3 Committee structures and tasking	2.3.1 Develop Terms of Reference for all Committee/Specialist Commissions with annual review 2.3.2 Review Terms of Reference for compliance with IJRU Constitution on annual basis 2.3.3 Identify stakeholders skills to support IJRU BOD and Committees from rope skipping/jump rope community				
2.4 Strategic approach to global sporting community inclusion	2.4.1 Determine Road Map for achieving Olympic recognition and program inclusion 2.4.2 Effective management of other IFs, global organisations and affiliations (WADA, GAISF, TAFISA, ISF, Arnold, Youth Olympics, Urban Games), etc... 2.4.3 Develop strategic partnerships with other IFs and other global sporting organisations 2.4.4 Align IJRU with IOC and GAISF Strategy				
2.5 Analysis	2.5.1 Develop succession planning for key individuals and BOD members 2.5.2 Annual update of IJRU Strategic Plan 2.5.3 Provide BOD self improvement opportunities 2.5.4 Build sustainability thinking into IJRU Planning models 2.5.5 Quaterly strategic plan improvement analysis				
2.6 Provision of Risk management activities	2.6.1 Secure IJRUs future through sound risk management practices and support 2.6.2 Conduct global risk assessment for IJRU				

GOAL 3. Events and Sanctioned Competitions
Create, manage, sanction and run the worlds best events

Management Objective	Execution Objective	Strategy Manager	Action Plan Worksheet Hyperlink	Proposed Completion Date	Done Y/N
3.1 Deliver effective and profitable programs, International competitions and sanctioned events	3.1.1 Deliver efficient programs through alliances with global sporting community. 3.1.2 Investigate partnerships with Event Management companies 3.1.3 Ensure NGB participation while expanding market. 3.1.4 Create viewer friendly events 3.1.5 Develop and maintain effective value based sponsorship program 3.1.6 Embrace innovation in our championships		Action Planning Worksheet		
3.2 Create unique sporting events with other IFs and global sporting community	3.2.1 Identify jump rope opportunities for unique sporting events. i.e. sand/beach, ice, etc... 3.2.2 Utilize TC/ athletes, etc to create event rules. 3.2.3 Identify unique sponsors for specific event				
3.3 Create professional league to retain athletes	3.3.1 Develop business model for profesional circuit 3.3.2 Education and communication 3.3.3 Identify specifics of Sponsorship model 3.3.4 Calendar/ Circuit of events 3.3.5 Renumeration strategy, including benchmarking other World Cup sporting events				
3.4 Growth and development of adaptive sporting programs	3.4.1 Develop business model for adaptive sports. 3.4.2 Identify specifics of Sponsorship model 3.4.3 Utilize TC/ athletes, etc... to create event rules. 3.4.4 Follow best practice of adaptive sport conducted by other IFs 3.4.5 Establish relationships with othe adaptive sports coordinators				
3.5 Sanctioning	3.5.1 Manage event risks compliance and branding 3.5.2 Develop an IJRU supporting strategy 3.5.3 Develop clear sanction framework to support events.				
3.6 Produce educational events to promote solidarity among stakeholders	3.6.1 ID and address barriers 3.6.2 Identify benchmarks for success of the NGB's 3.6.3 Foster our community via promoting networking events at IJRU activities 3.6.4 Common agenda				

GOAL 4. Communications
Strive to communicate with clear, concise, honest and deliberate intent to our stakeholders

Management Objective	Execution Objective	Strategy Manager	Action Plan Worksheet Hyperlink	Proposed Completion Date	Done Y/N
4.1 Establish best practice channels for communicating with stakeholders	4.1.1 Maintain clearly defined goals and objectives 4.1.2 Create and maintain document communications calendar of events 4.1.3 Create a forward looking structured communications program. 4.1.4 Establish 'Key Messages' for IJRU communications		Action Planning Worksheet		
4.2 Communicate with integrity	4.2.1 Advocate for education infrastructure and support improvements. 4.2.2 Capture lesson learned from merger process to aid in better understanding of our sport 4.2.3 Strategies for trust development across countries; and former federations (FISAC and WJRF former countries) 4.2.4 Determine strategies for xxxx				
4.3 Establish goals and KPIs	4.3.1 Develop world class online services 4.3.2 Develop streaming media function for all competitions world wide 4.3.3 Develop accessible online systems for education and training 4.3.4 Develop time sensitive goal achievement communication planning activities				
4.4 Establish framework for communications	4.4.1 Communicate values based approach of IJRU to membership 4.4.2 Develop framework for comms with NGBs and Confederations 4.4.3 Strive for timely communications in multiple channels 4.4.4 Develop Communications Policy Framework				

GOAL 5. Our People (Athletes, Officials, Volunteers)
Our People are our best asset

Management Objective	Execution Objective	Strategy Manager	Action Plan Worksheet Hyperlink	Proposed Completion Date	Done Y/N
5.1 Coaching and Training Systems	5.1.1 Support education and training programs that include but not limited to, anti-doping, judging, competition management, commissions and committees, etc.. 5.1.2 Development deliberate pathways for athletes, coaches, and officials through competitions and programs		Action Planning Worksheet		
5.2 IJRU Materials and Services	5.2.1 Develop world class online access and systems for education and training 5.2.2 Develop a culture of sharing within our world 5.2.3 Identify and develop IJRU education materials such as competition manual, etc				
5.3 Recognition of Service	5.3.1 Encourage a learning community. 5.3.2 Understand who are 'Our People' and research sports practices 5.3.3 Create recognition structure in judging and other volunteer service areas of our sport.				
5.4 Inclusive Behaviours	5.4.1 Promote our heritage and ongoing connections 5.4.2 Provide quality education and training pathways to players, coaches, officials, volunteers and staff 5.4.3 Create opportunities for people of all ages and abilities to participate. 5.4.4 Develop IJRU CSR plan to support marginalised communities and access sport				
5.5 Pathways	5.5.1 Provide quality education and training pathways to players, coaches, officials, volunteers and staff 5.5.2 Develop volunteer management programs and platforms 5.5.3 Develop a Youth Pathway 5.5.4 Identify and develop BOD skills and Committee specialists				
5.6 Safety	5.6.1 Athlete training safety protocol and longterm athlete development 5.6.2 Liability and risk management in all areas of IJRU				

GOAL 6. Marketing/Promotion/Sponsorship
Establish and maintain a dominant strategy

Management Objective	Execution Objective	Strategy Manager	Action Plan Worksheet Hyperlink	Proposed Completion Date	Done Y/N
6.1 Brand Awareness and Management	6.1.1 Position IJRU as a strong and recognised world leading brand 6.1.2 Collaborate with relevant authorities to enhance branding profile 6.1.3 Develop multi year Marketing Plan		Action Planning Worksheet		
6.2 Create marketing and promotion content	6.2.1 Establish clear branding 'Key Messages' 6.2.2 Identify opportunities for multi sport cross engagement and promotion 6.2.3 Partner with corporate/s to raise the profile of women in sport 6.2.4 Offer a quality spectator experience at regional, state events and international competitions 6.2.5 Develop and implement CSR plan 6.2.6 Develop social media strategies 6.2.7 Engage with stakeholders via social media and communicate key brand messages				
6.3 Leverage influencers	6.3.1 Engage with, and support, young people to actively participate in the community and develop the leaders of the future. 6.3.2 Develop/establish relationship with social marketing external companies 6.3.3 Influencers development; Opinion Leaders; Champions of our sport via social media exploits 6.3.4 Engage with Athletes' Council to identify and collaborate with the lead influencers of the sport				
6.4 Build Sponsorship Strategy	6.4.1 Develop sponsorship management proposal and management plans 6.4.2 Position IJRU as an attractive sponsorship opportunity 6.4.3 Identify event and CSR sponsorship opportunities				