

Taekwon-Do Talk



Silver for the Senior Women's Team Patterns

Issue 2 2016

ITF World Cup 2016

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FROM THE PRESIDENT



Master Evan Davidson

VIII dan, President

The 6th ITF Taekwon-Do World Cup was held recently in Budapest, Hungary. This was the biggest competition so far hosted by the International Taekwon-Do Federation (ITF), with 58 Nations and about 1800 Competitors. I congratulate the ITF organisers and their Tournament Committee for a fantastic achievement. The World Cup competition is not competed country vs country but between Do Jang/Schools and Clubs from the countries that attend. New Zealand had 11 Club/Schools attend with a total of 32 competitors. This was an excellent turnout and I'm sure it was an amazing experience for all who made the long trip to Hungary. A number of our umpires, coaches and some 30 supporters also attended. I extend a big thank you to Mr & Mrs Dave & Jenny Church who managed the total contingent, and of course a thanks to those who made the trip and to all the funders and supporters back here in NZ. For those who are not up to date with the outcome, results of the Tournament are covered in this edition of TKD Talk and available online through our NZ iTKD web site or the ITF's web site at <http://www.taekwondoitf.org/>

I'm sure many of you are aware the number of International/World TKD organisations currently claiming ownership of Taekwon-Do from around the globe. It is confusing to many of us and more so to the general public. So what is out there in the world scene? We see ITF Taekwon-Do, Taekwon-Do ITF, WTF Taekwondo, Universal Taekwon-Do, Authentic Taekwon-Do, Original Taekwon-Do, ITF HQ South Korea, plus a number of other derivatives.

I can assure you that for our National organisation (ITFNZ), we have always been aligned or affiliated to the International Body that General Choi Hong Hi founded and was President of, up until he passed away in 2002. The Senior-Vice President at the time of the General's death was the Honourable Russell Maclellan, who became the Acting President. Then in June 2003 at the 14th Congress of the ITF, Master Trần Triều Quân was formally voted in as the new President. It was then an unfortunate tragedy that now Grand Master Tran was killed in the earthquake that struck Haiti in 2010. Following that event, at the next ITF Congress meeting held in New Zealand at the World Champs 2011, GM Pablo Trajtenberg was subsequently elected as the new President of the ITF. Also due to legal complications over ownership of the then ITF HQ building which was situated in Vienna, Austria, ITF transferred its HQ to Spain and is now currently located in the city of Benidorm.

If you have any questions or thoughts on this matter or for any other issues please do not hesitate to contact me. Email: President@itkd.co.nz

president@itkd.co.nz

'Taekwon'



TKDT TEAM

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Your region not represented in this issue? To submit an article please post to: Taekwon-Do Talk Magazine, P O Box 75 -549, Manurewa, Auckland 2243 or email to: tkdtalk@itkd.co.nz.

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FITNESS
MRS SONYA ROBINSON



SELF-DEFENCE
MR PHIL THOMPSON



TKD SCIENCE
MR BRENDAN DOOGAN

COVER

Our silver winning women's team at the 6th ITF World Cup in Hungary. Photo by Jackie Strachan



ONE OUT OF ONE HUNDRED

By Susan Pelechek 1st gup, Otago UniversityTKD

The coloured belt handbook says there are around 100 Taekwon-Do schools throughout New Zealand, but only one of these is a university club (at least as far as I can tell from a cursory glance through the locations page of our organization's website). At first glance, this doesn't seem like a big deal, and in many ways, it probably isn't, but the reality is that the dynamics at our club are very different from that of other clubs in New Zealand.

For starters, we have no kids and thus no kids' classes. Because we don't have kids, we don't have families, so the usual suggestions for getting new members (e.g., family discounts, free school holiday programmes, etc.) don't apply to us at all. The age range of our members is perhaps not as extensive as it is in other clubs (especially given that our instructor looks much younger than he is).

Because most of us are university students, we like to know everything! We ask heaps of questions and like to know all the little technical details, sometimes before we even attempt a new move. We pride

ourselves on our theory knowledge, even if it sometimes gets crammed on the way to a grading!

As part of a university sanctioned club, we have free access to the clubs building on campus; consequently, we can easily get four regular classes a week (and sometimes more around tournaments). During the day, when the building is relatively empty, we can book our own training sessions without difficulty. Plus, we probably have the lowest fees in the country!

Another funny thing about the university club is the make-up of our members. When people who are already TKD black belts come to university, they often don't become main members of the club (at least that's how it's been for the past four years during which I've been a member). They may come for a bit, but they get attracted to other university hobbies (I'll let your imagination fill in the details here), and often don't attend regularly. On the other hand, students who come to Taekwon-Do for the first time in their lives (or perhaps as people who once did a

bit of TKD when they were a kid) become the main members of the club. They're more dedicated because it's a new thing for them. It's also a great stress relief from university work, even on those Mondays when all the commands are called in Korean! We also have a lot of transition in our student membership. Several people come for just a few months or maybe a year and then disappear. This has applied to beginners as well as coloured belts and black belts. Other students have begun as white belts and have progressed right up the ranks during their time at university. Another interesting aspect is that we are a predominantly female club. When we attend seminars and tournaments, there are often more males than females, so I suspect that it is unusual to have a mostly female club. I've lost count of the number of times we've had an all-female class (save for our instructor).

As a small club without many black belts, more responsibility falls to the senior coloured belts. Due to the times we can get the hall for training, our instructor is



A Brief Look at New Zealand's only University Club



unable to be there at the start of Monday class. Class has been going for about a half hour before he is able to arrive. It falls to the senior coloured belts to open class, conduct the first half hour, and bow in late arrivals. We're also a bit more lenient about lateness, but only if it's because of a university related thing, such as a class or lab. It's a neat experience being the one to call 'form up' and be on the other side as it were as the students recite the oath. I suspect that black stripes in the large clubs up north don't get this experience!

Of course, since we're a university club, we also have a bit of a quirky side. It's club tradition at tournaments to play what's called 'the mine game'. Anytime someone says 'mine' (as in 'that's mine'), they have to do ten push-ups right there (unless we're driving, in which case they do them at the next pit stop), which leads to doing push-ups in some strange places! We had a costume training night once, which was a lot of fun. Our club mascot is a stuffed toy of Yoda, and during some of our down time during the last Regional tournament, we played Star Wars Mad Libs (a word game where one person asks the others for nouns, verbs, etc. and inserts them into a story the others can't see before reading the story back to the others; it usually ends up quite silly). The best advice from this was "keep your kidneys open and your hands shut", but "may the caramel be

with you" was pretty good, too. All of our meetings involve food, too, but we might not be alone on that one! It's important that Regionals finishes early, not so that we can get home early, but so that we can stop at CookieTime.

Since we're mostly university students, we like to make training a bit relaxed and fun, but that doesn't mean we aren't serious when we need to be. We're mindful of etiquette (we were even praised for it at the Masters' Seminar earlier this year) and

observant of the oath and tenets. While training is a nice break from university pressures, we're dedicated and eager to learn as much as we can. In this respect, we're just like all the other clubs in New Zealand. But as the only university club in the country, our club dynamics are unique to us and we take a bit of pride in that.

So if you're ever in Dunedin, come join us for a night of training and see Taekwon-Do training from a different angle! 🍪



KIDS WHO DO TAEKWON-DO

By kids who do Taekwon-Do at Hwa Rang TKD Academy, Tauranga

Did you know there are over 2000 kids in New Zealand aged from 4-12 years that do ITF Taekwon-Do? Here is what some of them say about Taekwon-Do:

Name	Fletcher Gillard	Dakota Filer	Finnley Lombard
Rank and Age	Yellow Belt Aged 10	Blue Stripe Aged 10	White Belt Aged 10
How long training for?	1 year 3 terms	2 years 2 terms	8 terms
What I like most about Taekwon-Do	Patterns because they are self centring and to do them properly you need to focus.	I like sparring the most.	The games we play.
What I find hardest about Taekwon-Do	Learning new patterns, blocks, punches and kicks. It is a bit of a struggle learning new techniques.	Studying the Korean words and theory for grading.	The tornado kick.
How does observing the tenets help me at school or at home	The tenets are helping me focus in other areas of my life.	It has helped by not missing training and also since we listen in class I listen at home.	Giving new things a go and having indomitable spirit when things are hard.
My goals in Taekwon-Do are...	Taking my grading at every opportunity so I can get better. And also to have more self control.	My goal is to be a black belt before I turn 18.	To get better at the tornado kick.
What I would tell my friends about Taekwon-Do	That it helps focus and self control, so you should definitely start.	Taekwon-Do is great. Sometimes it can get hard, sometimes it is easy. Most of it is easy.	You can learn lots of new kicks.

Pictured left to right: Fletcher Gillard, Dakota Filer, Freddie Mitchell, Dakota Filer and Tara Kansley



MASTERS: THE GATHERING

By Colette Ting 1st gup, International Taekwon-Do Riccarton

Mrs Angela Oliver, Regional Director of South Island and Head Instructor of Pulse Taekwon-Do, outdid herself when she organised and hosted the South Island Masters Weekend on 18 and 19 June 2016 at the Papanui High School hall in Christchurch.

This event was unique in nature as it is unusual to have four Masters gathering at a place to instruct and guide both coloured belts and black belt students. The South Islanders were very fortunate to have Master Paul McPhail (8th Dan, Papakura), Master Rocky Rounthwaite (8th Dan, Napier), Master James Rimmer (7th Dan, Tauranga) and Master Gray Patterson (7th Dan, Lower Hutt) coming from their respective regions to lead this two-day event.

The weekend started frigid and early. Groans, moans and thoughts of being comfortable in bed slipped at the rare sight of four Masters and the South Islanders gathered together for a reason other than the regionals/nationals. The hall buzzed with excited chatter, what with fellow practitioners and Masters catching up with each other. When everyone formed up, there was a sea, maybe more like a lake, of black belts in the front rows, pushing the senior colour belts towards the end of the mats – which is unusual for seminars/events in the South Island.

Master Patterson eased the group into warmth with well thought out, fun and interesting dynamic warm up exercises. Master Rimmer then proceeded to set the group on fire when he took over the group for fundamental movements. He had

everyone go into a sitting stance to execute the middle front punch. This went on for at least 10 minutes – “Faster!” “Pull back that reaction hand!” “More power!” Sweat was pouring and muscles were burning by the end of the first activity.

After the warm-ups and fundamental exercises, everyone split into smaller groups according to their ranks. Each Master had his own specialty and took a group for an hour and fifteen minutes. The groups rotated through the different Masters to work on the underlying techniques and skills of the different aspects of Taekwon-Do.

Master McPhail was in charge of patterns and self-defence. He was concise and precise with his instructions, highlighting important details to focus on while executing a technique, with succinct explanation. For example, the group worked on the basic concept of having the correct rear foot angle, which affects the twist of the hip, and ultimately aids in executing more power.

Step sparring is not a favourite amongst many Taekwon-Do students. However, Master Rimmer managed to make learning it interesting. He was very involved in the group, having the group coming towards him with the attack routine, and him moving backwards with the defence routine. The roles swapped so that the group could also learn the defence routine together. After the group grasped both attacking and defending routines, he paired everyone up so that they could practice what they had learnt with each other.

Master Patterson was in charge of breaking with foot techniques. There were two breaking machines set up and everyone had a turn in breaking. Master Patterson watched everyone and corrected their techniques as they attempted to break. He also provided feedback so that the students could improve on their techniques.

“Everybody can break a board. You are a girl – so what? You can still break a board with a punch! It doesn’t matter if you are a child or girl – anyone can break a board with the correct technique.” Breaking with hand techniques is one of Master Rounthwaite’s areas of expertise. Master Rounthwaite believes that anyone, regardless of age and gender, can break boards. The main focus was making use of the reaction hand and body mass to break a board. While these are good techniques to focus on, he also emphasised having protective gear, such as thick pads, on when practising to break boards, as well as starting from breaking half boards rather than attacking a full board aimlessly.

It was inspiring to see the humility and respect the Masters show for each other, being able to come together to share their individual specialty with the goal of helping practitioners grow in the art.

The Masters Weekend was a great learning and humbling experience. Although the group sessions were short, there were a lot of fundamentals and information to process. Reality hits really hard as to how much effort, time and discipline are required to achieve perfection. As Master Rounthwaite puts it, “Shape up or ship out.”



MY ROAD TO RECOVERY

By **Ivan Ho** II dan, Eastern ITF Howick

Injuries happen. Since our trainings are rather active and physically demanding, whether it is from the receiving end in the sparring ring or mishaps in power breaking, injuries will be a consequence we practitioners are likely to have to deal with somewhere in our training, and depending on the severity, it may require us to take some time off training to recover. I took a rather “embarrassing” one as my injury was totally self-inflicted. Late last year I was practicing the patterns Juche and Choong-Moo. Being rather enthusiastic one evening, I was really making good progress with some of the more complex movements. But just when the fatigue kicked in (no pun intended) I lost my focus, and landed in an obscure way for one of the jumping movements. This resulted in tearing of my right knee anterior cruciate ligament (ACL) and a damaged meniscus. While there is no sound advice I could give you to prevent the injury (besides to concentrate while you perform every movement!), this article is about sharing my recovery period after my patella graft knee surgery, and the thought of taking a temporary break from training is not as daunting as it seems.

Yes, the news hit me pretty hard when I received the MRI scan results from my physiotherapist that I required knee surgery. I was referred to an orthopedic surgeon who advised me that it would require 9 months before I could return to training, and the surgeon was adamant that I was to avoid rotating the right knee joint during the recovery period. I then reflected on how most of our Taekwon-Do techniques actually require this – the side piercing kick, turning kick, pivots and turns in patterns and hip twists, just to name a few. So then it came to the disappointing realisation that I would need to take a break from Taekwon-Do training.

Prior to the surgery, I was typically doing Taekwon-Do and gym trainings 4–5 sessions per week. So taking a break from my trainings allowed me to reschedule my routines, though it did not necessarily mean having more free time in front of the telly! After the first month of surgery, I had to spend a good portion of the time on rehabilitation exercises for the knee, which included leg raises and taking regular walks to re-strengthen the hamstring. The

knee movement and balancing gradually improved over time and soon I was able to use the exercycle. Cycling has been a particularly good form of exercise as it has lower impact on the knee joints and is a replacement cardio workout. In between the rehabilitation, I was able to add extra isometric exercises for strengthening under the supervision of my physio, and included some Taekwon-Do related movements such as holding out stances, yopping and slow motion kicking. During this time I returned to “Centregy”, a group fitness class that focuses on Yoga and Pilates movements. Again this targets balancing, and strengthening of the knee to regain my flexibility in the joints.

Three months down the track, I was able to do 20 minute runs on the treadmill, and was able to do higher intensity weights training with weighted squats and dynamic free weighted squats. What I have found most effective is doing the weights training by means of “static contraction” (i.e. hold a pushing/pulling force for a certain amount of time). This targets the intensity outputs in the muscles making the training more effective when it comes to stimulating new muscle growth.

Throughout the recovery period, the pain in the knee was rather excruciating at first and balancing on the leg was particularly difficult. And what I have also found over a period of the time, is that the other parts of your body start to compensate, especially my other knee, making daily routines more difficult and tiresome. But persevering with the exercises has been worthwhile, as it helped speed the recovery time and has given me confidence mentally to reuse the leg. This ordeal has also taught me to be patient throughout the recovery period. Listen to my body and not to push myself over the threshold.

The break from training has also been positive. Being a rather active sort of person, my preference through training has always been the “doing” side, and admittedly I rarely go through the theory and the condensed encyclopaedia until I needed to grade. So the recovery

period has allowed me to take a step back and appreciate the theoretical side of the art. I am also fortunate enough to continue in assisting my club by helping the coloured belts through their patterns and basics. And taking a break from training has allowed me to spend more quality time with my family and partner after work.

It's already been 6 months and I am definitely eager to get back into my normal training again and doing the sports I love. Even though my right leg may not be as proficient as before, it won't stop me from reaching my personal milestones in Taekwon-Do: to compete in a few more tournaments and eventually test for my 3rd Dan. And the surgical scar on the knee will now serve as a reminder of all the people that have helped me through my rehabilitation period. Big thanks to my surgeon, my mum and dad for feeding me while I was limping away, and grandma who flew from Aussie to visit me. Also my physio and partner Natalie Booth. Your upbeat personality and smile keeps encouraging me to persevere through my goals in Taekwon-Do training. 🙏



Rehabilitation period from a knee surgery

Below is a brief summary of my rehabilitation exercises for the knee:

	Regular (mandatory) exercises	Extras
0 – 1 st month	- Leg raises	- Walking
1 st – 3 rd month	- 20min cycling on the exercycle - box stepping with eyes closed (balancing) - 1 min squat hold with back against the wall	- Leg extensions (static contraction) - Hamstring curls (static contraction) - Weighted squats - Centregy (Yoga/Pilates) - Various isometric exercises
3 rd to 4 th month	- 20min running on the treadmill	- Build on from the 3 rd month
4 th to 6 th month	1 legged hops forward and sideways direction	1 legged squats (with support)



NEW SCHOOLS

Welcome to our new schools and instructors

Clubs with new instructors:

Suzanne Woodill – Co-Instructor Kapiti Coast TKD, Wellington

Recently approved Official Assistant Instructors:

Victor Gilpin – Ji Shin Maraetai, Counties Manukau

Adam Saunders – Khandallah TKD, Wellington

DIGITAL STRATEGY BASICS FOR TKD CLUBS

By Mr Trevor Topfer III dan, WarriorTKD

Social Media

Social Media is the next level of tools for your digital strategy. Given that TKD is primarily considered a sport (although we know better!) it is by default considered a social activity. Therefore, effective use of Social Media is absolutely key to running a successful TKD Club. In fact, Social Media has become so important to running a Club that many have (for better or for worse) elected to run their Club's digital presence solely using Social Media. The purpose of this article in educating its readers about how to use Social Media is limited. This article will also not address guidelines or rules around social Media use for ITKD Members. This information can be found by visiting <http://www.itkd.co.nz/reference/documents/policy/ITFNZ-Social-Networking-Policy.doc>

Facebook is the 3rd largest website. Therefore, every club must have a Facebook page. It was (is) likely the very first digital asset you developed (unless your club pre-dates Facebook) because it is free and pretty easy to do. Some clubs/instructors also use other Social Media platforms such as twitter, instagram, pinterest and Google+. There are new platforms launching almost every day. In fact you can start your own social network about your club (or TKD) completely free using something like Ning. However, given the incredible proliferation of Facebook, when we talk about Social Media, most people think Facebook. In terms of Digital Strategy, one, two or more of these platforms might be relevant, so I would encourage every Club to at least have a presence on the

major platforms listed above. A useful tool called Hootsuite is great for managing and updating all your social media profiles by creating a dashboard for all your profiles (called streams) and allowing you to post content to one or all of them in one go. A real timesaver when you have something you want to broadcast across your entire audience (such as a new event). However, as these platforms evolve, it is important to understand some basics about social media itself and what each platform 'specialises' in.

The key to Social Media is in its name. It is a social place. I always ask a new client, "when was the last time you went on Facebook to buy something?" The answer is always the same "never". So why try to "sell" on Facebook? Effective use of social media in terms of TKD Clubs is to allow the following to occur:

- start and maintain a conversation about a topic.
- obtain reviews from members.
- provide links to resources that enhance the message within a particular conversation.
- allow content to be shared easily.
- promote a concept, idea, event, experience.
- to enhance or even develop your brand and it's identity.

Everything you post on social media relating to your business should enhance or develop your identity. That's it. People get far more attached to brands and are far more likely to become involved with

a brand if they can relate to that brand's identity. Every brand that you can think of immediately is one that has an identity that you relate to.

Check out your favourite brand's social media. Chances are they are using their stream to enhance their identity. Be wary of falling into the post-something-on-Facebook-just-to-keep-the-audience-engaged theory. Make your posts relevant and engaging and give the audience a way to discover more; such as a link to your website where there is more information about the post. If you don't have anything to 'announce', chances are it is better not to post anything at all. ALWAYS remember, everything you post will be there forever and Facebook posts in particular stick around longer than other platforms. Most users that click through and actually visit your Facebook page are likely to scroll through old posts and learn more about you/your Club. They'll probably also click through to your personal page as well.

When it comes to using Facebook properly, I teach the following ideas. Remember, there aren't any rules or guidelines to follow and everyone has a different idea about what you should be doing on Facebook.

1. Always have a business page for your club, never use a personal page.
2. Think very carefully about everything you post online. Think of yourself as a magazine editor and every Facebook post is another 'column' for your magazine. Do you think Cosmopolitan



PART TWO



or Vogue publish anything without thinking it through? Try and find the most engaging way of communicating your message. Would a video be better? An image? How can I structure this post to enhance my identity? What about the language?

3. What is the goal for this post? Make your intentions clear and give the reader a very easy path to follow to fulfil your goal.
4. Stop asking (begging) for likes. If you provide content that people can relate to or enjoy, they'll like your page. Very rarely (if at all) will someone like your page, just because you asked.
5. Boost Important Posts. A boosted post is where you pay Facebook to push your post out to people you can specifically target. There are plenty of tutorials online to learn how to effectively boost a Facebook post. Simply click 'boost post' on any Facebook post and follow the steps. The key is in setting up a very specific audience that you know from experience are highly likely to be interested. Facebook is rapidly becoming a paid platform for Business. If you are serious about growing your club, you'll be reaching into your pocket from now on. The good news is that it's the most advanced advertising platform in existence, and it's pretty cheap. Use it.
6. Posting to Facebook should be the last step in your strategy, not the first.

Twitter is generally about what is happening at this very moment. Tweets (posts to your Twitter page) are only visible for a very limited time (sometimes mere seconds) by your audience so generally don't stick around long. In New Zealand, Twitter isn't particularly popular so for a TKD Club, I don't think it's particularly valuable. Some users prefer Twitter though, so for these people, you should still be available. You can set up your Twitter to post automatically to your Facebook (and vice versa) allowing you to have a presence on both without having to switch between the two. Theoretically though, twitter is for more urgent announcements (such as changes to an event on the day, early announcements of impending news

and the like). Twitter can be used quite effectively by adding a hashtag to a theme of posts (such as an event) allowing users to follow news and updates about it easily.

Google+ is Google's version of Facebook. In the USA and other regions, G+ has a much greater importance than in NZ. Having said that, G+ is given a very high preference in Google search so for this reason alone EVERY club should have a G+ page. It's often the thing that will rank top for searches related to your business and is often the way a big portion of your audience will do simple and quick things like grab your address or phone number without having to visit a website. A user can search for a club and tap-to-call a phone number straight from the search results if you have a G+ page.

A final social media platform that has merit for the TKD Instructor (not necessarily the Club) is LinkedIn. If you are an instructor running a club and don't know about LinkedIn I strongly urge you to take the time to find out more.

Given our biggest demographic is between 11 and 18, **Snapchat** should also be part of your strategy. This is a relatively new platform and is growing rapidly. People in this target demographic are the biggest consumers of content on Snapchat, so if you want their attention, you need to use it. Also, Snapchat represents a new form of Social Media which is affecting the way in which we use Social Media. For this reason, you should be aware of how it works and how to use it. My recommendation is at least 3 posts a day. Sounds like a lot, but they only need to be from 1 second to 8 seconds long. So make them fun, quick and interesting. A student performing a few seconds of a pattern, a cool kick, breaking or sparring would also make exciting content for a young audience.

YouTube

YouTube is the second largest website on the internet after Google. YouTube is possibly the most underutilised tool

available for TKD Clubs (after a mobile app). If you only take one thing from this article, it should be that you need to learn to use YouTube more and better. Most computers (and all iPhones) come with film editing software (like iMovie) that with a bit of effort can help you make your videos far more engaging. Don't just throw them up on Facebook. Your videos are gold and should be treated with utmost respect - even if it's just a student doing a side-kick. Upload them to YouTube and make sure the description and tags contain the keywords relevant to the content (for example a film of someone performing Chon-Ji should have a description mentioning the Club, the student, Chon-Ji, ITF, International Taekwondo, International Taekwon-Do Federation, International Taekwon-Do Foundation, ITKD, etc. This will help increase the overall online visibility for your club and your other digital assets. We will discuss how to use YouTube more effectively below. Remember, YouTube is owned by Google and they would like you to discover their content first

Database

A database for the purposes of running a TKD Club is essentially an emailing list or lists. A smart operator will have at least 3 lists.

- List 1 - anyone and everyone. These are people that have added themselves via the database capture form on your website or anyone in your contacts. There are programs that sync your contacts with email marketing software so whenever you add a contact (with an email address), they get added to this list. This is the list you are going to use to recruit new members.
- List 2 - Your club members. Every single member (and their parent if relevant) should be on this list. This is the list you will use to promote Club events or make special Club only announcements.



- List 3 - Important people in the organisation. This list is used for communicating with people that influence your business. They could be staff, senior instructors, your Master, sister-club decision makers, etc.

Remember, people can exist on one or all of these lists, but the lists themselves serve different purposes. Using an email marketing system (I recommend Mailchimp) can make even sending a quick email out to the members of your list a quick and easy process.

SEO Basics

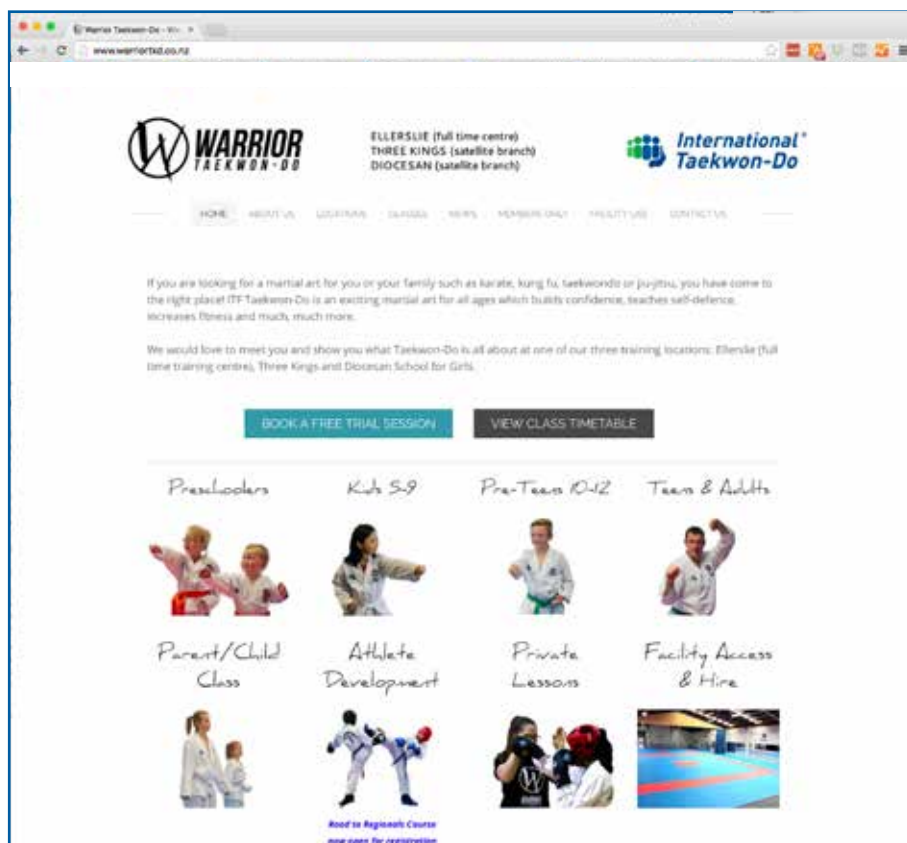
SEO (Search Engine Optimisation) is the process of improving your websites visibility in search. Type something into Google. The websites that appear on page 1 are the best performing websites in terms of SEO for the search term you typed in (keywords); that is, they have the best visibility or highest pagerank. Getting onto (and staying on) page 1 is usually the most important area for any business owner online. There are an incredible number of factors that are considered when Google determines who gets to the top. To give you an idea, the most recent 'update' to the Google search algorithm included over 200 changes. That's just an update. SEO is tough. Getting to the top of page 1 can be very difficult for keywords that are highly competitive (just ask a dentist or a plumber). Using Google Adwords, you can pay to have the top position. This is the only way to guarantee you get position 1 - pay more than your competitors and Google will put you at the top. For 'organic' listings (unpaid), the process is much more complex. Organic SEO is made up of 2 factors considered by the algorithm when assigning you a pagerank for a particular keyword - on-page and off-page.

On-page SEO

This is the process of carefully structuring your content to ensure you meet all the factors the Googlebot is seeking when crawling your page. I have written an article on how to structure a page for SEO at the following URL: <http://www.topcatt.nz/structure-news-story-seo/>

Off-page SEO

This refers to everything else that is factored by the Googlebot when determining pagerank. This is the great unknown and where SEO battles are fought and won.



As a Digital Consulting Agency, we have SEO tools that can analyse and provide data about a lot of the off-page SEO of a website or webpage and this helps us develop an off-page SEO strategy. Some of the key off-page SEO factors (remember there are literally hundreds of factors) include:

- links - to and from your website
- anchor text - links within your website
- domain registration (how long you have registered the domain name for)
- hosting - where is the website hosted
- mobile user experience - is the interface optimised for mobile
- website reach - how well known is this website?
- website traffic - how many visitors does this website get compared to similar websites
- Authority - how much of an authority on the related topic is this website.

Any business that relies on their website as their primary source of business acquisition should be paying a professional SEO company (or have a staff member whose primary responsibility is the website SEO).

It is an on-going and time-consuming task to increase your website visibility. As any business owner knows though, if you're not on page 1, you're not in the game.

Putting it all together

The following is something I believe has shown great results for my clients. I wish to reiterate, that there are no rules or guidelines to follow in Digital Marketing and everyone you speak to will have different views on the topic. This is a basic guideline for communicating online which I have seen yield great engagement and conversions. I call it content marketing or channel management, depending on the size of your organisation.

Step 1 - Create collateral and plan the announcement

Let's say you have a seminar coming up that you wish to recruit attendees for (but this theory applies to almost any communication).

- What medium will you use to make this announcement? Video? Image, flyer, brochure, text?
- Create an engaging way of making the announcement that clearly answers the

what, where, when, why, who, etc.

- Beware the Huberis effect - if a short text post will do, keep it short. Don't make a 1 minute video when a 15 second one will do.
- If you are making a video (my recommendation wherever possible), upload the video to your YouTube Channel and make sure you choose your keywords and tags carefully.
- Make sure your video has subtitles. This can be challenging to do but absolutely worth it. We know that videos with subtitles are by far the most engaging content on social media.

Step 2. Make it a blog post.

Using a blog and carefully structuring the post is important for the following reasons:

- this is where the person you are targeting is likely to end up to make their purchasing decision (conversion)
- this is where you can put as much detail about the communication as you want
- this is where you want to drive traffic, so visitors have the ability to explore the rest of your website. Remember, this might be what gets them to your website, but it might not be the thing that converts them.
- this page will be cleverly designed to make the conversion a very simple process.
- Embed the YouTube video (if appropriate), don't upload a video to your own website.
- Remember SEO!

Step 3 - Check the process!

This is the step many forget to do. You want to sell tickets to the seminar right? So make sure you can easily do this and it is working properly. You might need to buy one of your own tickets first! Assess the process and give yourself feedback. Did I need to click through several pages to do something I should have been able to do on one page? Would it be easily understood by my grandma or 6 year old?

Am I able to check how many people visited the page and completed a conversion (in this case, bought a ticket) and how many didn't?

Step 4 - Now you're ready to tell the world.

Now use your social media or database or both to make the announcement. Keep the original communication as little as possible. Remember, you want the reader to click the link you embed that takes them to your website, so make sure you don't give the game away. The announcement should contain a very obvious link to follow to your landing page and a reason to click the link - and that's it.

Step 5 - Monitor the 'campaign'.

- Is the campaign yielding the results I expected (or better)?
- Has anyone posted on Social Media about the campaign? Make sure you respond appropriately - even a quick thanks for your comment goes a long way. Especially take the time to thank people for sharing a communication.
- What have I learned from this campaign that I will improve on next time?

Final Thoughts

- There's a whole lot that goes into successful Digital Strategy.
- It is no longer enough to simply have a website and a Facebook page; 5 years ago this might have worked, but not anymore.
- Your Club needs to be available to your audience and your potential audience anywhere, anytime.
- Ranking well for your primary keywords on Google, having relevant and significant content on YouTube and having a strong Facebook page puts your Club on the three biggest websites in the world. The costs to do this alone can be very little.
- If you aren't doing the things in this article or don't have time to do the things in this article, you need professional help. Delaying seeking help WILL hurt your business. If you aren't doing these things, chances are your competitors are. 📱



Author of this informative article Mr Trevor Topfer III Dan from Warrior TKD and CEO of www.circlecreative.io
P: 0224 867 228. The first part of this article was published in the first issue of Taekwon-Do Talk Magazine 2016.



READY TO TAKE YOUR SPARRING GAME TO THE

By Mr Carl van Roon III dan, Van Roon Martial Arts

More than twenty years ago, in the mid-90s, amongst some questionable fashion choices, and fuelled by an obsession with B-grade Martial Arts movies, I fell in love with the Martial Arts.

In my mid teens I was fortunate enough to join ITFNZ; the leading martial arts organisation in New Zealand at the time (now known as iTKD!) and that would lead to a cascade of opportunities for which I am continually grateful as these allowed me to explore my potential.

I dreamed of travelling the world, being trained by great masters and competing against the world's best martial artists... I struggled to find interest in pretty much anything else. So it is with gratitude that I reminisce about those times and look back on that wonderful journey. I had access to pathways to be able to challenge myself and represent our organisation and country overseas - and through these pathways and support, I was able to accomplish above and beyond that which I set out to achieve. It was a dream come true.

Today, that dream continues as it's very exciting to see an entirely new generation who are hungry to test themselves and represent New Zealand overseas, as well

seeing our organisation as a whole lifting its game in terms of how we feature on the world stage - and personally, I'm really excited to see how much further we can take it all. Which brings me to 'Van Roon Martial Arts'.

Just over a year ago, I found myself pursuing work in corporate mindset coaching as well as applying my sport science background in the wellness industry across the ditch in Australia, and while it was satisfying on many levels, it felt like something was missing.

With some encouragement from my nearest and dearest, and the support of Master McPhail - we decided to create something new. Something that I'm now really excited about. As one of the first of a range of new ETPs ('Endorsed Training Providers') for iTKD, 'Van Roon Martial Arts' (VRMA) specialises in providing a complimentary service to iTKD members looking to upskill or build confidence in the free-sparring aspect of Taekwon-Do. At VRMA it is also our goal to reconcile the strengths of the art of Taekwon-Do with modern trends, such as the benefits of taking a more sport science based approach to our training and maintaining

relevance in a world preoccupied with the rise of MMA (or Mixed Martial Arts).



On a more practical level, our niche at VRMA is to provide clear pathways for those who would like to bridge the gap between Taekwon-Do club training and advanced free-sparring training. For some iTKD members, this might mean laying a foundation for representing NZ at an overseas event, whether that be as a junior, senior or veteran. For others, it might simply mean investing some time in themselves for personal reasons, or as an instructor to upskill in this aspect of our art.

Personally, when I first began looking at competing on the world stage in ITF Taekwon-Do, the prospect seemed daunting. In my first two world championships in 2003 and 2005, I didn't even feature in sparring. While I won the special technique event, I didn't even manage to make it past the first round of sparring competition at either championship. On many levels, I felt grossly under equipped to compete with the best from overseas. Looking back, the idea of medalling in free-sparring, let alone eventually winning gold in my weight division at the Worlds in 2011 seemed like a pipe-dream.



Team debrief with Van Roon Martial Arts Senior Squad members

NEXT LEVEL?

Carl Van Roon: An Evolving Martial Artist

by Dom Franco

How does a person create a rich and varied life in martial arts while living in a country that is utterly obsessed with rugby? Just ask Carl Van Roon of New Zealand. He has been doing that since ten years old. Now he is 31 and still going strong.

Van Roon grew up in Auckland and watched martial arts movies from the 70s and 80s. Early in his life Van Roon trained in different styles. He started training in Karate at age 10 and earned his black belt before joining a Tae Kwon Do club in high school. He trained both styles on alternate days. Then in his late teens he started training in kickboxing.

Of this eclectic training he says, "Some of my contemporaries suggested such cross-training would only detract from my ability to achieve high standards in 'pure Tae Kwon Do' but for me, the concrete or conservative idea of 'pure Tae Kwon Do' seemed an odd way to look at something that was constantly evolving and hadn't been created until the mid-20th century from the influence of other arts and

had continued to evolve right up until the present day. I think it was from these early experiences that I became more interested with (to steal Bruce Lee's analogy) the tree of martial arts rather than any particular branch. Retrospectively, I think my cross-training in sister arts to Tae Kwon Do such as Karate gave me a different perspective."

Van Roon continues, "Furthermore, once a small group of us (athletes) began to have some success on the world stage we managed to attract a degree of government funding and support which really made a dramatic difference in how dedicated we could be in terms devoting ourselves to seeking out the best coaches to train with around the world and ultimately bring that knowledge back to New Zealand."

An important influence was his kickboxing instructor Peter Thompson, with whom Van Roon started training in his late teens: "I think he showed me a lot about fighting spirit and determination in the martial arts."

28 November 2015 / taekwondotimes.com



Van Roon Martial Arts Senior Squad Captain Riley-Phillips Harris victorious at the 2016 US Martial Arts Open held at Disney World in Florida.



Riley Phillips-Harris, Carter Hall (supporter and cadet squad team member) and Carl van Roon - ISKA World 'Gold Cup' Champions for 2016



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Sparring, Special Technique & Mindset Coach

ITF World Champion 2003, 2005, 2007, 2009, 2011, 2012, 2013, 2015

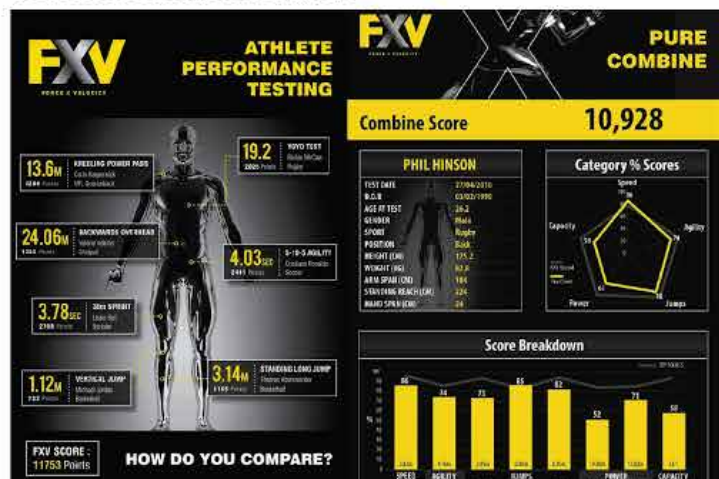
ISKA World Champion 2010, 2016



SHANE YOUNG - Guest Mixed Martial Arts Coach

XFC Featherweight MMA Champion

Representing City MMA



Stephen Buckley - Guest Sport Scientist

Strength & Conditioning Coach - NZ Breakers Basketball Team

Founder of FXV Athlete Performance Testing



Craig Dunn - Guest Coach, NZ Stunt Guild President

Film / TV Stunt Coordinator & Fight Choreographer

Lord of the Rings, Power Rangers, Shortland St, Spartacus & more...

I remember there was a sense that our isolation as a nation would forever limit our ability to compete with the rest of the world in Taekwon-Do, at least in free-sparring. I suppose we thought we needed the highest quality opponents to test ourselves against and therefore grow, which in many ways is true and remains so today. So in following the footsteps of some of the ITF's greatest sparring champions overseas (Tomasz Barada, Katya Solovey, Stephen Tapilatu etc.), I decided to test myself by competing with martial artists from different backgrounds such as WAKO Kickboxing and WTF Taekwon-Do. Looking back retrospectively, I think this resourcefulness (particularly in a smaller nation like ours) was a key element in my personal growth and continues to be something we can draw upon for the development of the next generation.

As such, at 'Van Roon Martial Arts' today, part of the initiative we have taken (while certainly not compulsory) is to offer VRMA squad members who have the approval of their local iTKD instructor the opportunity to further their learning through competing in open martial arts competitions at a local or national level to lift their game. And with a network of connections to other reputable martial arts organisations, VRMA offers a pathway for its members to do so in a safe and legitimate fashion.

VRMA also offers private coaching options and seminars with a focus on mindset coaching and sport science as applied to free-sparring and special technique. Our next event in NZ is the upcoming VRMA 'Martial Science' Summer Camp to be held on the 9-13 January 2017 which will explore cutting-edge scientific training methods with a range of special guest instructors. 🏆



Carl van Roon

MSc Sport & Exercise Science (Mindset Coaching). PGDipSci (Exercise Rehabilitation)

ITF Taekwon-Do World Champion 2003, 2005, 2007, 2009, 2011, 2012, 2013, 2015

'Best Overall Competitor' of the 2009 & 2011 ITF World Championships

ISKA World Champion 2010, 2016



Van Roon Martial Arts Cadet Squad members



Cadet Squad member Jordyn Tuhiwai



Cadet squad members Carter Hall (red) and Marty Glover 'slipping punches'

Alex Petrovich flies through his High Kick to a Gold Medal in Junior Male Special Technique





KIWIS IN HUNGARY 2016

By Mrs Jenny Church NZ Team Co-Manager

Photography by Mrs Jackie Strachan

Another International event completed, this time the 6th ITF World Cup in Budapest, Hungary. History was made with over 1850 competitors entered from over 210 clubs. Our New Zealand contingent of 60 comprised 34 competitors, 2 National Coaches, 3 Instructor/Coaches and 2 managers, along with all our fantastic supporters.

With a mixed bag of Seniors and Juniors, both in belts and ages, the Team was successful in winning a total of 27 medals putting us in 7th place overall. To put this in perspective, the winning team Argentina had 186 competitors winning 46 medals in total. If your maths is good, you'll know that per capita we are doing outstandingly.

We put some questions to various members of the group to get some insight into what happens behind the scenes around International Competition and this World Cup and in their own words, here's what they had to say:

The Hakeagatoa Family – What was the feeling among the family of 6 who travelled together to Budapest?

Our experience at this World Cup has been incredibly educational. Taking 4 children with us, 3 of whom were old enough to compete, was a logistical and financial mission in itself. Once at the actual venue, initially the nerves

were obvious amongst both experienced and new competitors. After a few hours this settles down but if you're one of the first up it can take some handling. We noticed that our older two made slight basic errors in their best events that don't usually happen back in New Zealand, so that's useful experience to work on for next time. It's definitely chaotic getting to each event, and very noisy! With the

rushing of 3 children to get to the right gate for the correct ring, who then have to handle dealing with live cameras and photographers right alongside, big vocal crowds, disqualifications, protests, knock-outs, vomiting, waiting around, and LOTS of very stressed out people ... it is certainly a very valuable experience. We enjoyed every minute of it.



Life in the ring as a Senior for Courtney Church in Senior Women's Sparring



Alex Petrovich & Jeffrey Bailey show their winning Medals in Junior Male Special Technique

A loyal supporter all the way from the Outer Hebrides – Sam Mackay & his grandfather.



Sam Mackay – Has taking part in your first International event motivated you to compete again at this level?

I really enjoyed every aspect of the High Performance Programme – from the awesome intense trainings, to the camaraderie among the team members, and of course the travel overseas seeing new places and cultures. The Tournament itself was amazing and I am very grateful to many people for the opportunity to compete at this level. I now understand more what it takes to succeed at an International level and am aiming to trial for the World Champs next year.



Alex Petrovich shows his winning form to earn him a Gold Medal in Junior Male Sparring



Exhausted but elated – Alex Petrovich takes out Best Overall Junior Male

Andy Watson – Father of Jack and Reuben Watson – How did you go about preparing two young boys for World Cup competition which they have not previously experienced?

As a family we discussed what would be required from the boys regarding preparation and training and how committed they were. The costs involved meant they really needed to be very focused. They agreed to giving up all other sports and that they would train 3x per week. They were very dedicated and missed out on stuff that their mates were doing which has sometimes been hard for both boys. On the flip side they have an International Competition and some overseas travel as part of their experiences which not many other boys of their age can lay claim to.



One of our youngest competitors Reuben Watson showing his skills

Helen Caley and Timothy Ellis – What is your preparation training like, being located in the South Island? Also do you think not staying with the team had any impact on your performances at the Tournament?

Having stayed with the team before I think it was actually more relaxed and so better for competition preparation! It also had the advantage that we were able to cook for ourselves and didn't have the temptation of the hotel buffet to overeat, which I've been guilty of in the past!

It's not so good for getting the team atmosphere and getting to know others though. As a new member of the team Timmy has felt a bit isolated/not connected to the rest of the team.

Aside from the obvious financial drain, the motivation to train and be pushed hard to improve is hugely lacking when you are not training with the group, and don't have a coach on hand (or are trying to train yourself and coach at the same time). This is particularly important for sparrers, and we weren't able to get Timmy up to a level where he would have been comfortable sparring at the World Cup with the resources we had available. We have been working with a high jump coach and have been able to work around not having coaches for that event. I have tried to set up regular "patterns by correspondence" by sending videos to coaches in the North Island, but I have found it hard to find someone who has the time to commit to doing this regularly. In future if the team coaches could offer something like this it would be hugely helpful. While we come up to the HP camps once a month it is just not the same as getting the regular training and feedback would be. We also lose the team feeling, and while everyone is great in supporting at the tournament it is hard to feel like part of the group when you are not from one of the main training centres. More regular training in the South Island would also breed talent and help other students feel engaged and encouraged to compete at a high level.

Mr Lawrence Mantjika – What do you think the impact, if any, has been on the New Zealand contingent having to enter as individual clubs as opposed to a National Organisation?

The two main areas that have impacted NZ negatively are, that due to the small numbers entered from each of our clubs, we are unable to retain our International Cup rankings, also it is very difficult for us to enter any team events as our clubs generally can't field enough numbers in any particular discipline. On the flip side, it gives our clubs the opportunity to put their name on the international stage. The NZ contingent are very proud, very united and very happy to support one another, whereas some of the other countries have very fractured environments to work in. All our Instructors and Team members related to one another well and assisted each other where necessary. I personally like the two different events. World Cup = Club Pride. World Champs = NZ Pride.



Frances Lloyd wins Silver for her Junior Female Sparring to take out the Best Junior Female Overall



Frances Lloyd – How you cope as a Junior travelling and competing without your parents with you?

Travelling across the world is hard. The time differences, the exotic food and of course the change in scenery. Having a parent or guardian with you keeps you stable, it gives you something that won't change. I've noticed that travelling without my family is hard but it has given me the opportunity to find independence inside competition and out. I've come into my own by experiencing things without being sheltered from my parents, which is both scary and exciting. It affects my competition in different ways. It usually comes in waves of home sickness and just being in the moment, but I just know that I don't have to look into the crowd and see their faces to know they are there. I have them in my heart and that's all that matters.

Sean Neary – What continues to drive you as a 2x World Champ and 2x World Cup Medallist?

It's simple for me - I want to be the best at my craft. Then underlying it's fun to me and I enjoy doing it, which is actually the most important part. This causes me to feel motivated almost always for it as I combine it with a drive to win, and the result is a true relish in competition. A thrill. So stemming from all of that I want to see how far I can go and push the limits of the limits.

THE KIWIS

Alex Hakeagatoa, Courtney Church, Jacqueline Geurts, Reuben Watson, Alex Petrovich, Courtney Weir, Kerry McEvoy, Row Hope, Amelia Perry, Daniel Yates, Liam Corbett, Sam McKay, Angel McCreedy-Pilcher, Elizabeth Martin, Matilda Thompson, Sean Hakeagatoa, Anita Broczek, Frances Lloyd, Matt Bowden, Sean Neary, Bailey Jeffrey, Gym -Ok Cho, Melissa Timperley, Te Aomarama Thompson, Brendan Doogan, Helen Caley, Nathan Bowden, Timothy Ellis, Caitlin Hakeagatoa, Jack Watson, Niketa Wells, Toby Langdon, Caleb Cherrington.

The squad was accompanied by Master Patterson, Mr Lawrence Mantjika, Mr Chris Broughton & Mrs Rose Cherrington, along with Mr Brendan Doogan as Coaches. Mr Dave & Mrs Jenny Church were managing the contingent which also included' around 30 supporters.



Toby Langdon gets a visit from his Grandma in the UK



Angel McCreedy-Pilcher wins Gold for 1st Dan Patterns at her 1st International Tournament as a Senior



Anita Broczek competing in the Advanced Senior Special Technique

Missy Thompson – Coming from a small town in NZ, how did you & Te Aomarama find the language barriers and dealing with different cultures?

Our experience in Budapest would be the most exciting trip we have ever been on. Meeting the Hungarian people was interesting, we don't speak the same language but somehow we understand each other. The culture was easy for us to mix in with, if you respect people they respect you back. We found the food was very different but satisfying. Being in a new country and meeting a whole range of people from all over the world at the Tournament, all of whom practice Taekwon-Do, has increased my passion to do more TKD.

He mihi aroha Ki nga tangata O Budapest Pai te ahuatanga "O tenei wahi". He tino pai rawa Ri te tutuki Ri nga Kuia e pa ana Ki te Taekwon-Do. He tino rerekei nga Kai ki konei, engai he reka.

Toku whakaaro, Kei te hari koa. He mihi, he mihi, he mihi

Mr Michael Archer – Instructor & supporter – Your observations of the Tournament as someone who was not involved with the Team.

For the first time since May's Black Belt grading, I am meeting fellow TKD practitioners. Weigh-in runs a bit late but the energy and enthusiasm is palpable. Wednesday morning in the arena, Patterns are in full swing when I arrive and the NZ Team has its place in the stands. All coaches and managers are ensuring everyone knows where to be and when – Radios ensure support and that Seconds move to each ring as directed; they are invaluable when delays affect proceedings. The comradie between Team members and indeed all competitors was great to experience and one of those things that make TKD such a great sport to be part of. With 1800 odd competitors and 12 rings going, the potential for problems was high, but generally things ran on time and hold-ups were minimal. Overall the organisation of the event was 1st Class and as always, the NZ Team was well rewarded for the hard training and excellent leadership.



Dan Yates – Has the High Performance Programme had any effect on your latest World Cup results?

Absolutely!!!! Earlier this year I competed in Nationals\Oceania's while not being in the right headspace. As a result, I didn't achieve what I wanted. For a while after that I felt disappointed with myself knowing that I should have done better. I questioned if entering the World Cup was the right thing to do. Then I went to the HP camp and with the guidance of the coaches, and the comradeship of my fellow competitors, I had a massive change of heart and it helped me enormously to get where I needed to be to compete at a world level. HP camps and trainings I believe are absolutely beneficial and necessary to help you prepare for the world stage.



Mrs Rose Cherrington with Bronze Medal Winners Jack Watson & Dan Yates in Pre-Junior Boys Prearranged Sparring

GOLD

Frances Lloyd	Junior Female Special Technique
Angel McCreedy	Senior Female 1st Dan Patterns
Kerry McEvoy	Veterans Male 4-6th Dan Patterns
Sean Neary	Senior Male Special Technique
Alex Petrovich	Junior Male Black Belt U68kg Sparring
Alex Petrovich	Junior Male Black Belt Special Technique

SILVER

Matt Bowden	Junior Male 2nd Dan Patterns
Anita Broczek	Adv Senior Female 1st Dan Patterns
Row Hope	Adv Senior Female Black Belt Power
Bailey Jeffrey	Junior Male Black Belt Special Technique
Frances Lloyd	Junior Female Black Belt Open Sparring
Courtney Weir	Senior Female Black Belt Power
Dan Yates	Pre-Junior Male 1st Dan Patterns
Senior Women	Black Belt Team Patterns

BRONZE

Nathan Bowden	Adv Senior Male 3rd Dan Patterns
Courtney Church	Senior Female 1st Dan Patterns
Liam Corbett	Senior Male Red Belt Open Sparring
Brendan Doogan	Adv Senior Male Black Belt Special Technique
Jackie Geurts	Senior Female 2nd Dan Patterns
Row Hope	Adv Senior Female 1st Dan Patterns
Amelia Perry	Senior Female Red Belt Open Sparring
Melissa Timperley	Senior Female 4th Dan Patterns
Melissa Timperley	Senior Female Black Belt Special Technique
Niketa Wells	Senior Female 2nd Dan Patterns
Missy Thompson	Veteran Female Red Belt Patterns
Missy Thompson	Veteran Female O50kg Sparring
Pre-Junior Male	Team Pre-Arranged Sparring

A few last words from Coaches Master Gray Patterson and Mr Chris Broughton:

"The 2016 ITF World Cup was notable in that it was the largest competition ever run in ITF's history, with nearly 1850 competitors. Despite its significant size, the event appeared to run smoothly and professionally, sticking close to scheduled times, which is a credit to the organisers and officials. Whilst some of our competitors may not feel 100% satisfied with their personal results, in my view the New Zealand contingent conducted themselves brilliantly both inside and outside the ring, and behaved like true ambassadors for ITKD and New Zealand. Well done and congratulations to all involved, and many thanks to our management team and coaches for all of their work, both before and during the event."

"I was very proud of our competitors at this World Cup. I really enjoyed watching everybody step up to the plate and perform at a high level. NZ has such quality students and I can't wait to get back and train for Ireland." 🇮🇪



Read what other team members had to say in our extended website article: itkd.co.nz/news/tkdtalk/worldcup16.php



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SPORTS DOPING – RELEVANCE IN TKD?

By Dr Jake Pearson V dan, Khandallah, Sports Physician

SPORTS MEDICINE

I have recently returned from Rio de Janeiro where I had the role of doctor for the NZ team at the 2016 Paralympic Games. It was an incredible experience to be a part of and I am told it had great media coverage back here at home. The Paralympic Games differ from the Olympics in a few obvious ways, but this time there was a blanket ban on Russian Paralympic athletes in light of the recent uncovering of the state-sponsored systematic doping scandal, whereas at the Olympics the decision was made by each international sporting federation. I can't help but wonder whether some of the additional popularity of the Paralympic Games was related to the public appreciating the harder line approach on doping in sport taken by the International Paralympic Committee. Also I suspect some would have been surprised that such practices are occurring in disabled sport, where athletes have obvious and sometimes quite severe background medical issues.

The reality, it seems, is that if the potential rewards of success are high enough, then some will 'do what it takes' to get there. It has been well documented that in some cases a culture of doping can develop, for example around Lance Armstrong and others previously in professional road cycling, with development of an unwritten expectation that one must be complicit in order to 'keep up'. There are regular reports of infringements in boxing and mixed martial arts. So I wonder, could such a thing happen in TKD..?

But first let's clarify what we mean by doping, as I have found that there are many misconceptions out there. The main types of substances that are abused are:

- Androgenic anabolic steroids: these are basically all related to the male sex hormone testosterone. These undoubtedly can provide benefits in terms of strength, power and endurance in training and performance, but with concerning potential side-effects.
- 'Blood doping': popular in endurance sports this involves artificially increasing levels of the oxygen-carrying red blood cells by either increased production in the bone marrow (using the hormone erythropoietin or 'Epo') or simply



removing a quantity of blood at some stage and reinfusing it close to the time of competition.

- Stimulants: these provide a brief window of increased energy, alertness and reduced fatigue, not too dissimilar to the effects of high dosages of caffeine (which is not currently prohibited).
- Other agents with the potential to cause less dramatic but still significant improvements in performance and/or recovery include growth hormone, corticosteroids (different from anabolic steroids above) and various other hormones and growth factors. Certain medications are considered possible 'masking agents' that could help avoid detection of a substance by accelerating its removal from the body or in other ways. Finally, there is the spectre of gene doping; already a potential concern.

So of course there needs to be an elaborate system of drug testing to try to catch the 'cheats' and keep elite sport 'clean'. Athletes subject to testing can be tested around the time of competitions of course, but also 'out-of-competition'. This means that many have to provide whereabouts information stating specific places that they will be at a certain time each day, so that they could potentially be tested. The dishonest athletes and their chemists however tend to be one step ahead of the testers in terms of coming up with novel ways avoid detection, and the main weapon that the authorities have in this regard is the threat that they hold onto athletes' samples and can test them

in the future when the science of testing has 'caught up'. Fairly regularly there are reports of athletes testing positive from historic events, and having their medal/s and recognition removed.

Sometimes an athlete will have a legitimate medical reason to take a substance that would usually be banned. There is a well-established system where an athlete can obtain official medical approval to take what they require for their health, and they are granted a therapeutic use exemption (TUE). This process has also been in the media recently, with the Russian hacking group releasing information on athletes' TUEs, presumably as a form of retribution for their recent Olympic/Paralympic exclusion. Quite a big issue for athletes is the risk of mistakenly taking something that is prohibited, and supplements can be an issue in this regard. The concern is that supplements are a lot less regulated than medications, and as a result what is written in the ingredients is not necessarily fully accurate. This should be of concern for anybody taking these, but in particular for athletes who may get tested. It is debatable whether small amounts of anabolic steroids or stimulants ending up in some supplements is intentional or not, but I will leave you to form your own opinion.

So what about TKD..? I think the fact that our top national and international athletes are not rewarded with multi-million dollar contracts and endorsement deals means that there are not the same pressures to win 'at any cost'. Also how much help would it actually be..? While undoubtedly it would

Continued on page 29

FLEXIBILITY AND STRETCHING

By Mrs Sonya Robinson IV dan, Warrior TKD, Personal Trainer

FITNESS

Our bodies are made for moving but you'd not think so if you really thought about the amount of time that a lot of us spend seated in cars, at school, at work or with a device in our hands or watching something or someone else moving instead.

Taekwon-do however does require us to move with strength, purpose and flexibility.

Activity or Inactivity is a huge factor in our personal level of flexibility. As can be our gender (sorry boys!) our age, our genetics, the state of our connective tissue and our neural control.

The benefits of having good flexibility are: an increase in the range of movement and enhanced movement performance, a reduced risk of injury, better postural balance, possibly better co-ordination and generally a better mind body connection.

Challenges to our flexibility can be a lack of elasticity of connective tissues in our muscles or joints, muscle tension, lack of co-ordination, bone and joint structure limitations and pain.

So to increase our flexibility or our range of motion around a joint, any stretching must increase the extensibility of the connective tissue in the muscles or joints, reduce muscular tension and thus produce relaxation or increase the co-ordination of the body segments and the strength of the opposing muscle group/s.

Sports Doping Continued...

be beneficial to be a bit faster and stronger with more endurance for the sparring, power breaking or special technique, none of substances or methods listed above would help with the more technical aspects of our martial art, particularly important in patterns obviously. Finally, I like to think that because we are martial artists, rather than 'just' athletes, and guided by our tenets and student oath, that we are able to keep the wider perspective on the true value of competition as a test of our own abilities and determination rather than an opportunity to beat somebody else.

If you are interested in finding out more about sports doping I recommend visiting the website of Drug Free Sport NZ <http://drugfreesport.org.nz/> 

As stated in my last little article there are 3 basic categories of stretching techniques: (a) ballistic or dynamic stretching; (b) static stretching; and (c) proprioceptive neuromuscular facilitation or PNF stretching – which uses alternating contractions and stretching of the muscles.

Dynamic stretching is stretching whilst moving and has the advantage of being quite specific in its movement patterns. Think of the downward kick or axe kick, think of the reverse turning kick and in fact any of our kicks that we want to be high and practicing them at our highest up and down the floor or during sparring drills or even in line work, this is practicing dynamic stretching.

To be safe doing this kind of activity we have to be warmed up already as there is a higher risk of injury here, and this works mainly on our elastic connective tissue response only, not our plastic connective tissue response which is when elongation around the joint actually occurs. Kind of like keeping the rubber band flexible by using it – when we don't it gets dry and brittle and breaks easily.

Static stretching is held stretches. The advantages of this kind of stretching is that it's generally safer as you have more control about how far you take it, it's effective at improving the plastic connective tissue response i.e. it will make the tissue that's stretched physically longer in time, and it is far easier than dynamic stretching to perform.

How long should we hold a particular stretch for? Definitely for more than 10 seconds and generally less than 30. How many times? Well a study done in 1990 found that the greatest change in muscle and tendon length occurred in the first four stretches and that further stretching did not result in significant increases in length.

Disadvantages? There is some debate that there may be a reduction in power output when flexibility increases however this is similar to the butter versus margarine debate which goes back and forth like a pendulum depending on who you listen to.

PNF stretching – Proprioceptive Neuromuscular Facilitation – alternates

a stretch with an isometric contraction. There are several types of PNF stretching but the two main types of interest are as follows:

HR or Hold-Relax:

A partner moves the stretch into the end of your range. The stretch then resists the partner's attempts to deepen the stretch (or isometric contraction) for about 8 seconds then relaxes, and repeats this process another 2-4 times. This is particularly useful if the range of motion is particularly limited.

CRAC or Contract, Relax, Antagonist, Contract:

It's similar to HR, but the stretch uses an active stretch instead of the passive above. The partner is used as a guide and as a resistance but does not attempt to deepen the stretch by pushing or pulling the stretch's limbs, rather the stretch does this themselves.

Overall, a PNF stretch last upwards of 45 seconds. This duration under stretch allows for a significant plastic connective tissue response.

The disadvantages of PNF stretching are that it requires correct technique – knowledge and practice.


It is potentially dangerous if overdone, and it is energy demanding so requires motivation as well.

So there is a quick overview of 3 different ways that you can increase your flexibility and stretch yourself.

But always – Warm up first! Static stretching approximately 15 seconds each, gentle tension, no pain.

Later on in your workout do some dynamic, movement-specific stretching, progressive and gradual.

After your workout maybe static stretching again or PNF stretching if you feel it's needed or appropriate.

Please make sure that you train, not strain, as there's little to be gained from pain! Taekwon. 



DECIDING WHO IS THE BEST

By Mrs Christine Young-Jasberg VI dan, Hwa Rang TKD Academy

UMPIRING

Mr Mark Banicevich and I had the honour and privilege of umpiring at the 6th ITF World Cup in Budapest Hungary. This year we were part of 93 international umpires entrusted to decide who would be 2016 World Cup champions.

New Zealand umpires are well regarded in the International community as being professional with a thorough knowledge of the rules, judging with impartiality and having good eyesight.

Mr Banicevich was given the glamorous task of taking the Umpires Oath at the opening ceremony and I was chosen as one of the corner judges for the final of the male team sparring at the gala fight night.

Preparation beforehand

Attendance at an IUC (International Umpires Course) is a pre-qualifier for umpiring at big international tournaments. This ensures that we are all working to the same rules, as updated during the past year, and we have some minimum work experience as umpires.

Having passed the IUC course, you need to be at least 2nd Dan and above to umpire at a World Cup and at least 4th Dan and above to umpire at World Champs level.

Once selected by both the national and international umpiring committees as a worthy judge, what to pack is always a quandary for me. I always want to travel light, but as the World Cup and World Championship tournaments have now extended to five days, the extra baggage of needing to take additional white shirts and different coloured ties, has foiled any plans of carry-on only. Other necessities are lip balm, Panadol and copies of the

rules as pre-reading to while away the 24 hours of flying time.

Skills Required

Umpires need good decision making under pressure. Noise levels always exceed the health and safety limits and if you are a centre referee (CR) expect to lose your voice by day 3. This means a thorough knowledge of the ITF sign language for giving warnings and fouls is all important, and you're thankful that you are not a traffic police in Europe, as one day of CR and you're already feeling the RSI in your elbows and shoulders.

If you are sitting in the corners the ability to distinguish between red and blue is essential, as are quick reflexes on occasions where competitors choose your corner to have a go at and you need to save the connections on your computerised scoring system. If one cable gets knocked out the whole ring is shut down. This is can be a recipe for protests, which is a big frown upon by the IUC and ITC (International Tournament Committee). Should a protest occur, the 5 gold ties of the IUC will be hawk like, instantly swooping to your ring to analyse and adjudicate what is to happen.

On really festive occasions such as Argentina 2009 you may be required to dodge drink bottles and unwanted shoes from the very supportive audience who may not agree with your judging decisions. Our own Master James Rimmer found himself at centre stage many times during this tournament and remembers fondly such highlights.

A new introduction at Budapest, for those who like cricket stats and such like, was

a result feedback by ring of how many bouts were undertaken and the average time taken per bout. In Budapest Day 1 of competition, we judged 1,610 pattern competitors, over 1,590 bouts in 4,919 minutes averaging 3.09 minutes per pattern bout.

In sparring after Day 2 we judged 1209 competitors over 1,190 bouts in 5,333 minutes with an average of 13.4 bouts per hour or 4.49 minutes per bout. Stiff statistics to live up to at future competitions.

What to expect

Expect to be at work. There are staff meetings, a full umpires' meeting the day before the competition. These are flowing much more smoothly than in early years as the rules are no longer up for debate and the expectation is that if you have made it into the room you are fully conversant with said rules.

After this there is a Harry Potter-esque sorting ritual where the ring councils are assigned. Master Alberto Katz presides, humble and all-knowing over the assemblage of multi-national, multi-skilled assignment of ring council duties of jury president, jury assistant, centre referee and corner umpire. So much work goes on behind the scenes.

Day 1 of competition is always hardest as we need to fire up the computer system and warm up to our ring council colleagues. Once under way though, with a great team the Hong and Chong decisions will flow, and I like to ensure that we allow the competitors their 15 seconds of fame. Lucky or unlucky for the competitors they can leave after a few rounds, whereas the





umpires are there from before the start until the finish, each day. It's a great day if toilet breaks are given.

They say it is not work if you enjoy what you are doing. I get a kick from umpiring, as one of five – when the decisions are 3 to 2 your decision really does count. You get to know and work with other talented sabum nim and sahyuns who are equally passionate about Taekwon-Do and there are always great work stories at the end of the day.

Perks of being an umpire

Well, not only do we have fun during the tournament due to being under much less pressure to win than say the coaches and athletes, the umpires get board, i.e. food and a hotel bed, and endless Nespresso's for the whole duration of the tournament.

With the emphasis over the past 10 years on professionalism and pre-selection of umpires, I have had full confidence in all the ring councils I have worked with that we have come out with the correct results.

The downside to a week spent judging, caffeine fuelled, being fed wonderful local food, and having a great time, is you put on a dress size unless you are self-disciplined and keep up with your gym or group umpire training. I've generally been very impressed with my fellow umpires' ability to 'walk the walk' in sparring and patterns whenever I have had the chance to impromptu train with a very impressive international line up.

Verdict

Being an international umpire is yet another rich experience that ITF Taekwon-Do offers practitioners. Get qualified to be an umpire. Start at local competitions to hone your skills. Go to the courses offered by the iTKD Umpire Committee and go to regional and national comps as much as you can. Enjoy the experience. Make the right choice. 🥋



BUILDING YOUR SELF BELIEF

By Mr Kerry McEvoy IV dan, MHS, BA(HMS), CSCS

All sport, particularly combat sports like Taekwon-Do, not only rely on the physical skills and preparation of the martial artist, but also on their mental state, self-belief and confidence to achieve their optimal performance.

One of the common factors that hinder an athlete, or anyone for that matter, from achieving their goals is their lack of belief in themselves and believing that they are not good enough. The mind is a powerful thing and as Henry Ford once said,

"If you think you can, or if you think you can't, you are right"

A lack of belief in yourself can...

- Have a negative effect on your performance
- Stop you from going for a grading or entering a competition
- Make you scared of competition and your opponents
- Stop you from even attempting what you want to achieve
- And can cause much stress and anxiety

There are many strategies to use to overcome your lack of self-belief, and this article will cover some approaches that may be helpful in changing this. If you do not believe in yourself and abilities, then please take into consideration some of the following suggestions.

1. Affirm Your Goals

You do not achieve the goals you do not set. Once you have established your goals, it is important to continually affirm them to yourself and your subconscious mind to build your inner belief in your ability to achieve them. This can be achieved by regularly writing them down, saying them to yourself, designing a Vision Board containing photos of what you want to achieve, and surrounding yourself with positive affirmations and motivational quotes.

It is also helpful to study other people's successes in all fields as this will help you realise that many of them came from humble beginnings and overcame big obstacles to succeed. There are many people who are less fortunate, less talented

and less capable than you who have achieved far more than you. If they can do it, so can you, it is just a matter of working out how.

2. Surround Yourself with the Right People

You can determine your future by looking at the people around you. You will be about the average of the people you spend the most time with - the average attitude, skill, belief, achievement and future.

"Your future will be affected by the people you hang out with most"

It is important to go where the expectation of you is high ... not low. It is vital to surround yourself with people who believe in achieving goals and believe in you achieving your goals. Limit your exposure to or eliminate the people who do not believe in you and support your goals.

3. Trust Other People's Belief in You

If you do not believe in yourself, then you can start by believing in other people's belief in you until you build the belief in yourself. This is why point one is so critical, to surround yourself with people who believe in you.

Your coach is a vital part of the team and the circle of influence you should surround yourself with. A great coach will always have more belief in you than you do. Get a great coach you trust and who believes in you and your dreams. Have a coach who expects more from you than you do.

"A great coach will see you for who you can become"

4. Trust the Process

Once you have surrounded yourself with the right people who believe in you and you believe in their belief in you, then it is vital to trust and believe in the process that has been established for you to achieve your goal.



This process includes the strategy, programme, training and conditioning that your coach and team have designed for you to be in peak physical and mental condition to achieve your goal.

"The harder I train the luckier I get"

If you train the process at 100% you will perform at 100%. When you put everything you have into everything you do into the process, then you will come out far better than when you came in.

"Do not train until you get it right, train until you cannot get it wrong"

5. Enjoy the Journey

Once you have done everything you can in your preparation and training, then release yourself to fate. What will happen will happen and no matter what happens, enjoy what happens. Enjoy the glory of victory or the lessons of losing.

"There is not winning or losing, only winning and learning"

Always remember it is just a sport and no one but you really cares anyway, and if they do it will soon be forgotten. If you win, be gracious, humble and respectful in victory. If you lose, be appreciative of the opportunity, take the lessons and become better not bitter. 🙏

"If you train enough, become good enough and compete enough you will win enough"

GRABBING IN TAEKWON-DO

By Mr Brendan Doogan V dan, Dragons Spirit Papatoetoe

TKD SCIENCE

At first glance it might seem that Taekwon-Do is all about kicking, punching, blocking and striking. But as those who've been to my Weird & Wonderful Taekwon-Do seminar, or delved into the encyclopaedias know, there's a lot more to play with. There are locks, throws, reflex kicks and all sorts of body parts to use.

Lots of our techniques are designed to be used with or against grabs. Do-San #7, Joong-Gun #15 and Hwa-Rang #11 are for once you've already been grabbed. Wedging blocks like Do-San #13 are for stopping the opponent before they can grab you. But there are techniques that let you grab the attacker. Palm hooking block is the most well known.

The details: the palm is the tool, which chambers at the opposite ribcage, with the blocking hand's side fist on the other hand's back forearm. The forearm is bent 25° like a forearm low block. It is performed in a natural motion, meaning quickly but relatively gently – we may want to grab the person after the block, not knock their arm away. It can be performed obverse or reverse, inside or outside, and the little finger of the blocking hand reaches the outside of the shoulder line. And finally, the block travels in sort of a rainbow path – not straight forward or straight outward – over and down on top of the opponent's back forearm.

The application: catch the attacker's arm and pull them into your counter attack. 🐉



Hooking block crossing shown with the sidefist facing down



Hooking block han position with thumb out ready to grab

Possible follow-up applications after the block



ON BECOMING THE PREDATOR...

By Mr Phil Thompson Protect Self Defence

I had a fantastic discussion recently with a senior martial arts practitioner who attended one of our public seminars. He asked me if all of the yelling, swearing, abuse, aggression, and intent which we add when training is really necessary. He felt strongly that if he did this in his classes that he'd lose his students and that he felt that type of training is not what most people want.

I agreed with him completely and told him I not only thought, but that I KNEW, that most people don't want this type of training and that if he did it in his class he'd lose his students.

He asked me why, if I knew this, did we continue to do it given that we could have huge classes if we took it out.

And that is what this article is about.

I explained to him that my over 20 years of martial arts experience vs my 20+ years of Self-Protection experience has shown me that most people looking for 'Self Defence Training' want only the illusion of the ability to protect themselves. They don't want the reality. The reality is too ugly, too caustic, too stressful, and too honest, and requires a massive level of discomfort and personal vulnerability and growth. It is all just too hard and too confronting for most.

So many join a martial arts school, where they train 'Self Defence' in an unrealistic fantasy environment which very often results in them becoming a better victim while simultaneously raising the false sense of security in their own ability. It is a dangerous and slippery slope, but one which millions of people every year choose. This is of course not their fault, most don't know what they don't know, and believe they are getting training which will 'work in real life'.

Naturally I am referring only to this one aspect (Self-Protection) of some martial arts when I say this, I am a huge fan of good martial arts and anybody who knows me knows I sing the praises of martial arts training to all and can't recommend it highly enough. So I'm only talking about the (generally) faulty part, the 'martial arts myth' which promotes martial arts and self-protection as being one and the same. They are not. And in most cases are so far removed from each other that the

link is tenuous at best and dishonest and dangerous at worst.

To train real self-defence is in part to become proficient at the use of violence against other human beings. It is vile. It is destructive, and it is dark. But only if we allow it to be. Done right, and I think only in the past few years have myself and my team really got it right, it can be one of the most powerful and life-changing personal-development opportunities there is.

But it takes chutzpah. And it takes a serious desire to grow, because personal growth happens outside of our comfort zone, and self-protection training done right is very uncomfortable some of the time.

Self Defence starts with the self. A massive part of what we do at Protect focuses on 'Self-Protection' rather than just 'Self-Defence'. Self-Defence is the last resort when 'Self-Protection', all of the things we do to prevent violence happening against us, has failed. To be proficient at 'Self Protection' we need to be honest with ourselves. We need to look into the parts of ourselves which we don't like, or don't like to admit that we like, and confront them. We need to accept it when we have an ego problem, latent insecurities (we all have them), hair-trigger temper, alcohol issues, confidence issues, conceit issues, control issues, self-control issues... The list goes on and on. If you're reading this and wondering how any of these things relate to Self-Protection, then you haven't been training in Self-Protection. These things are base-level and only the beginning.

Ultimately, real self-protection training should make you proficient at violence while simultaneously making you a better person who is less likely to need it or want to ever use it.

But then it happens. In a time and place chosen by the offender and in most cases a situation where you are at your most vulnerable. It happens fast, it is chaotic, follows no ritual or pattern you've ever seen before, and most of all it is as scary as hell.

The offender didn't give you any time to prepare, didn't ask for consent, didn't bow to you, didn't respect any type of etiquette, rules, or rituals. They are not alone, several accomplices are with him,

and he has something metal in his hand. He doesn't allow you time to change out of your jeans and work shoes into loose baggy clothing, and won't allow you time to warm up first. He doesn't respect your space, in fact he launches into it, you are off balance physically, mentally, and emotionally, and he is coming at you with a level of aggression and intent that you've never experienced before.

You are overwhelmed, defensive, and the thoughts flashing in your mind are fast wishes that this not really happening and you just want to be at home. But it is happening, and you are not prepared for this in any way. He won't let you have 'your turn', although that first (or was it the second?) hit in your head was so hard and so unlike anything you ever felt in sparring that even if he gave you a moment to respond you're not sure you could do much. His intent is literally shocking. At that moment you are learning all too late the difference between what you trained for and what really happens.

Although what I describe above is deliberately designed to sound shocking, it is honest. This is reality. And even then this is only a part of it. The good news is most people will never go through this type of thing, the bad news is we never know if it'll happen to us.

This is why a balance is needed if you are training realistic Self-Protection. A balance between having fun and lots of laughs, pure physical training designed to increase physical ability and physical readiness, and the psychological and emotional training. If all we ever did was train the angry dark stuff, we'd never want to leave the house again, not to mention it is likely that would affect our own personalities and even begin to make us exactly what we are training to defeat. It has happened. So balance is crucial.

But there is the necessity for the emotional reality part. And when it is trained it needs to be trained as close to real as possible while maintaining safety. This increases our 'Stress Inoculation', meaning if the real thing happens to us we are far more prepared because we've been exposed to it so often, albeit in a controlled environment.



An excellent adage I once heard was;

“The only thing which can defeat violent, evil men, is good men who are more skilled at violence.”

So true.

Most ‘Self-Defence’ training is backwards. It focuses on the student being the victim, trying not to be a victim any more. This is wrong. Effective Self Defence should focus on the student developing a predator mindset.

Huh?

Yep, we need to train as if we are the predator. That is the mindset required to win, it is survival mindset. It is the mindset which will inhibit a ‘Predator/Prey’ switch in our opponent when acted upon, but as (if not more) importantly it’s the mindset that drives us through the fear, the chaos and the uncertainty to make sure we get to go home. Clearly, in context, we train to be good human beings who would never cause unjustified harm to anybody, but I am talking about the time when the choice is made for us and violence IS the only option.

Does this make us violent people? No. As long as the training is balanced it doesn’t. It makes you a better person, who is

better skilled at violence is all. And that is a good thing.

So where does the simulated aggression, the swearing, the yelling, the abuse, the pain, the real force, fit into scenario training? It is a dose of reality, or at least as close as possible, which helps increase our preparedness and inoculation to the real thing. It also helps the ‘actor’ to better understand the predatory mindset, the triggers which cause unhelpful reactions, the likely responses which certain phrases or actions can have. This is invaluable.

Most people struggle with the concept of ‘acting as the aggressor’ the first few times, but as their acting ability grows so too does their overall confidence, use of voice, predatory mindset, understanding of triggers, and acceptance, respect, and understanding of the dynamics of real violence. If we could sell it in a jar we’d be millionaires, unfortunately to get the benefit we need to get uncomfortable and experience it over and over. But it is so worth it and part of what we do which I will ensure we continually evolve and develop.

Do you need to do this type of training? No, of course not, it depends what you are looking for. If you are training for the

martial art aspect, and all of the amazing benefits you can gain from that, then that’s fine, it is what you are there for. Just make sure you are not mixing the two things up and you are getting exactly what it is you want from your training. If you want real self-defence training, at some stage you’ll need to train realistically. Or not, the choice is a personal one, as will be the outcome.

Food for thought.

Phil. 🙏



Mr Thompson is co-founder of Protect Self Defence and instructs classes, seminars and gives private instruction at Protect’s training centre in Auckland and throughout NZ.



INSTRUCTOR PROFILE

Mrs Trish Rounthwaite V dan

PROFILE

What year and how old were you when you started Taekwon-Do?

I started TKD in 1987 and was a late starter at 40 years old.

At what club did you start, and who was your Instructor?

Farm Cove Intermediate, Pakuranga, Auckland was Master R's first class so that's where I went with the rest of our family.

When did you receive your first dan black belt?

We were living in Papua New Guinea by 1991 and I sat for my 1st Degree in the late 1990s.

When did you start instructing, and at which club?

I began instructing in Mt Hagen, Papua New Guinea, as a black stripe. We began team teaching in PNG as we discovered this was the best way to encourage female students, and the best way to keep female students was to teach with a baby on our hips!

What are some of your biggest Taekwon-Do achievements?

I have spent pretty well all my TKD life overseas, and I have had the opportunity to have many.

I was selected as a member of the Auckland team to participate in the National Championships and also to participate in the opening of the Commonwealth Games.

In PNG, along with Master R, I received a letter of commendation from General Choi for "establishing and pioneering Taekwon-Do in the Highlands of Papua New Guinea", which, to this day, is still running.

In Australia, I was given the opportunity to understand how ITF is run internationally, when I became secretary of AITF, working alongside Master Daher and in both managing/coaching roles. Representing Papua New Guinea, Australia and Thailand at World Congresses.

What is the highlight of your Taekwon-Do career?

This must have been when we were running our Australian classes, coaching Carlie Dann who, after competing in Junior

Worlds in Italy, was a competitor in the Senior World Champs in Canada where she won Overall Best Female Black Belt, and at 19 years of age was entered into the ITF Hall of Fame.

Umpiring and coaching at World Championships in Italy, Germany and Poland.

What was the most embarrassing Taekwon-Do moment?

Not exactly embarrassing but out of the mouths of my young Black belt son:

"It doesn't matter if you are only ten centimetres off the floor Mum - you are still jumping!!!!!!!!!!!!!!!!!!!!!!"

What are your personal goals for the future?

I enjoy the camaraderie we have with the large numbers of instructors. I'm keen to further develop Mini Kids and our up and coming instructors.

What are your goals for the future of ITFNZ Taekwon-Do?

I'd like to see the natural progression of the younger members stepping up and taking on responsibilities in the areas of teaching, umpiring and administration.

Which active Taekwon-Do practitioner do you admire the most and why?

Grand Master Lan. A very personable, knowledgeable, experienced, selfless yet humble practitioner who wanted to remain coaching, but had too much potential not to become a Grand Master.

Having met Grand Master Lan in Vietnam, Germany, Italy and Australia, I found him to be approachable, easy to speak to and interested.

In your view how has Taekwon-Do changed in NZ in the last few years?

ITKD is more professionally run now.

I would like to see a greater emphasis on protocol at the instructor level.

The high standards of our International teams is a reflection on our instructors and coaching standards.



Mrs Rounthwaite with General Choi Hong Hi

Mrs Rounthwaite with Grand Master Trần Triều Quân



Mrs Trish Rounthwaite

Some grooming of representatives prior to an international event on protocol, customs, how they present, and how to receive compliments or awards could be useful.

What are your favourite hand technique and foot technique?

Hand: Knife hand side strike especially for breaking.

Foot: Turning kick.

What do you think makes a good Taekwon-Do practitioner?

Humility, a sense of "place", training ethic, willingness to help..... in brief to be the best person they can be. 🙏





Kicks for Kids

Welcome to Issue #38.



by Mrs Shirley Pygott
II dan Jungshin

Welcome to Kicks for kids Issue #36

It's all about patterns. TKD Ted has been looking into the truth about patterns, we look at what goes into performing a great pattern, and find some odd facts about Dan-Gun



Patterns – The Shocking Truth

Ted did some investigating into rumours he has heard about patterns to see if they are really true! Good work Ted.

Patterns for the higher grades more important than junior patterns like Chon-Ji and Dan-Gun

False - Each pattern teaches different things and is equally important. Even though you learn a new pattern after each coloured belt grading, you still have to keep practising the old ones, as often as you practise your new one.



Black belts learn more new patterns after their gradings than coloured belts.

True – almost! 1st – 4th Dan Black Belts each have three new patterns to learn, and 5th Dan's have two, but 6th Dan's have only one new pattern – Tong-Il and 7th and 8th Dons don't have any.

The highest ranks learn the patterns with the most movements.

False – The first two patterns - Chon-Ji (19 movements) and Dan-Gun (21 movements) - are definitely the shortest, and Black belt patterns are generally quite a bit longer than the coloured belt patterns

but 5th Dan Black belts learn Se-Jong - one of the shortest patterns too (24 movements – the same as the green stripe pattern Do-San .) The longest pattern So-San has a whopping 72 movements and is the 1st pattern learnt at 5th Dan.

The set of 24 patterns are called the Chang-Hon patterns.

True – Chang-Hon was the pen name of General Choi – this was the name he used when he wrote, so the patterns are named Chang Hon style after him

Most patterns start with an attack.

False – All but three patterns start with a block – this emphasizes that Taekwon-Do should be used mainly to defend yourself.



What the General said...

I leave Taekwon-Do as a trace of man of the late 20th century.



The 24 patterns stand for the 24 hours of a whole day or all my life.

Performing Great Patterns



Know your pattern so well you don't have to worry which movement comes next.

Begin and end on the same spot

Have good posture and face the correct way

Perform the movements with rhythm and without pauses or stiffness

Try to make each pattern perfect by paying attention to the smallest details.

Know what each movement is for

Perform each movement like it is for real.

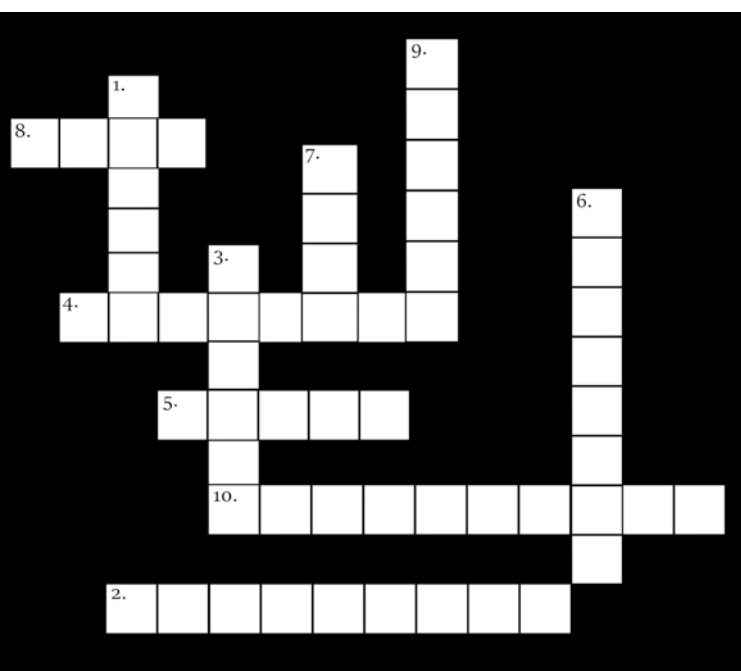
DID YOU KNOW?



....the name of each pattern, the number of movements and the pattern meaning tell a story about a historical Korean figure or events. General Choi said that you should be thinking about that story or that person as you do every movement in the pattern, so that the pattern shows the spirit of the story.

Why are there so many high punches in pattern Dan-Gun?

Dan-Gun (also known as the Sandalwood King) brought the scattered tribes of Korea together to form a single kingdom a very long time ago. He had to visit a lot of small tribes living in high mountains, so that he could talk them into joining him. There were no cars or planes, and no cell-phones or computers. He had walk a very long way to visit each tribe and the high punches in the pattern symbolize Dan-Gun climbing all of those high mountains. So when you perform Dan-Gun you should think about Dan-Gun climbing high mountains every time you do a high punch.



Across

2. Four Direction Block
4. How many movements in Chon-ji?
5. All but three patterns start with one of these
8. You have to start and finish on the same...
10. How many patterns all together?

Down

1. Yellow Stripe pattern
3. You learn Dan Gun when you are this colour belt
6. Pen Name of General Choi
7. Shout the name of the pattern at the end
9. The second pattern you learn

Across: 2. SAJUMAKGI 4. NINETEEN 5. BLOCK 8. SPOT 10. TWENTYFOUR
Down: 1. CHONJI 3. YELLOW 6. CHANGHON 7. NAME 9. DANGUN



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