

Taekwon-Do Talk



Issue 1 2016

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FROM THE PRESIDENT



Master Evan Davidson

VIII Dan, President

11th April 1955 – we should all know the significance of this day in history.

It was 61 years ago that General Choi submitted the name 'Taekwon-Do' at a meeting of the six primary Kwans (martial art schools) of South Korea – Chung Do Kwan, Oh Do Kwan, Song Moo Kwan, Chang Moo Kwan, Ji Do Kwan and Moo Duk Kwan. The Kwans had been ordered by the then President of South Korea, Seung Man Rhee, to unify under a single system.

General Choi had been using 'Taekwon-Do' to describe the martial art as was developed and being taught by him through the South Korean Armed Forces and through his civilian Do Jang, the Oh Do Kwan. This was done for a number of years and well before the leaders of the other Kwans gathered to where the name was formally accepted. It is now known that most of the other Kwan leaders adopted the name 'Taekwondo' as a representation of the martial art styles that they were teaching. Hence we all know of the two main controlling world bodies, ITF – International Taekwon-Do Federation which was set up by General Choi and the WTF – World Taekwondo Federation, developed and registered by the remaining Kwans.

April 2016; here in New Zealand reformed legislation under the Health & Safety Act were put into place.

This certainly will have some effect on ITFNZ, our martial art and those teaching and participating. I believe it is 'business as usual' in respect to our TKD training but it will mean that schools and clubs will need to maintain proper records and due reporting processes as regards risk management and other health & safety matters. i.e. identify possible hazards or risks, attempt to eliminate the hazard or risk, or to minimise and record what action was taken. Any incidents or injuries at do jangs, seminars, tournaments and training etc. will need to be reported and recorded appropriately.

Do not hesitate to contact me if you have any suggestions or comments, or wish to discuss ways we can improve International Taekwon-Do.

president@itkd.co.nz

'Taekwon'



TKDT TEAM

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Taekwon-Do Talk delivers articles relating to International Taekwon-Do in New Zealand and associated activities of fitness, nutrition and health. The goal of Taekwon-Do Talk is to inform, motivate and promote communication throughout International Taekwon-Do.

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.

For submission guidelines and advertising enquires please visit our website: www.itkd.co.nz/tkdtalk.

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International Instructors

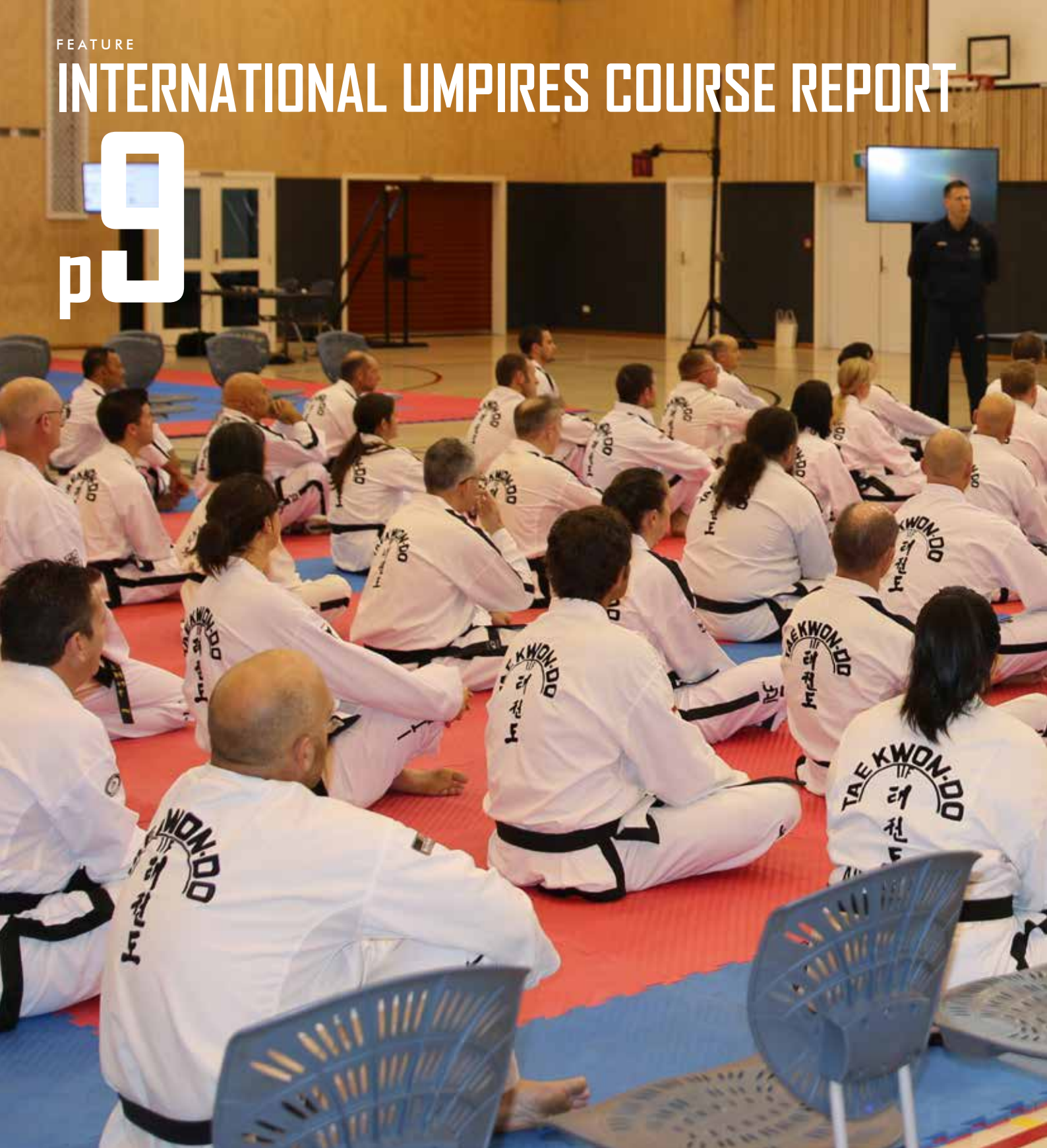
Course – New Zealand
24-26 March 2017

DETAILS OUT SPRING 2016



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FITNESS
MRS SONYA ROBINSON



SELF-DEFENCE
MR PHIL THOMPSON



TKD SCIENCE
MR BRENDAN DOOGAN



COVER

Rachel Bates selfie of her own phone at WarriorTKD



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KICKS FOR KIDS
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GET ORIGINAL

By Mr Toby Langdon | dan, Hwa Rang Academy

Most people tend to keep to the traditional path of Taekwon-Do such as line work, patterns, sparring and occasionally breaking and special techniques.

Don't get me wrong these are still great aspects of Taekwon-Do otherwise I wouldn't be doing the art, but what about if you could take techniques and make them your own?

Personally I think the reflex kick was the most adventurous and probably the 'coolest' technique that General Choi made.

The kick where you run on a wall and kick off it like you see in the ninja movies with Jet Li and Jackie Chan. The kick which makes you seem like a ninja to everyone around you. This is one of my favourites, if not my favourite kick in the art but I decided to utilise it and use the basis of it for other even 'cooler' techniques such as:

Tic Tac reflex kick

This kick requires two walls at right angles to each other. The kick is basically a reflex kick except with two steps (one on each wall).

You take one step on the first wall with your dominant leg and you should be facing the wall you are about to step onto. Then you push off with your leg so that you step/jump onto the other wall. Next you bring your dominant leg through and just like a normal reflex kick, kick!

Step it up a level

To do the harder tic tac kick you must be able to do the two step one first. The 'intense' tic tac kick requires four steps as opposed to two. Basically it's the same as the two step kick except you take two steps on each wall, start with your dominant leg and just practice taking two steps on the wall. Once you can do that try and take two steps on the first wall and then the second whilst ascending up on a slant. With enough practice you will be able to do it.

Reflex vertical/reverse turning kick

This kick is where you take one or two steps on the wall, spin off whilst performing a reverse turning kick, vertical kick or really any kick that you think might work.

You take one or two steps (or three if you really want to push yourself) on the wall and spin whichever way your back is facing. Once in the air perform a kick of your choice (I like to do vertical or reverse turning) and land it. Try not to drop your hands as this ruins the aesthetics of the kick.

What I'm trying to say is don't be afraid of attempting things that aren't written in the encyclopedia or doing just what you know. Create something original, something that looks cool.

Obviously practice your syllabus as well, especially if you want to grade but every now and again even it out with a little bit of creativity, because Taekwon-Do is an art! 🥋



Tic Tac Reflex Kick



Reflex Vertical Kick

HOW CAN WE EMPOWER MORE WOMEN IN TAEKWON-DO?

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

This year I celebrated 31 years training in Taekwon-Do. As I look at the iTKD 2015 membership statistics they show 36% of members are female. I think this is a pretty good ratio as when I started I'd say the ratio was more like 10%. I remember a time when General Choi did not think women should be doing Taekwon-Do at all.

As in the corporate world, do women suffer a disadvantage when it comes to breaking through into the senior ranks of Taekwon-Do? Of the 208 people listed on our world wide ITF group with the rank of Master and above, only 6 are women. Assuming we did have roughly 10% female students 30 years ago, we should expect, all things being equal, 10% of the Masters to be female. Yet we only show 3%.

This begs the question, do women face more barriers to attaining senior grades?

At past women's conferences we have received feedback regarding the difficulties women encounter continuing and devoting time to training. Here are some of the issues raised:

- Even where they have a full time job, women are still responsible for the majority of domestic chores, such as cooking, cleaning, organising the children;
- Women feel guilty about going to training in the evenings, (when most training takes place), and find it hard to prioritise training time;
- Women feel unable to physically keep up with the requirements of senior gradings;
- Women who take time out to have children struggle to find time to return to training with added demands of small children;
- Women find it hard to prioritise taking time off to attend seminars, camps and extra trainings required to continue through the senior dan grades;
- It's not such a main motivator for women (as it is for men) to achieve another grade. (Less concerned about the pecking order than men.)
- Women who have given up have said they do not have the aggression



required to continue, particularly due to the power breaking and sparring elements of the syllabus at the green stripe / blue belt level when these elements are tested.

Time is a factor for both male and female practitioners giving up their journey in Taekwon-Do. This is understandable with today's busy lifestyles. Our lives are busy because we have a lot of choice. We have a lot of leisure activities to choose from. Going out with friends, going to work events, planning or attending children's parties, family holidays, and so on all demand time. If we consider that all we need is to invest 4 hours per week into Taekwon-Do to continue the journey, we should see this as an investment in our health and wellbeing instead of a task. If we get up 30mins earlier each day we already have 3.5 hours more each week.

Here are some suggestions for women who are starting out or maybe training to attain the next grade in Taekwon-Do:

1. Prioritise your training time for you. Your husband or kids will be able to cook their own dinners, and they should know how to clean up afterwards too.
2. Find a like minded female friend at club. Support each other. Meet up on non training days too. Encourage each

other to take the next grades and train together towards the next grade.

3. Don't make excuses because you are a woman, but do realise we are not built like men. We will normally perform better at the patterns and enjoy the technical side of Taekwon-do but some of us may struggle to jump and fly. DO NOT feel the pressure that you HAVE to perfect the flying reverse turning kick to reach your green stripe, but DO give it your best. Have the same standards for your TKD as you do for the tidiness of your home.
4. Do the fitness at club training, train hard when you are at training.
5. Eat healthy, follow a good nutritional meal plan. Eating the right foods will give you the energy to get through the busy day and help with muscle and bone strength.
6. After a baby, do not feel like that you need to be fit to return to training. Returning to train will help move any baby weight and get you fit at the same time. So think of it as multi-tasking.
7. Do not compare yourself to other people in the club, around the country, and feel that you are not up to standard. What is important is your own small goals to get yourself better.





Example: take a moment to reflect on yourself, where were you one year ago compared to now? How much more knowledge and awareness you have gained.

8. If thinking about taking the next grading, don't sell yourself short. Get the support of your family behind you. Get them to help you at home. They could be doing simple things like asking you theory questions while they do the dishes. Ask them to help practice your self-defence by simulating attacks.
9. Attend seminars – invest in yourself and your knowledge. As part of ITKD we have IIC's, IUC's, Master's seminars, Weird and Wonderful seminars, camps and lots of help to get you through. Go to as many of these as you can by pre-selling the value of father and children time (if your family does not also do TKD with you). And put yourself forward during the seminars. Don't be shy.
10. Take a leadership role in your club. Volunteer to teach parts of the class.

For our black belt women readers I would like to encourage you to keep going, and take your next grade. Reaching 1st dan is just the beginning. Taekwon-Do is much more than a black belt, if practised properly it is the source of a healthy lifestyle, that keeps us in great physical condition and energised to juggle our busy lives. On the mental side it keeps us focused on our

goals be they at work or at home.

For our more senior female dan members I would like to say, support other women – help them up the ladder, hold your hand out for them. It could be as simple as a few encouraging words when they feel like quitting.

To all women, I say lean in, you can do it. 🙌



INTERNATIONAL UMPIRES COURSE REPORT

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

At 8.30am sharp, we formed up in a three ring mock up of a championship stadium to welcome Master Alberto Katz and Master Kurt Ottesen for the 24th International Umpires Course (IUC) in New Zealand. It was great to create the atmosphere and buzz of being at a world event, big screens, rings ready, microphones on, computer assistants to hand (thanks Mr Phil Webb, Mr Matt Pilcher and Mrs Natasha lotua), coffee room set up and of course international visitors. Ten senior instructors and umpires from Australia joined us for this Oceania event to make up the over 60 participants.

Some context for our readers: The International Umpires Committee works alongside the International Tournaments Committee to ensure the successful running of international tournaments. The rules for competition are written and published on the ITF website for all to download and read. There are slight variations of the competition rules between World Cup and World Championship tournaments, and there are 9 Appendices and 2 amendments to keep in mind as some rules get amended. These were pre-reading for the course.

It is also now mandatory to have a member of the ITF Technical Committee present at these courses to ensure a consistent message is given on matters of technique. Master McPhail, as a member of the ITF Technical Committee carried out that role throughout the IUC.

With so many rules and so little time, and with the course designed to qualify first time umpires as well as re-qualify seasoned umpires we had to pack a lot of theory and practical into our weekend. To prevent lengthy debate or getting stuck on the detail of a rule, Master Katz obliged us all to sometimes "agree to disagree". This worked well and after the explanation of the key rules for each tournament discipline we were able to split out into smaller groups to simulate and practice applying the tournament rules.

Thanks to the volunteer competitors who came in and performed patterns and sparring to allow us to practice the scoring, centre refereeing and jury table activities with the computer system as used at World Championships and World Cups.

"I thought it was a fantastic course. It was very dynamic and interactive, with tons of practical activities." NZ Umpire



There were no computer breakdowns at all over this weekend. :-)

Master Ottesen stressed the importance of being a good umpire, because competitors have trained for years to compete at a World Event and spent thousands to be there. "As an umpire you are deciding their fate by making split second decisions. So we need to be knowledgeable, skilled, impartial and professional".



Due accolades must go to the two Masters for delivering so much information, showing the formal protocols in place for the umpires but keeping the course informal, and getting newbies up trying stuff without freaking out too much, answering questions and discussing rules with great diplomacy and graciousness. This made it a very positive experience for all attendees.

“The big take away was that it was progressive, reasonable. The Masters of the International Umpires Committee, Master Katz and Master Ottesen were approachable. So refreshing.” NZ Official

Thanks to Master Bhana, Mrs Lotua, Master McPhail and helpers for the great organisation of the event, including a delicious banquet meal on Saturday evening. The leisurely meal time meant that most had to burn the midnight oil to complete the Umpires Written exam ready for marking the next morning. It was an open book exam, so we didn't have to memorise all the rules, but some are not sure if the condensed encyclopaedia helped or hindered some answers. Maybe Mr Google helped just as well.

“Very informative. The IUC was taught in a very encouraging manner and I liked the relaxed style of the Masters. It was easy to give something a go.” NZ Competitor

Sadly time seemed to go so fast and there seemed to be so much more to discuss and share. We could easily have gone on for another two days. Fortunately New Zealand offers plenty of opportunity for budding umpires to practice their trade. Our NZ Umpires committee reminded everyone that they run local courses that everyone can go to, and are then welcome to umpire at one of the many tournaments happening around the country. 🇳🇿

“It was very special to be able to discuss and clarify why and how some rules have been developed or why they were changed. Thanks for being open with us.” Coach



“I really enjoyed the interactive aspects. We got to do more rather than sitting learning the rules. Loved the teaching style of Master Katz and Master Ottesen, they were both so encouraging.” Upcoming Umpire



“Invaluable as a Coach. To continue NZ’s success at world events it is essential that we keep up to date with every nuance of any rule changes and updates. This course brings us up to speed for Budapest later this year.”

NZ Coach



NEW SCHOOLS

Welcome to our new schools and instructors

NEW CLUB: Halswell Taekwon-Do - Christchurch

Nicola Tse – Instructor, Tomonori Shibata – Assistant Instructor

Clubs with new instructors:

Vince Pygott– Instructor Jungshin Long Bay

Alicia Chapman – Co-instructor Porirua

Nick Lourantos – Co-instructor Miramar

Recently approved Official Assistant Instructors:

Jahnas Barbarich – Otago University, Duane Meek – Khandallah,

Rosemary Pettit – Silla, Stephen Martin – Silla, Daniel Cossey – Silla,

Frances Lloyd – Silla, Natasha Jones – Jungshin Warkworth,

Peter Gudsell – Riccarton, Vincent Brockerhoff – Riccarton,

Lynn Kim – Riccarton, Rob Stevens – Paul M Glendowie,

Helen Caley – Pulse, Michael Conway – Cubs Levin.

www.facebook.com/groups/internationaltkd/

VIRAL VIDEO

This video went viral last year with over 195 thousand views!



INSTRUCTORS' UPDATE COURSE

By Mr Barry Hart 11 dan, Hart TKD, Auckland North Regional Director

What do you get when you have a room full of black belts led by two amazing masters? one of the most memorable experiences in your Taekwon-Do journey.

It's 8:30am and you walk into MMC to find over 50 like-minded TKD'rs all here for the same thing; to learn from the best, to be updated and taught, refreshed and re-trained.

In the room there are some legends of our regions, some from far, most from within Auckland... and the masters haven't arrived yet. Everyone is buzzing and old friends greet each other and new black belts introduce themselves. Yup - this is why ITFNZ is so successful.

Our masters arrive. Master McPhail and Master Pellow are the instructors for the day, with the assistance of Master Bhana as well.

For the first time that I recall it is announced that we will be going over purely the black belt syllabus, focusing on the instruction for 1st to 3rd dan levels including patterns, step sparring and self defence.

Master McPhail kicks us off by going through each 1st dan pattern, step by step

offering detail on each movement. I was a 1st dan until Dec 2015 for over 10 years and a student of Master McPhail, yet I am amazed with how much I am learning. The detail offered isn't just going to help me teach other black belts, but many of these movements are transferred to colour belt patterns as well. Having the ability after each pattern to talk with those around you, you soon realise that everyone is learning so much.

This is what we love about the art we are all doing, you just learn and learn and learn again. Every seminar you hope to take 2 or 3 things away with you, I couldn't say how many things I've picked up and it's only the first pattern. We finish all three 1st dan patterns and you are again feeling like a new student at your first session.

From here Master Pellow starts us on ground self-defence. You quickly understand why he is known as the "go-to instructor" for self-defence. We all start rolling around on the floor under his guidance and again we are all learning at a different level. Messers Luke Thompson and Kane Raukura show us their experience, and you hope what you learn today will head you towards that level of knowledge and



ability. While all in the room have done some ground work we all realise just how much more work we need to put into this part of our syllabus.

We get to go over 2nd and 3rd dan patterns as well as model and one step sparring with the same level of detail under Master McPhail's guidance and instruction.





Is there no end to this man's knowledge? We know how lucky we are to have Master McPhail to call our own and why he is part of the ITF Technical Committee helping instruct leaders and instructors all around the world. Similarly, Master Pellow takes us through multiple attackers and weapon

defence – and for most of us we use a stick for the first time. This has been such an amazing day.

For those who were not able to make one of the Instructors Update Course's offered this year you truly missed out on one of the best learning experiences

I have been to in my 14 years with ITF NZ and I would include my International Courses as well. I walked away from this course today super excited to get back to our club to start sharing this knowledge with our students. 🙌



DIGITAL STRATEGY BASICS FOR TKD CLUBS

By Mr Trevor Topfer II dan, WarriorTKD

Running a TKD Club is like running any small business. There's overheads and income, people, venues, events, staff, equipment, accounts, tax, banking, and all the normal responsibilities of managing a business; as well as competition from other TKD schools/clubs and other martial arts. That's where marketing is important. Word-of-mouth and referrals are always going to be the key drivers of any TKD Club, but this alone is unlikely to allow your Club to reach its full potential. Without effective marketing, you are likely to be robbing your Club (and yourself) of the opportunity of seeing it reach this potential. As a small business owner, it's usually a sole operator (or possibly a partnership) that is managing all the responsibilities of keeping the business afloat and earn an income to feed your own family; when all you probably want to do is help others discover the joys and benefits of learning this thing we love.

In the current digital age, we've moved from just 'logging in' and evolved to the point where we are constantly online. The internet permeates every facet of our lives, augmenting our experiences of the world and allowing us to connect to the rest of humanity, far beyond what was possible even 20 years ago. We have instant access to much of the world's information at our fingertips and are pretty well constantly under attack from this information as its creators vie for our attention. More information passes by our conscious life in any given day than we would have experienced in a month before the birth of the internet. Smart-phones have enabled the internet to be involved in everything we do - conversations with each other, making choices, understanding our environment, the food we eat, everything our sensory system experiences is now influenced by the internet; and it's going to continue at an exponential rate. Early adopters are already experimenting with human microchipping and direct cranial internet connectivity.

This is something we will experience in our lifetime and something our grandchildren will find perfectly normal. If you think about it, your fitbit and your mobile phone (which is always with you) are simply an externalisation of this concept. In this brave new world, as small business owners, we

are required to move from 'being online' (i.e. having a website and a Facebook page) to manifesting a complete Digital Strategy.

I define Digital Strategy as "the careful selection and application of relevant and appropriate digital assets to achieve a goal or outcome". This article is designed to give a more fundamental consideration of Digital Strategy and its application to running a TKD Club. As the Reverend MC Hammer once said, let's "break it down".

Your Website

The primary tool that a business has today is their website. If you are running a business without a website, you are probably missing a very important opportunity. Think of the website as your bricks and mortar store or shop. Once someone enters your shop, they are ready to buy and are looking for the thing that confirms this mindset. If you give them the right trigger, they'll buy (impulse buy). If they find what they were expecting to find, they'll buy (planned purchase). (At this point in time) the website is the place a user comes to buy.

Your website consists of a series of landing pages. A landing page is the page which a user 'lands' on when they click a link that takes them to your website.

Keep in mind, it doesn't necessarily mean your homepage - and with effective digital strategy, the homepage certainly isn't the only landing page on your site.

Some fundamentals to consider when building, developing or editing a website:

- Make sure it is mobile-friendly. This is also called 'responsive' and is arguably the most important consideration for a website today; especially in TKD where around 70% of all users are on a mobile device. Further, Google will penalise you if your website isn't mobile friendly. To check if your site is mobile friendly, open your website in a phone. Has the page resized to suit the phone or do you find the text is way too small and you have to move the page around to see the content? Run a Google search for your website. Are the words 'mobile friendly' in light grey



PART ONE

text in your website's google listing? If your website is not mobile friendly, stop reading now and get it rebuilt - it's that important.

- Make sure your contact information is in the header and is 'click-to-call' for mobile devices.
- Make sure your Club's address, timetable and other essential information is very easy to find.
- Have a mailing list capture form in the footer so its on every page.
- Google Analytics - capture and regularly analyse website data. This will help you work out what's working and what needs fixing.
- Every website should have a Blog (or News). As a website owner, you need to be adding new content to your blog as regularly as you can feasibly manage. A blog post is really anything that requires about 150 words (or more - ideally around 300) to explain or is content that enhances the user experience or identity of your brand (such as a video). Consider every blog post as another page on your website.
- Each page should have a very clear purpose or goal (commonly called a conversion). The first thing you should ask yourself is "What am I wanting the user to do here?" Answers might include:
 - Read the article and comment on it or share it
 - Call you
 - Buy a product
 - Buy a ticket to an event
 - Watch a video and share it?
- Be wary of publishing pages to your website that do not ask something of the user.
- Always be clear about what you want the user to do and make it as easy as possible for them to do it.
- Each page should be optimised for search for only one particular keyword or phrase.

- Beware the Hubris Effect. As one of my clients puts it - you don't need a bazooka to kill an ant. Only contain that which is relevant to the goal.
- Always ensure you are tracking your conversions. This often requires professional help, but if you rely on your website as a primary tool for your business, this is absolutely imperative and therefore worth figuring out how to do yourself. If you're not tracking conversions, how can you know if your landing page is working?

Whilst a website will often require a web company to assist or manage it (a bit like a store manager), most website platforms these days are pretty simple for the novice to use and only getting easier as time goes on. As a TKD Club owner, it is unlikely that a full-time web designer is in the budget, so the more you can learn to handle yourself, the better. Depending on your level of commitment, I would recommend the following platforms for the reasons indicated:

- The Grid - this is a very new concept in Website Development. Touted as a Artificial Intelligence that builds you a website with almost no input from you, it sounds like a good option (in theory) for someone who has absolutely no understanding of websites and doesn't want to learn. I have no experience with this platform (as a very competent web designer, I don't see a need), but from what I have read, this might be a useful way of getting something up online.
- Squarespace, Wix and other web-building software - for the person who wants a little more control over their website and can understand some basic web building techniques (like drag and drop) but has no understanding of code.
- Shopify - if you want to sell stuff on your website directly and this is the primary purpose of your website. It's unlikely this applies to running a TKD club, but it may be worth a mention. Shopify is arguably the best eCommerce platform available today. It's relatively expensive



Author of this informative article, Mr Trevor Topfer, II dan from Warrior TKD.

The second part of this article will be published in the next issue of Taekwon-Do Talk Magazine later this year and will contain valuable information on Social Media, databases, Search Engine Optimisation and putting it all together.



but completely worth it and doesn't require a lot of website understanding to get a decent store online.

- Wordpress - my preferred platform. Wordpress requires a bit more than a basic understanding of web development, but being the largest open source platform in the world, there's millions of online tutorials to help you learn how to Wordpress and there's several million (including us!) Wordpress developers out there that can help. I also believe Wordpress is excellent for Google Search and the core of the platform is focused on making Google happy. I argue that a website built using Wordpress versus another platform (like Drupal or Silverstripe) with exactly the same content and SEO configuration will always show higher on search results. I also feel that once you understand the basics of Wordpress, you can handle the ongoing maintenance and add blog posts etc to your website yourself without having to continue to pay a web company.
- Drupal, Magento, Silverstripe and the many others - these are platforms that are favoured by web development companies for many reasons. In my experience, a website company chooses a platform according to what they know how to do well. My company prefers Wordpress and will generally look to Wordpress for a solution to the clients needs. Other companies would likely take the same approach but with their platform of choice. All of the different platforms have pros and cons. If you are looking to engage a website company to handle the building and on-going management of your website, make sure you understand what platform they will use and why.

Mobile Applications

A mobile application is the new benchmark for a successful small (or large) business. Fundamentally, a website and a mobile application are very similar things. However, there is a definite relationship shift when a user downloads your app and the level of interaction provided by an app far outweighs a website.



The Warrior TKD Phone app for quick news & info to members

Everything about your business is now in their pocket, and it's learning about them and talking to them directly. For TKD students, the app is like a direct line to their school and Instructor and acts like an extension of the physical interactions in the Club - it's somewhere they go online to be a part of the Club. Bill Gates long ago said that an app is not just a cool thing to have, it's customer service. I believe that the opportunities presented to the TKD Club or School by an mobile application are far reaching and incredibly powerful; however, the purpose of this article is not to discuss this. It is enough to know that almost every element of your digital strategy can be handled by this one tool so in my opinion, they're worth it. Some of the things a mobile application offers might include:

- In-app purchasing for up-selling - including using the user phone bill
 - Instant social media groups - imagine the power of everyone at an event posting everything they are experiencing (including photos, videos and text) directly onto your digital assets for you.
 - Event management in a closed, private group.
- There's really so much more, this is just the tip of the iceberg! I cannot overstate the value a mobile application would add to a small business. Not to mention the opportunity presented by the fact that nobody else in NZ has one yet... 📱
- Push notifications - this is one of the fundamental and most powerful features of a mobile application. Push notifications are communications sent to your app users through the app; and they have a 92% open rate! It's the equivalent of sending everyone a text message; but that message could be anything!
 - Member only functionality and content. Apps have tools which enable them to 'learn' about the user and alert you to their preferences etc.

FACEBOOK PAGE BASICS FOR TAEKWON-DO CLUBS

By Miss Rachel Bates Centre Manager – WarriorTKD

When social media first popped up, it was dismissed by a lot of traditional media as a short term fad. But here we are, and social media is now the most consumed kind of media of them all and here to stay. The question is no longer “should I be doing social media?” but “how can I be doing social media better?” So if your club isn't in social media already then this article isn't for you. This article is for clubs who are already engaging with social media as part of their strategy and are wondering how to improve the effectiveness of their posting on their club pages. This article is specific to Facebook and will give you some ideas about “how to Facebook better” with 8 tips to improve the visibility, engagement and relevance of your posting.

Tip 1: Include photos/pictures/video wherever possible.

The days when you could post some text and everyone would see it are long over. Facebook's algorithms favour posts that include images or video. Just including an image is an easy way to automatically increase your post's visibility. Make sure the photos or video you use are of good quality and relevant to your post. Try and use images that are close up rather than long shot – they are more compelling.

Tip 2: Post at the times most of your fans are online.

Facebook has some great tools to help you work out the best times to post. In your Facebook page click on 'Insights', then 'Posts' and you will see a graph of when the highest proportion of your fans are online. As a general rule, early in the morning and later at night have the highest visibility and engagement. I've talked to some clubs about their visibility stats – and they tend to agree that the lowest visibility posts are 95% of the time during the day when everyone's at work or school. So if you post while you're having your 10am coffee or 2pm snack you might as well not have posted at all. But what if you're busy at the best possible times? That brings me to the next tip ...

Tip 3: Use post scheduling.

Next time you go to hit publish, hit the dropdown on the publish button instead



and click on 'Scheduling'. This brings up the option to schedule a time in the future for the post to publish automatically. With scheduling, you can block out some time to pre-prepare a whole weeks' or a whole months' worth of posting in advance.

Tip 4: Post relevant content.

Photos of your cat, your morning coffee and your ace new vacuum cleaner? No-one wants to see this on your club page. Posts like this are more suited to your personal profile because they are totally irrelevant to your club. Only post content that is relevant to the story of your club, your people and what your club stands for. Your content should be all about your club and not all about you.

Tip 5: Post images that make your club and your students look great.

Increasingly people check on Facebook pages first before they engage a service. Think of your Facebook page as a 'shop front' or window display and take the same amount of care with the quality of what you post that you would in creating a real life display. You also want to make your students look great because your students are the ones you serve. Don't post anything that would make a student feel uncomfortable, and make sure images are high quality (or they won't catch people's attention – and that's what you're vying for on social media). Also be aware of context – is it essential to have 'insider' knowledge for something to make sense and be understood? As an example, I'm very careful about how I post photos of self-defence exercises because often you do need extra context to understand what is happening.

Tip 6: Limit reposts.

I'd suggest limiting reposts of other pages' content to only one or two per week on your club page and make them a small percentage of your overall posting for the following reasons:

- Reposting is borrowing the story of another page - make your own content instead. Tell your story, your context, your message.
- Reposts direct people away from your message, to the originator – and then you've lost your reader to someone else.

(On a related note, is it better to post a website link that takes people to someone else's website or to your own? Something to think about if you're posting a lot of website links).

Tip 7: Don't fill your page with marketing.

In the scramble to reap all the benefits of social media, a lot of pages forget the 'social' part of social media and fill their pages with advertising. Invest in your fans with content that entertains, engages, encourages and makes them think before you ask them to share an advert. Pages that are all marketing and no social will struggle to leverage social media if that is their long term posting strategy.

Tip 8: Check spelling and grammar.

This one should be obvious – but your page will look very amateur if it's riddled with spelling mistakes and poor grammar. If spelling is a weakness for you, type your posts in a program like Microsoft Word and run a spell check first, then copy the text into a post.

Social media algorithms for post visibility and engagement keep changing, but their bias is toward content that is relevant to its users - so no matter what changes happen in the future in social media, most of the tips above will continue to hold true.

Put your club's best foot forward online and give these tips a whirl on your Facebook page this week. 📱





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DEVELOPING MATURITY THROUGH TAEKWON-DO

By Miss Rachel Bates Centre Manager – WarriorTKD

There are interesting trends and statistics emerging around youth development and growth around the world. In the United Kingdom the upper limit age of clients child psychologists can work with was lifted from 18 to 25 years old in 2013. And in other western countries there is debate about whether adolescence (the stage where a child transitions into an adult) is expanding - some are saying that there is evidence that adolescence is stretching well beyond the teenage years and into the mid- to late twenties

Respected author, youth trend analyst and leadership expert Tim Elmore suggests that part of the reason an increasing amount of young people seem to reach adulthood unprepared for adult life is that:

- Kids have grown up with greater access to information than any previous generations – they can skip mum, dad and their teacher and go straight to Google to find out anything they want to know.
- Because they know more, and often have greater knowledge of adult subjects at a younger age than previous generations, they have all the appearance of maturity, but scratching below the surface they often have underdeveloped emotional maturity and relational skills.

Leading the next generations into maturity is the responsibility of all of society and is something that the Taekwon-Do world is already invested in. For example, one of the facets embedded in the ITF governing body's vision for Taekwon-Do worldwide is for Taekwon-Do to be used "as a tool for social development". It is also inherent in the tenets of Taekwon-Do (courtesy, integrity, perseverance, self-control and indomitable spirit) and the student oath which have obvious links to character and behavioural development and encourage students to think and act beyond self-interest.

But what about what is happening inside our clubs?

I would argue that every day, in do-jangs all around the country, we are all deeply involved in leading people into maturity.



Here are some of the ways I believe Taekwon-Do is playing its part.

Commitment

Mature adults know how to make and keep commitments, whether in study, work or relationships. They may not always "feel like it", but a mature adult looks beyond the short term to see the long term benefit of keeping their commitment.

Taekwon-Do students only progress by committing to regular training and practice. This requires sacrifices - whether it's choosing to attend club training over watching a TV programme or saving up to travel to a tournament. The ability to make choices that advance the "big picture" over short term gratification is an essential life skill.



The author of this feature article is Miss Rachel Bates – Centre Manager of Warrior Taekwon-Do in Auckland.

Rachel is passionate about the benefits of Taekwon-Do to all ages, having helped build Warrior Taekwon-Do in Auckland.



Leadership & Mentoring







Resilience

Resilience is “the ability to bounce back” despite life’s struggles and disappointments. It is a trait we urgently need to flourish in New Zealand, which has increasing rates of anxiety and the highest youth suicide rate in the world.

We see resilience in our clubs when a student misses, fails, loses, faces a setback or disappointment, and is able to carry on. We actively promote resilience through the tenets of perseverance and indomitable spirit which often take on a new meaning for students during those difficult moments. We reward and encourage students to try and not to see failure as the end. And we have the chance to lead students into resilience as instructors, fellow members and parents, at the moment a student fails or is discouraged – those conversations are often the ones a student never forgets.

Inter-generation interaction

As society has advanced, each generation of children has successively spent less time in the company and influence of adults and more time and interaction with their peers. Estimates are that children and teenagers now spend up to 80% or more of their time connected with their peers (in person

and online). Some of the consequences of the balance of influence increasingly weighing more towards a young person’s peer group is that their peers are not always leading each other well, and young people are finding it harder to hold an adult conversation and interact well with adults.

One thing unique to Taekwon-Do, especially when compared to other activities on offer for a young person to be involved in, is that there are opportunities to train and interact with a wide mix of people of different ages and at different life stages. Seeing different generations helping and encouraging each other at club training and kids screaming and cheering on the adults at Taekwon-Do events is a wonderful experience.

Leadership & mentoring opportunities

How many activities encourage young people to become example setters in their club, to gradually take on more responsibilities, and, with mentoring from their instructors, become leaders? The martial art path is one that can lead young people into becoming fantastic adults. We have some truly amazing senior colour belt and black belt young people in our midst.

Our martial art has limitless possibilities as a tool for social and youth development if we are intentional about it – we need only imagine! 🙏

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WARMING UP AND AN INTRO TO STRETCHING

By Mrs Sonya Robinson IV dan, WarriorTKD, Personal Trainer

FITNESS

Winter is well and truly here which means that warming up becomes more important particularly if we wish to avoid injury and continue improving our physical performance.

During our warm up period we are preparing both our body and mind for more activity ahead.

As warm-up techniques are primarily used to increase body temperature they can be classified by 3 major categories: (a) passive warm-up – increasing your temperature by external means i.e. putting more clothes on or cosying up to a heater; (b) general warm-up – increasing your body temperature by non-specific body movements i.e. running on the spot or shivering and (c) specific warm-up – increasing body temperature using the body parts that will be used in the following, more strenuous activity – in the case of Taekwon-Do virtually every part of the body!

Personally I recommend that your warm up be more specific than general for example by practicing modified but specific body movements that relate to the techniques that you're going to be doing later. This is an opportunity to rehearse some of the actual activities that you are going to be focusing on later and will therefore assist mind and body to be "in the game" sooner.

Warming up means that your body should be feeling warmer to you in general and to the touch; you may be sweating slightly or pink in the cheeks, you're breathing a little bit harder than you were when you walked into the do jang and this is great because this means that there's likely to be an increase in muscle blood flow, your muscles and joints should be feeling a little looser or more mobile - so movement is easier - and this also means that you've managed to encourage an increase in the sensitivity of nerve receptors as well as an increase in the speed of nervous impulses so you

are now more aware of how and what your body is doing and how it is coping with it.

You are now ready to perform far better than you would have if you were running late and ran into class to join as the main body of the class starts the main activities.

Improving flexibility through stretching is another important activity that will help you improve your physical performance. Taekwon-Do in particular requires a greater range of flexibility than many other athletic activities as we have so many different techniques and move our bodies in multiple planes and directions.

Maintaining good flexibility helps to prevent injuries to the musculoskeletal system.

Flexibility is defined as the range of motion possible around a specific joint or a group of joints and is usually classified as either static or dynamic.

Static flexibility refers to the degree which a joint can be passively moved to and held at – the end points in the range of motion. There is no emphasis on speed here.

Dynamic flexibility refers to the ability to use a range of joint movement in the performance of a physical activity at either a normal or rapid speed. An alternative term is functional flexibility (Clippinger-Robertson 1988).

Taekwon-Do requires a combination of static and dynamic flexibility, particularly functional flexibility, so we need to stretch ourselves accordingly – once we are warmed up.

There are 3 basic categories of stretching techniques: (a) ballistic stretching – which makes use of repetitive bouncing movements (not commonly done these days as there's a high risk of potential injury using this technique particularly if you're not sufficiently warmed up in advance); (b) static stretching – which stretches the muscle to the point of slight discomfort and is held for an extended period (far more common); and (c) proprioceptive neuromuscular facilitation or PNF stretching – which uses alternating contractions and stretching of the muscles.

So now you know how important it is to warm up – it is a necessary preparation of body and mind (like an entrée) before the main meal or content of your class and you also have more of an idea around flexibility and the 3 basic categories of stretching techniques which I shall go over with you in more detail in the next edition of Taekwon-Do Talk at the end of this year.

Until then keep on doing those warm-ups and stretching as they are important to your ongoing health and fitness. It's never a destination but forever a journey. Taekwon! 🥋



Photo of Master Hutton by Master Roundwaite

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REVOLVING PRINCIPLE

By Mr Brendan Doogan V dan, Dragons Spirit Papatoetoe

TKD SCIENCE

For this edition of TKD Talk I'd like to look at the revolving principle. It's something I was taught as a crucial part of most movements when I began training, but has perhaps fallen by the wayside.

The revolving principle is a subsection of the concentration idea. Concentration, also known as summation of force, or the kinetic chain, is where the different parts of the body all work together to produce a movement. This is the ideal for Taekwon-Do; "The scientific use of the body in the method of self-defence". It is best to use the whole body rather than just one part of it.

In general the legs start the torso moving, then the shoulders, elbows and forearms/wrists chime in toward the end.

Check out these notes from the 1999 condensed encyclopaedia:

Revolving principle is ignored because the back fist faces upward instead of downward at the start of punching. [p125]

The reason for keeping the back forearms crossed at the start of blocking is to observe the revolving principle. [p418]

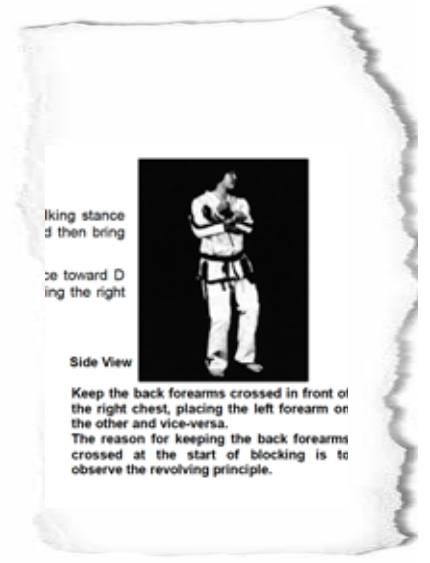
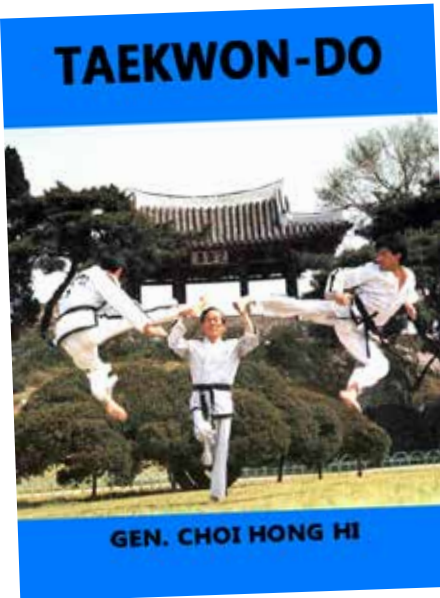
Keep the forearms crossed in front of the chest ... at the beginning of the block to observe the revolving principle. [p423]

These show that the rotation of the forearms into strikes and blocks is an integral part of TKD movements.

Let's look at an outer forearm high outward block. The hands cross back to back, indicating the direction the blocking forearm is meant to revolve. The legs begin the movement. The hips turn, then the upper torso, the shoulders, the elbow changes its angle, and the outer forearm revolves until the tool is 45° to the target at the moment of impact.

The key is that each segment moves once the preceding segment has already been in motion for a split second. The shoulders change position after the hips and spine and legs are nearly finished moving. Therefore the forearm, to keep in with this summation of force ideal, revolves at the last moment.

Lots of people seem not to be focusing on this at the moment, and their movements as a consequence aren't as crisp and powerful as they could be. 🙄



INCORRECT
Revolving principle is ignored because the back fist faces upward instead of downward at the start of punching.

125



D with the left inner forearm.
d. Spot-Turning
Move the right foot on line CD, and then turn clockwise to form a right walking stance toward C while executing a side block to C with the right inner forearm or any other technique learned already.

Counter-clockwise turning is not possible.

Keep the forearms crossed in front of the chest with both back fists faced upward, placing the blocking one under the other at the beginning of the block to observe the revolving principle.

423

COMMON FRACTURES IN TAEKWON-DO

By Dr Jake Pearson V dan Khandallah, Sports Physician

Now I don't mean to imply that broken bones are a common occurrence in TKD, but as we know accidents do happen. I will outline here the basics of management of some of the more common fractures that might happen from time to time in our martial art. I'll take a "ground up" approach, and only cover acute fractures here, but looking at doing an article on stress fractures in the next issue. Remember, the best form of injury treatment is prevention so take care out there.

Toes

I wonder what terrible thing one must do in a previous life to have the karma to return as the toe of a Taekwon-Do practitioner. It is sometimes said that there is no point getting x-rays of a suspected broken toe, but I would recommend that you do if you think it is likely to be broken. While the treatment is almost certainly going to be symptomatic (e.g. strapping to adjacent toe, wearing firm footwear) occasionally a fracture will involve a joint, or a dislocated joint could mimic a fracture, and in these cases some intervention could be indicated. These injuries potentially have long-term consequences if not treated appropriately early on, hence the importance of x-ray for early detection.

Metatarsals

Our "toes" actually start as the metatarsals from half-way down our feet from a bony perspective (Figure 1), related to our primate origins and the need to be able to grip tree branches with our feet. When a large force is transmitted via the ball of the foot during a turning kick break the 2nd or 3rd metatarsal, that are obviously a lot less thick than the 1st, are the most vulnerable to breaking. Occasionally there can also be an associated joint dislocation which is a more severe injury. When relatively uncomplicated these fractures usually heal uneventfully with an appropriate period of immobilisation, either in a cast or a moonboot.

Ribs

Usually occur from a kick obviously (even known to have happened through a large kicking shield!), but occasionally from an

awkward fall, particularly as we get a bit older and more brittle. An occasional serious complication is a punctured lung from the sharp end of the fracture. In a straightforward fracture there is little point getting an x-ray as the treatment will always be a frustratingly prolonged period of rest and pain relief, the latter particularly important at night when this injury tends to cause the most discomfort.

Metacarpals

These are the hand equivalent to the metatarsals of the feet, and are most at risk during a punch power break. As we know the power should go through the 2nd and 3rd knuckles which are the most well aligned and strongest. The term 'Boxer's fracture' is applied to a break of the 5th metacarpal (Figure 2), invariably caused by a poorly thrown punch that partly hooks (i.e. elbow comes out to the side) and most contact is made with the outer knuckles. The term "non-Boxer's fracture" might be more appropriate as this injury is usually sustained by brawlers with minimal technical training and conditioning. These fractures usually require a relatively brief period of immobilisation in a cast or similar splint, but then it is important to get the fingers moving before too long to avoid them stiffening up.

Nose

The nose itself is supported primarily by cartilage so many "broken noses" in fact involve injury to this cartilage, however the bone at the bridge of nose can sometimes be fractured. Treatment is typically aimed at controlling the bleeding with direct pressure and packing the nostril. If the deformity is immediately obvious then consideration can be given to correcting this acutely by an appropriate medical professional. Longer term if airflow is impaired or cosmetic deformity unacceptable, then corrective surgery can be performed. Having any previous injuries documented with an ACC claim will usually make this more straightforward to arrange. 🏠

Figure 1: the metatarsal bones of the foot

INSTRUCTOR PROFILE

Mr Grant Eccles VI dan

PROFILE

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

I began Taekwon-Do in 1987 in Matamata. I was 14 years old.

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

First ITF club was the LimsTKD Matamata club in 1987 – my first instructor was Mr Murray Clarke who was a 1st degree. The first ITFNZ club I joined was the Massey University Club in 1991. The instructor was Mr Lawrence Mantjika (then 2nd degree, now 6th degree) and he is still my instructor and great friend.

3. When did you receive your first dan black belt?

13 December 1992. Master Paul McPhail (then a 4th degree) and Mr Norman Ng (then 4th degree, past president of ITFNZ, now retired) were the examiners, and the grading was held over two days at the Palmerston North Intermediate Normal School on Ferguson Street.

4. When did you start instructing, and at which club?

I started instructing at the Lims Matamata club in 1989 when I was a teenage blue belt. Our instructor travelled from Hamilton and every now and then would be unable to make it. I had nothing in the way of training to instruct, other than learning from watching and doing. In those days training was very hard and we did a lot of sparring. I was instructing people much older than me and had to earn their respect, which was a great early lesson in instruction and life.

5. What are some of your biggest Taekwon-Do achievements?

Training for 29 years! More seriously, I regard starting and developing the Hamilton Club into the strong and healthy entity it is today as a major achievement, as well as earning the trust and respect of my students and seniors.

6. What is the highlight of your Taekwon-Do career?

There are several highlights. Grading to 1st degree in 1992, coaching (along with

Mr Steve McQuillan) the very successful NZ Team to the 2002 Junior World Championships, and successfully testing for 6th degree in January this year all come to mind.

7. What is your most embarrassing Taekwon-Do moment?

At the World Camp at Massey University in 1992 I broke my nose doing clapping press-ups in front of around 200 people. Lots of blood and great embarrassment! Not far behind on the embarrassment scale was going to Quebec in 2007 to my first world championships as an umpire and leaving my suit jacket on the bed at home!

8. What are your personal goals for the future?

My goals are to continue to instruct and be of value to my students, to try and improve my technique, and to continue to be an ambassador for the art. I hope to test for 7th degree in the future and to remain fit and healthy enough to keep training actively for the rest of my life.

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

I would like ITFNZ to retain its mana as a unified and efficient organisation, that remains dedicated to upholding the highest of standards in terms of technique and behaviour of its students. In recent times we have made more of an effort to understand our history and where TKD in general has come from. It will be important that this historical knowledge is retained and passed on to future instructors and students. As the saying goes, if you know where you come from there is really no limit to where you can go.

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

I find it difficult to identify one person. Anyone who instructs on a regular basis has my admiration because I know how much of a commitment it is. I admire all of the NZ senior dans for their commitment to quality of technique and the greater good of the students of ITFNZ over many years. I have also trained with and instructed many people who have overcome physical and/



or mental challenges to achieve their goals – I admire all of those people.

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

I think that Taekwon-Do has changed for the better in the last few years in terms of balancing the competition and traditional/practical side of the art. We went through a phase of being very competition focused, which is not inherently wrong, however it meant that in my view we lost some focus on understanding the fundamental applications of technique. In recent times we have refocused on the fundamentals of what ITF Taekwon-Do is all about, and how we apply that to protecting ourselves, and we are now finding a better balance between competition and fundamental techniques.

12. What are your favourite hand techniques and foot techniques?

My favourite hand technique is an elbow strike, closely followed by reverse knifehand.

Mr Grant Eccles



Favourite kick is back piercing kick. Great for sparring (if you can do it fast enough), great for destruction, great for self defence, just great!

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

Attitude is everything. To be a successful practitioner you need commitment and a good training ethic – you need to be willing to work hard physically and mentally. You can't beat time on the dojang floor, wherever that may be – General Choi said anywhere under heaven is dojang. Never be happy with where you are at in terms of your skills and always strive to improve and learn. Modesty and humility are also very important. 🙏



QUALITY FLEXIBILITY TRAINING FOR TAEKWON-DO

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

Taekwon-Do is renowned for its dynamic explosive high kicks. To execute such spectacular kicks requires a combination of strength, power, mobility and flexibility. The foundation for performing these kicks is to develop one's flexibility.

There are various forms of flexibility techniques ranging from passive to active stretching. The flexibility required for Taekwon-Do includes dynamic flexibility so as to perform explosive kicks such as jumping high kicks performed in sparring and special technique, to controlled range of movement (ROM) flexibility so to perform controlled slow kicks performed in patterns.

It is therefore appropriate to train specifically for the type of flexibility that is required for Taekwon-Do so as to gain the greatest training returns, as measured by kicking performance.

The development of a stretching program, like most training programs should be structured in a progressive format that will lead to an increase in performance that is specific to Taekwon-Do. Types of stretching that can be used in a periodised stretching program include a range of passive and active stretching techniques.

Passive Stretching

Passive stretching is the traditional and most common way to stretch and is the foundation of increasing ones mobility about specific joints as it focuses on increasing the range of movement of the joints in a passive position.

Static stretching, such as a seated straight leg hamstring stretch, is the most common passive stretching technique used. It involves the lengthening of the soft tissue (muscles, tendons and fascia), nerves (Peripheral Nerves System) and sensory organs (Muscle Spindle and Golgi Tendon Organs) over a joint in a static position, holding the stretch for a period of time (generally more than 10 seconds), then releasing the stretch and repeating it numerous times. Over time the soft tissues, nerves and sensory organs will increase their ability to lengthen the muscle increasing the range of movement about that joint.

Static stretches are commonly used by Taekwon-Do participants to increase

the flexibility of the specific muscles used for kicking. These stretches in many cases, such as a seated straight leg hamstring stretch, may be muscle specific but not necessarily body or joint position specific to Taekwon-Do kicks, such as a high front or side kick. For example, it would make sense that if you wanted to develop the flexibility in the hamstrings to perform a higher front kick (in the kicking leg) or side kick (in the supporting leg), then the ideal position to stretch these muscles would be in the upright position that is similar in body and joint position to the kick, rather than lying on the ground stretching the muscles in a non-body or joint specific position.

Why would you lie on the ground to stretch muscles that require flexibility, stability and perform in the upright position. If you want to stretch muscles that require flexibility in the upright kicking position, then stretch them in the upright position that closely matches the desired kicking position so as to increase the flexibility and stability in a manner as closely as possible to the kick.

Proprioceptive-Neuromuscular Facilitation (PNF) stretching is another form of static stretching that stimulates the Sensory Organs (Muscle Spindle and Golgi Tendon Organs) in the muscle to aid in increasing flexibility.

PNF stretching involves stretching a muscle to its full length either by yourself or with the aid of a partner, then while in the fully stretched position forcefully contracting the stretched muscle for up to 10 seconds, which activates the Golgi Tendon Organ (which is a protective sensory organ which monitors and controls the amount of force and tension a muscle is allowed to generate), which triggers the relaxation of the muscle to protect it from over-exerting itself from the increasing tension from the contraction, at which time one consciously relaxes the muscle while passively stretching it to a greater length. This is then repeated multiple times to increase the muscles ability to lengthen and joint range of movement.



The best use and application for static stretching is to increase the range of movement about a joint particularly in the early stages of flexibility development or during the rehabilitation process to maintain or regain flexibility. As your flexibility increases to the desired level, then it would be appropriate to move on to more specific active stretching techniques while maintaining this base of passive flexibility.

Active Stretching

Active or dynamic stretching is a more progressive and Taekwon-Do specific form of stretching that develops flexibility that closely replicates the desired skill or kick. It involves taking the joints through the desired range of movement in the kick specific body position while activating the muscles that are responsible for performing the kick and stabilising the associated body parts while dynamically stretching the muscles that are lengthened during the kick.

This form of stretching includes Range of Movement (ROM) stretching which can be performed with a controlled movement such as standing straight leg lifts, or for the more advanced participant using momentum to make the movement more dynamic and even with a controlled ballistic (bouncing) action at the end of the movement. These stretches not only mobilise the joint (by releasing synovial fluid in the joint) they stretch the soft tissues (muscles, tendons and fascia) and peripheral nerves, but also condition and desensitise the Sensory Organs, particularly the Muscles Spindle (which monitors and controls the rate of lengthening of a muscle) so to neurologically release the muscles to reach a greater range of movement and muscle lengthening.

“Stretch yourself to expand your boundaries and opportunities”

These stretches include dynamic front or side straight leg lifts to a comfortable progressively increasing height. Even performing the desired kick to a progressively increasing height with control or even with a controlled end of range bounce will make the stretch even more specific to the desired outcome. This recognises that Taekwon-Do is a dynamic martial art which requires explosive ballistic flexibility.

The best use of active stretching is to make the stretch more specific to the dynamic action of kicking. It should be used once a good base of passive flexibility has been achieved and progressed using Range of Movement (ROM) stretching moving on to controlled dynamic stretching and finally to controlled ballistic stretching.

It is important to progress these stretching exercises safely within a stretching routine and from progressing from one routine to another. This should always incorporate a good general warm up before starting any stretching routine followed by controlled range of movement stretches, then some static stretches, then controlled dynamic stretches and finishing with controlled ballistic stretches using specific stretching techniques that replicate the desired kicking action. You may finish off with some more aggressive static stretches to increase Range of Movement such as PNF stretching considering that the muscles are now very warm and pre-stretched.

Improving your flexibility will not only be beneficial to your Taekwon-Do performance, but will provide other health benefits including: Increasing joint mobility, decreasing joint stresses, improving posture, decreasing muscle tension, reducing joint pains, injury prevention, speeding up recovery, and enhancing quality of life.

It is important to develop your flexibility according to your goals while taking into consideration your limitations. Not everyone has the genetics, youth, physical ability or desire to become super flexible, however everyone can improve their flexibility so it is recommended that you set your goals accordingly. 🏆

Sample of Progressional Stretches for the Side Kick

Stretches	Stretch Demonstration
Static Stretch Hold stretch for 10 seconds plus then Repeat multiple times	
Static Kick Specific Stretch Hold stretch for 10 seconds plus then repeat multiple times	
Static PNF Kick Specific Stretch Hold assisted stretch - contract stretched muscle for 5 seconds - stretch relaxed muscle further - then repeat multiple times	
Active Range of Movement Stretch Move through range of movement with control Active ROM Ballistic Stretch Use controlled momentum to bounce at top for extra range and stretch	 
Active ROM Kick Specific Stretch Move through kicking range of movement with control Active Kick Specific Ballistic Stretch Use controlled momentum to bounce at top for extra range and stretch	 

Some Useful Stretching Progressions and Guidelines

- 1) Always warm your body and muscles up with a general warm up before stretching
- 2) Start with controlled progressive dynamic Range of Movement (ROM) stretches
- 3) Perform specific static stretches
- 4) Progress to controlled specific Dynamic Stretches relative to kicking
- 5) Advance to more controlled Ballistic Stretches with a controlled bounce at end ROM
- 6) Complete with kicking while progressing the height of the kick
- 7) Finish with advanced static stretching such as assisted PNF stretches
- 8) Perform 5 minutes of stretching after every training session
- 9) Do flexibility training at least 3 times per week
10. If you are feeling tighter and sorer, take 1-2 days off to allow muscle regeneration
11. Relaxing music helps you enjoy your stretching – have fun



THE DEVIL IS IN THE DETAIL...

By Mr Phil Thompson *Protect Self Defence*

I've decided to use this article to answer a couple of the common, and general questions which we've had from ITKD members. Nothing heavy this time, just a couple of short points to hopefully add to your self-protection toolbox. We'll look at the finer points of the age old 'Just run' tactic, and also some of the distinctions around eye contact in regards to self-protection. Small pieces of the puzzle but still worth considering...

Q1. What about the old 'Just Run' advice?

Most self-defence instructors espouse this advice. Many a time I've heard people state, often very righteously, that they will 'win the fight by 100 yards every time.'

No, they won't.

It'll work SOME of the time, but not all.

That belief/advice in itself is often a form of denial and can be dangerous.

It is of course absolutely correct to promote avoidance in any way, and escape in the form of running can be a great plan and usually the first option. But everything we 'know' to be 100% true in self-defence is dependent on the context.

There are times when running is not the right thing to do. It is not appropriate, safe, possible, or tactical. At Protect we generally say 'If you can run, run, but if not... You'd better know what to do next.'

But if running is the best or only option and is possible, here are a few things to think about and train (yes, we even train how to run tactically, which sounds way over the top...until you need to do it.)

Firstly, get fit. Yep, I said that and I mean it. Physical fitness is not a requirement to be able to protect yourself, but if you need to physically respond and/or run, it obviously helps. And make sure when you get fit, you get 'Match-Fit', specific to your goal. The majority of adults very rarely run, and if they do run it can more accurately be described as a jog at best. Get good at sprinting. Get very good at sprinting. Then get good at sprinting towards a target, and evading obstructions (fences, letterboxes, cars, people, curbs, trees etc). Then do it with someone chasing you with a (training) weapon. Then several people.

Secondly, the basic guideline we use is 'run safely and towards safety'. If you are being targeted, and running is the best option, then this will certainly draw attention and it may also trigger a chase response in the opponent(s). So if you make the decision to run, do it for real. Hesitation is the kiss-of-death in any aspect of Self-Defence. Run like your life depends on it. If you are injured (slashed, stabbed etc), still run if you can. Most injuries are survivable and it is the mental incapacitation which is more dangerous than the physical most of the time. You can't do anything about that injury, it has already occurred, but what you can control is the next injury. Run. Or Eliminate the threat. Either way, stop the next injury from occurring with decisive action.

The third point we train is 'running toward safety'. Most people's natural instinct is to run away from the present danger, but that can cause many issues as you are focused on the threat rather than where you are going. Naturally your fear response will often hinder this even further, physically and mentally, so it is important to train focusing on where you are going and on your own feet. This requires training. Not just the physical act of training to get fitter, faster, stronger etc, but as importantly, the mental aspects mentioned above. The reason you are running away is because you're scared (more than likely) and it's hard to think tactically when you're scared, so again it must be trained. Running can sometimes induce panic and that is the arch-enemy of survival. We avoid this panic by staying focused on the goal, not why you're feeling the way you are. It's much easier said than done. It's the reason we got 'famous' (infamous) for scenario training with stress, abuse, offensive language etc, it's the most important part of learning to focus of the issue and the goal, not the emotional inertia behind it.

Lastly for this article, learn to know how to get out of any environment you are in. This doesn't have to be a paranoia and we're not training to be Jason Bourne here. But it is good practice to know your environment regardless of where you are. Make it a game, which if done enough will eventually become a valuable habit. Walk into a building and know straight away where the exits are, how many there are, are they easily accessible etc, where

do they go. When you're driving, practice knowing where you are (this one takes work but is very useful, ask any cop), know how to manoeuvre your vehicle to get away, back into car parks where possible, at traffic lights leave enough room from the car in front to see their rear tyres so you have space to get out etc. All of these things take practice but they are good habits. We focus here on self-defence, but this extends to fires, natural disasters, vehicle crashes, and a multitude of other things. There is no downside to learning to do this, as long as it's done positively and not with paranoia, and many upsides.

Q2. What about Eye Contact?

This seemingly small piece of the puzzle is actually multi-faceted and an important point to consider. Again the context of the situation will determine your appropriate response but generally eye contact can be taken as a challenge or required to display confidence, depending on the situation. When we are looking to de-escalate generally we focus on the mouth area, which has the benefit of displaying attention without being challenging. It's often appropriate to move your gaze between their eyes and their mouth area to get the correct communication across. If you avoid eye contact altogether it can often seem scared, shifty or like you don't care and are dismissive.



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.

"Hesitation is the kiss-of-death in any aspect of Self-Defence."

When you are using situational awareness to scan an environment, generally look at each person for a second, taking an extra second to check out the 'interesting' ones (ones which your intuition stop you on) by looking them up and down (be careful here), but do not hold eye contact. When you move on to the next person the glance should move sideways not upwards which looks superior or arrogant, and not downwards which looks submissive and can trigger a predator response from the other person.

This behaviour fits into the 'recognition and awareness' part of what we teach and is important in displaying 'hard target' behaviour to hopefully avoid being chosen to start with. Done right, and with confidence, this behaviour displays awareness without any level of challenge. Most people won't even notice you scanning, but if one is looking for prey, it's possible you may not even see them, but they will notice your behaviour and it is likely to be a deterrent.

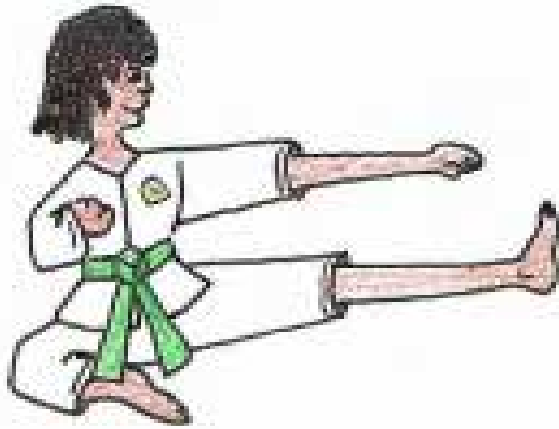
If someone is staring at you, generally the smart way to handle it is to make short eye contact, acknowledge them with a nod, and then calmly move your gaze sideways to the next person. Naturally keep them in your periphery just in case, but this behaviour generally comes across as if you are no threat at all. If you notice the behaviour continuing from the other person or persons, leave. Remember get your ego out of it, and get out. The behaviour is not normal and should be a concern, enough to encourage you to leave if you can or start preparing to get out if you can't go immediately. Remember, denial is a bad thing in the context of self-protection. Recognition and awareness without the appropriate action creates nothing more than anxiety and stress. It's acting on the information which increase our chances of safety, not just knowing it, and that is why these skills, like all others need to be trained and practised.

Cheers

Phil. 🍷

Senior dans practicing real self-defence at Stripes 1 to 1 Seminar 2015.





Kicks for Kids

Welcome to Issue #37.



by Mrs Shirley Pygott
II dan Jungshin

This issue is all about stretching - what exactly is it for? Is it just time for a rest or a giggle? Or is there more to it?

Ted Investigates - What's so Special about Stretching?



Stretching exercises the joints and the muscles in your body to help you move more easily and perform your Taekwon-Do techniques.

Stretching can help you train for longer, kick higher, block with more power .

Stretching can help your body stay flexible as you grow older and get taller.

Stretching helps the muscles and joints be ready for whatever we want to do at training - so it helps prevent injuries - We don't want to hurt ourselves!

Stretching can help us relax, especially if our muscles are a bit tight and tired from a really hard workout.



If you do stretch, you could be able to do this, like Mikayla can!

According to the General...

I've worked out nine secrets to Taekwon-Do training

I think I'll put them in my encyclopaedia so that everyone can find them

I could keep them all to myself

Great Idea!



If you don't stretch, you might end up like this!

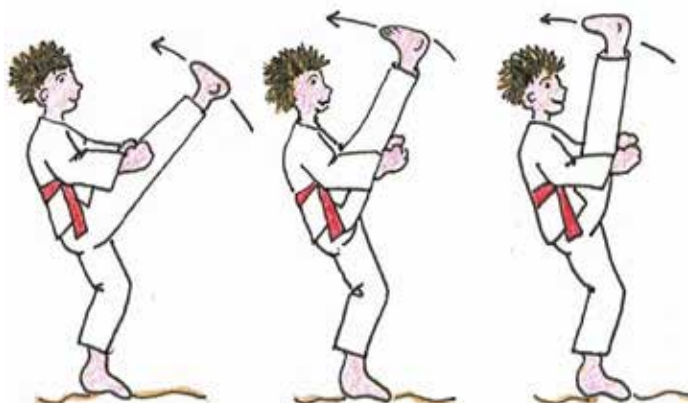
What are the two types of Stretching?

Dynamic

Dynamic stretching is often used at the beginning of a training session as a part of a warm up, and is done while you are moving.

It warms up the whole body and prepares the muscles that will be used in the training session.

A good example of dynamic stretching is the rising kick. It stretches the muscles along the back of the leg and gets your hip joint working. Each time you do the rising kick you should try to go just a little bit higher, so that the muscle gets stretched as much as it can without hurting.



Static

Static stretching is best done once you are really warm, (like near the end of a training session) so that your muscles will stretch more easily and won't hurt.



This sort of stretching helps you to become more flexible and is done while you are not moving around very much. You can really focus on individual muscle groups to get the best stretch you can where you need it most.

It is important that you pay attention to all the small details of how your body should do the stretch, like foot position, straight or bent leg etc. If you don't do it the right way the stretch won't work.

Look at these static stretches. What part of the body is being stretched for each one?



Tips for Stretching

Stretch gradually - don't bounce! Hold the stretch for 10-30 seconds
 Stop if it hurts - you should feel it stretching, but you don't want to damage anything
 If you relax you will stretch further. Remember to breathe!

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