

# STRATEGIC PLAN 2018-2020



**BADMINTONWA**

**Our Vision:** To *promote* widespread participation opportunities and increase the popularity of badminton as a fast, exciting and inclusive sport for all ages and abilities throughout Western Australia.

**Our Mission:** To *provide* Leadership and advocacy; Quality participation opportunities; Clear development pathways to success; and Promotion of the sport.

**Our Values:** Enjoyment, Excellence, Health, Integrity, Innovation, and Inclusiveness.

Organisation and Capacity Building	Participation and Development	Facilities	Events and Tournaments	Marketing and Communications
To strengthen organisational capacity of Badminton WA in collaboration with key stakeholders	To provide and broaden opportunities of participation. To build pathways to enhance individuals' full potential	To ensure sufficient access to facilities and promote the presence of badminton being played in these venues	To enhance, promote and deliver positive and rewarding event experiences	To promote the positive image of badminton as a fast, exciting and inclusive sport in both community and competitive environments
<ul style="list-style-type: none"> <li>Governance &amp; management                             <ul style="list-style-type: none"> <li>Constitution, strategic plan, policies and procedures</li> </ul> </li> <li>Organisational development                             <ul style="list-style-type: none"> <li>Best practice governance / management structures operating effectively</li> </ul> </li> <li>Human Resources                             <ul style="list-style-type: none"> <li>Improve employee satisfaction</li> <li>Sufficient HR allocation according to priorities</li> </ul> </li> <li>Committees                             <ul style="list-style-type: none"> <li>Establish and support committees to help deliver products and services</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Grassroots participation                             <ul style="list-style-type: none"> <li>Increase membership</li> <li>Promote high quality, innovative and interesting programmes</li> <li>Promote and support all forms of recreational participation</li> </ul> </li> <li>Player development                             <ul style="list-style-type: none"> <li>Provide clear players development pathway from Foundation through to Talent, Elite and Master levels</li> <li>Offer resources, facilities and competition opportunities</li> <li>Continue to develop the highest standard players in Australia</li> </ul> </li> <li>Coach education and accreditation                             <ul style="list-style-type: none"> <li>Adopt BWF coaching framework and pathway</li> <li>Create opportunities and provide resources for coaching development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Maintain a good network of venues                             <ul style="list-style-type: none"> <li>Provide opportunity for new centres to register interest on website</li> <li>Ensure up-to-date venue list is provided on website</li> </ul> </li> <li>Work with sports centres to host more badminton activities                             <ul style="list-style-type: none"> <li>Partner with centres to promote badminton, host a variety of activities and programmes, offer attractive conditions of use for badminton clubs and social players</li> </ul> </li> <li>Work with key stakeholders to investigate the feasibility and develop a roadmap for a state badminton facility</li> <li>Assist regional associations to develop their own facilities as regional centres                             <ul style="list-style-type: none"> <li>Provide associations with necessary documentation and support to present their business case for development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Event Management                             <ul style="list-style-type: none"> <li>Maintain a comprehensive events calendar</li> <li>Ensure compliance with Laws and Regulations</li> <li>Increase the reach and appeal of events to spectators and fans</li> <li>Organise and deliver quality events</li> <li>Build strong Event Management capabilities</li> </ul> </li> <li>Technical officials                             <ul style="list-style-type: none"> <li>Maintain training and development pathways for all categories of technical officials</li> <li>Develop the highest standard court officials</li> </ul> </li> <li>Develop and retain volunteers and professional event administrators</li> </ul>	<ul style="list-style-type: none"> <li>Marketing                             <ul style="list-style-type: none"> <li>Develop a comprehensive marketing plan</li> </ul> </li> <li>Communications                             <ul style="list-style-type: none"> <li>Implement a communication strategy on a variety of platforms</li> </ul> </li> <li>Stakeholder relationships                             <ul style="list-style-type: none"> <li>Strengthen partnerships and improve alignment with key stakeholders</li> <li>Target recreation centres</li> <li>Reach corporate sponsorship agreements.</li> </ul> </li> <li>Sponsorships                             <ul style="list-style-type: none"> <li>Enhance value proposition for potential sponsors</li> <li>Develop comprehensive material for attracting sponsors at different levels for different occasions across different media</li> </ul> </li> <li>Maintain a positive image of badminton and integrity of the sport</li> </ul>