

STRATEGIC PLAN 2021 - 2023



Our Vision
Our Mission
Our Values

Badminton to be the sport of choice, competitively and socially, for Western Australians
To promote Badminton as a fun and inclusive sport for all ages and abilities, creating opportunities for increased participation
Inclusivity, Integrity, Excellence, Respect, Opportunity

ORGANISATION AND CAPACITY BUILDING

To strengthen organisational capacity of Badminton WA in collaboration with key stakeholders

Governance & management

- Constitution, strategic plan, policies and procedures

Organisational development

- Best practice governance / management structures operating effectively

Human resources

- Improve employee satisfaction
- Ensuresufficient HR allocation according to priorities
- Improve volunteer capacities

Committees

- Establish and support committees to help deliver products and services

PARTICIPATION AND DEVELOPMENT

To provide and broaden opportunities for participation. To build pathways that enhance individuals' full potential

Grassroots participation

- Increase memberships
- Promote high quality, innovative and diverse programmes
- Promote and support all forms of recreational participation
- Grow number of affiliated clubs
- -Advance regional development

Player development

- Provide clear player development pathway from Foundation through to Talent, Elite and Master levels
- Expand para-badminton program
- Offer resources, facilities and competition opportunities
- Continue to develop the highest standard players in Australia, capable of State and National representation

Coach education & accreditation

- Adopt BWF coaching framework and pathway
- Create opportunities and provide resources for coaching development

FACILITIES

To foster and provide sufficient access to facilities and promote badminton activities at these venues

Maintain a good network of venues

- Establish positive relationships with venue owners
- Provide opportunity for new centres to register interest on website
- Ensure up-to-date venue list is provided on website

Work with sports centres to host more badminton activities

- Increased focus on priority areas ieSoR
- Partner with centres to promote badminton, host a variety of activities and programmes, offer attractive conditions of use for badminton clubs and social players

State badminton facility

- Work with key stakeholders to further plans for future development state badminton facility

Assist regional associations to develop their own facilities as regional centres

- Provide associations with necessary documentation and support to present their business case for development

EVENTS AND TOURNAMENTS

To host, organise and promote badminton events of a consistently high standard, and deliver positive and rewarding experiences

Event management

- Maintain a comprehensive events calendar
- Ensure compliance with Laws and Regulations
- Increase the reach and appeal of events to volunteers, spectators and fans
- Organise and deliver high quality events
- Establish an Event Planning Committee to lead development of event management capabilities
- Improve quality of event streaming capability

Technical officials

- Maintain training and development pathways for all categories of technical officials
- Develop the highest standard court officials
- Develop, retain and incentivise volunteers and professional event administrators

MARKETING AND COMMUNICATIONS

To increase awareness of badminton, promoting it as a fun, exciting, safe and inclusive competitive and recreational sport

Marketing

- Develop a comprehensive marketing plan
- Boost social media presence and engagement
- Customer/member survey

Communications & media

- Implement a strategic communications plan at various levels

Stakeholder relationships

- Strengthen partnerships and improve alignment with key stakeholders
- Target recreation centres
- Identify potential corporate partners.

Sponsorships

- Enhance value proposition for potential sponsors
- Develop comprehensive digital and printed materials for attracting sponsors at various levels for different events and occasions
- Secure corporate sponsorships

Reputation

- Maintain a positive image of badminton and integrity of the sport

