



ACT Badminton Association Inc

Business Plan

2013 – 2015

March 2012

1. INTRODUCTION

1.1 The Plan

The Plan is seen as a means to focus the Association's energies to achieve the Association's goals and objectives.

The plan includes:

A general background to the Association.

The Association's Mission and Goals

Strategies to meet the Goals for 2013-2015

1.2 The Association

1.2.1 Management organisation

The Association is managed by a Committee comprising:

President;

Vice President;

Treasurer;

Secretary;

Match Secretary;

Representatives of member Clubs;

1.2.2 Planning

This process involves the regular and systematic process of.

- Reviewing our purpose
- Assessing where we are now
- Defining where we want to be
- Establishing how we get there
- Monitoring our progress

This process has resulted in this publication.

This Plan will be reviewed and revised in September each year and achievements reported against the Plan to the Annual General Meeting.

The first step in the planning process is to define our purpose for being - this is our MISSION, which is set out below.

1.2.3 Definitions

Activities – Tournaments; coaching; umpiring; playing

Resources – Manpower, finances, time, shuttle provision.

Stakeholders – Within this document, stakeholders can refer to ACT Badminton Clubs, other State badminton players; Badminton Australia; Government, the media, and the general community. Stakeholders will differ depending on the issue at the time.

2. MISSION STATEMENT

Advancing Badminton for all

In line with this the Association will:

- provide;
- promote;

3. ASSOCIATION GOALS AND STRATEGIES

The Association's Goals and Strategies are endorsed by the Committee following consultation with affiliated clubs.

3.1 Goals

The Committee's vision for the Association is to achieve our Mission of Advancing Badminton for all.

A. We will focus our efforts on three goals:

1. Raise the awareness of ACT Badminton within badminton and the wider community, through
 - a. Promotion
 - b. Advocacy
2. Player Development
 - a. Junior Development.
 - b. Skill Development.
3. Interaction between clubs.
 - a. Tournamants
 - b. Social Events

B. Ensuring the Association's resources allow the attainment of its goals.

3.2 Strategies

These Goals will be achieved by implementing the following strategies:

3.2.1 Raise the awareness of ACT Badminton within badminton and wider community:

- Promotion
 - Website development and usage
 - Feedback from players, e.g. survey and questionnaires
 - Other media resources e.g. Canberra Times, WIN TV, magazines etc
 - Come and Try events
 - Club announcements both verbal and electronic
 - Information for Members, information pack/registration pack, etc;
- Representing ACTBA affiliated clubs at local and national forums/bodies e.g. BA, Sport & Recreation, ACT Sports Commission
- Setting up badminton clubs in Gunghalin, North Belconnen areas, CIT Reid and Canberra Grammar School.

3.2.2 Player Development:

- Player Development
 - Junior Development
 - Skill Development
 - i. Coaching courses
 - ii. Scholarship/incentives
 - iii. OH&S
 - iv. Officials
 - 1. Event management
 - v. Professional development (ACT Sports Commission, ACT Sport & Rec)
 - 1. ASC workshops
 - 2. Sports & Recreation information sessions and courses
 - 3. First Aid courses

3.2.3 Interaction between clubs:

- Interclub competitions
 - i. Team events
 - ii. Tournaments Open/Close
- Tournaments Open/Closed
 - i. Extra Tournaments sponsored by individual clubs
- Social events
 - i. Fundraising – general or specific event
 - ii. Award night (ACTBA)
 - iii. Volunteers
 - iv. Playing/non-playing
 - v. Official, coach
 - vi. Fun
- Hosted by different clubs (invitational)
- Come and Try Day
 - i. Club stalls
- Informal club “forums”:

President

Vice President

Secretary

Treasurer

March 2012

GOAL 1

<i>Raise the awareness of ACT Badminton within badminton and wider community</i>				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	RESPONSIBILITY	STAKEHOLDERS
Continued development of website with annual reviews. (feedback for affiliated clubs and their members)	January every year	Feed back from website and members	webmaster	All badminton players; umpires; referee; ABA general public
Set up badminton clubs	2014	Players interested in taking responsibility in forming a club	Committee and affiliated clubs	Affiliated clubs and General public
Setup Southside Junior training/social club	2014	At least 10 active junior members	Committee and affiliated clubs	Parents, committee and ACTBA
Pursue opportunities to increase funding from corporate sponsorship and grants.	2014	At least \$5000/year for subsidising development cost, ACT representation in regional and national events.	ACTBA	ACT government, ACTBA
Fundraising to support player participation in national tournaments	2014	At least \$2500/year for subsidising player representation in national events	Committee and affiliated clubs	ACTBA

GOAL 2

<i>To promote player development</i>				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	RESPONSIBILITY	STAKEHOLDERS
Run ACTBA coaching course	Establish by January 2013	Have at least four coaches attend and pass course	Coaching committee	All badminton players; umpires; referee; ABA general public
Increase ACT teams in national carnivals	2013-2015	ACT team attend national carnival	Match Secretary and committee	All badminton players; umpires; referee; ABA general public
Establish annual calendar of events	Establish calendar by January each year	All major activities issued on a calendar of events	Tournament Events sub-committee	All badminton players; umpires; referee; ABA general public
Coaching sessions for adult players – invite interstate coach	2013	Players' skills level improved. Winning interstate tournaments	Committee	All badminton players
Invite speakers to speak about OH&S	2013-2014	Less injury	Committee	All badminton players

GOAL 3

<i>To increase interaction between clubs and increase the number of participants at activities</i>				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	RESPONSIBILITY	STAKEHOLDERS
Increase the number of clubs competing in “Club championship” <ul style="list-style-type: none"> Increased communication and promotion through clubs Open championship to limited non-affiliated clubs 	All clubs having teams in club competition	All clubs having teams in club competition	Committee and affiliated clubs	ACT and affiliated clubs
organising events which meet members and public interests <ul style="list-style-type: none"> Organise ACT Open 	One event/year minimum	Participants from all Eastern States	Nominated/ bidding Club	ABA; ACT & interstate players; ACT Tourism
advising stakeholders of upcoming activities <ul style="list-style-type: none"> Develop publicity strategy 	January 2013	Written publicity strategy	Public Relations Officer	