



Draft

ACT Badminton Association Inc.

Business Plan

2019 – 2020

July 2019

1. INTRODUCTION

1.1 The Plan

This Plan sets out the key priorities for ACT Badminton Association (ACTBA) over the next 18 months. It will guide the ACTBA Executive Committee to focus on these priorities and bring a new approach to how the ACTBA builds the sport across the ACT and achieve the Association's goals and objectives.

The plan includes:

- General Business Planning and Governance
- The Association's Mission and Focus Areas
- Strategic Outcomes and Measures for July 2019- December 2020

1.2 The Association

1.2.1 Management structure

The Association is governed by the Executive Committee that comprises of:

- President;
- Vice President;
- Treasurer;
- Secretary;
- Match Secretary;

The Executive Committee meets informally on a needs basis. There are regular meetings held with the full ACTBA Committee (including other office bearers and representatives of member Clubs). Key decisions are generally made in consultation with Committee Members and Club Representatives as appropriate.

1.2.2 Planning Process

The current Executive Committee met in late June 2019 to review the current state of badminton in the ACT and to discuss the key risks, issues, threats and opportunities facing the sport in the state.

- A draft plan (this plan) has been prepared by the Executive Committee and socialised with the broader ACTBA Committee and Club Members when ready. It is a high-level plan to be operationalised by the ACTBA and their affiliated clubs.
- The plan will cover the period from July 2019 through to December 2020
- It is proposed that the plan be endorsed by ACTBA Committee and Club Representatives at the July / August Meeting.
- The key priorities will be overseen by one of the Executive Committee Members and supported by nominated members of ACTBA.
- The monitoring and progress will be reported using a dashboard reporting format that will be updated on the ACTBA web site quarterly.

This Plan will be reviewed and revised periodically in the first quarter each year following the Annual General Meeting at the end of each year. The Mission has been kept the same as it is a high level and applicable in today's environment.

1.2.3 Definitions

Activities – Running tournaments, coaching, umpiring, playing, communicating, promoting, developing, sponsoring administering and managing.

Resources – People, finances, time, shuttle provision, badminton equipment, etc.

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

2. MISSION STATEMENT

To advance badminton as a sport of choice in the ACT

In line with the mission statement, the ACTBA will:

- Provide a safe place to play badminton across the ACT for their members;
- Improve the administration and resourcing of coaching, training and collaboration between stakeholders;
- Promote the sport in ACT to increase awareness and participation;
- Support the development and capacity of infrastructure for badminton facilities across ACT;
- Raise the standard of badminton across ACT by sponsoring players and running high quality competitions;
- Celebrate the spirit of the game and contribution made by players, clubs and volunteers.

3. FOCUS AREAS & KEY OUTCOME MEASURES

The focus areas and outcomes have been developed and are aligned to the Mission.

3.1 Focus Areas

The Executive Committee has agreed to focus on six (6) key focus areas to achieve the Mission of Advancing Badminton for all.

1. Improving Coaching and Training across Schools and Clubs by:

- a) Increasing Shuttle Time courses teachers and ACTBA Club Members and higher level coaching for interested members.
- b) Improving training by looking at establishing an alliance with ACT High Schools and Colleges.
- c) Appoint a part time Coach to run formal training at ACT schools and clubs

2. Enabling broader participation in competitions by:

- a) Running genuine Inter-Club Competitions that is open to all ACTBA Clubs and encourages Interstate Club level participation.
- b) Establishing a team-based Interstate Challenge Competition between ACT and other States
- c) Facilitate Intra-Club competitions for affiliated clubs to run internal competitions

3. Improve participation, membership and sponsorship opportunities by:

- a) Encouraging the establishment of new clubs and players joining the ACTBA.
- b) Target sponsorship opportunities to bring a new approach to funding prize money for key tournaments in 2020.

4. Improve the availability of badminton courts across ACT by:

- a) Establishing relationships with targeted schools to assist with out of hours accessibility to courts for training and social play.
- b) Work with local and state governments, and with the ACT Opposition ahead of the 2020 elections, to look at potential new badminton facilities, including multi-use indoor sports facilities
- c) Establish a working group to explore a model to evaluate a fit for purpose badminton facility in the ACT.

5. Improve the way ACTBA Committee communicates with key stakeholders and the community by:

- a) Develop a communication strategy and plan that provides clarity and understanding of key events, issues and awareness of badminton related activities across ACT.
- b) Develop consistent processes for content and channel management of ACTBA activities and news (particularly relating to online channels, and processes), feedback mechanisms that improve how badminton is advanced across ACT.

6. Promote and encourage improving how badminton is played at Club level and in competitions by:

- a) Support affiliated clubs to encourage good sporting behaviour and inclusivity.
- b) Reward and recognise above and beyond contributions by club members to make a difference.
- c) Facilitate and sponsor an annual ACTBA function to celebrate the ‘spirit of the game’ in collaboration with affiliated clubs.

OUTCOME 1

Improving Coaching and Training across Schools and Clubs				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	LEAD RESPONSIBILITY	STAKEHOLDERS
Increasing Shuttle Time courses for teachers and ACTBA Club Members.	2 Shuttle Time Courses run in 2019	At least 6 participants at each Course Atleast 4 PE Teachers from ACT Education Directorate in 2019	ACTBA Vice President	All badminton players; Aspiring coaches, PE Teachers, Badminton Australia.
Improving training by looking at establishing an alliance with ACT High Schools and Colleges.	2 Schools (1 North and 1 South side) to have an alliance with ACTBA	Engage 2 clubs to run a “Come n Try” day Regular coaching or training at 2 schools from 2020.	ACTBA Vice President	ACT Teachers and schools, Students, players beginners to intermediate level.
Run formal training at ACT schools and clubs based on the Shuttle Time Program.	1 regular training session held at a school in ACT.	Train 2 or more people in the basic framework. Appoint part time Coach appointed by Jan 2020.	ACTBA Vice President	Executive Committee, aspiring coaches.

OUTCOME 2

Enabling broader participation in competitions				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	LEAD RESPONSIBILITY	STAKEHOLDERS
Running genuine Inter-Club Competitions that is open to all ACTBA Clubs and encourages Interstate Club level participation.	New Interclub format for 2 nd half of 2019	4 teams entered per grade 1 team per grade from interstate	Match Secretary & Tournament Committee	All badminton players; umpires; referee; ABA general public
Establishing a team-based Interstate Challenge Competition between ACT and other States	1 Competition before end of 2019	Atleast 1 interstate team participates in the competition	Match Secretary & Tournament Committee	All badminton players; umpires; referee; ABA general public
Facilitate Intra-Club competitions for affiliated clubs to run internal competitions	Establish calendar by January each year and trial competition at the Gungahlin Badminton Club (GBC) in late 2019.	All major activities issued on a calendar of events Successful trial at the GBC	Match Secretary & Tournament Committee	All badminton players; umpires; referee; general public

OUTCOME 3

Improve participation, membership and sponsorship opportunities				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	LEAD RESPONSIBILITY	STAKEHOLDERS
Encouraging the establishment of new clubs and players joining the ACTBA.	<ul style="list-style-type: none"> • 1 new club affiliated in 2019 • 10% increase on previous year in registered players 	<ul style="list-style-type: none"> • Clubs increase their membership in 2019 /2020 • Convert 15% of Shuttle Time Program to ACTBA members 	ACTBA Treasurer	ACTBA affiliated clubs and their Committees
Target sponsorship opportunities to bring a new approach to funding prize money for key tournaments in 2020.	<ul style="list-style-type: none"> • \$5,000 sponsorship for an event in 2020 • Provide playing shirts for all players representating ACT at official events 	<ul style="list-style-type: none"> • Prize money at the 2020 ACT Open 	ACTBA Treasurer	Private Corporate Companies, Executive Committee, ACT Representative players.
Support players who are competing in interstate and international tournaments	<ul style="list-style-type: none"> • All ACT Teams will have playing uniforms • ACTBA will subsidise 50% of travel costs for players competing in interstate competitions 	<ul style="list-style-type: none"> • All ACT Players representing ACT will have playing shirts with ACTBA Logo, etc. • 50% of travel costs subsidized. 	ACTBA Treasurer	ACT representative players, ACTBA affiliated clubs.

OUTCOME 4

Improve the availability of badminton courts across ACT				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	LEAD RESPONSIBILITY	STAKEHOLDERS
Establishing relationships with targeted schools to assist with out of hours accessibility to courts for training and social play.	2 Schools (1 north side and 1 south side)	Regular sessions at 2 new school facilities	ACTBA Committee Member	ACT Schools, and affiliated clubs,
Work with local and state government, and the ACT Opposition (the latter ahead of the 2020 elections), to look at potential new badminton facilities, including multi-use sports facilities.	Quarterly meetings with CMTEDD	Establish key contacts at ACT Government CMTEDD, ACT Education Directorate and ACT Opposition. Assist ACT Government in the design of badminton courts as part of the construction of new school gymnasiums in Kenny, Throsby and Molonglo. Prepare Scoping Study for both the ACT Government and Opposition on badminton demand and supply in the ACT, including exploring a multi-use indoor sports facility (after discussing with other smaller sporting associations in the ACT e.g. table tennis)	ACTBA Committee Member	CMTEDD, ACT Education, ACT Opposition, PE Teachers.
Establish a working group to explore a model to evaluate a fit for purpose badminton facility in the ACT.	July 2020	Position Paper developed for dedicated sporting hall for badminton in ACT for ACT Government and Opposition	ACTBA Committee Member	CMTEDD, ACT Opposition, BA, ACTBA, Private Sector Organisations

OUTCOME 5

Improve the way ACTBA Committee communicates with key stakeholders and the community				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	LEAD RESPONSIBILITY	STAKEHOLDERS
Develop a communication strategy and plan that provides clarity and understanding of key events, issues and awareness of badminton related activities across ACT.	Communication Strategy and Plan developed	Regular communication with key stakeholders through various channels and	ACTBA President	ACTBA Committee, Club Representatives, BA.
Develop consistent processes for content and channel management of ACTBA activities and news (particularly relating to online channels, and processes), feedback mechanisms that improve how badminton is advanced across ACT.	All core processes are documented and communicated with stakeholders	Onboarding of new clubs is clearly understood Channel activity and governance is managed Social media and online activity on ACTBA is used effectively to support the needs of ACTBA members.	ACTBA President	ACTBA Committee, Club Representatives.

OUTCOME 6

Promote and encourage improving how badminton is played at Club level and in competitions				
STRATEGY	TARGET	SUCCESS MEASUREMENTS	LEAD RESPONSIBILITY	STAKEHOLDERS
Support affiliated clubs to encourage good sporting behaviour and inclusivity.	All affiliated clubs have a no discrimination policy and effective Codes of Conduct	Clubs have processes for handling complaints. Clubs develop and implement consistent Codes of Conduct for club players. Clubs have ways to acknowledge good behaviour	ACTBA Secretary & Club Representatives	ACTBA Committee and affiliated clubs
Reward and recognise above and beyond contributions by club members to make a difference.	Each Club has a way to recognise contributions made by individuals	There are formal awards for good sporting behaviour and effort made above and beyond.	ACTBA Secretary & Club Representatives	ACTBA Committee and affiliated clubs
Facilitate and sponsor an annual ACTBA function to celebrate the 'spirit of the game' in collaboration with affiliated clubs.	October 2019	All clubs participate in an end of year celebration	ACTBA Secretary & Club Representatives	ACTBA Committee and affiliated clubs