



ACT Badminton Association Inc

Strategic Plan

2016 – 2019

March 2015

## **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 Vision, Mission and Goals,

Strategies to meet the Goals for 2016-2019.

### **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 VISION and MISSION, which are 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. VISION STATEMENT

**To promote badminton as a sport of choice to the community in the Australian Capital Territory**

## MISSION STATEMENT

**To work closely with key stakeholders and provide participation opportunities through quality resources and activities within the sport of badminton to the community**

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

A. We will focus our efforts on four **Key Areas** and four **Goals**:

1. **Key Area:** Membership

**Goal:** To increase membership through badminton clubs, primary and secondary schools, affiliated associations and casual

participants

2. **Key Area:** Participation

**Goal:** To increase participation rates and foster an atmosphere of genuine inclusion where players feel welcome to participate, meet like minded people and have an opportunity to join a group/club.

3. **Key Area:** Player Development & Performance

**Goal:** To promote player development and recognise the achievement of players

4. **Key Area:** Events/Tournament

**Goal:** To support and promote major events and strengthen links with other organizations, community groups and schools

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

- Sourcing appropriate operational and program grants from the ACT Government and Badminton Australia, for example equipment and annual operational grants, and Participation funding.
- Collection of annual club and player affiliation fees.
- Pursue funding raising opportunities where possible, such as Bunnings BBQs, chocolate drives etc.

## 3.2 Strategies

These Goals will be achieved by implementing the following:

### 3.2.1 Increase membership:

- 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 and Be Active 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, including providing input to any relevant ACT Government reviews of sporting facilities to ensure the need for appropriate badminton facilities is considered, particularly in new areas such as Gungahlin and Molonglo.
- Setting up new badminton clubs in Gungahlin and Molonglo areas

Actively search for new areas to establish badminton clubs within the ACT

**Comment [O(1)]:** Agree this will need to be a priority if we are to grow the sport give the obvious demand and the lack of facilities.

### 3.2.2 Player Development and recognise their achievement:

- Player Development
  - Junior Development
  - Skill Development
    - i. Coaching & Umpiring courses



- ii. Scholarship/incentives/Awards (Junior Sportsperson of the Year, Most Improved Junior Player and President's Award)
- iii. OH&S
- iv. Officials
  - 1. Event management
- v. Professional development (ACTSports, ACT Sport & Rec)
  - 1. ACTSports workshops
  - 2. Sports & Recreation information sessions, workshops and courses
  - 3. First Aid courses

### **3.2.3 Tournaments/Events:**

- Interclub competitions
  - i. Team events
  - ii. Tournaments Open/Close
- Tournaments Open/Closed
  - i. Extra Tournaments sponsored by individual clubs, ACTBA e.g ACT Interschool team competitions

### **3.2.4 Participation:**

- 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”:
- Easy access to facilities/clubs

- School delivery programmes

President  
Vice President  
Secretary  
Treasurer

**March 2015**

**VISION:** To provide participation opportunities and promote badminton to the community in the Australian Capital Territory.  
 ( A statement encapsulating what an organization is about)

**MISSION:** To work closely with key stakeholders and to provide quality resources and activities within the sport of badminton to the community.  
 (Clarify the limit the purpose of the org; indicate the nature of the business; who the key target groups are)

**Comment [O(2):** See previous comments regarding the vision and mission statements.

KEY RESULT AREAS	OBJECTIVES	STRATEGY	TARGET	PERFORMANCE INDICATORS
Membership	To increase membership in clubs, schools and associations	<ul style="list-style-type: none"> <li>Recruit; develop new categories of membership which can include fully registered members, competition members, schools, Culturally Diverse &amp; Linguistically (CALD) groups, social members and International students</li> <li>Promote &amp; recruit via programs &amp; services e.g 'Be Active' Junior Program, 'Come &amp; Try' sessions for adults and juniors, Women's International Badminton Week.</li> <li>Develop &amp; deliver quality programs &amp; services to include badminton as part of their school curriculum – e.g. ShuttleTime for teachers and coaches for school kids.</li> <li>Promote sport via University Orientation week - Market and Open days to new and existing students</li> </ul>	<p>All year</p> <p>Twice a year – February/March &amp; August/September</p> <p>As requested</p> <p>February/March and July/August</p>	<ul style="list-style-type: none"> <li>Yearly increase of members – juniors, seniors and veterans</li> <li>Court usage %</li> <li>Clubs growth %</li> <li>Conversion growth %</li> <li>Increased students enrolment in school badminton curriculum e.g. Canberra Grammar School</li> <li>Increase numbers of international students (ANU &amp; UC)</li> </ul>

		<ul style="list-style-type: none"> <li>· Advertise sport in community newspapers, shopping centres, libraries, community centres, apartment blocks, schools, universities and ACTBA websites,</li> <li>· Interviews at radio station breakfast show, WIN TV</li> <li>· Set up stall at Canberra Connect &amp; Participate Expo</li> <li>· Sponsor ACT Inter-Schools' Teams Competitions</li> </ul> <p>To assist in the development of new facilities that provide for badminton e.g. contribution to Government reviews, lobbying etc.</p>	<p>January/December</p> <p>As requested</p> <p>March</p> <p>October</p> <p>As required</p>	<ul style="list-style-type: none"> <li>· Conversion of enquiries into membership %</li> <li>· Increased numbers in Interschool competition</li> <li>Increase in number of new facilities that provide badminton, particularly in new growing areas e.g. Gungahlin, Molonglo</li> </ul>
Participation	To increase participation rates and foster an atmosphere of genuine inclusion where players feel welcome to participate, meet like minded people and have an opportunity	<ul style="list-style-type: none"> <li>· Availability of and easy access to quality facilities, competitions, clubs and events,</li> <li>· Promote &amp; deliver school based programs to schools (e.g. shuttleTime)</li> <li>· Participate in School holiday programs activities e.g Primary Children Century Sport?</li> </ul>	<p>All year</p> <p>As requested</p> <p>January</p> <p>As scheduled</p>	<ul style="list-style-type: none"> <li>· ACTBA calendar of events/tournaments</li> <li>· Create value for members (e.g. insurance, database)</li> <li>· Participation growth%</li> <li>· Number of venues identified</li> <li>· Increased junior participation%</li> </ul>

	to join a group/club.	<ul style="list-style-type: none"> <li>· Expand involvement with ACT Sport &amp; Rec activities, e.g. ACT Schools Physical Education Pulse Participation Day, Come &amp; Try Day</li> <li>· Develop strong links with other badminton groups and promote awareness of clubs</li> <li>· Strengthen links between ACT schools &amp; ACTBA to increase participation rates</li> <li>· Initiate programs for women – day time programs, female only event</li> <li>· Introduce/provide clubs that promote safe, equitable and family friendly environment</li> <li>· Develop coach, teacher, technical official and volunteer initiatives</li> <li>· Encourage juniors to take technical official duties</li> <li>· Develop quality communication strategies – advise stakeholders of upcoming events</li> </ul>	March	<ul style="list-style-type: none"> <li>· Increased number of school programs</li> <li>· Increased participation rate of non affiliated ACTBA groups in tournaments and willingness to join ACTBA</li> <li>· ACT Schools website linked to ACTBA website - SchoolBadminton Programmes</li> <li>· Organise events to coincide with Women's International day</li> <li>· Increased number of women in clubs</li> <li>Kaleen Junior, Southside and Belconnen Clubs</li> <li>· Increased number of technical officials &amp; volunteers</li> <li>· Increased number of accredited coaches</li> <li>· Up-to-date ACTBA website</li> </ul>
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		<ul style="list-style-type: none"> <li>· Develop &amp; deliver University based programs e.g. Learn to play at ANU, Badminton International week at UC</li> </ul>	As requested	<ul style="list-style-type: none"> <li>· Increased number of student players</li> </ul>
Player development & Performance	To promote player development and recognise the achievement of players	<ul style="list-style-type: none"> <li>· Make participation easy by providing quality facilities accessible to all</li> <li>· Provide quality competition opportunities for all levels</li> <li>· Offer support and assistance through training to improve players' badminton skills– e.g. run coaching sessions for adults - invite interstate coach</li> <li>· Offer overseas training opportunities</li> <li>· Provide quality weekly training for juniors</li> <li>· Launch inaugural awards – recognise the achievements of players through awards</li> <li>· Promote media coverage of the sport &amp; players</li> <li>· Increase ACT teams in national carnivals</li> </ul>	<p>All year</p> <p>As per tournament calendar</p> <p>Yearly December/January</p> <p>weekly</p> <p>At end of year AGM</p> <p>Yearly</p>	<ul style="list-style-type: none"> <li>· ACT ranking for players/teams</li> <li>· Players compete at regional levels</li> <li>· Quality players</li> <li>· Increase coaches &amp; technical officials accreditation</li> <li>· Selection based on merit, abilities and willingness to compete</li> <li>· President's Award, Most Improved Junior Player award and Sportsperson Of the Year Award</li> <li>· Nominate players for their achievement</li> <li>· Local, Interstate &amp; National medals</li> <li>· ACT teams attend national carnival</li> </ul>

		<ul style="list-style-type: none"> <li>· Sponsor players in interstate and national events. At least \$5000/year for subsidising development cost</li> <li>· Invite speakers to speak about OH&amp;S</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>· ACT representation in regional and national events.</li> <li>· Players' skill level improved. Winning interstate tournaments</li> <li>· Less injury</li> </ul>
Events/Tournaments	To support and promote major events and strengthen links with other organizations, community groups and schools	<ul style="list-style-type: none"> <li>· Establish annual calendar of events/tournaments and communicate the calendar in a timely manner</li> <li>· Run quality competitions at all levels</li> <li>· Pursue opportunities to increase funding from corporate sponsorship and grants.</li> <li>· Fundraising to support player participation in national tournaments</li> <li>· At least \$2500/year for subsidising player representation in national events</li> <li>· Deliver quality education programs to attract volunteers and technical officials</li> </ul>	<p>Yearly</p> <p>As scheduled</p> <p>February/March</p>	<ul style="list-style-type: none"> <li>· All major tournamnets and events posted on ACTBA website</li> <li>· Stakeholders satisfaction % - Number of competitors participating in major tournaments</li> <li>· Number of spectators attending major tournaments</li> <li>· Number of juniors (&lt;19 years old) succeeding at the level</li> <li>· Increase profile of sport</li> <li>· Increased financial support e.g participation</li> <li>· Financial vaibility of events</li> <li>· Have at least four</li> </ul>

		<ul style="list-style-type: none"> <li>· Run ACTBA coaching course</li> <li>· Deliver quality communication strategies to engage key stakeholders to provide programs and services that genuinely build the capacity of its members, and the benefits they bring to the Association/badminton</li> </ul> <p>Promote the idea of a low level tournament and foster student participation who would not normally participate outside the clubs e.g UC and ANU. This involves creating a friendly positive tournament environment for all.</p>	March & August	<p>coaches attend and pass course</p> <ul style="list-style-type: none"> <li>· Growth in technical officials &amp; volunteers</li> <li>· Recognise the efforts of volunteers - award</li> <li>· Documentation on website e.g How to run tournaments,</li> </ul> <p>Number of entries for UC and ANU competitions</p>
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