

Badminton National Strategic Plan 2021-2024

Let's Play!



A sport for life for anyone,
anywhere, anytime.



Message from the President and CEO



Andrew Greenway
President

With over 250,000 participants we are proud to release this strategic plan for Badminton in Australia.

Participation in badminton continues to grow significantly across Australia and this plan provides a platform for significant ongoing growth into the future.

Badminton Australia has worked in close consultation with the State and Territory badminton organisations to put together this plan and its ambitious targets. Together we have a clear vision and purpose for the future. With our partners our sport will promote badminton as an inclusive sport for life that encourages the growth of players, coaches, officials, volunteers and stakeholders.



Jamie Parsons
Chief Executive Officer

The setting of our values are designed to RALLY the Australian community to the badminton cause helping us to achieve our goals and objectives through Real collaboration, Achieving as a team, providing Leadership, remembering to have lots of fun and saying yes to be an industry leading Inclusive sport.

Our sports BASE line provides key focus areas designed to Build the badminton community, Always perform, Support capability and capacity and Elevate the business profile of the sport.

We are very proud of our sports history and achievements and are looking forward to the future.

Let's Play!



Our Vision:

A sport for life for anyone, anywhere, anytime.

Our Purpose:

With our partners promote participation in badminton as an inclusive sport for life and encourage the growth of badminton athletes, coaches and officials across Australia.

Our Tagline:

Let's Play!



Let's Play!

Badminton is a sport for life for anyone, anywhere, anytime.



Australia has a long relationship with Badminton stretching back to 1874!

Over 250,000 people participate in badminton in Australia and more than 300 million people participate in Badminton across the world making it one of the top 5 participation sports.

31 Olympians and 81 Commonwealth Games representatives have represented Australia. There are close to 300 badminton clubs and Associations across Australia and our sport is a proud member of the Badminton World Federation (BWF), Badminton Oceania, Australian Olympic Committee, Commonwealth Games Australia and Paralympics Australia.

**Over 250,000 people participate in
Badminton in Australia each year**

Hundreds of thousands of students participate in badminton each year in Australian schools and it is estimated that over 90% of Australians participate in badminton at some point in their lives whether it be at a club, in the backyard, at school or in the park!

Badminton is a sport for life that can be played anywhere, by anyone at anytime!



Let's Play!



Our values **RALLY** us to the cause:

R

Real Collaboration:

We plan together, we consult, we make decisions based on evidence and we respect diverse views. We know that together we can achieve more through growth, engagement and development.

A

Achieving as a Team:

We support and inspire each other, we celebrate our achievements and we share our disappointments. We reach for the sky and we never give up.

L

Leadership drives us

On and off the court we listen, we speak up, we are positive, we encourage each other to think differently and innovate, integrity is core to what we do, we are conscientious, we care, we motivate each other, we admit when we are wrong and we make decisions based on trust.

L

Lots of Fun:

We know making our sport safe and fun breeds openness and trust, it helps us to celebrate the good times and deal with the down times, it attracts new participants to our sport, it builds resilience and community, we are always ready to say *'Let's Play!'*

Y

Yes to Inclusion:

We provide equitable access and opportunities, we work hard to include all those in our community to be part of our sport, we know that diversity makes us stronger.



Our **BASE**line – our key focus areas:

B

Build the community

We engage and ensure collaboration between clubs, states and territory badminton organisations. We strengthen, develop and grow the Badminton community in Australia through sustainable and successful events, programs that increase participation, and resources to increase the number of badminton locations around Australia.

Membership

Education

Pathways

Child Safety

Events

Facilities

Brand

Officials

A

Always High Performing

We enhance and continuously improve the capability of able bodied & para athletes, coaches, officials and events to drive a successful high-performance system ensuring sustainable long term success on the world stage. We will engage and collaborate with all stakeholders and partners to unite and work together as a team to ensure success is inevitable.

Coaching

HP Model

Medals

Events

S

Support Capacity and Capability

BA and our partners will engage with each other, working together to provide support and resources to build the capability and capacity of the badminton community. We will strengthen and develop the leaders of today & tomorrow, promoting health & wellbeing as we encourage badminton organisations to be pro-active in line with our values.

Government Advocacy

Partnerships

Club Resources

Health & Well-Being

E

Elevate Business & Profile

We tell the Badminton story and use our events to grow. We are evidence based using data to support our decision making. We strengthen our investment in best practice governance across the sport. We build the financial sustainability of our sport through a clear promotional and commercial strategy to build resilience and success. We develop bold measurable objectives to drive the business of badminton forward.

Value Proposition

Falcons

Viability

Commercial

Governance

Olympics

Engage

Integrity

Looking to 2032



	2020	2024 Goal	2032 Goal
Increase Badminton Participation	226,000	290,000	350,000
Increase Badminton Membership	15,600	22,500	35,000
Medal at Commonwealth, Olympic Games & Paralympics	No medal	Commonwealth Games Medal	Top 10 in the world and Olympic Medal
Increase Badminton Australia Net Commercial revenues to invest back into Badminton development	10% of total turnover	30% of total turnover	60% of total turnover



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