



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!

Our Values:

R

Real Collaboration:

We plan together, we consult, we make decisions based on evidence.

A

Achieving as a Team:

We support and inspire each other and we celebrate our achievements.

L

Leadership drives us

We listen, we speak up, we are positive, we encourage each other to think differently.

L

Lots of Fun:

We make our sport safe & fun as it breeds openness & trust.

Y

Yes to Inclusion:

We provide equitable access & opportunities, we work hard to include all.

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.

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.

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.

Government Advocacy

Partnerships

Club Resources

Health & Well-Being

E

Elevate Business & Profile

We build the financial sustainability of our sport through a clear promotional and commercial strategy to build resilience and success.

Value Proposition

Falcons

Viability

Commercial

Governance

Olympics

Engage

Integrity

Looking to 2032:

	2020	2024	2032
Increase Badminton Participation	226,000	290,000	350,000
Increase Badminton Membership	15,600	22,500	35,000
Increase Commercial Revenues	10% of turnover	30% of turnover	60% of turnover
Medal at Major Competitions	No Medal	Medal at Commonwealth Games	Medal at Olympic, & Paralympic Games

State/Territory Members:

