

# WAIKATO BADMINTON STRATEGIC PLAN 2021-2025



**Our Purpose:** To lead enriching badminton experiences for all ages, all abilities, all times, in Waikato.

**Our Vision:** To inspire better community health, wellbeing and performance together through badminton.

**Our Values:** Authenticity (Produce meaningful outcomes through open and honest communication)  
Collaboration (Have fun serving others by being inclusive and respectful)  
Curiosity (Empower continuous learning and growth by being courageous and innovative)  
Passion (Achieve excellence in everything we do by being enthusiastic and driven)

## *Organisational Excellence*

Maximise operational income, resources and assets

Maintain strong reserves and financial sustainability

Maintain strong governance processes and performance

Develop and maintain strong and effective stakeholder relationships

Foster quality staff recruitment, development, retention, performance and behaviour consistent with WBA values

Develop and implement strong and adaptable communications and marketing strategies

## *Participation Pathways*

Increase lifelong player participation (more players, more often)

Support participants entering the sport at any ability and any stage of life

Grow partnerships to improve sport capacity and capability to deliver high quality programs and events

Expand casual participation options including casual pay-to-play across various clubs and venues

Grow para-badminton opportunities

Capture and review the voice of participants experiencing badminton

## *Coaching & Development*

Support participants seeking to maximise their progression and performance within badminton

Lead a high standard, inspiring, inclusive coaching environment

Broaden the number of participants and/or teams representing Waikato at regional and national level

Provide regular opportunities for personal development and upskilling

Promote a culture of continuous learning and education

Utilise innovative development strategies to plan and deliver coaching and development programs

## *Programs & Events*

Strengthen existing programs and events structure to ensure they are accessible, appealing, effective, sustainable

Deliver innovative programs and events that attract new, inactive participants and targeted population groups

Deliver high quality and financially viable local, regional and national events across all age groups

Attract prize sponsors for all major programs and events whilst enhancing program and event exposure and legacy

Deliver adaptable programs at grassroots such as Shuttle Time, Air Badminton

## *Facilities Optimisation*

Increase scope of where badminton can be delivered and experienced

Undertake improvements to Eastlink Badminton Stadium in partnership with the Eastlink Badminton Society.

Investigate options to expand Eastlink Badminton Stadium in consultation with Eastlink Community Hub

Explore facility partnerships to establish more indoor court availability and accessibility whilst providing affordable badminton for the community

Review effectiveness of pay-to-play booking systems to align with participation growth and organisational performance