



Strategic Plan

BADMINTON TASMANIA Strategic Plan 2020-2023

Our Mission

Promote and expand badminton in Tasmania to provide high quality opportunities for enjoyable participation for all

Our Vision

To be Tasmania's preferred racquet sport and enhance performance to be competitive at a national level

Our Strategic Pillars

Facilities &
Infrastructure

Sports
Development

Marketing &
Communication

Leadership

Our Brand Values

Inclusive

- Provide opportunities for all to participate

Innovative

- Be original and proactive and embrace change

Customer Focus

- Value the contribution of all members and participants

Inspiring

- Lead and inspire

Professional

- Pursue all opportunities to meet current needs and be transparent

FACILITIES & INFRASTRUCTURE

Strategic Objective: Capitalise all opportunities to develop and maintain facilities

Review and research facility availability

Strategies:

1. Badminton Tasmania to prepare an Inventory of available facilities in the State
2. Provide suitable and safe badminton facilities
3. Prioritise and negotiate court hire according to needs
4. Identify court space needs in cooperation with Member Associations
5. Prioritise and negotiate court hire

Maximise use of facilities to develop badminton

Strategies:

1. Explore opportunities for shared space with like minded sports
2. Collaborate with other sports to attract new members and shared resource opportunities
3. Examine opportunities for National, State, Local Government Grants.
4. Broaden awareness of facility needs through media outlets

SPORT DEVELOPMENT

Strategic Objective: Develop all aspects of badminton

Develop pathways leading to high performance and greater participation

Strategies:

1. Promote quality and innovative programs
2. Support diversity and inclusiveness (Establish community links through Culturally and Linguistically Diverse communities)
3. Develop player development pathways allowing players to represent Tasmania and beyond
4. Promote school based and community programs such as Shuttle Time
5. Enhance participation opportunities for athletes with disabilities
6. Establish relationships with primary schools in communities to deliver the Shuttle Time program
7. Develop a High Performance Plan to include State Representative Teams participation at National Championships / Events

Provide opportunities to develop coaches, (teachers) officials and volunteers

Strategies:

1. Development pathways to increase the number of coaches and technical officials
2. Develop a strategy to increase the number of volunteers
3. Provide training for volunteers
4. Develop a volunteer recognition program
5. Deliver accreditation courses for coaches, teachers and technical officials
6. Implement a mentor program for aspiring coaches and officials
7. Deliver regular coaching forums for coaches, teachers, officials and volunteers (non accreditation).
8. Actively promote coach and official pathways.

Enhance, promote and deliver rewarding Event experiences

Strategies:

1. Maintain and communicate a comprehensive Event Calendar
2. Increase the reach of events to players and fans
3. Organise and deliver quality events
4. Use events as key drivers to build profile and commercial opportunities
5. Ensure compliance with Badminton Tasmania Laws and Regulations

MARKETING & COMMUNICATION

Strategic Objective: Increase Marketing and Communication opportunities

Ensure regular communication with Members

Strategies:

1. Develop and maintain the effective use of social media platforms
2. Conduct an Annual Members Forum.
3. Develop an effective Social Media strategy and policy.
4. Increase Badminton Tasmania's IT capabilities
5. Promote Badminton Tasmania through Social Media platforms.
6. Regularly communicate with Members on policies, goals and opportunities.
7. Facilitate communication between Clubs and strengthen partnerships with Members.

Foster effective relationships with Members

Strategies:

1. Establish contacts database (government councils, community groups, schools, media and members).
2. Communicate regularly with Badminton Tasmania Members.
3. Build relationships with media outlets by inviting to events and press releases.
4. Engage with Tourism outlets to keep promoting Events
5. Maintain relationship with Communities, Sport and Recreation to access a range of grant initiatives.

Grow revenue from government and non government sources

Strategies:

1. Develop and deliver a consistent brand to enhance opportunities for increased revenue
2. Enhance value proposition to attract potential sponsors.
3. Cooperate with Members to secure sponsor opportunities

LEADERSHIP

Strategic Objective: Provide best practice leadership and governance

Foster best practice governance and management

Strategies:

1. Annually review Constitution .
2. Ensure Strategic Plan and Policies/Proceures are communicated
3. Ensure the Constitution, Policies and By-Laws are current and relevent
4. Establish and support committees to deliver sound services
5. Develop Conflict of Interest register
6. Promote and maintain high standards of financial management
7. Badminton Tasmania to have access to an Accredited Member Protection Information Information Officer

Ensure Badminton Tasmania is financially sustainability

Strategies:

1. Review affiliation model and revenue and expenditure
2. Develop closer links with funding agencies
3. Grow membership
4. Coaches and officials to have appropriate accreditation
5. Source funding for programs
6. Provide quality experiences for all
7. Explore all revenue sources

Be accountable to members, stakeholders and shareholders

Strategies:

1. Be accountable to Members
2. Ensure proper budgeting is in plan
3. Annually review policies and by laws
4. Clearly define roles and responsibilities
5. Annually review Board performance
6. Annually review Strategic Plan
7. Coordinate training in sport governance and administration for Board and staff members.