

BADMINTON WELLINGTON – Strategic Plan 2015 - 17

Vision

To provide an environment that encourages and sustains participation at all levels of badminton in Wellington

Strategies

Organisation

Impact Areas

Best Practise Governance and Management

Key Initiatives

1. Strategic plans and action plans reviewed regularly
2. On going development of membership model
3. Professional development of Board, Management and Staff.

Progress/Priority for 2016

Live documents, reviewed regularly. Further info to be collected and survey completed in 2016. Professional development done on a, “as required” basis.

Amalgamation

1. Engage with Badminton NZ and neighbouring associations

Regularly happening, especially with neighbouring associations by way of Rene and the KiwiSport partnership and more.

Goals

Promote badminton at all levels.
Foster and develop the sport.
Provide a quality facility.

Operations

Team

1. Greater operational efficiencies of the utilisation of the facility
2. Development planning – Financial planning, alternative revenue streams

Work in progress, working on establishing PickleBall and have invested in creating a Massage room.

Communication and Promotion

1. Developing and implementing Marketing plan
2. Developing and implementing Communication plan - Involve local community, local newspapers, BW newsletter, social media

Priority in 2016, will have established a Communication and Marketing plan by end of the season. Improve work already established via social media, website, newsletter etc.

Events

1. Minimum of 7 local events. Investigate formats for events.
2. Hosting of 1 Badminton NZ event per year

Event hosting now determined by BNZ. More local events required. Survey members as to what type of events they are interested in. More to happen in this space in 2016.

Values

Provide high standards of Integrity and Service to our Badminton community and community in general. Utilise skills that exist within the Badminton community. Innovation and Team work to advance the Sport of Badminton.

People

Participants

1. Develop and implement best model to track numbers
2. Increase playing population – develop initiatives to encourage repeat visits and greater participation
3. Increase Junior numbers and ways they can be involved in badminton
4. Demonstrated Player Pathways – Junior to International

Progressing on the tracking of numbers. More work to be done on initiatives for more people in the door. Continually working on Junior numbers via Renee and investment in staff specialising in juniors, schools and ShuttleTime. Junior info book demonstrates player pathways in the region.

Volunteers

1. Develop and initiate BW Volunteer action plan - Recruit, train, develop, manage volunteers. Coaches, court officials, events assistants etc.

In progress with Rene and BW staff. Volunteer action plan a priority in 2016.

Relationships

1. Maintain strong relationships with Badminton NZ, Sport Wellington Region (SWR), College Sport Wellington, funding agencies

Constantly working with SWR, CSW etc. In roads needed to be made in regards to relationship building with the funding agencies.

Big Rock

\$400,000 in operating revenue for the year ending December 2016

Facility

Building

1. Negotiate renewal of WCC land lease
2. Investigate options for future of Badminton hall facility/hall extension/ Hataitai Park hub.
3. Maintain awareness of Transit NZ plans for Ruahine Street

Lease renewal well in hand being signed off now. Working with Hataitai Park hub and monitoring TNZ plans for Ruahine Street widening.

Vaiola Vaeau – General Manager