



# AUCKLAND BADMINTON

## 2009 – 2014 STRATEGIC PLAN

### VISION:

Badminton in Auckland - WORLD CLASS

### MISSION:

To promote and develop Badminton by providing a first class environment that encourages participation, creates meaningful competition and champions improvement at all levels.

### PRINCIPLES AND VALUES:

**Partnerships:** Auckland badminton regards its relationship with clubs as a partnership and will ensure its programmes and initiatives are integrated with their requirements.

**Quality:** The services provided by Auckland Badminton will be of the highest possible standards.

**Player Focused:** The needs of the player are the primary consideration in all programmes or events.

**Integrity & Credibility:** Auckland badminton will act with integrity in all its dealings with others and will be respected by internal and external stakeholders.

**Flexibility:** Auckland Badminton operates in a changing sports environment and needs to be able to easily respond to the changing needs of players, coaches, officials and administrators.

### GOALS

### STRATEGIES

### MEASURES

#### 1. Our Game:

To increase participation and improve quality at all levels of Auckland Badminton players, technical officials, coaches and administrators

1.1	Review all competition structures as required to meet the changing needs of recreational and competitive players	1.1.1 Increased participation 1.1.2 Positive feedback
1.2	Provide badminton programmes within primary and intermediate schools	1.2.1 Number of participants 1.2.2 Number of members
1.3	Provide training to increase the number of qualified coaches, referees, umpires and line judges	1.3.1 Number of qualified officials
1.4	Provide access to Badminton Hall on a 24 hour basis incorporating "pay for play" opportunities	1.4.1 Increased bookings 1.4.2 Increased revenue
1.5	Provide a world class high performance programme	1.5.1 Number of national titles 1.5.2 Number of international representatives
1.6	Increase the appeal of the sport to a wider audience by creating modified games at junior and intermediate levels	1.6.1 Number of participants 1.6.2 Number of members
1.7	Partner with Sport Auckland for Push Play and Green Prescription programmes	1.7.1 Number of referrals 1.7.2 Number of members
1.8	Establish a social club in partnership with the established cafe facilities.	1.8.1 Number of participants 1.8.2 Positive feedback

#### 2. Our Facilities:

To provide WORLD CLASS facilities and equipment that attracts people into the sport

2.1	Explore opportunities to either upgrade the present facility to bring it up to WORLD CLASS standard or relocate to an alternative site	2.1.1 Exploration complete 2.1.2 Plans align with findings
2.2	Explore opportunities to partner with Table Tennis and Weightlifting to establish a WORLD CLASS multi-sport facility on the present site	2.2.1 Exploration complete 2.2.2 Plans align with findings
2.3	Develop an asset maintenance plan that identifies short and long term programmed maintenance	2.3.1 The plan is linked to budgets and long-term financial plan
2.4	Develop an Equipment Replacement Plan that identifies renewal and replacement timelines	2.4.1 The plan is linked to budgets and long-term financial plan
2.5	Develop an Information Technology Plan that identifies maintenance and replacement timelines	2.5.1 The plan is linked to budgets and long-term financial plan

#### 3. Our Profile:

To actively market the sport, increase sponsorship opportunities and ensure effective communication with all stakeholders

3.1	Develop the database and identify niche markets within the database to market events to specific niches	3.1.1 Niche markets identified 3.1.2 Marketing targeted to niches
3.2	Develop a marketing plan to ensure clear and timely communications with members	3.2.1 Positive response 3.2.2 Timeliness of communications
3.3	Upgrade the signage at the entrance and on the building	3.3.1 Highly visible signage 3.3.2 Positive response
3.4	Create "value propositions" and sell signage and naming rights to agreed values	3.4.1 Number of properties 3.4.2 Response rate 3.4.3 Revenue generated
3.5	Use modern technology to communicate with stakeholders and the public	3.5.1 Use of bebo, text, website 3.5.2 Positive response
3.6	Use the web booking system for "grab a court" opportunities to fill down time	3.6.1 Number of bookings 3.6.2 Increased revenue
3.7	Host high profile flagship events	3.7.1 Number of events 3.7.2 Amount of publicity generated
3.8	Explore opportunities to partner with Auckland Table Tennis on joint venture initiatives such as joint membership and access arrangements	3.8.1 Opportunities explored 3.8.2 Plans in accordance with agreements reached
3.9	Publish brochures in different languages and advertise in Chinese and Korean publications to increase the reach	3.9.1 Positive response 3.9.2 Increased court bookings
3.10	Establish a trade directory of members and create "green dollar" opportunities within the sport	3.10.1 Response rate 3.10.2 Savings generated
3.11	Develop a "sister city" relationship with other badminton playing countries	3.11.1 Positive feedback 3.11.2 Increased court bookings

#### 4. Our Organisation:

To effectively govern and professionally manage Auckland Badminton and provide inspirational leadership to build a dynamic, sustainable and business oriented organisation that is well resourced for the future

4.1	Develop an operational plan each year that is aligned with the annual budget	4.1.1 Annual budget and operational plan approved prior to the start of the financial year 4.1.2 Plan delivered within budget
4.2	Ensure the core business is increasingly self funded with reduced reliance on grant funding	4.2.1 Self funding by 2012 4.2.2 Maintenance levy covers depreciation
4.3	Establish a trust fund for investment in the sport	4.3.1 Trust fund generated surplus funds by 2012
4.4	Use governance policies and Terms of Reference to guide the work of the Board and its committees	4.4.1 No issues of non-compliance 4.4.2 Policies and TOR reviewed regularly
4.5	Use the annual board agenda plan to ensure the board maintains a focus on strategic issues, identification, management and mitigation of risk	4.5.1 Annual board agenda plan is updated regularly
4.6	Manage the performance of the Executive Director and staff through an objective performance management system.	4.5.2 Performance management system implemented.