

Badminton Oceania Strategic Plan 2016 - 2020

VISION: BADMINTON - THE LEADING REGIONAL SPORT ACCESSIBLE TO ALL

MISSION: To lead and strengthen, in partnership with our stakeholders, innovative, sustainable and exciting development and event initiatives.

STRATEGIC FOCUS:

STRATEGIC GOALS:

Strategic Priorities
Long Term Objectives

Key areas of focus

Organisation & Capacity Building

To strengthen and enable organisational capacity of Badminton Oceania and our members.

- Governance & Management**
 - Current constitution, strategic plan, policies and procedures
- Organisational Development**
 - Best practice and relevant governance/management structures operating effectively.
- Human Resources**
 - 50% of members to have paid staff.
- Member support**
 - Members are supported and empowered to better govern, manage and deliver.

Key areas of focus

- Finance
- Risk management
- Office operations
- Membership services
- Awards & Archives
- Education & Development
- Plans and policies
- Terms of reference
- Working Groups

Participation & Development

*- Giving every person an opportunity to participate.
- Building pathways to enhance potential*

- Shuttle Time**
 - 90% of Member Associations implementing shuttle time
- Recreation**
 - Increase participation - Visible and accessible opportunities to play
- Inclusive Participation**
 - Representation at Tokyo Paralympics - 2020
 - Establish & Build relationships with relevant organisations
- Player Development**
 - Operational Structures & Framework to enhance player pathways.
 - At least 2 Members represented in Tokyo Olympics – 2020

- Coach Education**
 - 70% of members to have BWF qualified coaches
 - Operational Structures and Framework to enhance coach pathways

Key areas of focus

- Shuttle time, Coach education
- Player development
- Olympic Solidarity funding
- Women in Badminton, Annual Plan
- Para Badminton

Partnerships

To connect and engage with partners to achieve shared outcomes and common goals

- Membership**
 - Annual agreement in place with 90% of members.
 - Total of 18 members by 2020.
- BWF**
 - Alignment of strategies to BWF outcomes.
- Commercial Partnerships**
 - Agreements with two major commercial partners generating additional revenue
- Other Partners**
 - Effective working relationship with a variety of partners realising mutual benefits.

Key areas of focus

- BWF, Member Associations
- Olympic Solidarity, Special Olympics
- ONOC, NOC, OSEP, CGF, PGC, PSP, OPC, OSFO, WAoS
- Education and Health Institutions
- Commercial Partners

Events

To inspire, enhance and deliver positive event experiences.

- Events**
 - Maintain a Calendar & International competition structure which supports development pathways for players, technical officials, event managers and volunteers.
 - Delivery of annual continental championships with 50% of member countries participating.
 - Ensure compliance with Laws of Badminton and Competitions Regulations.
 - At least 10 BWF Sanctioned events in the region per year.
 - Develop Entertainment initiatives to attract and engage fans.
- Technical Officials**
 - To have representation from 3 different member countries in Tokyo 2020.
 - Training and development pathways implemented in at least 6 member countries.
- Event Organisers**
 - Training and development pathways implemented in at least 6 member countries to deliver quality player experiences.

Key areas of focus

- Oceania championship, Multi-sport games, BWF events, Player experience, Team Officials, Line judges, Umpires, Referees, Event Organisers, Commercial partners

Marketing and Communications

To promote and communicate badminton to the region.

- Marketing Strategy**
 - Develop and Implement a marketing plan to build and promote our brand
 - 80% of all BWF sanctioned events held in the region to have finals live streamed.
 - Promote human-interest stories on participants from around the region.
 - Embrace and utilise technological advances at every opportunity
- Communications Strategy**
 - Develop and Implement a plan to ensure effective two-way communication with internal and external stakeholders.

Key areas of focus

- Brand awareness
- Commercial partnership
- Event activity promotion
- Media partners, Website, Social media
- Message consistency

