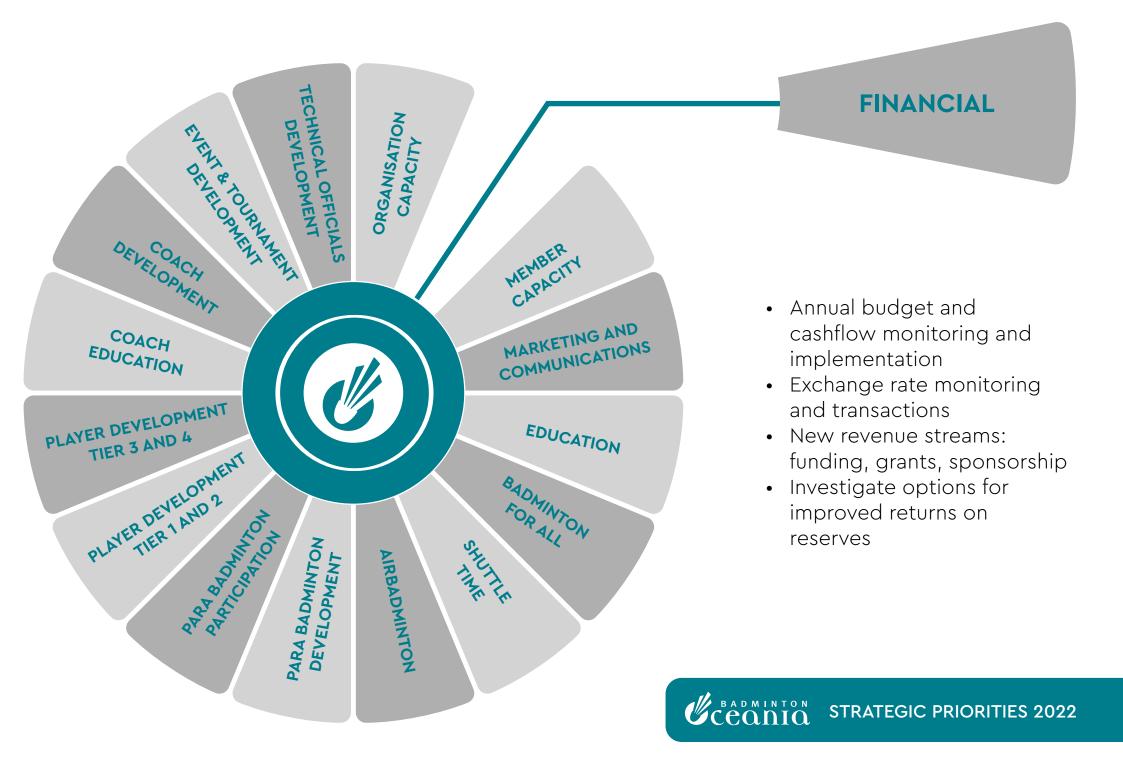


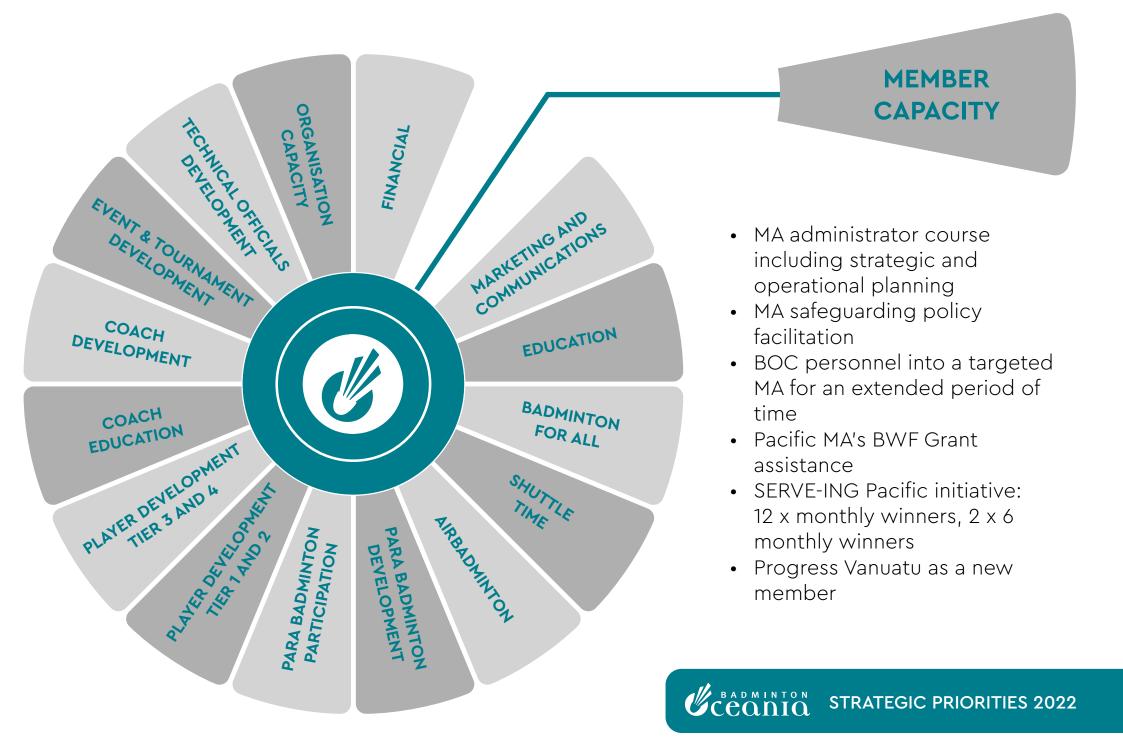


# STRATEGIC PRIORITIES 2022

16 feathers allow for optimum performance.

Click on one of the feathers to see the strategic objectives in the relevant area.





### FINANCIAL CAPACITY MEMBER ORGANISATION CAPACITY TECHNICAL OFFICIALS EDUCATION **EVENT & TOURNAMENT BADMINTON** DEVELOPMENT FOR ALL SHUTTLE COACH DEVELOPMENT TIME AIRBADMINTON COACH EDUCATION PLALED DEVELOOMENT PARABADAINTON PLAYER DEVELOPMENT PARA BADMINTON PARTICIPATION TIER 1 AND 2

## MARKETING AND COMMUNICATIONS

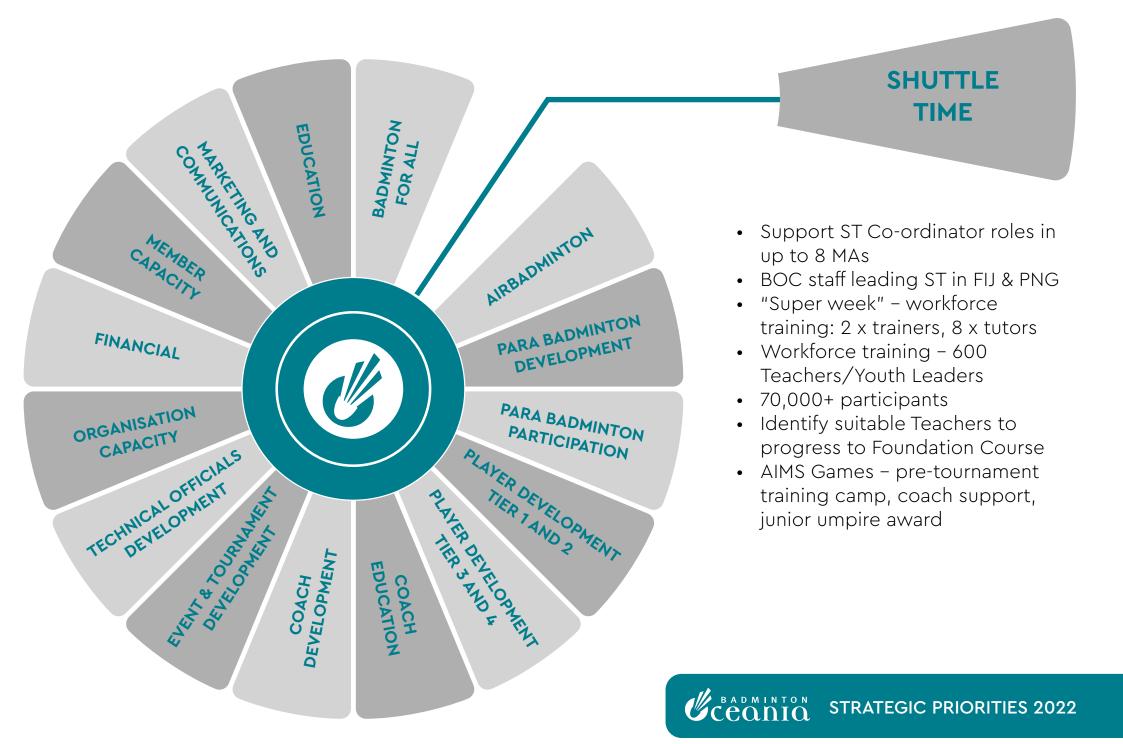
- Continued digital platforms growth and presence: Facebook, Instagram, LinkedIn, Website, e-newsletters – 10% growth from 2021
- On-site presence at Oceania Champs, Grade 3 tournaments, Pacific Mini-Games, OMIP
- Player Promotion: Oceania Tour
- MA Comms support MNP website & branding guidelines, comms leads training, newsletters
- Human Interest Stories min.
   1/week, high video content

#### **EDUCATION** COMMUNICATIONS MARKETING AND CAPACITY MEMBER FINANCIAL ORGANISATION BADMINTON Continued development TECHNICAL OFFICIALS of our on-line learning SHUTTLE DEVELOPMENT platform across all areas: 8 TIME x MAs, 300 people Social media training for **EVENT & TOURNAMENT** AIRBADMINTON development players DEVELOPMENT PARA BADMINTON COACH DEVELOPMENT DEVELOPMENT PARABADANATON PLAYER DEVELOPMENT PLAYER DEVELOPMENT FOLCATION COACA TIER 3 AND 4 TIER 1 AND 2 **STRATEGIC PRIORITIES 2022**

### MARKETING AND COMMUNICATIONS EDUCATION CAPACITY SHUTTLE FINANCIAL ORGANISATION **AIRBADMINTON** CAPACITY TECHNICAL OFFICIALS PARA BADMINTON DEVELOPMENT DEVELOPMENT EVENT & TOURNAMENT PARA BADMINTON PARTICIPATION PLAYER DEVELOPMENT PLAYER DEVELOPMENT DEWELOPMENT TIER 3 AND 4 EDUCATION COACH

## BADMINTON FOR ALL

- Continued promotion and support of gender equity across everything that we do
- Minimum 30% of the lesser gender representation
- Special Olympics activations:
   3 x MAs, 2 per MA
- Lead and deliver the Team Up Inclusive GymBad programme in PNG





#### AIRBADMINTON SHUTTLE BADMINTON TIME PARA BADMINTON EDUCATION ARA PARTICIPATION PLAYER DEVELOPMENT MARKETING AND COMMUNICATIONS TIER 1 AND 2 PLAYER DEVELOPMENT MEMBER TIER 3 AND 4 CAPACITY FINANCIAL COACH EDUCATION DEVELOPMENT. EVENT & TOURNAMENT TECHNICAL OFFICIALS CARCIN DEVELOPMENT DEVELOPMENT

# PARA BADMINTON DEVELOPMENT

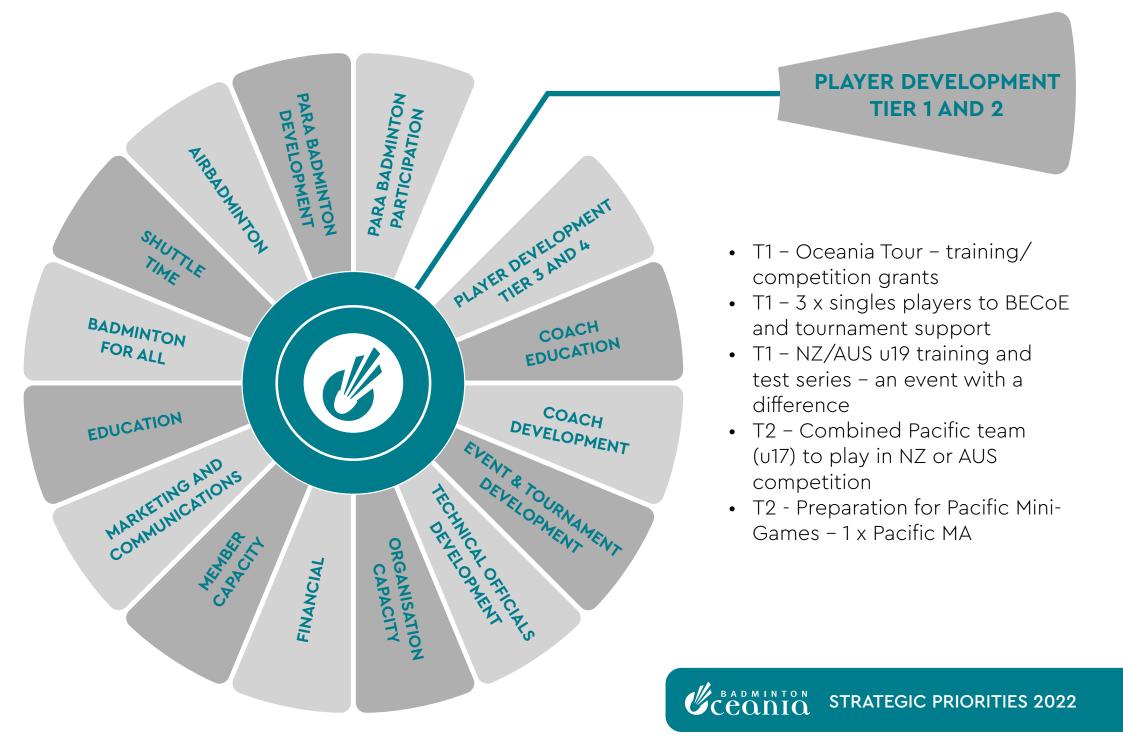
- Player & Coach Development camp – 16 players, 4 coaches, 2 x MAs
- Performance Camps (2) target 2024/28 Paralympics. Min 8 players + coaches
- International tournament play
   coach support, targeted
   players. MAs to support

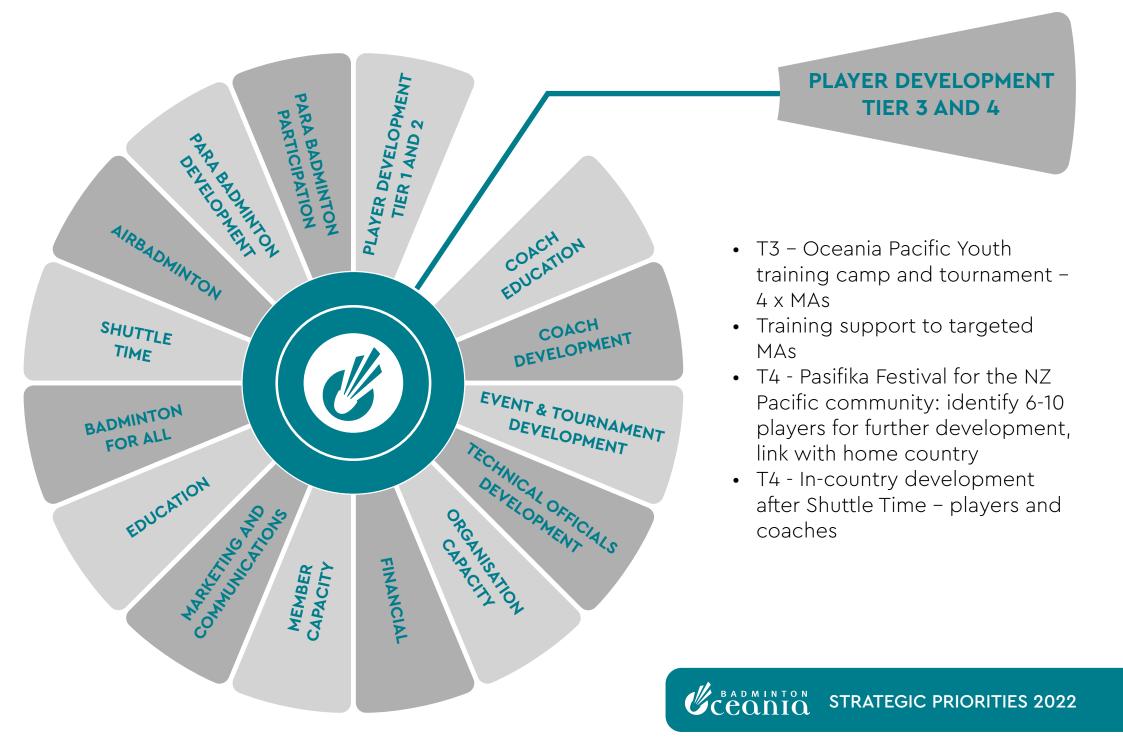
### PARA BADMINTON AIRBADMINTON DEVELOPMENT PLAYER DEVELOPMENT BADMINTON FORALL PLAYER DEVELOPMENT **EDUCATION** TIER 3 AND 4 MARKETING AND COACH COMMUNICATIONS EDUCATION DEVELOPMENT EVENT & TOURNAMENT CAPACITY TECHNICAL OFFICIALS ORGANISATION DEVELOPMENT CAPACITY

### PARA BADMINTON PARTICIPATION

- 2 x BWF Disability L1 Coach courses - 2 x MAs, 20 coaches
- 1 x BWF Disability L2 Coach course - 2 x MAs, 6 coaches
- Country visits by BOC staff: promote, educate, implement programmes. 3 x MAs
- Oceania PB Championships training and support: players, coaches, technical officials
- Continuation of implementation of Melbourne project recommendations
- In-country promotional activations





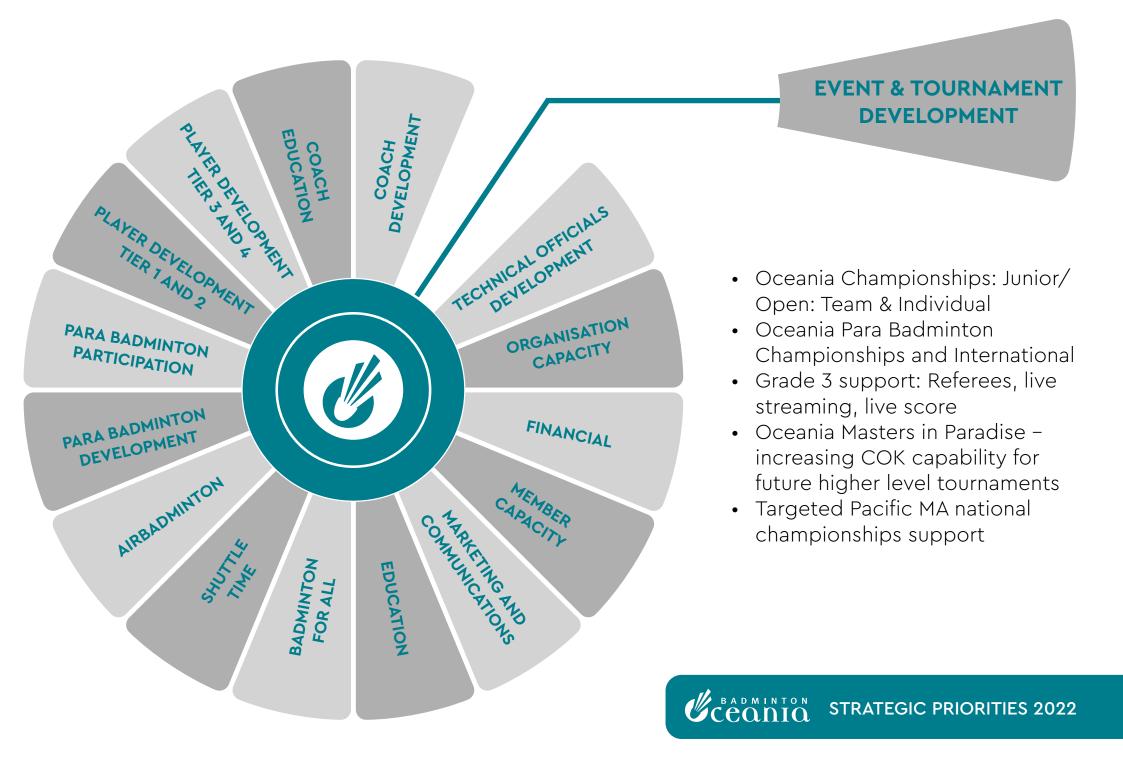


#### COACH PLAYER DEVELOPMENT PLAYER DEVELOPMENT **EDUCATION** TIER 3 AND 4 TIER 1 AND 2 PARABADAINTON PARTICIPATION PARA BADMINTON DEVELOPMENT • Foundation Course - F:F in DEVELOPMENT 2 MAs, min 12 participants per course, on-line module undertaken by 6 MAs, min. 30 **EVENT & TOURNAMENT** participants AIRBADMINTON DEVELOPMENT • BWF Level 1 Courses - 2 x 2021 courses to complete, 5 TECHNICAL OFFICIALS courses in 2 MAs, minimum 12 SHUTTLE DEVELOPMENT participants per course TIME ORGANISATION • BWF Level 1 Tutor - postponed BADMINTON from 2021. Min. 2 MAs, 8 CAPACITY FORALL coaches \*DUCATION COMMUNICATIONS FINANCIAL • BWF Level 2 Coach - postponed MARKETING AND from 2021. Min. 2 MAs, 12 CAPACITY MEMBER coaches **STRATEGIC PRIORITIES 2022**

#### PLAYER DEVELOPMENT PLAYER DEVELOPMENT TIER 3 AND 4 EDUCATION COACH EVENT & TOURNAMENT PARA BADMINTON PARTICIPATION TECHNICAL OFFICIALS PARA BADMINTON sessions x 4 DEVELOPMENT DEVELOPMENT coaches ORGANISATION AIRBADMINTON CAPACITY 20 coaches SHUTTLE FINANCIAL mentees 8 ADMINITON COMMUNICATIONS MARKETING AND CAPACITY FOR ALL EDUCATION

COACH DEVELOPMENT

- Workforce engagement online refresher/guest presenter sessions x 4
- On-line sessions with key MA coaches
- Thinkific modules min 5 x MAs,
   20 coaches
- Structured and formalised mentoring programme, min. 4 mentees



### EVENT & TOURNAMENT DEVELOPMENT DEVELOPMENT COACH EDUCATION PLAYER DEVELOPMENT ORGANISATION CAPACITY PLAYER DEVELOPMENT FINANCIAL TIER 1 AND 2 PARA BADMINTON **MEMBER** PARTICIPATION CAPACITY PARA BADMINTON MARKETINGAND COMMUNICATIONS DEVEL OPMENT AIPS ON III TON BADMINTON SHUTTLE FOR ALL

### TECHNICAL OFFICIALS DEVELOPMENT

- 1 x Referee and 1 x Umpire to BWF level
- 6 x CC Umpire assessments,
   2 x CC Referee assessments
- Opportunities to CC umpires for out of region experience
- Development of National and CC TOs to BWF level – on-line & tournaments
- Pacific Umpire & Referee training and development: online and F:F
- Pacific Mini Games Technical Officials training, development and support
- BOTOC and Assessment Panels operations



**STRATEGIC PRIORITIES 2022** 

