

STRATEGY STATEMENT

Badminton Manawatū is a regional sporting organisation providing badminton experiences, competitions, and programmes to the community. We offer opportunities for players, coaches, officials, supporters and volunteers of all ages, genders, ethnicities or abilities to enjoy, participate, develop, and perform in badminton and physical recreation in a social environment.

OUR PEOPLE VALUES

PARTICIPATION
ENOYMENT
OPPORTUNITIES
PHYSICALLY ACTIVE
LOVE OF BADMINTON
ENGAGEMENT

OUR VISION

A vibrant badminton community that inspires and energises our diverse local community to enjoy our sport and social networks at whatever level and experience they want

OUR PURPOSE

To deliver great experiences around badminton for the community, that encourages and nurtures enjoyment and fun, active recreation, participation, development and performance, and that fosters social networks and a lifelong love for the sport



MANAWATŪ BADMINTON ASSOCIATION

STRATEGIC PLAN 2024 - 2026



Mā te huruhuru ka rere te manu
 Without feathers, the bird cannot fly

STRATEGIC FOCUS AREAS	WHAT WE WILL DO	HOW WE WILL DO IT	HOW WE WILL MEASURE IT
FINANCIAL SUSTAINABILITY	Manage performance against approved budget	Approve annual budget Monthly financial reports against budget	Achieve annual budget
	Increase funding and operational revenue	Annual funding application plan Review fees for programmes/competitions	Increased grant funding Increased nett revenue
PARTICIPATION	Raise awareness of opportunities to participate	Increase social media communications Offer have-a-go and demo events	Increased number of participants
	Provide a diverse range of opportunities to participate	Increase participation in schools programmes Variety of competitions, events, programmes	Increase in number of schools programmes Increase in types of participation opportunities
EXPERIENCES	Quality experiences and value for money in all competitions, programmes, events	Conceptualise and deliver what community sees as quality experiences & value for money	Positive results in annual community survey
	Regular communication with community	Active social media and website content and regular communication	Increase in regular social media and website postings
COMMUNITY	Build staff capability and continuity	Performance, development and succession plans for staff	Plans drafted and managed
	Understand community needs, preferences and challenges	Annual community survey Build good relationships with stakeholders	Survey completed and feedback actioned Increased engagement with stakeholders
	Attract and celebrate volunteers	Annual volunteer appreciation event Support volunteers wherever they are used	Event held Increase in number of volunteers