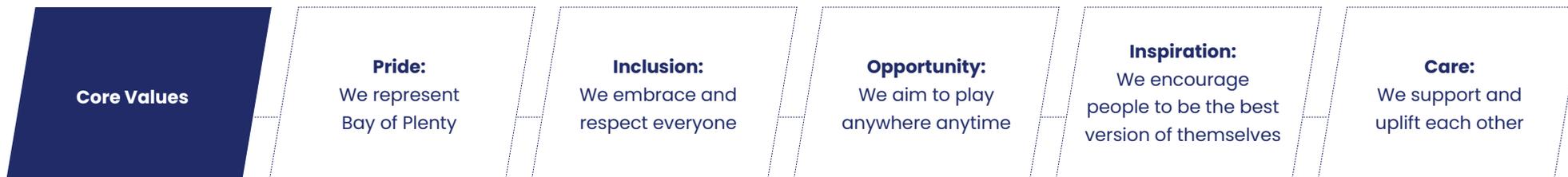




BAY OF PLENTY BADMINTON

Vision: Badminton for Life!

Mission: To inspire all people to play badminton, offering a place to belong and a future to be passionate about.



STRATEGIC PILLARS

<p>∞ Connections Effective communication, strategic marketing, valuing our communities and stakeholders</p>	<p>🏸 The Game Provide options to grow, develop, challenge and support our people</p>	<p>📍 Spaces and Places Fit for purpose facilities in each region to meet our current and future needs</p>	<p>\$ Finances A sustainable, organisation with growing revenue streams</p>	<p>📈 Leadership Effective governance, quality management, and guiding policies</p>
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FOCUS

<ul style="list-style-type: none"> - Clear branding - Implementing our marketing strategy - Digital and social media - Stakeholder satisfaction evaluation - Maintain and grow mutually beneficial relationships 	<ul style="list-style-type: none"> - Develop a sustainable coaching network - Encourage and grow capability in technical officials - Provide high quality local and regional tournaments - Support our casual and first experience players - Support our clubs - Support our representative teams - Support our performance players 	<ul style="list-style-type: none"> - The Home of BOP Badminton - Dedicated purpose built facilities in Tauranga, Whakatane and Rotorua - Badminton access 24/7 - Badminton opportunities in each major town throughout the BOP region - All venues meet the minimum acceptable standards for playing badminton 	<ul style="list-style-type: none"> - Robust business plan - Facility revenue - Sponsorship / donations revenue plan - Reserve funds equal to grant funding requirements - Grant funding reliance diminishing 	<ul style="list-style-type: none"> - Strategic plan driven organisation - Strong balanced leadership with skills to meet the needs of the Association - Professional development plan - Succession planning - Financial planning and policy driven decisions
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STRATEGIC PILLARS	2022	2023	2024	2025
Pillar 1: Connections				
<ul style="list-style-type: none"> – Clear Branding – Implement marketing strategy – Digital & social media – Stakeholder satisfaction evaluation – Maintain & grow mutually beneficial relationships 	<ul style="list-style-type: none"> – Consulted 'Featuring Creative' – Approved rebranding – Launched at executive level – Updated social media branding – Implemented 'Friendly Manager' CRM/Data management system – Completed Sport BOP Coaches Survey – Surveyed Tu Manawa program – Development of relationships with funders & Friendly Manager company 	<ul style="list-style-type: none"> – Promote at association / club / public level – Rebrand across every aspect – Rebrand uniforms – Target support to help develop marketing strategy – Optimise 'Friendly Manager' system – Optimise Digital & Social media platforms – Review of stakeholders – Formulate stakeholder survey plan – Identify other relationship opportunities (naming right sponsors) – Consider specialist fundraiser – Securing sponsors 	<ul style="list-style-type: none"> – Marketing strategy implementation – Grow Digital & social media knowledge of team including via volunteers/contractors – Regular newsletters via Friendly Manager – Strategy in communications to demonstrate value to potential sponsors – Assess stakeholder survey data – feed into marketing & communications plan – Implement & expand relationships, sponsors onboard 	<ul style="list-style-type: none"> – Marketing strategy review – Review & expand communications – Create a role in marketing / social media space – Measure impact of marketing & communications plan – Review & maximise sponsors
Pillar 2: Game Opportunities				
<ul style="list-style-type: none"> – Develop sustainable coaching network – Encourage & grow capability of Technical Officials – Support our casual & first experience players – Support our clubs – Support our representative teams – Support our performance players – Provide high quality local & regional tournaments/events 	<ul style="list-style-type: none"> – Seek and recruit new coaching development manager – Identified a lack of technical officials – Assist clubs with Friendly Manager system – Have-a-Go sessions and family friendly sessions – Develop Para-Badminton sessions (with BOP Parafed) – Introduced Masters Open, ABCD Tournament, assisted with Nepalese tournament – Training sessions on Sundays 	<ul style="list-style-type: none"> – Implement, develop & grow sport development officer – Support badminton schools to upskill teachers/coaches – Establish a technical official's framework – Run Have-a-Go sessions & family fun days – Continue & expand to 2 sub regions the Para-Badminton sessions with BOP Parafed – Continued assistance for clubs ie: Friendly Manager system, grant funding assistance – Develop coaching sessions for club players – Assist clubs with local club tournaments – Develop consistent coaching plan across each sub region – More regular coaching/training opportunities for Rep Teams – Develop High Level training squad coaching – Develop school holiday and off-season coaching camps – Maintain the calendar, continue to facilitate Junior North Island events – Develop Junior Non-Rep tournaments in school holidays 	<ul style="list-style-type: none"> – Ensure continuation of coach force programme funding / succession plan – Continued support to badminton schools around coaching opportunities – Deliver / expand Technical Officials upskilling opportunities – Run Have-a-Go sessions & family fun days – Continue & expand to 3 sub-regions the Para-Badminton sessions with BOP Parafed – Continued assistance for clubs ie: Friendly Manager, grant funding assistance – Continued coaching opportunities for club players – Continued support/assistance to clubs with their local tournaments – Review / expand coaching plan across each sub-region – Review / expand coaching/training opportunities for Rep Teams – Continue high level squad training for performance players – Maintain the calendar, continue to facilitate North Island Junior events – Investigate/introduce sanction BOP Senior Open event – Apply to BNZ to host NZ Masters in 2025 – Continue / expand junior non-rep tournaments 	<ul style="list-style-type: none"> – Recruit a permanent head coach and retain funding for the coach force developer – Continued support to badminton schools around coaching opportunities – Deliver Technical Officials upskilling opportunities – Run Have-a-Go sessions & family fun days – Continue Para-Badminton sessions with BOP Parafed – Continued assistance for clubs ie: Friendly Manager system, grant funding assistance – Continued coaching opportunities for Club players – Continued support for clubs with their local tournaments – Review / expand coaching plan across each sub-region – Review / expand coaching/training opportunities for Rep Teams – Continue high level squad training for performance players – Maintain the calendar, continue to facilitate North Island Junior events – Host NZ Masters – Investigate opportunity to host an international tournament in Tauranga
Pillar 3: Places and Spaces				
<ul style="list-style-type: none"> – Home of BOP Badminton – Dedicated badminton facilities in Tauranga, Whakatane & Rotorua – Badminton access 24/7 – Badminton opportunities in each major town throughout BOP region – All venues meet the minimum acceptable standards for playing badminton 	<ul style="list-style-type: none"> – RSL Consultants engaged, Business Case completed – 24-hour access to Rotorua Hall established 	<ul style="list-style-type: none"> – Funding, design & build plans – Grow opportunity with Rotorua Hall to BOPBA Management – Drive accountability to hall providers to ensure floors meet standards to be able to play 	<ul style="list-style-type: none"> – Complete the build – Staff at Rotorua Hall – Expand relationships in Taupo region 	<ul style="list-style-type: none"> – Hall opening – Celebrate with a tournament – Investigate/develop plan for Whakatane – 24-hour access to Tauranga Hall established
Pillar 4: Finances				
<ul style="list-style-type: none"> – Robust business plan – Facility revenue – Sponsorship revenue plan – Reserve funds equal to grant funding requirements – Grant funding reliance diminishing 	<ul style="list-style-type: none"> – Establish business plan – Increase monthly reserve transfer – Maximise grant funding 	<ul style="list-style-type: none"> – Review business plan – Establish facility revenue plan – Establish sponsorship / donations revenue plan – Increase monthly reserve transfer – Maximise grant funding 	<ul style="list-style-type: none"> – Review business plan – Implement facility revenue plan – Implement sponsorship / donations revenue plan – Increase monthly reserve transfer – Measure grant funding need 	<ul style="list-style-type: none"> – Review business plan – Review facility revenue plan – Review sponsorship / donations revenue plan – Maintain month reserve transfer to meet reserve need – Reduce reliance on grant funding
Pillar 5: Leadership				
<ul style="list-style-type: none"> – Strategic plan driven organization – Strong balanced leadership with skills to meet the needs of the association – Financial planning and policy driven decisions – Professional development plan – Succession planning 	<ul style="list-style-type: none"> – Develop strategic plan 	<ul style="list-style-type: none"> – Develop annualised operational goals, implement & measure – Complete skill matrix and recruit additional Board members in line with skill gaps – Establish a financial management policy – Review business plan, review policy register – Board members attend club play nights, club AGM's and committee meetings – Complete Sport NZ Governance 101 course – Review board meetings – Board internship advertised/identified 	<ul style="list-style-type: none"> – Develop annualised operational goals, implement & measure – Succession plan and establish key committees – Review business plan, review policy register – Board members attend club play nights, club AGM's and committee meetings – Identify other professional development opportunities – External supervisor/review for Board meetings – Review board meetings – Succession planning – Board intern position filled 	<ul style="list-style-type: none"> – Develop annualised operational goals, implement & measure – Review business plan, review policy register – Review / start to develop new strategic plan – Board members attend club play nights, club AGM's and committee meetings – Identify further professional development opportunities – External supervisor/review for Board meetings – Review board meetings – Succession planning – Review board internship/advertise for new intern