

SABA STRATEGIC PLAN 2019 - 2022

Participation & Growth							
ITEM	GOAL	STRATEGIES	KPI	RESPONSIBILITY	PRIORITY	TIME FRAME	RESOURCES NEEDED
1.1	Encourage /promote participation of people of all standards & ages in badminton	Provide opportunities for participation by players of all standards & age groups	All age groups & player standards represented in participation numbers	Board/Clubs	2	Ongoing	volunteer time commitments
1.2	Review competition formats	Investigate options for more efficient competition formats	Utilise new software for SABA and affiliate competitions	Competition committee / Board	2		volunteer time commitments
		Look at what other clubs/associations are doing	Trial other competition formats to expand usage of venue	Competition committee / Board	2		volunteer time commitments
Volunteering							
2.1	Recruit/train volunteers for coaching/umpire/administration of badminton	Team environment supporting/training volunteers utilising description documents outlining responsibilities of roles	Provide learning opportunities, provide policy/strategy documents	Board	1		volunteer time commitments
		reward volunteers - certificate of appreciation, umpire tops during tournaments	Volunteer appreciation, retention & growth	Board	1		volunteer time commitments
		Encourage the maintenance of accreditation of umpires/officials	increased number of umpires/coaches/officials	Board	1		volunteer time commitments
Communication & Promotion							
3.1	Expand facility hire in low utilisation periods	Seek new groups/members to use facility in periods of low or no bookings	More people using facility - increased revenue	Board	1		volunteer time commitments
3.2	Promote competitions throughout state regional areas/ other city locations	Identify other badminton locations / promote all venues where badminton is played across state	Tournaments played at various venues - promoted	Board/Clubs	1		volunteer time commitments
3.3	Increase media coverage/promotion of badminton	explore relationships with media options	increased media promotion	Board/Clubs	1		volunteer time commitments
		develop self promotion through facebook/twitter	provide policy/strategy documents	Board/DO	1		volunteer time commitments
		redevelop/expand webpage		Board/DO	1		volunteer time commitments

Governance Practices							
4.1	Improve internal communication with affiliates & support the adoption of updated governance policies/strategies	Develop/update/revise governance policies/strategies using recognised best practices and templates provided by Rec & Sport	Increased adoption by affiliates of reviewed/updated governance policies	Board	2		time from board members and club representatives
4.2	Review documents to ensure conformance to appropriate Rec & Sport requirements	perform ongoing reviews of documents	reviews to take place	Board/Clubs	2		time from board members and club representatives
4.3	Review Structure of board	Review/evaluate board structure and operating procedures/processes	review/re-evaluation to take place	Board/Clubs	2		time from board members and club representatives
Junior Development							
5.1	Establishment of Junior Competition	Create a competition to allow junior players of all standards to play on a regular basis.	Establishment of competition	DO	2		SDO Time
		Consult with competition committee			2		Competition Committee
		Entice juniors into existing competition	Increased Junior Participation	DO	2		SDO Time, Clubs, Competition Committee
5.2	Increase penetration of badminton into the junior sports market	Increase school participation by making schools, teachers & students aware of badminton and what is available for them.	Pathways for juniors are defined	DO	2		SDO Time
		Entry forms and Kidz club newsletter to be emailed to schools.	More promotion at junior level	DO	2		SDO Time
5.3	Elite pathway for junior players	Define pathways for junior players so they can progress to their full potential	Pathways defined	DO	2		SDO Elite Squad
Facilities Development							
6.1	Gain lease renewal with City of West Torrens of WA Slatterley Hall, Lockleys	liase with City of West Torrens to develop new lease arrangements -5/5/5 yr plan	sign new lease agreement with City of West Torrens	Board	1		board members
6.2	Develop 5/10 year plans for facility maintenance/upgrading	resurface floor to provide 5 years use of current floor	award contract to resurface floor	Board	1		board members
6.3	liase with City of West Torrens re: removal asbestos, internal painting and improve sound proofing of premises	liase with City of West Torrens when they organise contractors to remove asbestos/repaint internal sections/modify electrical work	asbestos removed, internal walls painted, sound proofing to reduce noise outside of premises	Board	1		board members
		liase with City of West Torrens to develop/extend facility to cater for future growth of badminton	facuility upgraded in size/number of courts	Board	1		board members
State Teams/ Officials							
7.1	Develop appropriate selection/organisation process for state teams -players/coaches/umpires	quality training practices, selection processes implemented	stronger team selection/performance	Board	1		board members
7.2	Financial support of state team representatives	external funding support for state team members	increased participation	Board	1		board members