



Created in August 2010

## **MISSION STATEMENT:**

Excel at providing the opportunity of education, support, quality training and financial assistance to those who wish to pursue the sport of badminton to the level that helps them realise their true potential.

## **VISION:**

To develop talented players to internationally competitive levels by attracting and retaining 100,000 people into the sport.

## **Five Key Strategic Areas**

Finance

Profile

Organization

Facilities

Offerings

## GOALS

### 1. Finance:

**To be financially independent enough to future proof both the organization and the sport within 20 years.**

#### *Strategic Measures:*

1.1 Establish a future fund by December 2011 that cannot be used for anything other than the interest that it generates.

1.2 Establish a Property and building fund by December 2011 that can only be used for this purpose.

1.3 Establish a sponsorship fund by December 2011 that enables the support of players

a/. in financial need to participate in the sport

b/. who reach a level of distinction to gain experience

c/. who reach internationally competitive levels

d/. who wish to gain university or equivalent qualifications/job training to work within our organization after finishing their playing career.

e/. who wish to train and excel as coaches and for NZBA coaches who wish to further their coaching qualifications and experience for the betterment of our organization.

1.4 to establish a system of transparency and a culture of low financial wastage within the organization and review this on a bi-annual basis 10<sup>TH</sup> Nov, and 10<sup>th</sup> May every year.

1.5 To link financial support to a culture of giving back to the sport and organization.

1.6 To utilize “best practice” in all organizational financial dealings and record keeping and have this assessed annually by independent auditors.

1.7 Establish sponsorship partnerships by December 2012 through such things as a trade directory of members.

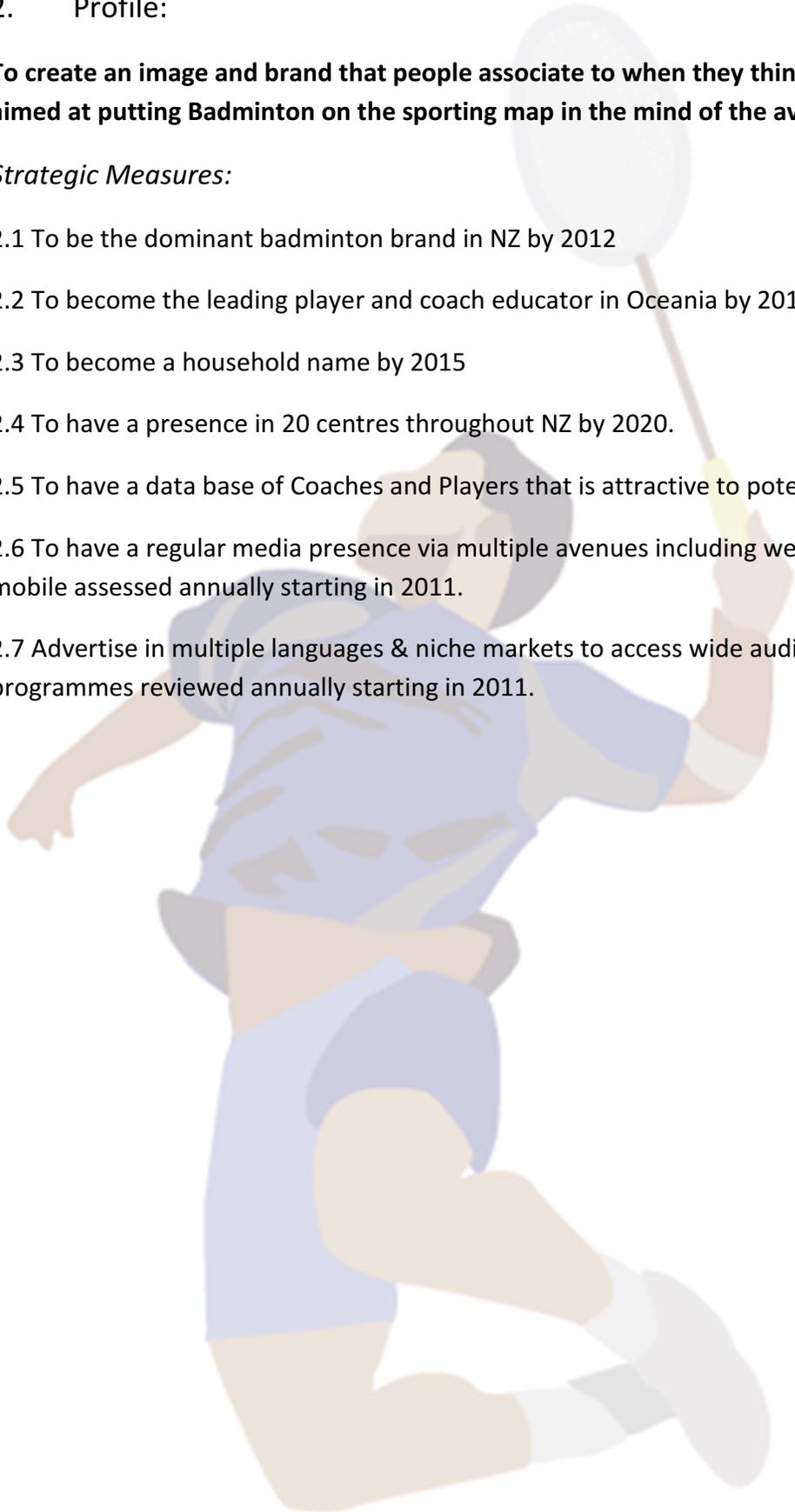


## 2. Profile:

**To create an image and brand that people associate to when they think about badminton aimed at putting Badminton on the sporting map in the mind of the average person.**

### *Strategic Measures:*

- 2.1 To be the dominant badminton brand in NZ by 2012
- 2.2 To become the leading player and coach educator in Oceania by 2013.
- 2.3 To become a household name by 2015
- 2.4 To have a presence in 20 centres throughout NZ by 2020.
- 2.5 To have a data base of Coaches and Players that is attractive to potential sponsors by 2020.
- 2.6 To have a regular media presence via multiple avenues including web, newspaper, tv, and mobile assessed annually starting in 2011.
- 2.7 Advertise in multiple languages & niche markets to access wide audiences for available programmes reviewed annually starting in 2011.



### 3. Organization:

**Develop the NZBA into an efficient, transparent, professionally run organization that creates a sense of ownership from everyone within our team.**

#### *Strategic Measures:*

- 3.1 Engage an operational plan each year that is aligned with the annual budget
- 3.2 Ensure the core business is self funded with no *reliance* on grant funding by 2012
- 3.3 Implement Strong cultures within the organization for the purposes of ensuring staff, and customer retention.
- 3.4 Employ governance policies, terms of reference and an annual board agenda plan to guide the work of the Board
- 3.5 Manage the performance of all staff through an objective performance management system.
- 3.6 Provide inspirational leadership at every tier, to build a dynamic, sustainable and business oriented organisation that is well resourced for the future.
- 3.7 To have an employment structure that empowers one leader to oversee their local area.

Area structure will be formatted as follows:

One area manager: Oversees all mentors, coaches and support staff of all programmes, and organizes implementation of Road shows, coach education and marketing for their area.

It is anticipated that Area Managers will be employed in the following areas by the matching dates.

2011: Whangarei, Waitakere, Counties	2014: Tauranga, Rotorua, Waikato
2012: Invercargill, Auckland, North Harbour Christchurch	2015: New Plymouth, Napier, Gisborne
2013: Dunedin, Wellington, Palmerston North	2016: Nelson/Blenheim, Mobile South Island
	2017: Mobile North Island

All area manager's answer directly to the Managing Director.

- 3.8 Head office will have 5 administrative staff including a National Marketing Manager, a financial controller, a creative design and IT Manager, National Coaching and programme Director, and a secretary/receptionist by 2014 based at the new 24 court facility in Auckland.

#### **4. Facilities:**

**To establish a continuity of presence throughout NZ first through the saturation of existing facilities, then through the establishment of our own facilities to enable us to expand.**

##### *Strategic Measures:*

4.1 To establish a dominant presence at each association and Major hall in the country.

4.2 To purchase land, and build our own halls

2014 To build one world class 24 court facility in Auckland

2016 To build one world class 24 court facility in Wellington,

2018 To build one world class 24 court facility in Palmerston North

2020 To build one world class 12 court facility in Christchurch

2022 To build one world class 12 court facility in Tauranga

2024 To build one world class 24 court facility in North Harbour.



## 5. Offerings:

**To provide programmes that surpass the expectation of their participants, and create a competitive advantage over other providers in the market.**

### *Strategic Measures:*

5.1 Engage quality control through effective programme design, undercover customers and the encouragement of departmental, peer and self appraisal.

5.2 Have regular customer reviews and online surveys to ensure our offerings are delivering what we perceive they are.

5.3 Have procedures in place to protect the intellectual property of the NZBA, to prevent unauthorized use.

5.4 Ensure the programmes on offer set the bar for quality of content, professionalism of delivery, and value for money.

5.5 Design and review the total offerings around customer demand, ensuring all areas of badminton education are provided to meet the demand, and that appropriate marketing is done to stimulate that demand.

5.6 Provide a unique modern method of education that sets the benchmark.

