



BADMINTON NORTH HARBOUR STRATEGIC PLAN 2020-2024

VISION: Badminton North Harbour is to be a highly regarded and financially sustainable organization that successfully delivers badminton as a lifelong sport embraced by the North Harbour region.

MISSION STATEMENT: Badminton North Harbour exists to provide its members and the general public with the quality badminton facility and diverse range of services and programs.

Badminton North Harbour will strive to increase player participation, enjoyment, and high achievement through sound business practice and a commitment to developing our game.

GOVERNANCE

STRATEGIC OUTCOME:

Ensure the administration and financial stability of BNH is sound and in line with all strategic objectives.

- 1.1 Establish accepted Board meeting protocol.
- 1.2 To review the make-up of the Board to ensure strategic objectives can be met.
- 1.3 Review the Constitution.
- 1.4 Review and update BNH Policies in line with the BNH Constitution.

MANAGEMENT

STRATEGIC OUTCOME:

Establish a highly efficient and sustainable management operating model.

- 2.1 Maintain a positive staff culture driven by strong and supportive leadership.
- 2.2 Monitor and review the staffing structure to ensure alignment of strategic objectives, optimizing operational performance.
- 2.3 Maintain strong and mutually beneficial relationships with all key stakeholders.
- 2.4 Provide opportunities for staff to increase their knowledge and skill within the areas of responsibility.
- 2.5 Management culture of entire organization: volunteer / players / parents

GAME DEVELOPMENT

STRATEGIC OUTCOME:

An organization that has well-structured programs and competitions that leads the way for player development and participation.

- 3.1 To develop a court officials development plan.
- 3.2 Maintain a strong relationship with the clubs to support their operational development.
- 3.3 Maintain a coaching infrastructure to promote and facilitate coaching programmes at all levels.
- 3.4 Review competition structure that maximizes participation, player enjoyment and high achievement.
- 3.5 Hold high profile BNZ sanctioned tournaments each year.
- 3.6 High performing representatives at all levels.
- 3.7 Further develop the links between schools - clubs - BNH

FINANCIAL

STRATEGIC OUTCOME:

Badminton North Harbour operating a financially sustainable organization underpinned by secure revenue streams.

- 4.1 Establish additional revenue streams to ensure financial objectives are met.
- 4.2 Secure sufficient revenue for all association operational and infrastructure costs working within the budget.
- 4.3 Maintain cash reserves of \$100,000.00
- 4.4 Further develop the sponsorship / grants structure.

BUILDING DEVELOPMENT & FACILITY OPERATION

STRATEGIC OUTCOME:

Badminton in the North Harbour region is adequately serviced with well maintained, modern and up to date facilities.

- 5.1 Continually revise maintenance requirements and establish consistent scheduling of work as required.
- 5.2 Review the current booking system in line with the financial operating system.
- 5.3 Investigate options for an additional badminton facility for the greater North Harbour community.
- 5.4 Establish an asset management plan to maintain a high level of operational efficiency.
- 5.5 Review functionality of the existing badminton facility in Forrest Hill.
- 5.6 Create a Progressive Plan for the kitchen.

MARKETING

STRATEGIC OUTCOME:

Develop and implement communication strategies to ensure we reach the badminton community at all levels.

- 6.1 Develop a functional social / digital media environment that meets the needs of its members.
- 6.2 Develop and implement marketing strategies specifically targeted to showcase the game.
- 6.3 Know your players.