| 2022-26 Strategic Plans | ParticipationMore people playing and enjoying badminton for life | PerformanceThe Association of choice where players enjoy high-performance achievements | ExperienceThe Wellington North Badminton ‘badminton experience’ is unmatched in the region |
| --- | --- | --- | --- |
| 2021 | Baseline Results | * A minimum of 82 players to field teams as per our “performance” outcome
* 1880 “active” registered players
* Shuttle Time participants
	+ Average of 1083 participants per year for in-school delivery
	+ Average of 207 participants per term for in-stadium delivery
 | * Junior teams in U15/17/19
* Senior teams in Wisden/Slaz/Div 3/CR Division
* 2 Master teams
* 1 Super-Vet team
 | * The facility meets industry standard
* All programmes and events meet the Wellington North Badminton quality framework (N/A)
* 90% VoP satisfaction rating
* NPS 19
 |
| 2022 | Targets | * A minimum of 90 players to field teams as per our “performance” outcome
* 2000 “active” registered players
* Shuttle Time participants
	+ Average of 1000 participants per year for in-school delivery
* Average of 200 participants per term for in-stadium delivery
 | * Junior teams in U13/15/17/19
* Senior teams in Wisden/Slaz/Div 3/CR Division
* 2 Master teams
* 1 Super-Vet team
 | * The facility meets industry standard
* All programmes and events meet the Wellington North Badminton quality framework
* 90% VoP satisfaction rating
* NPS 25
 |
| Strategic Initiatives | * Launch of Stadium Pass operating model
* Collaborate and deliver Capital Badminton League
* Develop and document the TO pathway
* Deliver at least 1x ST teacher/SYLA training
 | * 6x teams competing in NZSSC
* Establish the Development Manager (Head Coach) role
* Develop and document the player pathway
* Develop and document the coach pathway
 | * Develop a quality experience framework
 |
| 2023 | Targets | * A minimum of 100 players to field teams as per our “performance” outcome
* 2100 “active” registered players
* Shuttle Time participants
	+ Average of 1000 participants per year for in-school delivery
* Average of 200 participants per term for in-stadium delivery
 | * Junior teams in U13/15/17/19
* Senior teams in Wisden/Slaz/Div 3/CR Division
* 2 Master teams
* 1 Vet team
* 1 Super-Vet team
 | * The facility meets industry standard
* All programmes and events meet the Wellington North Badminton quality framework
* 90% VoP satisfaction rating
* NPS 30
 |
| Strategic Initiatives | * Implementation of the TO pathway
* Women & Girl initiatives
* Weekend Shuttle Time Programme
* Tertiary Partnership (player pathway)
 | * Recruitment/appointment of Development Manager
* Physical conditioning programme
* Implementation of player pathway
* Implementation of coach pathway
 | * Implementation of the quality experience framework
* Physio partnership
* Long Term Maintenance Plan
* Roof replacement and insulation
 |
| 2024 | Targets | * A minimum of 100 players to field teams as per our “performance” outcome
* 2150 “active” registered players
* Shuttle Time participants
	+ Average of 1000 participants per year for in-school delivery
* Average of 230 participants per term for in-stadium delivery
 | * Junior teams in U13/15/17/19
* Senior teams in Wisden/Slaz/Div 3/CR Division
* 2 Master teams
* 1 Vet team
* 1 Super-Vet team
 | * The facility meets industry standard
* All programmes and events meet the Wellington North Badminton quality framework
* 90% VoP satisfaction rating
* NPS 35
 |
| Strategic Initiatives | * ST classes (weekend option)
* Evaluation of TO pathway
* Scholarship Programme
 | * Evaluation of player pathway
* Evaluation of coach pathway
* Tertiary Partnership (internship programme)
* Scholarship Programme
* BWF sanctioned event bid
 | * Evaluation of the quality experience framework
* Establish the Account/Office Admin Role
* Roof replacement and insulation
* Stadium extension/new facility feasibility
* Alternative venue partnerships
 |
| 2025 | Targets | * A minimum of 120 players to field teams as per our “performance” outcome
* 2200 “active” registered players
* Shuttle Time participants
	+ Average of 1000 participants per year for in-school delivery
* Average of 250 participants per term for in-stadium delivery
 | * Junior teams in U13/15/17/19
* Senior teams in Wisden/Slaz/Div 3/CR Division
* 3 Master teams
* 1 Vet team
* 1 Super-Vet team
 | * The facility meets industry standard
* All programmes and events meet the Wellington North Badminton quality framework
* 90% VoP satisfaction rating
* NPS 40
 |
| Strategic Initiatives | * Improved coach/player ratio
 | * Improved coach/player ratio
* Stage a BWF sanctioned international event
 | * Establish the Marketing/Comms Coordinator role
* Stadium extension/new facility feasibility
* Bar facility
* Improved Proshop offering
 |
| 2026 | Targets | * A minimum of 120 players to field teams as per our “performance” outcome
* 2200 of “active” registered players
* Shuttle Time participants
	+ Average of 1000 participants per year for in-school delivery
* Average of 250 participants per term for in-stadium delivery
 | * Junior teams in U13/15/17/19
* Senior teams in Wisden/Slaz/Div 3/CR Division
* 3 Master teams
* 1 Vet team
* 1 Super-Vet team
 | * The facility meets industry standard
* All programmes and events meet the Wellington North Badminton quality framework
* 90% VoP satisfaction rating
* NPS 45
 |
| Strategic Initiatives |  | * Stage a BWF sanctioned international event
 | * Stadium extension/new facility funding applications
 |
| Business-as-Usual Activities | * In-stadium Shuttle Programmes
* Relay and Junior Events
* Racketlon Holiday Programmes
* Intermediate school League
* Social club offerings
* Wellington North (BCD) Championships
* Wellington North Junior Championships
* Monthly newsletters
 | * Junior Rep Programme
* Senior Rep Programme
* Wellington North Open
* Aged group sanctioned event (e.g. Wellington North u15 Open)
* Hosting bid of national events
 | * Post programme survey
* Post tournament survey
* Maintain sponsor relationships
 |