| 2022-26 Strategic Plans | | Participation More people playing and enjoying badminton for life | Performance The Association of choice where players enjoy high-performance achievements | Experience The 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 |