

# **Bunbury** ***Badminton***



**Strategy**  
**2015-2019**

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## Badminton...a great game the world over

With an estimated 14 million players worldwide, badminton is the second most popular sport in the world. It is the most popular racquet sport in the UK, Malaysia and Indonesia and is hugely popular in China, India, Denmark, Japan, South Korea and the Netherlands. It is also the fastest racquet sport in the world.

Badminton became a Commonwealth sport in 1966 and debuted as an Olympic sport in 1992, when an estimated 1.1 billion television viewers demonstrated its worldwide popularity.

Badminton is enjoying a resurgence in popularity right across Australia. In 2010, there were 41,000 people participating in badminton – now in 2015, there are over 150,000 people in Australia registered as official members of a badminton club, with half of those members being children.

## Our history...a story of passion and commitment

The Bunbury and Districts Badminton Association has a long and proud heritage as an integral part of the South West community, drawing members from towns across the entire South West Region.

In the 1960s there were many badminton clubs in the Greater Bunbury area. They each used existing multi-use facilities and intra-club events had to be held in separate facilities at the South West Hall in Spencer Street to handle the number of entrants.

Planning for a dedicated specialty badminton facility was first discussed in 1970, and plans were drawn up in consultation with the various clubs, and with the assistance of the (then) Shire of Bunbury. Amenities in the building included toilets and showers, a kitchen, a club and meeting room, and an office. At the time, a loan from the Shire was required to fund the construction of the building, and this was guaranteed at the time by more than 20 members of the different clubs, who put their homes and livelihoods on the line in order for the badminton community of Bunbury and the surrounding hinterland to have a single, dedicated regional badminton facility that could become the home of badminton in the South West.

The new building was opened in 1972 and quickly became a major player in the Western Australian tournament circuit. In 1983, Bunbury hosted the Whyte Trophy, an International event between Australia and New Zealand. During the 1980s the Bunbury Association grew to become one of the highest contributors of junior players to participate at a state level. Many juniors progressed to a National level and two continued to the highest level of world sport to represent Australia at the Commonwealth Games. None of this would have been possible without the dedication, commitment, foresight, and fundraising of the past and present members of the Bunbury and Districts Badminton Association.

As the Association grew, fundraising continued to improve the facility. A second level was planned, to expand the clubroom amenities. Money was raised to cover the cost of



a mezzanine floor, which overlooked the playing courts, and gave provision for lounge facilities and a committee room. On completion of these works in the early 2000s, plans continued to improve the playing surface on the courts. The Association searched around Australia for the best playing surface possible and settled on a specialised vinyl floor surface sourced from Queensland, which was purchased after yet more fundraising, and then fitted over a back-breaking week by Association members. All this was paid for by fundraising efforts of the Association and its members, supported by the business community of Bunbury and the South West.

Today, the Bunbury and Districts Badminton Association has over 70 full members, and we are affiliated with the state body, Badminton WA. In addition to our permanent members, there are hundreds of social and casual players who use our centre during the day and night, throughout the entire year. We also regularly have clubs and groups hire our centre over weekends for private badminton tournaments. Our junior participation continues to grow each month, with coaching provided by the Association on an ongoing basis.

## Why our history matters more now than ever before

At the time this Strategy was being prepared, the City of Bunbury distributed a draft of the South West Sports Centre Master Plan, which proposed that our existing facility be demolished to make way for the expansion of the South West Sports Centre, and that our Association be catered for within the expanded new Centre. As an independent Association with a proud history and demonstrated track record of self-funded construction, expansion and improvement, we regard this proposal as a major threat to our future.

Our first class facilities are currently available, without encumbrance, 24 hours a day 7 days a week for badminton. Over the last two decades, some badminton centres across the State have been incorporated into larger recreation centres, despite badminton being a growth sport. This has proven to be to the detriment of the sport, as competition from other more populous sports requires that badminton training, coaching, tournaments, social and casual play be worked around these other sports. Moreover, the floor surfaces in these shared-use facilities, whilst hardwearing, are not ideal for badminton (for example, due to multiple lines, lighting and facility access).

The Bunbury and Districts Badminton Association is in a healthy and well managed financial position, with plans in place to further enhance the amenities within our centre to cater for the needs of our growing membership base. However, we must now put these plans on hold, despite a secure lease position, as we build our case to retain our independent centre and facilities.

This Strategy has a strong focus on strengthening our profile and position within the South West sport and recreation sector. It draws on our history, which keeps us passionate. It is grounded in our present, which keeps us positive. And it looks toward a future that we are willing to fight for, and that keeps us inspired and motivated.



# Our Strategy at a glance

## Our Vision

**In 2025, badminton will continue to be recognised across the region as a fast, exciting and inclusive sport for people of all ages and abilities, and nowhere will this be more evident than at the Bunbury and Districts Badminton Association.**

We will be a genuine asset to community life in the region.

We will have facilities of the highest quality.

We will be one of the highest performing badminton clubs in WA.



## Our Mission

**To provide the best physical and social environments in which people of all ages, abilities and cultures can enjoy the great game of badminton.**

## Our Values

- Great sportsmanship on and off the court.
- Enjoyment of the game.
- Honesty and trustworthiness, which go hand in hand in our honour system.
- Assertive communication when we see that behaviour is not up to standard.

## Our Principles

- Excellent court etiquette by all members.
- Diligence in teaching the rules and regulations to our juniors and new adult members.
- Vigilance when we're on and off the court, to ensure that our rules and regulations are upheld at all times.

## Our goals

1. Build a strong case for exclusive long-term land tenure
2. Establish a successful Junior Development Programme
3. Increase our public profile and improve our public image
4. Enhance our social and fundraising activities
5. Strengthen the way we govern the Association
6. Strengthen our financial management practices
7. Improve services for our members
8. Establish volunteer workforce management practices





## Our Vision for 2025

In 2025, badminton will continue to be recognised across the region as a fast, exciting and inclusive sport for people of all ages and abilities, and nowhere will this be more evident than at the Bunbury and Districts Badminton Association.

### More about our ideal future...



**A genuine  
asset to  
community  
life**

Our Association will be widely regarded as a **genuine asset to community life in the region**. Our Centre will be a buzzing hub of social activity, where people of all ages, abilities and backgrounds have a great time, keep fit, and make friends. We will be successfully facilitating the popularity and growth of our great game, from primary school learn-to-play programmes and inter-school tournaments, through to adult programmes and tournaments. Badminton will have remained an affordable, inclusive and popular sport in Bunbury, which is why our membership will continue to grow, year in and year out.



**Facilities of  
the highest  
quality**

**Our facilities will be of the highest quality** and aesthetically pleasing, with eight international standard courts available for use at any time of the day. We will have pleasant spaces for social functions, both indoors and out. And with our easy parking and universal access, we will attract players from across the region.



**One of the  
highest  
performing  
badminton  
clubs in WA**

Our standing as **one of the State's highest performing badminton clubs** will be evident from the number of state and national representatives who hail from the Bunbury and Districts Badminton Association, and the number of major competitions we host every year. As successful as we will be, we will never lose our grassroots culture...it is the every day club member who will always matter most to us.



## Our Mission

At the Bunbury and Districts Badminton Association, we have always been, and will remain dedicated to:

**providing the best physical and social environments in which people of all ages, abilities and cultures can enjoy the great game of badminton.**

However, over the next five years, there is new and crucial dimension to our mission:

**to maintain our independent status within our own facility, so that we can invest in future developments with confidence.**

## Critical to our mission

It is absolutely critical to the achievement of our mission that we:

**secure the long-term, exclusive tenure of the land on which we independently built our facility over 40 years ago.**

## Our Values and Principles

### The values that guide our interpersonal behaviour

- Great sportsmanship on and off the court.
- Enjoyment of the game.
- Honesty and trustworthiness, which go hand in hand in our honour system.
- Assertive communication when we see that behaviour is not up to standard.

### The principles that guide the way we play badminton

- Excellent court etiquette by all members.
- Diligence in teaching the rules and regulations to our juniors and new adult members.
- Vigilance when we're on and off the court, to ensure that our rules and regulations are upheld at all times.



# Our Goals

## 1. Build a strong case for long-term, exclusive land tenure

We will put together the evidence needed to present a strong and compelling case to the City of Bunbury that the Bunbury and Districts Badminton Association should be granted long-term exclusive tenure of the land on which the existing centre is built.

### To help us achieve this goal, we will

- Collect, collate, publish and promote our membership and facility usage statistics to demonstrate that our membership base is consistently growing, and our centre is consistently well patronised.
- Improve our relationships and communications with key decision-makers and community champions, especially the City of Bunbury, the Department of Sport and Recreation (DSR) and Badminton Western Australia (BADWA).

## 2. Establish a successful Junior Development Programme

We will establish a successful Junior Development Programme that creates a groundswell of children who regularly play badminton for fun and fitness, and provides opportunities for our talented young players to take their game to the next level.

### To help us achieve this goal, we will

- Establish a School Badminton Programme, to be funded through the DSR's Active Regional Communities Grant (or similar funding scheme), and that includes excursions to our centre, incursions in schools, and exhibition games in schools by our highest achieving players (state, regional and association level).
- Continue to develop and expand our Junior Coaching Programme, including talent-spotting young players through the School Badminton Programme.
- Actively promote the "Be Active Higgs Trophy" Tournament (for mixed juniors teams) and the "Be Active State Junior Championships" (under-age events), to be hosted at our centre during the July school holidays in rotation with Perth and Geraldton.
- Provide junior coaching clinics prior to the Be Active Higgs Trophy Tournament.

## 3. Increase our public profile and improve our public image

We will increase our public profile and improve our public image throughout the South West Region

### To help us achieve this goal, we will

- Develop and implement a Strategic Communications Management Plan to help us target our communications better, and maintain good relationships with our key stakeholders, such as the City of Bunbury, DSR and BADWA.
- Promote our sport and tournaments through community and social media.



## 4. Enhance our social and fundraising activities

We will continue to develop and enhance our social and fundraising activities over the next five years

### To help us achieve this goal, we will

- Set an annual fundraising target.
- Plan and implement an annual programme of social and fundraising events.

## 5. Strengthen the way we govern the Association

We will strengthen the way we govern the Association through our Committee so that we provide the best possible leadership.

### To help us achieve this goal, we will

- Define the attributes of each position within the Committee and create role descriptions that clearly describe the duties that members are expected to perform in those position.
- Provide professional development to Committee members to help them better understand and fulfill their duties.
- Develop and implement a plan to attract new people to the Committee.
- Regularly review the Constitution.

## 6. Strengthen our financial management practices

The Committee will strengthen our financial management practices so that we continue to maintain our financial integrity into the future

### To help us achieve this goal, we will

- Undertake annual financial planning and develop an annual operating budget.
- Monitor progress against the annual operating budget.
- Build our capacity to prepare high quality grant applications.

## 7. Improve services for our members

We will improve services for our members so that they have the most positive experiences possible.

### To help us achieve this goal, we will

- Establish online member registration and details management for members.
- Collect and track member information to help improve services to better meet member needs.

## 8. Build our volunteer 'workforce'

We will build our volunteer 'workforce' so that we always have enough hands on deck to undertake our activities and events.



### **To help us achieve this goal, we will**

- Undertake annual volunteer workforce planning to ensure we have the right people with the right skills doing the right jobs at the right times throughout the year.
- Appoint a Volunteer Coordinator to manage and allocate volunteers across the Association.

## **How we will implement this Strategy**

Whilst our Strategy focuses us on what is important to achieve, it is not a detailed plan of action in itself. We will use it to create Annual Operational Plans that will bring us closer to realising our goals and fulfilling our mission.

Every year our Committee will review the Strategy and decide which areas of work to progress under each goal. The entire body of work for the coming 12 months will be assessed, and a workforce plan and budget will be drawn up to ensure that we have enough 'hands on deck' and the funds required to complete the work.

This first version of our Strategy sets out a small number of actions under each goal area. We chose these actions because we believe they are critical to initiating the Strategy during the first 12 months. However, we have deliberately not included a prescriptive or exhaustive list of actions for the full five years, as the future is always uncertain, and we know that circumstances are likely to change from year to year. Our Annual Operational Planning process will determine the final sets of actions to be carried out each year, and every year we will come closer to achieving our goals.

## **Contacts**

For more information about this Strategy and the Bunbury and Districts Badminton Association, please contact:

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