Statement of Strategic Direction 2022-2026

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| VisionTo provide the best badminton experience | PurposeWellington North Badminton exists so that people in the greater Wellington North community can play and enjoy the game of Badminton | FocusGrowing Representative players (juniors, seniors, and masters)Maintaining non-representative players (social, club and casual)Activation for para-badminton players |

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|  | 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 | |
| Strategic Outcomes | By 2026, Wellington North Badminton will have a thriving playing population. | | By 2026, Wellington North Badminton will have teams competing in the Badminton NZ inter-Association competitions. | | | By 2026, Wellington North Badminton’s quality of service and experience will be unmatched in the region. | |
| Measures | * 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 | | (Based on existing 2022 competition format)   * Junior teams in U13/15/17/19 * Senior teams in Wisden/Slaz/Div 3/CR Division * 3 Master teams * 1 Vet tea * 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 | |
| Key Results Areas | Shuttle Time Programmes | Facility | | Events & Competitions | Organisational Capability & Capacity | | Stakeholder relationships |