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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|  | 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 |
| 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
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| Key Results Areas | Shuttle Time Programmes | Facility | Events & Competitions | Organisational Capability & Capacity | Stakeholder relationships |