

Statement of Strategic Direction 2022-2026

Vision

To provide the best badminton experience

Purpose

Wellington North Badminton exists so that people in the greater Wellington North community can play and enjoy the game of Badminton

Focus

Growing Representative players (juniors, seniors, and masters)
Maintaining non-representative players (social, club and casual)
Activation for para-badminton players

| | 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 | <ul style="list-style-type: none"> A minimum of 120 players to field teams as per our "performance" outcome 2200 of "active" registered players Shuttle Time participants <ul style="list-style-type: none"> 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) <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 |

Benchmark Results (2021 results)

| Participation | Performance | Experience |
|---|--|--|
| <ul style="list-style-type: none"> A minimum of 82 players to field teams as per our "performance" outcome 1880 of "active" registered players Shuttle Time participants <ul style="list-style-type: none"> Average of 1083 participants per year for in-school delivery Average of 207 participants per term for in-stadium delivery | <ul style="list-style-type: none"> Junior teams in U15/17/19 Senior teams in Wisden/Slaz/Div 3/CR Division 2 Master teams 1 Super-Vet team | <ul style="list-style-type: none"> The facility meets industry standard All programmes and events meet the Wellington North Badminton quality framework (N/A) 90% VoP satisfaction rating NPS 19 |