2017-2024 STRATEGIC PLAN
LEADING THE NATION IN BADMINTON

VISION
Canadians unified as one to grow the sport of Badminton at all levels in Canada and to challenge the world in our sport.

MISSION
To inspire, promote, govern and develop exceptional Badminton experiences in Canada and lead a world class Canadian Badminton sport system.

PURPOSE
To strengthen our sport from the ground up, ensure world-class performances, encourage and oversee growth of our sport, and govern the game professionally.

KEY STRATEGIC GOAL
By 2024, our Canadian badminton system will have produced world class performers as evidenced by our athletes’ improved ranking and the number of medals at major events.

OUR THREE PILLARS

1. OUR ORGANIZATIONS
   - Financial Capacity
   - Governance and Operations
   - Officials Development
   - Club Operations
   - Event Management

2. PLAYER DEVELOPMENT
   - Technical Leadership
   - HP Player Development
   - Coaching Development
   - Club Player Development
   - Competitions
   - Participation

3. HIGH PERFORMANCE
   - Leadership
   - Podium Pathway
   - National Teams
   - Club Training
   - Competition, sparring & camps
   - International Competitions
   - Coaching Excellence

FOCUS AREAS

STAKEHOLDERS
Internal: players, coaches, clubs, PSO's officials, volunteers, parents, alumnae, BOD, staff
External: fans, media, sponsors, funding, BWF, other major sport organizations
Objectives: increase engagement, meaningful interactions, capacity and/or skill sets and drive value back to all stakeholders

RESOURCES
Partnerships: increase number of, and enhance existing
Fundraising: increase sponsorship, maximize event revenue generation, optimize engagement
Resource Allocation: minimize duplication of work, align resources system-wide, find efficiencies, invest in our stakeholders

PROCESSES
Be bold in our activities and decisions.
Be transparent in our activities and decisions.
Become world-class in everything we do.