

5 YEAR STRATEGY

TO OFFER A
WELCOMING & INCLUSIVE
COMMUNITY FOCUSED
CLUB WHICH ENSURES
BADMINTON IS AT THE HEART
OF ALL WE STRIVE FOR

PROVIDE A
VARIETY OF SESSIONS
WHICH CATER
FOR ALL
ABILITY LEVELS

OFFER PROSPECTS
FOR MEMBERS TO
DEVELOP THEIR
SKILLS AND
EXPERIENCE

CONDUCT
REGULAR CLUB
SKILLS AUDIT TO
ADDRESS GAPS
& DRIVE
IMPROVEMENT

LOOK BEYOND
BADMINTON WHEN
CONSIDERING
OPPORTUNITIES

SEEK
OPPORTUNITIES
FOR MEMBERS
TO OBTAIN
CERTIFICATED
TRAINING

BEGINNERS &
RETURNERS
SESSIONS REMAIN
CENTRAL TO OUR
OFFERING

MAXIMISE
OPPORTUNITIES FOR
OUR MEMBERS
TO PLAY
COMPETITIVELY

CEMENT
JOHN GRANT
MEMORIAL CUP AS
AN ANNUAL
CLUB FIXTURE

ESTABLISH
AN ANNUAL
JUNIORS CLUB
TOURNAMENT

WORK
COLLABRATIVELY
WITH OTHER CLUBS
TO HOST REGULAR
FRIENDLIES

ACTIVELY
SUPPORT
PDDBA
(PERTH DISTRICT BADMINTON ASSOCIATION)
LEAGUE FIXTURES

ENCOURAGE
PARTICIPATION IN
WIDER NATIONAL &
INTERNATIONAL
COMPETITIONS

IMBED A
FLEXIBILITY WHICH
ALLOWS FOR BOTH
SOCIAL AND
COMPETITIVE
ACTIVITY

MEANINGFULLY
RECOGNISE
MEMBERS
CONTRIBUTIONS
& **ACHIEVEMENTS**

CREATE FUN &
ENGAGING JUNIORS
FOCUSED AWARDS
CEREMONY

DEVISE & HOST
ANNUAL SENIORS
AWARDS
CEREMONY

PROACTIVELY
CONSIDER
WIDER AWARDS
NOMINATIONS AS
APPROPRIATE

DEVELOP A
CONSIDERED PRICING
STRATEGY WHICH
BOOSTS
PARTICIPATION

BUILD CLUB BASED
COACHING TEAM
WHICH OFFER
LIFE LONG LEARNING
OF BADMINTON

DRIVE COACH
DEVELOPMENT IN
PARTNERSHIP WITH
BADMINTON
SCOTLAND

BADMINTON
BASICS SET AS
COACHING
MINIMUM
REQUIREMENT

CREATE ANNUAL
MEMBERS AWARDS
CEREMONY

ENHANCE
EXISTING CLUB
BRANDING &
MARKETING
ACTIVITY

BUILD TANGIBLE
CLUB MARKETING
MATERIALS TO
MAXIMISE VISIBILITY
& ENGAGEMENT

SEEK NEW &
INVENTIVE WAYS TO
EMBED CLUB
BRANDING

CONTINUE TO
PUBLICISE CLUB
ACTIVITY USING
SOCIAL MEDIA
PLATFORMS

CHAMPION CLUB
ACCREDITATION
SCHEMES SUCH AS
PACES &
SHUTTLEMARK