

STRATEGIC PLAN
PROUDLY DEVELOPED
WITH SUPPORT FROM



#MBLLGoodTogether



STRATEGIC PLAN 2024 - 2028



**MANITOBA
BADMINTON
ASSOCIATION**

OUR VISION

To foster our badminton community so that every member thrives, achieves their highest potential, and finds lifelong joy in the sport.

OUR MISSION

To support and grow badminton in Manitoba by empowering clubs and community members, encouraging inclusivity, and nurturing continued engagement.

OUR VALUES



COMMUNITY

We build a welcoming and supportive environment, by fostering collaboration throughout the organization.



EXCELLENCE

We strive for continuous improvement and help everyone reach their full potential while delivering our initiatives with dedication and efficiency.



PASSION

We fuel enthusiasm and unity in badminton by creating a positive and engaging atmosphere that embodies true sportsmanship.



INTEGRITY

We strive for transparency, fairness, and ethical behaviour in all our actions, ensuring that we execute our responsibilities with professionalism and care.



STRATEGIC PRIORITIES



SPORT INITIATION

Active Start, Fundamentals,
Learn to Train, Active for Life

Outcome 1: Recruit new members.

Outcome 2: Retain existing members.



PERFORMANCE PATHWAY

Train to Train, Train to Compete, Train to Win

Outcome 1: Refine pathway for athlete progression to national level,
following Badminton Canada's Long Term Athlete Development model.



TECHNICAL LEADERSHIP

Coach and Official Development

Outcome 1: Build a stronger coaching network.

Outcome 2: Improve the technical competency of officials.



ORGANIZATIONAL EFFECTIVENESS

Policies and Procedures, By-Laws, Board and Staff Development, etc.

Outcome 1: Improve transparency throughout the organization.

Outcome 2: Create organizational sustainability.



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