

Executive Director's Report

REVIEW GOALS FOR 2024/25

MBLL 18+ Sponsorship - Complete - funds used to support new doubles event, banquets and prizes.
Launch MBA Doubles Classic - Event ran successfully in spring of 2025.
Relaunch WDP Program - Incomplete, loss of venue.
Increase pool of coaches & officials - Partially complete. Added some officials but need to see more participation in both areas.
Increase support for Rural Superseries within budgets - IN PROGRESS, better support for Westman last year and some help for northern clubs but more work to do.
Complete transition to Tournament Software for memberships - Completed this summer. Badminton Canada working with TS to improve system.

- Full Competition Calendar - Partially complete. Eastman, Masters and B&C were canceled and Southman was not scheduled.
- Promotion for club programs and events - In Progress. MBA Instagram and Facebook used to post and share info. Better alignment needed. Potential marketing budget to utilize facebook/Instagram ads.
- Completion of all current grants - Complete 2 of 3 ACSC grants done, Growing the Game grant update approval done in September.
- Renewal of Yonex Sponsorship Agreement - Complete
- Support for 2025 MB Indigenous Games in Norway House - Postponed due to wildfires

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Key Items for 2024-25

Hosted Junior Elite

MBA Doubles Classic

Separate Junior & Senior
Banquets and Awards

Updated Membership pricing
(first time in 10+ years)

Welcomed new club and venue
with the opening of C1|DK

Updated MBA Account Code system with
bookkeeping staff at Sport MB

Ref training and coaching clinics

Bid support for C1|DK 2026/27 Canadian
Junior Championships. Including work
with Tourism Winnipeg to secure major
funding for event.

Bid support for new process for Junior
Elite events to secure the 2026 (C1) and
2027 (Prairie) events.

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2025/2026 Goals

- Event Hosting Grant for Spring Southman Event
- 2nd Year of MBA Doubles hosted in Selkirk
- Re-launch of WDP in partnership with Whyte Ridge Community Centre (new Club) Fall 2025 U15 & U19 programs. January 2026 repeat of fall plus additional adult program.
- Focus on Respect In Sport compliance for all coaches.
- New venue partnership for Selkirk for Masters and other events.
- Align all registrations through Tournament Software/PayPal.
- Northern Clinic (Thompson Nov 1-2)
- Norway House support for 2026 MIG and Norman Open.
- Re-launch B&C Event as affordable tourney (scheduled for Rady Centre Mar 7-8)
- Maintenance of Player Rankings throughout the season (including potential new update from TS)
- Update of Appeals, Code of Conduct & Provincial Team Selection Policies to bring the MBA into full compliance with Sport MB requirements.