



## Our Vision:

A sport for life for anyone, anywhere, anytime.

## Our Purpose:

With our partners promote participation in badminton as an inclusive sport for life and encourage the growth of badminton athletes, coaches and officials across Australia.

## Our Tagline:

Let's Play!

## Our Values:

- R** **Real Collaboration:**  
We plan together, we consult, we make decisions based on evidence.
- A** **Achieving as a Team:**  
We support and inspire each other and we celebrate our achievements.
- L** **Leadership** drives us  
We listen, we speak up, we are positive, we encourage each other to think differently.
- L** **Lots of Fun:**  
We make our sport safe & fun as it breeds openness & trust.
- Y** **Yes to Inclusion:**  
We provide equitable access & opportunities, we work hard to include all.

## Our BASEline:

- B** **Build the community**  
We engage and ensure collaboration between clubs, states and territory badminton organisations. We strengthen, develop and grow the Badminton community in Australia.  
  - Membership
  - Education
  - Pathways
  - Child Safety
  - Events
  - Facilities
  - Brand
  - Officials
- A** **Always High Performing**  
We enhance and continuously improve the capability of able bodied & para athletes, coaches, officials and events to drive a successful high-performance system.  
  - Coaching
  - HP Model
  - Medals
  - Events
- S** **Support Capacity and Capability**  
BA and our partners will engage with each other, working together to provide support and resources to build the capability and capacity of the badminton community.  
  - Government Advocacy
  - Partnerships
  - Club Resources
  - Health & Well-Being
- E** **levate Business & Profile**  
We build the financial sustainability of our sport through a clear promotional and commercial strategy to build resilience and success.  
  - Value Proposition
  - Falcons
  - Viability
  - Commercial
  - Governance
  - Olympics
  - Engage
  - Integrity

## Looking to 2032:

	2020	2024	2032
Increase Badminton Participation	226,000	290,000	350,000
Increase Badminton Membership	15,600	22,500	35,000
Increase Commercial Revenues	10% of turnover	30% of turnover	60% of turnover
Medal at Major Competitions	No Medal	Medal at Commonwealth Games	Medal at Olympic, & Paralympic Games

## State/Territory Members:

