



# STRATEGIC PLAN 2021-2025

**Let's Play**



**SPORTAUS**



**VICSPORT**



revolutioniseSPORT

S-TREND





# Our Vision

- We are proudly recognised throughout Australia as a leader in our sport's development
- We are a sport & employer of choice
- We have an engaged member, participant and volunteer base
- We are a key player in helping revitalise regional Victoria
- Our high-performance pathway system is the envy of all

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# Our Purpose

- *Badminton Victoria exists to represent its members' and participants' interests and to be inclusive and non-discriminatory*
- *We ensure a sustainable and financial future for our sport.*
- *We lead and collaborate with our stakeholders and are 'one voice' in advocating for and representing the sport*
- *We believe instilling a 'sense of community and belonging' and a culture where members and participants' pursuits are paramount in all we consider and undertake*



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# Our Values

*Inclusion and Respect for ALL*

**INCLUSION**

*Honesty in every  
action we take*

**INTEGRITY**

*Creative  
approaches to  
participation and  
events*

**INNOVATION**

**VISIBILITY**

*Our people are visible and  
available for our members and  
participants*

**APPROACHABLE**

*Being welcoming  
to members,  
partners & the  
community*

**TEAMWORK**

*Unity and  
collaboration  
with ALL*



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# Strategic Pillars

**An Effective  
Performance  
Pathway**

**Members' And  
Participants'  
Interests Are  
Paramount**

**A Financially  
Sustainable  
Badminton  
Community**

**Continued  
Development  
Of Our Sport**

**Good  
Governance &  
Strong Brand  
Reputation**

**Events –  
Bringing  
Together A  
Vibrant  
Community**

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