

### **STRATEGIC PLAN 2021-2025**

Let's Play



VICSPORT



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revolutionise SPORT

**OFFICIAL APPAREL PARTNER** 

S-TREND

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Badminton

Badminton





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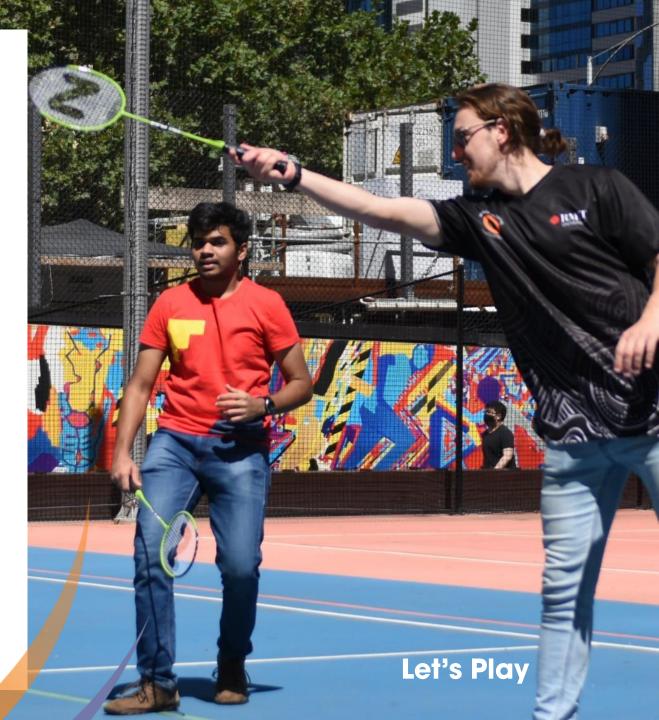
# PROJEC Let's Play

## **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

## Our Purpose

- Badminton Victoria exists to represent its members' and participants' interests and to be inclusive and nondiscriminatory
- 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







#### **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