



# Badminton Australia Stakeholder Engagement Plan

<b>Title:</b>	Badminton Australia Stakeholder Engagement Plan
<b>Type of Policy</b>	Governance
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<b>Authority</b>	Approved by the Board

## 1. Purpose

In line with [Sport Governance Standard 2.1](#), this document outlines Badminton Australia's stakeholder engagement plan and promotes transparency by ensuring Badminton Australia is being proactive, as well as providing clear communication and messaging to those connected across the sport.

Effective stakeholder engagement facilitates relationship building and understanding which is beneficial both to Badminton Australia and our stakeholders.

Best practice requires boards of sporting organisations to regularly collaborate and cooperate with members and stakeholders and conduct an annual review and planning process of this engagement plan.

## 2. Engagement objectives

Badminton Australia's stakeholder engagement plan has been developed to support the Board in promoting openness and transparency of their activities, and in seeking member and stakeholder feedback (to performance or proposed initiatives) as well as considering member and stakeholder interests in decision-making.

The plan provides appropriate avenues and channels for listening and feedback in the pursuit of Badminton Australia's strategic plan, promotes collaborative governance and ensures Badminton Australia is aligning strategic decision-making across the sport.

The Badminton Australia Board has a critical role in leading the organisation's engagement approach. The Board is responsible for approving and then overseeing this engagement plan which enables Badminton Australia to communicate clearly with consistent messaging, whilst fostering positive relationships with key stakeholders and building a culture of trust across the sport.

The engagement plan is delivered in conjunction with the CEO, staff and relevant sub-committees who support the Board to deliver the communication, consultation, and collaboration activities.

The engagement plan provides opportunities for leaders, including Badminton Australia members, across the sport to come together, align efforts and decision-making to best promote and ensure the sustainability of the sport.

### 3. Key stakeholders

Badminton Australia has many requirements including reporting, compliance, strategic development and planning and managing relationships with internal (e.g., CEO and staff) and external (e.g., State and Territory members, International Sporting Federations) stakeholders.

The engagement method will differ for each stakeholder depending on the strategic objective and their level of involvement identified as part of Badminton Australia's stakeholder mapping.

As part of Badminton Australia's collaborative governance approach and to ensure Badminton Australia is seeking and hearing the views and feedback from Badminton Australia members and stakeholders, as well as empowering them to drive strategic decision-making, the Badminton Australia Board have identified the below key stakeholders.

The below groups have been identified as **priority stakeholders for the Badminton Australia Board** to drive strategic decision-making and collaborative governance initiatives across the sport.

Stakeholder Group	Examples
CEO and key staff	Finance Controller, National Head Coach
State/Territory Member Organisations	Including Directors of Member Organisations (e.g., Presidents)
Internal Committees	Board Sub-Committees, Athletes' Commission, Selectors Panel
International Sporting Federations	Badminton World Federation, Badminton Oceania
Federal Government and Bodies	Australian Sports Commission, Australian Olympic Committee, Commonwealth Games Australia, Sport Integrity Australia, Australian Institute of Sport, Victorian Institute of Sport, Paralympics Australia
Regulatory bodies	ASIC
High Performance Players	Falcons, Junior Falcons, Para Falcons
Volunteers and coaches	Umpires, referees, coaches
Affiliated Clubs/Associations	Clubs/Associations registered with a State/Territory Member Organisation
Affiliated playing members	Players registered with an affiliated club/association

The above list has been identified as the priority stakeholders from a Board perspective however is not an exhaustive list of all stakeholders. Others may be considered and included time to time depending on the strategic objectives of the sport, for example, State or Territory Governments will be consulted in relation to major event planning or Compliance and Regulatory Bodies will be informed of certain activities in line with legislation, engaging with connected playing participants, who are social or casual players at a non-affiliated club/ association or venue to connect with Badminton Australia.

### 4. Stakeholder engagement

Badminton Australia's stakeholder engagement plan aims to:

- clearly communicate Badminton Australia's engagement approach to its key stakeholders, and the public connected to the sport in an open and transparent way
- support Badminton Australia to achieve its strategic vision and strategic plan by engaging the critical members of the community that have vital roles to play within that strategy
- allow Badminton Australia to seek feedback and input as required from key stakeholders to assist in decision-making
- reinforce a culture of engagement and collaboration in the best interests of our sport.

The engagement methods identified for key stakeholders have varying intentions and purposes based upon the

role that the stakeholders play within the sport of badminton.

Badminton Australia’s engagement plan has been informed by Badminton Australia’s relationship with its stakeholders and their level of impact. The parameters set by the Badminton Australia Board are reflective of this and have been tailored accordingly.

This engagement plan will form part of Badminton Australia’s annual review and planning process to ensure key stakeholders and members are regularly engaged and collaborated with.

The engagement approach identified for each stakeholder is tailored based on the below model and each stakeholder’s needs.

<b>Inform</b>	To provide stakeholders with balanced and objective information, not involved in decision-making. Example techniques include newsletters and website updates.
<b>Consult</b>	To obtain feedback from stakeholders, will listen to views and provide feedback when decisions are made. Example techniques include focus groups, surveys, meetings.
<b>Involve</b>	To work with stakeholders directly to ensure their concerns and views are considered and provide feedback on how their inputs influenced decisions. Example techniques include workshops.
<b>Collaborate</b>	To collaborate as partners throughout the process, involved in analysing and development of solutions and in decision-making. Take views into account in the decision-making to the maximum extent possible. An example technique includes advisory committees.
<b>Empower</b>	To place final decision-making in the hands of stakeholders, will implement what is decided. Example techniques include delegated decisions.

## 5. Badminton Australia Stakeholder Engagement Plan

<ul style="list-style-type: none"> <li>The Board engages with State/Territory Members at least bi-annually at the annual Member Forum (Jul) and Annual General Meeting (Nov/Dec), including the BA Strategic Plan and annual financial performance.</li> </ul>
<ul style="list-style-type: none"> <li>The Board consults with State/Territory Members through correspondence and/or forums regarding proposed changes to Badminton Australia regulations.</li> </ul>
<ul style="list-style-type: none"> <li>The Board engages with Badminton World Federation and Badminton Oceania to ensure alignment with international and regional strategic plans and initiatives.</li> </ul>
<ul style="list-style-type: none"> <li>The Board meets with the Australian Sports Commission and Sport Integrity Australia to advocate for the sport, foster positive relationships and ensure compliance with governance and integrity standards.</li> </ul>
<ul style="list-style-type: none"> <li>The Board meets with the Australian Institute of Sport, Paralympics Australia, Australian Olympic Committee, Commonwealth Games Australia to advocate for the sport, foster positive relationships and support high performance programs and pathways.</li> </ul>
<ul style="list-style-type: none"> <li>The Board engages with key sponsors and partners to ensure alignment of outcomes and to achieve mutual benefit.</li> </ul>
<ul style="list-style-type: none"> <li>The Board attends Badminton Australia national events/championships to engage with volunteers and players on its strategic priorities, including high performance and participation programs and pathways and umpire and coach development.</li> </ul>
<ul style="list-style-type: none"> <li>The Board communicates with affiliated clubs/associations and affiliated playing members through BA communication channels to inform on BA’s strategy, events and member activities.</li> </ul>

