



Badminton
AUSTRALIA

Strategic Plan
2025 – 2028+

***BADMINTON IS A SPORT FOR LIFE.
FOR ANYONE, ANYWHERE, ANYTIME.***



Acknowledgement of Country

Badminton Australia acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection and contribution to land, waters, culture and sport. BA recognises the outstanding contribution that Aboriginal and Torres Strait Islander people make to society and sport in Australia and celebrates the power of sport to promote reconciliation and reduce inequality. We pay our respects to their Elders past and present.

Inspiring Australians

In celebration of unity and diversity, in 2024 Badminton Australia proudly announced the new Indigenous artwork that captures the essence of the nation's badminton community. The design has been incorporated in National Falcons and staff uniforms.

The artwork was created by proud Gunditjmara and Tiwi Islander, Kiewa Austin-Rioli, a talented young artist who designed the distinctive masterpiece as testament to the strength, support, and togetherness that defines the sport of badminton in Australia.



FOREWORD

As the sport of badminton continues to expand in Australia, it is crucial that we evolve our vision, values, and goals to ensure our long-term success and relevance.

With great pride and enthusiasm and on behalf of the BA Board and Staff, we present to you the new Strategic Plan for Badminton Australia. Our guiding motto, A Sport for Life, for Anyone, Anywhere, Anytime, encapsulates our commitment to making badminton accessible, inclusive, and enjoyable for all Australians, regardless of age, background, or ability.

This new Strategy will drive our efforts over the coming years, empowering the growth and sustainability of our beloved sport. We invite you to come along for the journey.



OUR PURPOSE

Badminton Australia is dedicated to growing the sport by promoting participation, fostering excellence, and supporting athletes, coaches, and officials at all levels to reach their full potential.

OUR VISION

Our vision is to create a thriving, vibrant badminton community where everyone can experience the joy and benefits of the sport.

From grassroots participants, coach development, youth leadership, and veterans to high-performance and elite athletes, badminton will be a sport for life, offering opportunities for physical activity, social connection, and personal development.

We are dedicated to ensuring that anyone, anywhere, and at any stage of life can engage in badminton and find a place within our community.



OUR VALUES

The values that underpin this Strategic Plan are more than just words—they are the principles that guide every decision we make and every action we take. These values will shape the future of badminton in Australia:

STRIVING FOR EXCELLENCE

We are committed to the highest standards of performance, both on and off the court. Whether it's nurturing young talent or advancing our national teams, we will continually strive for excellence in all areas.



ACTING WITH INTEGRITY

Integrity is the cornerstone of our sport. We believe in fairness, honesty, and accountability in every aspect of the game. Our community deserves transparency, trust, and respect in all interactions.



FOSTERING INCLUSIVITY

Badminton is for everyone, including those with diverse age, gender identity, sexual orientation, ability, and background. We are committed to making the sport more inclusive, providing opportunities for all Australians to engage in badminton.



WORKING TOGETHER

The strength of our sport is in collaboration. Badminton Australia will unite stakeholders, sharing resources and expertise to grow badminton nationwide.



BEING BOLD

Badminton in Australia has incredible potential, and we're ready to be bold and seize opportunities, take calculated risks, and embrace innovative ideas.



APPLICATION

The new Strategic Plan outlines several key priorities to achieve our vision for badminton in Australia. These priorities are built around:

- Creating a foundation that supports sustainable growth
- Enhancing community engagement.
- Strengthening our competitive success on the world stage.

As we embark on this exciting new chapter, we do so with optimism, energy, and a strong sense of purpose. The new Strategic Plan represents our commitment to making badminton a sport for life available to anyone, anywhere, at any time. With a focus on our core values of excellence, boldness, integrity, teamwork, and inclusivity, we are positioning Badminton Australia for a bright and successful future.

Together, we can build a badminton community where everyone belongs, athletes excel, and the joy of the sport is enjoyed by all.

Let's take bold steps forward, working together to turn this vision into a reality.

Let's Play!



BADMINTON 360

PARTICIPATION by the numbers



439,353

Badminton participants
across Australia
(AusPlay 2024)



45,426

Sporting Schools
participants



1,980

Coaches &
Officials



380

Affiliated State & Territories,
Associations & Clubs across
Australia

Representative **SUCCESS**

41

Olympians &
Paralympians
have represented
Australia to date



81

Australians have
represented Badminton
Australia at the
Commonwealth Games



12

medals have been
won by Australia at
the CWG including
two Gold

Badminton Australia has been represented at each Olympic & Paralympic Games since 1992

The first medal was won in Brisbane 1982 where Australia won Bronze in the team event

The inaugural gold medal was achieved in the mixed doubles at the 1986 Edinburgh Games



Our vibrant **HISTORY**

1874: Badminton was first played.

Early 1900's: First competitive clubs established.

1935: Australian Badminton Association is formed.

1936: The International Badminton Federation (IBF, now BWF) is formed.

1966: Badminton is introduced at the Commonwealth Games in Kingston, Jamaica.

1972: Badminton is a demonstration sport in Munich.

1992: Badminton becomes an Olympic sport.

2020: Para Badminton becomes a Paralympic sport.

STRATEGIC PILLARS

1. Play

Facilitate more opportunities for people to participate.



2. Perform

Develop a HP system that strives for excellence and international success.



3. Partner

Work together to enhance the experience and outcomes for everyone involved.



4. Promote

Recognise, celebrate, and promote all aspects of badminton.



1. PLAY

Facilitate more opportunities for people to participate.

STRATEGY

- Align with the [Australian Sports Commission \(ASC\) Play Well Strategy](#).
- Successfully deliver the Shuttle Smash expansion project, including evaluation to determine program effectiveness in getting more people starting and staying in the sport.
- Drive participation amongst children and young people, including through schools and clubs.
- Develop and implement a National Participation Plan to optimise participation growth opportunities for the sport, particularly with currently under-represented groups such as LGBTQ+, First Nations and people with disabilities.
- Use data to drive decision-making and measure impact.
- Explore new formats of badminton through innovative events.
- Refine national events to create competition pathways for juniors and seniors.
- Revise our membership model to connect and engage with more players.
- Ensure our policies provide for a safe and inclusive environment for all.

TARGET

- National Database is implemented by March 2026.
- Shuttle Smash is sustainable from 2026 onwards and delivered consistently across Australia.
- In consultation with stakeholders, identify what the main opportunities and challenges are in badminton in relation to increased awareness of and participation in the sport.
- Have a minimum of 100,000 connected participants by 2028.
- Double the number of registered members by 2028.
- Develop and implement a National Schools Championships.
- Develop and implement new mass participation events .
- Host the 2027 BWF World Senior Championships (Masters/Vets).
- Develop and deliver a National Participation Plan that prioritises the opportunities.
- Make it easier for people to find where to play. Provide clear information and easy to use website.



2. PERFORM

Develop a HP system that strives for excellence and international success.

STRATEGY

- Align with the [ASC Win Well strategy](#).
- Align with the [CGA Green2Gold2Great strategy](#).
- Continue to develop our players to strive for excellence and international success.
- Cultivate a culture of team-work, knowledge-sharing, cohesion, trust and innovation.
- Develop our Coaches and Officials to world-class standards enabling significant success on the international stage.
- Implement the BA “What it takes to Win & HP Strategy”.
- Revised high-performance model to optimise the development of our national players.
- Expand our para-program to enable more players to perform at an international level.
- Deliver world-class international events across Australia.
- Ensure financial sustainability for our organisation and sport.
- Embed good governance standards in our policies and practices.
- Be relentless in our pursuit of excellence when it comes to integrity in sport.

TARGET

- Qualify for all 5 disciplines in LA2028 (able bodied).
- Win a medal in Para in LA2028.
- Win a medal in the 2030 Commonwealth Games
- Implement a new decentralised HP structure based on Performance Hubs.
- Double the number of registered coaches by 2028.
- Improve our ASC Governance Assessment outcome year-on-year.
- Improve our financial position and ASC Financial Debrief/Assessment year-on-year.
- Embed the National Integrity Framework, policies, practices, and reporting mechanisms within the wider badminton community.
- Consistently qualify for the Sudirman Cup and Thomas & Uber Cup Finals
- Qualify athletes for the Youth Olympic Games in 2026
- Double the number of Performance Pathway Partners by 2028
- Introduce improved officials tracking and registration



3. PARTNER

Work together to enhance the experience and outcomes for everyone involved.

STRATEGY

- Work together with our partners to enhance the experience and outcomes for everyone involved in Badminton.
- Be bold and seek new and exciting corporate and commercial partnerships to realise mutual benefits through Badminton.
- Work with state and territory members to develop Badminton, from the grassroots to the elite.
- Explore new partnerships with venues and venue providers to increase access to play.
- Leverage partnerships to engage expertise to drive high performance.
- Maintain strong relationships with governing bodies and key stakeholders to drive high performance and participation outcomes.
- Leverage our partnership with Pride in Sport to embed LGBTQ+ inclusion across policies, participation, and leadership.

TARGET

- All our major national and international events are financially supported by state and local governments and financially sustainable.
- The new membership model provides a strong value proposition for venues to affiliate and a minimum of 30 venues across Australia are affiliated by 2028.
- A minimum of \$500k per year in commercial partnership value is generated by 2028.
- Investment from the ASC into our HP program is retained through to LA and increased for Brisbane 2032.
- Leverage new and retaining existing partnerships that contribute to the growth of Badminton (playing opportunities) by introducing it to new audiences.
- Work towards achieving Gold Tier status in the Pride in Sport Index as a benchmark for best-practice LGBTQ+ inclusion.



4. PROMOTE

Recognise, celebrate, and promote all aspects of badminton

STRATEGY

- Build and implement an aligned marketing and communications strategy to share and showcase our sport with a wider audience.
- Expand our connection with the badminton community through our digital and social channels.
- Showcase our successes and build our profile at international and local levels.
- Grow and strengthen our presence at the Australian Badminton Open (ABO).
- Explore innovative ways for our community to engage with world-class badminton events.
- Celebrate those who play, coach, officiate, volunteer, administer, and support our sport.

TARGET

- Develop a new website and create a clear, seamless, intuitive user journey.
- Newsletter subscriptions are doubled by 2028.
- Social Media followers across all platforms grows by 25% by 2028.
- Annual BA Awards event is developed and implemented by 2026 alongside the BA AGM and ABO.
- A concept is developed and implemented creating a “Festival of Badminton” across a minimum of 4 major cities each year by 2028.
- A minimum of two key international HP Hubs are established to support the development of HP athletes.



STATE & TERRITORY ORGANISATIONS



PARTNERS AND SPONSORS

Badminton Australia extends our sincere gratitude to our valued partners and sponsors for their unwavering support. Your contributions play a vital role in the growth of badminton across the country, helping us nurture talent, deliver world-class events, and inspire the next generation of players. Together, we are building a stronger and more vibrant badminton community. Thank you for being part of our journey and for your ongoing commitment to the sport.



Australian Government
Australian Sports Commission



AIS



Working in partnership with



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