

# NATIONAL PARTICIPATION PLAN ON A PAGE



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

**OUR OBJECTIVE:** 100,000 connected participants.

**BA STRATEGIC PLAN ALIGNMENT:** The NPP supports BA's Strategic Plan Pillars of Participation, Partner & Promote.

## NPP PRIORITY AREAS

### 1. EMPOWER PEOPLE & ORGANISATIONS

Build the capability of people and organisations to meet the needs of everyone involved in badminton

### 2. DRIVE LIFE-LONG INVOLVEMENT

Foster a sporting environment that enables positive life-long involvement in badminton for all

### 3. ACTIVATE PLACES & SPACES

Create, improve, activate and better manage places and spaces including online, to promote our sport and ensure everyone can have safe and enjoyable badminton experiences

### 4. BUILD CONNECTIONS

Create a connected and collaborative sport ecosystem that supports all organisations to provide quality badminton experiences

### 5. PRIORITISE EQUITABLE ACCESS

Prioritise equity and choice to ensure all Australians can access badminton

## BADMINTON AUSTRALIA ECOSYSTEM

Our priority areas will be pursued across each of the key elements of the Badminton ecosystem:



## ENABLERS

People • Funding • Technology & digital • Leadership & innovation • Partnerships & collaboration • Places to play • Advocacy, data & insight • Learning & education • Story telling & promotion.

#Anyonecanplay