



# NATIONAL PARTICIPATION PLAN 2025 – 2028+





# ***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.

We have an ambitious strategic goal for our sport to reach 100,000 connected participants by 2028.

From grassroot participants, coach development, youth leadership and achieving being an elite high performance athlete, to enjoy playing as a veteran in later life, badminton can 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.

*#Anyonecanplay*



## ***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.



# INTRODUCTION

The creation of our new National Participation Plan (NPP) is a collaboration with our State and Territory member organisations. It's the companion document to our Strategic Plan 2025-2028+ which sets the direction for our sport over the next four years and directly supports Badminton Australia's strategic pillars of Participation, Partner and Promote.

The NPP was developed over six-months and involved stakeholder input through survey, consultation and focus groups. Under the new plan, we are committed to supporting all communities across Australia to enjoy the benefits of participating in badminton. BA's role in implementing the NPP will be expressed through thoughtful leadership, advocacy of our sport, good governance, meaningful programs, supportive resources and leveraging funding opportunities to ensure everyone has the opportunity to play.

Our NPP aligns with the Australian Sports Commission's (ASC) ['Play Well'](#) Strategy. We would like to thank the ASC for its support in the development of our NPP.

## Our NPP has five priority areas of focus:

1. Empower people & organisations
2. Drive life-long involvement
3. Activate places & spaces
4. Build connections
5. Prioritise equitable access

We look forward to working with you towards a shared vision of *"Anyone can play."*



# BADMINTON 360

## PARTICIPATION by the numbers



**439,353**

Badminton participants  
across Australia  
(AusPlay 2024)



**45,426**

Sporting Schools  
participants



**1,980**

Coaches &  
Officials

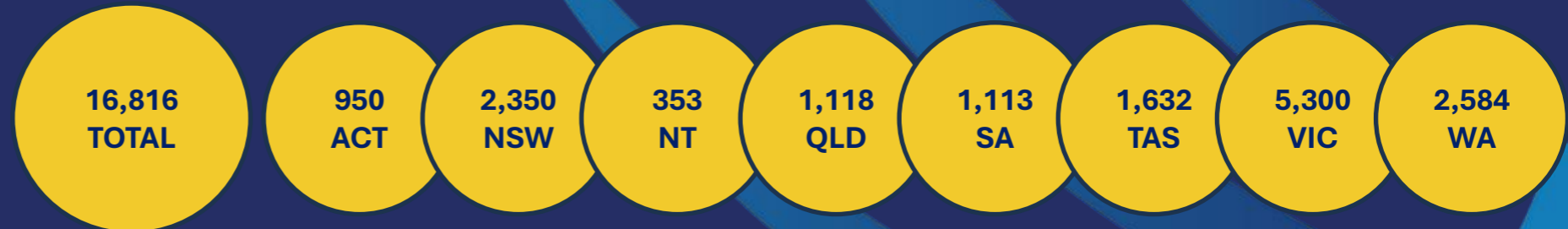


**380**

Affiliated State & Territories,  
Associations & Clubs across  
Australia

## BADMINTON AUSTRALIA MEMBERSHIP (2024)

Registered players, coaches,  
officials & volunteers



# APPLICATION

Our new NPP outlines several key priorities to achieve our vision for the participation growth of badminton in Australia. These priorities are built around:

- » Creating a foundation that supports sustainable growth.
- » Enhancing community engagement.
- » Strengthening partnerships and relationships with stakeholders.

## Defining participation

In line with the direction of the ASC strategy, participation is about “*creating safe, welcoming and inclusive spaces where everyone can belong and thrive*”, whether that be playing for the first time, casually, regularly or in competition (Play Well Strategy 2023). As well as physical benefits we know sport supports mental health, facilitates social connection, creates community cohesion and contributes to national productivity and economy. The NPP represents our commitment to making badminton a sport for life, available to anyone and will be reviewed annually.

## Values

With a focus on our core values of excellence, boldness, integrity, teamwork, and inclusivity, together, we can build a badminton community where everyone belongs, and the joy of our sport is experienced by all.

## Enablers

To fulfill the aspirations of this NPP, the following enablers will be activated: people, funding, technology & digital, leadership & innovation, partnerships & collaboration, places to play, advocacy, data & insight, learning & education and story telling & promotion.

## What does success look

Sustainable success will be achieved when “anyone can play,” captured by metrics and by:

- » **Sector outcomes** including culture and organisational practice.
- » **Individual outcomes** including a boost in individuals’ knowledge, skills and competencies, and
- » **Societal outcomes** including Badminton’s contribution to broader population level changes in culture, systems and behaviours.



# OUR BADMINTON ECOSYSTEM

*One connected and collaborative system comprising all the people, places, programs & partners that make up our sport*

## PEOPLE

- Program participants
- Players
- Coaches
- Officials
- Volunteers
- Clubs
- Teachers
- Students
- S/T volunteers & paid staff
- Community leaders
- Multi-sport coaches
- Parents and guardians
- Deliverers
- Fans

## PLACES

- Badminton venues
- Multi-use venues incl leisure centres
- Community hubs
- Educational institutes
- Youth Clubs
- Rural & remote communities
- Open spaces

## PROGRAMS

- School sport (incl Sporting Schools)
- Partnership programs
- State & local competitions
- Mass participation events or Come & Try
- Social impact programs
- Self organised play
- Introductory programs
- Modified formats
- Coaching and officiating
- Competition pathways led by other organisations for target demographics

## PARTNERS

- Federal, State & Local Government
- NSOs, NSODs & SSOs
- Clubs & Associations
- National / state target demographic organisations
- Badminton World Federation
- Badminton Oceania
- Community organisations
- Expert organisations in target demographics
- Asia Pacific Badminton countries
- Education expert organisations
- Charities & Foundations
- Support services
- Private providers
- Corporate & commercial sponsors
- Media
- Leisure providers
- Sports Integrity Australia
- Youth Leadership

# 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 • Resources • Diversity, equity & inclusion • Technology & digital • Leadership & innovation • Partnerships & collaboration • Places to play • Advocacy, data & insight • Learning & education • Story telling & promotion.

*#Anyonecanplay*

# 1. EMPOWER PEOPLE & ORGANISATIONS

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

STRATEGY	IMPLEMENTATION	MEASURE & TIMEFRAMES
1.1 Align the NPP with the ASC Play Well Strategy.	<ul style="list-style-type: none"> <li>Meet all annual ASC reporting requirements.</li> <li>Satisfy ASC funding criteria in order to access the maximum amount available to our sport.</li> <li>Access and leverage ASC expertise and support around participation growth, workforce development and welcoming venues.</li> </ul>	<ul style="list-style-type: none"> <li>Increased funding received for participation from ASC by 2028</li> </ul>
1.2 Grow, diversify and develop our coaching and officiating workforce.	<ul style="list-style-type: none"> <li>Develop and implement strategies to strengthen learning and development opportunities for coaches and officials including creating and updating learning resources.</li> <li>Increase diversity within the workforce delivering our sport to create more opportunities for participants and strengthen the engagement and retention of new coaches and officials.</li> <li>Diversify where badminton is played to make it more accessible for communities from traditionally under-represented groups.</li> </ul>	<ul style="list-style-type: none"> <li>Number of registered coaches doubled by 2028</li> <li>Coach development and learning plan developed and rolled out by 2026</li> <li>At least 2 partnerships leveraged each year to grow badminton's reach into new communities through activating a more diverse workforce</li> </ul>
1.3 Cultivate a culture of team-work, knowledge-sharing, cohesion, trust and innovation.	<ul style="list-style-type: none"> <li>Facilitate State/Territory forums to encourage learning and development.</li> <li>Introduce shared opportunities with S/Ts (e.g. via digital communications: email, newsletter, regular online forums facilitated by BA) and improve communications directly with S/Ts where relevant (e.g. funding and partnership opportunities).</li> </ul>	<ul style="list-style-type: none"> <li>Participation is a regular item on the agenda at state quarterly forums with key topics for discussion</li> <li>Setup appropriate badminton 'networks' for information sharing and learning by 2026</li> </ul>
1.4 Provide tangible support to States and Territories for challenges they have identified as priority areas.	<ul style="list-style-type: none"> <li>Where available, provide funding to S/Ts with eligibility criteria clearly identified.</li> <li>Provide grant application support to optimise success.</li> <li>Provide governance advice and support.</li> <li>Provide advocacy support to optimise venue access.</li> </ul>	<ul style="list-style-type: none"> <li>By end of 2025, funding from ASC made available to S/T's to deliver on initiatives aligned with BA Strategic Plan and NPP</li> </ul>
1.5 Implement digital solutions and develop resources to support States and Territories in easing administrative load and increasing awareness of badminton as a sport of choice.	<ul style="list-style-type: none"> <li>Assist and support in the development of State/Territory Strategic and Participation Plans.</li> <li>Create a marketing and communications pack with resources, templates and nationally aligned messages and branding to support coaches, clubs, associations and S/Ts with promoting badminton locally.</li> <li>Make it easier for people to find where to play including creating an easy-to-use website with simple digital journeys for users.</li> </ul>	<ul style="list-style-type: none"> <li>New BA website developed and launched by 2025</li> <li>All S/Ts onboarded onto national database by 2026</li> <li>All S/Ts to have a participation plan by 2026 aligned with the BA strategic plan and NPP</li> </ul>
1.6 Utilise pilot programs to test and refine strategies to engage new participants and increase retention.	<ul style="list-style-type: none"> <li>Trial and pilot new initiatives developed by BWF that aims to grow awareness of or increase participation in the sport e.g. Air Badminton.</li> <li>States/Territories and clubs are actively engaged in delivering pilot programs.</li> <li>Data and feedback is collected and shared.</li> </ul>	<ul style="list-style-type: none"> <li>AirBadminton trialled in Australia and feedback provided to BWF (timelines dictated by availability of BWF funding)</li> <li>Shuttle Smash delivered in at least 4 S/Ts in 2025</li> <li>Shuttle Time Seniors piloted in Australia by 2026</li> </ul>

# 2. DRIVE LIFE-LONG INVOLVEMENT

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

STRATEGY	IMPLEMENTATION	MEASURE & TIMEFRAMES
2.1 Use data-driven decision-making to boost organisational intelligence through monitoring, measuring and communicating impact.	<ul style="list-style-type: none"> <li>Double the number of registered members by 2028.</li> <li>Improve badminton's 'popular sports' ranking across children and adults (AusPlay).</li> </ul>	<ul style="list-style-type: none"> <li>Member data uploaded to national database by 2026</li> <li>AusPlay data - badminton ranks in the top 8 organised sports for adults and top 10 for children by 2028</li> </ul>
2.2 Successfully deliver the Shuttle Smash expansion project.	<ul style="list-style-type: none"> <li>Review program success and challenges since launch in 2022 and implement solutions to increase the number of providers, leaders and participants involved in the program.</li> <li>Evaluate the Shuttle Smash program's effectiveness in getting more people starting and staying in the sport.</li> </ul>	<ul style="list-style-type: none"> <li>Shuttle Smash expansion project delivered in 2025 with learnings fed back to ASC</li> <li>Shuttle Smash is sustainable and delivered in accessible community venues (outside of badminton clubs) nationally from 2026</li> </ul>
2.3 Drive participation amongst children and young people including through schools and clubs.	<ul style="list-style-type: none"> <li>Review and optimise the Sporting Schools program, creating an attractive proposition for schools and ensuring its growth and sustainability.</li> <li>Strengthen and monitor the pathways and conversion from school to continued participation e.g. clubs, participation programs.</li> <li>Develop partnerships that increase the workforce available to deliver badminton in schools and support program growth, especially in remote and regional areas.</li> </ul>	<ul style="list-style-type: none"> <li>Badminton ranked in top 15 choices by 2026 and top 13 by 2028 (Sporting Schools data)</li> <li>Develop and implement a National Schools Championship by 2026.</li> <li>All third-party providers safety assessed with progress made towards endorsement by S/Ts</li> </ul>
2.4 Explore new formats of badminton through innovative events.	<ul style="list-style-type: none"> <li>Host international events that help to increase the awareness and visibility of our sport</li> <li>Develop and implement new mass participation events or partner with organisations to support the delivery of their badminton events, particularly for under-represented groups.</li> </ul>	<ul style="list-style-type: none"> <li>Delivery of 2027 Badminton World Federation (BWF) World Senior Championships (Masters/Vets)</li> <li>Partnership in place with Sikh Games by 2026</li> <li>Deliver a Pride Cup event by 2026</li> </ul>
2.5 Make it easier for people to find places to play.	<ul style="list-style-type: none"> <li>Provide clear information and an easy to navigate website.</li> </ul>	<ul style="list-style-type: none"> <li>New BA website to have clear information, with targeted content. ClubFinder live by 2026 with direct program bookings available by 2028</li> </ul>

# 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

ACTION	IMPLEMENTATION	MEASURE & TIMEFRAMES
<p><b>3.1 Ensure our policies provide for a safe and inclusive environment for all.</b></p>	<ul style="list-style-type: none"> <li>The National Integrity Framework (NIF), policies, practises, and reporting mechanisms are strongly embedded within the wider badminton community.</li> <li>Education and resources are readily available to our badminton community.</li> </ul>	<ul style="list-style-type: none"> <li>Coach development and learning plan to include key integrity training requirements by 2026</li> <li>SIA integrity training rolled out to officials by 2026</li> <li>National integrity framework rolled out to S/Ts by 2026</li> <li>National integrity framework rolled out to associations and clubs by 2027</li> </ul>
<p><b>3.2 Enhance the culture of badminton in Australia to create an environment where everyone can access safe, inclusive, welcoming and fun experiences.</b></p>	<ul style="list-style-type: none"> <li>Support States and Territories to ensure clubs, venues and coaches are appropriately welcoming to all.</li> <li>Identify partners in diversity, equity and inclusion who can support with this project.</li> </ul>	<ul style="list-style-type: none"> <li>Ideas collected and plan drafted to raise awareness of what a welcoming environment in sport looks like by 2026 ready to deliver in 2027</li> </ul>
<p><b>3.3 Recognise, celebrate, and promote badminton. Raise awareness of the benefits outside of competitive play and pathways.</b></p>	<ul style="list-style-type: none"> <li>Provide input into BA’s marketing and communications strategy to improve connection with existing grass roots badminton communities and engage new audiences.</li> <li>Ensure badminton's programs, players, workforce and volunteers are showcased to current and new audiences through storytelling.</li> </ul>	<ul style="list-style-type: none"> <li>Targeted participation marketing campaigns created in 2026 and launched by 2027</li> <li>Develop at least 4 participation related case studies a year from 2026 and promote through communications channels</li> <li>Annual BA awards introduced by 2026</li> <li>Create badminton ‘promo’ videos to use across social channels by 2027</li> </ul>

# 4. BUILD CONNECTIONS

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

ACTION	IMPLEMENTATION	MEASURE & TIMEFRAMES
4.1 Explore new partnerships that increase access to play.	<ul style="list-style-type: none"> <li>Revise our membership model to provide a strong value proposition for venues to affiliate.</li> <li>Explore opportunities to introduce badminton programs into more diverse venues where there is already an established user group e.g. leisure centres</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of 30 venues across Australia are affiliated by 2028</li> </ul>
4.2 Maintain strong relationships with governments, local councils, Badminton Oceania (BO) and Badminton World Federation (BWF) to drive participation outcomes.	<ul style="list-style-type: none"> <li>Unlock opportunities through funding to showcase badminton participation to new communities at events.</li> <li>Leverage new and build on existing partnerships that contribute to playing opportunities and introducing badminton to new audiences.</li> <li>Create opportunities to engage new participants and increase the fan base through curated experiences at BA and BWF events.</li> </ul>	<ul style="list-style-type: none"> <li>At least 2x national events a year to include participation activations</li> <li>Leverage at least 2 new participation partnerships a year</li> <li>Value proposition created using badminton events to 'connect to culture'</li> </ul>
4.3 Work with States and Territories to develop badminton grassroots participation opportunities.	<ul style="list-style-type: none"> <li>Seek to understand the different and nuanced opportunities and challenges facing each State and Territory to maximise participation outcomes and improve retention.</li> </ul>	<ul style="list-style-type: none"> <li>Review the National Participation Plan yearly and use this as an opportunity for S/T feedback</li> <li>Work with S/T's to develop their Participation Plans, aligning with the BA NPP.</li> </ul>

# 5. PRIORITISE EQUITABLE ACCESS

Prioritise equity and choice to ensure all Australians can access badminton

ACTION	IMPLEMENTATION	MEASURE & TIMEFRAMES
<p>5.1 Expand para badminton to enable more players to access and progress through our sport.</p>	<ul style="list-style-type: none"> <li>Develop a BA digital strategy that includes raising awareness of the para-program and opportunities to learn and grow as a player within participation and development programs.</li> <li>Connect with organisations and groups to welcome more para-players into participation programs.</li> </ul>	<ul style="list-style-type: none"> <li>A para marketing, engagement and development plan created by 2026</li> <li>Training delivered to 50% of currently affiliated associations and clubs on disability inclusion and awareness by 2028</li> </ul>
<p>5.2 Improve accessibility to our sport and foster a mindset of inclusivity.</p>	<ul style="list-style-type: none"> <li>Explore and implement strategies to improve court availability.</li> <li>Explore and implement strategies to improve affordability of the sport.</li> <li>Recognise and address barriers to participation through the development of accessible programs for everyone.</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from S/Ts shows access to court availability improving</li> <li>Resources and learning created for S/Ts, Associations and Clubs to increase knowledge of barriers to participation of under-represented groups</li> </ul>
<p>5.3 Partner with community groups, industry partners and expert organisations to promote and foster inclusion.</p>	<ul style="list-style-type: none"> <li>Identify and engage with community groups for mutually beneficial collaboration opportunities that introduces badminton to more diverse participants.</li> <li>Identify mechanisms and innovative ways those in regional and remote communities can access the sport.</li> </ul>	<ul style="list-style-type: none"> <li>Badminton established as a core sport with Special Olympics Australia by 2028</li> <li>Needs analysis of regional and remote communities completed by 2026 with feasibility of solutions explored</li> </ul>

# KEY TERMS & ACRONYMS

## Abbreviations used in this document

ASC means Australian Sports Commission

ASF means Australian Sports Foundation

BA means Badminton Australia

BO means Badminton Oceania

BWF means Badminton World Federation

CaLD means culturally and linguistically diverse

NIF means National Integrity Framework

## Definitions used in this document

**AirBadminton** means the new exciting format of badminton that can be played by people of all ages and all abilities. The specially developed AirShuttle lets you play on hard surfaces, grass and sand, in any setting you can think of; in parks, in streets, on a playground and any beach!

**Shuttle Smash** is the introductory program for children to experience badminton in a fun, inclusive environment that can be delivered by anyone. Shuttle Smash teaches children badminton through the development of fundamental movement skills, including co-ordination, flexibility, strength, balance and fine motor skills.

**Connected participant** refers to an individual who is engaged in some way in a sporting activity or event, as a player, coach, official, volunteer, or supporting and where BA has access to their data and can provide a meaningful ongoing experience which includes being part of the wider ecosystem.



# ***STATE & TERRITORY ORGANISATIONS***





**#ANYONECANPLAY**

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