

# Mission 2027 Strategic Plan

How will we ensure *everyone* in Ghana is talking about Badminton?



**Ghana Badminton**

— [www.ghanabadminton.org](http://www.ghanabadminton.org) —

*Play Badminton Today. Live Another Day!*

**Proud and passionate...  
you can't help but notice it!**

- Engaged
- Playing
- Supporting
- Watching
- Multi-sport Podium

## **Ghana Badminton... a sport for all, for life!**

This Strategic Plan document is a concise summary of the values, aims and ambitions we have set for ourselves as a National Sport Governing Body to drive Badminton forward for all levels and all ages in Ghana.

Here you will see the challenges and targets for the coming years. This includes defined figures and clear detail about where we will take Badminton in the future.

**Participation:**

We will increase participation among adults, disabled people, in schools, and our own membership.

**Places:**

## Master 2027 Plan- Play Badminton Today, Live Another Day!

We will grow the participation network of schools, community clubs and facilities within a Badminton Competitive league and at a social level;

### People:

We will increase the number of qualified officials and coaches; provide support for Badminton 'activators'; and grow the number of volunteers and officials and provide additional training and support.

### Performance:

We want our elite athletes performing at a world class level; and will provide the

Support and competitive structure at the domestic level for all our players to achieve their potential. Our targets are bold and ambitious.

They are also clearly set out and they are attainable over the next few years. Working together we can make Badminton a sport for all, for life.

Yeboah D Evans, CGMA

President & Board Chair, Ghana Badminton Association

## Our Purpose

**Ghana Badminton exists to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in Badminton.**

Our vision

**Everybody in Ghana should talk about Ghana Badminton by 2027**

Ghana Badminton aspires to be recognised as the best leading National Governing Body, in Africa delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence, and inspires medal-winning performances.

Our values

Respect

Ambition

Inclusion

Teamwork

Focus

Excellence

## **Master 2027 Plan- Play Badminton Today, Live Another Day!**

### **Our strategy**

We based our strategy on four pillars that underpin the entire purpose of Ghana Badminton.

Our four Ps are:

1. Participation
2. People
3. Places
4. Performance

Each pillar supports the structure – if one is weak, the others will wobble.

Places and people are enablers; Participation and Performance are outcomes.

### **Guiding principles**

We will:

Work in partnership with other organisations for Funding

Listen and respond

Be participant-centred,

Be continuously insight-driven

Embrace the use of technology where possible

Strive for continuous improvement in what we do

Provide processes to raise capital in the capital market

### **Participation**

Growing the sport is fundamental to what we do.

### **Participation**

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We will aim to achieve an increase in regular adult participation to over 14,200,000 individuals by 2027 by making the sport accessible to everyone, where and when they want to play.

Specifically, working with partners, we want to increase the number of disabled people regularly taking part to 46,600 by 2027.

### **Badminton in Schools & Young People Project**

The key to long-term growth is getting schools to embrace badminton.

We will work to get Badminton offered for young people in 512 additional community venues and played in 3,212 more schools -basic, secondary, tertiary (teacher training, universities, etc) than in 2020.

The new school-club link programme will provide a sustainable partnership with all schools.

### **Membership**

We would like 90% of regular Ghana Badminton participants to be members of Ghana Badminton to enjoy a lifestyle of abroad and business participation. We need to ensure that membership is adding value to enjoyment of the game. By carrying out regular customer satisfaction surveys year on year, we will know if we are listening to you. We will fully automate membership

Places

### **Clubs & Leagues**

By 2027, there should be a club and/or league within 1hr drive of 80% of the Badminton population.

- We will grow the network of clubs and leagues so that best practice and sharing of ideas can take place.
- Working with grant-making bodies such as NGO's and partners, as we will re-launch a facilities strategy to assist club and league development.

### **Social & Recreational**

Ghana Badminton is flexible and accessible and has always been played in a wide variety of locations since 1962. We will increase the number of vibrant, social, and recreational venues offering Badminton.

- Building on the successful badminton in Schools Project of the last five years, we will focus on a long-term school placement programme.
- We will introduce a funded strategy to create and support more places to play so that everyone can have fun, especially with air badminton

## **People**

- We believe that coaching is fundamental to players of all levels who are looking to improve. The player-coach relationship is a very special one that must be nurtured and supported.
- We will launch a campaign to highlight coaching as a career opportunity, using our defined pathways.
- Not everyone wants to be a qualified coach, so we will provide additional support for more badminton 'activators'.

We know that a lack of coaches holds back growth and development of the sport.

Therefore, we will double the number of active, licensed coaches to more than 640 of sufficient quality to support the growth and ambition of players.

Implement –“No License, no coaching” policy from January 2023.

### **Licensed Coaching Statistics**

<b>1960-2016</b>	<b>2017-2021</b>	<b>Forecasted (2022-2027)</b>
<b>11</b>	<b>247</b>	<b>600</b>

## **Volunteers & Officials**

At every level, badminton would not even exist, let alone thrive and grow, without the army of volunteers working countless hours every time. But we need more of every age group and geographical spread.

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We will actively seek to increase the number of officials and volunteers supporting the sport that reflects the demographics and needs of Badminton and all its participants.

We will provide training, recognition, and support to volunteers and officials of all ages and levels

### Licensed Technical officials Statistics

1960-2016	2017-2021	Forecasted (2022-2027)
09	84	256

## Performance

Very few players will become part of the elite system, but those who do become important role models. By 2027, we want to be achieving medals consistently on a world stage at senior, junior and sub-junior levels.

We will aim to have seniors, juniors, and Sub-Juniors in the world's top 100 and remain in the top 3 African countries consistently.

By 2027, we will top the Commonwealth Games Badminton medal table in Africa

At the base of the pyramid, we will have a national network of two Talent Development Centres supported by High Performance coaches.

## Competition

It is very important that every player who wants to play competitive badminton has access to competitions at the right level for them to perform and achieve their goals.

To support the performance pathway, a domestic badminton competition structure must support elite player development.

We will re-establish Ghana as a host of a major international event after hosting the 2023 African Games with our 2032 Sustainability Plan, as shared by LOC of the African Games

Our domestic competition structure will replicate international standards.

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Our competition structure will provide the right level of opportunities for all players in sponsorship, and or endorsement, live streaming, and an engaging website from January 2022

### **Core additional objectives**

#### **Influence**

Our aim is for Ghana Badminton to be acknowledged as a well-run, high-performing Governing Body with influence in the domestic and international arenas. We see Ghana Badminton as a dominant partner to work with for other organisations.

#### **Revenue**

We cannot continue to rely on government funding, that is, even if we are getting! Ghana Badminton must be capable of meeting the cost of its own core operations.

To do this, we will explore all commercial and sponsorship revenue opportunities in urgency, as well as membership revenue and grant funding.

#### **Image & profile**

We must continue to build the image of badminton as a current, engaging sport for all.

- We will ensure we have an effective and current communications operation enhanced
- We will invest in a current and engaging website and social media campaigns to support all aspects of the sport.
- We will bring Badminton to the fans through television, the internet, in print and all other avenues.

Alongside the strategic pillars sit several objectives running through:

our decision-making.

#### **Staff and Corporate Office**

We must have part time paid staff of two and office volunteers with a corporate office. Our staff is important to us. We will maintain an enthusiastic and expert staff workforce through providing a rewarding environment in which to work and provide professional development opportunities.

Our ad hoc Staff will work hand in glove with the volunteer workforce to support each other.