



**Ghana Badminton**

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*Play Badminton Today. Live Another Day!*

IT'S TIME  
TO PLAY  
BADMINTON  
IN YOUR  
SCHOOL

# MISSION 2032 STRATEGIC PLAN

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

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## **Ghana Badminton Association (GBA)**

Strategic Plan (2022-2032)

Building a Sustainable Badminton  
Ecosystem through

**PARTICIPATION,  
PEOPLE,  
PLACES, &  
PERFORMANCE.**



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

**ENGAGED**

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**PLAYING**

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**SUPPORTING**

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**WATCHING**

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**MULTI-SPORT**

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**PODIUM**



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Ghana Badminton...

**A *SPORT***  
FOR ALL,  
FOR LIFE!



# FOREWORD

## GBA PRESIDENT

**I have the honour and pleasure of introducing to you the Ghana Badminton Association's (GBA) strategic plan for the years 2022–2032.**

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.

The Ghana Badminton Association (GBA) aims to develop and promote badminton at all levels with focus on grassroots, competitive, and elite, by implementing a structured, long-term strategy. This plan focuses on the 4Ps: Participation, People, Places, and Performance to ensure sustainable growth.

### **Participation:**

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

### **Places:**

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.

### **Performances:**

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



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# OUR PURPOSE

Ghana Badminton exists to Create Outstanding and Exciting Opportunities for Everyone to Enjoy and Achieve in Badminton.

The new Strategic Plan 2023–2032 is meant to help the GBA make decisions about its programs and investments while also keeping its membership growing over the next ten years.



To make everybody in  
**Ghana** talk about  
Badminton by 2032.

VISION

# Our Core Values



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**RESPECT**



**AMBITION**



**TEAMWORK**



**INCLUSION**



**FOCUS**



**EXCELLENCE**



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# STRATEGIC PILLARS

# 4PS

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

# Pillar 1:

## Participation

### (Grassroots & Mass Engagement)

#### OUR STRATEGIC GOAL STRATEGY

To encourage more people to play more frequently. Everyone can participate in badminton, and we want to make sure that there are plenty of inclusive pathways and opportunities available to make badminton as accessible as it has ever been.

We aim to achieve an increase in regular adult participation to over 4,200,000 Individuals by 2032 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 6,600 by 2032.

#### BADMINTON IN SCHOOLS & YOUNG PEOPLE PROJECT

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

- **Community Venues:** We will work to get Badminton offered for young people in 314 additional community venues and played in 94% more schools -basic, secondary, tertiary (teacher training, TVET, universities, etc).
- **Clubs and Associations:** The new school-club link programme will provide a sustainable partnership with all schools.
- **Smooth Transitions:** Make it easier to transition from school involvement to badminton competition
- **Sport Introduction:** Introduce badminton in 500+ basic and senior high schools
- **Partnerships:** Partner with the Ministry of Education to integrate badminton into physical education curricula.
- **Leagues:** Annual Inter-School Badminton League from March 2027



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## MEMBERSHIP

- We would like 90% of regular Ghana Badminton participants to be members of Ghana Badminton Association (GBA) 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
- Establish community and mobile badminton hubs in all 16 regions.
- Organize corporate badminton leagues to engage working professionals.

## INCLUSION AND DIVERSITY

- Promoting and empowering female players at all levels of African badminton.
- Collaborating with organizations that oversee inclusion and diversity to create additional avenues and chances to guarantee that badminton is available to everyone.
- Urge GBA members to incorporate para badminton into national governance and management frameworks.
- By encouraging badminton as a sport of participation, (you may empower) people of all ages and backgrounds will be empowered to lead mentally and physically stimulating lives and contribute to a healthier society.
- Encourage badminton as a universally accessible and safe sport;
- Raise awareness of Para badminton among seniors; support Special Olympics and badminton for individuals with intellectual disabilities; and expand participation in the sport worldwide.
- Badminton for All campaign to promote inclusivity.

# Pillar 2:

## Clubs & Leagues

- By 2032, there should be a club and/or league within 30 minutes' drive and of 80% of the Badminton population.
- Establish a National Premier League, schools, college, and Veterans League.
- 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 by 20% each year.

- Badminton at your fingertips: programs and easily accessible web platforms that enable more individuals to discover local opportunities for play.
- 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
- Community & Corporate Engagement



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# Pillar 3:

## Coaches

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 2026.**

### LICENSED COACHING STATISTICS

|                        |   |     |
|------------------------|---|-----|
| 1962-2016              | : | 11  |
| 2017-2021              | : | 247 |
| Forecasted (2022-2032) | : | 618 |

### 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.

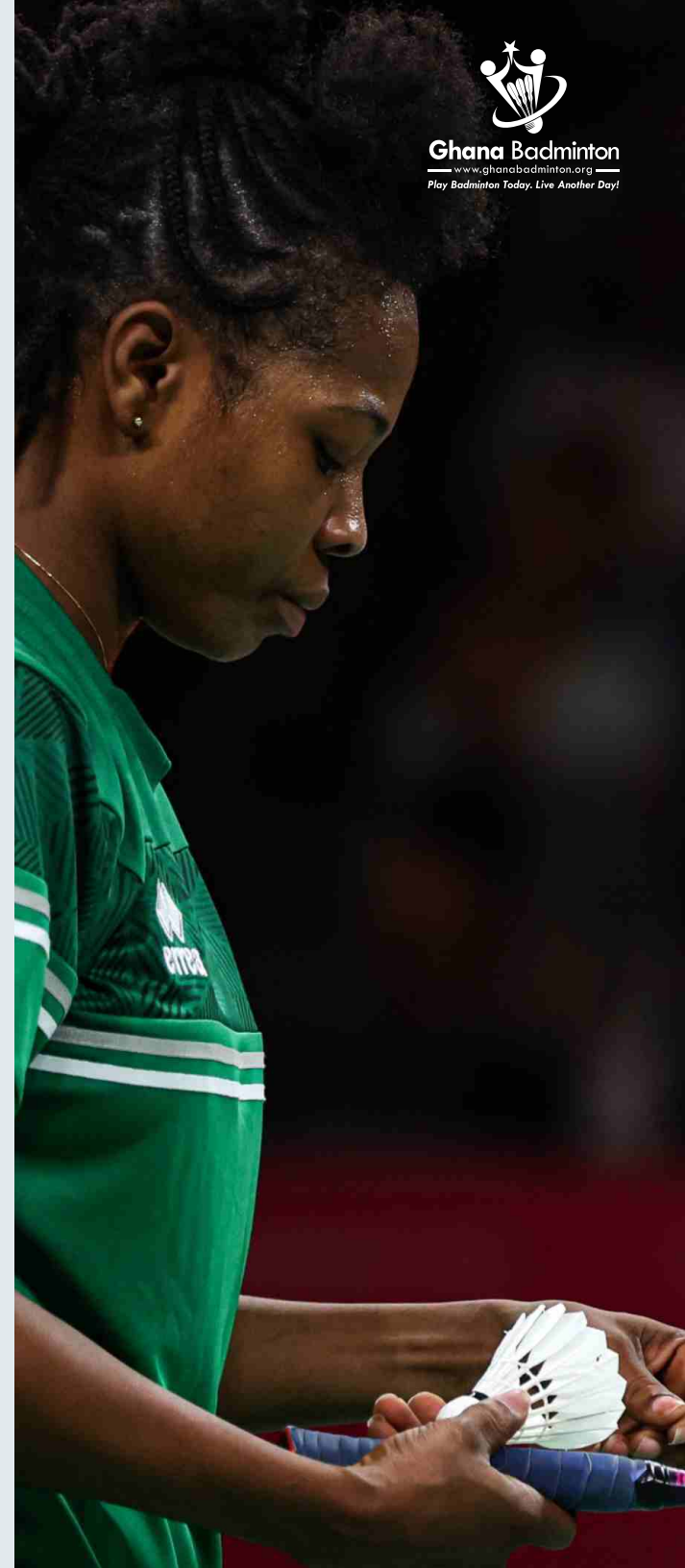
But we need more of every age group and geographical spread.

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 | : | 09  |
| 2017-2021 | : | 96  |
| 2022-2032 | : | 432 |



# Pillar 4:

## Performance

(Elite & Competitive Badminton)

### PERFORMANCE

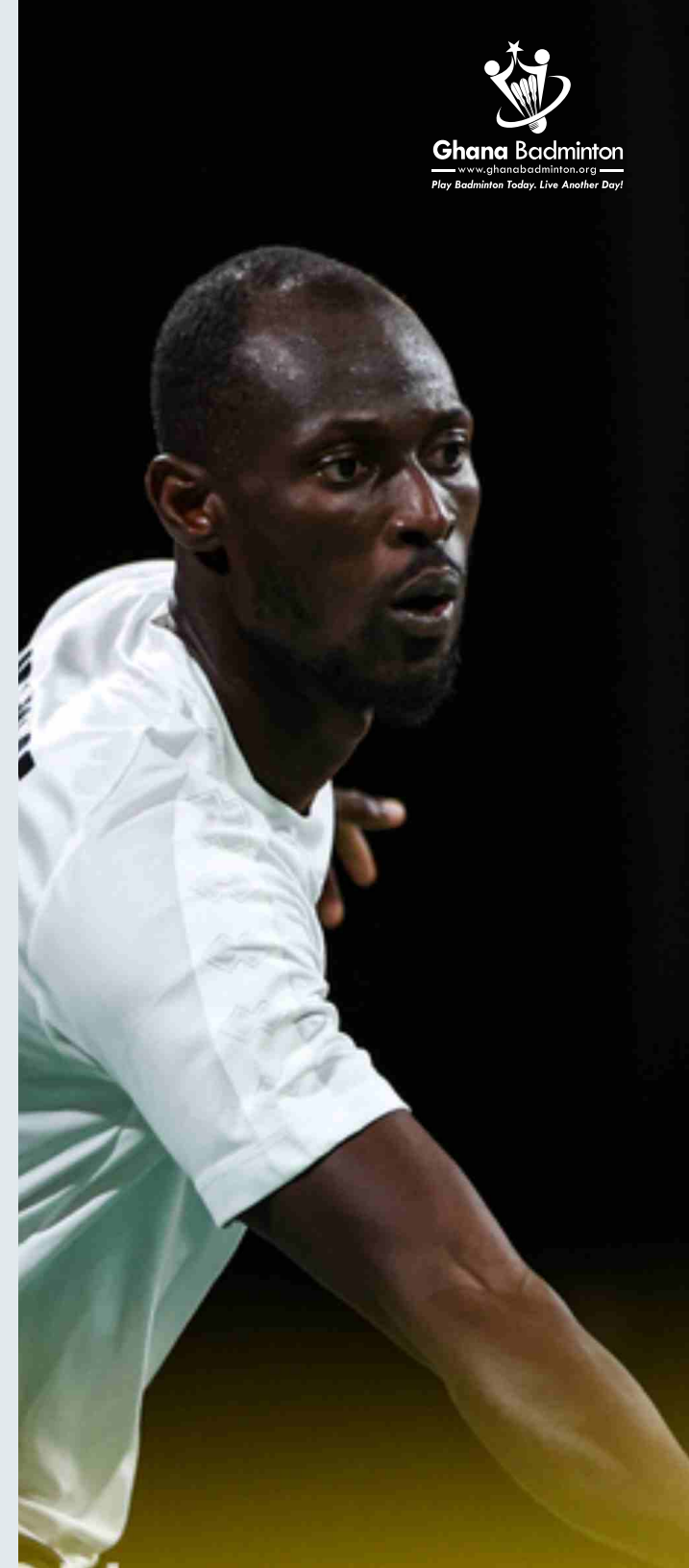
- Very few players will become part of the elite system, but those who do, become important role models. By 2027, we want to be achieving. Medals consistently on a world stage at senior, junior and sub-junior levels.
- We will aim to have seniors, juniors, and Sub-Juniors in the world's top 50 and remain in the top 3 African countries consistently.
- By 2032, we will top the Commonwealth Games Badminton medal table in Africa
- By 2028, we want to qualify 2 athletes to the LA Olympics and be at the podium by year 2032.
- 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 and Legacy Plan.
- Our domestic competition structure will replicate international standards.
- 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 2025



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# 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.

We will establish a limited by Share Company of which GBA will own majority shares and the rest of the capital structure, will go private placement.



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# 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 five 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.

## **MONITORING & EVALUATION (M&E)**

To ensure the successful implementation of the GBA 2032 Strategic Plan, a robust Monitoring and Evaluation (M&E) framework is essential. This plan will track progress, measure impact, and ensure accountability across all four strategic pillars: Participation, Places, People, and Performance.

## M&E FRAMEWORK STRUCTURE

### A. Performance Indicators (KPIs) & Targets

Each strategic pillar will have measurable KPIs with annual and long-term (2032) targets.

Strategic Pillar Key Performance Indicators (KPIs) Baseline (2022) 2032 Target Data Source

| Strategic Pillar     | Key Performance Indicators (KPIs)      | Baseline (2022) | 2032 Target | Data Source                   |
|----------------------|----------------------------------------|-----------------|-------------|-------------------------------|
| <b>Participation</b> | Number of regular adult players        | 500,000         | 4,200,000   | Membership data               |
|                      | Disabled Participants                  | 500             | 6,600       | Pare-Badminton                |
|                      | Schools offering badminton             | 200             | 500+        | Ministry of Education         |
| <b>Places</b>        | Badminton Clubs/Leagues                | 50              | 400+        | GBA Club Registration         |
|                      | Facilities within 30 minute drive      | 30%             | 80%         | GIS mapping survey            |
| <b>People</b>        | Licensed coaches                       | 247             | 640         | Coaching certification record |
|                      | Licensed officials                     | 96              | 432         | Officiating Record            |
| <b>Performance</b>   | Top 50 world ranking (seniors/juniors) | 0               | 3+          | BWF ranking                   |
|                      | Olympic qualifications                 | 0               | 2           | IOC/BWF records               |
|                      | Commonwealth Games medals (Africa)     | 0               | Top 3       | CGF records                   |

### B. Data Collection Methods

- Surveys & Feedback: Annual participation surveys, school/club feedback forms.
- Digital Tracking: Automated membership system, event registrations.
- Partnership Reports: Ministry of Education, National Sports Authority.
- Competition Records: BWF, African Badminton Federation, Olympic Committee.



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# EVALUATION APPROACH

## A. Quarterly Progress Reviews

- Internal GBA Board Meetings: Assess KPIs, budget utilization, and challenges.
- Stakeholder Consultations: Coaches, clubs, schools, sponsors.

## B. Annual Impact Assessment

- Annual Report: Published on GBA website with progress vs. targets.
- Independent Audit: Third-party review of financial & operational performance.

## C. Mid-Term (2028) & Final (2032) Evaluations

- Success Metrics: Achievements vs. 2032 goals.
- Lessons Learned: Adjust strategy if needed.
- Legacy Report: Impact on Ghana's sports ecosystem.





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# ACCOUNTABILITY & GOVERNANCE

- M&E Committee: Composed of GBA board members, external experts.
- Transparency: Public dashboards on GBA website.
- Corrective Actions: If KPIs lag, adjust programs, funding, or partnerships.

# TOOLS & TECHNOLOGY

- Digital Dashboard: Real-time tracking of KPIs (e.g., Power BI, Google Data Studio).
- Automated Membership System: Tracks player growth, coach certifications.
- Social Media Analytics: Measures engagement & awareness campaigns.



By focusing on Participation, People, Places, and Performance, the GBA will create a sustainable badminton ecosystem that nurtures talent, improves infrastructure, and elevates Ghana's standing in African and global badminton.

Master 2032 Plan  
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