

# Trinidad & Tobago Badminton Association Strategic Plan 2018 - 2024



## Our Vision:

To develop badminton at all levels throughout Trinidad & Tobago, encouraging total participation with an aim to meet the needs of members and produce athletes who will compete on the highest levels



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## Strategic Plan 2018 - 2024

### Organisational Excellence

TTBA is a capable, effective, and sustainable organisation that leads the development of Badminton in Trinidad&Tobago.

TTBA records high levels of satisfaction from key stakeholders

TTBA raises the profile of Badminton across Trinidad&Tobago.

Badminton Trinidad&Tobago provides outstanding communications to all Badminton stakeholders.

TTBA is financially sustainable.

1. Key stakeholders satisfaction level with TTBA is 80%.
2. TTBA increases the profile of Badminton across Trinidad&Tobago by 25%.
3. Annual communication survey records an 'Excellent' rating.
4. TTBA grows revenue by 25% each year.
5. TTBA has diverse funding streams that include government, affiliation, commercial and gaming funding streams.

### More People Participating in Badminton

The number of people playing Badminton is growing.

The number of coaches coaching Badminton is growing.

The number of officials officiating Badminton is growing.

The number of volunteers supporting Badminton is growing.

1. Increase of 25% in the total number of people playing Badminton.
2. Badminton is in the top 5 most played sports in primary and secondary schools.
3. Increase of 100% in the total number of Badminton coaches.
4. Increase of 50% in the total number of Badminton officials.
5. Increase of 50% in the total number of Badminton volunteers.

### High Performance Pathways

TTBA is represented in Badminton at the Olympic Games 2024

Trinidad&Tobago is winning medals in CAREBACO, PANAM CHAMPS and PANAM GAMES .

Trinidad&Tobago has players in the top 100 of BWF rankings in all events.

Trinidad&Tobago Players are the best in the Carebaco region and are capable of podium finishes in major events

1. The TTBA Talent Development Programme engages 100 athletes per year.
2. TTBA has a Junior National Squad that wins Europe Events and places in the top 32 of World Events.
3. TTBA has a Senior National Squad that places in the top 32 in the Sudirman Cup
4. Trinidad&Tobago Players compete at 2024 Olympic Games

### Event & Competition Excellence

TTBA deliver excellent national and international events and competitions.

TTBA support Club Organisations to deliver events and competitions.

TTBA events leverage opportunities to grow the number of people participating in Badminton.

TTBA events connect and integrate with the TTBA High Performance Pathways

1. TTBA Events record an 80% satisfaction rating from key stakeholders.
2. International Players in the top 50 of BWF rankings compete in TTBA Events.
3. Participation in TTBA Events and Competitions grows by 10% per annum.
4. Club Organisations value the support of TTBA in Club events.
5. TTBA Events and Competitions link together with participation and performance strategies

### Strengthening Club Capability

Club Organisations are capable, effective, and sustainable organisations that lead the development of Badminton in their club

Club Organisations grow their membership.

Club Organisations record high levels of satisfaction from their members

Club Organisations are actively engaged in TTBA programmes, events and initiatives.

1. Club Organisations achieve 80% satisfaction ratings with their key stakeholders.
2. 10% growth in Club Organisation membership
3. Club Organisations engage in 80% of TTBA programmes, events and initiatives.
4. Club Organisations have in place strategic and operational plans.
5. Club Organisations are financially sustainable.

## High Level Outcomes

## Success Measures

# Trinidad&Tobago Badminton Federation Products and Services

## Strategic Plan Priorities

**Organisational  
Excellence**

**More People  
Participating in  
Badminton**

**High Performance  
Pathways**

**Event &  
Competition  
Excellence**

**Strengthening Club  
Capability**

## Products and Services

TTBA Strategic Plan /  
Framework

Shuttle Time

TTBA Senior National  
Squad Programme

Events Calendar  
(All TTBA Events)

TTBA Handbook

TTBA Operational  
Plans

Primary & Secondary  
School Development  
Initiatives

TTBA Junior National  
Squad Programme

Inter-Club  
(team competition)

Capability &  
Capacity Building  
Toolbox

TTBA Head Office  
Services

TTBA Coach  
Development  
Framework

TTBA Talent  
Development  
Programme

Trinidad&Tobago  
International  
Challenge

Club Organisation  
Support Services

TTBA Website and  
Information Hub

TTBA Volunteer  
Recruitment &  
Retention Strategy

TTBA HP Coaches  
Programme

Trinidad&Tobago  
International Serie

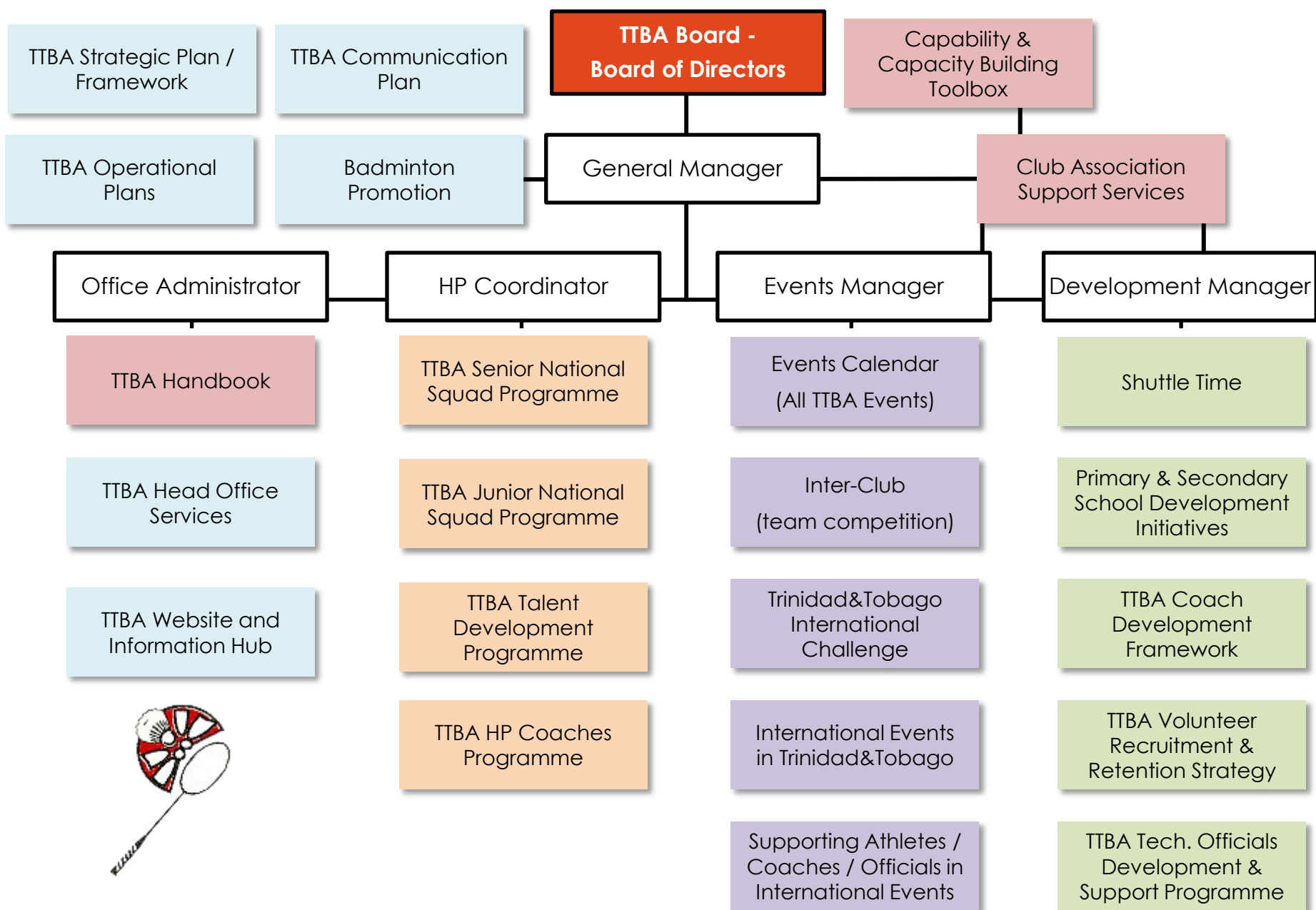
Badminton  
Promotion

TTBA Tech. Officials  
Development &  
Support Programme

Supporting Athletes /  
Coaches / Officials in  
International Events



# Trinidad&Tobago Badminton Federation Organisation Chart



Strategic Priorities

Organisational Excellence	More People Participating in Badminton	High Performance Pathways	Event & Competition Excellence	Strengthening Club Capability
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2018/2019 Key Performance Indicators

<p>1.Key stakeholders satisfaction level with TTBA is 65%. (Currently low 25%).</p> <p>2.TTBA increases the profile of Badminton across Trinidad&amp;Tobago by 25%.</p> <p>3.Annual communication survey records an 'Good' rating. (Currently 'Average').</p> <p>4.TTBA grows revenue by 25% each year.</p> <p>5.TTBA secures Sponsorship to the value of TT\$ 350,000.</p>	<p>1.A baseline of the total number of people playing Badminton is established.</p> <p>2.A baseline of the number of children playing badminton in primary/secondary schools is established.</p> <p>3.A baseline of the total number of Badminton coaches, officials and volunteers is established.</p> <p>4.Shuttle Time engages 2500 kids.</p> <p>5.50 Coaches access TTBA Professional Development.</p>	<p>1.The TTBA Talent Development Programme engages 100 athletes.</p> <p>2.Junior National Squad established with a 12 month development programme.</p> <p>3.Senior National Squad established with a 24 month performance plan.</p> <p>4.Trinidad&amp;Tobago Players qualify for the 2019 and 2021 WC</p> <p>5.HP Players satisfaction level with TTBA is 65%.</p>	<p>1.TTBA Events record an 65% satisfaction rating from key stakeholders.</p> <p>2.Participation in TTBA Events and Competitions grows by 25%.</p> <p>3.Events Committee established and functioning.</p> <p>4.Inter-Club participants surveyed, baseline satisfaction level determined.</p> <p>5.Pilot established to track Shuttle Time participants through events pathway.</p>	<p>1.Club Organisations are supported to survey their key stakeholders.</p> <p>2.Club Organisations record 25% growth in membership.</p> <p>3.Club Organisations engage in TTBA development programmes.</p> <p>4.Club Organisations record a 65% satisfaction level with TTBA development programmes</p> <p>5.Club Organisations are supported to develop strategic plans.</p>
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