

INITIATIVE 1 – NATIONWIDE SPORT MANAGEMENT PLATFORM

PROBLEM STATEMENT >>

Badminton New Zealand, member Associations and clubs have poor understanding of ‘who’ badminton participants are, ‘how’ they engage in the sport and ‘what’ impact initiatives have within communities as the sport does not maintain national or regional membership databases.

An additional, albeit related challenge is that Associations and clubs are unable to invest their valuable time into meaningful initiatives, due to unnecessarily time-consuming and inefficient systems due to ad-hoc management tools, that vary between paper-based, to excel to software platforms.

RESOURCE REQUIREMENTS >>

Badminton New Zealand will invest the Strengthen and Adapt funds into developing and implementing the sport management platform. The total investment will be \$360,000 over the three years of the fund. The distribution of the spend over the three years would be determined during discussions with the platform providers.

OPPORTUNITY >>

Develop a one-stop Sport Management Platform to improve efficiency of delivery for Associations and Clubs, collate meaningful insights on the badminton community and ensure limited workforce / volunteer resources are directed to the programmes that impact the greatest gains for the sport.



SUSTAINABILITY >>

A definite challenge beyond the initial 3 year Strengthen and Adapt funding will be whether or not Badminton New Zealand can sustain investment in funding the member management system.

It seems likely that we will not be able to afford not to do it, so then the challenge becomes just how the funding of this system will operate beyond 2025. This could be a shared funding model with Associations and Clubs (which all should be happy with if the system works as we hope). Or it may be that Badminton New Zealand continues to fully fund for Associations and Clubs as part of the benefits that we provide to our members.

This “fully funded” option by Badminton New Zealand could well be achievable if we are also able to successfully change our affiliation model.

DELIVERY >>

1. Conduct project specific discovery with Associations, clubs, players, parents, coaches, volunteers, Sport New Zealand, potential platform partners and any other relevant stakeholders to ensure that the future product is fit for purpose and meets the needs of all potential stakeholders.
2. Identify the most suitable platform partner and develop an operational plan to deliver the project.
3. Continually engage with Associations and other key stakeholders throughout the development of the platform, ensuring that the community is brought along on the journey, thereby maximising the potential benefit.
4. Deliver on the yet-to-be developed operational plan to implement the platform.

HOW WE WILL KNOW THAT WE ARE SUCCESSFUL

Badminton New Zealand to discuss with Sport New Zealand and Synergia to define what success looks like for the project. Potential measures may include;

Strategic Measures

- i) All Clubs, Associations and Badminton New Zealand are actively using the new member management system as their one source of truth.

Operational Measures

- i) Year 1 (2023) Planning, consultation and building the system successfully completed.
- ii) Year 2 (2024) 5 – 6 pilot Associations begin adopting the system and we have positive reports on user experience and benefits from system for the majority of Associations that have implemented the system.
- iii) Year 3 (2025) 80% of Associations, and their member Clubs, have implemented the system and use of system has become Business as Usual.

TRANSFORMATION >>

- Efficiency of management is significantly enhanced at Associations and clubs, thereby ensuring that valuable time is invested into key initiatives, as opposed to the day-to-day up-keep of organisations.
- Badminton New Zealand has comprehensive national membership data which is well-utilised to enhance insights and revenue generation.
- Participants have a one-stop destination to engage with badminton, be it facility booking, club / event / programme registration, coaching / technical official upskilling and to be determined additional opportunities.

