

STRATEGIC PLAN REPORT

NANNING, CHINA 2019



EVENTS 87%

PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
Pan-American Championships	Annually hold senior and junior Pan-American championships with high-quality organizational standards.						
	Improve and validate the manual of procedures and regulations for the organization of Pan-American Championships	Elaborate a (1) manual of procedures and regulations for the organization of Pan-American Championships.	100	100	100		
		Have 250 athletes minimum participating in each edition of the Junior Pan-American Championship.	100	100	100		
		Get 12 countries minimum to participate in each edition of the Senior Pan-American Championship.	100	100	100		
Events which count towards the World Ranking	Promote events that count towards the ranking in more country members.						
	Keep BPAC's support in order to hold different events in the American continent that count towards the ranking.	a. 7 U19 events (Annually)	90	90	86		
		b. 18 BPAC Circuit events (Annually)	88	83	83		
		c. 2 continental events (Annually)	100	100	100		
d. 2 Para-Badminton events (Annually)		100	100	100			
Badminton competitions in Regional Games	Support the inclusion of badminton competitions in the Regional Games of the continent.						
	Talk with the regional confederations responsible for holding the Regional Games.	Be present in at least three (3) out of the five (5) Regional Games of the American continent, which will be held in the next four years	100	100	100		
	Provide technical assistance to the regional entities and organizing committees in order to hold badminton competitions.				33		
Technical Officials	Promote the annual accreditation of technical officials.						
	Use the events held in order to train technical officials and make them participate.	• Accreditation of 30 technical officials in the next 4 years	100	100	100		
• Each associate member holding an event that counts towards the ranking shall have at least one (1) accredited Pan-American Referee and two (2) Umpires		79%	73	75			

DEVELOPMENT 84%



PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
1. Shuttle Time School Program	Increase the number of badminton players in the associate countries.						
	1. Train BPAC instructors of the Shuttle Time school program.						
	2. Implement the Shuttle Time school program.	Have the Shuttle Time school program in all 100% of the active country members.	69	75	57		
	3. Sign an agreement with the Associate Members to implement the Shuttle Time school program.						
	4. Promote the appointment of the National Coordinator of the Shuttle Time school program.	Receive the progress report of the Shuttle Time school program quarterly from each National Coordinator.		65	61		
	5. Certify Shuttle Time instructors as multipliers of the school program in the Associate Members.	Certify 120 national tutors of the Shuttle Time school program annually.	82	29	24		
	6. Train and certify school teachers in the Shuttle time school program.	Certify 1,000 teachers of the Shuttle Time school program annually.	100	92	100		
	7. Provide equipment (school kits) related to the launch of the school program if possible.	Support the Shuttle Time school program with 250 school kits annually.	100	100	100		
2. Coach Education	Contribute to the coaches' training in the BWF Coach Education System.						
	1. Train BPAC instructors for pilot courses of the Coach Education program.	• Implement the BWF Coach Education System in four (4) Associate Members annually.	100	100	100		
	2. Have courses of the Coach Education program for coaches and national instructors in the Associate Members.	Certify 40 coaches Level 1 annually.	100	100	48		
		Certify eight (8) national instructors in the Coach Education level 1 program annually.	25		13		
	3. According to the progress in Level 1, implement the following Level 2.	Certify sixteen (16) coaches Level 2 annually (since October 2016).	50		69		
		Certify four (4) national instructors in the Coach Education level 2 program annually.	0	0	100		
4. According to the progress in Level 2, implement the following Level 3.	Certify six (6) coaches Level 3 annually (since 2017).	N/E		0			

DEVELOPMENT

PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
3. Player Development	Identify players with elite potential	Appoint a (1) Project Manager	100	100	100		
	Consider the criteria and recommendations of the BWF for development of this program	Have 2 camps annually with the players identified by the BPAC, followed by immediate competitions	100	100	100		
	Provide specialized training to elite players and talents identified by BPAC	Have eight (8) country members with athletes in the top 200 (2016-2017)	100				
	1. Detecte elite players and talented players in the different associations	Have eleven (11) country members with athletes in the top 200 (2017-2018)		72			
	2. Put elite players and talented players systematically together with high-level coaches	Have six (6) country members with athletes in the top 150 (2016-2017)	100				
	3. Support the Associate Members in the design of the training and competition planning and competition planning of the identified athletes	Have eight (8) country members with athletes in the top 150 (2017-2018)		100			
	4. Increase the number of Associate Members with athletes in the top 200 of the World Ranking	Have 15 country members with athletes in the top 200 by the year					
5. Increase the number of Associate Members with athletes in the top 150 of the World Ranking	Have 10 country members with athletes in the top 150 by the year 2020						
4. Membership Structure	Contribute to the strengthening of the administrative structures of the Associate Members through the BWF program						
	1. Have trainings aimed at the Associate Members' staff	Train the staff of at least 10 Associate Members annually in the BWF System		100	100		

COMMUNICATIONS 75%

PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
Fans	Increase the number of fans in the continent.						
	1. Increase the number of championships of all categories streamed in the Internet.	Stream 10 championships in the Internet in the next 4 years.	60%	40%	100%		
	2. Have a database with the main media in the country members.	Have the media cover all championships in the continent throughout the year.	30%	50%	100%		
	3. Optimize BPAC's platforms (YouTube channel and others Social Media channels)	Publish the activities done annually by at least 20 country members.	100%	40%	70%		
Players	Position the best players as sports idols in the continent.						
	1. Publish the profiles of the best players in BPAC's website and Facebook fanpage.	Publish 12 player profiles annually.	0%	100%	100%		
	2. Publish constant information about the best players of the continent.						
	3. Interview the best players of the continent.	Have 12 interviews annually.	0%	100%	100%		
Associate Members	Keep constant communication between the associate members and the BPAC office.						
	Broadcast projects and best practices done in the continent among the associate members.						
	1. Publish information about the activities done by the associate members in BPAC's website.	Publish information about all the associate members in the website annually.	80%	100%	70%		
	2. Broadcast the results of projects done by the BPAC with the associate members.	Have two (2) online publications with information about the different activities done by the country members.	100%	100%	100%		
Media	Encourage Associate Members to establish an internal communication network with their main news media.						
	1. Ask Country Members for the links to the press release published in the main media in regards to our sport.						
	2. Send BPAC projects to the Regional Entities.	Elaborate an online magazine.	100%	100%	100%		
BPAC Communications	Establish official channels of communication to be used between BPAC's office members and the different continental confederations, the BWF and other organizations.						
	1. Stengthen the channels of internal communication in the BPAC office.	Elaborate an internal and external communication manual for BPAC.	0%	0%	0%		
	2. Use different technological tools to keep fluent and constant communication with the different Sports Organizations.						

MARKETING 65%



PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
Events	Raise funds to hold great category events.						
	Elaborate a marketing package offering events according to their category.	Get two (2) sponsors for BPAC.		50	50		
Shuttletime	Promote Shuttle Time.						
	Get sponsors for the Shuttle Time program.	• Get one (1) sponsor for the Shuttle Time program.		50	50		
Special Programs	Strengthen the special programs.						
	Create alliances with sponsors related to the special projects' work.	• Get three (3) strategic alliances with institutions to support special projects.		60	60		
BPAC's Image Promotion	Promote BPAC brands and sponsors in the events held in the American continent.						
	Elaborate an image promotion manual that responds to the sponsor's support and involvement.	Create an (1) image and marketing manual for BPAC.		100	100		

TRANSVERSAL AXES 92%



PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
Para-Bádminton	Increase the number of players in the associate countries.						
	Hold para-badminton events.	Hold at least three (3) Para-Badminton events per year in the American continent.	70%	100%	100%		
	Manage the regulations before the BWF to hold international Para-Badminton events.						
Women in Bádminton	Strengthen the work group of Women in Badminton in the American continent.						
	Have activities with women in different continental events.	Organize two (2) activities annually.	100%	100%	100%		
Peace and Sport Sociales	Continue supporting the BWF Peace and Sport program in our continent.						
	Coordinate with the BWF the work to be done every year for the Peace and Sport project.	Support two (2) Associate members.	75%	75%	75%		

ADMINISTRATION 98%



PRIORITY AREAS	SPECIFIC OBJECTIVES – STRATEGIES FOR THEIR COMPLIANCE	KEY PERFORMANCE INDICATORS 2016-2020	2016	2017	2018	2019	2020
Regulations	Update the bylaws of the Pan-American Confederation according to the modifications in the BWF regulations, WADA Code and other bodies considered.						
	1. Annual review of the specific and general regulations.	Hold one (1) meeting a year to review the modifications to the regulations related to our sport.	100	100	100		
General Assemblies	Inform the associate members about the work done annually by EXCO and the BPAC office.						
	Hold our Annual Assembly according to bylaws.	Submit the activity report developed by the different work areas.	100	100	100		
	Consider the presence of members in the BWF AGM.	Approve the finance report and budget for the next year.	100	100	100		
Associate Members	Keep close communication with the Associate Members.						
	Make all associate members become active.	Set up an intranet between the associate members, EXCO and the BPAC office.					
	Establish e-mail as the official communication channel.	100% of members must be active by 2020.		89	90		
	Support the work of the active Associate Members, as well as the creation of new associates.	Two new associations must be established by 2020.		50	90		
Governance	Get EXCO members involved as the agents in charge of the different committees and work groups, in order to guide and strengthen the work of the Pan-American Office.						
	Appoint the different EXCO members as liaisons in the work areas.	Receive the report made by EXCO members regarding the support provided to BPAC office members, according to their designated work area.	100	100	100		
Assessment, Monitoring and Feedback	Assess the compliance of the strategic plan.						
	1. Realizar el monitoreo del cumplimiento de la Planificación Estratégica a través de la oficina.	Assess and provide feedback on the strategic plan.	100	100	100		



**Badminton
Pan America**

STRATEGIC PLAN 2016 - 2020

83.5%

