

TO2015 PAN AM Badminton & Legacy



MARKHAM PAN AM CENTRE

UNITED WE PLAY! VIVA PAN AM! UNITED WE PLAY! VIVA PAN AM!

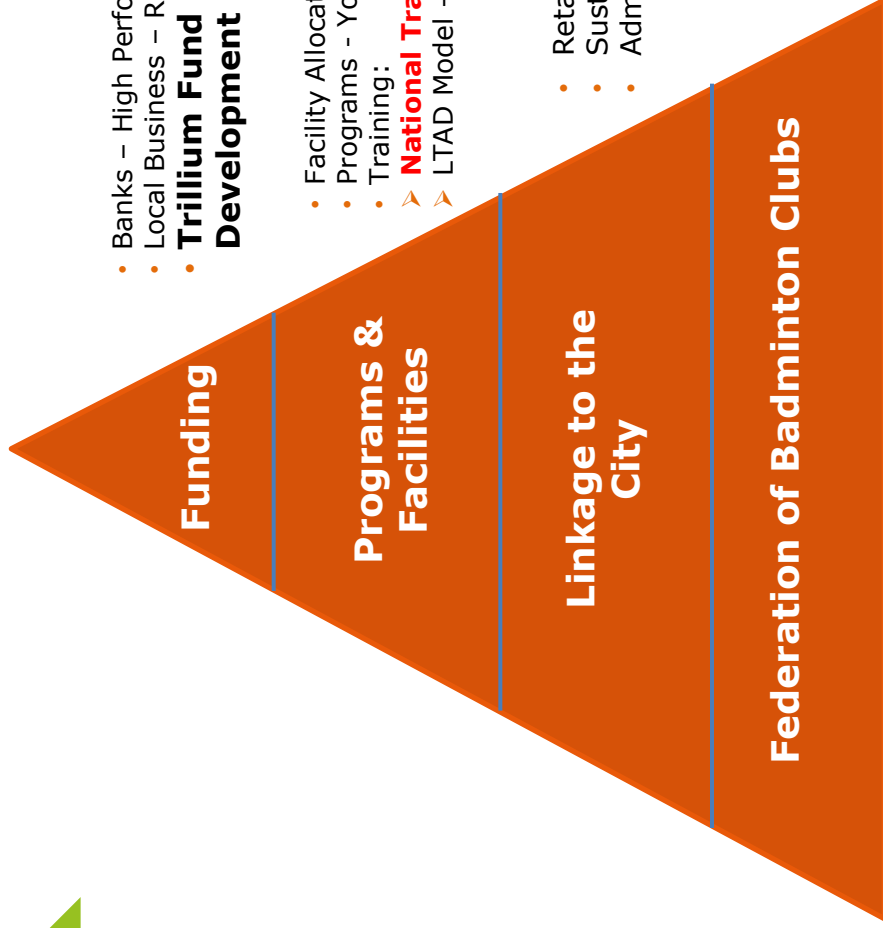
TO2015 PAN AM Mandate



- **Mandate**
 - Deliver a successful Pan Am Badminton Event
 - Leave behind a badminton legacy for the community



Pre Legacy: Build the Foundation



- Banks – High Performance
- Local Business – Recreational
- **Trillium Fund – LTAD Development**



In Progress

- Facility Allocation to Clubs
- Programs - Youth, Seniors, Family, League
- Training:
 - **National Training - Badminton Canada**
 - LTAD Model – Active Start, Fundamental

In Progress

- Retain
- Sustain
- Administer



Staff &
Programs

In Discussions

- Not-For-Profit Organization
- Board & Constitution
- Governance & Service
- League – “United We Play”



Community

Legacy Linkage

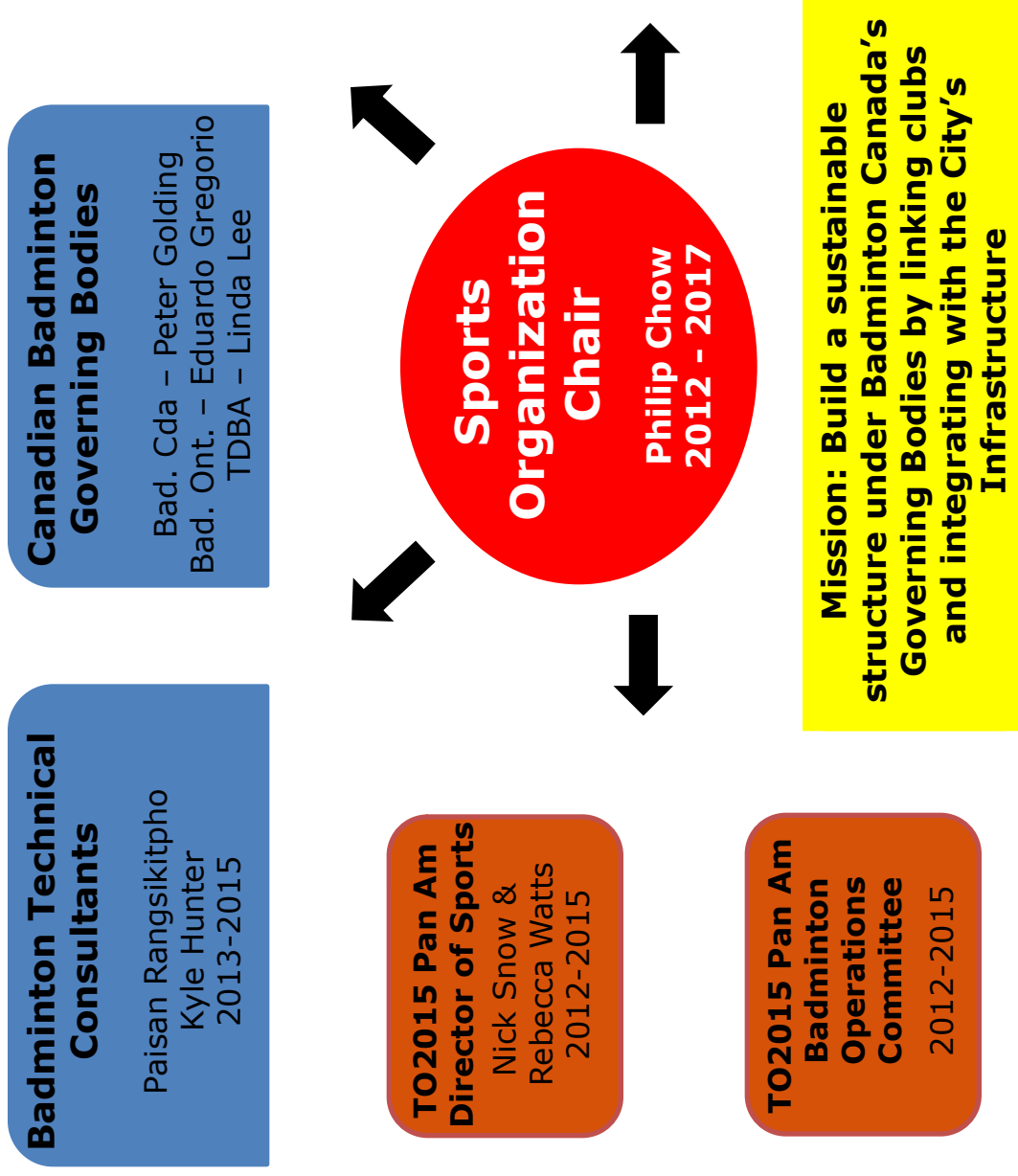
BADMINTON FEDERATION

- Define Program
- Provide Volunteers
- Create Timetable for Facility Usage
- Hire Technical Director
- Develop Budget
- Buy Equipment
- **Retain 15% of Revenue for Programs & Scholarships**
- Organize Tournaments
- Coaches Development – NCCP
- Official Development
- Define and Develop LTAD
- Develop Scholarship Program under Badminton Canada Governance

City OF MARKHAM

- Register Players
- Hire Staff (Optional)
- Manage and Allocate Facility
- Retain Technical Director
- Approve Budget
- Store and Manage Equipment
- **Keep 85% of Revenue**
- Administer Tournament
 - Registration
- Implement and Sustain LTAD
- Facility for Coaches and Officiating Development
- Implement Scholarship Program with Badminton Canada Governance

Governance & Structure



Badminton Challenges

- **What's happening now?**
 - Gaps in badminton development in our community
 - Players to coaches to officiating to sustainability is an issue
- **What can be done?**
 - Re-align governance structure and integrate LTAD Model
 - Find the balance between grassroots and high performance programs
 - Integrate facilities management with Municipalities
 - Integrate Program introduction with School
 - Build a win-win sponsorship model with local businesses

To be successful, all stakeholders (National - Badminton Canada, Provincial - Badminton Ontario, Municipal - City of Markham), most importantly, the local clubs must collaborate in an integrated, action-oriented approach to develop and create sustainability for badminton

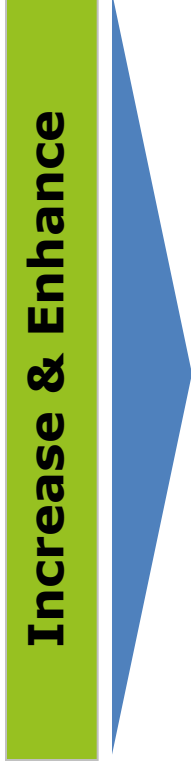
Legacy Vision



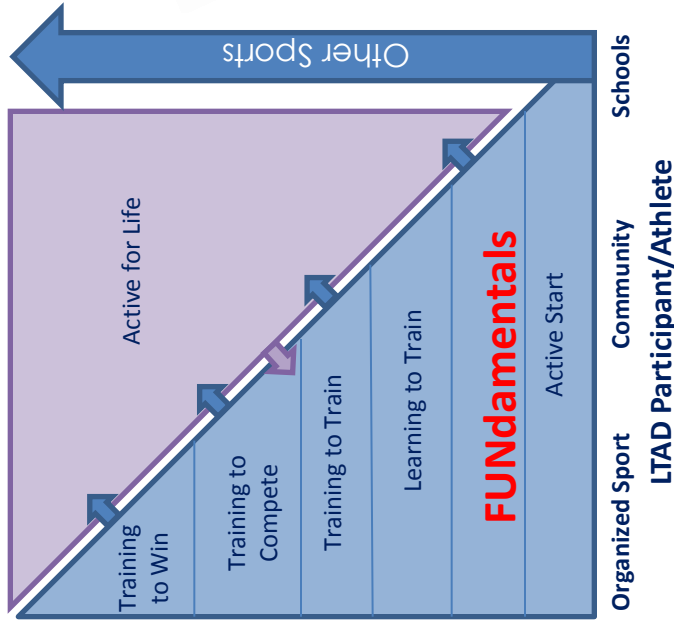
- TO2015 PAN AM will leave behind a dynamic badminton legacy and structure which will enable all its residents to experience and enjoy the sport regardless of their age or ability
- Badminton in our community will be fair, inclusive, safe and welcoming to all
- Badminton will be recognized for its contribution to our social development, including building benefits to our health and wellness



Legacy Goals



- Participation
- Capacity
- Collaboration
- Excellence



Legacy Values

- Create a resilient and purpose-driven culture
- Communicate clearly, proactively and consistently
- Drive our community to share common goal
- Fairness, inclusion and fun

'I think it is critical to embed your values into your plan so it impacts the culture and the way we think and act' – Joanne Mortimore, CEO Athletics Canada



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5 Year Plan: Road to Pan Am



- Integrate existing organizations to create a Federation of Badminton Clubs to be recognized as the 'voice' for the sport in the community **(completed)**
- Advocate a dedicated facility for the sport of badminton after Pan Am Event
- Increase participation in badminton
 - Creation of recreational/competitive leagues **(completed)**
 - Champion Sport for Life framework (LTAD) – align program and resource from children to seniors **(completed)**
 - Balance between Grassroots and High Performance programs
- Establish premier event destination/facilities
 - International, National, Provincial and District tournaments
- Increase and enhance collaboration (expand Markham resident volunteer base)
- Increase corporate sponsorship for badminton athletes
- Invest strategically in the sport of badminton

Federation Tiered League Play

Current Leagues

- Competitive
- Intermediate
- Recreational

Future Leagues

- Youth
- Seniors
- Districts
- National



Trillium Fund Application

Purpose: Build a foundation for a sustainable badminton structure

- **Capital Request**
 - Equipment for Active Start
 - Children's racquets
 - Uniform for league play
 - Training equipment
- **Operational Request**
 - Hire a Technical Director
 - Development of coaches & officials
- **Federation's Role**
 - Manage and administer the Fund equitably
 - Develop programs to service the community
 - Ensure Program sustainability
- **Linkage to the City**
 - Retain Technical Director
 - Ensure Program sustainability



How Can I Help ?



- Contact – Human Resource Manager – Garmon Kwong
➤ Garmon.Kwong@sympatico.ca

“We make a living through what we do. We live life through what we give”
- Sir Winston Churchill, Prime Minister of U.K

“I believe success is 1% Strategic and 99% Implementation!”

– Dave Cote, CEO of Honeywell International

Synergy – The strength of an Individual is in the team.
The strength of a team is in an Individual.