



QUEENSLAND BADMINTON ASSOCIATION Inc.

Stakeholder Engagement Plan

(Approved: 10 Aug 2025 / Next Review: Aug 2026)

Introduction

This document outlines the Queensland Badminton Association's (QBA) stakeholder engagement plan. Its purpose is to ensure QBA is proactive in its communications and provide clear messaging to all individuals and groups connected to badminton in Queensland. Effective stakeholder engagement facilitates relationship building and understanding, which benefits both QBA and its stakeholders. Best practice requires regular collaboration with members and stakeholders, along with an annual review of this plan.

1. Engagement Objectives

The QBA stakeholder engagement plan aims to:

- Enable QBA to communicate clearly and consistently, fostering positive relationships and building trust within the sport.
- Provide opportunities for leaders and QBA members to align efforts and decision-making to promote the sustainability of the sport.
- Provide appropriate avenues for listening and feedback in pursuit of QBA's strategic plan.
- Seek feedback from members and stakeholders regarding performance or proposed initiatives.
- Consider member and stakeholder interests in decision-making.
- Promote collaborative governance and align strategic decision-making across the sport.
- Promote openness and transparency in QBA's activities.

2. Key Stakeholders

QBA engages with various internal and external stakeholders. The engagement method will vary based on the strategic objective and the stakeholder's level of involvement. Below are the key stakeholders for QBA to drive strategic decision-making and collaborative governance initiatives:

Stakeholder Group	Examples
QBA Management and volunteers	Board Members, team coaches and managers
Clubs & Associations	Affiliated clubs and their committees
Playing Members	Registered players with affiliated clubs
Coaches & Officials	Accredited coaches, umpires, referees
Volunteers	Event volunteers, committee members
Badminton Australia	National sporting body
Sponsors & Partners	Commercial partners, local businesses
Parents/Guardians	Parents of junior players
Queensland Government & Bodies Sport and Recreation Queensland, local councils	
Schools & Educational Institutions	Schools with badminton programs, universities

Note: This list is not exhaustive, and other stakeholders may be engaged depending on specific strategic objectives.

3. Stakeholder Engagement Approach

QBA's stakeholder engagement plan aims to:

- Clearly communicate QBA's engagement approach to its key stakeholders and the public.
- Support QBA in achieving its strategic vision by engaging critical community members.
- Allow QBA to seek feedback and input from key stakeholders for decision-making.
- Reinforce a culture of engagement and collaboration.

The engagement approach for each stakeholder will be tailored to their needs and their role within the sport. We will utilize the following engagement model:

- Inform: Provide stakeholders with balanced and objective information; they are not directly involved in decision-making. (e.g., newsletters, website updates)
- Consult: Obtain feedback from stakeholders, listen to their views, and provide feedback on decisions. (e.g., surveys, meetings, focus groups)
- Involve: Work directly with stakeholders to ensure their concerns are considered and their input influences decisions. (e.g., workshops)
- Collaborate: Partner with stakeholders throughout the process, involving them in analysing and developing solutions and decision-making. (e.g., advisory committees)
- Empower: Place final decision-making in the hands of stakeholders, who will implement what is decided. (e.g., delegated decisions)

4. Engagement Activities

QBA's stakeholder engagement plan aims to:

The QBA Board, staff, and relevant committees will undertake the following engagement activities:

- Directly Affiliated Clubs & Associations:
 - Inform/Consult: Regular newsletters and email updates on QBA events, policies, and initiatives.
 - Consult/Involve: Annual Club Forums to discuss strategic direction, collect feedback, and share best practices.
 - Collaborate: Work with clubs on joint programs, facility development, and talent identification.
- Other Affiliated Clubs
 - Inform/Consult: Website, social media, and direct email communications about events, rankings, and opportunities.
 - Consult/Involve: In partnership with Affiliated clubs and associations provide updates to other badminton entities on discuss strategic direction, collect feedback, and share best practices.
 - Collaborate: Work with affiliate Associations and clubs on joint programs, participation activities and talent identification.
- Playing Members:

- Inform: Website, social media, and direct email communications about events, rankings, and opportunities.
 - Consult: Online surveys to gather feedback on competition formats, programs, and member services.
- Coaches & Officials:
 - Inform/Involve: Workshops and seminars for professional development and updates on rules/regulations.
 - Collaborate: Involve coaches and officials in program development and event planning.
- Volunteers:
 - Inform/Involve: Direct communication regarding event opportunities, training, and recognition.
 - Collaborate: Seek input on event management and volunteer support.
- Badminton Australia:
 - Inform/Collaborate: Meetings and reporting to ensure alignment with state badminton strategies and initiatives.
- Queensland Government & Bodies:
 - Inform/Collaborate: Meetings to advocate for the sport, secure funding, and ensure compliance with governance standards.
- Schools & Educational Institutions:
 - Inform/Collaborate: Outreach programs, provision of resources, and support for school badminton initiatives eg. School badminton competitions.
- Sponsors & Partners:
 - Inform/Collaborate: Regular communication to ensure mutual benefit and alignment of outcomes for sponsorship agreements.

5. Review

This plan will be reviewed bi-annually to ensure its effectiveness and updated as needed to reflect the evolving needs of QBA and its stakeholders.