

# Manawatu Badminton AGM Report – 12<sup>th</sup> February 2014

## Development Report 2013

by Sandra Lynch



Firstly I would like to take this opportunity to congratulate everyone in Manawatu Badminton Association on a very successful year in 2013. Our volunteers, coaches, players, parents and committee members have all contributed to our success and I think that we should all be proud of what we have achieved. We are lucky to have very active volunteers, many of which have assisted me in various aspects of development which ultimately has increased participation numbers in Manawatu. In 2013 we focused

heavily on schools programmes and we have seen a significant growth as a result. Superleague has continued to attract players with an average of 30 teams per round and we had 8 rounds in 2013. Badminton players continue to show an interest in coaching lessons which is a positive sign for development and we are working with Adidas badminton to supply our schools, players and members quality badminton equipment.

Sport New Zealand estimates that there are 100,000 social badminton players, 12,000 primary schools players and over 9,500 secondary schools players in this country. Badminton New Zealand's membership is approximately 11,000 who are affiliated through the 25 active Regional Associations.

Here are our facts, figures and reports from the past year

### **Schools & Junior Badminton – Increasing our numbers**

We continued to build on our junior development programmes in 2013 with big participation numbers in our schools competition and our representative programme. This trend falls in line with the increase in badminton participation in secondary schools; Manawatu continues to offer schools badminton opportunities such as schools coaching classes, competitions, club play and Superleague.

#### Primary Schools Competition Term 1 (February-April):

This year there were 32 teams (28 Girls and 36 Boys) that took part and this competition ran for 8 weeks in the B&M Centre. Players came from 10 local schools: Whakarongo, Westend, Awapuni, Central Normal, Carncot, Russell St, Winchester, Our Lady of Lourdes, Hokowhitu and Cloverlea schools. This was an increase of 14 teams from 2012. We also asked our junior representative coaches to come down and scout out for new players - these players were asked to trial for representative



teams and some of them are now part of our representative training squads. In total 11 players are now club members, have participated in School Holiday programmes or on reps. Thanks to Bevan, Bruce and ECCT for assisting with this competition.

### Secondary Schools Competition Term 2 (May-June):



According to the NZ Secondary Schools Sports Committee, Badminton is now ranked 10<sup>th</sup> in most participated sports in secondary schools in NZ. Badminton has seen a 13% increase in participation rates over the last 5 years. Our competition saw 25 courts in use every Monday from 3.30pm-5pm. We initially had 63 teams that wanted to take part with almost 45 of them coming from Boys High and Girls High. The competition could only accommodate 50 teams so we tried

to get extra court space in the Arena however this was booked out. As a result we had 46 teams that finally took part which was an increase of 5 on 2012 (24 girls teams and 22 boys teams); we had 3 divisions in both boys and girls. The competition is doubles only and there are 4 players per team. We had teams from Awatapu, Hato Paora, Boys High, Girls High, LAC, Freyburg, St.Peter's College and QEC. Thanks to Bruce for assisting in the organisation and Mike for Tura for doing the grading! Thanks to ECCT for assisting us.



### Intermediate Schools Competition Term 4 (October – December):

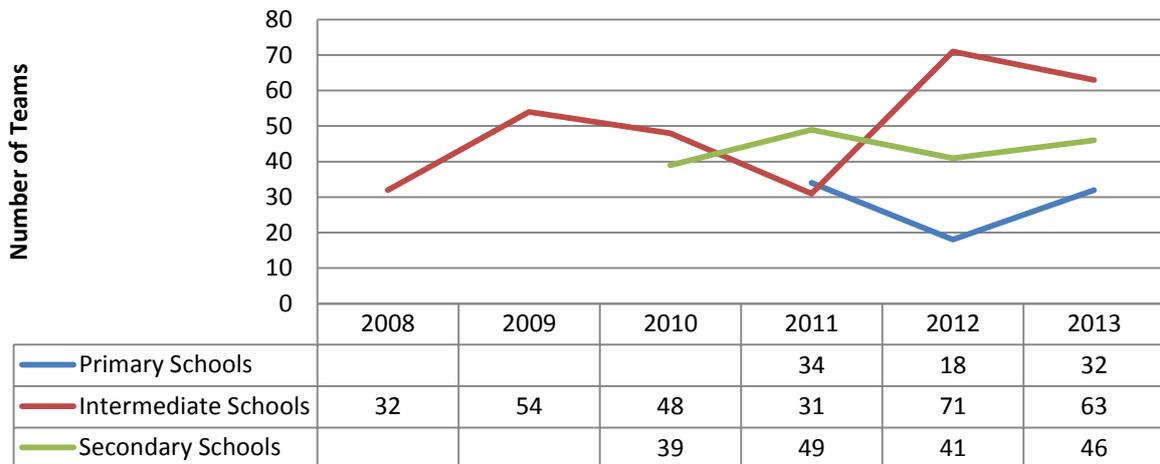


We ran our 7th annual Intermediate Schools Competition in 2013. This was a hugely successful year as we had 63 teams that took part from seven local schools – Palmerston North Intermediate Normal School, Ross Intermediate, Monrad Intermediate, St.Peter's College, Longburn Adventist College, Carncot, Whakarongo and Cornerstone Christian School.

Interestingly we had a higher number of girls players in this competition - 38 girls teams and 25 boys teams. The competition lasted for 8 weeks and we had 4 grades in the girls and 3 grades in the boys. Many of the players are interested in continuing to play badminton and we are hopeful for an influx of new players in to our clubs. Well done to our volunteers Bevan, Bruce & Tura for all their hard work! Thanks to Infinity Foundation for assisting us with funding for this event.



## Manawatu Schools Competitions



### Badminton for Schools Initiative 2013



In August 2012 I applied to Sport Manawatu's Regional Partnership Fund to run our 'Badminton for Schools Initiative' throughout 2013 in Palmerston North. We were successful and were awarded just over \$12,000. This initiative is aimed at increasing the amount of school children participating in and enjoying the sport of badminton. Each participant took part in 4 sessions took place during PE class and gained a basic knowledge of badminton from the rules of scoring, shot development and tactical awareness. To make badminton sustainable within the schools we included a Teacher-training module and each school was provided with a Badminton Kitbag which has rackets, shuttles, coaching manual and a net upon completion. Schools were also being linked with local junior clubs which provided extra-curricular opportunities for the school children to participate in badminton. To date 162 hours of coaching have been completed and we have received the following feedback: *'Top quality coach with great rapport with the students...{Syen} had great expertise, knowledge and skills that we don't have'* from Boys High; *'David was great...worked well with students...extremely organised, well-structured and 'broken down' into*

*teachable chunks'* from PNINS; *'The coaching session for the staff was ideal, and the hand-outs provided will enable me to maintain children's skills and teach again in the future'.*

We sent out a feedback survey to all the schools and had 22 responses which had very positive results for the MBA. 86.4% rated the coaching classes as **excellent**. 94.6% felt that the kids' skills have improved **a great deal or a lot**; 86.4% of the schools feel that it was **extremely beneficial** to take part in the programme; 90.9% of the schools felt that the programme was a **great deal of value** at \$2 per child. I would like to thank all the schools we have worked with, my coaches David, Syen and Bruce and Sport Manawatu for their continued support. We will continue this programme for the first term in 2014.



2013 Academic Year – ‘Badminton for Schools Initiative’ completed schools and numbers:

Hokowhitu Primary School	Yr 3 & Yr 4	4	<b>89</b>
	Yr 5 & Yr 6	3	<b>85</b>
Monrad Intermediate	Yr 7 & Yr 8	5	<b>139</b>
PNINS	Yr 7 & Yr 8	8	<b>246</b>
Boys High	Yr 9 & Yr 10	8	<b>213</b>
Carncot	Yr 5 & Yr 6	2	<b>21</b>
	Yr 7 & Yr 8	2	<b>30</b>
LAC	Yr 9	3	<b>62</b>
<b>Total</b>		<b>35 classes</b>	<b>885 students</b>

**Including Palmerston North Intermediate Normal School was had 1332 students that received MBA badminton coaching in schools in 2013**



#### Palmerston North Intermediate Normal School

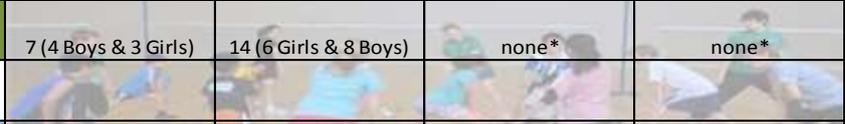


I worked with Palmerston North Intermediate Normal School in 2013 and this has been one of our most successful schools development programmes. Trevor Dearlove, their sports co-ordinator, has positively supported the development of badminton in the school by taking part in the ‘Badminton for Schools Initiative’ in which 246 of their students took part. He also organised PE badminton classes for the rest of the school in Term 3 – another 447 students. The school also ran 2 badminton clubs during the academic year – Tuesday afternoons and Thursday lunchtimes! I would like to thank Trevor and the staff for their continued support of our sport.

#### School Holiday Programmes 2013

In 2013 we held four School Holiday Programmes with a total number of 76 participants. We had repeat participants with many coming back 2 or 3 times throughout the year. Our venue has been PNINS for all programmes and we held morning sessions for beginners/school learners and afternoon sessions for advanced players. Many of our participants have come from the local community such as schools in which we held coaching programmes, local club players and local rep players; in October we had five players from the local Bhutanese community. I was assisted throughout the year by local players and coaches and I have used this programme as part of our coach and volunteer education development.

Dates: January 22<sup>nd</sup>-24<sup>th</sup>; April 30<sup>th</sup>, May 1<sup>st</sup>-2<sup>nd</sup>; July 23<sup>rd</sup>-25<sup>th</sup>; and October 8<sup>th</sup>-10<sup>th</sup>.

Dates	January	April	July	October	TOTALS
Morning	16 (8 Girls & 8 Boys)	17 (9 Girls & 8 Boys)	10 (1 Girl & 9 Boys)	12 (6 Girls & 6 Boys)	55
Afternoon	7 (4 Boys & 3 Girls)	14 (6 Girls & 8 Boys)	none*	none*	21
					76 participants
Boys	12	16	9	6	43
Girls	11	15	1	6	33
<i>* no afternoon sessions due numbers and tournament clashes</i>					

I would like to thank Sport Manawatu for assisting us with funding under the KiwiSport Regional Partnership Fund. We have had great support from our badminton parents and I would like to thank our assistant coaches Josh, Sang Ho, Syen, David, Elijah, Geena, Ehsan, Bruce, Julian, Junius, Liang and our physical trainer Angela Newton. As popularity grows we may need to look at extra sessions and a bigger venue. Onwards and upwards for 2014!



### Junior Representative Programme



Our Representative players and teams trained from March to September/ October in 2013. The coaches and JDC met early in 2013 to plan the season. We allocated coaches for age groups, chose the competitions that we were entering and booked all our training venues for the year. The junior squads were comprised of U13 players, U15 players and U17 players. Manawatu won the Hawkes Bay Cup for the third year in a row. This was a huge year for us in respect to winning titles in the Central Regions as our U15, U17 and U19 teams won their events and with U13's came 2<sup>nd</sup> in their age group.



The Badminton New Zealand U13, U15 & U17 North Island's Championships took place in Arena Manawatu, Palmerston North from 14th-20th July 2013 and 280 competitors took part. Manawatu U15 Team 1 placed 5th, U15 Team 2 placed 12th and U17 Team 2 placed 8th. Many of our players also entered individual tournaments and we sent an U15, U17 and combined U19 team to Nationals – results are as follows: U15s came 6th place, our U17s came 9th place and our U19s came 5th! Well done to our parents, Managers, coaches and all the volunteers for all their effort! Congratulations to Wei Lim on winning the U15 National Boys title in Auckland. Thanks to Pub Charity and Fonterra for their assistance.

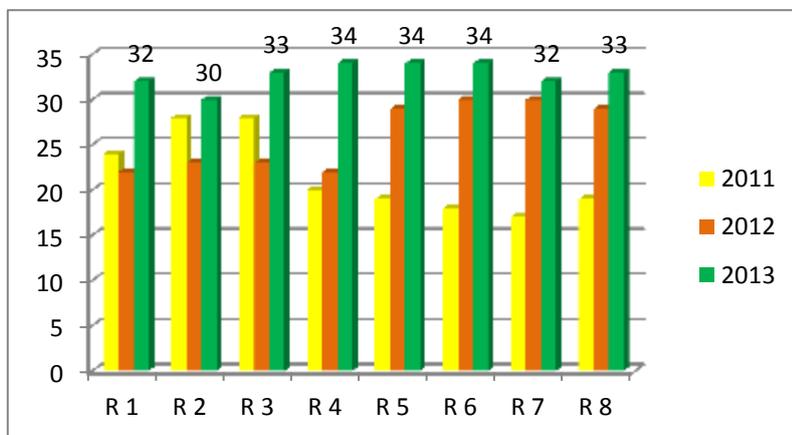
### Superleague – Quality Competition

Our Thursday night Superleague competition continues to attract players and many teams play in the competition for the majority of the year. Our team numbers per round have averaged 33 which is an increase of approximately 7 teams per round on 2012 figures. We consistently had five grades and even needed extra courts in Round 6 to accommodate the teams. We were lucky to get funding from Sport Manawatu to assist our junior players in Round 7 and Round 8 - this halved their entry fee. Junior play numbers increased as a result and in the final round we had 53 juniors taking part.

We asked our participants for feedback and we would like to thank those that took part. We are very interested to find out that many players are interested in coaching to help their game – this will be a priority in 2014. We had 15 responses and some of the comments were as follows:

Excellent	53.33%	<i>'It's brilliant and fun, probably the highlight of the week. Everyone who goes is very friendly, and loves the game. Keep it going'</i>
Very Good	26.67%	
Good	20%	<i>'the best part of manawatu badminton activities, in my opinion.'</i>

*'in each league, only have 1 team relegated and 1 team promoted after each round (of 5 weeks).'*



Thanks to all our loyal players, Richard, Bruce and all the subs that help us out!

## Coaching – Offering Opportunities

We ran our first Adult coaching classes in June/July 2013 in association with Palmerston North Badminton Club and had 13 participants. The coaching classes were aimed at both the public and club members who were at beginners to intermediate standard who wanted to learn some technique, footwork and shots. Thanks to Palmerston North BC who supplied the courts for the 4 weeks. Thanks to Rose – my lovely assistant.

I also ran another coaching class for Mid Central Health via our contacts in Superleague (Don). We had 5 regulars that attended for the 4 weeks and they continue to play in Superleague every week.

We ran a Badminton Coaching Module for UCOL students who are doing a Certificate in Exercise & Sports Performance. This took place on 13<sup>th</sup> November 2013 and we had 41 students take part in the 3 hour module. The students learned the basics of badminton coaching from myself and Syen – grips, serving, basic footwork and the rules of the game.

## Senior Badminton

### Clubs:

Our club player numbers seemed to stay somewhat static this year. Rainbow club showed a big increase in its membership and casual players. Monrad club had an increase in casual numbers and PNBC junior club showed an average 10% increase in junior players. Masters Club has showed a slight decline in numbers and I will be assisting them in 2014. Massey numbers also reduced however they continue to have many casual students during the academic year. Well done to the committee members and the clubs for all their efforts in administration and promotion of our sport.

Representative Teams: Trials were held in March and our representative teams are selected after this. All representative players are affiliated to local clubs.



We trained in Palmerston North Intermediate

Normal School on Wednesdays and Sundays from March to September and thanks to all the team captains for their effort put into organising the training!

Badminton Manawatu entered two Senior Representative teams, two Masters teams and two Vets teams entered into the 2013 BNZ Inter-Association League. Well done to all our representatives that do Manawatu proud! Congrats to both Senior Div teams that got promoted!



## PR & Marketing – Raising the Profile

Work continues on our Facebook page to keep the information current, interesting and I am also sharing photos of our activities. We have 283 likes in comparison to 193 this time last year. I am updating it regularly with local news/activities and any regional or national news that may be of interest to our members. Please continue to like and share our page among your friends and family – we want more badminton enthusiasts to join our community.

<https://www.facebook.com/MBAShuttle>

We have re-vamped our website [www.manawatubadminton.org.nz](http://www.manawatubadminton.org.nz) and believe we have made it more user friendly. We have highlighted upcoming events on the front page, and added in drop-down menus to make navigation easier for visitors. Thanks to Nick for his efforts and Bruce for updating page information.



We have invested in some advertising signs and business cards that we are using at our competitions, open days, coaching courses, and school holidays programmes etc. I feel that they are good advertising boards and have been useful for raising our profile and in particular our on-line sites to the public.



Manawatu Badminton Week took place from 11<sup>th</sup>-17<sup>th</sup> March 2013 and we secured air play on Mediaworks stations – a radio ad was made and was played 72 times over 3 days on More FM, The Breeze, The Sound, Radio Live, Live Sport, The Edge, The Rock and Mai FM. The idea of Manawatu Badminton Week was to promote our sport, welcome players to come down and have a game in our local clubs and during our 'Come & Try' sessions!! All standards were catered for from beginners and novice players, juniors and senior players, parents and

grandparents, teachers and principals! It was great that our local community got involved such as primary school sessions, singles competition and fancy dress Superleague night.

I secured a column in the Manawatu Standard called Badminton Banter. I have had 5 columns and a tribute article about the North Islands this year. Local badminton player and junior representative coach Josh Curry was also interviewed for an article on local sports volunteers for the 'Studentcity' section in the Manawatu Standard in February 2013. The Badminton Banter column will continue in 2014 and this has certainly ensured that badminton results and news is getting out to the wider Manawatu community. On many occasions I have had non-badminton people mention that they saw my article in the paper!



## Strategic Planning – Building our future



We began our strategic planning process in December 2012 and ran multiple open workshops to gauge what the badminton community's needs and wants. The plan is now finally complete. Realising our vision, reaching our goals and evaluating the plan are vital for the association to direction and to track our achievements and ensure that we continually provide quality leadership and governance for the badminton community in Manawatu. The hard work of reporting against our KPI's continues.

### Our Vision:

*Badminton Manawatu - Providing quality programmes, competitions and an abundance of playing opportunities for the Badminton community*

### Mission:

*To provide effective leadership, successful programmes and financial stability to promote the sustainable development of Badminton in Manawatu*

## Fundraising

We starting some more fundraising in 2013 and had some ingenious ideas floating around! We decided to try out chocolate selling and got a mould made with an embossed shuttle on it. We sold these at schools competitions, Superleague and to friends and in the local pub! However we are also looking at supplying these for the SKYCITY New Zealand Badminton Open in 2014. We also sold shuttle angels as Christmas tree decorations. Racket stringing continues also by our volunteers with all income going to the association. Thanks to Bruce, Leonne, Susie, Natalie, Cathy and any people that assisted.



**Thanks for our funding assistance from NZCT, Infinity, Sport Manawatu, Lion Foundation and Pub Charity**

## 2014 – Growing our sport

In 2014 we will be continuing the administration and development of badminton in the Manawatu. Our executive, sub-committees and junior development committee will continue their work on organising and administrating our sport.

Community Sport is now driven by clubs and schools, is increasingly event-driven and primarily supported by volunteers. The MBA must continue to service our local community by offering playing and coaching opportunities, a variety of competitions and pathways to high performance.

I will continue with our schools development programmes and increasing the profile of our great sport in the local community. I will be focussing on coaching – in clubs, in schools and assisting coach development. I will continue to build on the success of Superleague and encourage more teams to take-part. Thanks to all our volunteers and all those that have helped out in 2013.

Sandra Lynch

Manawatu Badminton Development Co-ordinator