



ANNUAL REPORT

FY 2012-2013

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BADMINTON BC

MISSION

Badminton BC will provide clear leadership and assist and support the developmental advancement of the sport. Our leadership will span all developmental levels on a province-wide scale, addressing vital organizational issues including revenue stability, increased participation and stronger overall awareness of the role of Badminton BC.

VISION

Leading BC to excellence and British Columbians to be active for life.

MANDATE

Develop, promote and deliver Badminton programs within BC

VALUES

Open Communication
Honesty
Integrity
Transparency
Respectfulness
Equitable Interactions



PRESIDENT'S MESSAGE

President's Message

As my first official year as President ends, I am reminded how we have grown. The board has been busy this past year strengthening our organization which included:

- ✓ Review and update of our Vision, Mission, Values & Mandate
- ✓ Review and update our Constitution & Bylaws
- ✓ Addition of an Employee Performance Review Policy
- ✓ Review and update of Financial Planning & Control Policies
- ✓ Development of a three year Strategic Plan

I am extremely proud of how cohesively the Board of Directors has worked in ensuring our organization is operating effectively and efficiently as possible. The breadth of expertise we have is extraordinary and it's our collective passion for our sport that pushes us to "Lead BC to excellence" and "ensure revenue stability, increased participation and stronger overall awareness of the role of Badminton BC".

It's worth noting too that our BC athletes have had some exciting experiences across the province this past year. At a grassroots level players from Prince George had the opportunity to play with National Team members this summer; at a high-performance level BC continues to hold four of the nine spots on the Canadian National Team and our Masters continue to shine with Marg Hudson, Port Alberni, acquiring her 100th gold medal this year.

I'd also like to thank and recognize those who have volunteered to assist our organization this past year. Cameron Cairncross for guidance through our Governance Review, Ram Nayyar for his contribution into our Strategic Plan and Ajit Dayanandan for his expertise on the Finance & Audit Committee.

Badminton BC is looking forward to engaging more new faces in the next year while we work through the tasks in our Strategic Plan. If you are keen and interested in volunteering to help out we would love to have you! Watch for call outs for assistance with specific tasks, or talk to a Board member about your particular area of interest. We will continue to keep our members updated on our progress through our website. Members and Non-members alike are encouraged to continue to share on our Facebook page about their Badminton success stories and Badminton News in their community.

Lisa Davison
President
September 20, 2013

REFLECTIONS FROM THE BOARD

Reflections from the Board

The past year has been a blur of activity from a Board perspective. The Board of Directors was keenly aware of the dissatisfaction from the membership in many areas of Badminton BC's operations and programs. While change may not yet be evident to the general population, change has been very evident inside the organization. In this upcoming year, members should begin to see the results of those structural and procedural changes.

As referenced in the President's report, the Board has spent a lot of time working on developing and standardizing sound policies and procedures. Time has also been spent populating committees and doing liaison time with key members of the Badminton community to build or begin to mend fences. Thank you to Ram Nayyar, Darryl Yung, and Bobby Milroy for the donation of their time to help the Board on this journey.

Some of the procedures set in place include: a format and timeline for regular staff evaluations; developing work plans that include timelines, assigning a person responsible, and evaluation plans for the goals set out in the Strategic Plan.

Work has begun on our main improvement goal: Communication. Communication is a huge area, spanning everything from communicating with sponsors & partners, to communicating with members, to handling concerns from members with timely responses, to the planning, organization, and running of events. Badminton BC is currently in the process of collecting Communication Policies from other non-profit agencies. From there the Board will look at what will work best for Badminton BC and its stakeholders, and put together a plan which will then be "test driven". The organization and the Board WILL be looking for your feedback, both good and bad.

Badminton BC is only as strong as its members. With your support and our energy, the Board is hopeful that we can rebuild our organization into something that meets the needs of our members and something we can all be proud to be a part of.

Respectfully submitted on behalf of the Badminton BC Board of Directors,

Dawn McGuire-Reeves
Vice-President
September 20, 2013

EXECUTIVE DIRECTOR'S REPORT

Executive Director's Report

STRATEGIC HIGHLIGHTS

April of 2013 marked the conclusion of my first year as Executive Director of Badminton BC. During that year we successfully:

- transitioned from an “Operational” Board of 17 to an “Oversight” Board of only 8;
- reduced annual overhead expenses by over \$35,000;
- engaged in strategic planning along with planning for wider membership engagement and investment in community delivered programs.

I am really excited to finalize the development of the 2013-2016 Strategic Plan and continue the implementation of strategic initiatives that are of the highest priority to the Board of Directors and Membership of Badminton BC. You can expect more clear and efficient communications of what is happening within the Badminton BC community and a more community based delivery of programs and events.

OPERATING HIGHLIGHTS

Participation Development

Staff and Board took this year to critically reflect on how we currently engage participants and potential Badminton BC members throughout the province and found that the lion's share of financial and human resources were being allocated within the Lower Mainland with only minor increase to our overall membership numbers. We have also noticed that our Schools Program (Elementary School Clinics primarily delivered in Vancouver), operates as a small immediate financial surplus to Badminton BC however it tends not to display ANY connection with registration of new members or an inroad to a greater athlete development pathway.

In 2013-14 we plan to restructure our Participation Development model to benefit local clubs who can deliver introductory programs. By foregoing the immediate financial benefit of delivering such programs internally we hope to extend our reach farther throughout the province and promote participants to join these local clubs as a longer-term member of the Badminton BC community. BC Winter Games will occur in Mission, BC February 2014.

Competitions and Event Hosting

Badminton BC saw a slight increase in participation within the ranking circuits this year, with Masters and Junior contributing the majority of players. Senior “open” category circuit events continue to struggle numbers wise however the overall badminton community remains strong with larger numbers of participants electing to play in unsanctioned “recreational” events that are being promoted in various regions by groups operating these events not in partnership with Badminton BC. The 2012-13 season also saw a couple of major badminton events hosted within BC. In July of 2012 Badminton BC was able to

EXECUTIVE DIRECTOR'S REPORT

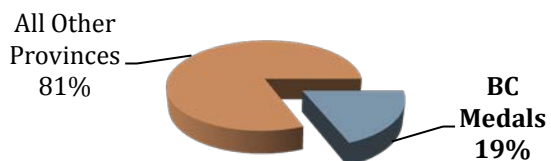
support the hosting of the Yonex Canada Open, and at the time of this publication we have successfully lead the hosting of the 2013 edition which saw over 200 players from 31 countries spanning 5 continents. In April 2013, Badminton BC hosted the Canadian Masters Badminton Championships, with just under 200 participants aged 35 to 80+ both the level of competition and spirit to party were high.

In 2013-14 you can look to see Badminton BC aligning our Junior and Senior ranking circuits with National participation eligibility, also we will look to create new partnerships and strengthen existing ones with organizations that are successfully delivering badminton events currently external from Badminton BC.

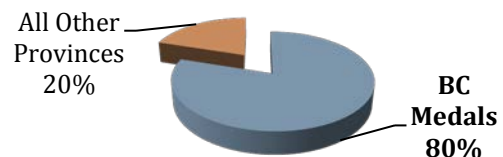
Performance and Team BC

This year we saw some exceptional performances by our elite athletes starting with BC athletes on the National Team. 50% of the Canadian National Badminton Team are BC athletes (Toby Ng, Adrian Liu, Phyllis Chan, Christin Tsai), Toby Ng and Ram Nayyar are our most recent Olympians as they represented BC and Canada at the 2012 London Olympics, and Benny Lin and Duncan Yao have been invited to the Badminton Canada Development Team.

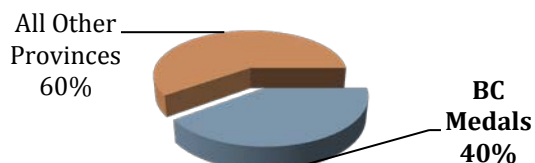
Junior Nationals



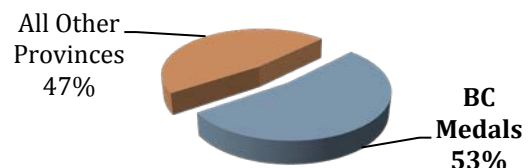
CCAA College Nationals



Senior Nationals



Masters Nationals



Team BC brought home silver in the U14/U16 2013 Western Canadian Team Championships hosted in Saskatoon, SK,

This coming year we shift into Canada Winter Games and Western Canada Summer Games preparation mode with athlete, coach and manager selection taking place and planning the team training and athlete services leading up to both events.

EXECUTIVE DIRECTOR'S REPORT

Officials

The Officials Committee consisting of Ayaz Amlani, Noah Wang, Rob Oldfield, Al Mawani (staff liaison) and chaired by Sital Shoker was created this year to fill the role of the former Board position known as VP-Officials. The committee met multiple times through the year to discuss the current state of official's development in BC as well as sharing ideas on how to attract new officials to become certified and support tournaments throughout the province.

As we head into the 2013/14 season we are completing an inventory of "active" officials in the province and working to allocate a minimum number to each sanctioned event. The Officials Committee is also reviewing and revising the "reward" package for individuals serving as umpires and referees.

Coaches

In the 2012/13 season, Badminton BC was able to advance the certification of 45 individuals (primarily at NCCP Level 1). However consistent with previous years, our member engagement with NCCP certification programs remains quite low due to Badminton Canada's pending re-development of the course criteria and delivery methods.

Badminton Canada is poised to release the new competency based Introduction Competition modules in this coming season. We have been told that these modules will be delivered primarily through the National Body and that multiple sections may be done by participants online. Badminton BC is supporting this transition and looks forward to promoting the new modules to our members.

LOOKING AHEAD

With the reduction in overhead expenses and a great deal of technical planning that occurred in the previous fiscal year we are now in a better position to shift the traditional BBC focus of "invest internally to create revenue programs" to a more external approach. This external investment will see BBC supporting partner clubs and organizations who are delivering quality badminton programs and events that may not provide a direct financial return to BBC through participant fees, but a greater return by increasing and/or strengthening the Badminton BC community as a whole.

As we expand our partnerships we will be focusing our efforts to enhance our communications, public relations and marketing of Sport Participation and Competition and Event Hosting programs.

Stay up to date by visiting our website, reading our email member updates and joining/starting conversations on our Facebook page.

Phil Weier
Executive Director
September 20, 2013

FINANCIAL SUMMARY

Financial Summary

After realizing a significant surplus in 2011-12, we did not have as large of a National or International event in comparison to the 2011 BWF World Seniors Championship, so we further reduced administrative overhead expenses while maximizing available spending in our Sport Development and Competitions programs. We were also able to incur the added expense of 2/3's the cost associated with completing our strategic plan, all without realizing a significant overall deficit.

The 2012-13 fiscal year realized a \$580 deficit.

Currently we are highly dependent on government funding (60% of FY 2012-13 Revenue). Moving forward it is imperative that Badminton BC increase its self-generated revenue through both sponsorship and membership. First we must increase our number of registered members so that we are more attractive to sponsors (Sponsorship Revenue), then we can enhance the programs and services that we offer to our members, thus making membership more attractive (Membership Revenue).

2013-2014 BUDGET

2013-2014 Budget

BADMINTON BC 2013-14 Budget

| | Jun '13 - May 14 |
|---|-------------------|
| Income | |
| 1 - GRANTS & SUBSIDIES | |
| Total 4030 - Ministry Base Funding | 166,305.77 |
| 4035 - Community Gaming Grant | 85,000.00 |
| 4076 - Hosting Grants (Government) | 48,500.00 |
| Total 1 - GRANTS & SUBSIDIES | 299,805.77 |
| 2 - MEMBERSHIP | |
| 4110 - Full | 30,000.00 |
| Total 2 - MEMBERSHIP | 30,000.00 |
| 3 - MARKETING | |
| 4117 - Sponsorship | 2,000.00 |
| 4150 - Fundraising | 1,000.00 |
| 4154 - Donations | 1,000.00 |
| Total 3 - MARKETING | 4,000.00 |
| 4 - SPORT DEVELOPMENT | |
| 4219 - BC Elem Sch Clinic/ Event Fees | 10,000.00 |
| Total 4502 - Coaching Course | 7,000.00 |
| 4503 - Jr Reg Dev & BC Winter Games | 12,000.00 |
| Total 4 - SPORT DEVELOPMENT | 29,000.00 |
| 5 - COMPETITIONS | |
| 4340 - BC Provincial Championships | 20,000.00 |
| 4345 - Competitive Event Sanction Fees | 5,000.00 |
| 4516 - Officiating Courses | 1,000.00 |
| Total 4533 - National Events | 128,150.00 |
| Total 4555 - International Events | 130,534.75 |
| Total 5 - COMPETITIONS | 284,684.75 |
| 6 - HIGH PERFORMANCE | |
| 4010 - Team BC Events | 3,000.00 |
| Total 6 - HIGH PERFORMANCE | 3,000.00 |
| 7 - MISCELLANEOUS | |
| 4141 - Term Deposit Interest | 1,000.00 |
| 4143 - Bank/Shares Interest | 100.00 |
| Total 7 - MISCELLANEOUS | 1,100.00 |
| Total Income | 651,590.52 |

BADMINTON BC 2013-14 Budget

| | Jun '13 - May 14 |
|---|-------------------|
| Expense | |
| 1 - ADMINISTRATION | |
| Total 1-A Staff Salaries & Benefits | 180,500.00 |
| Total 1-B Acctng, Audit, Payroll | 16,000.00 |
| Total 1-C Meetings | 12,632.00 |
| Total 1-D Transaction Fees | 1,750.00 |
| Total 1-E Affiliation | 8,500.00 |
| Total 1-F GST,HST,Legal & Society | 300.00 |
| Total 1 - ADMINISTRATION | 219,682.00 |
| 2 - OFFICE, EQPMT & SUPPLIES | |
| 5011 - Repairs & Maint (Office Eqpmt) | 2,000.00 |
| 5030 - Amortization - Capital Assets | 2,500.00 |
| 5040 - Amortization - Portable Courts | 1,000.00 |
| 5050 - Supplies | 1,000.00 |
| 5071 - Website Hosting | 4,740.00 |
| 5101 - Printing/Photocopying | 250.00 |
| 5102 - Postal/Shipping Charges | 1,000.00 |
| 5104 - Insurance | 100.00 |
| Total 5130 - Rent/Utilities | 9,048.00 |
| Total 2 - OFFICE, EQPMT & SUPPLIES | 21,638.00 |
| 3 - MEMBERSHIP | |
| 5080 - Membership Development | 2,000.00 |
| 5081 - Insurance | 3,000.00 |
| Total 3 - MEMBERSHIP | 5,000.00 |
| 4 - SPORT DEVELOPMENT. | |
| 6111 - BC Elem Sch Clinics and Events | 7,000.00 |
| Total 9205 - Coaching Courses | 14,000.00 |
| 9301 - Jr Regional Development & BCWG | 13,500.00 |
| 9302 - Community Events | 3,000.00 |
| Total 4 - SPORT DEVELOPMENT. | 37,500.00 |
| 5 - COMPETITIONS. | |
| 7310 - BC Provincial Championships | 17,000.00 |
| 7320 - Officiating Courses | 1,000.00 |
| Total 7340 - International Events | 170,759.13 |
| 7635 - Tournament Software | 1,000.00 |
| Total 8120 - National Events | 145,500.00 |
| Total 5 - COMPETITIONS. | 335,259.13 |
| 6 - HIGH PERFORMANCE. | |
| 7515 - Athlete Assistance Program | 12,255.00 |
| 7520 - Team BC Events | 10,000.00 |
| 8340 - High Performance Program | 10,000.00 |
| Total 6 - HIGH PERFORMANCE. | 32,255.00 |
| Total Expense | 651,334.13 |
| Net Ordinary Income | 256.39 |
| Net Income | 256.39 |

2013-2014 PROVINCIAL RANKING EVENTS

2013-2014 Provincial Ranking Events

BADMINTON BC JUNIOR

| DATE | TOURNAMENT NAME | VENUE |
|-----------------------|--|----------|
| September 27-29, 2013 | VLTC Junior Open | VLTC |
| October 18-20, 2013 | HCC Junior Open | HCC |
| November 8-10, 2013 | VRC Remembrance Day Junior Open | VRC |
| December 6-8, 2013 | Island Junior Open | BVIC |
| January 24-26, 2014 | Shuttlesport Junior Open | SSDCA |
| February 14-16, 2014 | Black Knight British Columbia Junior Elite Series | VLTC |
| March/April 2014 | BC Junior Provincial Championships | KHAS |
| April 28-May 3, 2014 | Yonex Canadian Junior & U23 National Championships | ClearOne |

BADMINTON BC SENIOR

| DATE | TOURNAMENT NAME | VENUE |
|-----------------------|---------------------------------------|-----------|
| September 20-22, 2013 | KHAS Badminton Open | KHAS |
| November 1-3, 2013 | Shuttlesport Open | SSDCA |
| November 15-17, 2013 | Yonex British Columbia Elite Series | VLTC |
| January 10-12, 2014 | Jack Underhill Open | VRC |
| February 4-8, 2014 | Yonex Canadian National Championships | VLTC |
| April 4-6, 2014 | Island Open | BVIC |
| April 2014 | BC Closed Provincial Championships | TBA - Bid |

BADMINTON BC MASTERS

| DATE | TOURNAMENT NAME | VENUE |
|----------------------|---|-------------|
| October 25-27, 2013 | VRC Masters | VRC |
| November 15-17, 2013 | Port Alberni Masters | AAH |
| January 24-26, 2014 | VLTC Masters | VLTC |
| February 14-16, 2014 | Brentwood Masters | BBay & CBay |
| March 7-9, 2014 | BC Masters Provincial Championships | CRBC |
| March 28-30, 2014 | Kelowna Ogoogo Masters | KBC |
| April 14-19, 2014 | Yonex Canadian Masters National Championships | Ontario |

INSPIRATION FROM AROUND THE PROVINCE!

Inspiration From Around the Province!

"Playing with Christin Tsai, Canadian National Team member, in Prince George this summer was a really great experience and it made me want to step up my game. It was amazing to play with someone as high a level as she is. Even though we didn't win it was still an amazing experience and I'd do it again and again if I ever got another chance."

--- Olivia McClair, 16, Prince George

"My area of involvement has been player, coach, and official development. I have been mentoring coaches from the grass roots to the national level for Badminton BC and Badminton Canada. I continue to teach, but also upgrade my qualifications. I attend conferences where a wealth of knowledge with regard to teaching techniques is shared by other coaches."

-- Abdul Shaikh, 80, Vancouver

"Highlights of 2013 - I won my hundredth gold medal in competition at the Canadian Masters Championships this year and two more gold and two bronze at the world games in Torino, Italy and two bronze at the BWF Masters Championships in Ankara, Turkey. I will continue to play as long as I am able."

-- Marg Hudson, 74, Port Alberni

"The most important things I've learned in life I've learned on the badminton court. Badminton has been my passion for over 25 years and has taken me around the world to more than 50 countries across six continents. My family has enjoyed playing together, as well as traveling together to tournaments all over Canada and around the world. Now that I am no longer playing professionally, my approach to the sport has changed. My focus has shifted to coaching and to helping instil the same passion that I feel for the sport into the hearts of my students."

-- Anna Rice, 33, Vancouver

"Building a junior club from the ground up is both challenging and simple. It is challenging to coordinate the details and ensure that volunteers are in place where needed and athletes are managed appropriately. At the same time, the sport is so awesome that with a little bit of coaching skill, a little bit of love for the game and a good attitude, it is very attractive and easy to promote!"

-- Jeremy Cote, 24, Fort St. John

"Over the years, I have gotten a great deal of happiness and personal growth through working with athletes as a coach. As a player, I have also had the pleasure and privilege of being part of a very close knit and friendly badminton community."

-- Colin Sherk, 38, Invermere

"Badminton has been and still is my life. It has given me a lot of great friends and relationships with people and provided me with wonderful and exciting opportunities. What I am doing now would have happened without badminton in my life."

-- Duncao Yao, 18, Vancouver

"As a volunteer, a few of many of the skills I have learned are:- to work closely with and mentor other volunteers, to organize and to run very successful tournaments/games events at the local, provincial, national and international levels, and to develop a network of contacts in our sport, and to be a valuable resource for badminton. As I am passionate about our sport, I will continue to further my resume as a volunteer, coach, official, player, and sport administrator."

-- Cindy Simpson, 68, Campbell River

Benefits of Badminton

Community

Strong communities are built as recreational facilities become hubs of community life. Badminton is inclusive. Benefits extend to all ages regardless of social or economic status.

Well-being

Badminton keeps you feeling well, strong, motivated, enthusiastic and young. It helps ward off depression, anxiety and stress and offers a release from the pressures of everyday life.

Health

Badminton conditions and strengthens the heart muscle, and reduces hypertension. The result is a lower heart rate and protection from heart disease, especially heart attacks. It reduces chances of developing osteoporosis.

Socialization

Badminton helps develop social skills. It fosters collective thinking; builds confidence and gives one a sense of accomplishment and develops leadership qualities.

Competition

Through competition people learn to manage emotions, resolve conflicts, show respect, honour etiquette and appreciate diversity.

Fun! Badminton provides positive experiences for individuals, families and clubs.

SOCIETY INFORMATION

Society Information

LISA DAVISON
PRESIDENT



Tel 605-385-3599
lisa.davison@badmintonbc.com

PHIL WEIER
EXECUTIVE DIRECTOR



Tel 605-385-3599
philw@badmintonbc.com

KEN THIESEN
OPERATIONS MANAGER



Tel 604-385-3595
info@badmintonbc.com

BOARD OF DIRECTORS

Lisa Davison, President, Prince George
Dawn McGuire-Reeves, Vice-President, Gabriola Island
Richard Jordan, Secretary, North Vancouver
Gary Yick, Coquitlam
Norm Parry, Member at Large, Terrace
Ayaz Amlani, Member at Large, Campbell River
Bob McMynn, Business Community Rep, Vancouver

STANDING COMMITTEES

Nominations

Bobby Milroy, Vancouver

Governance Review

Lisa Davison, Prince George
Cameron Cairncross, Courtenay
Bob McMynn, Vancouver

Finance and Audit

Ajit Dayanandan, Prince George
Gary Yick, Coquitlam
Lum Chan, Richmond
Janet Chen, Burnaby

Risk Management

Lisa Davison, Prince George

TECHNICAL STAFF

Al Mawani, Burnaby
Thushan DeSilva, Vancouver

OPERATIONAL COMMITTEES

Competitions

Julia Chen, West Vancouver
Ram Nayyar, Vancouver
Mary Jo Randall, Victoria

Performance

Abdul Shaikh, Vancouver
Ram Nayyar, Vancouver
Calvin Holoboff, Vancouver
Keith Anton, Victoria
Phyllis Chan, Vancouver

Coaches

Abdul Shaikh, Vancouver

Officials

Sital Shoker, Victoria
Ayaz Amlani, Campbell River
Noah Wang, Burnaby
Rob Oldfield, Victoria