

To: Dr. Erika Paterson

From: Eric Hsu

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Subject: Improving Member Satisfaction of Badminton BC

Introduction

Badminton BC is a government association which monitors and organizes the play of badminton in British Columbia since its conception in 1925. The association is a registered non-profit organization under the Societies Act of British Columbia, managed by an elected volunteer Board of Directors. Badminton BC hosts a total of 10 junior or senior circuit provincial level tournaments annually and use the results of these tournaments to determine the provincial ranking of players in each of the 5 disciplines: Men's Singles, Men's Doubles, Women's Singles, Women's Doubles and Mixed Doubles. Furthermore, Badminton BC regularly collaborates with the national association, Badminton Canada, to host National level events. They have even worked with Badminton Canada to host the Canada Open for four years in a row until the tournament was moved to Calgary. Over the recent years, the population of competitive badminton players in British Columbia has declined rapidly. BC used to be the most competitive province in Canada as it consistently produced top-notch players including national team members, national champions and Olympians. Badminton BC (BBC) has been struggling determine the reason for the declining population and has been attempting to revive the popularity of competitive badminton. Attempts to change the situation have included bringing in a new Executive Director and forming new positions.

Statement of Problem

Traditionally, BBC has not played a major role in a players' career aside from hosting tournaments and providing funding opportunities. Due to this, the bond between the two parties is minimal. Every player who wants to participate in provincial or national tournaments has to have a valid membership. This membership fee has increased from \$10 a year in 2009 to \$45 (provincial) to \$60 (national) in 2016. Without marked improvements or changes such as an increase in funding or cash prize, members have reported that the sharp increase in membership fees are unjustified. Competitive players sent to represent the province at team tournaments such as the Western Canada Team Championship are still expected to pay for expenses of the trip. It is not a surprise that members feel that there are no benefits to becoming a member of Badminton BC.

Proposed Ideas

Currently, the Badminton BC's website only has information about their annual tournament schedule and each update is only a reminder of the next tournament. There is little or no report on previously finished tournaments about the tournament itself and the results. Badminton BC should make an effort to recognize their players by conducting interviews and acknowledging performances. A revival of the "Courtlines" newsletter would be a good place to start. Badminton BC should also have training camps to foster provincial pride within the players and the coaches. In general, the association needs to be more involved in a player's career instead of being a distinct overlord.

Scope

There are several questions for both Badminton BC and its players to address in order to have a clear understanding of the current situation and therefore the possibility to implement the solutions:

1. What is the current goal of Badminton BC?
2. How much funding does the association get from the government each year?
3. How much funding does the association give to the players each year?
4. What do players expect from Badminton BC?
5. What are the benefits Badminton BC is providing to players?
6. How familiar are the Badminton BC staff with the sport of badminton?
7. What are the numbers of valid members for the last 10 years?
8. What is the cost to publish a report or article for each of the tournament?

Methods

The first step to solving a problem is to first understand the situation by getting information firsthand from the Executive Director of Badminton BC and the Board of Directors. Secondly, surveys should be sent to all active members and past members within 5 years to determine what the players expect from the association. Additionally, it would be very beneficial to meet with the owners and coaches of badminton centres and club around each area to ensure that everyone can work together to meet both club and provincial goals.

My Qualifications

I am currently a coach at one of the private badminton centres in Richmond and I have years of experience from competing in tournaments since 2010. As I have competed on the tournament circuit for many years, I am friends with many of other players and it would be very easy for me to collect feedback. I have also witnessed the gradual decline in the badminton population and realized that Badminton BC's goal may not necessarily align with the member's interest.

Conclusion

Badminton BC is struggling to bring the badminton population back to where it was 8 years ago. With the replacement of directors and administrative staff, Badminton BC hopes to increase the current membership numbers. The purpose of this report is to identify the underlying issue and come up with potential solutions. The first proposed solution is to have reports of recent Badminton BC tournaments to increase player recognition and sport promotion. The second proposed solution is to conduct a survey to determine what the players expect from Badminton BC. The final proposed solution is to be more involved in a player's career with events such as training camps.