



Leinster Badminton Strategic Plan 2026 – 2030

Over the last year, the executive has been collecting feedback from members and sub-committees; our main stakeholders and have used this to develop a strategic plan to take us up to 2030.

An online survey was created and sent around members and committees and made available on the website and social media platforms. The aim was to capture a wide range of responses and input in an anonymous format. Over 350 responses were received and analysed. This analysis generated themes and ideas that were then fed back to individual committees to inform the plan.

The key themes that Leinster Badminton have selected to act on for the next few years are:

1. Capital projects
2. Club support
3. Juveniles
4. Diversity & inclusion
5. Grading
6. Volunteering
7. Strengthening links between sub-committees
8. Representative teams
9. Staffing / communication with sub-committees

A more detailed version of the plan will be published on the website in due course. The main aim of the plan is to enable the executive to develop badminton across Leinster, at all levels and grades, improve diversity & inclusion and widen our pools of volunteers and engagement.

Thanks to everyone who took the time to participate in the feedback and to sub-committees for engaging in developing a plan to take us forwards.

Aoife Lennon

Leinster Executive

June 2026