

STBA CALD Program 2015

The STBA Culturally and Linguistically Diverse (CALD) Program has made a strong contribution to membership, participation and revenue growth of the STBA in 2015. The CALD Program has been running for over 4 ½ years and in that time has demonstrated its ability to attract new players, promote the STBA badminton centre, run successful tournaments and generate significant revenue for the STBA.

Highlights for the year include:

- negotiating a new 3 year sponsorship agreement with our partners GOSEN;
- running the 2015 GOSEN Tasmanian Team Championships which for the first time included interstate players;
- running the 2015 GOSEN Australian Malaysian National Badminton Championships with the highest number of players participating (70) and matches played (186) of all the Tasmanian State Tournaments for 2015 - the published 660 photos of the Championships attracted well over 160 likes from the badminton community (fantastic publicity!);
- starting a new Thursday night CALD (public) session and running Come & Try sessions for the community during the year.

The Sunday afternoon CALD (public) session from 2pm to 5pm has grown from strength to strength providing a reliable income stream for the STBA (over \$14,300 in court fee revenue in FY 2015). The session attracted an average of 42 participants each week with a high of 84 participants in one session in July 2014 and another session in April 2015 attracting 71 participants. Participants from all areas of the community attended the sessions during the year including many new players. The Come & Try sessions, held throughout the State, have been enormously successful in increasing participation and promoting badminton.

The STBA CALD Program successfully ran the 2015 GOSEN Tasmanian Team Championships in May 2015 and the 2015 GOSEN STBA Australian Malaysian National Badminton Championships in August 2015. The Championships offered prize money of \$4,000 and, as a result, was classified as a State Open GP, the highest ranked tournament on the Tasmanian badminton calendar - the prize money would not be possible without the ongoing sponsorship from GOSEN. We are very thankful to Mark So and his team for supporting badminton in Tasmania.

I would like to thank the following who have worked tirelessly for over 4 ½ years to ensure the success of the CALD Program:

1. Ernest Ng - Community Engagement Representative and Tournament Director;
2. Brent Munday – Tournament Director;
3. Zi Yang Chuah - Community Engagement Representative;
4. Danis Chong - Community Engagement Representative;
5. Robert Brockman - Referee of the two GOSEN Tournaments;
6. Alan Bottomley – STBA Treasurer;
7. Rose Meaghan – STBA Secretary;
8. Garion Weller – Session Manager, Sunday afternoon CALD (public) session; and all other session managers who conducted the sessions during the year.

I would particularly like to give special mention and huge thanks to Ernest Ng and Alan Bottomley. Ernest has worked with me from the very start of the program and over the last 4 1/2 years he has been very hard working and passionate about the success of the program and the future of the STBA. I have greatly appreciated his hard work, enthusiasm, excellent communication and many new fresh ideas. Alan has been an excellent Treasurer of the STBA and I have greatly appreciated his timely, efficient and accurate work which has made my role much easier. Finally, I would like to acknowledge the support of the CALD Program provided by Badminton Australia (BA), the Australian Sports Commission (ASC) and GOSEN.

Matthew Gillie, Manager - STBA CALD Program