



# Badminton Australia

# A Best Practice Model for National Sports Branding: The Badminton Australia Experience

**Area:** Marketing & Communication  
**Sub Area:** Corporate identity, Promotional Activities & Campaigns, Sponsorship & Partnership Initiatives, Fan & Community Engagement.

## ① Overview

The Australian Badminton Branding, Launch and Promotion project was led by Badminton Australia between December 2020 and December 2021 to strengthen the sport's market presence in a highly competitive sporting environment. The initiative aimed to create a distinctive, modern brand identity that positioned badminton as fun, fast, and family-friendly while enhancing the profile of the national team, the "Australian Falcons."

The project involved collaboration with state and territory associations, the Australian Government, the Australian Sports Commission, and marketing experts. Central to the process was extensive stakeholder engagement, including feedback from over 800 participants to define the sport's "brand essence." The rebranding culminated in a new logo, tagline ("Let's Play"), and a refreshed national team identity supported by an online-focused launch campaign.

## ② Challenges

Due to their unique standing, Badminton Australia identified several key challenges such as:

- The project faced several strategic and operational challenges:
- Operating in a crowded sports market where badminton needed stronger differentiation and credibility.
- Diverse stakeholder expectations, including preferences for a more traditional brand identity.
- Limited promotional budget, which restricted the use of traditional media channels.
- The need to develop a unique national team brand that was distinctly Australian and not already in use.

These constraints required innovative thinking, strong stakeholder alignment, and cost-efficient communication strategies to ensure the brand resonated with both grassroots participants and elite pathways.

## ③ Actions Taken

Badminton Australia adopted a phased and collaborative approach to overcome these challenges.

- 1. Research and Brand Essence Development.**  
A nationwide consultation process gathered insights from more than 800 respondents to identify core attributes associated with badminton in Australia—fun, fast, and family-oriented. Benchmarking against other sports and forming a marketing-experienced committee ensured the process was evidence-based and strategically aligned.
- 2. Co-Design and Brand Creation**  
Stakeholders co-designed the new brand elements, including the national logo, the "Australian Falcons" team identity, and the "Let's Play" tagline. This participatory design approach fostered ownership and ensured consistency across national and state levels.
- 3. Launch and Promotion**  
The new brand was launched primarily through digital channels, leveraging social media and a media personality to maximise visibility despite limited funds. Government partnerships and online promotion enabled high reach at low cost, while a long-term rollout strategy allowed gradual acceptance and integration of the new identity.



## ④ Key Results

The impacts of the project gathered positive results, such as:

- The rebranding delivered several positive outcomes for the sport:
- Enhanced credibility and visibility in the national sports landscape.
- Stronger positioning of badminton as an exciting and accessible activity.
- Increased unity and connection between the national body and state and territory associations.
- Positive feedback from staff, board members, and the badminton community regarding the refreshed identity and website presentation.

Overall, the initiative contributed to the continued growth of badminton participation and strengthened the national federation's organisational cohesion.

## ⑤ Why Is This a Best Practice Model?

This initiative represents a best practice model because it demonstrates how a national federation can strategically reposition a sport through inclusive, data-driven branding. The project integrated research, stakeholder engagement, and phased implementation, ensuring both strategic alignment and practical feasibility.

Moreover, it showcases effective use of limited resources by prioritising digital media and partnerships rather than costly traditional advertising. Importantly, the process balanced innovation with stakeholder buy-in, resulting in a unified brand that reflects the values and aspirations of the entire badminton community.

## ⑥ Key Takeaways for Replication

Member Associations seeking to replicate this model should consider the following lessons:

- Engage stakeholders early through surveys and consultations to build ownership and relevance.
- Define a clear brand essence to guide all branding and communication decisions.
- Use a phased approach (research, co-design, and launch) for structured implementation.
- Leverage partnerships with government bodies, sponsors, and marketing experts to enhance reach and credibility.
- Maximise digital promotion to achieve strong visibility with limited budgets.
- Adopt a long-term perspective to ensure gradual acceptance and sustained adoption of the new brand identity.

## Conclusion

The Australian Badminton Branding, Launch and Promotion project demonstrates how strategic rebranding can elevate a sport's profile, unify stakeholders, and drive participation growth even within financial constraints. By combining evidence-based research, inclusive co-design, and cost-effective digital promotion, Badminton Australia successfully created a modern, engaging brand identity that resonates nationally.

This initiative provides a scalable and adaptable model for other Member Associations seeking to strengthen their sport's positioning, increase community engagement, and build a cohesive national image through a structured and collaborative branding strategy.

