

ASF Feature: Saint John Badminton Club

Diane MacLeod is the founder of the Saint John Junior Badminton Club, whose inaugural year was 1997. She has been involved with the club since that date and is currently in a manager and coach role.

Over the last two years, one of her goals has been to find funding to assist with the rising cost of materials in travel. One way she did that? Opening a project with the Amateur Sport Fund with Sport New Brunswick.

“The main barrier we face with the program is the continual cost increase with feather shuttles and the cost increase of travelling for some athletes and the coaches,” said MacLeod.

The goal of this project is to assist with financial costs without continuously increasing the registration fee for the participants, she added.

With their first full season beginning in 1998, the Saint John Badminton Club has youth programming for ages 6-18, with competitive and non-competitive opportunities.

Currently, MacLeod is coaching the FUNdamentals group, aged 6-9, which focuses on agility, balance, flexibility, and endurance. Beyond the physical capacity, this group introduces a positive learning environment to practice mental skills such as simple goal setting and games to use imagination, which can help prepare for imagery and visualization exercises in the future.

Beginning with fundamental movements and understanding of badminton rules, their players can graduate into high performance environments, where mental, tactical, and life skills are considered as well. Some areas of focus for their competitive groups include: shot selection, adapting game plans, improving aerobic endurance, creating a “player identity,” visualization, goal setting, and decision-making.

Funds raised through the Amateur Sport Fund have assisted Saint John Badminton Club in purchasing feather shuttles, which MacLeod said have increased in price by over 100 per cent.

“A tube of 12 feather shuttles which used to cost \$20 is now anywhere from \$45 upward to \$70 depending on the vendor and quality of the shuttle.”

These feather shuttles are the official shuttle for National, Atlantic and Provincial Competitions. Beyond equipment, the over \$5,000 raised aimed to help cover travel costs for athletes and coaches. While the funds raised helped manage these costs, MacLeod is hoping for more awareness as their project continues.



“It did help to solicit donations from the parents, but I would like to see more exposure to the parents as some don't even know that it exists.”

If you would like to make a donation to the Saint John Badminton Club, you can do so at this [link](#).