Hans Lenkert, vice-president
Badminton Europe
Tasks: Strategic Planning and Para-Badminton

1. Badminton World Federation
2. Badminton Europe
Overview

BWF
- founded in 1934
- 173 Members
-on the Summer Olympics since Barcelona 1992
- headquarters in Kuala Lumpur, Malaysia

BEC
- Founded in 1967
- 51 Members
- Headquarters in Copenhagen, Denmark
A. Core Activities
1. Events
2. Olympic Games/IOC
3. Development
4. Para-Badminton

B. Functional Areas
5. Governance/Administration
6. Operations
7. Communications
8. Marketing
9. Finance

Core Activities are the major focuses for BWF activities in the sport
Badminton World Federation
STRATEGIC PLAN 2012 - 2016

Key Results Areas    Long Term Objectives

Events              To deliver world class events which inspire people to join an increasing fan base for the sport.

Olympics            To improve our position as a core sport within the Olympics
Badminton World Federation
STRATEGIC PLAN 2012 - 2016

Development

Plan and support structured development programs, projects and activities that develop our sport.

Para-Badminton

Increase the participation in Para-Badminton in all five Continental Confederation.
Development

Strategic Priorities

1. **Schools** Badminton

2. **Coach** Education

3. **Player Development** – competition structures and talent development in less developed badminton regions.

4. **Membership** and CC Development
Para-Badminton

Strategic Priorities

1. **Integration** – into the badminton governance and management structures – world, regional and where possible, national.

2. **Classification system** in line with IPC Classification Code.

3. International **tournaments**.

4. Coach **education** and player development.

5. **Anti-doping** program

6. **Promotion** and visibility.
Council’s main tasks

Considering, challenging and approving strategies

Reviewed ongoing performance as compared with strategy as agreed.

All aspects of good governance including contact with all stakeholders, ie Member Associations, BWF, Sponsors etc.
Working hand in hand

- **Strategic Working Group**  12th of June 2010
  (President, 3 Vice-Presidents, Director for Development and General Secretary)

- **Workshop in Vantaa, Finland**  with Member Associations
  16th of April 2011

- **Individual talks**  with 34 BEC Member Associations
  August to November 2011
Three objectives

Participation
More registered players in Europe

Performance
Core sport in the Olympic Games
(medals, participation)

Publicity
More TV, digital-TV and/or streaming
Shuttle Time

Who is it for? For schoolteachers and therefore for children in schools

Objective: To make badminton one of the world’s most popular school sports

Content:
Teachers’ manual – ”How to” guide
22 Lesson plans for teachers, including 10 “Starter Lessons”
More than 100 video clips – demonstrating the learning activities
Schools Badminton Kit – 24 rackets, 3 dozen plastic shuttles, 2 nets,