

# **Badminton World Federation**

## **Badminton Europe**



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**Badminton Europe**

**Tasks: Strategic Planning and Para-Badminton**

- 1 Badminton World Federation**
- 2 Badminton Europe**

# Badminton World Federation

## STRATEGIC PLAN 2012 - 2016



### 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**

# Badminton World Federation

## STRATEGIC PLAN 2012 - 2016



### **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.

# Badminton World Federation

## STRATEGIC PLAN 2012 - 2016



## 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

# Badminton World Federation

## STRATEGIC PLAN 2012 - 2016



## 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

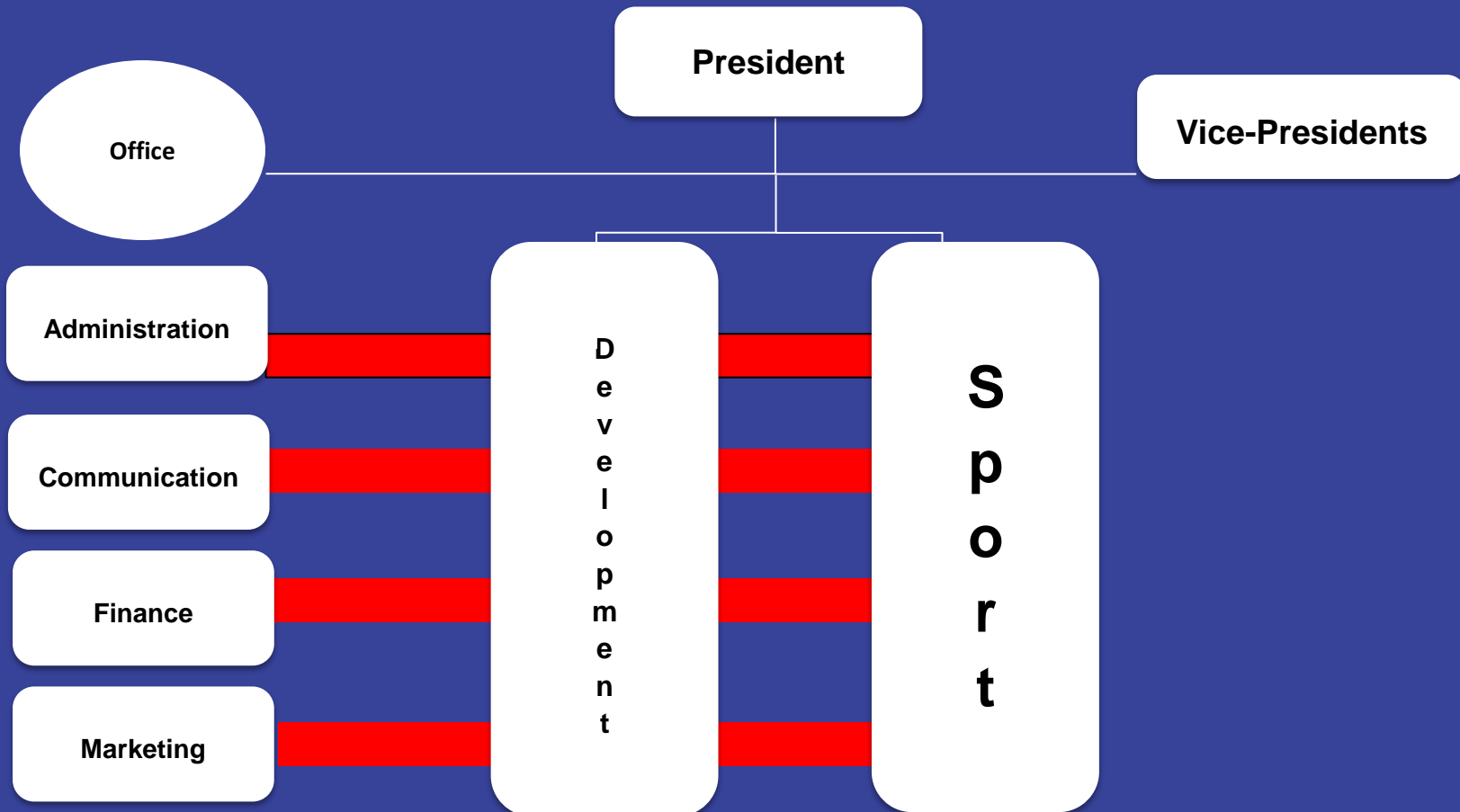
Considering, challenging and approving strategies

Reviewing ongoing performance as compared with strategy as agreed.

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



# Council structure



# 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,