



BWF PROGRAMMES

David Cabello

BWF Chair – Development & Sport for All Commission

BWF WORLD COACHING CONFERENCE

MISSION

Making badminton a leading global sport accessible to all – giving every child a chance to play for life!

VISION

To lead and inspire all stakeholders, deliver entertainment through exciting events to drive fan experience, and to create innovative, impactful and sustainable development initiatives.



EXCELLENCE

Striving for excellence ensures a focus on quality outcomes in all areas of BWF's work – governance and operations as well as its products and services.

INNOVATION

Embracing innovation and change. This will ensure badminton remains relevant for youth. Innovation includes new formats of the game and new technology to enhance the entertainment value.

ENTERTAINMENT

Increasing the entertainment value of the sport. Creating excitement across our diverse badminton community and global fan base.

LEADERSHIP

Demonstrating leadership and good governance through actions at every level – council, committees, commissions and day to day operations.

INTEGRITY

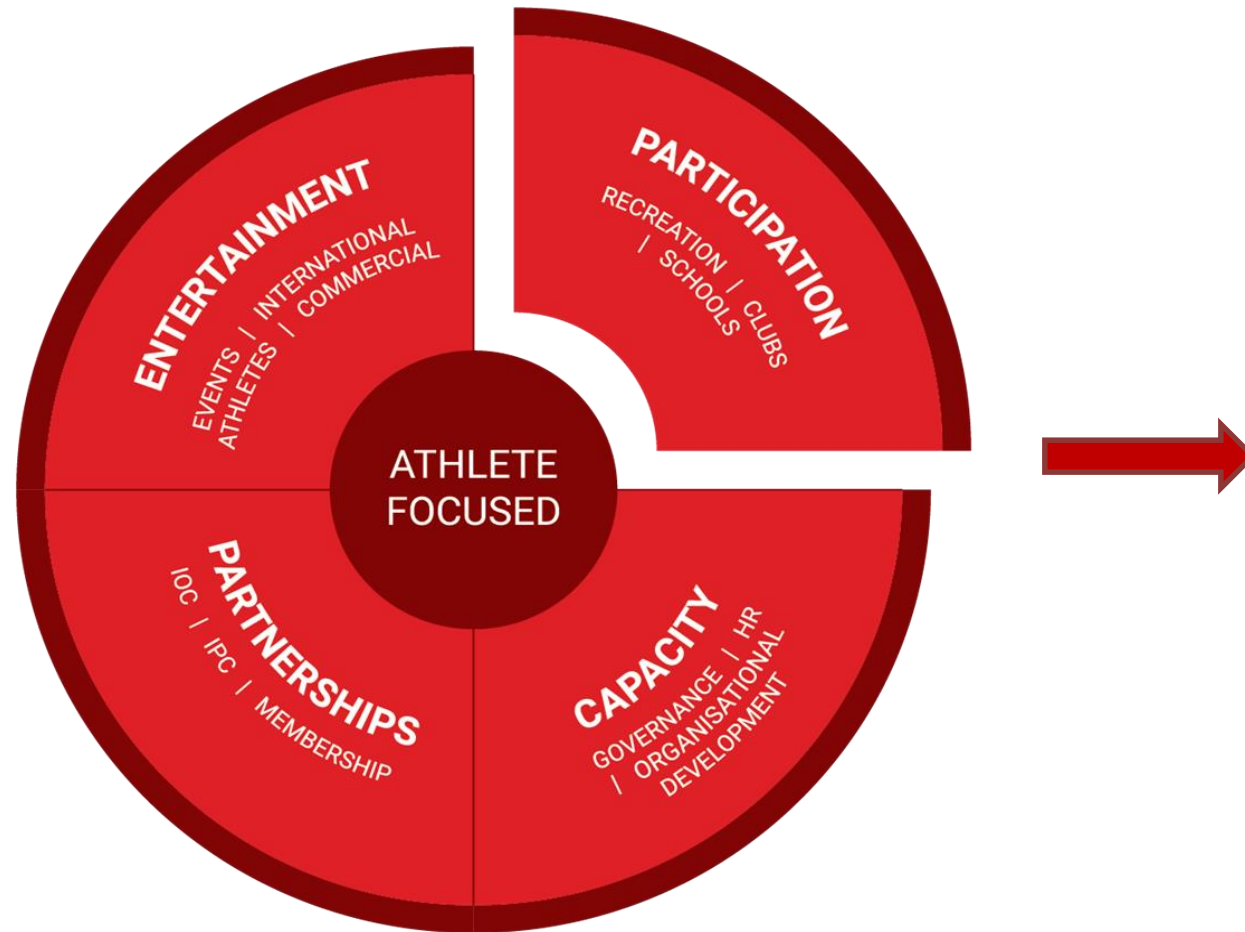
Ensuring sports integrity and ethical behaviour. Athletes have the right to participate in clean and fair sport. Athletes also have the right to expect the highest levels of integrity and ethics for those working in the sport.

UNIVERSALITY

Ensuring badminton continues to be an accessible sport for people of all ages, abilities and backgrounds.

Strategic Plan KRA 3

BWF



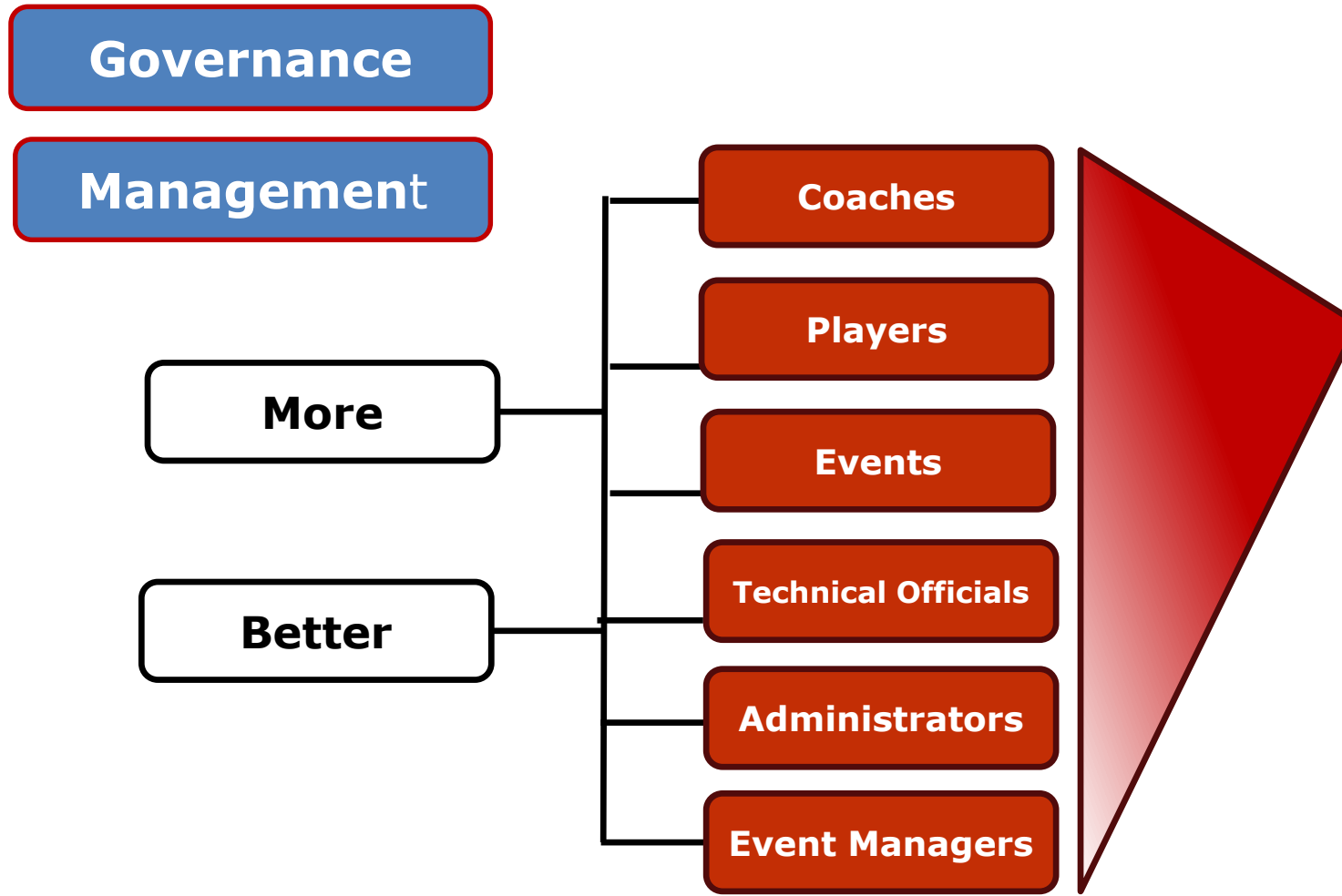
A group of children, mostly of Pacific Island descent, are posed in several rows. They are wearing yellow and orange school uniforms. Many of the children are holding badminton rackets. A semi-transparent red diagonal band runs from the top-left towards the bottom-right, partially covering the children. Overlaid on this band is the word 'PARTICIPATION' in large yellow capital letters, followed by 'RECREATION | CLUBS | SCHOOLS' in smaller white capital letters. Below this, the phrase 'To give every child a chance to play for life.' is written in white. The background is slightly out of focus, showing what appears to be an outdoor setting.

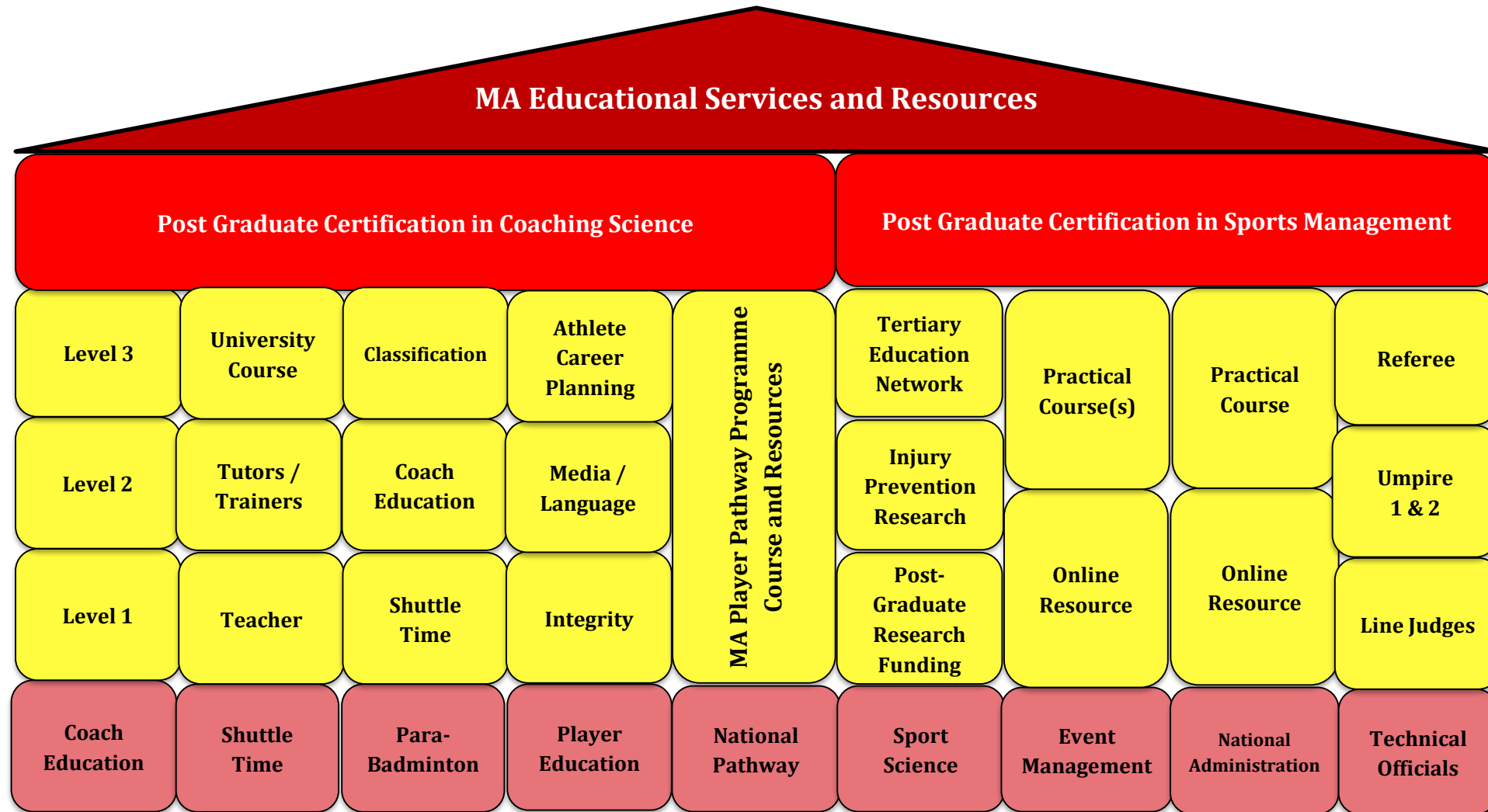
PARTICIPATION

RECREATION | CLUBS | SCHOOLS

To give every child a chance to play
for life.

Development Principles





SPORT SCIENCE

SCHOOLS	PLAYERS	COACHES	PARA-BADMINTON	TOs	OUTDOOR BADMINTON	ACADEMIC / SCIENTIFIC INSTITUTIONS
SHUTTLE TIME ANALYSIS	INJURY PREVENTION	COACHES CONFERENCES	PERFORMANCE ANALYSIS	NOISE EXPOSURE	SHUTTLECOCK DEVELOPMENT	RESEARCH GRANTS
FUNDAMENTAL MOVEMENT SKILLS	LOAD MANAGEMENT	SCIENTIFIC REPORTS	INCLUSIVE BADMINTON	PHYSICAL EVALUATIONS	GAME ANALYSIS	SCIENTIFIC LITERATURE
SHUTTLE TIME KINDER	PERFORMANCE PARAMETERS	NOTATIONAL ANALYSIS	EQUIPMENT DEVELOPMENT	Hawk-Eye Support	PLAYERS PERFORMANCE	RESEARCH CENTERS
MYOPIA PROJECT	IN-COMPETITION EVALUATIONS	TALENT ID			NOTATIONAL ANALYSIS	IN-COMPETITION EVALUATIONS

Participation Projects

BWF

- Shuttle Time schools programme
- Outdoor Badminton
- Coach Education framework
- Player Pathway structures
- University Badminton
- Badminton for Health
- Facility Guidelines
- Women in Badminton
- Para-Badminton development
- Strategic partnership management



Performance related projects

BWF

- Regional player development programmes
- Olympic Solidarity scholarship programme
- Itinerant Coach Programme
- Regional Player Scholarships
- Regional talent identification
- Athlete Career Pathway resources
- PPP regional courses
- Coach Education
- Coaching Conferences

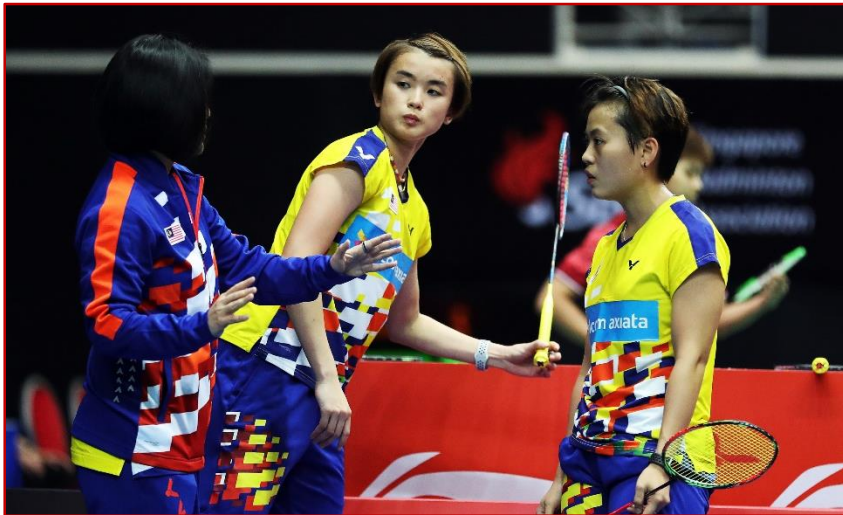




COACH **E** **EDUCATION**

Coach Education Overview

- The BWF aims to provide a 'best practice' coach education framework and coach education training materials to support Members in the planning and delivery of coaching courses.
- BWF Level 1 Coach was launched with the CCs at the beginning of 2012.
- The resources are freely available on Internet and supported by online video clips.



BWF Coach Level 1



YouTube channel, BWFTV: [badmintonworld.tv](https://www.youtube.com/badmintonworldtv)

ELEMENTS OF THE PATHWAY

Level 1 Coaching Award

The Level 1 course prepares candidates with basic badminton experience (including *Shuttle Time* teachers looking to advance their skills) to plan and deliver linked coaching sessions for badminton and/or para-badminton.

Contents cover basic coaching principles, basic coaching methodology, and introductory elements to technical, tactical, physical and psychological work with badminton players.



Level 2 Coaching Award

The focus of the Level 2 course is on planning and delivery of annual training and competition programmes, along with more detail on the underpinning sport science.

Contents include more advanced coaching principles to help coaches work at more professional levels with higher levels of players. The technical, tactical, physical and psychological elements are also addressed in greater depth.

Level 3 Coaching Award

The Level 3 course takes a broader scope, looking at the role of the coach within a player development pathway, while also examining key points within that pathway, such as youth development and working with elite players.

Level 3 is an extremely interactive course and involves the coaches' looking at existing models to discuss, debate, reflect, and finally apply their findings to their own contexts.



Level 4 Coaching Award

The Level 4 course will involve university-level study in a specialist area.

Coaches will look at how to maximize planning, delivery and management of their chosen areas through application of sport science, research, innovation and best practice.

Level 4 will require a long-term study in conjunction with a recognised university and to be assessed by a panel of experts.



The BWF logo, consisting of the letters 'BWF' in a bold, white, sans-serif font, set against a red background.

Equivalency

By the end of 2018, there will be a competency matrix detailing the expected outcomes and skills for each level of BWF Coach Education.

Based on that matrix, national federations will be able to apply for recognition of their national coaching awards for equivalent BWF status. This will help experienced coaches to progress through the BWF pathway.

The BWF Coach Education Level 3 is a Specialised Coaching Award

- **Coaching Systems** - looking at the process from initial talent identification through to elite-level play
- **Youth Development Models** - how to support and guide talent development in young players
- **Elite Coaching** - how to use the unique characteristics of elite players to support their development
- **Tools** to support coaches in advancing the skills of their players at different stages

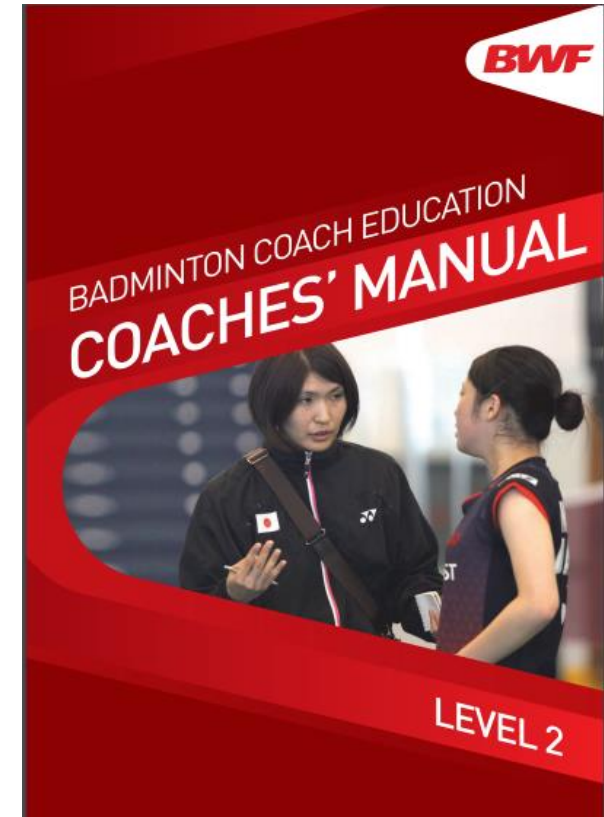


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Coach Education Update

- Level 1: English, Spanish, French, Portuguese and Slovenian - Swedish and Czech in progress.
- Level 2: Available in English, Spanish, French, Portuguese and Czech
- Level 3: Piloted in Malaysia and Denmark
- Registrations for Coach Education manuals: 10.000
- Views of Coach Education videos on BWFTV: 4.000.000+
- Coaches qualified from 110 countries



A young boy with dark skin and curly hair is smiling at the camera. He is wearing an orange and white striped polo shirt and black sandals. He is holding a yellow badminton racket in his right hand and a white shuttlecock in his left hand. He is standing on a green artificial turf field. A large red diagonal shape is on the right side of the image, containing the text 'SHUTTLE TIME' and 'Giving every child the chance to play badminton'. The BWF logo is in the top right corner.

BWF

SHUTTLE TIME

Giving every child the chance
to play badminton

A dark gray world map with white outlines of countries. Numerous small red dots are scattered across the map, representing project locations. There is a high concentration of dots in Europe, Africa, and South America, with fewer dots in Asia and Australia. The dots are small and red, providing a visual representation of the global distribution of projects.

Projects in over 130 countries



OUTDOOR BADMINTON



Thank you

Questions?