

Ian Wright

BWF Programmes



World Coaching Conference

The BWF logo is located in the top right corner. It consists of the letters 'BWF' in a bold, italicized, sans-serif font, colored red. The logo is set against a white background that has a curved, swoosh-like shape extending from the top right towards the center of the slide.

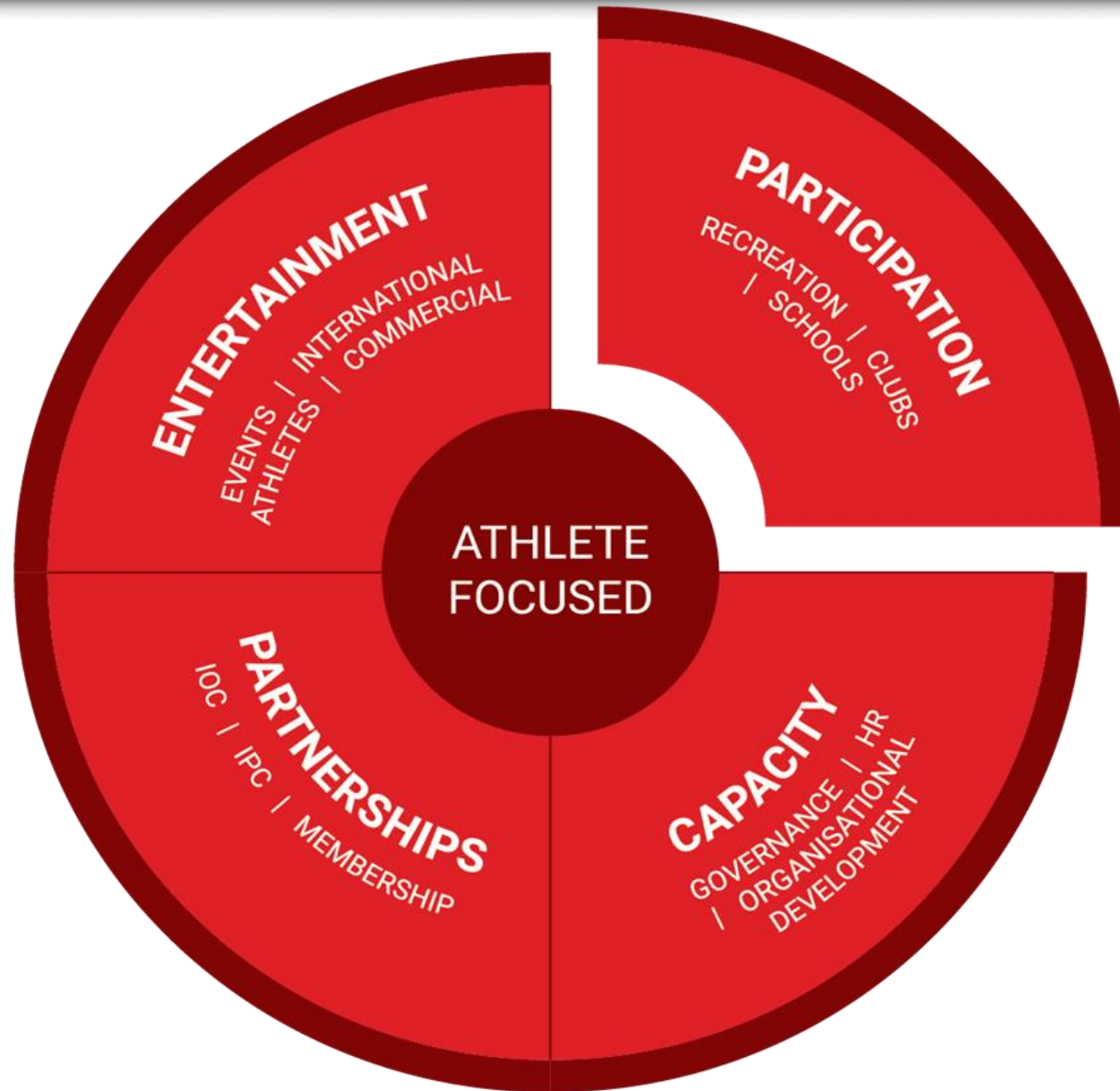
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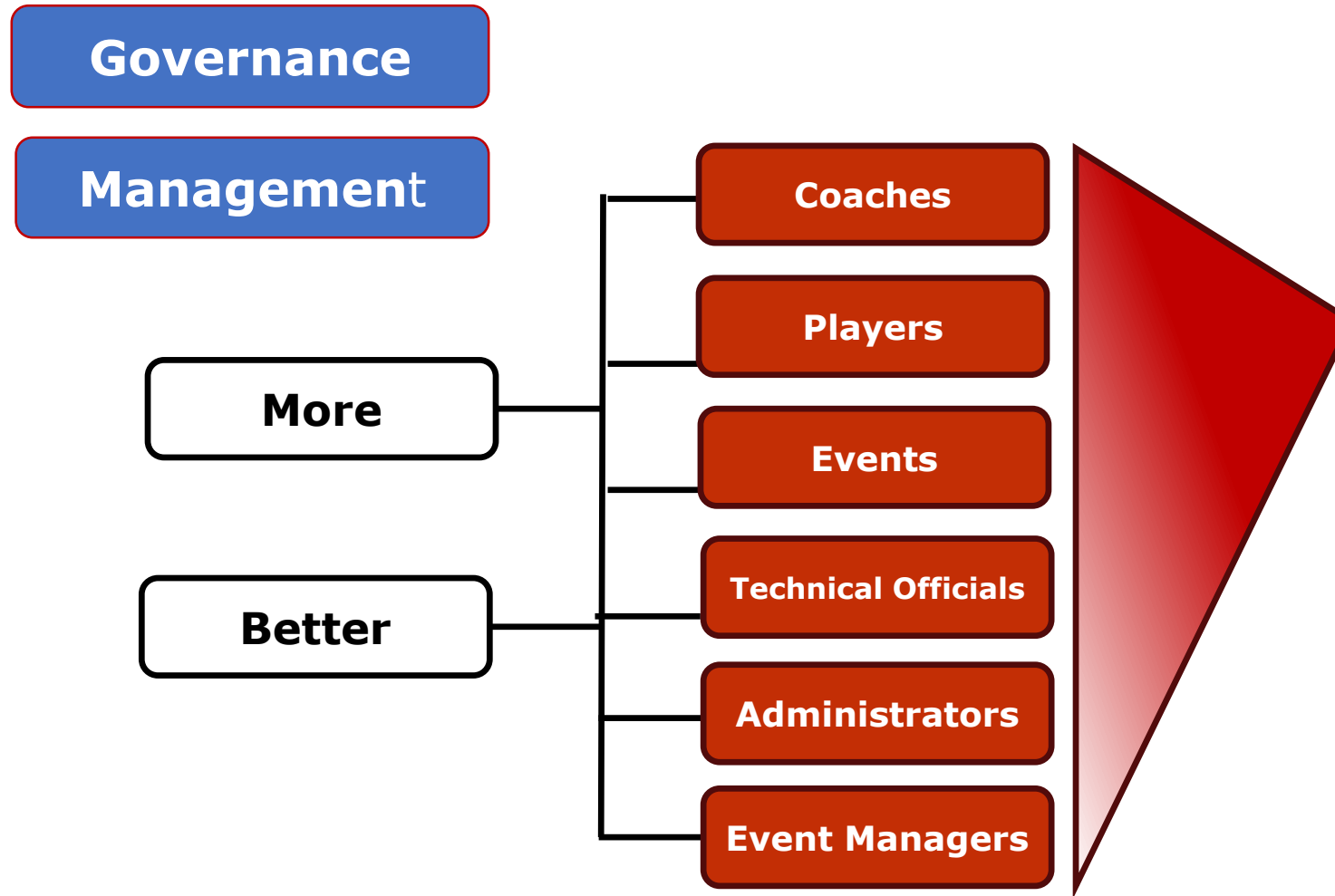
BWF Programmes

Ian Wright Director of Development



Strategic Plan KRA 3



BWF

MA Educational Services and Resources

| | | | | | | | | |
|------------------|-----------------------------|-----------------|--------------|----------------------------------|-----------------------------|-----------------------|---|------------------------|
| EM 3 | MA Development Resources | University | Level 4 | | IPC Network / Courses | Career pathway | Admin 3 with post- graduate option | Referees |
| EM 2 | | Trainers | Level 3 | Tertiary network expertise | Classifier s | Player certificate | | Umpire 3 |
| EM 1 | | Tutors | Level 2 | Special research projects | Coach Ed. | Coach Ed. | Admin 2 | Umpire 2 |
| Online Course | | Teachers | Level 1 | Post-grad research funding | Shuttle Time | Media Anti-doping | Admin 1 | Umpire 1 |
| Event mgemt | Talent pathway | Shuttle Time | Coach Ed. | Sports science | Para- badm | Player Servs | Admin | Technical Officials |

Color code:

Development areas

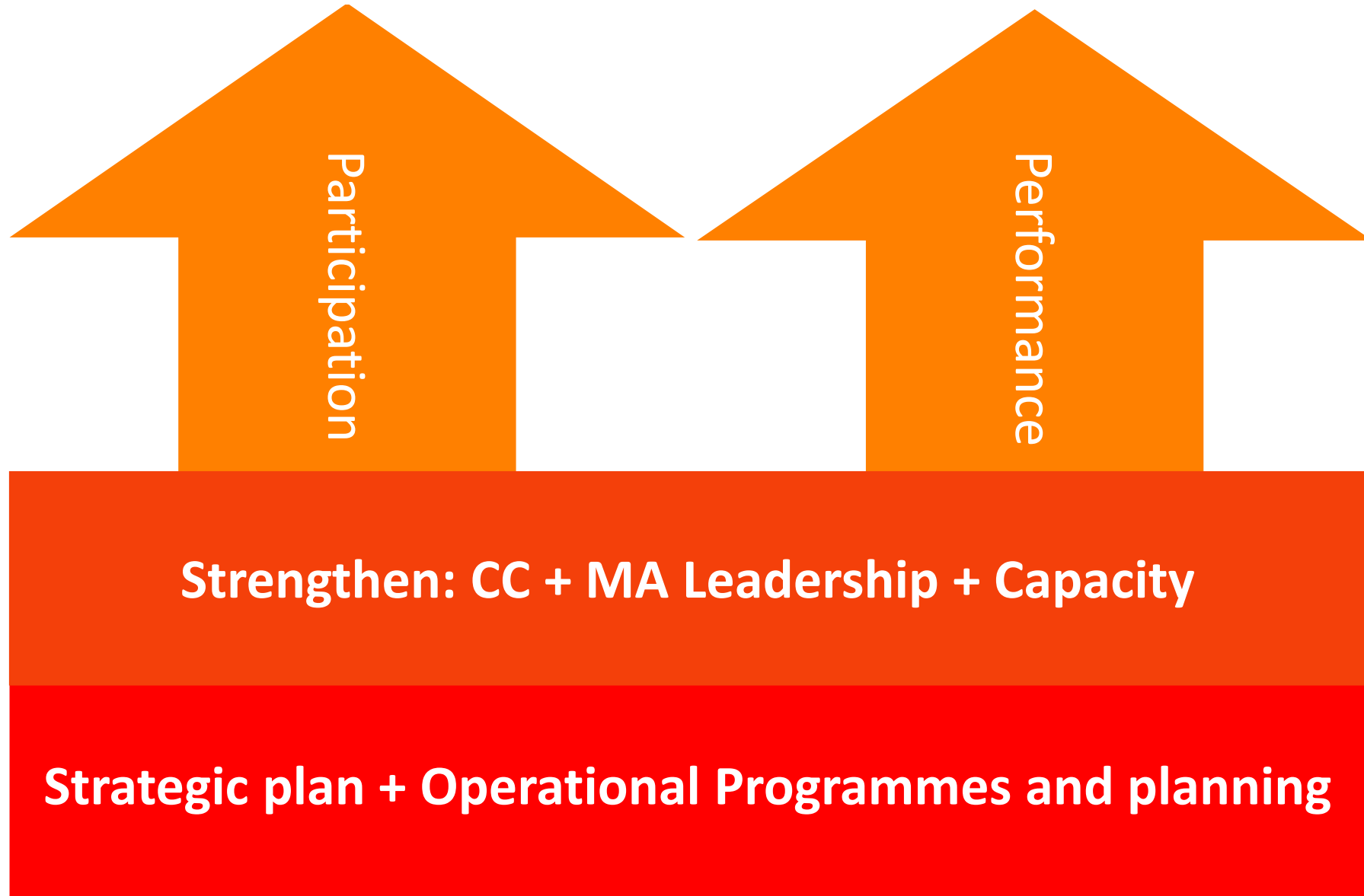
BWF resources

WA Potential
resources

To be developed by
BWF

2016 - 2020

BWF



Participation projects

- 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

- 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 Education

Coach education - overview

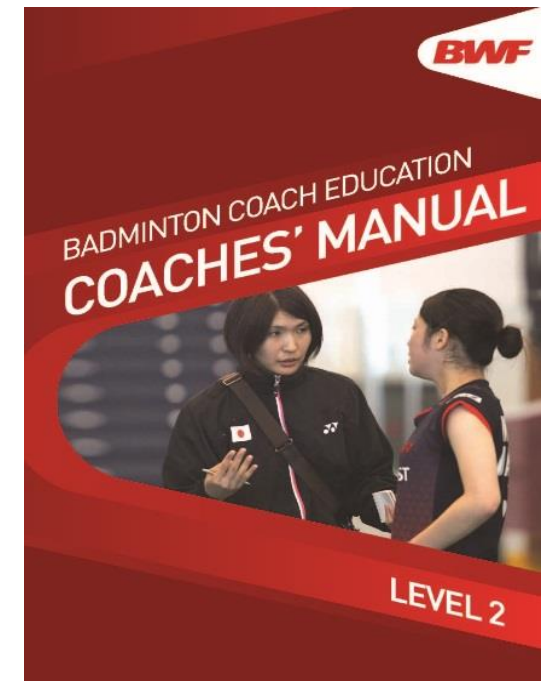
- The BWF aims to provide a 'best practice' coach education framework and coach education training materials to support Members in the planning and delivery of coaching courses.
- BWF Level 1 Coach was launched with the CC's at the beginning of 2012.
- The resources are freely available on Internet and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



| COURSE / AWARD | TARGET GROUP | FORMAT | CONTENT | OUTCOMES / ASSESSMENT |
|--|---|---|--|---|
| SCHOOLS BADMINTON TEACHING CERTIFICATE (SHUTTLE TIME) | Current or training teachers (physical education or classroom) | 8-hour course: <ul style="list-style-type: none"> One-day format, or 8 one-hour modules, or blended learning (online component plus one-hour face-to-face session) | Basic badminton skills and knowledge - technical, physical and tactical elements – and how to deliver safe and fun badminton sessions for children. | Ability to plan and deliver safe, structured and fun badminton activities and sessions. Assessed by course tutors. |
| COACH LEVEL 1 | Motivated candidates with basic badminton experience / knowledge; PE teachers with badminton teaching certificate. | <ul style="list-style-type: none"> Four-day course, or 2 x two-day course with guided coaching practice in between, or blended learning (online prerequisite plus two-day face-to-face session) <p>Can also be adapted to Olympic Solidarity Technical Course format</p> | <p>Basic coaching principles.</p> <p>How to coach - Level 1 – basic coaching methodology.</p> <p>What to coach - Level 1 - technical, tactical, physical and psychological elements.</p> <p>Planning and delivery of progressive coaching sessions (for badminton and/or para-badminton)</p> | <p>Demonstration of basic coaching competencies through effective planning, delivery, review and evaluation of linked coaching sessions.</p> <p>Safe management of group activities.</p> <p>Assessed by course tutor.</p> |
| COACH LEVEL 2 | <p>Level 1 coaches or equivalent.</p> <p>Players with national / international badminton experience (Fast-Track Course)</p> | <p>Minimum six days tutored activities, plus tasked and guided coaching practice and planning.</p> <p>Can also be adapted to Olympic Solidarity Technical Course format</p> | <p>Coaching principles.</p> <p>How to coach - Level 2 coaching techniques.</p> <p>What to coach - Level 2 - technical, tactical, physical and psychological elements with underpinning scientific principles and knowledge.</p> <p>Planning and delivery of annual training and competition programmes for individual badminton players.</p> | <p>Ability to construct and deliver annual training and competition plans.</p> <p>Design of individual training plans and programmes underpinned by sports science principles.</p> <p>Effective management of groups of players up to elite performance level.</p> <p>Assessed by course tutor.</p> |
| COACH LEVEL 3 | Level 2 coaches or equivalent with minimum of 3 years' coaching experience. | <p>"X" days of highly interactive applied sessions, involving discussion, debate and reflection on practice.</p> <p>Significant post-course follow-up work with tutor applied to coach's professional context.</p> | <p>Player development pathways – what they are and why they are important</p> <p>Advanced planning and delivery for a specialized audience within the pathway, including:</p> <ul style="list-style-type: none"> youth development elite performance | <p>Demonstration of how to work within and/or implement a player development pathway.</p> <p>Effective management of player development for target group (youth development or elite athletes)</p> <p>Assessed by a panel of relevant coaching experts.</p> |
| COACH LEVEL 4 | Highly experienced coaches with experience of managing programmes. | <p>University-level study of approved specialist subject.</p> <p>Long study of an agreed area of research to demonstrate competence.</p> | <p>Advanced-level long-term planning, delivery and management in chosen area of expertise.</p> <p>Application of sports science research, innovative and best practice.</p> | <p>Demonstration of long-term developmental programmes and planning in specialist area, including research and innovative practice.</p> <p>Long study of an agreed area of research to demonstrate competence.</p> <p>Assessed by external panel of relevant coaches / sports scientists with badminton experience.</p> |

Coach Education - Update

- Level 1: English, Spanish, French, Portuguese, Czech, Slovenian and Swedish
- Level 2: Available in English, Spanish, French, Portuguese and Czech
- Registrations for Coach Education manuals: 9,000+
- Views of Coach Education videos on BWFTV: 3,000,000+
- Coaches qualified from 70+ countries



- National application process for equivalent status.
- Promote and include the WADA online coach true programme
- Deliver an online integrity module for coaches.
- Coach Licensing
- Ongoing CPD modules

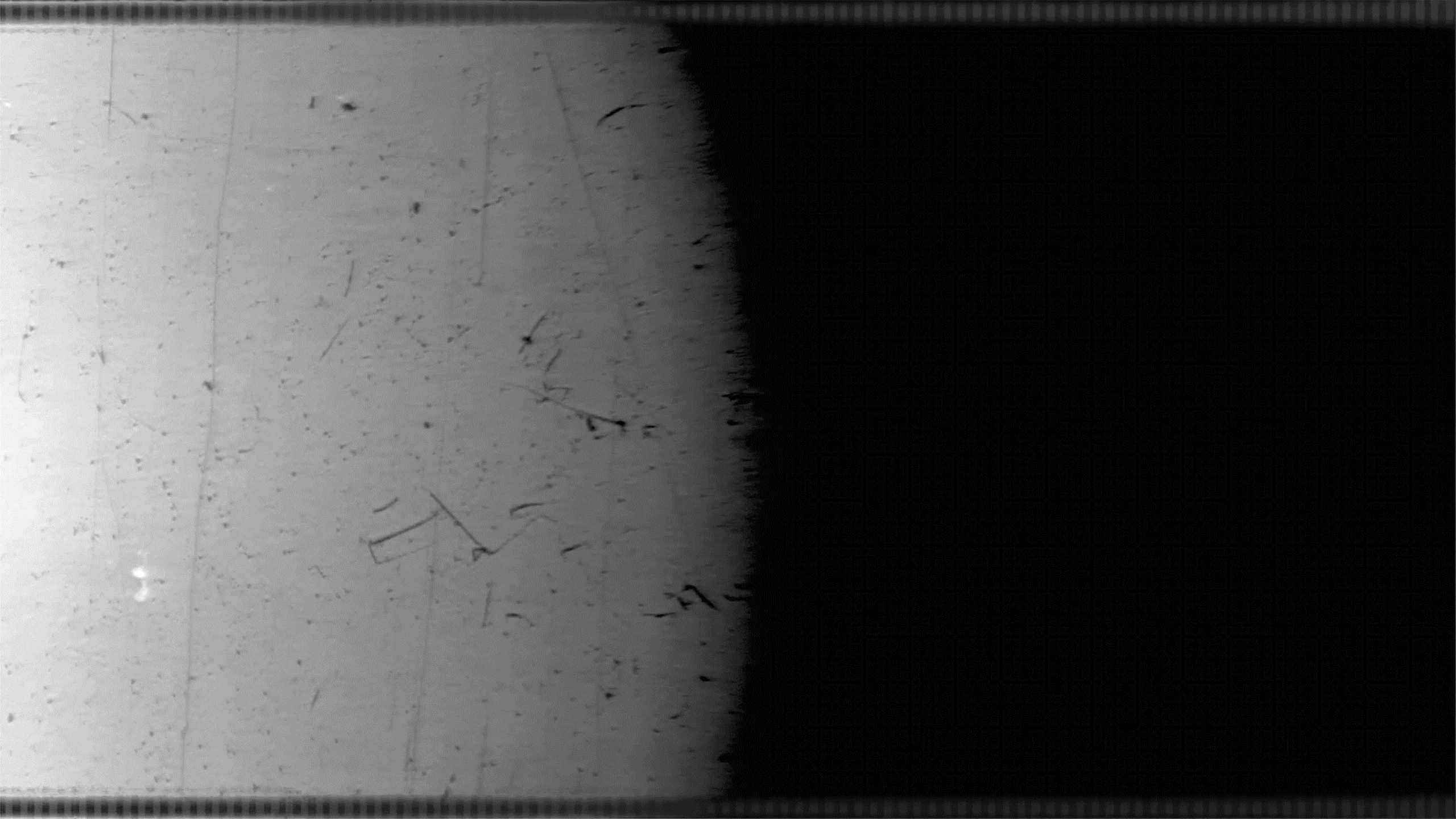




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SHUTTLE TIME

Giving every child the chance
to play badminton

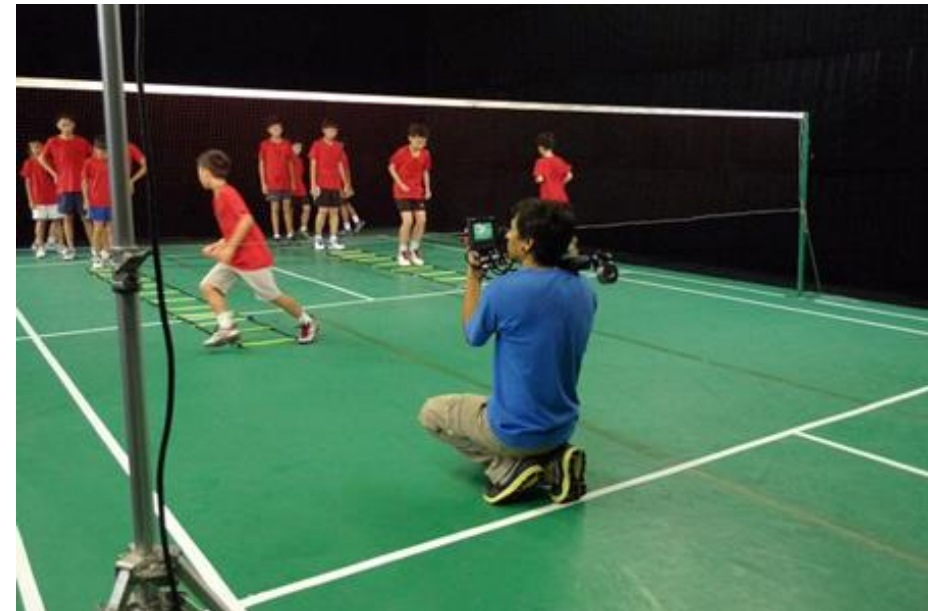


Vision - To make badminton one of the worlds most popular school sports.

- ***Shuttle Time* is a free resource designed for teachers, which offers an internationally recognized certification on completion of an 8 hour training course.**
- **Develops teachers skills, knowledge and the confidence to plan and implement safe and fun badminton lessons.**

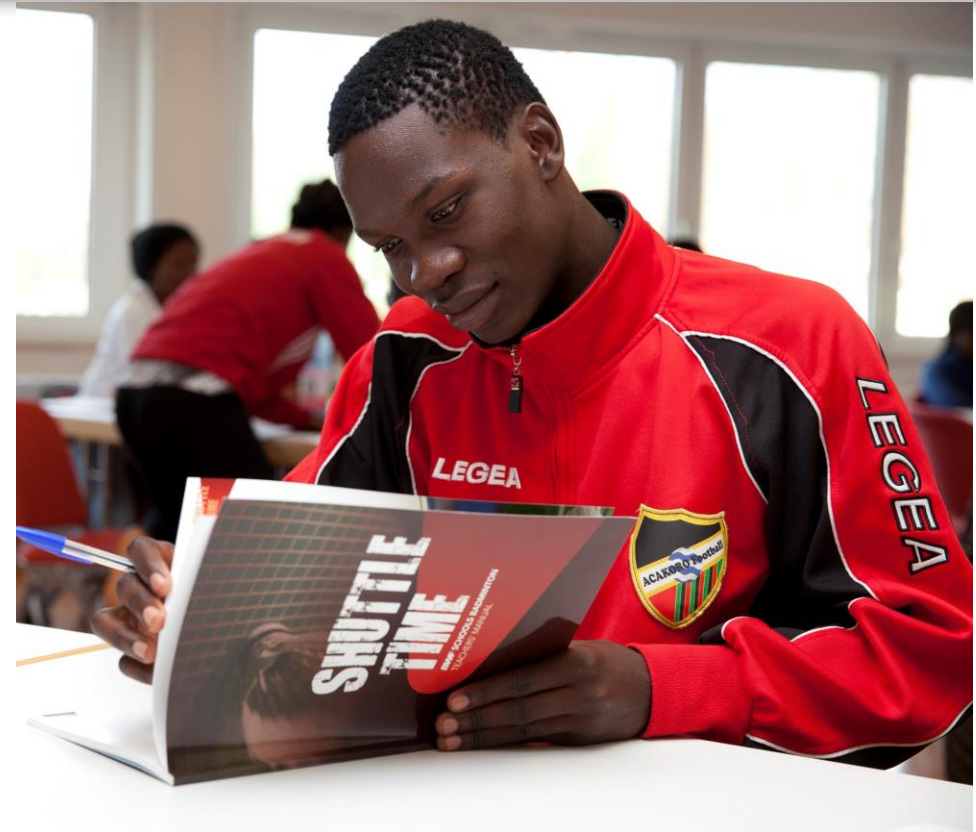


- Teachers Manual
- 22 Lesson plans
- 92 video clips
- Tutors/Trainers Guidelines
- Implementation Guidelines
- Mobile App



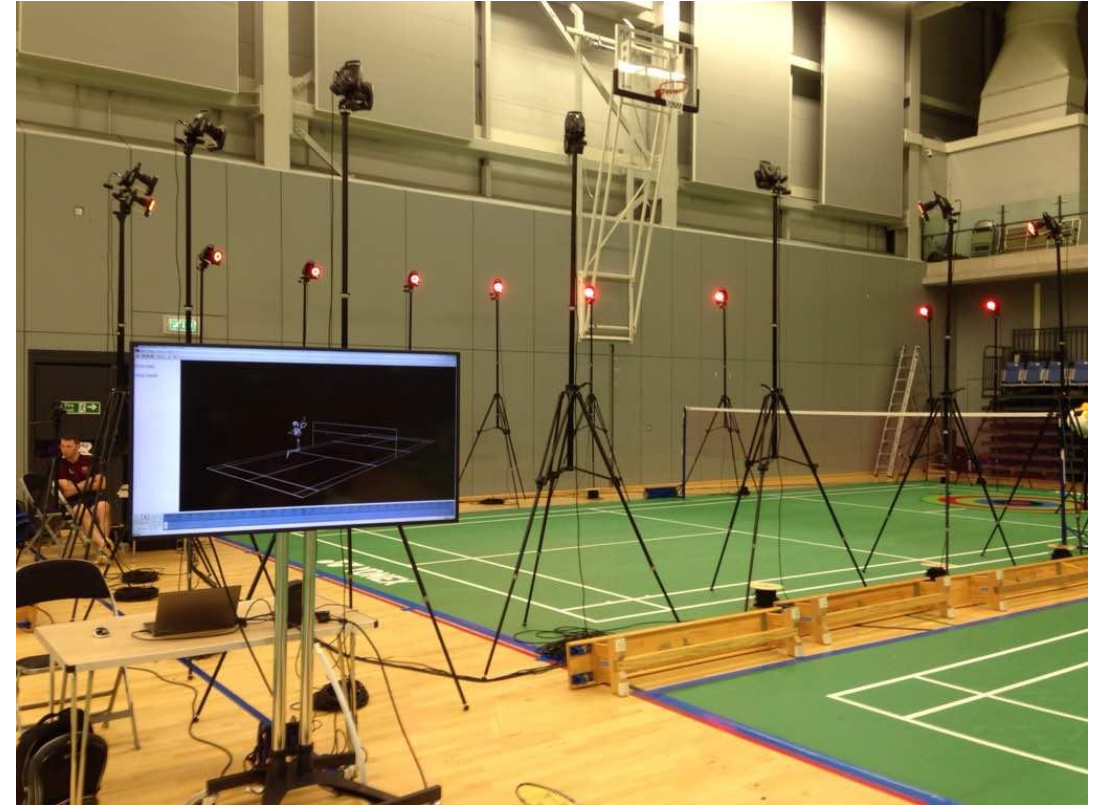
Shuttle Time In Numbers

- **119 Countries**
- **20+ Language Versions**
- **17,069 Online Registrations**
- **1,600+ Tutors**
- **24,400+ Teachers**
- **1.2 million+ Video Clip Views**



BWF

Sports Science



Sports Science – Research Grants

The BWF Sports Science Commission has three key goals and the research grants assist in achieving these goals:

1. Encourage and widen interest and investment in applied research in Badminton.
2. Improve the level and quantity of scientific material available to players, coaches and badminton practitioners.
3. Contribute towards the increased knowledge of performance and safety at the international level – of coaches and players.

In this year's funding, BWF are particular interest in research connected to the health benefits of badminton and injury prevention.

- Applications come from institutions and individual academics who intend to conduct research in relevant areas applicable to badminton.
- 35 applications were received from 18 countries.



Research Projects - World Championships 2017

1. Optimum performance in the Badminton Smash

Players will participate in the testing to investigate the optimal performance in the badminton smash:

- Determine the relationship between badminton smash technique and shuttle speed.
- Determine the relationship between shot outcome consistency and player movement variability.
- Compare international male and female players performing the badminton jump smash.
- Investigate difference in technique for players from different parts of the world.

2. Badminton Shoulder Injury Study

Players to participate in the above study relating to shoulder injuries in elite badminton players, the study aims to:

- Investigate shoulder injuries in elite badminton players.
- Determine how shoulder injuries evolve.
- Ascertain what types of treatment players receive for shoulder injuries
- Find out how shoulder injuries affect training and competition attendance.
- Gain an understanding of how shoulder injuries affect function and performance.





Conclusion

- Strategic Approach
- Investment
- Free/Accessible resources
- Translation
- Inclusivity
- Partnerships



Access BWF Resources

BWF



EDUCATION ABOUT MEMBERS COACHES PLAYERS PARA - BADMINTON SHUTTLE TIME LOGIN

Q [BWF Logo]

Shuttle Time

Shuttle Time offers school teachers access to free resources, training and equipment, which support the teaching of children aged 5-15 years old.

[LEARN MORE](#)



Coaches
BWF's goal is to have well...



Players
Athletes are at the centre of



Members
The growth and promotion...



Para - Badminton
Badminton and Para-bad...



WORLD COACHING CONFERENCE

THE JOURNEY TO ELITE PERFORMANCE

NATIONAL BADMINTON ACADEMY | GLASGOW
25TH - 26TH AUGUST 2017

BWF World Coaching Conference

The conference features a variety of world-class speakers from the world of badminton, sport science and beyond. The conference will be recorded live with on-court and key note speeches being made available via this playlist after the event.

[VIEW MORE](#)



Coaches

BWF's goal is to have well informed, educated and talented coaches throughout the badminton system. To achieve this aim, the BWF have developed a series of free coaching resources and training courses, which National Badminton Federations can utilise.

[LEARN MORE](#)



Sports Science

The BWF supports the further development of the sport through a variety of sports research projects. Examples of sport science projects include, the sharing of global badminton and sports research, as well as annual BWF funded research grants for universities.

[LEARN MORE](#)

Thank You

Questions