

Gender Equity & Diversity Policy

In Force: 11/10/2019



Overview

The BWF's principle of Equal Opportunities addresses the importance of gender equity in stating, "(t)he Federation supports the active participation of women in badminton at all levels and the representation of both women and men in the affairs of the Federation beyond the field of play."

Furthermore, BWF recognises that the best way to fully reflect the interests and needs of its stakeholders is through fair and representative participation across the organisation. This applies to players, coaches, technical officials, staff, board members and others. Just as we have an even male-female split across our singles and doubles events, we need to find ways to foster gender balance in all our activities. Clearly gender equity and diversity should be an inherent part of everything we do.

The BWF Gender Equity & Diversity Policy describes the aims and principles that guide the organisation in achieving this greater balance, through inclusive leadership and practices, as well as a welcoming organisational culture reflected throughout the different areas of our sport.

Policy aims:

- To attract a diverse pool of stakeholders within the badminton community.
- To remove barriers to the active involvement of women and other under-represented groups.
- To foster organisational climates that favour diversity, including gender balance, among players, coaches, technical officials, staff, and elected officials.
- To consciously and deliberately target a diverse group of candidates (including women and other under-represented groups) in raising awareness of opportunities, as well as in recruiting, retention and promotion.
- To provide education and guidance on how to implement initiatives towards gender balance and diversity.

Principles:

BWF's Gender Equity & Diversity Policy is based on the following principles:

- Equal opportunities;
- Diverse representation;
- Good governance;
- Inclusive leadership and organisational culture.

Policy rationale:

- BWF's constitution recognises the importance of equal opportunities and must actively model and encourage this.
- The IOC Gender Equality Review Project has outlined 25 Gender Equality Recommendations across five themes (Sport, Portrayal, Governance, Funding, and HR, Monitoring & Communications), providing concrete actions that can be taken to achieve greater balance.
- Diverse representation provides for a greater variety of perspectives that better reflect our global community in any decision-making process.

- Increasing our gender balance is a task for both men and women, which means our efforts depend not only on strong female candidates, but also on male “gender champions”.
- By including visible diverse role models across all areas of our organisation, we automatically expand our pool of future athletes, coaches, technical officials, staff and board members. This naturally increases our access to talent and promotes just representation and good governance. The reverse is also true: “You can’t be it if you can’t see it.”

Development and Sport for All Committee Responsibility

The BWF Development and Sport for All Committee shall monitor the implementation of the Gender Equity & Diversity Policy with the following areas of responsibility:

- To develop initiatives to raise awareness of the organisational benefits of gender equity across the badminton community.
- To provide implementation guidelines for BWF structures, as well as Continental Confederations and Member Associations, to ensure that the language and images within our promotional and other materials reflect the ideals of gender equity and diversity.
- To monitor progress in the promotion and implementation of gender equity in the following areas:
 - “Sport” with Events;
 - “Portrayal” and “Communications” with Marketing & Communications;
 - “Governance” and “Human Resources” with Administration;
 - “Funding” across all programmes, as applicable.
- To support and encourage initiatives, programmes, and research aimed at increasing diversity and gender balance.
- To liaise with other organisations that promote gender balance, within sport and beyond.