



1. Overview

Players are central to the development, promotion and performance in badminton. They are the main 'actors' on the 'field of play' around which events revolve. Their performance on court, off court training and preparation for competition and their interaction with media and the connection to a fan base will shape their professional playing career.

1.1. Player Careers

Top players start their playing careers early and very often, their playing career at the top level is relatively short. Players need to build skills and knowledge not only for their playing careers but also to prepare them for a life beyond badminton. Player career programmes are therefore important to prepare players for their future.

The BWF endorses and promotes a 360 degree approach to player development and participation in badminton and to prepare them for a future beyond their playing career.

1.2. Player Entourage

The BWF also sees the importance of those who influence players the most – the players' entourage.

The relationship and interaction between players, coaches, managers, sponsors and all other stakeholders that support players is critical. Entourage members play an important role in enhancing the players development and entourage members are central to a players performance. Players also need to know how to value from these relations and support personnel.

Entourage members require information and education to ensure the servicing and support for the player is optimal.

The BWF Player Policy describes the aims and principles underpinning the education and support of players and those entourage members surrounding players.

2. Policy Aims

2.1. Players – To promote an approach to player development which goes beyond the purely technical, physical, tactical and psychological preparation for competition.

2.2. Players – To provide guidelines and/or educational material in cooperation with third part institutions (e.g. Adecco or similar) to assist players with their future career beyond.

2.3. Entourage – To provide regulations, guidelines, educational material and courses that assist players to interact better with entourage members (managers, agents, coaches, physical trainers, medical staff, scientists, sports organisations, sponsors, lawyers).

2.4. Entourage – To provide regulations, guidelines, educational material and courses to support that would benefit members of the players' entourage.

3. Principles

BWF's Player Career and Entourage Policy is based on the following principles.

- 3.1. Players as the central 'actor' in a performance system
- 3.2. Holistic approach to player training, education and development (360 degrees)
- 3.3. Life-long learning for players
- 3.4. Ethics and ethical behavior - special focus on anti-doping and anti-betting areas.
- 3.5. Healthy and optimal conditions for player development
- 3.6. The players entourage – coaches, managers etc play a central role in influencing the development of players.

4. Policy Rationale

- 4.1. BWF' leadership role in providing as the IF better practice models for development.
- 4.2. Principles described in the BWF constitution focuses on elements such as 'fair play' (Clause 4.2), 'harassment free sport" (Clause 4.3) and 'non-discrimination' which underpin the conditions surrounding training and competing.
- 4.3. Entourage members play an increasingly important role in a players career.

5. Events and Development & Sport for All Committee Responsibility

The BWF Events Committee and Development and Sport for All Committee are delegated by the Council to oversee the implementation of the Player Policy and with the following areas of responsibility:

- 5.1. To promote a holistic approach to player training, development and education;
- 5.2. To raise awareness of the importance of the player entourage as a key element of the players performance system;
- 5.3. To oversee the development of guidelines educational material and courses to support a player career pathway.
- 5.4. To oversee the development of guidelines, education material and courses to support better support the important relationships between the player and entourage members