



1. PURPOSE

To ensure and maintain the highest standards of conduct for election campaigns and those seeking elected positions in the BWF.

2. APPLICABILITY

- 2.1. This Code is applicable to all Candidates for Elections for elected positions – namely Officers and Council members as defined by the BWF constitution and those elected to the Athletes' Commission and Para-Badminton Athletes' Commission.
- 2.2. This Code provides guidance on what is reasonable and ethical conduct for those individuals seeking to be elected onto BWF bodies.
- 2.3. The Code provides guidance for candidates themselves as well as BWF Members, Continental Confederations and BWF administration staff on how candidates should conduct their campaigns and the role of others in such campaigns.

3. GENERAL PROVISIONS – CODE OF ETHICS

Elected Officials covered under this Code are required to adhere to the General Provisions of the BWF Code of Ethics as well as the Core Values and Principles for Conduct defined in the BWF Code of Ethics.

4. GENERAL PROVISIONS FOR ELECTIONS

- 4.1. Each candidate shall provide an official document to the BWF office using the format provided. The candidate document describes how he/she meets the requirements for the post for which they are a candidate, and the experience, skills and qualities they would bring to the position if elected.
- 4.2. The official candidature document shall be made available to the membership or the voting constituents for elections to Athletes' Commission or Para-badminton Athletes' Commission.
- 4.3. All candidates for election to Council will be introduced or presented to the BWF membership either at the BWF Members Forum immediately before the elections are to take place or the AGM at which the elections are to take place.
- 4.4. Each candidate for President and Deputy President shall be provided with an opportunity to make a presentation to the BWF Members at the Members Forum directly before the AGM where the election shall be held.
- 4.5. This presentation should focus on the credentials of the candidate and the vision and objectives for his/her term if elected. The presentation shall last no more than 10 minutes and may include video presentations and multi-media.
- 4.6. Candidates for elections for other bodies such as the Athletes' Commission and Para-Badminton Athletes Commission shall have an opportunity to be presented to the voting constituents at an appropriate forum for the elections, the guidelines for which shall be determined by Council.
- 4.7. The BWF administration shall maintain a strict duty of neutrality at all times. The members of the administration shall limit their relations with the candidates strictly to the content of their role as staff.

5. SPECIFIC PROVISIONS FOR THE CODE OF CONDUCT

- 5.1. Candidates shall run election campaigns with dignity and moderation, with all candidates showing respect for other candidates.
- 5.2. No candidate or campaign shall bring the BWF or the sport of badminton into disrepute.
- 5.3. Candidates shall show respect for the democratic voting and/or election process.
- 5.4. Candidates may promote his/her candidature, subject to respecting the provisions of this Code of Conduct.
- 5.5. All communications undertaken by the candidate shall strictly respect the other candidates and shall in no way be prejudicial to any other candidate.
- 5.6. Candidates may grant interviews to the media.
- 5.7. Candidates shall not accept paid travel, expenses, air tickets or accommodation from other candidates, their representatives, Members or Continental Confederations to attend meetings and activities directly related to a candidate's elections.
- 5.8. BWF resources shall not be used to fund travel and campaign activities by candidates who currently occupy BWF elected positions.
- 5.9. No assistance, whether financial, material or in kind, be it direct or indirect, may be given to candidates by a BWF Member.
- 5.10. Candidates may in no case and under no pretext give presents, offer donations or gifts or grant advantages of whatever nature.
- 5.11. No candidate shall offer material benefits, directly or indirectly, to the voting constituencies to influence the result of an election.
- 5.12. No candidate shall seek or accept gifts or gratuities for him/herself, his/her family or friends from any outside organization or person having or seeking to have an involvement with the BWF.
- 5.13. No candidate may enter into any promise or undertaking to be performed, whatever the timing of such performance, for the direct or indirect benefit of a BWF Member, a group of BWF Members, an organisation, region or partner.
- 5.14. As the voting is secret, BWF Members are prohibited individually or collectively, from announcing publicly in any form whatsoever their intention to vote or from any public invitation to vote for a candidate.
- 5.15. Candidates may not enter into any form of undertaking with any natural or legal person likely to affect the freedom of decision or action of the future BWF Council member.
- 5.16. Candidates shall not request the support or service in relation to a candidature from any member of the BWF administration, from a department or other section of such BWF office administration.
- 5.17. Candidates must refrain from making negative, derogatory or personal comments and comments that may question the professionalism or integrity through media and social media posts that relate to other BWF Elected Officials or personnel of the BWF.
- 5.18. Candidates must follow the provisions of the Code of Conduct in Relation to Betting, Wagering and Irregular Match Results.

- 5.19. Candidates must not undertake any action promoting, facilitating, associating with, or otherwise supporting behaviour or actions that contravene the BWF Anti-Doping Regulations.

6. JUDICIAL PROCEDURES

- 6.1. Alleged breaches of the Code of Conduct shall be investigated using the principles and procedures detailed in the BWF Judicial Procedures.
- 6.2. Candidates are required to report breaches of this Code and the Code of Ethics and to cooperate and assist fully in investigations.
- 6.3. If a Candidate has committed any offence under this Code of Conduct, the Candidate shall be deemed to have breached this Code. Breaches of the Code constitute the basis for disciplinary action and appropriate penalties.
- 6.4. Alleged breaches of the Code require a disciplinary hearing process as determined by the BWF Judicial Procedures.