TABLE OF CONTENTS

OFFICERS ................................................................................................................................  3
PRESIDENT'S REVIEW ............................................................................................................. 4
SECRETARY GENERAL'S REPORT .......................................................................................... 9
ADMINISTRATION .................................................................................................................... 14
DEVELOPMENT & SPORT FOR ALL .......................................................................................... 20
PARA-BADMINTON ................................................................................................................. 35
IOC / INTERNATIONAL RELATIONS ...................................................................................... 46
MARKETING ............................................................................................................................ 54
COMMUNICATIONS & MEDIA COMMITTEE ........................................................................... 64
EVENTS .................................................................................................................................. 71
ATHLETES COMMISSION ......................................................................................................... 89
FINANCE REPORT .................................................................................................................... 92
BUDGET .................................................................................................................................. 94
FINANCIAL STATEMENTS ........................................................................................................ 98
MEMBERS .............................................................................................................................. 126
NOTICE OF ANNUAL GENERAL MEETING 2014 ................................................................. 127
ACKNOWLEDGEMENT ........................................................................................................... 130
OFFICERS

PRESIDENT & CHAIR OF COUNCIL
Poul-Erik Høyer

DEPUTY PRESIDENT & DEPUTY CHAIR OF COUNCIL
Gustavo Salazar

VICE PRESIDENTS
Dagmawit Girmay Birhane
Geraldine Brown
Liu Fengyan
Paul Kurzo
Vishu Tolan
Gregory Verpoorten

MEMBERS
David Cabello
Lawrence Chew
Raj Gaya
Akhilesh Das Gupta
Mehdi Karbasian
Jassem Kanso
Li Lingwei
Emma Mason
Nora Perry
Ranjit de Silva
Sergey Shakhray
Wayne Somers
Nigel Skelt
Peter Tarcala
Etienne Thobois
Ng Yoke Weng
Lim Teong Kiat
Chipo Zumburani

HONORARY LIFE VICE-PRESIDENTS
Tom Bacher
Stellan Mohlin
Sir Craig C. Reedie
Jeffrey Robson
Mme Lu Shengrong
Charoen Wattanasin
This first year of the four-year Olympic cycle was an extraordinary one for badminton, the BWF and for myself personally.

In Kuala Lumpur in May 2013, the BWF membership elected a new Council (2013 – 2017) and I am truly honoured to be elected to serve the BWF and our world badminton community.

I will work extremely hard together with the Council and staff to deliver on all our strategic priorities as we look towards Rio 2016 and beyond to Tokyo 2020.

At the outset, I wish to acknowledge and thank Dr Kang Young Joong and the Council whose term concluded in May 2013. As President (2005 – 2013), Dr Kang guided the BWF in a principled way over the last eight years and helped to establish the conditions for “best practice” and excellence for the sport and the BWF.

The BWF and Badminton, had unprecedented growth, particularly from 2009 to 2013, and the rise in its status has been because of strong leadership, key partnerships with our Members, media and commercial organisations, together with the strategic approach the BWF has taken over the last few years.

The newly elected Council (2013 – 2017) quickly settled into the role in May with the formation of Committees and the Council worked with renewed energy, purpose and focus on our strategic priorities throughout 2013. The Council initiated a number of new projects to enhance what we already do well and to take the BWF and the sport to a new level.

The list of highlights and achievements of the year is extensive and include:

- A record number of Members (140) joining the BWF AGM in Kuala Lumpur in May in 2013, assisted by the travel grants programme and more accessible meetings. The 2013 AGM was simultaneously interpreted into Spanish, French, Russian and Arabic for the second consecutive year. The 3rd edition of the Members Forum also helped to engage our membership in the work of the BWF.

- A record six women were elected to the 26-member BWF Council. This talented group of women on Council includes two IOC Members (Li Lingwei and Dagmawit Girmay Berhane), a Vice President (Geraldine Brown who is also President of Badminton Oceania and President of Badminton Australia), the President of the Zimbabwe Badminton Association, Chipo Zumburani, the Chair of the Athletes’ Commission (Emma Mason), and Deputy Chair of the Women in Badminton Commission (Nora Perry).

- The IOC Evaluation of the BWF and Badminton’s performance at the London 2012 Olympic Games together with BWF’s performance over the last four years was very positive.
Badminton was elevated to the third tier (Group C – ranked 9 – 16 of the 28 sports) in the IOC’s Olympic sports rankings. Previously it had been in Group D. Badminton was also named by the IOC as a core sport for the Tokyo 2020 Olympic Games.

BWF announced that IMG Media was to become its media partner for the BWF Major Events (World Championships and World Team Championships – Surdirman Cup, Thomas Cup, Uber Cup), the BWF World Superseries and the new Grand Prix Gold series for 2014-2017. This new partnership will bring new possibilities for BWF global television coverage as well as providing enhanced revenue for the BWF and its Superseries and Grand Prix Gold partner.

The third cycle of five Superseries Premier and seven Superseries events began in January 2014 with a third Confederation – Oceania with Sydney joining the Series and a new title sponsor - global insurance giant MetLife.

We said goodbye to some stars of the sport and 2004 Olympic Champion, Taufik Hydayat from Indonesia was one of them. We welcomed though, 18 year old, Ratchanok Intanon of Thailand, who defied the odds and defeated world number one, Li Xuerui in a spectacular final of the women’s singles at the Wang Lao Ji BWF World Championships 2013 in Guangzhou in August. This was one of those rare moments in sport. Ratchanok became the youngest women’s singles champion to date.

The Instant Review System was trialled in KL at the BWF World Superseries Finals in December 2013, and the implementation started at the Korean, Malaysian and England editions of the Metlife BWF World Superseries in January 2014. This is an exciting development.

The BWF hosted the “best ever” Para-Badminton World Championships in Dortmund Germany, which attracted a record 235 competitors from 36 countries. The new Para-Badminton Athletes’ Commission was formed following elections at the Championships. The BWF formally declared in November, its intention to submit an application for badminton to be included in the Tokyo 2020 Paralympic Sports Programme.

“Shuttle Time” - BWF’s Schools Badminton Programme is now available in 14 different languages, and throughout 2013, it continued to be a popular programme for our Members. As this report goes to print, a total of 65 BWF Members are using the resources to implement Shuttle Time schools badminton programmes – an initiative that aims to have badminton as one of the most popular school sports.

EVENTS – CRITICAL SUCCESS FACTOR

Our events, whether they be world events or at other levels on the international circuit, play a major role in the sport globally. Events provide competition opportunities for our players and opportunities to showcase our spectacular sport globally through television broadcast and social media.

The BWF World Superseries and Major Events have in the last few years generated extraordinary interest and the demand for badminton is higher than we’ve ever seen it. As a result, badminton has over the last few years been televised in more than 160 countries and our online channel - BadmintonWorld.TV - is immensely popular. In the two years of
operation, there has been more than 38 million views of the content and more than 273 million minutes of badminton have been watched.

Importantly, events also provide the BWF with commercial revenue that enables it to reinvest in the development of the sport.

BWF has been extremely successful in the last four years, building the quality and value of its Major Events (World Championships, World Team Championships – Thomas Cup, Uber Cup, Sudirman Cup) and the OSIM BWF World Superseries.

2013 was another exceptional year and I wish to acknowledge and thank our commercial partners – OSIM, Li-Ning, Chery and Red Bull China. My thanks also go to ESG with their professional assistance in servicing the BWF commercial area.

I wish to thank the hosts of our OSIM BWF World Superseries events 2013 - Korea, Malaysia, England, Singapore, Indonesia, India, Hong Kong, Japan, China, Denmark and France – and the hosts of BWF Major Events in 2013:

- **LI-NING BWF SUDIRMAN CUP 2013** - hosted in Kuala Lumpur - Badminton Association of Malaysia.
- **WANG LAO JI BWF WORLD CHAMPIONSHIPS 2013** – hosted in Guangzhou – Chinese Badminton Association.
- **BWF WORLD SENIOR CHAMPIONSHIPS** – hosted in Ankara – Turkish Badminton Federation.
- **SCG BWF WORLD JUNIOR CHAMPIONSHIPS FOR THE SUHANDINATA CUP 2013 (TEAM EVENT) AND THE EYE LEVEL CUPS 2013** – hosted in Bangkok - Badminton Association of Thailand.
- **BWF SUPER SERIES FINALS** - hosted in Kuala Lumpur - Badminton Association of Malaysia.

**PARA-BADMINTON 2020 CAMPAIGN**

I was fortunate enough to attend the 9th BWF Para-Badminton Championships in November in Dortmund, Germany and I was very impressed with the quality of what I saw – the quality of the organisation and the sports presentation, and the quality of the matches across all six Sport Classes.

With a record number of countries and players participating, this was indeed a great showcase for the sport for the visiting International Paralympic Committee (IPC) members who came from Bonn to observe during the week of matches.

At the 16th IPC General Assembly in Athens in November, I handed a letter to Sir Philip Craven – President of the IPC – declaring our intention to submit an application for badminton to be included in the Tokyo 2020 Paralympic Games.

And as this report goes to print, I am pleased to say that the BWF has been named as one of only two International Federations whose sports will be considered for entry into the 2020 Sports Programme - as new sports - a decision that will be made by the IPC Governing Board in early October in Berlin.
I strongly believe para-badminton has a lot to offer the global Paralympic family. Para-Badminton – like badminton – has a wow factor and real spectator value at the elite level. We are sure that if we have the honour of being included in Tokyo 2020, fans in the stadium and around the world will love the outstanding action which our para-badminton athletes on court will offer.

RALLY AGAINST DOPING – NEW WORLD ANTI-DOPING CODE 2015

As an IF and a signatory to the World Anti-Doping Code, we have significant obligations, together with our Members, in areas such as education and testing in badminton.

When the World Anti-Doping Code comes into effect on 1 January 2015, the BWF will be right in step with the new Code. BWF is launching new anti-doping initiatives in 2014 which will start the process of the BWF and badminton adhering to the enhanced Code 2015, adopted at the WADA World Conference on Doping in Sport in Johannesburg, in November.

As at 1 January 2014, the World Anti-Doping Agency (WADA) has a new president, Sir Craig Reedie, who is one of our Honorary Life Vice Presidents and an IOC Vice President and IOC Executive Board Member. Sir Craig was nominated by the IOC and has taken the reins of the world body at an important time in sport with the new World Anti-Doping Code being implemented. Our congratulations to Sir Craig on his appointment as WADA President.

BADMINTON – A ‘SPORT FOR ALL’

Badminton is a “sport for all” and the schools badminton programme is our best example of how we have tried to not only provide fun physical activities for children, but to train teachers to use badminton as a tool for children to experience a very accessible sport.

The Shuttle Time Schools Badminton Programme is a really good example of the kind of leadership the BWF is taking in this area, in providing resources and implementation models for our membership and Continental Confederations.

The programme went from strength to strength in 2013 and is building a solid participation of the sport in schools in many of our regions.
TOWARDS RIO 2016

In closing, I can say with great confidence that the BWF and badminton have come a long way, however at every level, there is significant work to be done – and we can do it. We must remember badminton is for everyone in every part of the world and it’s our duty to get it to them. Our development programmes are instrumental in achieving the accessibility of badminton for youth globally.

As we look towards Rio 2016, there is much we plan to do to enhance badminton’s global reach and the quality of all that we do. The Council is already focusing on consolidating BWF’s strengths and pursuing new and important activities to develop the sport and to enhance our expanding fan base.

Badminton and BWF are now being recognized very well in International Sport.

I aim to continue the momentum of the last four years and to take badminton and the BWF to new heights. This cannot be done alone and I ask for a concerted effort from our Members, Council, staff and our media, commercial and other partners to achieve our strategic goals and position our sport in a new place following the Rio 2016 Olympic Games.

In December, I was nominated for membership of the International Olympic Committee and at the 126th IOC Session during the Sochi 2014 Olympic Games, I was confirmed by the IOC membership as a member of the IOC. This is a great honour for me personally and a terrific recognition of badminton and the BWF.

I feel very humbled to be included in the IOC with our colleagues from Council - Li Lingwei and Dagmawit Girmay Berhane. Badminton and BWF have now a really strong representation on the IOC, and we can work closely together to serve the IOC and to strengthen our position in the Olympic Family.

Finally, I wish to thank my Council colleagues, the Chairs of all our Committees and their Commissions and Thomas Lund Secretary General and his team on staff for their commitment to the BWF and our sport.

I very much look forward to working with you all in 2014, and strengthening our sport and organization in the lead up to Rio 2016 Olympic Games.

POUL-ERIK HØYER
BWF PRESIDENT
SECRETARY GENERAL’S REPORT

The Badminton World Federation has developed very positively over the last four years and in 2013 achieved an elevated position in the Olympic rankings by being promoted from being a Group D Sport to Group C. This means badminton now takes a position of between 9 - 16 amongst the Olympic summer sports.

This achievement is linked to a range of different developments and improvements around the BWF’s day to day activities and functional areas. Badminton as a sport is becoming more popular in more parts of the world, and the general status and recognition of badminton is increasing.

The financial situation of the BWF is also in a better shape than ever before, which is connected to revenues from the successful implementation of the new commercial programmes, and also increased funding from our participation in the Olympic Games.

The higher level of revenue generation however also puts significant demands on the BWF operational organization to be able to deliver the obligations to commercial partners from where the revenue is generated. The higher level of revenues also puts BWF in a position to initiate more programmes across different activity areas, which again has required upgrades around the operational organization and the human resources needed in the BWF.

PERSONNEL AND STAFF STRUCTURE

The significant growth in commercial revenues has required an upgrade in level and number of staff, especially in the Events Department, in order to ensure that the events team is able to service the increased number of tournaments and the increased delivery of obligations to commercial partners of the BWF.

The new Grand Prix Gold Series, which started in 2014, has put a significant additional workload on the Tournament Management Team. BWF is at the same time seeking to further upgrade and develop BWF Major Events and the BWF World Superseries – which all requires a strategic focus and human resources to drive a positive development.

The Events Department is also experiencing an increased activity around servicing the technical side of tournaments, which not only includes Level 1 to 4 tournaments, but also para-badminton activities. So upgrades and restructuring has been necessary in the Events Department to ensure that the services to events organizers can be delivered in a timely way and with a high level of quality.

Other areas have experienced a significant increase in activity and with a need to upgrade the human resources. New staff have been taken on-board in Development and Communications, and needs are being assessed across other areas following the organic growth of the operational areas.

Since the last AGM six new staff members joined the BWF and these are:

- Carmel Seeto (Tournament Series Manager – Events Department).
- Christopher Trenholme (Technical Events Manager - Events Department).
- Thevagi Suppiah (Events Officer - Events Department).
- Dev Sukumar (Communications Manager – Media and Communications Department).
- John Shearer (Development Manager - Development Department).
- Daniela Inés Pérez Méndez (Development Intern - Development Department).
In developing the BWF operational setup, the objective is to always deliver high quality services in an efficient and timely way to the satisfaction of our many stakeholders. To live up to this objective there is a constant need for development of the organization, especially in a time where BWF is growing and many new opportunities are being pursued.

**BWF OFFICE LOCATION AND REGISTRATION**

With the increasing number of staff the present BWF office is becoming too small. At the same time Council has in principle decided to buy an office space in Kuala Lumpur instead of having a rental agreement. The objective is to ensure adequate office space for current and longer term staff needs and also to secure an investment that will provide a higher yield on BWF cash reserves – as well as cost savings on rental.

Alongside the consideration around buying an office space, the BWF Council has also initiated a process with the Malaysian Government to establish a longer term registration setup.

Presently BWF has applied every three years for renewal of its Malaysian registration, which includes tax exemption benefits and financial support for the BWF operations. BWF has however applied to the Malaysian Government to become registered as an “International Organization” under an Act of Parliament connected to the Foreign Ministry. This registration would automatically provide a longer term tax exemption and will be a better and more appropriate registration method for an International Sports Federation.

The application process is ongoing and it is anticipated that an outcome will become known mid 2014. The BWF Council has however decided not to make the investment in property/office space before there is greater certainty over the tax exemption status.

**IT SOLUTIONS**

Presently BWF has a well-functioning events administration IT system, which provides a fully integrated system to manage the various workflows around events – including tournament sanction, player entry, draw generation, in-venue tournament management, electronic results reporting and calculation of the World Ranking.

The system is becoming more and more functional, day to day tool for the BWF Events Department, Continental Confederations, tournament organizers and the many Member Associations entering players in tournaments. There are plans to further develop and improve the event tools, so these ensure a high efficiency in dealing with the events workflows, and at the same time become even easier to work with our Member Associations.

BWF has recently launched a Request For Proposal process to start the development of a higher level internal IT administration system. This digital platform project aims to ensure a higher degree of efficiency when dealing with workflows across other activity and functional areas in the BWF. The project also potentially includes the possibility to offer more IT tools for the Continental Confederations in their administration of the Continental activities.

Overall the IT-project takes a holistic approach to assisting the administration of badminton across the whole organisation, operating at different organizational levels.
A very important part of the IT project will also be to revamp the existing BWF website. Expectations around website functionality are constantly increasing and it has been established that there is a need to upgrade and streamline the website structure, design and general functionality. This is all part of the IT project presently ongoing.

The work within the IT-area will continue to aim to provide benefits and value to our Member Associations, Continental Confederations, the BWF and the sport generally.

**MEETING SUPPORT – AGM, COUNCIL, EXECUTIVE BOARD, COMMITTEES**

The BWF Secretariat is responsible for the day to day servicing of the BWF Council, Executive Board and the Committees and Commissions as well as the preparation for the AGM’s and Members Forum.

As an election year for Council, 2013 was a particularly busy year for the BWF staff in terms of servicing the needs of Council and the needs of the AGM. The 2013 meetings in May in Kuala Lumpur included the Members Forum and the All Stars Gala and Welcome Dinner – a gala night for Members, Delegates to the AGM, the Council and guests.

The office reviews the workflows and the servicing of the meetings after each major meeting in an effort to constantly improving the quality of the preparations and the support services to ensure good and efficient governance of the organisation.

2013 saw meetings held in Lausanne (Executive Board – 2 March), Kuala Lumpur, (AGM - 18 May, Committees – 20 - 30 May and Council 1 and 2 – 17 May and 31 May respectively), Guangzhou (Executive Board – 10 August) with the final meeting of the year being held in Athens (Committees 26 - 29 November and Council 30 November 2012).
ANTI-DOPING

The BWF has an Anti-Doping Programme with the following elements:

1. **EDUCATION AND AWARENESS** – members, players, entourage.
2. **TESTING** - in-competition testing – at events; Out-of-competition testing – between events – samples taken at training venues/homes.
3. **RESEARCH** - to better inform BWF practice.

A number of elements from the 2013 programme are worth noting here.

In 2013, the BWF:

- maintained a Registered Testing Pool (RTP) of approximately 70 players for the purposes of conducting out-of-competition testing – the names and criteria for inclusion in the RTP is on the BWF website.
- had a targeted out-of-competition and in-competition testing programme.
- increased the number of samples / tests it conducted.
- declared a number of “Filing Failures” and “Missed Tests” against players who had not complied with the “whereabouts” requirements.
- conducted a range of education and awareness activities with an emphasis on youth.

One of the most important elements of the Anti-doping Programme is education. The BWF has an obligation under the World Anti-Doping Code to have an anti-doping education programme and in 2013 this focused particularly on the players, coaches and managers at the SCG BWF World Junior Championships and at the BWF Para-Badminton World Championships.

Since 2012, BWF has been working with anti-doping experts to implement enhanced anti-doping programmes which are in synch with the more stringent World Anti-Doping Code 2015. BWF has been focusing on regular communications with Members on anti-doping providing information to team managers and the entourage at all BWF events and establishing an anti-doping presence at youth and para-badminton tournaments to heighten awareness.

More information on the Anti-doping Programme is contained in the Administration Committee report.
ACKNOWLEDGEMENT

2013 was an election year for BWF, which resulted in a number of changes to the composition of the BWF Council.

On behalf of the BWF office and the staff, I would like to sincerely thank the new BWF President, Poul-Erik Høyer, our new Deputy President, Gustavo Salazar, the Chairs of Committees, and the Council elected in 2013 for their continued support in the day to day management of the BWF operations.

A range of changes have been made to the Council and Committee structures, but through good cooperation and hard work it has been a smooth transition with no interruption in the ongoing management of the BWF operations and strategic directions.

I would like to thank the management group and all the staff for their professionalism and continuous support in developing the BWF organization and ensuring the many projects and tasks are completed with high quality and efficiency, and always with the aim to provide value for our players, Member Associations and badminton in general.

All the BWF staff have worked tirelessly throughout the whole year and made sure that BWF continuously improved as an organization. The staff no doubt has a huge commitment to BWF and a passion for badminton to ensure a continued development.

Thank you to All!

THOMAS LUND

SECRETARY GENERAL
ADMINISTRATION

The Administration Committee had a busy year with the continuing review of elements of the BWF Statutes, the hosting of the third Members Forum and the AGM as well as the oversight of a number of areas including legal, the annual awards and the museum project.

2013 was an important year for the BWF with the membership gathering in Kuala Lumpur in May for the annual Members Forum, AGM and the election of Council, 2013 – 2017. The AGM was the largest meeting of the BWF to date with 140 (80%) of the 174 voting Members in attendance.

MEMBERSHIP

One new Member joined the BWF in 2013. The BWF welcomed the Fédération Monégasque de Badminton (Monaco) on 20 December 2013. With this new Member, the BWF now has 180 Members, of which five are Associate Members:

- Africa – 37 Members
- Asia – 41 Members (plus two Associate Members)
- Europe – 52 Members
- Oceania – 12 Members (plus three Associate Members)
- Pan America – 33 Members

The suspension of the Pakistan Badminton Federation was lifted by the Council following its meeting in Athens in late November 2013. The Pakistan Badminton Federation had been suspended in December 2010 and this decision was confirmed by the AGMs in Qingdao in May 2011, Wuhan in May 2012 and in Kuala Lumpur in May 2013. The Council determined that the key conditions for the lifting of the suspension had been met. This was communicated to the Pakistan Badminton Federation and the membership in early December.

MEMBERSHIP ISSUES

The BWF had a number of issues regarding Members continuing to fulfil the on-going requirements of membership as described in Articles 8.1 – 8.9 of the BWF constitution. Many of the issues stemmed from government interference in sport and alleged breaches of the Olympic Charter.

The BWF will continue to monitor its obligations under the Olympic Charter with regard to the autonomy of sport – sport which is free of government interference. The BWF will, wherever appropriate, collaborate with the IOC to bring about solutions to national governance issues in sport involving BWF Members.

ANNUAL GENERAL MEETING 2013

2013 was an important year for the BWF in terms of engaging the membership in the governance processes.

- BWF offered for the first time, a travel grant for one delegate per member to travel to the AGM and this significantly increased participation compared to previous years.
BWF continued its policy of paying for three nights accommodation in the host hotel if the delegate attended the Forum and AGM and this supported the increased participation and engagement of the membership.

80% of the voting Members attended the 2013 Members Forum and AGM.

The number of Members represented at the Forum and AGM by Continental Confederation were:

- Africa – 28 Members (75% of the Members from Africa)
- Asia – 34 Members (83% of the Members from Asia)
- Europe – 45 Members (86% of the Members from Europe)
- Oceania – 10 Members (83% of the Members from Oceania)
- Pan America – 23 Members (70% of Members from Pan America)

The BWF not only achieved record attendance, but for the second time, it offered simultaneous interpretation for the AGM from English into four languages – Spanish, French, Russian and Arabic.

MEMBERS FORUM 2013

The third BWF Member’s Forum was hosted in Kuala Lumpur on Friday 17 May 2013 and this was a great success. Every year, the quality of the content and engagement by Members improves.

In 2013, Sir Craig Reedie, IOC Member and IOC Vice President was the key note speaker who lead an impressive line up of presenters covering a whole range of topics including:

- Towards Rio 2016 – Lessons from London 2012 Olympic Games
- London 2012 Evaluation – BWF and Badminton
- Bidding for Events and Event Activation
- Shuttle Time Schools Badminton Programme
- Towards the Tokyo 2020 Paralympic Games
- Global Badminton Media and TV Broadcast
- Olympic Solidarity – opportunities for Members - 2013 – 2016

LEGAL CASES 2013

The two remaining legal matters the BWF was involved in, in 2012, were resolved in March 2013. There were no new legal cases for the remainder of 2013.
ANTI-DOPING COMPLIANCE

BWF is a signatory to the World Anti-Doping Code and the Administration Committee ensures administrative oversight on compliance with the Code.

In the last 24 months, WADA and all its stakeholders in world sport have been reviewing the current Code (2009) with a view to implementing a revised Code in 2015.

The WADA World Conference on Doping and Sport in Johannesburg, attended by BWF President Poul-Erik Høyer, adopted the 2015 World Anti-Doping Code and this was subsequently adopted by the WADA Foundation Board.

The outcome of the conference – the Johannesburg Declaration stated:

“The Johannesburg World Conference on Doping in Sport reaffirms that the ultimate objective of the fight against doping in sport is the protection of all clean athletes and that all concerned parties should commit all required resources and resolve to achieve that objective by intensifying the fight”.

The amended World Anti-Doping Code 2015 comes into effect on 1 January 2015. The Code has a number of implications for the BWF in terms of anti-doping practice. The main ones are:

1. **INVESTIGATIONS** – the increased importance of investigations and the use of intelligence in the fight against doping.

2. **ENTOURAGE** - the ability to prosecute athlete support personnel who play a role in doping in sport (investigations and evidence will be key is securing the ability to successfully prosecute entourage members).

3. **SMARTER TESTING** – a stronger emphasis on “smart testing” strategies – more efficient, more effective.

4. **NADO / IF COOPERATION** - Improved cooperation between BWF and National Anti-Doping Organisations (NADO’s) in BWF’s testing programmes to enhance efficiency and effectiveness.

5. **VALUES BASED EDUCATION** - A requirement for enhanced values-based education programmes which focus on prevention – and where BWF works in closer cooperation with the relevant NADOs. A requirement for BWF Members to take responsibility for education of national players.

The BWF has been working with external expertise over the past 18 months with a view to optimizing its anti-doping programme. This involved focusing on risk assessment, a more intelligent and smarter testing programme and education.

The BWF started implementing new anti-doping initiatives in 2014 in line with the WADA World Anti-Doping Code 2015 and is well positioned to be in compliance with the Code when it comes into effect 1 January 2015.
MUSEUM WORKING GROUP

The BWF established a Museum Working Group to look at innovative ways to make heritage items in the sport accessible through an interactive online museum. The Working Group also is considering whether the BWF should acquire memorabilia of the sport for the purposes of preserving its heritage and traditions.

In November, the Russian Badminton Federation offered the BWF an opportunity to develop and host, on behalf of the sport, an online digital museum platform that would make historical articles and information of significance, accessible to all, online.

The BWF is developing a project plan for the development / implementation of this with the aim of integrating an online museum into BWF’s new digital platform due for completion at the end of 2014.

AWARDS

The following nominations and awards were approved by the BWF Council at its November meeting in Athens.

PLAYER OF THE YEAR AWARDS

Nominees for Male Player of the Year 2013 were:
- Chen Long (CHN)
- Lee Chong Wei (MAS)
- Lin Dan (CHN)
- Mohd Ahsan/Hendra Setiawan (INA)
- Ko Sung Hyun/Lee Yong Dae (KOR)

Nominees for Female Player of The Year 2013 were:
- Ratchanok Intanon (THA)
- Li Xuerui (CHN)
- Wang Yihan (CHN)
- Wang Xiaoli/Yu Yang (CHN)

Nominees for the Eddy Chong Most Promising Player of the Year award category were:
- Kwang Hee Heo (MAS)
- Aya Ohori (JPN)
- Busanan Ongbumrungpan (THA)
- Tzu Wei Wang (CHN)
- Akane Yamaguchi (JPN)
OTHER AWARDS

The BWF wishes to congratulate the following recipients of awards in 2013. These were approved by the Council at its 30 November 2013 meeting.

<table>
<thead>
<tr>
<th>Herbert Schille Award</th>
<th>Meritorious Service Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Torsten Berg (DEN)</td>
<td>- Celso Wolf (BRA)</td>
</tr>
<tr>
<td></td>
<td>- Anu Nieminen (FIN)</td>
</tr>
<tr>
<td></td>
<td>- Ronald von Hertzten (FIN)</td>
</tr>
<tr>
<td></td>
<td>- Marten Segercrantz (FIN)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distinguished Service Award</th>
<th>Meritorious Service Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Mojmir Hnilica (CZE)</td>
<td>- Celso Wolf (BRA)</td>
</tr>
<tr>
<td></td>
<td>- Anu Nieminen (FIN)</td>
</tr>
<tr>
<td></td>
<td>- Ronald von Hertzten (FIN)</td>
</tr>
<tr>
<td></td>
<td>- Marten Segercrantz (FIN)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Women in Badminton</th>
<th>Certificate of Commendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Kirsten Larsen (DEN)</td>
<td>- Construtora Sucesso (BRA)</td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENT

I wish to acknowledge and thank the former members of the Administration Committee that served on the Committee and Council up until their terms finished in May - Peter Gacheru, Torsten Berg and Surasak Songvarakulpan. Thank you to Wayne Somers who remains on Council but now serves on other Committees.

Finally, I would like to thank the Deputy Chair of the Committee, Gregory Verpoorten, and all members of the Administration Committee for their contributions, wise council and support.

VISHU TOLAN

ADMINISTRATION COMMITTEE

Vishu Tolan (Chair)                      Mehdi Karbasian
Gregory Verpoorten (Deputy Chair)      Nora Perry
Geraldine Brown                        Sergey Shakhray
Lawrence Chew                          Ranjit de Silva
Raj Gaya                               Lim Teong Kiat
DEVELOPMENT & SPORT FOR ALL

INTRODUCTION

2013 was an important year for the Development Committee with a focus on key priorities and activities including:

- Year two of the implementation of BWF’s Shuttle Time Schools Badminton Programme;
- Year two of implementation of the Level 1 Coach Education courses using the BWF coaching resources and the first year that the Level 2 Coach Education resources were available;
- The first year of focusing on our third strategic priority – player development;
- A continuing productive collaboration with the Continental Confederations in delivering development initiatives regionally.

DEVELOPMENT SECTION - STRATEGIC PLAN 2012 - 2016

The Development Committee and staff in the Development Department use the Strategic Plan 2012 -2016 as the overarching document to guide the directions of the development programme.

2013 was the second year of implementation of the Strategic Plan 2012 -2016 and in all key areas implemented, the outcomes exceeded the key performance indicators for those areas.

The “Strategic Priorities” and “Other Priorities” for development for 2012 - 2016 are:

<table>
<thead>
<tr>
<th>STRATEGIC PRIORITIES</th>
<th>OTHER PRIORITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Coach Education.</td>
<td>2. Facilities and equipment.</td>
</tr>
<tr>
<td>3. Player Development – competition structures and talent development in less developed badminton regions.</td>
<td>3. Tournament organiser training in coordination with the Events Committee, to support event organisers.</td>
</tr>
<tr>
<td>4. Membership and Continental Confederation Development.</td>
<td>4. Technical officials training in coordination with the Events Committee to support / develop the pool of Technical Officials.</td>
</tr>
<tr>
<td></td>
<td>5. University Badminton.</td>
</tr>
</tbody>
</table>

To date the main focus for our activities has been on the first three Strategic Priorities of our Strategic Plan.

2013 was the first year for the implementation of the Player Development Strategy by the BWF / CCs.

Looking ahead to 2014 - there is a clear need to focus on the fourth Strategic Priority and that is to implement programmes to support “capacity building” of our Members (their ability to plan and implement programmes, administrative capacity, governance and their ability to develop tournament structures and pathways for players).

“Capacity building” requires training and education and the BWF will in 2014, engage external resources and expertise to assist it, and the Continental Confederations, to provide training and education courses and resources to assist our membership develop its administrative and management capacity.
The goal is to have more active Members who are able to better promote, develop and regulate badminton at a national level, and to be better engaged in international badminton, particularly around player participation in international competitions.

CONTINENTAL CONFEDERATIONS – PARTNERS IN DEVELOPMENT

We continued to have a very strong working relationship with the Continental Confederations who plan and undertake development initiatives in the sport regionally. We have a shared vision for the development of the sport.

The five Continental Confederations are central to our development strategy and much of our development work is delivered through the Confederations.

There is strong alignment of goals between the BWF development priorities and those of the Continental Confederations and the BWF contributes towards the achievement of these shared goals through its annual development grants to the Continental Confederations.

In 2013 the BWF invested US$1,655,000 in development grants to the Confederations. The development grants programme supports Continental Confederations development initiatives and development activities regionally. The grants programme is managed by the Development Department staff using guidelines approved by the Council.

<table>
<thead>
<tr>
<th>Continental Confederation</th>
<th>2013 Base Level Grant</th>
<th>2013 Programme Grants (Contestable Fund)</th>
<th>2013 Player Development Grant</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>US$284,813</td>
<td>US$80,690</td>
<td>US$42,000</td>
<td>US$407,503</td>
</tr>
<tr>
<td>Africa</td>
<td>US$219,337</td>
<td>US$73,793</td>
<td>US$42,000</td>
<td>US$335,130</td>
</tr>
<tr>
<td>Europe</td>
<td>US$298,257</td>
<td>US$97,930</td>
<td>US$42,000</td>
<td>US$438,187</td>
</tr>
<tr>
<td>Oceania</td>
<td>US$86,739</td>
<td>US$30,690</td>
<td>US$42,000</td>
<td>US$159,429</td>
</tr>
<tr>
<td>Pan America</td>
<td>US$205,854</td>
<td>US$66,897</td>
<td>US$42,000</td>
<td>US$314,751</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>US$1,095,000</strong></td>
<td><strong>US$350,000</strong></td>
<td><strong>US$210,000</strong></td>
<td><strong>US$1,655,000</strong></td>
</tr>
</tbody>
</table>

Reporting and accountability for the spending is important so that we can report to our membership on key development outcomes for the sport and progress towards the achievement of long term objectives in our Strategic Plan.

Apart from the grants, the BWF invested more than US$500,000 in development initiatives which directly support the work of the Continental Confederations and our Members. These included special Shuttle Time projects, developing resources for grass roots development, supplementary materials for coach education and schools badminton, equipment for schools badminton and human resources support for regional development officers or expert educators in each Continental Confederations.
In Summary, the following can be highlighted:

- Continuing strong working relationship with the Continental Confederations.
- Goal alignment - Strategic priorities for development are the same – schools / coach education / player development / membership development.
- Continental Confederations development grants system is central to the success of regional development.
- Critical success factor – the workforce - having the right people - and the right structure for development - having enough people in development roles.

The last point cannot be stressed enough – and for the last four years, I as Chair of the Development and Sport for All Committee have highlighted this as a critical issue.

Without the right structure and the right people in development, Continental Confederations cannot deliver the core elements of the work for which Contestable Funding (activity funding) is provided.

At the Development Committee meeting in May 2013 – it was stressed that “more” activity funding may not always be “better”.

Additional funding for “development activities” may not be the best idea if we do not continue to develop the structures or put more financial resources into human resources which are servicing these development activities. The goal is to increase the capacities of the Continental Confederations to deliver “more and better” programmes and development activities.

The Council in November approved additional funding for the Continental Confederations development grants programme for 2014 however this increase was to be used to supplement the human resource component to ensure enough staff resources and expertise for development in the Continental Confederations.

This will ensure the quality and support provided to Members is maintained as programmes expand on a global and continental level.

**CC ANNUAL WORKSHOPS 2013**

The annual development workshops of the Continental Confederations and BWF Development Department were hosted in Kuala Lumpur on 16 & 17 September 2013. These were again very successful – despite only two days to complete a full agenda of the core elements of our work.
Key goals of the annual development workshops are to:

1. Review progress on strategic priorities in particular, schools badminton and coach education.

2. Review other programmes where funding is available – player development, human resources, membership and membership servicing, university badminton, Olympic Solidarity, para-badminton and grants for women in badminton projects.

3. Highlight challenges and develop solutions for better practice.


5. Synchronize better planning cycles, priorities and planning / reporting processes.

These two days were followed by the Events Department hosting a day of workshops focusing on the delivery of better quality events in each region.

**SHUTTLE TIME SCHOOLS BADMINTON**

One of the success stories of the last few years is the Shuttle Time Schools Badminton Programme. Back in 2009, the BWF and Continental Confederations decided that schools badminton programmes and resources needed to be developed and schools badminton had to become a priority focus.

The vision is that badminton will become one of the most popular school sports globally.

*Shuttle Time* aims to equip teachers with fundamental badminton skills, knowledge and confidence to plan and deliver, fun and safe badminton lessons for children.

The main materials for *Shuttle Time* are:
- Teachers’ Manual.
- 22 Lesson Plans for teachers.
- 92 video clips which demonstrate the badminton teaching activities in the lesson plans.
- Tutors’ Guidelines.
- Implementation Guidelines.

Schools Badminton is a Strategic Priority for 2012 – 2016 and the goal is have sustainable implementation of *Shuttle Time*.

There are a number of key strategies:

- Each Continental Confederation has schools badminton as a priority activity.
- Materials are freely available on BWF website – in multiple languages.
- BWF/ Continental Confederation support a systematic implementation of Shuttle Time with Members – courses and training the workforce (tutors / teachers), some equipment for pilot projects, implementation models, representation and meetings with sports funding bodies, (Education Ministries, NOCs) to support the Member in its goal of implementing *Shuttle Time* nationally.
The Shuttle Time resources are now available in 14 languages: English, Spanish, French, German, Italian, Russian, Arabic, Portuguese, Slovak, Polish, Indonesian, Hungarian, Persian, and Slovenian.
SHUTTLE TIME ACTIVITY 2013

Supported by the relevant Continental Confederation, the following countries have started the process of training the Shuttle Time workforce (tutors, teachers) and started implementing Shuttle Time Schools Badminton.

<table>
<thead>
<tr>
<th>Continental Confederation</th>
<th>Members</th>
<th>Members Implementing Shuttle Time Schools Badminton Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>9</td>
<td>Algeria, Botswana, Ethiopia, Ghana, Kenya, Morocco, South Africa, Uganda, Zambia</td>
</tr>
<tr>
<td>Asia</td>
<td>18</td>
<td>Bahrain, Bangladesh, Bhutan, Brunei, Cambodia, Indonesia, Jordan, Kazakhstan, Laos, Lebanon, Macau, Maldives, Mongolia, Nepal, Qatar, Sri Lanka, Timor Leste, Uzbekistan</td>
</tr>
<tr>
<td>Europe</td>
<td>14</td>
<td>Austria, Faroe Islands, Hungary, Iceland, Ireland, Italy, Malta, Norway, Poland, Romania, Russia, Slovakia, Slovenia, Switzerland</td>
</tr>
<tr>
<td>Oceania</td>
<td>8</td>
<td>Australia, Cook Islands, Fiji, Guam, Kiribati, New Zealand, Tahiti, Tonga</td>
</tr>
<tr>
<td>Pan Am</td>
<td>16</td>
<td>Argentina, Aruba, Bolivia, Brazil, Chile, Columbia, Costa Rica, Dominican Republic, Guatemala, Haiti, Jamaica, Mexico, Panama, Peru, Puerto Rico, Trinidad &amp; Tobago</td>
</tr>
<tr>
<td>Total</td>
<td>65</td>
<td></td>
</tr>
</tbody>
</table>

UNIVERSITY PROGRAMME FOR PHYSICAL EDUCATION TEACHERS

In order for Shuttle Time to be sustainable, it is important that the BWF, Continental Confederations and our Members target universities and teachers colleges where physical education (PE) teachers are training. That way, new PE teachers, after graduating, will already have an understanding of the sport and how to plan and deliver fun badminton lessons with their children in school.

BWF has developed a draft programme for PE teachers in training and a number of tertiary institutions will trial the course in 2014.

ONLINE ACCESS - SHUTTLE TIME MATERIALS

The goal was to have video and other Shuttle Time resource material freely available on the BWF website and since late 2011, people have been registering to get access to the Teachers Manuals and Lesson Plans in a variety of languages.
The BWF also made the video clips available on its YouTube channel - BadmintonWorld.TV – and this has been very successful with many people viewing the activities that link to the lesson plans.

- 92 Shuttle Time video clips available.
- 433,840 – total number of views (as at 17 March 2014) since the videos became available on 30 November 2011.
- 24,288 views – highest number of views for any clip. Video 1 - Balloon Tap (below).

### COACH EDUCATION

After piloting the resources in Asia and Europe, the BWF launched the Level 2 Coach Education materials in 2013. This next stage after Level 1 brings together some of the underlying science in badminton and focuses more on the physical aspects of the game. Much of the fundamental technical aspects of badminton are covered in the Level 1 course.

The following strategies for Coach Level 1 implementation continued throughout 2013:

1. To work closely with Continental Confederations to support the implementation of Coach Education courses in selected Member Associations – a well planned, systematic approach.

2. To ensure all Olympic Solidarity funded National Technical Courses for coaches at an entry level, use the BWF Coach Level 1 resources.

3. To make the coaching resources and support material freely available on the BWF website for any Members, coaches or administrators.
Key points about the implementation of Level 1 in 2013 were:

- Level 1 courses were held in each Continental Confederations during 2013 making use of the French, English, Spanish and Portuguese versions.
- Coaches from 48 different Members have passed the award.
- Tutors are now qualified in 27 Members.
- Level 1 courses continue to be held using Olympic Solidarity funding.

Materials for Coach Level 1 have been available on BadmintonWorld.TV and the usage statistics are as follows:

- 47 Coach Level 1 video clips available.
- 823,273 – total number of views (as at 17 March 2014) since the videos became available on 26 January 2012.
- 52,290 highest number of views – Video E1M6V1 – Movement Introduction.

The BWF Level 2 Coach Education resources consist of the following:

- **COACHES MANUAL** (learners’ manual) divided into 11 modules – the main learning resources for trainee coaches.
- **VIDEO CLIPS** – a comprehensive range of video clips demonstrating fundamental physical, technical and tactical elements of badminton. The 106 clips can be viewed online.
- **TUTORS MANUAL** – for Tutors who train coaches for the Level 2 Coaching Certificate.

Materials for Coach Level 2 have been on BadmintonWorld.TV and the usage statistics are as follows:
- 106 Coach Level 2 video clips available.
- 255,361 – total number of views (as at 17 March 2014) since the clips were made available on 22 November 2013.
- 12,630 views – highest number of views for any of the 106 video clips – CE2M8V17 – Reaction Work – Split Step to Lateral Movement Video.

The BWF has developed a coaches course for retiring elite level players so they can use their knowledge of badminton from their professional career and transition into a career in coaching. This combined Level 1 / Level 2 “fast-track” course recognizes the extensive badminton knowledge of the players and focuses more on coaching methodology. The course will be trialed in 2014.

**PLAYER DEVELOPMENT**

2013 year was the first year of the Player Development Strategy – a Strategic Priority for the BWF.

A significant budget was approved by Council in 2013 ($42,000 for each of the Continental Confederations) to implement a regional player development strategy.
Implementation plans were submitted which provided a regional approach to achieve the goals of the programme.

The aims of the programme are:

- To create a clear, achievable and well supported pathway for talented players from less developed and developing MA’s.
- To increase the number of Members regularly participating in international competition.
- To increase the universality at Continental Confederations Championships.
- To increase the universality of BWF top 200 World Ranking.
- To eventually ensure new Members are being represented in the BWF World Championships.

Each Continental Confederation had a model for player development that fit their particular needs and which complimented existing player development programmes / strategies already in place.

**OLYMPIC SOLIDARITY COURSES**

This is the second year in the new quadrennial for Members to apply for Olympic Solidarity funded courses through their NOC.

In the last four years badminton improved overall in securing Olympic Solidarity funded courses. The below reflects the number of courses for 2013 and this is in line with the number of courses in the same stage in the last quadrennial (2009 – 2012).

<table>
<thead>
<tr>
<th>NOC</th>
<th>Course Date 2013</th>
<th>Activity Type</th>
<th>Coach Educator / Expert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>June (On-going)</td>
<td>National Sports Structure</td>
<td>Diemo Ruhnow</td>
</tr>
<tr>
<td>Peru</td>
<td>3 – 9 June</td>
<td>National Technical Course</td>
<td>Arturo Ruiz</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>27 August – 7 Sept.</td>
<td>National Technical Course</td>
<td>Dajee Annirao</td>
</tr>
<tr>
<td>Guatemala</td>
<td>September</td>
<td>Coach Scholarship</td>
<td>-</td>
</tr>
<tr>
<td>New Zealand</td>
<td>21 July – 2 August</td>
<td>National Sports Structure</td>
<td>Martijn van Doormalen</td>
</tr>
<tr>
<td>Cambodia</td>
<td>1 – 11 December</td>
<td>National Technical Course</td>
<td>Sambenthan S.</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>8 – 14 October</td>
<td>National Technical Course</td>
<td>Fran Dacal</td>
</tr>
</tbody>
</table>

BWF would like to encourage all Members to seek information on Olympic Solidarity courses through their NOCs.

The main opportunities for badminton are:

1. National Technical Courses (coaching courses)
2. Rio 2016 Athlete Scholarship Programme
3. Coach Scholarships
SPORTS SCIENCE RESEARCH GRANTS PROGRAMME

The BWF announced in mid-June a research grants programme for individuals or institutions who wished to apply to the BWF for funding to assist them to complete Sports Science applied research projects in badminton.

The deadline for applications was 26 July 2013 and a total of 29 applications / proposals for research grants were received from 14 different countries from all five CCs – however 11 of the 29 (37.9%) came from the UK. A wide range of research topics were submitted in the grant applications including - Psychology, Performance Analysis, Biomechanics, Physiology, Nutrition, Sports Anthropometry, Theory of Sport, Informatics, Ergonomics.

In evaluating applications for grants, the following criterion were used:

1. **RELEVANCE** - The research question is relevant to badminton and can be applied to badminton / context of badminton;
2. **OUTCOMES** - The outcomes benefit badminton players, coaches or entourage members;
3. **ORIGINALITY** – Idea and novelty v’s follow up. The focus of the research is a new area of research for badminton or adds value to existing research in badminton.
4. **QUALITY** – The research proposal has a high quality of design and methodology.
5. **MECHANISTIC INSIGHT** – The researcher understands “what is going on” in the sport and what is current and relevant for badminton.
6. **IMMEDIATE IMPACT** – The research has an applied aspect – clinical or training / performance.

Research scholarships 2013/2014 were awarded to the following institutions.

<table>
<thead>
<tr>
<th>Country</th>
<th>Institution</th>
<th>Focus / Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Saarland University</td>
<td>Biomechanics / Masters</td>
</tr>
<tr>
<td>England</td>
<td>Cardiff Metropolitan University</td>
<td>Physiology / Masters</td>
</tr>
<tr>
<td>Brazil</td>
<td>Cruzeiro do Sul University</td>
<td>Physiology / PhD</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Sultan Idris Education University</td>
<td>Masters</td>
</tr>
<tr>
<td>England</td>
<td>John Moore University</td>
<td>Physiology / PhD</td>
</tr>
<tr>
<td>Australia</td>
<td>Edith Cowan University</td>
<td>Masters</td>
</tr>
<tr>
<td>England</td>
<td>Coventry University</td>
<td>Nutrition</td>
</tr>
</tbody>
</table>

UNIVERSITY BADMINTON

Badminton was on the programme of sports for the 27th Summer Universiade in Kazan (2013) in July. Players from 20 countries competed in the teams event and 40 nations had entries in the individual badminton disciplines.

Having badminton as a compulsory sport on the Summer Universiade programme is an important objective. This application process will start after the Sochi Winter Olympic Games in February 2014. The BWF meets the required criteria and will apply in the first half of 2014.

If we are successful in achieving this goal, this would mean that Badminton would no longer have regular World University Badminton Championships – but badminton would be on the Universiade programme as a compulsory sport and each host would then be required to have badminton on the Summer Universiade Programme.
The relationship with FISU (International University Sports Federation) is positive following initiatives in the last two years with BWFs representation at the annual FISU Forums. As Chair of the Committee and an Assessor on the FISU Board, I contributed to the parallel conference programme in Kazan – a forum on research - in a presentation with Bastian Kruse (Badminton Technical Delegate from the European University Sport Association) entitled “Universiade as an Experience on the Olympic Pathway”.

Citing research and case studies, the report stated the level of the badminton tournament – in terms of a higher number of participating nations and a rise in top-20-ranked players competing. This has improved significantly from badminton’s first appearance in a Summer Universiade in Bangkok 2007.

**OUTDOOR SHUTTLECOCK PROJECT**

The BWF has formed a Working Group to investigate whether it is possible to develop a shuttlecock for outdoor use. The objective is to work with an institution that is conducting research and development in aerodynamics and has experience in shuttlecock development in order to come up with a product that works outdoors – and behaves like an indoor shuttle.

This is of course a challenge, but the BWF is already working with an institution to see whether it can come up with an innovative product that can be used outdoor.

We know that in many parts of the world, people already play badminton outdoors as a recreational sport. This activity is weather dependent and even light winds can disturb the flight patterns. Developing a shuttlecock that can be used outdoor even if there is wind, would make badminton much more accessible to a wider audience.

**INTERNATIONAL SCHOOL SPORTS FEDERATION (ISF)**

BWF and ISF have agreed to sign an MOU between the two organizations which describes the goal of working together on mutual objectives in and around badminton and school sport.

The draft MOU is in place and we expect this to be signed in 2014. This will then give us a partner organisation to work with in the school sports arena. This has significant potential for badminton and competitions for schools nationally and regionally.
PEACE AND SPORT PROJECTS

As part of the BWF / Peace and Sport MOU, the BWF planned and delivered a number of activities in 2013 in Haiti and Timor Leste.

These projects have both a social responsibility element to them, and an opportunity to support two relatively new BWF Members.

The key goal of this programme are:

- To work in partnership with Peace and Sport and other partners (our Member, Government and NGOs) to run a number of projects in less developed badminton countries and to use badminton as a tool for change for youth in the most vulnerable communities.

- To work closely with the relevant Continental Confederations and engage our Members in the development activities.

- To use the Peace and Sport initiatives to help build the national badminton structure and support grass roots badminton development – particularly around schools badminton.

TIMOR LESTE – BADMINTON BA DAME – (badminton for peace) working with Badminton Asia (BAC) and Peace and Sport - this project was established to support the national sports structure for badminton and to work with NGOS who run youth centres to use badminton as a tool to bring about change in the lives of vulnerable youth.
The trip was also used to meet government officials. Kaveh Mehrabi, Head of the Peace and Sport Ambassador Programme was also there at the beginning of August.

A follow up activity took place in November with the BAC Trainer spending 20 days there on a range of activities including providing a stringing machine, visiting schools and signing them up for Shuttle Time, conducting training, and assisting to run an aged group tournament for children which was very successful.

A BAC trainer made two trips to Timor Leste in August and stayed for ten days to conduct a status review and to provide more equipment and training.

**HAITI** - working with Badminton Pan Am and Peace and Sport – this project is designed to strengthen the national badminton structure and support the new Member in Haiti. An expert trainer from France ran training courses for Shuttle Time tutors who then ran badminton sessions in schools with teachers.

**LOOKING AHEAD – 2014**

2014 will see the following:

- New staff member – John Shearer, Development Manager will join the team in Kuala Lumpur, together with an intern, Daniela Pérez Méndez from Costa Rica.
  
  John will be responsible for the *Shuttle Time* Programme. Daniela will work for six months on a *Shuttle Time* project, connecting universities and *Shuttle Time*.

- The continued implementation of *Shuttle Time* Schools Badminton.
o Year three implementation of Level 1 Coach Education programmes, the roll out of Level 2 Coach Education courses and the continued drafting of the content for Level 3 Coach Education materials.

o The implementation of the Player Development strategy.

o Capacity building – courses available to increase the capacity of Members to govern, administer, promote and regulate badminton at a national level. These will develop skills, knowledge and expertise in administration, event organizing and in developing structures and pathways for talented players in a national system.

ACKNOWLEDGEMENT

I wish to express my sincere thanks to:

o All my Council colleagues and members of the Development & Sport for All Committee for the support and excellent work in the meetings;

o To all my Council colleagues on the Development and Sport for All Committee whose term finished in May 2013, especially Deputy Chair Nigel Skelt who moved on to become Chair of the Marketing Committee;

o Jassem Kanso and his support and work for the Committee as Deputy Chair;

o The Continental Confederations’ development chairs and staff for their work in development and the excellent co-operation with BWF;

o The BWF staff for effective administrative and management of the various development activities, in particular to Thomas Lund, Secretary General, Stuart Borrie, Ian Wright and Joanne Quay for their focus, drive and expertise in development.

DAVID CABELLO

DEVELOPMENT AND SPORT FOR ALL COMMITTEE

David Cabello (Chair)  Paul Kurzo
Jassem Kanso (Deputy Chair)  Sergey Shakhray
Dagmawit Girmay Berhane  Nigel Skelt
Liu Fengyan  Vishu Tolan
Akhilesh Das Gupta  Chipo Zumburani
PARA-BADMINTON

OVERVIEW

By all accounts, 2013 was a very productive year with a wide range of activities, and significant outcomes that saw:

- Increased investment in para-badminton by the BWF, focusing on training and development (classifiers, technical delegates and officials, tournament organisers and administrators of para-badminton), technical support for events and event delivery, participation grants for players competing at the Para-Badminton World Championships.
- The planning and delivery of the largest and most successful BWF Badminton World Championships – 235 players from 36 countries – which included representation from each of the five Continental regions – Africa, Asia, Europe, Oceania and Pan America.
- The establishment of the Para-Badminton Athletes Commission with two representatives now serving on the Para-Badminton Commission.
- Representation at the IPC General Assembly and the completion of stage one of the application process for badminton to be included in the 2020 Paralympic Games.

TOKYO 2020 PARALYMPIC GAMES APPLICATION

BWF has a vision to be part of the Tokyo 2020 Paralympic Games and the BWF's campaign to be included formally got underway when the BWF President, Poul-Erik Høyer handed the "Declaration of Intent" to IPC President Sir Philip Craven, at the IPC General Assembly in Athens in November 2013.

The IPC General Assembly was a perfect opportunity to network and build relations, discuss what badminton would bring to the Paralympic Family and meet the newly elected IPC Governing Board (2013 – 2017).

The fact that BWF was first to submit its "Declaration of Intent" was a sign of its commitment to this campaign. The formal stages in the process are:

- 5 March 2014: The IPC Governing Board approves and closes the list of eligible IFs intending to apply for inclusion of a new sport or new discipline on the Tokyo 2020 Paralympic Games Sport Programme.
- 24 March 2014: IPC distributes the ‘Tokyo 2020 Paralympic Games Sport Programme Application’ package to IFs of all established sports as well as eligible IFs of new sports or disciplines.
- 28 July 2014: Deadline for IFs to return their completed application (including all supplementary documentation).
- October 2014: The IPC Governing Board confirms the Tokyo 2020 Paralympic Games Sport Programme.
Since 2010, BWF has worked extremely hard on building the player base, competition structures and the classification regulations and system underpinning para-badminton. Given BWF’s elevation as an IPC Recognized International Federation in 2010, the BWF is doing all the right things to be included in the Paralympic Family.

BWF must now harness the momentum from the last few years to ensure that badminton is included in the 2020 programme. The next eight months are crucial in ensuring that the BWF communicates the core messages of how badminton could add significant value to the programme of sport for Tokyo 2020.

EVENTS 2013

A range of international events and tournaments were included in the international calendar. The world ranking point events on the para-badminton calendar for 2013 were:

- 02-16 March - Pan America Para-Badminton Championships – Guatemala City
- 03-07 April – 1st Turkish International Enes Cup – Antalya, Turkey
- 24-28 April - 4th Spanish Para-Badminton International - Villajoyosa , Spain
- 05-10 November - BWF Para-Badminton World Championships – Dortmund Germany

BWF PARA-BADMINTON WORLD CHAMPIONSHIPS

The highlight of 2013 was undoubtedly the BWF Para-Badminton World Championships. The 9th edition of the championships was a spectacular showcase and the most successful to date with 235 players from 36 countries competing.

Held at the HELMUT-KÖRNIG-HALLE, Dortmund Germany 05 – 10 November 2013, the Championships included 23 medal events for men and women in singles, doubles and mixed doubles, across the six Sport Classes.

- Host Association - Reha-und Behindertensport-Gemeinschaft Dortmund e.V.
- Events in the six Sports Classes offered competition for men and women – in singles, doubles and mixed doubles.
- A minimum of four entries from three countries was required to make an official event at the Championships.
- Integrated training and development activities – classifiers, technical delegates and officials, tournament organisers and administrators of para-badminton.

<table>
<thead>
<tr>
<th>Region</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>UGA</td>
</tr>
<tr>
<td>Asia</td>
<td>HKG, IND, JPN, KOR, MAC, MAS, SIN, THA, CTP, VIE</td>
</tr>
<tr>
<td>Europe</td>
<td>BEL, BIH, DEN, ENG, ESP, FIN, FRA, GER, HUN, IRE, ISR, NED, NOR, POL, RUS, SCO, SUI, SWE</td>
</tr>
<tr>
<td>Oceania</td>
<td>AUS</td>
</tr>
<tr>
<td>Pan Am</td>
<td>BRA, COL, GUA, PER, VEN</td>
</tr>
</tbody>
</table>

As has been the practice with the BWF World Junior Championships, the BWF implemented a Participation Grants policy for the first time to assist with travel of teams to the championships.

Players from 24 countries benefited from the grants which totalled US $58,000 for the Championships.
BWF PARA-BADMINTON WORLD CHAMPIONSHIPS 2013
IPC SHOWCASE FOR PARA-BADMINTON

As the BWF looks towards the Tokyo 2020 Paralympic Games, and the possible inclusion of Badminton into the Paralympic programme, the World Championships was an opportunity to showcase para-badminton to the International Paralympic Committee.

IPC Governing Board member Todd Nicholson, who is also IPC Athletes-Commission Chair, Jürgen Padberg, IPC Paralympic Games Sport & NPC Services Senior Manager and Julia Rauw, IPC Classification Manager spent time at the Championships observing the spectacular competition on court as well as the various training and development activities off the field of play.

TRAINING AND DEVELOPMENT ACTIVITIES

The BWF used the Para-Badminton World Championships to conduct a range of training and development activities which included:

- **A CLASSIFIER TRAINING COURSE** – Stage 1 (Five participants – GUA, NED, TUR, FIN (Two people)) / Stage 2 (One participant - ENG).

- **CLASSIFIER ASSESSMENT AND MODERATION TASKS** – this involved five BWF International Classifiers from Europe and Asia who met and discussed aspects of the classification process and case studies in classification to assist with consistent standards and harmonization of classification processes by classifiers in different regions of the world.

- **TECHNICAL COURSE** – this was for technical delegates and experienced para-badminton referees who could become technical delegates in the future. Attended by six participants from six countries from three regions - (MAS, THA, ESP, PER, GER, ENG) and three presenters (DEN, GER, MAS), this course explored all the technical elements of para-badminton and the workshops explored improvements to the technical rules and regulations for competitions.

- **TOURNAMENT ORGANISERS COURSE** – a one day course prepared and delivered by staff member Andy Hines-Randle which covered off all aspects of planning, implementing and evaluating para-badminton events. The day long course was attended by 11 participants from the following countries (ENG (4 people), SIN, AUT, FIN (Two people), UGA, BRA, ESP).

The BWF provided two full scholarships (airfare, accommodation, catering)

- **CLASSIFIER TRAINING** – Women’s Scholarship - a scholarship for one woman from Guatemala to complete Stage 1 of Classifier Training.

- **BADMINTON PAN AM PARA-BADMINTON COMMITTEE CHAIR** – a scholarship for the Chair from Brazil, who spent the whole competition attending training, observing all aspects of event delivery, meeting with BWF on development of the Pan Am region and being mentored by key BWF staff and Para-Badminton Committee and Commission members during the week.
ASIAN YOUTH PARA-GAMES

It was good to see an event for youth in October with the 3rd Asian Para Youth Games being hosted in Kuala Lumpur, Malaysia from 26 – 30 October 2013.

This multi-sport games was an important event in Asia for para-sport, as it focused on players for the future. Players aged 14-21 years old could enter the competition. Para-Badminton had players from eight countries competing for medals in standing classes – China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore and Vietnam.

The BWF was impressed with the quality of the youth participants in para-badminton.

The Asian Paralympic Committee continues to include para-badminton in their multi-sport games because of the popularity and the demand for (para-) badminton. Badminton will be included in the Asian Para-Games in October 2015. This kind of support is important for the bid for Paralympic Games inclusion.

The Para-Badminton event at the Asian Youth Para-Games was used as a training event for Technical Officials and Classifiers. Four new Classifiers graduated following the submission of their course work after the Asian Youth Para-Games.

DEVELOPMENT EVENTS / TRAINING CAMPS

As well as the international calendar of events which attracted world ranking points, some “training and development events” and training camps were supported by the BWF.

The first Nordic Para-Badminton Development Tournament was held in Finland 10 – 13 October 2013 and this resulted in a grass roots development process in Finland and entries at the World Championships.

In late November, in British Columbia, Canada, a training and development camp was held for the first time bringing together players, support personnel, parents, coaches and administrators in a three day series of activities support by BWF Para-Badminton Commission Member, Lyndon Williams.

These kinds of regional and national development camps and tournaments are central to increasing the skills and knowledge of all those involved in para-badminton at a development level.
Para-Badminton Athletes Commission

In 2013, the BWF decided to form a Para-Badminton Athletes’ Commission to increase the opportunities for players to express their views in decision making bodies of the BWF.

The BWF Athletes’ Commission, Chaired by Emma Mason, serves the needs of badminton players, while this new Commission has the responsibility for the para side of the sport.

A four person Para-Badminton Athletes’ Commission was elected by the players competing at the Para-Badminton World Championships in Dortmund in November. The Commission members are:

- Richard Perot (FRA) – Chair (Wheelchair)
- Antony Forster (ENG) (Standing)
- Martin Rooke (ENG) (Wheelchair)
- Yau Tiam Ann (MAS) (Standing)

The role of the Para-Badminton Athletes’ Commission is to:

- liaise with players, organise players meetings at tournaments and canvas their views and opinions on rules and regulations, development and direction of para-badminton;
- represent the views of para-badminton athletes at Para-Badminton Commission meetings through its representatives;
- report back to the players on outcomes of meetings and representations made at the Para-Badminton Commission meetings.

Establishing the Commission was a very important step for the BWF and enhances what existed previously. Up until November 2013, there was one players representative in the Para-Badminton Commission, however there is now a four person Commission with a stronger representation on the Para-Badminton Commission. The two representatives from the Para-Badminton Athletes’ Commission which now sit on the BWF Para-Badminton Commission are the Chair Richard Perot (FRA) and Yau Tiam Ann (MAS). The Para-Badminton Commission is the main technical body in para-badminton that looks at all technical aspects of para-badminton and makes recommendation to the Council’s Para-Badminton Committee.
CLASSIFICATION & CLASSIFIERS

2013 was the second year of implementation of the revised Para-badminton Classification Regulations. The classification regulations and processes around classification are a central component of para-sport and generally the implementation has gone very well, with all players having to be re-classified in the first international event they compete in in December 2011.

The six Sport Classes are:

1. WH 1 - Wheelchair Class 1
2. WH 2 - Wheelchair Class 2
3. SL 3 - Standing Lower Class 3
4. SL 4 - Standing Lower Class 4
5. SU 5 - Standing Upper Class 5
6. SS 6 - Short Stature Class 6

Training of classifiers continued to be an important part of 2013, and at the Asian Para-Games, four classifiers completed their training and graduated as International Classifiers and at the World Championships, one other person graduated. This makes a total of 11 BWF International Classifiers in the system and this is currently sufficient to manage the demand for classification at international tournaments.

The new graduates for 2013 were:

- Dr Shuming Yeh (TPE)
- Dr Shiaufu Hsieh (TPE)
- Dr Nizam Baharom (MAS)
- Dr Phitsanu Suntompiyapan (THA)
- Rebecca Bailey (ENG)

REGULATIONS

There was a significant amount of work done to review the regulations governing para-badminton in 2011-2012. The Para-Badminton Commission continues to review the regulations on an on-going basis and there will be some implementations for combining doubles following the Council meeting in Athens in 2013.
INTEGRATION

Integration of para-badminton into the badminton governance and management structures at the world, continental and national level has been an important goal for the BWF since 2010.

BWF works with a wide range of organisations who service the needs of para-badminton. In total, we work with 47 organisation globally to promote, develop and regulate para-badminton (24 BWF Members where integration has taken place at a national level, 5 Continental Confederations, 9 National Paralympic Committees and 9 national sports organisations for people with an impairment).

Sport for people with an impairment is complex and it is acknowledged that full integration into the badminton structures may not always be possible however it remains an important goal. National Paralympic Committees and other disability sports organisations are often responsible nationally for sport for people with a disability, and this includes funding – so therefore integrating para-badminton into a national badminton structure may not be the best option in some contexts.

The BWF has initiated a process to invite organisations who are active in para-badminton, to join the BWF as an Associate Member.

RESEARCH IN PARA-BADMINTON

The BWF recognizes that research in para-badminton is important if we are to fully achieve an evidence based approach to classification in para-badminton.

During the Para-Badminton World Championships, Professor Dr Hanno Felder, a specialist in Biomechanics, an academic in applied research in badminton and expert at one of Germans Olympic Centres (Olympiastützpunkt Rheinland-Pfalz / Saarland) met with the Head of Classification and Senior Classifiers for a day to scope possible research focuses for para-badminton.

BWF will look at funding two research projects in 2014 to assist with improving the research and information underpinning an evidenced based approach to classification.

PROMOTION AND PUBLICITY

The BWF continues to promote para-badminton and players as widely as possible across its communications platforms.

This has included:

- Regular para-badminton articles in BWF’s newsletter “Shuttle World”.
- Regular memos and information sent out to internal and external stakeholders.
- Engaging official photographers at world and continental championships
- Producing and uploading players profiles on BWFs YouTube Channel BadmintonWorld.TV. The 32 player profiles have had more than 200,000 views in the last 20 months. In November, at the Para-Badminton World Championships a camera crew filmed 10 profiles of athletes from Pan Am, Oceania and Africa were produced and these were released in the first quarter of 2014.
ANTI-DOPING TESTING AND AWARENESS

As in badminton, anti-doping education and testing is just as important in para-badminton.

Anti-doping awareness messages were sent to all teams in the lead up to the Para-Badminton World Championships and these focused on ensuring that players knew their obligations and that any Therapeutic Use Exemptions (TUEs) that needed to be applied for were done well in advance, as per the BWF Anti-Doping Regulations.

A FAIR PLAY – RALLY AGAINST DOPING stand was put up in the hall for the duration of the competition in Dortmund and information was available for all the coaches and athletes.

At the managers meeting at the World Championships, key information was provided to them on anti-doping and their role in assisting to educate the players.

BWF conducted anti-doping testing on two days of the competition at the World Championships, a total of 15 tests with no adverse analytical findings.

IPC HEADQUARTERS BONN

BWF has been an IPC Recognised International Organisation since December 2010 and this status allows BWF to access IPC expertise. BWF representatives were invited to a number of meetings organized by the IPC in 2013 and BWF continues to receive advice on policy development.

This access to expertise and advice is very much appreciated by the BWF as we work hard to further enhance the opportunities for people with an impairment to actively participate in competitions and sport.

OUTLOOK AND PRIORITIES FOR 2014

Overall in 2014, the BWF is aiming to:

- Support the following events:
  - Asian Para Games in South Korea (organized by the Asian Paralympic Committee), but is counting as Asian Championships for the world ranking).
  - European Championships in Spain.
  - PanAm Championships in Brazil.
  - 1st Para-Badminton International in Indonesia.

- Focus on all the requirements for the application to be included in the Tokyo 2020 Paralympic Games;
- continue enhancing the rules and technical aspects of para-badminton;
- develop further the para-badminton expertise in the system – classifiers, technical delegates and officials, tournament organisers;
- starting a program to have more women in Para-Badminton, especially in the standing classes;
- increase the number of grass roots development activities;
  - initiating a development tournament in Australia as preparation for future international events.
development training camp hosted prior to the PanAm Championships (training camp for players, trainer / coach workshop),

- supporting the second training camp / development camp in Canada.
  - increase opportunities to compete in tournaments and competitions;
  - improve the integration of para-badminton at all levels within the BWF structures - continental / regional, national levels.

To achieve these, the BWF will continue to work closely with BWF Members, National Paralympic Committees and other national or regional bodies responsible for sport for people with a disability.

ACKNOWLEDGEMENT

In 2013, we continued to see significant contributions from the Para-Badminton Commission and Para-Badminton Committee.

The Commission continued to focus on technical aspects of para-badminton and provide advice and recommendations to the Para-Badminton Committee, which in turn, advises the Council.

Paul Kurzo – Chair
Wayne Somers – Deputy Chair
Torsten Berg
Guenter Kluetzke
Dr Silvia Albrecht
Dr Shamsul Azhar Shah
Lyndon Williams

Eyal Bechar (retired Nov 2013)
Richard Perot (started Nov 2013)
Yau Tiam Ann (started Nov 2013)
Darren Parks
Andy-Hines Randle
Stuart Borrie

The Commission met twice in Lausanne, and continued to provide valuable contributions between meetings.

Two new Commission members joined in late November after elections for the Athletes Commission – the Chair and one other representative from the Para-Badminton Athletes Commission - Richard Perot and Yau Tiam Ann.

I wish to thank all our colleagues in the Commission for this contribution and look forward to another productive year in 2014.

The Para-Badminton Committee met twice in 2013, in May in Kuala Lumpur and in Athens in November. I wish to acknowledge and thank the former members of the Para-Badminton Committee that served on the Committee and Council up until their terms finished in May - Torsten Berg and Surasak Songvarakulpan.

Finally, thank you to Wayne Somers, Deputy Chair and all other members of the Committee.

PAUL KURZO

PARA-BADMINTON COMMITTEE

Paul Kurzo (Chair)  Ranjit de Silva
Wayne Somers (Deputy Chair)  Nora Perry
IOC / INTERNATIONAL RELATIONS

Following BWF Council elections in May 2013, a new Committee was established in 2013 to serve under the chairmanship of Etienne Thobois. A number of issues were discussed which ultimately crystallised into the key objectives outlined herein:

- To ensure BWF attendance at key IOC and other major international sport meetings (SportAccord Convention etc.) and to introduce the new BWF President to important stakeholders in international sport.

- To identify opportunities for appropriate BWF personnel to serve in international sport organisations and work towards securing those positions and contributing to the development of sport internationally - thereby enhancing relations with IOC and other key stakeholders and positioning the BWF and badminton more prominently.

- To implement a lobbying and communications strategy towards securing para-badminton’s inclusion in the 2020 Paralympic Games.

- To reconvene Rio Working Group (given Council’s reconfiguration) and finalise core strategies (Development and Events focuses).

- To determine best opportunities for BWF Athletes’ Commission representative to network among international peers to BWF’s benefit (the Singapore meeting for Athletes Chairs of all Olympic Sports was signalled as a prime opportunity to network with international sport stakeholders).

- To circulate the IOC International Federation (IF) Evaluation criteria as well as BWF’s status re. each criterion for improvement and for better implementation within the various committees. It was noted that BWF was in a better position with six women on Council now.

BADMINTON’S RISING STATUS

The Committee’s primary remit of securing badminton’s Olympic status and continuing to solidify the position of the sport and its IF’s place within the Olympic family was bolstered by three significant developments in 2013:

IN MAY: badminton was elevated to Group C of Summer Olympics sports (ranked 9-16).

IN SEPTEMBER: The IOC’s full membership (at the 125th IOC Session in Buenos Aires) confirmed badminton as one of the 25 core sports for the 2020 Olympic Games.

IN NOVEMBER: BWF President Poul-Erik Høyer was nominated for IOC membership. He was duly elected at the 126th Session in Sochi, Russia.

It is also noteworthy that BWF Council member, Dagmawit Girmay Berhane (Ethiopia), again became an IOC member in September 2013. A month later, another BWF Council member and IOC member, Li Lingwei (China), was appointed to the IOC’s Coordination Commission for the 2018 Summer Youth Olympic Games in Buenos Aires.
In November, BWF Honorary Life Vice President, Sir Craig Reedie, was elected World Anti-Doping Agency (WADA) President by the WADA Foundation Board, at the World Conference on Doping in Sport in Johannesburg, South Africa. Sir Craig, who assumed his new position on 1 January 2014, is also Vice-President of the IOC’s Executive Board and a former president of the International Badminton Federation – (the name change to the BWF occurred in 2006).

BWF ensured its continued representation at major IOC and other international sport meetings, including the SportAccord Convention, the 125th IOC Session in Buenos Aires, the International Federation Forum and the WADA World Conference on Doping in Sport.

All of these good achievements demonstrate badminton’s increasingly positive profile within the IOC and international sport and, with the start of another quadrennial, has given the new Committee a strong platform from which to carry out its agenda.

In keeping with its objectives, the Committee focused on certain areas in 2013.

These were:

- Introducing the new BWF President as the face and voice of the organisation.
- Networking for para-badminton within the international sporting community.
- Determining an action plan to promote badminton in Brazil ahead of Rio 2016 Olympics.

NEW PRESIDENT

Following his election to the BWF presidency in mid-May, Poul-Erik Høyer attended various conferences and made courtesy calls to key stakeholders in the international sporting world.

Among the important meetings in which he participated were: the annual industry summit, SportAccord Convention (St. Petersburg); the 125th IOC Session (Buenos Aires); the WADA World Conference on Doping in Sport (Johannesburg) and the 16th IPC General Assembly (Athens).

While at the IPC forum, he presented BWF’s letter of intent to have para-badminton considered for inclusion in the Tokyo 2020 Paralympic Games to President of the International Paralympic Committee (IPC), Sir Philip Craven. BWF was the first international federation (IF) to submit its letter – almost two months ahead of the deadline.

On the sports front, Høyer has also sought to make his presence felt among the badminton family, attending the BWF World Championships in Guangzhou (and hosting a press conference); BWF World Junior Championships in Bangkok; the BWF Para-Badminton World Championships in Dortmund and the BWF World Superseries Finals in Kuala Lumpur.

Having recently become an IOC member, he will likely have opportunities to continue building rapport with key stakeholders and contributing at the highest level in sport.

LOBBYING FOR PARA-BADMINTON

As BWF prepares to apply for badminton to be included in the 2020 Paralympics, the importance of showcasing the sport to all the key decision-makers and other stakeholders in the IPC network has been emphasised.

A number of BWF officials, including the President, the Vice-President - Para-Badminton and the Chair of the Athletes’ Commission, have been instrumental in networking with key persons within the IPC and other para-sports organisations. The attendance of three IPC representatives at the BWF Para-Badminton World Championships in November was
mutually beneficial for both the BWF and IPC. It allowed the guests from IPC to see first-hand what a superb sporting spectacle para-badminton is while also observing the training and education sessions which were undertaken alongside the World Championships.

The IPC officials were:

- Todd Nicholson – IPC Athletes’ Commission Chair and Governing Board Member
- Jürgen Padberg – IPC Paralympic Games Sport & NPC Services Senior Manager
- Julia Rauw – IPC Classification Manager

Additionally, the presence of a three-man BWF delegation at the 16th IPC General Assembly in November allowed for further networking to highlight para-badminton to the international Paralympic community.

These efforts will intensify in 2014 as we draw closer to the IPC Governing Board’s decision on the Tokyo 2020 Paralympic Games Sport Programme.

**RIO 2016 OLYMPIC GAMES**

Following Beijing and London, it was acknowledged that success for badminton in the Rio 2016 Olympic Games will be a major challenge as we will be in a city which does not have a strong badminton culture.

We have determined a strategy to address this situation on two levels – development and events – with the goal of leaving a legacy of badminton after 2016. BWF is working with the Brazil Badminton Federation to host the first Grand Prix tournament in Brazil in 2014, and hopefully this tournament will establish itself as a permanent tournament on the Grand Prix tour. Shuttle Time activities are also being implemented in Brazil, and at the same time a communication plan is being set up to ensure that badminton will be in the forefront of people’s minds leading up to, during and after the Rio 2016 Games.

This is a long-term project where BWF hopes to be able to support the 2016 Rio Olympic Games, but as importantly to initiate a positive development to push badminton up as a more mainstream sport in Brazil after the Games.

**IOC PROGRAMME COMMISSION**

BWF continues to analyse and improve on its performance regarding the IOC Programme Commission assessment criteria for International Federations.

Following initiatives taken in 2012 to enhance BWF’s standing in certain key areas, the Committee evaluated BWF’s position and agreed the organisation is “doing well” but must now focus on critical matters. London 2012 came out with the best medal spread ever for badminton, but this is an area we must still focus on to develop players from more and new
countries. As we move towards 2016, it must be a priority to increase the medal spread among the five continents to show badminton as a *sport for all*.

A range of other criteria and activity areas always have to be at the top of our priority list, such as ensuring:

- Good governance/ethics
- Illegal and irregular betting
- General Public Appeal
- Youth Appeal
- Athlete Career Programme
- Athletes’ Entourage
- Technical Evolution of the Sport

**YOUTH OLYMPIC GAMES 2014**

The 2014 Youth Olympic Games will be held in Nanjing from 16-28 August, 2014. BWF has played an integral part in establishing the tournament format and qualification criteria. The BWF World Junior Championships in April 2014 will be a qualification tournament for the Nanjing 2014 Youth Olympic Games. There are also plans for a development component where school children can win the chance to play badminton with the talented youth from around the world and with some of China’s star players who will attend a special day of badminton at the Youth Olympics venue, following the tournament.

A new development for badminton in the 2014 Youth Olympic Games will be the introduction of mixed doubles – however not only played with pairs of different genders, but also played between pairs made up of players from different countries. This is a new initiative to underline the inclusiveness of badminton – where doubles is an important discipline creating bonds between players and gender across borders.

**MULTI-SPORT EVENTS**

Badminton continues to be well presented at other Multi-Sport Events where the BWF is not the owner or organiser. The BWF’s efforts to establish and nurture good relations with the key organisations in order to promote badminton have borne fruit.

After the Olympic Games the most important Multi Sport Event owners for badminton are currently the Commonwealth Games Federation (CGF), International University Sports Federation (FISU) for Universiades and World and Continental University Championships, Continental Multi-Sport Games such as the All African Games, Pan American Games, Asian Games, Pacific Games as well as the Regional Multi-Sport Games organizations who own Multi-Sport events such as the Mediterranean Games, SEA Games and Pan Arab Games.

The Commonwealth Games 2014 will take place in Glasgow, Scotland, 24 July to 3 August. BWF is supporting the Commonwealth Games Federation with technical help and support including the provision of a technical delegate, Torsten Berg, and a refereeing team, led by Jane Wheatley of Australia. A very successful test event took place at the Scottish Open Grand Prix (20-24 November, 2013) in the badminton competition venue – the Emirates Arena – and BWF is confident teams will enjoy this new facility. BWF will also support the draw for the team and individual events which takes place on 21 July, 2014.
In 2013, it was confirmed badminton would be part of the inaugural European Games in 2015 in Baku, Azerbaijan. The badminton competition will take place 22-28 June 2015, with 32 players in both Men's and Women's Singles and 16 pairs in Men's, Women's and Mixed Doubles. These Games will be the continental championships for 2015 and we look forward to a high-class event and sport presentation.

Badminton again featured successfully at the Summer Universiade in Kazan, Russia in 2013. Fans were treated to some top-class action as various ace players represented their countries; including Sung Ji Hyun, Tian Qing, Tai Tzu Ying, Tanongsak Saensomboonsuk and Vladimir Ivanov. Korea won all but Men's Singles, with Kim So Young winning the Women's and Mixed titles with her partners. Badminton will once more be an optional sport at the next two Summer Universiades in Gwangju, Korea (2015) and in Taipei (2017). BWF is working on attaining compulsory status for the sport by 2021.

Meanwhile, the badminton component of the Mediterranean Games 2013 in Mersin, Turkey was successfully presented. Athletes from 11 of the 24 participating nations – Croatia, Egypt, France, Greece, Italy, Lebanon, Macedonia, Serbia, Slovenia, Spain and Turkey – competed in badminton. The next edition of these Games will be held in Tarragona, Spain, in 2017, with badminton also on the programme.

Among the other Multi-Sport Events with which BWF and badminton or para-badminton have ties with are:

- Asian Games 2014 – Incheon, Korea
- Asian Para-Games 2014 – Incheon, Korea
- South American Games 2014 – Santiago, Chile
- All Africa Games 2015 – Brazzaville, Republic of the Congo
- Pan Am Games 2015 – Toronto, Canada

WOMEN IN BADMINTON COMMISSION

The Women in Badminton Commission was active in 2013 and hosted two meetings – in Kuala Lumpur in May as part of the AGM / Members Forum weekend, and at the Council meeting week in Athens in November.

In November, the Council approved a new grant structure to support activities for women in badminton which also saw an increased investment to cover the administration of a working group or committee in each Continental Confederation as well as a ‘contestable fund’ for educational and development activities for women in badminton.

The BWF Women in Badminton Commission has a range of objectives that it focuses on annually and these drive the annual plan of activities. The main role of theCommission is to:

- monitor, support and enhance women’s participation in badminton.
- create internal awareness within the BWF of the importance of women in badminton.
- ensure BWF policies take into account the full participation of women in badminton – players, Council members / executive, administrators, coaches, technical officials
- assist in promoting women in badminton – marketing and communications, visual representation of women in badminton.
- be active in identifying and profiling women and men who are significant role models in supporting the active involvement of women and girls in badminton.
- provide advice to the IOC International Relations Committee / Council on the above areas.
At the All Stars Gala Awards and Welcome dinner at the 2013 AGM, Mrs Hiromi Murai from Japan was the recipient of the 2012 BWF Women in Badminton Award for her long service to women’s badminton. Since establishing the Osaka Ladies Badminton Federation in 1975, Mrs Murai has been an active supporter of badminton for women. The annual international friendship event for women now attracts more than 230 badminton teams / 1600 women.

2013 saw quite a change in the representation of women on the Council with six women joining the BWF Council in May. This is a promising development and a significant increase from the two women on the last Council. The six women include two IOC Members, two Presidents of BWF member associations, the Chair of the Athletes’ Commission and Deputy Chair of the Women in Badminton Commission.

The May meeting in Kuala Lumpur saw the 3rd Women’s Forum with quality presentations and a record attendance for just on 100 men and women.

The presentations were of a very high standard with thought provoking content and included these themes:

- Women Influencing the Integrity of Sport – Dato’ Low Beng Choo
- Leading the Way – Equality in the Media – Gill Clark
- Women in the Olympic Movement - Dagmawit Girmay Berhane
- Women and Coaching – Working towards Greater Representation – Ian Wright
- International Friendship Ladies Badminton Tournament – Hiromi Murai
- Mentoring Programme for Technical Officials – Torsten Berg
- Inaugural BWF Peace and Sport Cup – Dubai – Emma Mason
The BWF will host its 4th Women’s Forum in Delhi as part of the AGM weekend in mid May.

REPRESENTATION – ATHLETES COMMISSIONS

Our colleagues in badminton are well represented on international athletes’ bodies and this is important for BWF and badminton.

Emma Mason, Chair of the BWF Athletes Commission represented the BWF at the 6th IOC Athletes’ Forum in Singapore in June 2013 (see the Athletes’ Commission report) and is active in building the networks through the various Athletes’ Commissions internationally.

Pedro Yang who was re-appointed as a member of the IOC Athletes Commission in London in 2012, continues to be active in the
BWF Athletes’ Commission and as a badminton player and coach, plays an important part for badminton in his official role as an IOC Athletes’ Commission member.

Kaveh Mehrabi, was appointed to the WADA Athletes Commission in November 2013 and is another badminton colleague who sits on an international athletes commission. Kaveh was Chair of the BWF Athletes’ Commission from 2008 – 2012 and is a “Champion for Peace” – a Peace and Sport initiative.

ACKNOWLEDGEMENT

Finally, let me thank:

- partners and colleagues in the IOC, IPC, the Athletes’ Commission and the Multi-Sport organisations for pleasant cooperation and support;
- the IOC and International Relations Committee, in particular Deputy Chair Dagmawit Girmay Berhane and Women in Badminton Commission Chair Geraldine Brown for their contributions to the work;
- Thomas Lund, Stuart Borrie, Jessy Sung and Patricia Wong, as well as the BWF Secretariat in general, for effective secretarial assistance.

ETIENNE THOBOIS

IOC / INTERNATIONAL RELATIONS COMMITTEE

Etienne Thobois (Chair)  Mehdi Karbasian
Dagmawit Girmay Berhane (Deputy Chair)  Paul Kurzo
Geraldine Brown  Nora Perry
David Cabello  Nigel Skeit
Li Lingwei  Gregory Verpoorten
MARKETING

The year 2013 was a landmark one for the BWF from a marketing perspective, with key partnerships and decisions that will help drive the development of both the organisation and badminton well into the future.

For the first time, BWF determined a centralised media-rights partnership would prove more beneficial commercially and, in tandem with that, long-term sponsorship agreements with various significant corporate entities, for both the BWF World Superseries and the Major Events, have given BWF a solid platform from which to further promote and develop badminton globally. There has also been the welcome addition of a third collection of events for broadcast – the Grand Prix Gold.

The twin successes of BWF’s commercial initiatives plus badminton’s increasing prominence and popularity in the sporting world was underlined in May 2013 with the International Olympic Committee’s announcement that badminton merited elevation to Group C of Summer Olympic sports (ranked 9-16) on the basis of the sport’s performance at the London 2012 Olympic Games. This endorsement, at the highest level, is certainly encouragement for all of us to continue working hard and is undoubtedly another positive boost for our sport. The aim as our President Poul-Erik Høyer has stated is “to make badminton shine” and evidently BWF's marketing thrust in the coming years will play a major part in achieving this objective as we move towards the Rio 2016 Olympics.

A notable change during the past year has been the decision to separate the Marketing and Communications committees. However, these two functions will always naturally co-exist closely or even overlap, especially in terms of advertorials, the BWF online channel and television exposure. Additionally, communication is a vital cog in publicising the organisation's marketing activities and those of our corporate partners in relation to their badminton sponsorships.

However, in order to operate effectively and maintain a clear differentiation between both committees’ roles and responsibilities, the Terms of Reference for either were identified and drawn up separately. Below, the TORs for the Marketing Committee are outlined in detail and should serve as the path for us to follow during this administrative cycle.
TERMS OF REFERENCE

Brand Building

- Building ‘brand badminton’ and marketing the sport at all levels to maximize exposure of badminton/ and the BWF and maximises income potential for the BWF.
- Develop guidelines, initiatives and projects which:
  - Promote, develop and popularize the sport of badminton throughout the world.
  - Effectively communicate with internal and external stakeholders.
  - Engage our internal stakeholders in promoting the sport, its players and the work of the Federation.
  - BWF and badminton brand development.
- Oversight of the development of innovative approach to the ‘badminton brand’.

Marketing

- Develop strategies and commercial models to optimize BWF media and commercial rights revenues and exposure for BWF Major Events – sponsorship, media/television, new media, betting/gaming, merchandising and advertising.
- Develop strategies and commercial models to optimize BWF media and commercial rights revenues and exposure for BWF World Superseries – sponsorship, media/television, new media, betting/gaming, merchandising and advertising.
- Develop strategies, branding and tools to assist in growing other parts of the tournaments structure – such as the Grand Prix structure.
- Develop other commercial products based on BWF assets.
- Review and develop BWF commercial organisation (both agency and in-house set-up) on the media and commercial area.
- Oversee commercial implementation and contract negotiations of major commercial contracts.
- Oversee servicing implementation - sponsorship acquisition and servicing.
- Ensure open and transparent processes related to any BWF media or commercial rights – competitive bidding and agency relations.
- Develop guidelines to prevent adverse effects of betting in badminton.

IMG MEDIA

In May 2013, BWF and IMG Media – a division of IMG Worldwide, the global sports, fashion and media company – agreed a four-year (2014-2017) contract for the centralised media rights of the BWF Major Events, the BWF World Superseries and new BWF Grand Prix Gold series.

This consolidation of BWF’s media rights assets has given IMG Media the exclusive rights to showcase all of the best badminton action worldwide, having secured the rights for the BWF Major Events (World Championships, Thomas & Uber Cup Finals and the Sudirman Cup), the 12-stop BWF World Superseries tour which culminates in the year-end Superseries Finals and the newest tour – the Grand Prix Gold series. This is the first occasion the BWF is working exclusively with one global partner across all of its media rights.

The deal, which came into effect with the start of the 2014 BWF World Superseries cycle, is estimated to increase BWF’s media-rights earnings four fold – a result of badminton’s growth in popularity and the demand for more broadcast product. This augurs well as BWF events are already televised broadly across the world with more than 5,000 hours of coverage annually. Additionally, BWF’s online channel boasts 54 million views with fans already watching 456 million minutes of badminton. BWF will certainly try to improve on these solid figures, but at the same time all members are invited to help promote the
channel to your own memberships, as this is a unique opportunity for smaller badminton countries to follow the sport.

This partnership, which guarantees BWF and the Tournament hosts higher revenues than ever before for media rights, will also allow BWF to explore interesting, new opportunities regarding the improvement and expansion of BWF’s brand and visibility through various media streams. As we are keen to extend live and delayed coverage of tournaments into new markets, this is another aspect we will be exploring with IMG Media, as well as considering how to continue exploiting broadband technologies and use data to engage more fans.

One prominent aspect of this agreement which is quickly garnering attention is the weekly magazine show – Badminton Unlimited – featuring players and the sport in general. It only began airing in January 2014 but clearly has the potential to attract more fans to badminton and, with its diverse content, help BWF penetrate unconquered markets.

**SPONSORSHIP**

**Major Events**

In 2013, BWF broke new ground in unveiling Li-Ning, Chery and Red Bull China as BWF Major Events sponsors for 2013-2016 inclusive.

These partnerships across differing brand categories – sport apparel and equipment (Li-Ning); automobile (Chery) and energy drink (Red Bull China) – represent the first time BWF has negotiated global sponsorships for its Major Events and to have secured collective long-term agreements is a significant commercial benchmark. Previously, hosts were given the right to secure sponsors in their domestic markets for whichever Major Event they were hosting.

Partnering with such top companies to showcase some of badminton’s premier tournaments – with seven Major Events spanning the cycle – provides great opportunities to increase exposure through activations and badminton-specific marketing strategies. Part of Li-Ning’s contract is to provide Li-Ning top shuttlecocks and Li Ning court mats for all Major Events within the four years while Chery is the “Official Car” for all BWF Major Events. Red Bull China is leveraging its sponsorship to raise the profile of its popular grassroots tournament – the Red Bull Badminton Championships – across China and bringing the victorious team to the BWF World Championships as occurred in 2013 in Guangzhou, China, and is planned for again in 2014 in Copenhagen, Denmark.

The interest shown by these corporate entities underlines the strides badminton has made in recent years as a sports-entertainment commodity – one that is an increasingly attractive commercial prospect. The aim obviously is to secure similar partnerships in more brand categories that will strengthen BWF’s financial position even further.

Other companies signed on for one-time sponsorship of the BWF Sudirman Cup – such as Malaysian businesses, Nationwide and Petron – or the BWF World Championships of which Chinese drink company, Wang Lao Ji, was title sponsor.
BWF WORLD SUPERSERIES

American insurance giant – MetLife – was introduced in December 2013 as the four-year title sponsor for the third edition of the BWF World Superseries (2014-2017) – the world-governing body’s flagship tournament circuit, featuring 12 events and the year-end BWF World Superseries Finals each December.

MetLife was founded in 1868 and, through its subsidiaries and affiliates, is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. Headquartered in one of the world’s largest financial and commercial capitals – the bustling metropolis of New York – MetLife is continually spreading its corporate wings globally. The company has been in Asia for over 60 years and has operations in ten Asian countries while holding leading positions in the Americas, Europe and the Middle East.

In welcoming MetLife to the BWF family, our President highlighted MetLife’s international business success as well as its sponsorships within multi-billion-dollar sport industries such as American football and baseball. Badminton has now joined illustrious company and BWF is proud to associate with MetLife brand’s impressive global reputation, through the BWF World Superseries.

This is clearly a partnership that has the potential to elevate badminton in the global sports-entertainment market. The alliance has been acknowledged as “mutually beneficial” given the two organisations’ similar objectives in seeking to further spread our respective brands and products globally and, obviously, considering the natural link between insurance, healthy living and sport.

We are still settling into working with MetLife and in time a number of activations – with the players and fans at the heart of them – will be rolled out across the Superseries. As MetLife’s President for the Asia region, Chris Townsend, has indicated, MetLife is keen to utilise sport sponsorship to showcase its brand values and share in its customers’ interests and passions. Therefore, fan engagement will be a focal point for the new title sponsor of the MetLife BWF World Superseries.

MetLife’s global brand ambassador, Snoopy, is already a recognisable presence at Superseries tournaments and, given the cartoon character’s global appeal, will be utilised in various ways, including making court-side appearances, mingling with fans and handing out gifts.

2013 REVIEW AND GOING FORWARD

Major Events

In 2013 BWF staged two Major Events – the BWF Sudirman Cup (in May; Kuala Lumpur) and the BWF World Championships (in August; Guangzhou).
A more detailed review of these events can be found in the Events report, but it was extremely positive to see that both tournaments had a strong setup around sports presentation and branding of the events. Challenges were faced around spectator attendance during the Sudirman Cup, which shows that strong marketing plans are necessary even in a country like Malaysia with one of the most passionate badminton populations. Although we have a stronger exposure on badminton through TV and online media than ever, then it is very important to keep focus on badminton as a spectator sport. Programmes and marketing plans will have to be developed to ensure higher number of crowds, which again will reflect positively on broadcast initiatives – nothing creates a stronger broadcast than having an enthusiastic crowd supporting the star players in court.

The BWF Council recently awarded the events for 2015 to Dongguan, China (2015 Sudirman Cup) and Jakarta, Indonesia (2015 World Championships), and we are extremely excited to have two very qualified Hosts for the 2015 Major Events. With the experience of both hosts we are sure that both 2015 Major Events will become great spectacles and promotion of badminton.

We are similarly looking forward to the Major Events in 2014, where we have equally high expectations to our two hosts in Delhi, India (Thomas & Uber Cup Finals in May) and Copenhagen, Denmark (World Championships in August). The focus for BWF and both hosts is clearly to create legacy impact, where it is fundamental that good marketing and communication strategies are developed to ensure the involvement of both the badminton community and population of the countries.

BWF is still focusing on making the BWF Major Events as accessible as possible for countries to bid for. Many countries are making enquiries and showing an increased interest in bidding for BWF Major Events, but it is still the bigger and more established countries putting in bids for the events. BWF is confident that the BWF Major Events can create lasting legacies and create an event platform to popularize our sport in hosting countries and regions.

At the same time hosting BWF Major Events can be a chance for new countries to develop even higher organisational skills, so this should serve as a call to all Members to consider hosting a BWF Major Event and discuss this option with the national governments and sport-events organisations.

**BWF WORLD SUPERSERIES**

The third year of the OSIM BWF World Superseries was even more successful than the first two years.

OSIM, the Singapore-listed company, who is a global leader in branded well-being and healthy lifestyle products, has once again played a major role as the Title Sponsor of the Series.

OSIM has made significant contribution to the Superseries as the Superseries Title Sponsor, with the series being named the OSIM BWF World Superseries.
OSIM has no doubt received strong brand exposure through the three year partnership, but they are however now changing strategy to other types of marketing initiatives and decided to stop the partnership around the World Superseries. BWF has been extremely happy to work with OSIM throughout the last Superseries cycle and wish to extent our deepest appreciation to OSIM for the cooperation we have had.

We are now well into the first year of the new cycle from 2014-2017, and with a strong, new partnership with MetLife, so we look forward to continuing the growth of the series over the next 4 years.

The Series has at the same time expanded its geographical footprint with the addition of Australia as one of the 12 tournament hosts. This is clearly a witness that BWF and Badminton is expanding its geographical reach at the highest level, but at the same time we are conscious to focus on the existing strong markets that clearly is as important for the growth of badminton.

The hosts in the present cycle are:
- Superseries Premier: Indonesia, England, China, Denmark and Malaysia.
- Superseries: Korea, India, Singapore, Australia, France, Japan, Hong Kong.

A significant achievement for the World Superseries is clearly the increase in Prize Money – the chart below the increasing trend in the prize pool available to players over the next years. Both the Tournament Hosts and BWF are working tirelessly to improve the revenue generation to be able to allocate more Prize Money to the players in the tournaments. This is clearly happening and although the goals are to allow even more players to have attractive earnings from playing on the tour, then significant improvements have been achieved during recent years.

**Expected Prize Money – BWF World Superseries**

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Finals</strong></td>
<td>500,000</td>
<td>500,000</td>
<td>500,000</td>
<td>500,000</td>
<td>500,000</td>
<td>1,000,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td><strong>Yearly Total</strong></td>
<td>3,400,000</td>
<td>3,700,000</td>
<td>5,050,000</td>
<td>5,250,000</td>
<td>5,250,000</td>
<td>6,825,000</td>
<td>7,675,000</td>
</tr>
</tbody>
</table>

*Units in USD*

To achieve these higher goals it is extremely important that BWF, Tournament Hosts and players are working closely together to present our sport as professionally as possible. With the growth in prize money and earnings, it is also clear that all stakeholders are faced with more obligations to sponsors and broadcasters, and especially the players with them becoming more in demand. This is only a natural part of a sport becoming more professional and in time the hard work from all parties – especially the players – will pay off and create an even better platform for their earnings.
LAUNCH OF THE GRAND PRIX GOLD SERIES

Background

The successful development of media revenues and exposure of the BWF Major Events and BWF World Superseries has led to the BWF Council creating another tier of tournaments packaged for international broadcast by IMG Media.

In 2013, a decision was taken to centralize the media rights for a new series of 11 events – the BWF Grand Prix Gold. Beginning with the India Grand Prix Gold in January 2014, all GPG tournaments will have a minimum of two days’ live coverage – semi-finals and finals – thereby adding to the live badminton content globally, more of which fans have been demanding.

BWF’s aim is to improve the quality and quantity of television production across the GPG landscape. Previously, some tournaments had individual broadcast contracts for domestic and, in some instances, international broadcast while others had none. It is also hoped this structure will help improve general tournament presentation at GPG level and boost the image value of these events.

The GPG circuit is being integrated into the distribution strategy for BWF’s international media rights and, over the coming years, BWF looks forward to seeing the value of these tournaments grow.

GPG Branding/Identity 2014

The Grand Prix Gold series will be uniquely identifiable by a series logo in various colour schemes to allow for more flexible use, depending on tournament colours. In the long term, it is envisaged this collective branding will make the GPG strong enough to stand alone.

TELEVISION EXPOSURE

In 2013, BWF announced that come January 2014 it would be entering a four-year centralised media rights deal with IMG Media for the BWF World Superseries, the BWF Major Events and the BWF Grand Prix Gold Series. Therefore, 2013 was the final year of BWF’s contract with TSA for the BWF World Superseries. We are pleased to say that the partnership ended on a high with a strong international distribution for the Superseries.

The increase in TV exposure has been one of the most significant results from the restructuring of the commercial area and compliments should be given to TSA for delivering very professional and dedicated effort to develop the Superseries structure even further.

BWF is constantly looking at improving the TV broadcast distribution in terms of geographical spread, and clearly big improvements have been achieved during the last years. We have managed to break into new markets in different continents, but it still proves difficult to enter into some markets where badminton is not traditionally strong as a TV sport. Although exposure of some tournaments has been achieved across all continents, then it has been challenging to create sustainability around the exposure in the lesser developed countries. To create such sustainability it is crucial that parallel efforts are made by the Member Associations themselves to develop communication programmes and seek to popularize badminton more, as this can clearly support the efforts to create more sustainable and consistent broadcast exposure. Any assistance from Members to “open
doors” would be much appreciated, and this is already happening in a range of countries which does pay off with resulting broadcast agreements.

**BWF STREAMING CHANNEL**

The live streaming component of our online channel ([www.BadmintonWorld.tv](http://www.BadmintonWorld.tv)) has proven especially popular with fans worldwide tuning in to watch the tournament action live or match videos on demand. It has also been great for showcasing sponsor-related activities, BWF’s Shuttle Time teaching resources, BWF’s collaborations with Peace and Sport as well as the progress which our para-badminton athletes are making and our awards ceremonies.

BWF is constantly trying to improve the visibility of badminton through the BWF broadband channel, BadmintonWorld.TV, which was launched in cooperation with Google/YouTube.

The channel provides the possibility for a wider range of countries to follow live badminton. In countries where the live feed is broadcast on TV it will often not be possible to watch the live feed on the streaming channel at the same time, as the increased revenues and broadcast commitments from TV-broadcasters mean that the live feed is exclusive for them. But the delayed feed is then available on the channel after the tournament for all to watch.
BWF AGENCY PARTNERS

As indicated earlier in the Marketing report, BWF has streamlined its relationships within the commercial realm, having brought its media partnership for 2014-2017 inclusive under the centralised umbrella of IMG Media.

ESG remains BWF’s commercial partner, overseeing its sponsorship properties and advising BWF on the best way forward to optimize commercial value and exposure for the sport. ESG has successfully negotiated the agreement with the new Superseries Title sponsor, MetLife and are at the same time assisting in the broad range of implementation tasks we are faced with from our sponsorship partnerships.

The partnership with BWF Commercial and Media Agencies is clearly extremely important for the successful development of our commercial events and properties, and the agency partnerships develop very positively year by year.

I would like to thank all our agency partners for the cooperation throughout 2013 and look forward to further developing the BWF market position in the years to come.

FUTURE STRATEGIES

BWF’s Marketing strategies are guided by the 2012-2016 Strategic Plan approved by Council in 2011.

We have made significant progress the Marketing sphere, and many new initiatives has been decided. Although we must constantly strive for higher goals, then 2014 will undoubtedly be a year with focus on implementing the new marketing initiatives around related to both the commercial and media area, and all primarily connected to the different events – Major Events, World Superseries and Grand Prix Gold.

We are however also looking forward to Rio 2016 Olympic Games where BWF are working to raise badminton’s profile and position in South America. It’s a great challenge but also an extremely interesting opportunity to use the 2016 Rio Olympics as a platform to increase the popularity of badminton in South America.
ACKNOWLEDGEMENT

On behalf of the BWF, I would like to express my sincere appreciation to the following commercial and media partners:

- MetLife
- OSIM
- Li Ning
- Chery
- Redbull
- Google
- IMG Media
- Enterprise Sports Group (ESG)
- Total Sports Asia
- Badminton Photo
- Visual Reality

I would also like to thank the Major Event, Superseries and Grand Prix Gold hosts for the close cooperation and partnership to create strong events within the three top event concepts and ensuring the exposure of badminton worldwide. A general thanks and appreciation should however be sent to all organizers of international events, who are all an important part of generating exposure and awareness about the sport we are all passionate about.

My sincere appreciation to the Deputy Chair of the Marketing Committee, Etienne Thobois, for sharing his knowledge and supporting the development of the work in the Marketing Committee. Also a huge thanks to all the Marketing Committee members for your contribution and support.

A special thanks goes to the Events Committee for their cooperation and collaboration, as most of the work in Marketing is closely connected with the Events portfolio.

Last but not least, I also wish to acknowledge the work of the BWF staff under the leadership of Secretary General, Thomas Lund, and all the efforts being made in the Marketing area, very much supported by Events Director Darren Parks and the Tournament Management team with Selvaaamresh Supramaniam, Carmel Seeto and Venugopal Mahalingam.

NIGEL SKELT

MARKETING COMMITTEE

Nigel Skelt (Chair)  Emma Mason
Etienne Thobois (Deputy Chair)  Gregory Verpoorten
Akhilesh Das Gupta  Chipo Zumburani
Jassem Kanso
COMMUNICATIONS & MEDIA COMMITTEE

Following the constitution of a new BWF Council in May 2013, a decision was taken to separate the Communications portfolio from Marketing and establish a Communications & Media Committee. This step was in acknowledgement of the increasingly significant and prominent role which communications and media relations have assumed in almost every sphere of the BWF’s work.

The importance of strong and relevant communications at all levels cannot be overemphasised and the steady growth of badminton and the BWF – with 180 Member Associations by the end of 2013 – has resulted in increasing demands for news and information from the organisation. This has intensified the need to communicate policies, programs, tournament information in a more timely, efficient and effective manner.

TERMS OF REFERENCE

Therefore the new Communications & Media Committee was established with the following Terms of Reference:

- Develop strong communication policies and platforms for communication with fans, Member Association, IOC and other institutional stakeholders.
- Oversee development of the BWF website as a key communications tool.
- Develop strong media and public relations to increase exposure for the BWF and the sport in print media.
- Incorporate new media and streaming strategies of BWF activities and events.
OVERVIEW

While our mandate has focused on communicating with external audiences and promoting the BWF’s good work and progress, we have been mindful of also keeping our internal stakeholders – Members, players, sponsors, etc. – abreast of developments across the BWF landscape and we have implemented measures to do so.

In 2013, BWF’s communications nucleus – staff complemented by various contractors including freelance writer, graphic artist and photo agency – continued building on strategies to pursue a multi-pronged campaign through various media: print, broadcast, online/social media and other options as and when appropriate (press conferences, one-on-one interviews and sponsor-related activities). This approach has allowed us to reach out to persons of all ages worldwide, whether through traditional mainstream media avenues or savvy newer technologies which tend to appeal to younger audiences.

It has proven a successful blend of platforms from which the BWF has been able to inform key stakeholders and the general public about a range of topics, from landmark decisions (sponsorship deals and the advent of instant reviews) to tournament results and lighter, fun tidbits – player profiles, pop quizzes, tournament photos and scoring updates on Facebook and Twitter. Meanwhile, BWF’s online channel (www.BadmintonWorld.Tv) continues to grow. The live streaming of matches is particularly popular.

PRINT & PUBLICATIONS

BWF has enhanced its communications outreach significantly through the print media, generating more news coverage while raising the profile and presence of the organisation and sport. In 2013, this ranged from match reports (the BWF World Superseries, Major Events and Multi-Event games) to press releases, quarterly newsletters, bulletins (internal), advertorials and banner adverts.

Given the BWF’s wide mandate, a number of topics were covered throughout the year, including anti-doping, the Athletes’ Commission, coaching, governance, instant review system, para-badminton, projects with Peace and Sport, research, Shuttle Time, sponsorship and Women in Badminton.

Forty-two (42) press releases were issued while the BWF welcomed the new quarterly newsletter ‘Shuttling World’ which is circulated electronically. The highlights of BWF’s year were captured in an advertorial-style review – Shuttling Through 2013.

The technical officials’ newsletter – COCTales – was rejuvenated and an internal bulletin was also introduced to keep Council members briefed on the organisation’s progress between Council meetings.

Simultaneously, BWF maintained a constant presence among institutional media – Around the Rings, Inside the Games, SportBusiness and Sportcal included – with various advertorials and banner advertisements. These have increased BWF’s visibility in the international sporting marketplace while providing a wealth of information on the positive strides which the IF is making in key areas.
The rewards from BWF’s broadcast initiatives continue to accrue to the benefit of both the organisation and the sport, proving this media to be one of the most effective and impactful in terms of capturing and holding the interest of fans globally. In fact, for some, it is clearly their preferred avenue for keeping updated on the latest developments in the badminton world, be it live streaming of top-level tournaments, videos on demand on our online channel (www.BadmintonWorld.tv) or magazine shows featuring a varied diet of badminton.

This will be one of the main planks of BWF’s thrust to lure more fans to badminton in the coming years. In conjunction with BWF’s media partner for 2014-2017 – IMG Media – plans are already underway to capitalise on badminton’s growing popularity and to increase global broadcast exposure, whether on television or online and possibly in the future through mobile applications. The packaging of the 11-event Grand Prix Gold circuit for global broadcast since January 2014 has complemented the BWF World Superseries – now title sponsored by MetLife – and the BWF Major Events which fans have been enjoying for some years now.

Additionally, the introduction of the weekly Badminton Unlimited magazine show has been welcomed by fans yearning for more badminton fare. So far, it’s being televised by broadcasters internationally but episodes will eventually be uploaded to the BWF’s online
channel thus adding another dimension to that platform. The half-hour showcase is a potpourri of badminton, featuring tournament recaps, player profiles, quizzes, youth development, coaching, flashbacks with former top players and calendar reminders of what events are coming soon.

Evidently exciting times are unfolding in BWF’s broadcast realm and lots more is in store as plans come to fruition in this regard.

**BWF WEBSITES**

In 2013, the main BWF website (www.bwfbadminton.org) continued to provide a diversity of fresh badminton news – corporate, tournament reports and results, development, para-badminton and other topics included.

As the primary source of information on badminton worldwide, the BWF website is accessed by fans daily and, in this regard, ongoing efforts to drive traffic to the site have proven successful. There has been a noticeable increase in correspondence to BWF re. the website – compliments and even suggestions about how to improve it and other elements which fans would like to see incorporated.
BWF is currently undergoing an IT review with the intention of restructuring the website to make it more fan-friendly and interesting. The aim is to attract more visitors and to be the No.1 location for badminton news and information online.

**BWF WEBSITE STATISTICS**

<table>
<thead>
<tr>
<th><a href="http://WWW.BWFBADMINTON.ORG">WWW.BWFBADMINTON.ORG</a></th>
<th>Visits</th>
<th>Unique Visitors</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 January – 31 December 2013</td>
<td>6,359,476</td>
<td>2,357,215</td>
<td>7,520,792</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><a href="http://WWW.BWFBADMINTON.ORG">WWW.BWFBADMINTON.ORG</a></th>
<th>Page Views as at Dec 2011</th>
<th>Page Views as at Dec 2012</th>
<th>Page Views as at Dec 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative Totals</td>
<td>6,485,800</td>
<td>37,001,827</td>
<td>53,698,531</td>
</tr>
</tbody>
</table>

It is envisaged the concept of a micro-sites for Major Events and MetLife World Superseries will be incorporated in the new website structure. We have seen the benefits of and interest in this aspect and believe this is a unique way to bring even more focus to our Major Events and World Superseries for our fans.

Similarly, BWF is working on optimizing our presence in China where a range of our communication tools are not being exposed – such as the Youtube channel. It is envisaged that BWF will create more effective communication platforms for both video content and website material. BWF is working to develop this area further with our new media-rights partner, IMG Media.

**SOCIAL MEDIA**

BWF’s social media has assumed a more significant role in the communications portfolio with various BWF-specific sites now being utilised to deliver content to eager fans more quickly. The growth of this aspect of communications has been very successful with more fans and followers logging on to BWF’s Facebook, Twitter, Weibo (Chinese Twitter) and Youtube websites to check the latest on players, events and other exciting news and activities on the badminton scene.
The table below shows the increases in followers/fans on BWF social media platforms on Facebook, Twitter and Weibo in the past year. The Youtube channel will be dealt with in the Marketing Committee report.

**BWF SOCIAL MEDIA STATISTICS**

<table>
<thead>
<tr>
<th>Platform</th>
<th>January 2013</th>
<th>January 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Facebook</td>
<td>665,965 Fans</td>
<td>106,000 Fans</td>
</tr>
<tr>
<td>Official Twitter</td>
<td>13,200 Followers</td>
<td>27,200 Followers</td>
</tr>
<tr>
<td>Official Weibo</td>
<td>56,805 Followers</td>
<td>57,970 Followers</td>
</tr>
</tbody>
</table>

During the past year, BWF also started a second Twitter account specifically to provide and tweet live scores from BWF events. As always, we are looking for opportunities to connect with fans and create greater exposure for badminton and we will maintain this proactive approach in the coming year.

**BWF PLAYERS’ MEDIA & EDUCATION PROGRAMME**

Communications & Media has been spearheading the BWF Players’ Media & Education Programme to improve players’ media relations and overall skills in handling interviews and other elements of publicity that come with being successful professional athletes.

In 2013, an eight-module programme was developed to achieve the following objectives:

- Help players to do better interviews and be more confident.
- Help players understand what media want/expect.
- What fans want/expect.
- How players benefit from being stars.
- Players as ambassadors for badminton and BWF World Superseries (Anti-Doping and Match Fixing sensitisation).
- Explain Badminton World Federation’s role and how BWF operates.
A few sessions were conducted with the Japanese players at the BWF World Championships and at the Denmark Open. They proved a good testing ground, providing feedback about the merits of this project and suggestions about how it could be improved before it’s presented to their peers in the badminton world.

The next steps are to have a large-scale launch attended by the top 20 in all five competitive disciplines. We are aiming to do this in the first half of 2014 at one of the leading badminton tournaments. Thereafter, we will address how best to work with smaller groups of players, preferably by country given language considerations, on specific modules. This initiative will be cascaded down to players at different levels as there are areas in which they can all learn and upgrade their skills.

As players are at the centre of almost everything BWF is striving to accomplish, this is a crucial programme which should have some great benefits, in terms of the players’ development as stars and role models who can inspire younger generations while becoming marketable personalities for badminton.

ACKNOWLEDGEMENT

On behalf of the BWF, I would like to express sincere appreciation to the media and other stakeholders with whom we work closely. We are grateful for the cooperation and good rapport which has been extended to us.

My sincere appreciation to Deputy Chair of the Communications & Media Committee, Ranjit De Silva, for his contribution and to my other colleagues on the committee and the Council in general for their input in our work during 2013.

A special thanks to all other committees whose work and decisions encompass much of what we communicate to our stakeholders; whether internally, externally or both. It has been a rewarding year and much of what we have accomplished has been due to good working relationships among the BWF team.

Last but not least, I also wish to acknowledge the work of the BWF staff under the leadership of Secretary General, Thomas Lund, and all the efforts being made in the Communication area by our Communications Manager, Gayle Alleyne; our new Communications Officer, Dev Sukumar; and Jessy Sung who has handled most of the social-media output.

Thank you all.

NG YOKE WENG

COMMUNICATIONS & MEDIA COMMITTEE

Ng Yoke Weng (Chair) Ranjit De Silva (Deputy Chair) Lawrence Chew
Emma Mason David Cabello
INTRODUCTION

The Wang Lao Ji World Championships 2013 in Guangzhou, China featured the men’s singles final that everyone who follows badminton wanted to see. The latest installment between two great sporting rivals, a rivalry that has in some ways defined the modern badminton era, that between Lee Chong Wei and Lin Dan.

Lin Dan showed what a phenomenal athlete he is. Taking full advantage of the wild card given to him by BWF as Olympic Champion to win a record fifth World title. In addition there was a stunning first title for 18 year old Ratchanok Intanon, the three time World Junior Champion.

The 2013 Championships also marked the end of China’s amazing recent dominance. Having won all five titles in Paris in 2010 and London in 2011 (and at the London 2012 Olympic Games as well), this time Thailand and Indonesia also won titles alongside China’s two victories. Guangzhou became only the second ever city, and the first in China, to host an informal ‘Grand Slam’ of badminton having also staged the 2009 Sudirman Cup, and 2002 Thomas and Uber Cup - the 2013 World Championships completing the set.

The first City to host such a ‘Grand Slam’ only just beating Guangzhou to the punch, Kuala Lumpur, Malaysia who in May 2013 hosted its first Sudirman Cup having previously held the 2007 World Championships and the Thomas and Uber Cup Finals five times (1984, 1988, 1992, 2000, and 2010).

The 2013 Sudirman Cup looked great, with a well presented arena and great use of theatrical lighting around the field of play, but unfortunately the tremendous badminton was not witnessed by tremendous crowds. China deservedly retained their title despite coming through a tricky quarter final tie against a resurgent Indonesia.

2013 was the last year of the BWF World Superseries cycle and it also proved to be the swansong for BWF’s excellent partnership with OSIM. The final year of the OSIM BWF World Superseries was the best yet with nearly all hosts improving on 2011 and 2012 and many increasing their prize money.

The BWF Superseries Finals held in Kuala Lumpur, which was billed ‘the home of badminton’ in December, were strongly contested and both courts were broadcast for television for the first time at the Finals.

BWF MAJOR EVENTS

WANG LAO JI BWF WORLD CHAMPIONSHIPS
Guangzhou, China – 5 – 11 August 2013

The successful completion of the Wang Lao Ji BWF World Championships 2013 was a significant achievement, as detailed above, and the event was very competently and effectively delivered. The Championships also saw the successful implementation of the new commercial arrangements with BWF’s partners, Li-Ning, Red Bull and Chery Car.
The Championships fulfilled the BWF strategic objectives of showcasing and promoting badminton to an ever increasing worldwide television audience. The television production was of a high standard and the play itself dynamic, including winners representing three different member associations and the amazing story of Thailand’s Ratchanok Intanon, at 18 the youngest ever women’s singles World Champion. The event was perhaps safe rather than spectacular with a conservative approach to the presentation of the field of play and also the sport presentation itself.

Strong features of the BWF World Championships 2013 included:

- Filmed and available to broadcasters in 16:9 HD.
- Successful implementation of complex new commercial partnerships.
- Smooth presentation of matches onto court in multi court stages, integrated with television production.
- High quality television production including super slow motion camera.
- Friendly and helpful volunteers.

Only very minor problems were encountered during the event, except perhaps the problems with the results and live score services on the first day which once resolved, did not occur again. The air conditioning problem during the final match of the Championships was very unfortunate and highly regrettable as it overshadowed some very good finals.

BWF would like to thank Guangzhou Badminton Association, the Guangzhou City Government and China Badminton Association for delivering a very fine Championships and again allowing the world’s best badminton athletes to perform and demonstrate their skills to the world.
Results of the Championships:

<table>
<thead>
<tr>
<th>Events</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men’s Singles</td>
<td>Lin Dan (CHN)</td>
<td>Lee Chong Wei (MAS)</td>
<td>Du Pengyu (CHN) Nguyen Tien Minh (VIE)</td>
</tr>
<tr>
<td>Women’s Singles</td>
<td>Ratchanok Intanon (THA)</td>
<td>Li Xuerui (CHN)</td>
<td>Bae Ju Yeon (KOR) P.V Sindhu (IND)</td>
</tr>
<tr>
<td>Men’s Doubles</td>
<td>Mohammad Ahsan/ Hendra Setiawan (INA)</td>
<td>Mathias Boe/Carsten Mogensen (DEN)</td>
<td>Cai Yun /Fu Haifeng (CHN) Kim Jung Ki /Kim Sa Rang (KOR)</td>
</tr>
<tr>
<td>Women’s Doubles</td>
<td>Wang Xiaoli/Yu Yang (CHN)</td>
<td>Eom Hye Won/Jang Ye Na (KOR)</td>
<td>Christinna Pedersen/ Kamilla Rytter Juhl (DEN) Tian Qing/Zhao Yunlei (CHN)</td>
</tr>
<tr>
<td>Mixed Doubles</td>
<td>Tontowi Ahmad &amp; Lilyana Natsir (INA)</td>
<td>Xu Chen / Ma Jin (CHN)</td>
<td>Shin Baek Choel / Eom Hye Won (KOR) Zhang Nan/ Zhao Yunlei (CHN)</td>
</tr>
</tbody>
</table>
LI-NING BWF SUDIRMAN CUP
Kuala Lumpur, Malaysia – 19 – 26 May 2013

The Li-Ning BWF Sudirman Cup 2013 was the first time the Sudirman Cup had been held in Malaysia and it was visually compelling and displayed some good innovations, such as the use of light projection around the field of play. The event also had a successful implementation of a new commercial model for BWF which welcomed important new BWF partners such as title sponsors Li-Ning, Red Bull and Chery Car.

The Championships fulfilled the BWF strategic objectives of showcasing and promoting Badminton to an ever increasing worldwide television audience. The television production was of a high standard and the play itself was always compelling. However the event was not well promoted which resulted in low spectator numbers.

Strong features of the Sudirman Cup 2013 included:

- Filmed and available to broadcasters in 16:9 HD.
- Court specific lighting rig for the first time in Malaysia.
- Effective use of event concept to create look and feel identity.
- Successful implementation of complex new commercial partnerships.
- Use of light projection to make the FOP visually appealing.
- Smooth presentation of matches onto court in multi court stages integrated with television production.
- Friendly and helpful volunteers.

The problems that were encountered in the build-up to the event regarding operational responsibility were solved once the competition started and there were very few organisational problems encountered during the event.

BWF would like to thank Badminton Association for Malaysia for helping to deliver a memorable edition of the Sudirman Cup and again allowing the world’s best badminton athletes to perform to the best of their ability.
Results - Final Ranking Order

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>13 Scotland (Winner G2)</td>
</tr>
<tr>
<td>2</td>
<td>Korea</td>
<td>14 Netherlands</td>
</tr>
<tr>
<td>3</td>
<td>Denmark</td>
<td>15 Russia</td>
</tr>
<tr>
<td>4</td>
<td>Thailand</td>
<td>16 France</td>
</tr>
<tr>
<td>5</td>
<td>Chinese Taipei</td>
<td>17 Sweden</td>
</tr>
<tr>
<td>6</td>
<td>Germany</td>
<td>18 Canada</td>
</tr>
<tr>
<td>7</td>
<td>Indonesia</td>
<td>19 USA</td>
</tr>
<tr>
<td>8</td>
<td>Japan</td>
<td>20 Austria</td>
</tr>
<tr>
<td>9</td>
<td>India</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Hong Kong China</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Malaysia</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Singapore</td>
<td></td>
</tr>
</tbody>
</table>

WORLD SENIOR CHAMPIONSHIPS
Ankara, Turkey - 5th World Senior Championships - 9 - 14 September

The BWF World Senior Championships was held for the first time in Turkey and a record 900 players from 52 Members participating in the Championships.

This individual men’s and women’s championships were categorised into seven age groups; over 35, over 40, over 45, over 50, over 55, over 60, over 65 and over 70 players enjoyed a very competitive and well run Championships. A total of 1300 matches were played on 12 courts. Events with less than 12 entries were allowed to play group and knock out stages.

Due to this overwhelming demand to take part in the Championships the Committee of Management decided to extend future Championships by two days.

A special thanks once again to the host organisers, Turkey Badminton Association and a word of appreciation for all those who made the effort to take part in a successful event.

The age categories from the entry list and results as follows

<table>
<thead>
<tr>
<th>EVENT</th>
<th>Men’s Singles</th>
<th>Women’s Singles</th>
<th>Men’s Doubles (Pairs)</th>
<th>Women’s Doubles (Pairs)</th>
<th>Mixed Doubles (Pairs)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>35+</td>
<td>44</td>
<td>29</td>
<td>37</td>
<td>21</td>
<td>36</td>
<td>167</td>
</tr>
<tr>
<td>40+</td>
<td>48</td>
<td>15</td>
<td>29</td>
<td>12</td>
<td>25</td>
<td>129</td>
</tr>
<tr>
<td>45+</td>
<td>39</td>
<td>17</td>
<td>26</td>
<td>11</td>
<td>23</td>
<td>116</td>
</tr>
<tr>
<td>50+</td>
<td>32</td>
<td>13</td>
<td>19</td>
<td>9</td>
<td>18</td>
<td>71</td>
</tr>
<tr>
<td>55+</td>
<td>27</td>
<td>6</td>
<td>12</td>
<td>3</td>
<td>12</td>
<td>71</td>
</tr>
<tr>
<td>60+</td>
<td>21</td>
<td>11</td>
<td>6</td>
<td>1</td>
<td>12</td>
<td>71</td>
</tr>
<tr>
<td>65+</td>
<td>17</td>
<td>16</td>
<td>11</td>
<td>6</td>
<td>12</td>
<td>71</td>
</tr>
<tr>
<td>TOTAL</td>
<td>377</td>
<td>187</td>
<td>258</td>
<td>133</td>
<td>234</td>
<td>1189</td>
</tr>
</tbody>
</table>
The gold medalists in each age category were:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>Men’s Singles</th>
<th>Women’s Singles</th>
<th>Men’s Doubles (Pairs)</th>
<th>Women’s Doubles (Pairs)</th>
<th>Mixed Doubles (Pairs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>35+</td>
<td>Vadim Itckov  (RUS)</td>
<td>Claudia Vogelgsang (GER)</td>
<td>Harijanto Arbi / Tri Kusharjanto (INA)</td>
<td>Rebecca Pantaney / Lynne Swan (ENG)</td>
<td>Maurice Niesner / Claudia Vogelgsang (GER)</td>
</tr>
<tr>
<td>40+</td>
<td>Henrik Groenfeldt-Soerensen (DEN)</td>
<td>Gitte Sommer (DEN)</td>
<td>Eddy Hartono (INA) / Rudy Wijaya (PHI)</td>
<td>Mie Hanyu / Akiko Ueda (JPN)</td>
<td>Nick Ponting / Julie Bradbury (ENG)</td>
</tr>
<tr>
<td>50+</td>
<td>Martin Qvist Olesen (DEN)</td>
<td>Lone Hagelskjær Knudsen (DEN)</td>
<td>Morten Christensen / Martin Qvist Olesen (DEN)</td>
<td>Pamela Peard / Sian Williams (IRL)</td>
<td>Wen-Sung Chang / Mei-Ying Lee (TPE)</td>
</tr>
<tr>
<td>55+</td>
<td>Dan Travers (SCO)</td>
<td>Heidi Bender (GER)</td>
<td>Trirong Limsakul / Attakorn Maensamut (THA)</td>
<td>Kuniko Yamamoto / Hiroko Yuyama (JPN)</td>
<td>Dan Travers / Christine Black (SCO)</td>
</tr>
<tr>
<td>60+</td>
<td>Johan Croukamp (RSA)</td>
<td>Siew Har Hong (CAN)</td>
<td>William Hamblett / Graham Holt (ENG)</td>
<td>Ann Hurst / Margo Jane Witty (ENG)</td>
<td>Peter Emptage / Betty Bartlett (ENG)</td>
</tr>
<tr>
<td>65+</td>
<td>Chaisak Thongdejsri (THA)</td>
<td>Yuriko Okemoto (JPN)</td>
<td>Seri Chintanaseri / Chaisak Thongdejsri (THA)</td>
<td>Yasuko Kataito / Satoko Nakamura (JPN)</td>
<td>Kenneth Tantum / Susan Awcock (ENG)</td>
</tr>
<tr>
<td>70+</td>
<td>Seri Chintanaseri (THA)</td>
<td>Renate Gabriel (GER)</td>
<td>Yuji Shibazaki / Koji Tanaka (JPN)</td>
<td>Brenda Andrew / Beryl Goodall (ENG)</td>
<td>Hans Schumacher / Renate Gabriel (GER)</td>
</tr>
</tbody>
</table>

SCG BWF WORLD JUNIOR CHAMPIONSHIPS 2013
Bangkok, Thailand – 23 October – 3 November 2013

The SCG BWF World Junior Championships for the Suhandinata Cup 2013 (team event) and the Eye Level Cups 2013 took place in Bangkok, Thailand for the first time and this was also Thailand’s first BWF world level event.

Once again BWF made available a USD $100,000 fund to support participation at the BWF World Junior Championships and enrich the experience for young players. Participation grants were paid to 13 teams including, Armenia, Australia, Bulgaria, Botswana, Canada Czech Republic, Finland, Scotland, South Africa, Spain, Sri Lanka, USA and Uzbekistan.
Teams eligible for the grant had to be placed outside the top 15 in either the 2011 or 2012 BWF World Junior Championships. This participation grant again directly boosted the entries to 32 in 2013. The BWF participation fund also enabled a two day coaching clinic, led by Thailand’s top coaches to take place. Eight teams eagerly took part in these rewarding sessions.

The Championships was very well presented on eight competition courts and an enjoyable opening ceremony and efficient prize presentation ceremonies were held. In addition the team Final was televised in Thailand along with the five individual finals.

Korea won the 2013 World Junior Mixed Team Championship 3-2 against Indonesia at Hua Mark Stadium. After seven years of drought Korea took home the Suhandinata Cup with the great performance from their women players.

The Individual Championships, the Japanese women’s players once again dominated the women’s singles event. Akane Yamaguchi (JPN) defeated her compatriot Aya Ohori (JPN) for the gold while in the men’s singles Kwang Hee Heo (KOR) defeated Tzu Wei Wang (TPE) in a grueling match.

The Individual Championships was also a key ranking event for the World Junior Rankings which were first published in January 2012.

### BWF WORLD JUNIOR CHAMPIONSHIPS 2013

#### Team Ranking for the Suhandinata Cup

<table>
<thead>
<tr>
<th></th>
<th>Group 1</th>
<th></th>
<th>Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Korea</td>
<td>16</td>
<td>Scotland</td>
</tr>
<tr>
<td>2</td>
<td>Indonesia</td>
<td>17</td>
<td>Bulgaria</td>
</tr>
<tr>
<td>3</td>
<td>China</td>
<td>18</td>
<td>Canada</td>
</tr>
<tr>
<td>4</td>
<td>Japan</td>
<td>19</td>
<td>Australia</td>
</tr>
<tr>
<td>5</td>
<td>Malaysia</td>
<td>20</td>
<td>Turkey</td>
</tr>
<tr>
<td>6</td>
<td>Thailand</td>
<td>21</td>
<td>Sri Lanka</td>
</tr>
<tr>
<td>7</td>
<td>Chinese Taipei</td>
<td>22</td>
<td>Finland</td>
</tr>
<tr>
<td>8</td>
<td>Vietnam</td>
<td>23</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>9</td>
<td>Hong Kong China</td>
<td>24</td>
<td>South Africa</td>
</tr>
<tr>
<td>10</td>
<td>Singapore</td>
<td>25</td>
<td>Spain</td>
</tr>
<tr>
<td>11</td>
<td>Denmark</td>
<td>26</td>
<td>Armenia</td>
</tr>
<tr>
<td>12</td>
<td>France</td>
<td>27</td>
<td>USA</td>
</tr>
<tr>
<td>13</td>
<td>Russia</td>
<td>28</td>
<td>Botswana</td>
</tr>
<tr>
<td>14</td>
<td>India</td>
<td>29</td>
<td>Philippines</td>
</tr>
<tr>
<td>15</td>
<td>Germany</td>
<td>30</td>
<td>Uzbekistan</td>
</tr>
</tbody>
</table>
**BWF WORLD JUNIOR CHAMPIONSHIPS**

Individual Medal Winners for the Eye-Level Cups

<table>
<thead>
<tr>
<th>Men’s Singles</th>
<th>Women’s Singles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td>Kwang Hee Heo (KOR)</td>
<td>Akane Yamaguchi (JPN)</td>
</tr>
<tr>
<td>Silver</td>
<td></td>
</tr>
<tr>
<td>Tzu Wei Wang (TPE)</td>
<td>Aya Ohori (JPN)</td>
</tr>
<tr>
<td>Bronze</td>
<td></td>
</tr>
<tr>
<td>Ihsan Maulana Mustofa (INA)</td>
<td>Jun Peng Zhao (CHN)</td>
</tr>
<tr>
<td></td>
<td>Bing Jiao He (CHN)</td>
</tr>
<tr>
<td></td>
<td>Busanan Ongbumrumphen (THA)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Men’s Doubles</th>
<th>Women’s Doubles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td>Li Junhui / Liu Yuchen (CHN)</td>
<td>Yoo Jung Chae / Ji Won Kim (KOR)</td>
</tr>
<tr>
<td>Silver</td>
<td></td>
</tr>
<tr>
<td>Kaixiang Huang / Si Wei Zheng (CHN)</td>
<td>Qingchen Chen / Jiaxin He (CHN)</td>
</tr>
<tr>
<td>Bronze</td>
<td></td>
</tr>
<tr>
<td>Tzu Chieh Tien / Chi-Lin Wang (TPE) Jong Woo Choi / Seung Jae Seo (KOR)</td>
<td>Dongping Huang / Yi Fan Jia (CHN) Narissapat Lam / Puttita Supajirakul (THA)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mixed Doubles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
</tr>
<tr>
<td>Kaixiang Huang / Qingchen Chen (CHN)</td>
</tr>
<tr>
<td>Silver</td>
</tr>
<tr>
<td>Kevin Sanjaya Sukamuljo / Masita Mahmudin (INA)</td>
</tr>
<tr>
<td>Bronze</td>
</tr>
<tr>
<td>Sol Kyu Choi / Yoo Jung Chae (KOR) Liu Yuchen / Dongping Huang (CHN)</td>
</tr>
</tbody>
</table>

**Team Winners**
BWF would like to extend a special thanks to Badminton Association of Thailand for successfully staging a vibrant event and a truly memorable experience for the young participants.

OSIM BWF WORLD SUPERSERIES 2013

The year after the Olympic Games is always a year when new partnerships are tested as some players retire and new stars emerge. But for the host organisers, the 2013 BWF World Superseries season started really well with host organisers continuing to improve on their commercial and technical delivery and sports presentation.

2013 continued to provide a fine showcase for the global series title sponsor, Singapore based healthy lifestyle product specialist, OSIM. Increased - medal ceremony prize money (compared to pre Superseries in 2010), player commitment regulations and higher world ranking points ensured the tournaments enjoyed high quality entries.
There was a vastly increased television broadcast with more territories viewing more hours of top class badminton than ever before.

<table>
<thead>
<tr>
<th>Number of Countries receiving ‘Super Series‘ Broadcast</th>
<th>2009</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33</td>
<td>162</td>
</tr>
</tbody>
</table>

| Hours broadcast | 1400 | 3822 |


The 12-leg OSIM BWF World Superseries for 2013 were:

1. Victor Korea Open, Superseries Premier 08 - 13 January
2. Maybank Malaysia Open, Superseries 15 - 20 January
3. Yonex All England Open, Superseries Premier 05 - 10 March
4. Yonex Sunrise India Open Superseries 24 - 29 April
5. Djarum Indonesia Open, Superseries Premier 10 -16 June
6. Li Ning Singapore Open, Superseries 18 - 23 June
7. Li Ning China Masters, Superseries 10 - 15 September
8. Yonex Japan Open, Superseries 17 - 22 September
9. Yonex Denmark Open, Superseries Premier 15 - 20 October
10. Yonex French Open, Superseries 22 - 27 October
11. Li Ning China Open, Superseries Premier 12 -17 November
12. Yonex Sunrise Hong Kong Open Superseries 19 - 24 November

A total sum of USD $5,150,000 in prize money was distributed for the 12 Superseries events in 2013.
BWF WORLD SUPERSERIES FINALS
Kuala Lumpur, Malaysia 11-15 December 2013

The BWF Superseries Finals was hosted in Malaysia for the third time in six years after Kota Kinabalu in 2008 and Johor Bahru in 2009, but for the first time in the capital city Kuala Lumpur. They were marketed as the Finals ‘coming home’, Malaysia being declared the ‘home of badminton’.

The Finals had several challenges, the main one being that the venue was below the normal standard expected for a BWF Major Event. In addition the presentation of the field of play was difficult because of the floor standing lighting rig which cut down the space available for the A board perimeter.

Despite these difficulties the Finals were adequately organized, well presented, enjoyed good crowds (sold out for semi-finals and finals) and enjoyed some very good badminton with few withdrawals and injuries (much less than in 2012).

The Finals also marked a historic first for badminton, the first implementation of an Instant Review System for line calls. Lee Chong Wei being the first player in history of our sport to challenge a line call (successfully upheld). The product on television looked good and Astro/RTM produced more badminton for broadcast than from any previous Finals. The prize money offered was a significant $500,000.

The BWF wishes to thank Total Sports Asia and Badminton Association of Malaysia for their hard work in hosting the Finals.

The title winners were as follows:

- Men’s Singles: Lee Chong Wei (MAS)
- Women’s Singles: Li Xuerui (CHN)
- Men’s Doubles: Mohammad Ahsan/Hendra Setiawan (INA)
- Women’s Doubles: Christinna Pedersen/Kamilla Rytter Juhl (DEN)
- Mixed Doubles: Joachim Fischer Nielsen/Christinna Pedersen (DEN)
METLIFE BWF WORLD SUPERSERIES 2014 - 2017

A new sponsor was welcomed for the 2014-2017 cycle, American Insurance giant MetLife, and BWF eagerly look forward to creating a very effective partnership with them.

Higher minimum prize money thresholds will also see the total prize fund for the Superseries increasing in 2014 to $6,825,000. Badminton prize money is now reaching significant levels for the top players which can only help to attract new talent to the sport.

GRAND PRIX EVENTS

In 2013 there were 18 Level 3 events, (both Grand Prix Gold and Grand Prix) and these provided a vital layer of strong and varied competition for players climbing the performance pathway ‘ladder’ to the pinnacle of the sport. One Grand Prix Gold and One Grand Prix event were cancelled in 2013.

In 2014, BWF, in conjunction with BWF’s media partner IMG, will launch the BWF Grand Prix Gold Series. This has the potential to increase media revenues for the 11 host organisers and ensures a minimum of two days televised coverage from each tournament with minimum quality standards (such as minimum 6 cameras etc.) for the broadcast. A vibrant and improving Grand Prix Gold series improves the pathway for players on their journey to the top of the sport and grows the fanbase of spectators as more people around the world get chance to see more and better quality televised badminton.

The Level 3 tournaments provide players with the opportunity to win a combined total prize pool of USD $1,775,000.

MULTI-SPORT GAMES

There were four major regional Multi Sports Games that took place in 2013. The Mediterranean Games in Mersin, Turkey (20 – 30 June 2013), the Summer Universiade in Kazan, Russia (5 – 11 July 2013), the World Masters Games in Torino, Italy (2 – 10 August 2013), the South East Asian Games in Yangon, Myanmar (9 – 14 December 2013). BWF supported all these events with the provision of a technical delegate and often with Technical Officials.

MEDITERRANEAN GAMES 2013
Mersin, Turkey – 25 – 30 June 2013

For the first time, badminton was included in the Mediterranean Games as a medal sport. Players from 11 countries – Croatia, Egypt, France, Greece, Italy, Lebanon, Macedonia, Serbia, Slovenia, Spain and Turkey took part.

<table>
<thead>
<tr>
<th>Individual Events</th>
<th>Medals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men’s Singles</td>
<td>France</td>
</tr>
<tr>
<td>Women’s Singles</td>
<td>Turkey</td>
</tr>
<tr>
<td>Men’s Doubles</td>
<td>France</td>
</tr>
<tr>
<td>Women’s Doubles</td>
<td>Turkey</td>
</tr>
<tr>
<td>Mixed Doubles</td>
<td>Croatia</td>
</tr>
</tbody>
</table>
SUMMER UNIVERSIADE
Kazan, Russia - 5 - 11 July 2013

The 27th 2013 Summer University Badminton Championship was held in Kazan, Russia and BWF supported the event with provision of a Technical Delegate and provided consultation and advice on competition regulations.

Fourteen countries participated in the Badminton Competition of the World University Badminton Championship - Australia, Belgium, Botswana, Brazil, Canada, China, Chinese Taipei, Dominican Republic, Egypt, Germany, Great Britain, Hong Kong, Korea, Poland, Russia, South Africa, Spain, Sri Lanka and Zambia.

Results were as follows:

<table>
<thead>
<tr>
<th>Events</th>
<th>Gold Medal - Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed Team</td>
<td>Korea</td>
</tr>
<tr>
<td>Men’s Singles</td>
<td>SAENSOMBOONSUK Tanongsak (THA)</td>
</tr>
<tr>
<td>Women’s Singles</td>
<td>SUNG Ji Hyun (KOR)</td>
</tr>
<tr>
<td>Men’s Doubles</td>
<td>KO Sunghyun, LEE Yongdae (KOR)</td>
</tr>
<tr>
<td>Women’s Doubles</td>
<td>CHANG Ye Na/KIM Soyoung (KOR)</td>
</tr>
<tr>
<td>Mixed Doubles</td>
<td>KIM Ki Jung/KIM So Young (KOR)</td>
</tr>
</tbody>
</table>

WORLD MASTERS GAMES
Torino, Italy – 2 – 10 August 2013

The World Masters Games was held at Stadio del Ghiaccio Tazzoli in Rorino. BWF assisted in providing equipment support to the Games.

SOUTH EAST ASIAN GAMES
Yangon, Myanmar - 9 -14 December 2013

For the first time the South East Asian Games was held in Yangon Myanmar with nine countries participating in the individual events – Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.

The results are as follows:

<table>
<thead>
<tr>
<th>Individual Events</th>
<th>Medals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men’s Singles</td>
<td>Thailand</td>
</tr>
<tr>
<td>Women’s Singles</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Men’s Doubles</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Women’s Doubles</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Mixed Doubles</td>
<td>Indonesia</td>
</tr>
</tbody>
</table>

BWF LEVEL 4 EVENTS

The number of Level 4 tournaments increased in 2013 to 72 sanctioned tournaments (up from 58 in 2012). This increasing programme provides a healthy competition pathway for emerging international players prior to tackling the higher levels, but this also has consequences for the resourcing of international competition by Continental Confederations and BWF level technical officials.
In 2012 there were 29 International Challenge tournaments, 19 International Series tournaments and 10 Future Series tournaments to make 58 tournaments with a total prize fund of USD $512,000. However nine Level 4 tournaments were cancelled during the year.

In 2013 however, there were 32 International Challenge tournaments, 27 International Series tournaments and 13 Future Series tournaments to make 72 tournaments with a total prize fund of USD $615,000. Three Level 4 tournaments were cancelled during the year.

In 2014 BWF will initiate a Tournament Grant, to be distributed to the Continental Confederations to further drive the development of Level 4 tournaments in each region. The long term aim is to encourage higher quality tournaments with better presentation and better media coverage which in turn will then give tournaments a chance to attract commercial investment and grow further.

**LAWS OF BADMINTON & COMPETITION REGULATIONS**

BWF Council agreed to introduce experimental laws to allow the introduction of an 'Instant Review System' (Laws 17.5.1 and 17.5.2) and a new Appendix 7. A system whereby players can challenge the line calls of line judges and umpire overrules of line calls.

There was a recommendation from BWF Council to the BWF AGM in May 2014 to make the following wording changes to two Laws of Badminton (revision in bold below):

**9.1.6** The shaft and the racket head of the server’s racket at the instant of hitting the shuttle shall be pointing in a downward direction

**13.4.3** invades an opponent’s court under the net with racket or person such that an opponent is obstructed or distracted (the word or being deleted);

**CHANGES TO THE RTTO WORDING**

The following wording change to Recommendations to Technical Officials (RTTO’s) was agreed:

**3.7.2** Misconduct between games or in intervals is treated as misconduct during a game. This should be followed with the appropriate call in either of Recommendations 3.7.3 to 3.7.5 immediately on occurrence of misconduct.

In addition, a number of amendments were proposed and approved by BWF Council both to general and specific competition regulations, at the BWF Council meetings in Kuala Lumpur in May and again in Athens in November. These included:

- Olympic Games 2016 Qualification Regulations were approved and authority delegated to finalise the wording with IOC.
- Adjustments to Clothing Regulations, (clarifications on clothing designs in 21.2 and clarification on process for Membership advertising in 23.6.5.
- An increased penalty for ‘no shows’ above that imposed for withdrawals in 25.1.4.
- Additions to player media responsibilities in Appendix 4, Player’s Code of Conduct.
- Adjustments to Appendix 6 World Junior Rankings.
- Revised Sudirman Cup Regulations to include clarification of ties in 3.7 and inclusion of additional format under 13.1 (for use when both a man and a woman are in mixed pairing and also in men’s and women’s doubles.
Revised and clarified Appendix 10 BWF Sanctioning Policy – a number of amendments to reflect the increasing tournament provision and how the international calendar is managed.

BWF Superseries Regulations – Annex D-Player Commitment Regulations updated to include further definitions on the obligations of top ten committed players and the introduction of a ‘protected rankings break’ for top ten committed players. BWF Superseries Finals Regulations to include draw for knock out stages after conclusion of group state.

In Athens in November, the BWF Council also discussed the current scoring system (number of points in a match) and whether changes were necessary to the Laws regarding scoring. A process is being developed to evaluate and test potential changes to the Laws regarding scoring.

TECHNICAL OFFICIALS

The BWF and Continental Confederation’s technical official’s workforce is skilled, knowledgeable and very professional in attitude and they do not enjoy the financial rewards available in more financially well off sports.

The growing number of international tournaments and the introduction of the Instant Review System place unprecedented challenges on the technical officials workforce. BWF are putting plans in place to grow and improve the technical officials workforce through recruitment, training and mentoring of talented individuals and the creation of training materials and hosting of workshops.

An Umpires Assessment Panel workshop was held at BWF headquarters on 22 May 2013. The workshop was chaired by BWF Technical Officials Commission Chair Torsten Berg and attended by the following assessors:

- Jean Guy Poitras (CAN)
- Sudhakar Vemuri (IND)
- Nahathai Sornprachum (THA)
- Malcolm Banham (ENG)
- Mike Walker (CAN)
- Yau Li Na (MAS)
- Greg Vellcott (AUS)
- Peter Ganes (DEN)

BWF REFEREES

Carsten Koch (GER) was upgraded to BWF Certificated status, and the following referees were upgraded to BWF Accredited status.

- Marcel Schormans (NED)
- Girish Natu (IND)
- Eric Lissillour (FRA)
- Monique Bastien (SUI)
- David Chang (TPE)
- Ian Ross (ENG)
At the Sudirman Cup in Kuala Lumpur, ten BWF Umpires were assessed and five umpires achieved the accreditation level qualification - these were:

- Liu Yun (CHN)
- Takashiko Tsujinaka (JPN)
- David Wong Peng Soon (MAS)
- Sudip Barve (IND)
- Christof Osebold (GER)

At the BWF World Championships in Guangzhou, ten BWF Accredited Umpires were assessed and four successfully became BWF Certificated Umpires. They were:

- Simon Au (HKG)
- Michael Wright (ENG)
- Eric Desroches (CAN)
- Louwrens Bester (RSA)

**BWF INTERNATIONAL LINE JUDGES**

BWF International line judges took part in the following events:

- **LI NING SUDIRMAN CUP 2013, KUALA LUMPUR** – 11 international line judges officiated from the following countries - Australia, Belgium, China, Denmark, India, Japan, Netherlands, Mauritius, New Zealand, Thailand and the USA.

- **WANG LAO JI BWF WORLD CHAMPIONSHIPS 2013, GUANGZHOU** - 10 international line judges officiated from the following countries – Australia, Denmark, England, France, Germany, Japan, Malaysia, Philippines, Thailand.

- **SCG BWF WORLD JUNIOR CHAMPIONSHIPS 2013, BANGKOK** - 10 international line judges officiated from the following countries – Australia, Brazil, England, France, Japan, Jordan, Malaysia, Netherlands, South Africa and Sri Lanka.

- **BWF WORLD SUPERSERIES FINALS, KUALA LUMPUR** - 10 International Line Judges officiated from Australia, Denmark, England, Germany, Japan, Philippines, Singapore, Sri Lanka, Thailand, and the USA.

**EVENTS WORKSHOPS – BWF & CONTINETAL CONFEDERATIONS**

An Events Continental Confederation workshop was held at BWF headquarters on 16 September 2013. The workshops were chaired by the BWF Chair of Events Committee, Peter Tarcala, and it was attended by CC’s Secretary Generals, Chairs of Events and Event Managers.

The aim of the workshops was to provide information on BWF activities, share knowledge, expertise and good practice and implementation of BWF and CC programs.

**MEDICAL COMMISSION**

**Servicing Competitions**

The local organizing committee of various BWF sanctioned competitions ensured that emergency medical coverage during tournaments had been met to the required standards as set out by the BWF. BWF Medical Officers officiated as on-court doctors and attended to the requests for medical assessment on court in a professional manner.
In addition, BWF Medical Officers provided specialised medical advice to BWF, participating team players as well as officials pertaining to medical and anti-doping matters. There was, throughout the year a close and cordial relationship between the BWF medical doctors, BWF officials, local organising committee's medical teams and participating teams.

In 2013, the incidence of on court injuries was low with all being appropriately addressed by doctors knowledgeable in emergency sports medicine. All on-court injuries are recorded within the referees report, however a more detailed reporting system is being considered. This data will then be used to develop future intervention and preventative injury programmes, as well as providing relevant advice to coaches.

Anti-Doping Matters

The BWF continues to be compliant with the WADA Code and in 2013, continued with its "in-competition" and "out-of-competition" testing programme. An equally important educational programme was also continued in 2013 – reported in another section of this annual report.

The size of the BWF Registered Testing Pool (RTP) for out-of-competition testing remained at approximately 90, with all of these players being tested in 2013; either in or out-of-competition. The criteria for the inclusion on the RTP are on the BWF website, as is the list of players on the RTP for each quarter.

In 2013, there were a total of 20 'missed tests' and 20 ‘filing failures’ recorded in the monitoring of the BWF’s out of competition testing programme.

Medical Seminar

The BWF Medical Commission formally met and held an international medical seminar in conjunction with the 2013 BWF World Junior Championships in Bangkok on 21 October. The aim was to increase the pool of trained BWF Medical Officers and ensure a fair distribution within all Confederations as well as to encourage research in sports medicine specific to badminton. A total of 13 doctors attended the seminar. Five new doctors were recruited into the pool of BWF medical panel.

MEDICAL COMMISSION

Dato’ Dr. Gurcharan Singh (MAS) - Chair
Dr. Martin Fahsthrom (SWE)
Dr. Ashwin Patel (ENG)

Dr. Nisith Chowdhury (IND)
Dr. Wojciech Ossowski (POL)
Dr. Carmen Jahja (INA)

WORKING GROUP MEETINGS

The final meeting of the Events Working Group was held March 2013 in Lausanne and the Events Committee met twice in 2013 in Kuala Lumpur in May and Athens in November.

After the AGM in May 2013 the composition of the Events related Working Groups and Commissions is as follows:

Technical Officials Commission

- Torsten Berg, Chair
- Peter Tarcalia, Chair of Events Committee
- Technical officials representative from each Continental Confederation
Senior Working Group

- Peter Tarcala, Chair
- Peter Emptage (ENG)
- Wu Jun (TPE)
- Loke Poh Wong (AUS)
- Charlotte Ackermann (USA)

ACKNOWLEDGEMENT

The framework of international badminton tournaments, from Level 4 through to the BWF World Championships and Olympic Games (and other multi sports games in which badminton features) is part of the very fabric of the sport. Without competition there is no need for coaching or learning how to play better or for technical officials.

BWF Events Committee and BWF Council and staff wish to acknowledge the massive contribution of tournament organisers, volunteers, technical officials, and not least of course the players, coaches and everyone else whose passion and love of the sport enables badminton competition to happen.

I would like to thank the members of the Events Committee and everyone who has contributed over the last year to the many working groups and meetings held by BWF for their knowledge, passion and precious time and also the staff of the BWF Events Department for their support and valued expertise.

EVENTS COMMITTEE

Peter Tarcala (Chair)  Raj Gaya
Li Ling Wei (Deputy Chair)  Akhilesh das Gupta
Geraldine Brown  Emma Mason
Lawrence Chew  Ng Yoke Weng
Liu Fengyan  Nora Perry
ATHLETES COMMISSION

INTRODUCTION

2013 was a transitional year for badminton and for the Athletes Commission. The year saw the badminton community adjust to life after London 2012, retain its Olympic status and elect a former player and Olympic gold medalist as BWF president. At the same time the Athletes Commission oversaw its own mid-term elections, assisted in the setting up of the Para-Badminton Athletes Commission and further developed its communication initiatives with its players.

ACTIVITIES / OUTCOMES FOR 2013

The Athletes Commission’s main activities in 2013 were:

- Holding the best Athletes Commission elections to date with a high level of interest and participation in the elections
- Representing badminton at the IOC Athletes Commission Forum in Singapore
- Assisting the establishment of the Para-Badminton Athletes Commission
- Enhancing the Athletes’ Commission Terms of Reference
- Improving communication with our athletes incorporating social media as a new tool for this
- Establishing a BWF Athletes’ Career Working Group

The Athletes Commission hosted its mid-term elections in March where players were able to vote for their three new representatives. Two options were provided to athletes to take part in the elections - the German Open and All England.

In total, 270 players voted and elected Hans-Kristian Vittinghus (DEN), Greysia Polli (INA) and Yuhan Tan (BEL) to join existing members Emma Mason (SCO), Rodrigo Pacheco (Per), Lee Yong Dae (KOR).

Following the elections, the new members elected the Athletes Commission’s first female chair in Emma Mason and a new vice-chair in Hans-Kristian Vittinghus. The new members are all highly successful international players who command the respect of their peers and the Athletes Commission has welcomed the fresh perspective and enthusiasm they have brought to our group.

Pedro Yang (GUA) continues on as an Ex-officio member of the Commission due to his status as a member of the IOC Athletes Commission – re-appointed after the London 2012 Olympic Games.

Emma Mason represented badminton and the Athletes Commission at the 6th IOC Athletes Forum in Singapore in June. The forum brings together the IOC, IPC and the IF Athlete Commissions for two days of presentations, break-out sessions and networking activities. The 2013 Forum was designed to develop recommendations for the IOC Athletes Commission’s work plan on how to improve the Olympic experience for athletes and more generally how Athletes’ Commissions and IF’s can improve the lives of their athletes.

As a result of what was learned at the IOC Athletes Forum, the BWF Athletes’ Commission devised a clearer Terms of Reference to guide present and future Athletes’ Commission work.
The Athletes Commission also carried out two polls of player opinions on a wide range of player issues, improved communications with our players via our Facebook page and launched our own Twitter handle, @bwfac (feel free to Tweet us!). The players have responded positively to these efforts and the Athletes Commission will continue to strengthen its methods of communication with the players in 2014.

The Athletes Commission was also proud to help the BWF establish and hold elections for a Para-Badminton Athletes’ Commission. If Para-Badminton’s 2020 Paralympic bid is successful the presence of a strong Para-Badminton Athletes’ Commission will be instrumental in helping guide the Para-Badminton Committee’s decisions and ensure the Para-Badminton players understand the transition their sport will undergo and the opportunities it presents them with.

The WADA Governing Board at its meeting during the WADA World Conference on Doping in Sport in Johannesburg in November, decided on a new WADA Athletes’ Commission and we were all really pleased to learn that former Chair of the BWF Athletes’ Commission, Kaveh Mehrabi, was appointed to the WADA Athletes’ Commission. Another badminton athlete is being represented on an international commission and this is great for the sport and BWF.

LOOKING AHEAD TO 2014

2014 is shaping up to be a very busy and exciting year for the Athletes’ Commission. The main activities the Commission are working on this year are:

- Providing a ‘Player’s Corner’ at the YONEX All England Championships where the players can engage one on one with Athletes Commission members.
- Providing the player's with Anti-Doping materials and updates in person and via our social media sites.
- Hosting a ‘Player’s Meeting’ during the Thomas and Uber Cup Finals in Delhi in May where the players can voice their opinions on key issues and hear about the work of the Athletes’ Commission.
- Within the Athletes’ Career Working Group, researching the current levels of prize money and an snapshot of the modern badminton player and how they fund their activities, manage educational and learning activities and transitioning into career after their playing career finishes.

This year the Athletes’ Commission will also welcome a new member appointed by BWF Council following the unfortunate loss of Lee Yong Dae after a whereabouts violation. This incident has underlined the importance of anti-doping education for players and the Athletes’ Commission, in accordance with its Terms of Reference, will be working with BWF with the aim of ensuring our players are always well educated on these issues.

The Athletes’ Commission remained focused on improving our communications with the players to ensure that their voice is heard at the highest level of decision making in badminton. As always, we would encourage the players to contact us with any issues they may have, we are here to be their voice and give input into BWF Council decisions.

The Athletes’ Commission would like to thank the BWF President Poul-Eric Høyer, the BWF Council and the Office for continuing to challenge, support and guide the Commission. We would also like to congratulate Poul-Eric Høyer on his election to the IOC as a member, where he joins Li Lingwei and Dagmawit Girmay, a great honour for our sport. Badminton’s star is rising and it is more important than ever that all its different stakeholders work together to ensure the positive development of the sport is always made with the players in mind.
On a personal note, I would like to take this opportunity to thank the players for their input in 2013. In my first year as chair I have been very pleased with the responses we have received to our new initiatives. I would also like to thank the new and continuing members of the Athletes’ Commission for placing their faith in me and for their perpetual enthusiasm to work hard to improve the lives of their fellow players.

Finally, the Athletes’ Commission would like to wish BWF Para-Badminton and the Para-Badminton players the best of luck for its Tokyo 2020 Paralympic bid!

EMMA MASON

ATHLETES’ COMMISSION

Emma Mason (Chair) (SCO)
Hans-Kristian Vittinghus (Vice-Chair) (DEN)
Rodrigo Pacheco (PER)
Yuan Tan (BEL)
Greysia Polli (INA)
Pedro Yang (GUA) (Ex-officio member)
FINANCE REPORT

OVERVIEW

We have had a very busy year and again the area of events has driven the income side of the business with the commercial and media rights underpinning our financial base.

We are pleased to report the following highlights:

- In 2013, the BWF in partnership with our Members successfully hosted a range of events which were commercially successful – the OSIM BWF World Superseries; the Li-Ning BWF Sudirman Cup in Kuala Lumpur; the Wang Lao Ji BWF World Championships in Guangzhou; and the BWF World Superseries Finals in Kuala Lumpur.

- This is the second year in the Olympic cycle and we are on target with our priorities and expectations towards Rio 2016.

- Our main objectives for the Finance Committee are:
  - To maximise income and ensure efficient and prudent spending with maximum outcomes, including seeking ways to achieve efficiency gains where possible.
  - To build sufficient reserves to ensure the long-term future and stability of the BWF and badminton.

The BWF is tracking very well on the above. It has a positive reserve of US$21.7 million as at the year ended 2013.

Overall, the actual performance for the year compared favourably against the budget.

INCOME

During 2013 the BWF received the last tranche of the 2012 London Olympic income and this brought the total 2012 Olympic income to US$13.9 million.

In the area of events, there was additional revenue of more than US$1.39 million from media and sponsorship rights compared to the budgeted income.

The BWF investment income is derived from short-term deposits. The BWF does not presently hold any other investment portfolio. The short-term deposit interest income for the year was US$142,000.

EXPENDITURE

During the past year, BWF continued to support and invest in a number of key areas:

EVENTS: This was done primarily through upgrading the quality of our BWF Major Events and the BWF World Superseries. Two prominent investments were the introduction of the Instant Review System in late 2013 and the branding of events.

Meanwhile, BWF continued to support the staffing of all BWF Major Events, the BWF World Superseries and Grand Prix events with Technical Officials.

The SCG BWF World Junior Championships 2013 were underwritten to the tune of US$160,000, including a travel grant of US$73,000 to selected participating teams.
DEVELOPMENT: BWF maintained its commitment to the five Continental Confederations, with grant funding of US$1.908 million to help them develop badminton within their respective regions.

Regarding Shuttle Time and coaching programmes, BWF spent US$255,000 while US$168,000 was reserved for a new initiative on player development. This was provided in grants to the Continental Confederations to assist in the development of talented players from developing and less developed Member Associations.

The Council has approved an increase in funding for development so the total annual support has risen to US$3 million for 2014 and will be at least US$3 million annually until 2017. The total amount over these 4 years (2014-2017) equates to BWF’s entire revenue from the London 2012 Olympic Games.

PARA-BADMINTON: The priority currently being given to para-badminton – as BWF moves ahead with the application for entry into the 2020 Paralympic Games – was reflected in BWF’s investment in this aspect of our commitment in 2013. The BWF Para-Badminton World Championships (Dortmund, Germany) received support of US$151,000, including a participation grant of US$58,000 to the teams.

The total spent on para-badminton development in 2013, inclusive of tournament expenses, was US$230,000.

I would also like to highlight that BWF provided a significant amount of funding (US$254,000) to subsidise the airfare and hotel accommodation for all our Members in order to ensure near full participation in our Annual General Meeting and Member’s Forum. This was the first year of the Travel Support Grant to attend the AGM and this initiative will continue in 2014 and future years.

Looking ahead, BWF expects increases in revenue through new media and sponsorship agreements with our commercial partners. The result is that we have a significant cash reserve and we will diversify our investment portfolio to minimise our risk and yet remain aggressive enough to capture capital appreciation. The portfolio in which we are looking to invest is to buy an office property in Kuala Lumpur. If this materialises, this will reduce office rental cost.

Finally, I would like to thank the Finance Committee Members and the Committee Chairs for their hard work in creating a strong financial position for BWF.

DATO’ WIRA LIM TEONG KIAT

FINANCE COMMITTEE

Lim Teong Kiat (Chair)           Nigel Skelt
Chipo Zumburani (Deputy Chair)  Wayne Somers
David Cabello                   Peter Tarcala
Mehadi Karbasian                Etienne Thobois
Paul Kurzo                      Vishu Tolan
Ng Yoke Weng
## BUDGET

### INCOME ACCOUNTS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OLYMPIC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olympic Income</td>
<td>1,344</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>IF Development Fund &amp; Olympic Solidarity</td>
<td>97</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td><strong>OLYMPIC INCOME &amp; DEVELOPMENT GRANT TOTAL</strong></td>
<td><strong>1,441</strong></td>
<td><strong>50</strong></td>
<td><strong>50</strong></td>
<td><strong>50</strong></td>
</tr>
<tr>
<td><strong>EVENTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BWF Tournaments and Open Badminton Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EVENTS INCOME TOTAL</strong></td>
<td><strong>10,711</strong></td>
<td><strong>9,175</strong></td>
<td><strong>13,904</strong></td>
<td><strong>14,554</strong></td>
</tr>
<tr>
<td><strong>ADMINISTRATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Subscriptions</td>
<td>215</td>
<td>186</td>
<td>186</td>
<td>186</td>
</tr>
<tr>
<td>Office Location Grant</td>
<td>165</td>
<td>135</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>ADMINISTRATION INCOME TOTAL</strong></td>
<td><strong>380</strong></td>
<td><strong>321</strong></td>
<td><strong>186</strong></td>
<td><strong>186</strong></td>
</tr>
<tr>
<td><strong>FINANCE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Income</td>
<td>142</td>
<td>15</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Late Payment Interest</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FINANCE INCOME TOTAL</strong></td>
<td><strong>148</strong></td>
<td><strong>15</strong></td>
<td><strong>10</strong></td>
<td><strong>10</strong></td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td><strong>12,680</strong></td>
<td><strong>9,561</strong></td>
<td><strong>14,150</strong></td>
<td><strong>14,800</strong></td>
</tr>
<tr>
<td>EXPENDITURE ACCOUNTS IN USD'000</td>
<td>ACTUAL 31.12.13</td>
<td>BUDGET 2013 COUNCIL 0513</td>
<td>BUDGET 2014 COUNCIL 1213</td>
<td>FORECAST 2015 COUNCIL 1213</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------</td>
<td>---------------------------</td>
<td>---------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>OLYMPIC EVENTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BWF Tournaments Expenses</td>
<td>5,327</td>
<td>5,273</td>
<td>7,919</td>
<td>8,042</td>
</tr>
<tr>
<td>Technical Officials &amp; Technical Equipment</td>
<td>118</td>
<td>352</td>
<td>322</td>
<td>324</td>
</tr>
<tr>
<td>Medical / WADA Antidoping</td>
<td>108</td>
<td>140</td>
<td>229</td>
<td>232</td>
</tr>
<tr>
<td>CC Events Workshop</td>
<td>12</td>
<td>53</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td><strong>EVENTS TOTAL</strong></td>
<td>5,565</td>
<td>5,765</td>
<td>8,523</td>
<td>8,651</td>
</tr>
<tr>
<td><strong>DEVELOPMENT &amp; SPORT FOR ALL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental Development Grants</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental Development Base Level Grants</td>
<td>1,095</td>
<td>1,095</td>
<td>1,295</td>
<td>1,295</td>
</tr>
<tr>
<td>Contestable Funds - Project Funding by Application</td>
<td>337</td>
<td>500</td>
<td>550</td>
<td>550</td>
</tr>
<tr>
<td>Returns of subscription to Continental Confederation</td>
<td>192</td>
<td>168</td>
<td>167</td>
<td>167</td>
</tr>
<tr>
<td>Equipment Support - Shuttle Time</td>
<td>117</td>
<td>134</td>
<td>134</td>
<td>134</td>
</tr>
<tr>
<td>Players Development</td>
<td>168</td>
<td>210</td>
<td>250</td>
<td>350</td>
</tr>
<tr>
<td>Continental Development Grants Total</td>
<td>1,909</td>
<td>2,107</td>
<td>2,396</td>
<td>2,496</td>
</tr>
<tr>
<td>Continental Confederation Workshops</td>
<td>31</td>
<td>32</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td>Coaching Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coaching Educaion</td>
<td>43</td>
<td>242</td>
<td>241</td>
<td>169</td>
</tr>
<tr>
<td>Olympic Solidarity Course</td>
<td>11</td>
<td>27</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Coaching Development (Total)</td>
<td>54</td>
<td>269</td>
<td>268</td>
<td>196</td>
</tr>
<tr>
<td>Schools Badminton Projects</td>
<td>60</td>
<td>98</td>
<td>76</td>
<td>70</td>
</tr>
<tr>
<td>University Badminton</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Other Development Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Projects - Sports Science</td>
<td>24</td>
<td>65</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Outdoor Shuttlecock Development Project</td>
<td>130</td>
<td></td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Special Projects</td>
<td>27</td>
<td>159</td>
<td>222</td>
<td>222</td>
</tr>
<tr>
<td>Capacity Building - membership development</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Other Development Activities</td>
<td>51</td>
<td>224</td>
<td>632</td>
<td>552</td>
</tr>
<tr>
<td><strong>DEVELOPMENT &amp; SPORT FOR ALL TOTAL</strong></td>
<td>2,105</td>
<td>2,740</td>
<td>3,414</td>
<td>3,364</td>
</tr>
<tr>
<td><strong>PARA-BADMINTON</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Para Badminton Commission</td>
<td>74</td>
<td>37</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Para Badminton World Championships/Continental Champ.</td>
<td>151</td>
<td>224</td>
<td>124</td>
<td>224</td>
</tr>
<tr>
<td>Para Badminton Development</td>
<td>5</td>
<td>16</td>
<td>136</td>
<td>136</td>
</tr>
<tr>
<td><strong>PARA-BADMINTON TOTAL</strong></td>
<td>230</td>
<td>277</td>
<td>315</td>
<td>415</td>
</tr>
</tbody>
</table>
### EXPENDITURE ACCOUNTS IN USD'000

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IOC AND INTERNATIONAL RELATIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi Sports Events Support</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Peace &amp; Sport</td>
<td>31</td>
<td>10</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>Rio Project</td>
<td>46</td>
<td>30</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Women In Badminton Project</td>
<td>27</td>
<td>25</td>
<td>91</td>
<td>91</td>
</tr>
<tr>
<td>Women Commission</td>
<td>-</td>
<td>42</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td><strong>IOC AND INTERNATIONAL RELATIONS TOTAL</strong></td>
<td><strong>104</strong></td>
<td><strong>127</strong></td>
<td><strong>552</strong></td>
<td><strong>528</strong></td>
</tr>
<tr>
<td><strong>ADMINISTRATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BWF Player of the Year Gala Awards Night</td>
<td>49</td>
<td>56</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Other Awards – certificates, momentos, ceremonies</td>
<td>7</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Resource Centre</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Disciplinary / Appeal / Doping Hearing Panels</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td><strong>ADMINISTRATION TOTAL</strong></td>
<td><strong>56</strong></td>
<td><strong>77</strong></td>
<td><strong>81</strong></td>
<td><strong>81</strong></td>
</tr>
<tr>
<td><strong>MARKETING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Exp, Brochure &amp; PR gift/Souvenir</td>
<td>2</td>
<td>21</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Marketing strategy activation – GP brand</td>
<td>55</td>
<td>50</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Media statistics – Repucom Global Badminton report</td>
<td>1</td>
<td>15</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Profile data and interview activities</td>
<td></td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Media production: Profile/Life Style footage – Series PR support</td>
<td>-</td>
<td>120</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Digital media archive</td>
<td></td>
<td></td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Monitoring of Betting – players education</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>CC Marketing Support</td>
<td></td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>MARKETING TOTAL</strong></td>
<td><strong>58</strong></td>
<td><strong>226</strong></td>
<td><strong>316</strong></td>
<td><strong>316</strong></td>
</tr>
<tr>
<td><strong>COMMUNICATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Education programme</td>
<td></td>
<td></td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Newsletter</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Tournament Media relations</td>
<td></td>
<td></td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Media relations – prizes etc.</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Institutional communication plan</td>
<td>62</td>
<td>100</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Institutional Media subscription</td>
<td>11</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Staff travel</td>
<td></td>
<td></td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>COMMUNICATION TOTAL</strong></td>
<td><strong>78</strong></td>
<td><strong>143</strong></td>
<td><strong>108</strong></td>
<td><strong>108</strong></td>
</tr>
</tbody>
</table>
## EXPENDITURE ACCOUNTS
### IN USD'000

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GOVERNANCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AGM</td>
<td>30</td>
<td>62</td>
<td>78</td>
<td>84</td>
</tr>
<tr>
<td>Subsidies to MA for travel to AGM</td>
<td>210</td>
<td>250</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>BWF Forum (&quot;Congress&quot;) ( incl hotel subsidy)</td>
<td>44</td>
<td>60</td>
<td>60</td>
<td>63</td>
</tr>
<tr>
<td>EGM</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Council and Committee Meetings</td>
<td>605</td>
<td>844</td>
<td>1,071</td>
<td>1,044</td>
</tr>
<tr>
<td>GOVERNANCE TOTAL</td>
<td>889</td>
<td>1,216</td>
<td>1,509</td>
<td>1,491</td>
</tr>
<tr>
<td>GENERAL ADMINISTRATION INCLUSIVE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAFF COST</td>
<td>1,278</td>
<td>1,700</td>
<td>2,122</td>
<td>2,089</td>
</tr>
<tr>
<td>PROFESSIONAL AND OTHERS COST</td>
<td>218</td>
<td>305</td>
<td>300</td>
<td>307</td>
</tr>
<tr>
<td>FINANCE CHARGES</td>
<td>24</td>
<td>25</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td>TAXATION</td>
<td>39</td>
<td>2</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL EXPENDITURE</td>
<td>10,644</td>
<td>12,603</td>
<td>17,278</td>
<td>17,391</td>
</tr>
<tr>
<td>TOTAL INCOME</td>
<td>12,680</td>
<td>9,561</td>
<td>14,150</td>
<td>14,800</td>
</tr>
<tr>
<td>SURPLUS / ( DEFICIT)</td>
<td>2,036</td>
<td>(3,042)</td>
<td>(3,128)</td>
<td>(2,591)</td>
</tr>
<tr>
<td>CAPITAL (RESERVES) as at 1st JANUARY</td>
<td>19,743</td>
<td>19,743</td>
<td>21,779</td>
<td>18,651</td>
</tr>
<tr>
<td>CAPITAL (RESERVES) as at 31st DECEMBER</td>
<td>21,779</td>
<td>16,701</td>
<td>18,651</td>
<td>16,060</td>
</tr>
<tr>
<td>SURPLUS / ( DEFICIT )</td>
<td>2,036</td>
<td>(3,042)</td>
<td>(3,128)</td>
<td>(2,591)</td>
</tr>
<tr>
<td>CONTINGENCY FUND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment in Property - Office Space</td>
<td></td>
<td>(2,000)</td>
<td>(4,000)</td>
<td></td>
</tr>
<tr>
<td>PROJECTED SURPLUS / ( DEFICIT )</td>
<td>2,036</td>
<td>(5,042)</td>
<td>(7,128)</td>
<td>(2,591)</td>
</tr>
<tr>
<td>CAPITAL (RESERVES) as at 1st JANUARY</td>
<td>19,743</td>
<td>19,743</td>
<td>21,779</td>
<td>14,651</td>
</tr>
<tr>
<td>CAPITAL (RESERVES) as at 31st DECEMBER</td>
<td>21,779</td>
<td>14,701</td>
<td>14,651</td>
<td>12,060</td>
</tr>
</tbody>
</table>
BADMINTON WORLD FEDERATION
(Registration No. 1983-05-5)

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2013
Contents

Independent Auditors’ Report to the Members of Badminton World Federation ...............100
Statement of Council Responsibilities .............................................................................102
Statement by the Council ............................................................................................103
Statement of profit or loss and other comprehensive income ..................................104
Statement of financial position ....................................................................................106
Statement of recognised gains and losses ..................................................................106
Statement of cash flows ...............................................................................................106
Notes to the financial statements ..................................................................................108
Independent Auditors’ Report to the Members of Badminton World Federation
(Registration No. 1983-05-5)

REPORT ON THE FINANCIAL STATEMENTS

We have audited the financial statements of Badminton World Federation, which comprise the statement of financial position as at 31 December 2013, and the statements of profit or loss and other comprehensive income, recognised gains and losses and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information, as set out on pages 104 to 125.

Council’s Responsibility for the Financial Statements

The Council of the Federation is responsible for the preparation of financial statements that give a true and fair view in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the Constitution of the Federation, and for such internal control as the Council determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors’ Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity’s preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Council, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.
Opinion

In our opinion, the financial statements have been properly drawn up in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the Constitution of the Federation so as to give a true and fair view of the financial position of the Federation as of 31 December 2013 and of its financial performance and cash flows for the year then ended.

OTHER MATTERS

This report is made solely to the members of the Federation, as a body, and for no other purpose. We do not assume responsibility to any other person for the content of this report.

KPMG
Firm number: AF0758
Chartered Accountants

Petaling Jaya,

Date: 8 March 2014
Statement of Council Responsibilities

For each financial year, the Constitution of the Federation requires the financial statements which give a true and fair view of the financial position of the Federation and of its financial performance and cash flows for that period to be prepared. In preparing those financial statements, the Council has decided to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Federation will continue in business.

The Council has general responsibility for taking such steps as are reasonably open to it to safeguard the assets of the Federation and to prevent and detect fraud and other irregularities.
Badminton World Federation
(Registration No. 1983-05-5)

Statement by the Council

In our opinion, the financial statement set out on pages 104 to 125, are drawn up in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the Constitution of the Federation so as to give a true and fair view of the financial position of the Federation as of 31 December 2013 and of its financial performance and cash flows for the year ended on that date.

President
Poul-Erik Høyer

Finance Committee Chair,
Dato’ Wira Lim Teong Kiat
Statement of profit or loss and other comprehensive income
For the year ended 31 December 2013

<table>
<thead>
<tr>
<th>Notes</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GROSS INCOME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olympic income</td>
<td>1,343,754</td>
<td>13,898,560</td>
</tr>
<tr>
<td>Olympic development grants</td>
<td>97,067</td>
<td>96,378</td>
</tr>
<tr>
<td>BWF tournaments and open badminton events</td>
<td>10,666,893</td>
<td>7,842,453</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>215,400</td>
<td>187,400</td>
</tr>
<tr>
<td>Office location support</td>
<td>164,825</td>
<td>166,985</td>
</tr>
<tr>
<td>Other gross income</td>
<td>43,879</td>
<td>96,378</td>
</tr>
<tr>
<td><strong>TOTAL GROSS INCOME</strong></td>
<td>12,531,818</td>
<td>22,273,241</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER INCOME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reversal of impairment loss</td>
<td>18,650</td>
<td>-</td>
</tr>
<tr>
<td>Net realised gain currency exchange differences</td>
<td>-</td>
<td>27,519</td>
</tr>
<tr>
<td>Net unrealised gain currency exchange differences</td>
<td>-</td>
<td>18,184</td>
</tr>
<tr>
<td><strong>TOTAL OTHER INCOME</strong></td>
<td>18,650</td>
<td>45,703</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olympic expenses</td>
<td>-</td>
<td>419,814</td>
</tr>
<tr>
<td>BWF tournaments expenses</td>
<td>5,564,035</td>
<td>4,989,824</td>
</tr>
<tr>
<td><strong>Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental grants</td>
<td>1,908,450</td>
<td>1,764,235</td>
</tr>
<tr>
<td>Continental Confederation workshop</td>
<td>31,129</td>
<td>24,044</td>
</tr>
<tr>
<td>Coaching development</td>
<td>53,372</td>
<td>146,809</td>
</tr>
<tr>
<td>Other development activities</td>
<td>445,349</td>
<td>243,573</td>
</tr>
<tr>
<td><strong>TOTAL DEVELOPMENT</strong></td>
<td>2,438,300</td>
<td>2,178,661</td>
</tr>
<tr>
<td><strong>Administration</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awards, archives and statute books</td>
<td>17,118</td>
<td>20,540</td>
</tr>
<tr>
<td>Players of the Year Gala Awards Night</td>
<td>49,352</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL ADMINISTRATION</strong></td>
<td>66,470</td>
<td>20,540</td>
</tr>
<tr>
<td><strong>Communication and Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing and media publications</td>
<td>64,172</td>
<td>15,084</td>
</tr>
<tr>
<td>Marketing consultancy and strategy activation</td>
<td>71,590</td>
<td>44,005</td>
</tr>
<tr>
<td>Trademarks</td>
<td>-</td>
<td>55,094</td>
</tr>
<tr>
<td><strong>TOTAL COMMUNICATION AND MARKETING</strong></td>
<td>135,762</td>
<td>114,183</td>
</tr>
<tr>
<td><strong>AGM, Council and Committee Meeting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual general meeting</td>
<td>239,767</td>
<td>13,930</td>
</tr>
<tr>
<td>BWF members’ forum</td>
<td>43,875</td>
<td>17,018</td>
</tr>
<tr>
<td>Council and committees</td>
<td>605,769</td>
<td>447,950</td>
</tr>
<tr>
<td><strong>TOTAL AGM, COUNCIL AND COMMITTEE MEETING</strong></td>
<td>889,411</td>
<td>478,898</td>
</tr>
<tr>
<td><strong>General and Administrative Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,267,477</td>
<td>1,165,069</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td>10,361,455</td>
<td>9,366,989</td>
</tr>
</tbody>
</table>
Statement of profit or loss and other comprehensive income  
*For the year ended 31 December 2013*  
(continued)

<table>
<thead>
<tr>
<th>Notes</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td>10,361,455</td>
<td>9,366,989</td>
</tr>
<tr>
<td>Professional and Others Fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>96,365</td>
<td>108,290</td>
</tr>
<tr>
<td>Legal and professional charges</td>
<td>70,004</td>
<td>26,957</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audit fee</td>
<td>21,497</td>
<td>20,000</td>
</tr>
<tr>
<td>Bad debts written off</td>
<td>-</td>
<td>150,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>15,471</td>
<td>27,929</td>
</tr>
<tr>
<td>Net unrealised loss currency exchange differences</td>
<td>32,629</td>
<td>-</td>
</tr>
<tr>
<td>Net realised loss currency exchange differences</td>
<td>2,101</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Finance costs</strong></td>
<td>23,506</td>
<td>23,716</td>
</tr>
<tr>
<td>TOTAL EXPENDITURE</td>
<td>10,623,028</td>
<td>9,723,881</td>
</tr>
<tr>
<td>Interest income</td>
<td>141,596</td>
<td>57,315</td>
</tr>
<tr>
<td>Late payment interest</td>
<td>6,157</td>
<td>14,998</td>
</tr>
<tr>
<td></td>
<td>147,753</td>
<td>72,313</td>
</tr>
<tr>
<td>SURPLUS BEFORE TAXATION</td>
<td>2,075,193</td>
<td>12,667,376</td>
</tr>
<tr>
<td>Taxation</td>
<td>38,803</td>
<td>1,618</td>
</tr>
<tr>
<td>TOTAL SURPLUS FOR THE YEAR</td>
<td>2,036,390</td>
<td>12,665,758</td>
</tr>
</tbody>
</table>

The notes on pages 108 to 125 are an integral part of these financial statements.
Statement of financial position  
As at 31 December 2013

<table>
<thead>
<tr>
<th>Note</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Non-current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment</td>
<td>12</td>
<td>13,957</td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less: Impairment loss</td>
<td>(755,350)</td>
<td>(774,000)</td>
</tr>
<tr>
<td>Prepayments</td>
<td>13</td>
<td>3,899,488</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>14</td>
<td>25,204,610</td>
</tr>
<tr>
<td>Total current assets</td>
<td></td>
<td>29,329,793</td>
</tr>
<tr>
<td>Total assets</td>
<td></td>
<td>29,343,750</td>
</tr>
<tr>
<td>Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F S Coaching Fund</td>
<td>15</td>
<td>10,000</td>
</tr>
<tr>
<td>World Junior Championships Fund</td>
<td>16</td>
<td>317,966</td>
</tr>
<tr>
<td>Dr. Kang Young Joong’s Fund</td>
<td>17</td>
<td>371,789</td>
</tr>
<tr>
<td></td>
<td></td>
<td>699,755</td>
</tr>
<tr>
<td>Capital Reserves</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At beginning of year</td>
<td>19,742,982</td>
<td>7,077,224</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>2,036,390</td>
<td>12,665,758</td>
</tr>
<tr>
<td>At end of year</td>
<td>21,779,372</td>
<td>19,742,982</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22,479,127</td>
</tr>
<tr>
<td>Current liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payables and accruals</td>
<td>18</td>
<td>6,834,623</td>
</tr>
<tr>
<td>Provision for tax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total liabilities</td>
<td></td>
<td>6,864,623</td>
</tr>
<tr>
<td>Total funds and liabilities</td>
<td></td>
<td>29,343,750</td>
</tr>
</tbody>
</table>

Statement of recognised gains and losses  
For the year ended 31 December 2013

The Federation has no recognised gains and losses other than the income and expenditure recognised for the year.

The notes on pages 108 to 125 are an integral part of these financial statements.
## Statement of cash flows

*For the year ended 31 December 2013*

<table>
<thead>
<tr>
<th>Note</th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus before taxation</td>
<td>2,075,193</td>
<td>12,667,376</td>
</tr>
<tr>
<td><strong>Adjustments for:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation of equipment</td>
<td>15,471</td>
<td>27,929</td>
</tr>
<tr>
<td>Net unrealised gain in currency exchange differences</td>
<td>(32,629)</td>
<td>(18,184)</td>
</tr>
<tr>
<td><strong>Operating profit before changes in working capital</strong></td>
<td>2,058,035</td>
<td>12,677,121</td>
</tr>
<tr>
<td>Trade and other receivables and prepayments</td>
<td>(882,922)</td>
<td>(972,617)</td>
</tr>
<tr>
<td>Payables and accruals</td>
<td>2,489,331</td>
<td>318,959</td>
</tr>
<tr>
<td>Dr. Kang Young Joong’s Fund</td>
<td>(120,258)</td>
<td>150,432</td>
</tr>
<tr>
<td>World Junior Championships fund</td>
<td>-</td>
<td>7,725</td>
</tr>
<tr>
<td><strong>Cash generated from operations</strong></td>
<td>3,544,186</td>
<td>12,181,620</td>
</tr>
<tr>
<td>Tax paid</td>
<td>(8,803)</td>
<td>(1,618)</td>
</tr>
<tr>
<td><strong>Net cash generated from operating activities</strong></td>
<td>3,535,383</td>
<td>12,180,002</td>
</tr>
</tbody>
</table>

### Cash flows from investing activity

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addition of equipment</td>
<td>(12,616)</td>
<td>(16,637)</td>
</tr>
<tr>
<td><strong>Net cash used in investing activity</strong></td>
<td>(12,616)</td>
<td>(16,637)</td>
</tr>
<tr>
<td><strong>Net increase in cash and cash equivalents</strong></td>
<td>3,522,767</td>
<td>12,163,365</td>
</tr>
<tr>
<td><strong>Effect of exchange rate fluctuations on cash held</strong></td>
<td>32,629</td>
<td>18,184</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at 1 January</strong></td>
<td>21,649,214</td>
<td>9,467,665</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at 31 December</strong></td>
<td>25,204,610</td>
<td>21,649,214</td>
</tr>
</tbody>
</table>

### Cash and cash equivalents consist of:

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and bank balances</td>
<td>11,138,874</td>
<td>8,596,572</td>
</tr>
<tr>
<td>Deposits placed with financial institutions</td>
<td>14,065,736</td>
<td>13,052,642</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at 31 December</strong></td>
<td>25,204,610</td>
<td>21,649,214</td>
</tr>
</tbody>
</table>

The notes on pages 108 to 125 are an integral part of these financial statements.
Notes to the financial statements

Badminton World Federation is a Federation incorporated under the Societies Act 1966 and domiciled in Malaysia. The address of its registered office and principal place of business is as follows:

Registered office and principal place of business

Unit 17.05, Level 17, Amoda Building
22 Jalan Imbi
55100 Kuala Lumpur
Registration No. : 1983-05-5

The Federation is principally involved in administrating, promoting, developing and popularising the sport of Badminton throughout the world.

The financial statements were approved by the Council on 8 March 2014.

1 Basis of preparation

(a) Statement of compliance

The financial statements of the Federation have been prepared in accordance with Malaysian Financial Reporting Standards ("MFRSs"), International Financial Reporting Standards ("IFRSs") and the Constitution of the Federation.

The following are accounting standards, amendments and interpretations that have been issued by the Malaysian Accounting Standards Board ("MASB") but have not been adopted by the Federation:

**MFRSs, Interpretations and amendments effective for annual periods beginning on or after 1 January 2014**
- Amendments to MFRS 10, Consolidated Financial Statements: Investment Entities
- Amendments to MFRS 12, Disclosure of Interests in Other Entities: Investment Entities
- Amendments to MFRS 127, Separate Financial Statements (2011): Investment Entities
- Amendments to MFRS 139, Financial Instruments: Recognition and Measurement – Novation of Derivatives and Continuation of Hedge Accounting
- IC Interpretation 21, Levies

**MFRSs, Interpretations and amendments effective for annual periods beginning on or after 1 July 2014**
- Amendments to MFRS 1, First-time Adoption of Malaysian Financial Reporting Standards (Annual Improvements 2011-2013 Cycle)
- Amendments to MFRS 2, Share-based Payment (Annual Improvements 2010-2012 Cycle)
- Amendments to MFRS 8, Operating Segments (Annual Improvements 2010-2012 Cycle)
- Amendments to MFRS 116, Property, Plant and Equipment (Annual Improvements 2010-2012 Cycle)
1 Basis of preparation (continued)

(a) Statement of compliance (continued)

*MFRSs, Interpretations and amendments effective for annual periods beginning on or after 1 July 2014 (continued)*

- Amendments to MFRS 119, Employee Benefits – Defined Benefit Plans: Employee Contributions
- Amendments to MFRS 124, Related Party Disclosures (Annual Improvements 2010-2012 Cycle)
- Amendments to MFRS 138, Intangible Assets (Annual Improvements 2010-2012 Cycle)
- Amendments to MFRS 140, Investment Property (Annual Improvements 2011-2013 Cycle)

The Federation plans to apply the abovementioned accounting standards, amendments and interpretations:

- from the annual period beginning on 1 January 2014 for those accounting standards, amendments or interpretations that are effective for annual periods beginning on or after 1 January 2014, except for IC Interpretation 21, Amendments to MFRS 10, Amendments to MFRS 12 and Amendments to MFRS 127 which are not applicable to the Federation.
- from the annual period beginning on 1 January 2015 for those accounting standards, amendments or interpretations that are effective for annual periods beginning on or after 1 July 2014 except for Amendments to MFRS 2, Amendments to MFRS 3, Amendments to MFRS 8, Amendments to MFRS 138 and Amendments to MFRS 140 which are not applicable to the Federation.

The initial application of the above accounting standards, amendments or interpretations are not expected to have any material financial impacts to the current and prior period financial statements of the Federation.

(b) Basis of measurement

The financial statements of the Federation have been prepared on the historical cost basis, unless otherwise stated.

(c) Functional and presentation currency

These financial statements of the Federation are measured using the currency of the primary economic environment in which the entity operates (“the functional currency”). The Federation’s financial statements are presented in US Dollar ($), which is the Federation’s functional currency. All financial information is presented in $, unless otherwise stated.
1 Basis of preparation (continued)

(d) Use of estimates and judgments

The preparation of the financial statements in conformity with MFRSs requires the Council to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

There are no significant areas of estimation uncertainty and critical judgements in applying accounting policies that have significant effect on the amounts recognised in the financial statements.

2 Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these financial statements, unless otherwise stated.

(a) Foreign currency transactions

Transactions in foreign currencies are translated to the functional currency of the Federation at exchange rates at the dates of the transactions.

Monetary assets and liabilities denominated in foreign currencies at the end of the reporting period are retranslated to the functional currency at the exchange rate at that date.

Non-monetary assets and liabilities denominated in foreign currencies are not retranslated at the end of the reporting date except for those that are measured at fair value are retranslated to the functional currency at the exchange rate at the date that the fair value was determined.

Foreign currency differences arising on retranslation are recognised in profit or loss.

(b) Financial instruments

(i) Initial recognition and measurement

A financial asset or a financial liability is recognised in the statement of financial position when, and only when, the Federation becomes a party to the contractual provisions of the instrument.

A financial instrument is recognised initially, at its fair value plus, in the case of a financial instrument not at fair value through profit or loss, transaction costs that are directly attributable to the acquisition or issue of the financial instrument.

An embedded derivative is recognised separately from the host contract and accounted for as a derivative if, and only if, it is not closely related to the economic characteristics and risks of the host contract and the host contract is not categorised at fair value through profit or loss. The host contract, in the event an embedded derivative is recognised separately, is accounted for in accordance with policy applicable to the nature of the host contract.
2 Significant accounting policies (continued)

(b) Financial instruments (continued)

(ii) Financial instrument categories and subsequent measurement

The Federation categorises financial instruments as follows:

Financial assets

Loans and receivables

Loans and receivables category comprises debt instruments that are not quoted in an active market.

Financial assets categorised as loans and receivables are subsequently measured at amortised cost using the effective interest method.

All financial assets, are subject to review for impairment (see Note 2(e)(i)).

Financial liabilities

All financial liabilities are subsequently measured at amortised cost.

(iii) Derecognition

A financial asset or part of it is derecognised when, and only when the contractual rights to the cash flows from the financial asset expire or the financial asset is transferred to another party without retaining control or substantially all risks and rewards of the asset. On derecognition of a financial asset, the difference between the carrying amount and the sum of the consideration received (including any new asset obtained less any new liability assumed) and any cumulative gain or loss that had been recognised in equity is recognised in profit or loss.

A financial liability or a part of it is derecognised when, and only when, the obligation specified in the contract is discharged or cancelled or expires. On derecognition of a financial liability, the difference between the carrying amount of the financial liability extinguished or transferred to another party and the consideration paid, including any non-cash assets transferred or liabilities assumed, is recognised in profit or loss.

(c) Equipment

(i) Recognition and measurement

Items of equipment are measured at cost less any accumulated depreciation and any accumulated impairment losses.

Cost includes expenditures that are directly attributable to the acquisition of the asset and any other costs directly attributable to bringing the asset to working condition for its intended use, and the costs of dismantling and removing the items and restoring the site on which they are located.

Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When significant parts of an item of equipment have different useful lives, they are accounted for as separate items (major component) of equipment.
2 Significant accounting policies (continued)

(c) Equipment (continued)

(ii) Subsequent costs

The cost of replacing a component of an item of equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the component will flow to the Federation and its cost can be measured reliably. The carrying amount of the replaced component is derecognised to profit or loss. The costs of the day-to-day servicing of equipment are recognised in profit or loss as incurred.

(iii) Depreciation

Depreciation is based on the cost of an asset less its residual value. Depreciation is recognised in the profit or loss on a straight-line basis over the estimated useful lives of each component of an item of equipment.

The estimated useful lives for the current and comparative periods are as follows:

- Office furniture and office equipment 3 years
- Computer equipment and software 3 years

Depreciation methods, useful lives and residual values are reviewed at end of the reporting period, and adjusted as appropriate.

(d) Cash and cash equivalents

Cash and cash equivalents consist of cash on hand, balances and deposits with banks and highly liquid investments which have an insignificant risk of changes in fair value with original maturities of three months or less.

(e) Impairment

(i) Financial assets

All financial assets are assessed at each reporting date whether there is any objective evidence of impairment as a result of one or more events having an impact on the estimated future cash flows of the asset. Losses expected as a result of future events, no matter how likely, are not recognised.

An impairment loss in respect of loans and receivables is recognised in profit or loss and is measured as the difference between the asset’s carrying amount and the present value of estimated future cash flows discounted at the asset’s original effective interest rate. The carrying amount of the asset is reduced through the use of an allowance account.

(ii) Other assets

The carrying amounts of other assets are reviewed at the end of each reporting period to determine whether there is any indication of impairment. If any such indication exists, then the asset’s recoverable amount is estimated.

For the purpose of impairment testing, assets are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or cash-generating unit.
2 Significant accounting policies (continued)

(e) Impairment (continued)

(ii) Other assets (continued)

The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset or cash-generating unit.

An impairment loss is recognised if the carrying amount of an asset or its related cash-generating unit exceeds its estimated recoverable amount.

Impairment losses are recognised in profit or loss. Impairment losses recognised in respect of cash-generating units are allocated to reduce the carrying amounts of the other assets in the cash-generating unit (groups of cash-generating units) on a pro rata basis.

In respect of other assets, impairment losses recognised in prior periods are assessed at the end of each reporting period for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount since the last impairment loss was recognised. An impairment loss is reversed only to the extent that the asset’s carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised. Reversals of impairment losses are credited to profit or loss in the year in which the reversals are recognised.

(f) Employee benefits

(i) Short term employee benefits

Short term employee benefit obligations in respect of salaries, annual bonuses, paid annual leave and sick leave are measured on an undiscounted basis and are expensed as the related service is provided.

A liability is recognised for the amount expected to be paid under short-term cash bonus or profit-sharing plans if the Federation has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

(ii) State plans

The Federation’s contributions to statutory pension funds are charged to profit or loss in the year to which they relate. Once the contributions have been paid, the Federation has no further payment obligations.

(g) Income recognition

Tournament

Tournament income is recognised when the respective tournaments are held.

Olympic income

Olympic income is recognised on an accrual basis.

Subscription

Subscription income is recognised on an accrual basis.
2 Significant accounting policies (continued)

(g) Income recognition (continued)

Interest

Interest income is recognised as it accrues, using the effective interest method.

Dividend

Dividend income is recognised when the right to receive payment is established.

Other gross income

All other gross income is recognised on an accrual basis.

(h) Taxation

Income tax expense comprises current and deferred tax. Current tax and deferred tax are recognised in profit or loss.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted or substantively enacted by the end of the reporting period, and any adjustment to tax payable in respect of previous financial years.

Deferred tax is recognised using the liability method, providing for temporary differences between the carrying amounts of assets and liabilities in the statement of financial position and their tax bases. Deferred tax is not recognised for the initial recognition of assets or liabilities in a transaction that is not a business combination and that affects neither accounting nor taxable profit or loss. Deferred tax is measured at the tax rates that are expected to be applied to the temporary differences when they reverse, based on the laws that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax assets and liabilities are offset if there is a legally enforceable right to offset current tax liabilities and assets, and they relate to income taxes levied by the same tax authority on the same taxable entity, or on different tax entities, but they intend to settle current tax liabilities and assets on a net basis or their tax assets and liabilities will be realised simultaneously.

A deferred tax asset is recognised to the extent that it is probable that future taxable profits will be available against which temporary difference can be utilised. Deferred tax assets are reviewed at the end of the reporting period and are reduced to the extent that it is no longer probable that the related tax benefit will be realised.

(i) Fair value measurement

From 1 January 2013, the Federation adopted MFRS 13, *Fair Value Measurement* which prescribed that fair value of an asset or a liability is determined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The measurement assumes that the transaction to sell the asset or transfer the liability takes place either in the principal market or in the absence of a principal market, in the most advantageous market.

For non-financial asset, the fair value measurement takes into account a market participant’s ability to generate economic benefits by using the asset in its highest and best use or by selling it to another market participant that would use the asset in its highest and best use.

In accordance with the transitional provision of MFRS 13, the Federation applied the new fair value measurement guidance prospectively, and has not provided any comparative fair value information for new disclosures. The adoption of MFRS 13 has not significantly affected the measurements of the Federation’s assets or liabilities.
3 Olympic development grants

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olympic solidarity fund</td>
<td>27,067</td>
<td>26,378</td>
</tr>
<tr>
<td>International Federation Development Fund</td>
<td>70,000</td>
<td>70,000</td>
</tr>
<tr>
<td></td>
<td><strong>97,067</strong></td>
<td><strong>96,378</strong></td>
</tr>
</tbody>
</table>

4 Other gross income

Other gross income consists mainly of income earned from the equipment approval scheme.

5 Continental grants

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental development grant</td>
<td><strong>1,431,858</strong></td>
<td><strong>1,293,885</strong></td>
</tr>
<tr>
<td>Returns of subscription</td>
<td>192,045</td>
<td>163,380</td>
</tr>
<tr>
<td>Thomas and Uber Cup preliminary grants</td>
<td>-</td>
<td>230,000</td>
</tr>
<tr>
<td>Equipment – shuttle time</td>
<td><strong>116,547</strong></td>
<td><strong>76,970</strong></td>
</tr>
<tr>
<td>Player development</td>
<td>168,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>1,908,450</strong></td>
<td><strong>1,764,235</strong></td>
</tr>
</tbody>
</table>

Continental development grant relates to grants to the five Continental Federations to support the development of badminton in those regions as follows:

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badminton Confederation of Africa</td>
<td>245,342</td>
<td>253,954</td>
</tr>
<tr>
<td>Badminton Asia Confederation</td>
<td>320,789</td>
<td>337,886</td>
</tr>
<tr>
<td>Badminton Europe</td>
<td>441,647</td>
<td>320,777</td>
</tr>
<tr>
<td>Oceania Badminton Confederation</td>
<td>132,429</td>
<td>128,728</td>
</tr>
<tr>
<td>Badminton Pan American Confederation</td>
<td>291,651</td>
<td>252,540</td>
</tr>
<tr>
<td></td>
<td><strong>1,431,858</strong></td>
<td><strong>1,293,885</strong></td>
</tr>
</tbody>
</table>

6 Coaching development

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coaches education</td>
<td>42,852</td>
<td>118,048</td>
</tr>
<tr>
<td>Olympic solidarity courses</td>
<td>10,520</td>
<td>28,761</td>
</tr>
<tr>
<td></td>
<td><strong>53,372</strong></td>
<td><strong>146,809</strong></td>
</tr>
</tbody>
</table>
### 7 Other development activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badminton for disabled</td>
<td>78,984</td>
<td>42,474</td>
</tr>
<tr>
<td>Women in sports</td>
<td>26,941</td>
<td>19,738</td>
</tr>
<tr>
<td>Special development for World Junior Championship</td>
<td>10,000</td>
<td>11,733</td>
</tr>
<tr>
<td>School project</td>
<td>60,400</td>
<td>59,058</td>
</tr>
<tr>
<td>Para-badminton Championship</td>
<td>150,666</td>
<td>43,770</td>
</tr>
<tr>
<td>Peace in Sports</td>
<td>31,329</td>
<td>44,494</td>
</tr>
<tr>
<td>Sports Science</td>
<td>23,932</td>
<td>2,748</td>
</tr>
<tr>
<td>Continental Special Project</td>
<td>63,097</td>
<td>9,872</td>
</tr>
<tr>
<td>Road to London and Player Development</td>
<td>-</td>
<td>9,686</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>445,349</td>
<td>243,573</td>
</tr>
</tbody>
</table>

### 8 Council and committees

<table>
<thead>
<tr>
<th>Committee</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council</td>
<td>281,664</td>
<td>280,892</td>
</tr>
<tr>
<td>Executive Committee</td>
<td>137,523</td>
<td>46,751</td>
</tr>
<tr>
<td>President and Deputy President’s expenses</td>
<td>16,500</td>
<td>18,694</td>
</tr>
<tr>
<td>Administration Committee</td>
<td>26,778</td>
<td>3,215</td>
</tr>
<tr>
<td>Development Committee</td>
<td>34,647</td>
<td>25,783</td>
</tr>
<tr>
<td>Events Committee</td>
<td>35,911</td>
<td>27,441</td>
</tr>
<tr>
<td>Finance Committee</td>
<td>555</td>
<td>409</td>
</tr>
<tr>
<td>Marketing Committee</td>
<td>10,218</td>
<td>955</td>
</tr>
<tr>
<td>International Olympic Committee/International Relations Committee</td>
<td>51,586</td>
<td>34,597</td>
</tr>
<tr>
<td>Athlete Commission</td>
<td>10,387</td>
<td>9,213</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>605,769</td>
<td>447,950</td>
</tr>
</tbody>
</table>

### 9 General and Administrative Expenses

The general and administrative expenses can be analysed as follows:

<table>
<thead>
<tr>
<th>Expense</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff costs (see Note 9.1)</td>
<td>998,166</td>
<td>876,524</td>
</tr>
<tr>
<td>Other staffs cost including recruitment cost</td>
<td>33,431</td>
<td>32,574</td>
</tr>
<tr>
<td>Staff travelling and expenses</td>
<td>12,134</td>
<td>28,056</td>
</tr>
<tr>
<td>Office general administrative expenses</td>
<td>40,009</td>
<td>43,580</td>
</tr>
<tr>
<td>Other office, property and utilities costs</td>
<td>85,923</td>
<td>79,382</td>
</tr>
<tr>
<td>Computer consumables and network maintenance inclusive web project cost</td>
<td>97,814</td>
<td>104,953</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,267,477</td>
<td>1,165,069</td>
</tr>
</tbody>
</table>
## 9 General and Administrative Expenses (continued)

### 9.1 Staff costs

<table>
<thead>
<tr>
<th></th>
<th>Number of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
</tr>
<tr>
<td><strong>Full time</strong></td>
<td></td>
</tr>
<tr>
<td><strong>18</strong></td>
<td>18</td>
</tr>
</tbody>
</table>

#### Employee costs

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wages and salaries</strong></td>
<td>959,019</td>
<td>840,937</td>
</tr>
<tr>
<td><strong>Social Security Contribution</strong></td>
<td>3,735</td>
<td>1,477</td>
</tr>
<tr>
<td><strong>Employees’ Provident Fund</strong></td>
<td>35,412</td>
<td>34,110</td>
</tr>
<tr>
<td><strong>Total Employee costs</strong></td>
<td>998,166</td>
<td>876,524</td>
</tr>
</tbody>
</table>

#### 10 Legal and professional charges

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Legal fees</strong></td>
<td>67,494</td>
<td>22,993</td>
</tr>
<tr>
<td><strong>Tax consultant fees</strong></td>
<td>1,310</td>
<td>2,704</td>
</tr>
<tr>
<td><strong>Other professional fees - service tax</strong></td>
<td>1,200</td>
<td>1,260</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>70,004</td>
<td>26,957</td>
</tr>
</tbody>
</table>

### 11 Interest income

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bank interest</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Fixed deposit interest</strong></td>
<td>5,934</td>
<td>4,197</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,934</td>
<td>4,197</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bank interest</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Fixed deposit interest</strong></td>
<td>5,440</td>
<td>4,960</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,440</td>
<td>4,960</td>
</tr>
</tbody>
</table>
12 Equipment

<table>
<thead>
<tr>
<th></th>
<th>Office furniture and office equipment $</th>
<th>Computer equipment and software $</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At 1 January 2012</td>
<td>45,000</td>
<td>148,280</td>
<td>193,280</td>
</tr>
<tr>
<td>Additions</td>
<td>2,172</td>
<td>14,465</td>
<td>16,637</td>
</tr>
<tr>
<td>Write Off</td>
<td>-</td>
<td>(4,185)</td>
<td>(4,185)</td>
</tr>
<tr>
<td><strong>At 31 December 2012/1 January 2013</strong></td>
<td><strong>47,172</strong></td>
<td><strong>158,560</strong></td>
<td><strong>205,732</strong></td>
</tr>
<tr>
<td>Additions</td>
<td>-</td>
<td>12,616</td>
<td>12,616</td>
</tr>
<tr>
<td>Write Off</td>
<td>-</td>
<td>(9,976)</td>
<td>(9,976)</td>
</tr>
<tr>
<td><strong>At 31 December 2013</strong></td>
<td><strong>47,172</strong></td>
<td><strong>161,200</strong></td>
<td><strong>208,372</strong></td>
</tr>
</tbody>
</table>

**Accumulated depreciation**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>At 1 January 2012</td>
<td>40,865</td>
<td>124,311</td>
<td>165,176</td>
</tr>
<tr>
<td>Charge for the year</td>
<td>3,034</td>
<td>24,895</td>
<td>27,929</td>
</tr>
<tr>
<td>Write Off</td>
<td>-</td>
<td>(4,185)</td>
<td>(4,185)</td>
</tr>
<tr>
<td><strong>At 31 December 2012/1 January 2013</strong></td>
<td><strong>43,899</strong></td>
<td><strong>145,021</strong></td>
<td><strong>188,920</strong></td>
</tr>
<tr>
<td>Charge for the year</td>
<td>2,548</td>
<td>12,923</td>
<td>15,471</td>
</tr>
<tr>
<td>Write Off</td>
<td>-</td>
<td>(9,976)</td>
<td>(9,976)</td>
</tr>
<tr>
<td><strong>At 31 December 2013</strong></td>
<td><strong>46,447</strong></td>
<td><strong>147,968</strong></td>
<td><strong>194,415</strong></td>
</tr>
</tbody>
</table>

**Carrying amounts**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>At 1 January 2012</td>
<td>4,135</td>
<td>23,969</td>
<td>28,104</td>
</tr>
<tr>
<td>At 31 December 2012/1 January 2013</td>
<td>3,273</td>
<td>13,539</td>
<td>16,812</td>
</tr>
<tr>
<td><strong>At 31 December 2013</strong></td>
<td><strong>725</strong></td>
<td><strong>13,232</strong></td>
<td><strong>13,957</strong></td>
</tr>
</tbody>
</table>

13 Trade and other receivables

<table>
<thead>
<tr>
<th></th>
<th>2013 $</th>
<th>2012 $</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trade</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade receivables</td>
<td>4,490,013</td>
<td>3,403,365</td>
<td></td>
</tr>
<tr>
<td>Less: Impairment loss</td>
<td>(755,350)</td>
<td>(774,000)</td>
<td></td>
</tr>
<tr>
<td><strong>Non-Trade</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other receivables</td>
<td>164,825</td>
<td>481,845</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,899,488</strong></td>
<td><strong>3,111,210</strong></td>
<td></td>
</tr>
</tbody>
</table>
14 **Cash and cash equivalents**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and bank balances</td>
<td>11,138,874</td>
<td>8,596,572</td>
</tr>
<tr>
<td>Deposits placed with financial institutions</td>
<td>14,065,736</td>
<td>13,052,642</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25,204,610</strong></td>
<td><strong>21,649,214</strong></td>
</tr>
</tbody>
</table>

Included in cash and bank balances are cash held for the FS Coaching Fund (Note 15), World Junior Championships Fund (Note 16) and Dr. Kang Young Joong’s Fund (Note 17) of US$699,755 (2012: US$820,013).

Included in deposits placed with financial institutions is a structured investment of Nil (2012: US$160,684)

15 **FS Coaching Fund**

The FS Coaching Fund represents a gift of US$10,000. Interest generated by this fund is used for coaching.

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>At beginning and end of year</td>
<td>10,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

16 **World Junior Championships Fund**

During 1992, the Federation received US$300,000 from the sponsors of the first World Junior Championships. Income generated by this fund is to be used for the championships.

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>At beginning of year</td>
<td>317,966</td>
<td>310,241</td>
</tr>
<tr>
<td>Contribution received for the year from Dr. Justian Suhandinata</td>
<td>-</td>
<td>7,725</td>
</tr>
<tr>
<td>Interest on fund (Note 11)</td>
<td>4,197</td>
<td>4,960</td>
</tr>
<tr>
<td>Transfer to tournament income</td>
<td>(4,197)</td>
<td>(4,960)</td>
</tr>
<tr>
<td>At end of year</td>
<td>317,966</td>
<td>317,966</td>
</tr>
</tbody>
</table>

17 **Dr. Kang Young Joong’s Fund**

In 2013, the Federation received US$9,808 (2012: US$172,948) from Dr. Kang Young Joong. The Fund and the income generated from this Fund is to be used for:
1) assisting Continental Confederations in their development activities;
2) assisting in developing badminton for the disabled;
3) assisting events development/ activities and prize money; and
4) assisting other projects as defined by Dr. Kang Young Joong

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>At beginning of year</td>
<td>492,047</td>
<td>341,615</td>
</tr>
<tr>
<td>Interest on fund (Note 11)</td>
<td>5,934</td>
<td>5,440</td>
</tr>
<tr>
<td>Fund received during the year</td>
<td>9,808</td>
<td>172,948</td>
</tr>
<tr>
<td>Fund distributed during the year</td>
<td>(136,000)</td>
<td>(27,956)</td>
</tr>
<tr>
<td>At end of year</td>
<td>371,789</td>
<td>492,047</td>
</tr>
</tbody>
</table>
17 Dr. Kang Young Joong’s Fund (continued)

In 2013, the Council approved the use of US$136,000 (2012: US$27,956) from Dr. Kang Young Joong’s Fund for the following:-

a) provide cash incentives to 10 selected outstanding staff of the year;
b) provide cash incentives to 10 selected council members for their outstanding contribution; and,
c) provide one-off scholarship to all medallists for World Junior Individual Championships for Eye-Level Cups.

18 Payables and accruals

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Other payables</td>
<td>298,093</td>
<td>933,766</td>
</tr>
<tr>
<td>Accruals and deferred income</td>
<td>6,536,530</td>
<td>3,411,526</td>
</tr>
<tr>
<td></td>
<td>6,834,623</td>
<td>4,345,292</td>
</tr>
</tbody>
</table>

Included in other payables is US$184,845 (2012: US$760,710) owing to members/players for outstanding prize monies.

19 Taxation

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current tax expense</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>- Current year provision</td>
<td>30,000</td>
<td>-</td>
</tr>
<tr>
<td>- Under provision in prior year</td>
<td>8,803</td>
<td>1,618</td>
</tr>
<tr>
<td></td>
<td>38,803</td>
<td>1,618</td>
</tr>
</tbody>
</table>

Reconciliation of tax expense

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus before taxation</td>
<td>2,075,193</td>
<td>12,667,376</td>
</tr>
<tr>
<td>Tax calculated using Malaysia tax rates</td>
<td>535,728</td>
<td>3,289,746</td>
</tr>
<tr>
<td>Non-deductible expenses</td>
<td>62,743</td>
<td>4,441</td>
</tr>
<tr>
<td>Tax exempt income</td>
<td>(572,511)</td>
<td>(3,297,307)</td>
</tr>
<tr>
<td>Change in unrecognised temporary differences</td>
<td>9,030</td>
<td>3,120</td>
</tr>
<tr>
<td>Other items</td>
<td>(4,990)</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>30,000</td>
<td>-</td>
</tr>
<tr>
<td>Under provision in prior year</td>
<td>8,803</td>
<td>1,618</td>
</tr>
<tr>
<td></td>
<td>38,803</td>
<td>1,618</td>
</tr>
</tbody>
</table>

Tax exemption

In 2011, the Federation successfully obtained the tax exemption granted by the Ministry of Finance. The tax exemption is granted for the statutory level on all income of the Federation’s official activities (except for income on dividends) for a period of 3 years beginning year of assessment 2011 to 2013. The Federation is currently awaiting approval in obtaining the status as an International Organisation from the Ministry of Foreign Affairs, Malaysia, to enable the Federation to apply for tax exemption beyond year of assessment 2013.
19 Taxation (continued)

Unrecognised deferred tax assets

Deferred tax assets have not been recognised in respect of the following items:

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax loss and unabsorbed capital allowance carry-forward</td>
<td>2,429,000</td>
<td>2,429,000</td>
</tr>
<tr>
<td>Deductible temporary differences</td>
<td>(4,990)</td>
<td>(3,000)</td>
</tr>
<tr>
<td></td>
<td><strong>2,424,010</strong></td>
<td><strong>2,426,000</strong></td>
</tr>
</tbody>
</table>

Deferred tax assets have not been recognised in respect of these items because it is not probable that future taxable profits will be available against which the Federation can utilise the benefits there from.

20 Financial instruments

20.1 Categories of financial instruments

The table below provides an analysis of financial instruments of the Federation categorised as loans and receivables and financial liabilities measured at amortised cost.

<table>
<thead>
<tr>
<th></th>
<th>Carrying amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
</tr>
<tr>
<td>Financial assets</td>
<td>$ 000</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>3,899</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>25,205</td>
</tr>
<tr>
<td></td>
<td><strong>29,104</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial liabilities</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other payables</td>
<td>(298)</td>
<td>(934)</td>
</tr>
</tbody>
</table>

20.2 Net gains and losses arising from financial instruments

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net gains on:</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Loans and receivables</td>
<td>113,010</td>
<td>118,016</td>
</tr>
<tr>
<td>Financial liabilities measured at amortised cost</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>113,023</strong></td>
<td><strong>118,016</strong></td>
</tr>
</tbody>
</table>

20.3 Financial risk management

The Federation has exposure to the following risks from its use of financial instruments:

- Credit risk
- Liquidity risk
- Market risk
20 Financial instruments (continued)

20.4 Credit risk

Credit risk is the risk of a financial loss to the Federation if the counterparty to a financial instrument fails to meet its contractual obligations.

Receivables

Risk management objectives, policies and process for managing the risk

The Federation has a credit policy in place and the exposure to credit risk is monitored on an ongoing basis.

Exposure to credit risk, credit quality and collateral

As at the end of the reporting period, the maximum exposure to credit risk arising from receivables is represented by the carrying amounts in the statement of financial position.

Management has taken reasonable steps to ensure that receivables that are neither past due nor impaired are stated at their realisable values. The Federation uses ageing analysis to monitor the credit quality of the receivables and monitors them individually.

Impairment losses

The ageing of receivables as at the end of the reporting period was:

<table>
<thead>
<tr>
<th>Note</th>
<th>Gross</th>
<th>Individual impairment</th>
<th>Collective impairment</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not past due</td>
<td>1,536,430</td>
<td>-</td>
<td>-</td>
<td>1,536,430</td>
</tr>
<tr>
<td>Past due 1 - 60 days</td>
<td>479,443</td>
<td>-</td>
<td>-</td>
<td>479,443</td>
</tr>
<tr>
<td>Past due more than 61 days</td>
<td>2,638,965</td>
<td>(755,350)</td>
<td>-</td>
<td>1,883,615</td>
</tr>
<tr>
<td>13</td>
<td>4,654,838</td>
<td>(755,350)</td>
<td>-</td>
<td>3,899,488</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not past due</td>
<td>1,479,563</td>
<td>-</td>
<td>-</td>
<td>1,479,563</td>
</tr>
<tr>
<td>Past due 1 - 60 days</td>
<td>7,340</td>
<td>-</td>
<td>-</td>
<td>7,340</td>
</tr>
<tr>
<td>Past due more than 61 days</td>
<td>2,398,307</td>
<td>(774,000)</td>
<td>-</td>
<td>1,624,307</td>
</tr>
<tr>
<td>13</td>
<td>3,885,210</td>
<td>(774,000)</td>
<td>-</td>
<td>3,111,210</td>
</tr>
</tbody>
</table>

For balances which are past due but not impaired, management is monitoring individual balances closely and is confident of repayment based on subsequent collections after year end and past repayment trends of these counterparties.

The movements in the allowance for impairment loss during the year were:

<table>
<thead>
<tr>
<th>Note</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>At 1 January</td>
<td>774,000</td>
<td>774,000</td>
</tr>
<tr>
<td>Reversal of impairment loss</td>
<td>(18,650)</td>
<td>-</td>
</tr>
<tr>
<td>At 31 December</td>
<td>755,350</td>
<td>774,000</td>
</tr>
</tbody>
</table>
20 Financial instruments (continued)

20.5 Liquidity risk

Liquidity risk is the risk that the Federation will not be able to meet its financial obligations as they fall due. The Federation’s exposure to liquidity risk arises principally from its various payables.

The Federation maintains a level of cash and cash equivalents and bank facilities deemed adequate by the management to ensure, as far as possible, that it will have sufficient liquidity to meet its liabilities as and when they fall due.

*Maturity analysis*

The table below summarises the maturity profile of the Federation’s financial liabilities as at the end of the reporting year based on undiscounted contractual payments:

<table>
<thead>
<tr>
<th>Year</th>
<th>Carrying amount $</th>
<th>Contractual interest rate</th>
<th>Contractual cash flows $</th>
<th>Under 1 Year $</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Payables and accruals</td>
<td>6,834,623</td>
<td>-</td>
<td>6,834,623</td>
<td>6,834,623</td>
</tr>
<tr>
<td>2012 Payables and accruals</td>
<td>4,345,292</td>
<td>-</td>
<td>4,345,292</td>
<td>4,345,292</td>
</tr>
</tbody>
</table>

20.6 Market risk

Market risk is the risk that changes in market prices, such as interest rates and foreign exchange rates, will affect the Federation’s financial position or cash flows.

20.6.1 Interest rate risk

The Federation’s cash and bank balances, deposits and short term receivables and payables are not significantly exposed to interest rate risk.

20.6.2 Currency risk

The Federation is exposed to foreign currency risk on investment in structured investment, deposits and income and expenditure that are denominated in a currency other than US Dollars. The currencies giving rise to this risk are primarily Ringgit Malaysia, Danish Krone, Pounds Sterling and Swiss Franc. Currently, the Federation does not hedge these exposures. However, the Council keeps this policy under review.

*Risk management objectives, policies and processes for managing the risk*

In respect of other monetary assets and liabilities held in currencies other than US Dollars, the Federation ensures that the net exposure is kept to an acceptable level, by buying or selling foreign currencies at spot rates where necessary to address short-term imbalances.
20 Financial instruments (continued)

20.6 Market risk (continued)

20.6.2 Currency risk (continued)

Exposure to foreign currency risk

The Federation’s exposure to foreign currency (a currency which is other than the functional currency of the Federation) risk, based on carrying amounts as at the end of the reporting period was:

<table>
<thead>
<tr>
<th>Currency</th>
<th>MYR</th>
<th>DKK</th>
<th>GBP</th>
<th>CHF</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>US $</td>
<td>2,347</td>
<td>-</td>
<td>76,887</td>
<td>4,783</td>
<td>-</td>
</tr>
<tr>
<td>US $</td>
<td>1,113,517</td>
<td>104,354</td>
<td>633</td>
<td>10,143</td>
<td>2,240</td>
</tr>
<tr>
<td>Net exposure</td>
<td>1,115,864</td>
<td>104,354</td>
<td>77,520</td>
<td>14,926</td>
<td>2,240</td>
</tr>
</tbody>
</table>

2012

<table>
<thead>
<tr>
<th>Currency</th>
<th>MYR</th>
<th>DKK</th>
<th>GBP</th>
<th>CHF</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>US $</td>
<td>422,214</td>
<td>-</td>
<td>47,907</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>US $</td>
<td>481,845</td>
<td>749</td>
<td>5,520</td>
<td>3,919</td>
<td>749</td>
</tr>
<tr>
<td>Net exposure</td>
<td>904,059</td>
<td>749</td>
<td>53,427</td>
<td>3,919</td>
<td>749</td>
</tr>
</tbody>
</table>

Currency risk sensitivity analysis

A 10% (2012: 10%) strengthening of the US Dollar against the following currencies at the end of the reporting period would have increased/(decreased) the total surplus for the year by the amounts shown below. This analysis assumes that all other variables, in particular interest rates, remained constant and ignores any impact of forecasted sales and purchases.

<table>
<thead>
<tr>
<th>Currency</th>
<th>Surplus/(Deficit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MYR</td>
<td>(111,586)</td>
</tr>
<tr>
<td>DKK</td>
<td>(10,435)</td>
</tr>
<tr>
<td>GBP</td>
<td>(7,752)</td>
</tr>
<tr>
<td>CHF</td>
<td>(1,483)</td>
</tr>
<tr>
<td>Others</td>
<td>(224)</td>
</tr>
</tbody>
</table>

A 10% (2012: 10%) weakening of US Dollar against the above currencies at the end of the reporting period would have had an equal but opposite effect on the above currencies to the amounts shown above, on the basis that all other variables remained constant.

20.7 Fair values of financial instruments

The carrying amounts of cash and cash equivalents, short term receivables and payables approximate fair values due to the relatively short term nature of these financial instruments.
21. Operating leases

Leases as lessee

Non-cancellable operating lease rentals are payable as follows:

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one year</td>
<td>62,540</td>
<td>30,918</td>
</tr>
<tr>
<td>Between one and five years</td>
<td>26,058</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>88,598</strong></td>
<td><strong>30,918</strong></td>
</tr>
</tbody>
</table>

The Company leases its headquarters under operating leases. The leases typically run for a period of two years, with an option to renew the lease after that date.
MEMBERS

MEMBER ASSOCIATIONS (180 – INCLUDES 5 ASSOCIATE MEMBERS)

AFRICA - (37)


ASIA - (43)

Afghanistan, Bahrain, Bangladesh, Bhutan, Brunei, Cambodia, China, Chinese Taipei, DPR Korea, East Timor, Hong Kong, India, Indonesia, Iran, Iraq, Japan, Jordan, Kazakhstan, Korea, Kuwait, Kyrgyzstan, Laos, Lebanon, Macau, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Palestine, Philippines, Qatar, Singapore, Sri Lanka, Syria, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam.

ASSOCIATE MEMBERS - Saudi Arabia, United Arab Emirates.

EUROPE - (52)

Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Faeroe Island, Finland, France, Georgia, Germany, Gibraltar, Greece, Greenland, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Wales.

OCEANIA - (15)

Australia, Cook Island, Fiji, Guam, Kiribati, Nauru, New Zealand, Norfolk Island, Samoa, Tahiti, Tonga, Tuvalu.

ASSOCIATE MEMBERS - Solomon Islands, Northern Marianas, New Caledonia

PANAMERICA - (33)

Argentina, Aruba, Barbados, Bermuda, Brazil, Canada, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominican Republic, Ecuador, El Salvador, Falkland Islands, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Puerto Rico, St. Lucia, Surinam, Trinidad & Tobago, USA, Uruguay, Venezuela
NOTICE OF ANNUAL GENERAL MEETING 2014

NOTICE IS HEREBY GIVEN that the Annual General Meeting of the Badminton World Federation will be held at the Le-Meridian Hotel, New Delhi, India on Saturday 24 May 2014 at 1000 hours.

1. PRELIMINARY BUSINESS

1.1 President's Remarks
1.2 Appointment of scrutineers
1.3 Roll call

2. MINUTES

2.1 To confirm the Minutes of the Annual General Meeting held on Saturday 18 May 2013 (Annexure A).

3. COUNCIL REPORT

3.2 To adopt the Financial Statements, duly audited, for the year ending 31 December 2013.

3.3 To receive the 2014 budget and the provisional budget for 2015.

4. COUNCIL ELECTIONS

To consider the nominee and election of one Council member of the Federation for a term of office of three years as approved by the AGM on 18 May 2013.

4.1 NOMINEE PROPOSED BY

Anton Subowo (INA)  Badminton Association of Indonesia

SECONDED BY;

- Swiss Badminton
- Philippine Badminton Association
- Badminton Korea Association

Further details on the nominee are contained in Annexure B to this Order Paper.
5. PROPOSALS – BWF COUNCIL

The Council of the BWF proposes the following to the membership for approval.

5.1 Council Proposal - Proposed amendments to the Constitution

To approve and adopt the proposed amendments to the BWF Constitution as presented in Annexure C of this order paper.


5.2.1 To approve and adopt the following proposed amendments to the Laws of Badminton;

LAW 1 – COURT AND COURT EQUIPMENT

1.10 The top of the net from the surface of the court shall be 1.524 metres at the centre of the court and 1.55 metres over the side lines for doubles.

For Wheelchair Badminton this clause is experimental until and including the Para-Badminton World Championships 2013.

LAW 5 – EQUIPMENT AND COMPLIANCE

5.2.2 A wheelchair may be equipped with rear supporting wheels, which may extend beyond the main wheel.

LAW 9 – SERVICE

9.1.6 The shaft and the racket head of the server’s racket at the instant of hitting the shuttle shall be pointing in a downward direction.

LAW 13 – FAULTS

13.4.3 invades an opponent’s court under the net with racket or person such that an opponent is obstructed or distracted; or

LAW 16 – CONTIGUOUS PLAY, MISCONDUCT & PENALTIES

16.3.2 Under special circumstances the Referee may instruct the umpire to suspend play.

For Wheelchair In Para-Badminton repair of player equipment may be considered a special circumstance.
5.3 Council Proposal - Nomination of Honorary Life Vice President

To approve the Council nomination of Dr. Kang Young Joong (KOR) as an Honorary Life Vice-President of the BWF.

See Annexure D for the citation for Dr. Kang Young Joong.

6. **SUBSCRIPTION**

To consider Council’s proposal that the unit of subscription for the year 2015 should be set at US$200 per unit (unchanged).

7. **AUDITORS**

Council proposes that the services of KPMG Kuala Lumpur be maintained.

8. **COUNCIL ELECTION RESULTS**

9. **ANY OTHER BUSINESS**

10. **NEXT MEETING**

The next Annual General Meeting is proposed to be held in May 2015 in conjunction with the 2015 Sudirman Cup

The exact date will be announced to the membership, not later than 30 September 2014.
ACKNOWLEDGEMENT

The Badminton World Federation would like to acknowledge and record our appreciation to the following organisations, associations and parties for the assistance rendered to ensure the success of the Annual General Meeting and production of the Annual Report.

They are:

- Member Associations
- Continental Confederations
- BWF Council
- BadmintonPhoto – Official BWF photo agency