Welcome

Welcome to this 9th edition of the BWF Members’ Forum. Since our first Forum, we have made significant progress as a sport and you as the membership can be very proud of how far we have come since 2010. Here are just five examples:

1. Shuttle Time Schools
   Badminton programme – now in 135 countries and 19 languages.

2. Stronger tournament structures –
   Total Major Events and HSBC BWF World Tour.

3. Increased prize money for players.

4. A bigger global footprint – TV broadcast into 650 million households / 750 million fans.

5. Badminton became a Paralympic sport in 2014.

Our Members and Continental Confederations are central to our success as a sport. We have worked together to create new programmes and initiatives, and our partnership has been important in developing our sport globally.

So looking forward – where do we want to be in 2025?

This year the BWF Council is working on our Strategic Plan 2020 – 2024 and so we see the 2019 Forum as an opportunity to seek ideas from the membership on the priorities for badminton and the BWF as we look towards 2025.

During the Forum, we will be exploring four themes which are important for our work. We want to engage you in a discussion on these themes and to prioritise some goals and strategies.

We are very much looking forward to listening to your ideas on the four themes during the Forum.

Poul-Erik Høyer
President

Towards 2025

The programme for 2019 is about engaging the BWF membership – listening to your ideas on what we can do to achieve ‘more and better’ things for our sport. The four areas we are focusing on in the Members’ Forum are:

1. Events / Competitions
   Improving the quality and technical delivery of international tournaments.

2. Participation
   Getting people into badminton and keeping them in our sport.

3. Building the capacity of our Members
   Developing more effective organisations – better governance practices, better administration.

4. Sport Integrity
   Ensuring clean and fair competitions for all athletes.

In order to discuss these areas, the delegates are divided into four rooms for most of the day. For each new theme, there will be a different facilitator who will give a short introduction, and then allow you the time to discuss key questions related to each theme.

The overall programme is coordinated by Adele Stach-Kevitz, our keynote speaker and lead facilitator.

ADELE STACH-KEVITZ

Adele is a business mentor who has worked and advised in numerous sporting roles, such as London 2012, Formula 1 and the International Paralympic Committee. She is a competing athlete as well as a Board Director of the National Governing Bodies for British Swimming and Taekwondo, appointed Chairman of Taekwondo Organisation Limited in 2014. Adele was previously Director of the 2016 European Aquatics Championships and is currently a Director for the FINA Diving World Series event in London 2019.

Adele is a Deloitte Associate Director leading in event management and she spent four years as the Head of Transport at London 2012. Adele has worked with F1 Jaguar Racing (now Red Bull), UK Sport, Abu Dhabi Motorsports, Qatar 2022 and is currently a strategy advisor to the International Paralympic Committee.
1. Tournaments / Competitions

Competitions and tournaments are central to sport at all levels. Competitions provide a pathway for players from an entry level international competition to the highest levels in the sport. Tournaments and competitions are key to promoting the sport through television and other forms of media including social media.

Nearly every week in the year, there are international competitions where players compete for world ranking points and prize money. The success of these can be measured in many ways:

- **Athlete Entries and Performance** – the number and quality of the athletes the tournament attracts and the athlete performances on court.

- **Technical Delivery** – of the competition and the athlete experience at the competition.

- **Fan Engagement** – How well spectators in the venue are engaged and entertained and how the action on court is communicated beyond the competition venue.

- **Communication and Promotion** – How well the stories are communicated – through media, social media, television broadcast or streaming.

This sessions will explore the following questions:

a. What makes international tournaments successful and how can BWF improve tournament quality?

b. What would help you – resources / tools / innovation – to improve the technical delivery of international tournaments?

2. Participation

Getting people into badminton and keeping them in our sport.

BWF launched the Shuttle Time Schools Badminton in 2012 and this Programme has been used by Continental Confederations and Members to introduce children to badminton in a schools context. This has been hugely successful with 135 Members now using the resources and the Shuttle Time programme to engage children in our sport.

It is important to recognise that “badminton is for all” and whilst badminton in schools has been a priority over the last eight years, we should also look at how other people can be introduced to badminton for leisure, health and social reasons. We need to also ensure that we have strategies in place to retain people in the sport, once they have been introduced to our sport.

This sessions will explore the following questions:

a. How do we get people into badminton and keep them in the sport?

b. What could BWF do to help you increase participation in badminton?

3. Capacity Building – our Members

Developing more effective organisations – better governance practices, better administration.

Good governance and effective management of badminton at a national level is essential for the future of our sport. We want to have National Badminton Federations with solid structures and systems to govern, administer, regulate, promote and develop badminton at a national level.

Increasingly, funding from National Sports Ministries is linked to National Federations having the right governance structures and practices in place and having effective management practices to administer the sport on a day to day basis.

Many of BWF Members do not have paid staff or an office. We understand that there are many challenges in developing strong organisations in order to better govern and administer badminton nationally. But there are some fundamental elements that are essential whether you have paid staff or not as part of your organisation.

This sessions will explore the following questions:

a. What aspects of good governance do you think are most important to members and a priority for us over the next five years?

b. What role can BWF play in building the administrative capacity of national federations?
4. Sport Integrity
Ensuring clean and fair competitions for all athletes.

“Every athlete has the right to compete in clean and fair sport”. Match fixing, illegal betting and corruption are threats to the integrity of sport and all those involved in sport. These threats can affect sport’s very essence and nature.

Match manipulation and corruption are threats we must face. As administrators, we must put in place systems and structures to educate players, coaches and administrators – so they make the right choices. We must also ensure we have the right rules framework and systems in place to deal with a case should it arise in the national system.

BWF has developed a framework that includes four pillars.

1. Education / Awareness:
PREVENTION: making sure athletes have good sports values and the right information to make good choices.

2. Rules Systems: Member Associations can reference the BWF regulations on anti-doping and anti-match manipulation. However, Member Associations need to look at the scope of regulations to ensure these can apply to national competitions and leagues under their jurisdiction.

3. Monitoring & Investigations:
DETERRENCE: working with NADOs to ensure top level players are tested frequently. It is also about having systems in place to gather information about players from reports of alleged corrupt behaviour and to initiate ‘fact finding’.


This session will explore the following questions:
a. Why would a player not use best efforts? Why would a player manipulate a match?
b. What can BWF do to support Members to develop a stronger system to protect badminton?

Schedule of Sessions

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