



# BADMINTON EUROPE

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## **BADMINTON EUROPE DEVELOPMENT** **Director Gregory Verpoorten (-2012)**

### ***OBJECTIVE***

“The Director for Development should promote and develop the sport of Badminton in Europe”

In 2011, Development was about supporting an increased participation within the sport by making it accessible to everyone (on a grass root level and on an international level); assisting Member Associations in their efforts to qualify players for the Olympic Games and improving the performance of Europe’s elite players in worldwide events; providing tools to empower and educate administrators and coaches; providing an added value to the high-performance activities of the Member Associations; supporting the international cooperation between Member Associations in order to enhance the quality of the Badminton infrastructure.

Those objectives were addressed through projects such as, among others, Olympic training camps, Shuttle Time pilot implementation in Malta, coach education pilot implementation in Ireland, Summer School, Regional Projects.

The end of the year was more focused on migrating and integrating the previous Development website to the new Badminton Europe website. The process was supported by the involvement of the new Development Manager, Marie-Anne Midy, who joined Badminton Europe on 1 December.

Here is a closer look at some of the key performance indicators in the Development Strategic Plan.

#### *Determining the Development needs of the various Member Associations through detailed assessment and analysis*

The analysis performed in 2009 is being used to evaluate the Member Associations’ readiness to implement the future development programmes, especially the Shuttle Time and Coach Education.

#### *Amendment of pre-set development criteria on the basis of communication with the respective Member Associations*

Thorough communication has been had with Member Associations in 2011 in connection with the strategic planning. Useful input has been sourced back to the development section which will help shape the development work in coming years.

#### *Generating input and ideas from the Development Working Group and seeking buy-in from the Member Associations*

The Development Working Group met in April, in Vantaa (Finland).

*Organisation of a Coach Education Programme through the provision of course instructors and course material*

BWF's Coaching education pilot has been successfully implemented in Ireland; other Member Associations ready and interested to work with the new coach education are being assessed. Language has been a concern but with good cooperation from BWF this seems to be overcome. This will however require expertise and resources from the Member Associations.

*Establishing links to national training centres and offering scholarships to potential Olympic Qualifiers*

Seven national training centres have the Certificated status: Sofia (Bulgaria), Greve (Denmark), Odense (Denmark), Arnhem (Netherlands), Warsaw (Poland), Madrid (Spain), and Malmö (Sweden). Scholarships have already been awarded to players to attend centres of their choice.

*Developing Member Associations by encouraging and supporting international cooperation*

All corners of Europe are getting involved in this method of collaboration. Twelve new projects involving 35 Member Associations were awarded funding in 2011.

*Facilitating yearly BEC Summer School in cooperation with Organising Member Association*

The 30<sup>th</sup> edition in Madrid (Spain) was very successful. 26 member associations were represented amongst the 50 players, the 25 coaches and the 9 staff members who attended the camp.

*Contributing to Badminton in Schools through the BEC School Project*

BWF's Shuttle Time pilot is being implemented in Malta; other Member Associations ready and interested to work with the "shuttle time" are being assessed. Language has been an even great concern here than with the coach education. This is being addressed as well. Again it will require expertise and resources from the Member Associations.

*Providing badminton equipment to less developed Member Associations*

In 2011, 32 Member Associations received 1450 dozen feather shuttlecocks, 350 dozen nylon shuttlecocks, 275 graphite rackets, 480 carbon/alu rackets and 406 T-shirts.

*Creation of an Information Database for the benefit of Member Associations*

We would like to encourage Member Associations to share their resources with other associations in Europe. The idea is to create a central library that all associations can have access to and publish this on the development website. So far only six member associations have submitted materials to the Knowledge Database.

*Helping new associations to be established*

We were working together with the Italian Badminton Federation to start activities in San Marino.

*Develop Olympic programmes to assist more European NOCs in their efforts in qualification and to increase the performance of their players at the Games*

In 2011, 8 camps were organised in Europe and Asia; 3 camps for the Team Europe 2012 and 5 for the SOTX Team. A total of 39 participants from 14 different Member Associations attended the camps.



*Ensure all project guidelines, reporting from activities and other relevant information is published and updated on the Development website*

With the project of the new website for the beginning of 2012, the process to update information is much simpler and will make it easier for the news, projects, advertisements, etc. to be updated.

*Provide forum for coaches to increase education and to exchange ideas*

The Summer School is being used for this purpose as well as it is the intention to have bi-annual top coaches courses.

*Organise a bi-annual meeting to inspire, educate and increase networking opportunities for badminton administrators*

The Development and Administration Seminar was postponed to early 2012.

We hope to be able to continue to assist the development of badminton in Europe. Having a formal Development Strategic Plan as our guide and measuring tool, we will endeavour to try and meet our objectives. A more structured approach is being laid out to make our development programme more effective and relevant, with the intention of supporting all Member Associations with their specific needs.

Finally I would like to thank Brian and Marie-Anne at the Badminton Europe office for all the hard work and dedication in the development area.

Gregory Verpoorten

Director for Development  
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