



PARA-BADMINTON DEVELOPMENT PLAN 2015 - 2020

Overview

The Para-Badminton Development Plan 2015 – 2020 guides the work of the Para-Badminton Committee and staff in implementing the priority focuses for the development of para-badminton towards the Tokyo 2020 Paralympic Games.

The plan identifies key areas for training and education and includes opportunities for **players, coaches, classifiers** and other **technical officials, tournament organisers** and **administrators** in para-badminton. One key priority is players – and the development of both **grass roots participation** in para-badminton, and the talent identification and development of **talented players** towards Paralympic Games qualification. **Athlete pathways** are central to this.

The organisations and structures are also important. Enhancing the capacity of these organisations to grow and develop para-badminton globally is a strategic priority.

Regulating, promoting, managing and developing para-badminton can only be achieved in partnership with a range of stakeholders. These include - BWF Members, National Paralympic Committees, BWF recognised Sports Organisations that work with para-badminton athletes, Continental Confederations and BWFs commercial and media partners.

Goal

To plan and support the delivery of structured para-badminton development programmes, projects and activities that develop **individual potential** and **builds systems, structures** and **pathways** from beginner level to the Paralympic Games.

Principles for Development

Development is a long term process and requires a systematic approach. Some of the key elements around development initiatives, projects and activities are listed below.

- **Needs based** - activities must be based on needs, be planned and outcome focused – in other words - structured development programmes.
- **Workforce development** - building skills and knowledge - locally / nationally / regionally.
- **Integration** - including para-badminton into badminton structures and systems – governance, regulations and linkages to people in badminton systems – coaches, technical officials, tournament organisers and administrators.



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- **Sustainability** - incorporating elements in projects that ensure on-going development continues after the supported activity is complete.
 - **Capacity building** – developing the ability of our people and organisations to plan and deliver para-badminton development programmes, projects and activities.
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Development Focuses for Para-Badminton – 2015 - 2020

Area of Focus	Long Term Objective / Goals
1. Integration	<i>To continue to integrate para-badminton into the badminton structures and systems at the world, continental and national levels.</i>
2. Participation	<i>To ensure a broad player base globally.</i>
3. Performance	<i>To increase the quality of elite play to ensure world class performances across all Sport Classes.</i>
4. Competitions	<i>To have a strong competition structure with international events being hosted regularly in each region.</i>
5. Technical	<i>To have a comprehensive rules system and well qualified technical officials to implement the rules governing classification and competitions.</i>
6. Values of Sport, Ethics and Fair Play	<i>To ensure a values based education programmes and an 'intelligent' anti-doping testing programme – both in and out-of-competition .</i>
7. Promotion	<i>To raise the visibility of para-badminton internally and externally and to promote badminton as part of a sport for all, a sport for everyone.</i>



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Defining Development

Development is about a systematic approach to **increasing the capacity** or ability of **individuals** and **organisations** to **perform core functions more effectively**.

The BWF development programmes therefore aim to develop **individual potential** and **build systems, structures** and **pathways** to enhance individual growth and development.

There are two dimensions to development– “**more**” and “**better**”.

Development projects and activities can focus on “**more**” – more players, more coaches, more tournaments, more classifiers, more technical officials, more administrators and more tournament organisers.

Development activities can also focus on “**better**” – (better quality or a higher level of performance) - better players, better coaches, better tournaments, better classifiers, better technical officials, better administrators and better tournament organisers.

Development in any national badminton system will work at different levels with a different emphasis on the dimensions of “more” and “better”.

Central Task – Good Planning

Good and long-term planning is central to getting the best from the investment in development.

Development works best through **planned, structured** and **sustainable** activities and actions which show improvements in:

1. **knowledge, skills** and **competencies** of **individuals** (*athletes, players, classifiers, technical officials, administrators, tournament organisers*).
2. **structures** and **systems** in our sport (*governance and management structures, coach education systems, athlete training systems, event / tournament structures, athlete development pathways, communication systems and systems to service members including training resources and courses*).

Talented people and drivers are central to the success in development.



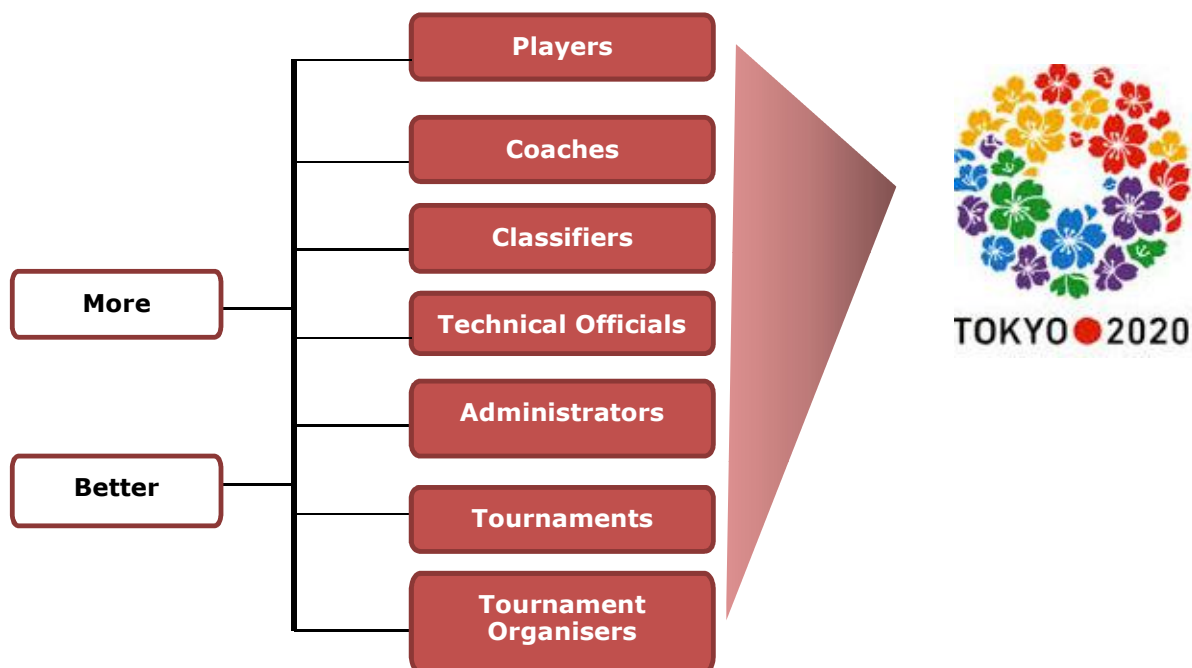
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Development Focus – People, Systems & Structures

Members / NPCs / Recognised Organisations

Governance Structures

Management Structures





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Key Result Areas (KRAs)

Pre-plan Position

In October 2014, the IPC announced that badminton was included as one of the sports for the Tokyo 2020 Paralympic Games. This announcement means there is a more complete athlete pathway for para-badminton players. The inclusion of badminton in the Paralympic Sports Programme should see greater recognition of, and participation in, badminton for athletes with a physical impairment. It should also see greater investment from national bodies to identify and develop talent towards the Tokyo 2020 Paralympic Games. BWF currently has 23 of its Members who take responsibility for para-badminton and it works with 9 National Paralympic Committees and 9 organisations that coordinate para-badminton in their national territories.

The period 2015–2020 will be critical for the sport. The numbers of athletes the sport is allocated will only be known in 2017, following the evaluation for the Rio 2016 Paralympic Games Sports Programme. However key actions for stakeholders in badminton must be to:

- Use the opportunity of Games inclusion to maximise participation in the sport and increase the quality of athlete performance.
- Enhance the structures, systems, pathways and rules, as well as the knowledge and skill of the workforce through training / education.

Principal Responsibility	Key Objective	Priorities
Para-Badminton Committee <hr/> Reference Groups Para-Badminton Commission	1. To strengthen the systems and structures in para-badminton and train / educate individuals in the para-badminton workforce. 2. To promote para-badminton and reinforce the value of badminton as a sport for all – a sport for everyone. 3. To increase the para-badminton player base globally and identify and develop talented performance players which provide high entertainment value at the world level. 4. To provide a well-structured framework and athlete pathways for top quality competition for Paralympic athletes.	1. Integration – Para-Badminton into the badminton governance and management structures – world, regional, and national levels. 2. Participation – increase this globally – with a priority on youth and women. 3. Performance - enhance quality of athlete performances. 4. Competitions – more and better quality tournaments. 5. Technical – rules, systems and training of technical people. 6. Ethics and Fair Play – sport values, education and anti-doping testing. 7. Promotion and visibility - para-badminton / athletes.
Other Relevant BWF Commissions/Committees Events, Development Committee, IOC & International Relations and Technical Officials Commissions.		



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Priority Area Rationale	Goal Strategies – Focus	KPI 2015 – 2020
1. Integration	<p><i>To continue to integrate para-badminton into the badminton structures and systems at the world, continental and national levels.</i></p> <ul style="list-style-type: none"> a) Ensure BWF integrates para-badminton into its structures, management processes and its rules. b) Encourage members to integrate para-badminton into their governance and management structures – and to seek expertise and planning advice from National Paralympic Committees and funding bodies for sport for people with a physical impairment. c) Ensure all Continental Confederations have para-badminton as part of their planning and management structure. d) Build the capacity of BWF members to administer and develop para-badminton nationally and participate in para-badminton activities regionally and internationally. 	<ul style="list-style-type: none"> o Increase to 40 – the number of BWF members taking responsibility for para-badminton in their territories. o Members providing administrative support for para-badminton nationally and entering players into international competitions. o 25 Members have links to NPCs and national sports organisations for people with an impairment with support for development activities. o A Continental Confederation (CC) level Para-Badminton Committee / Commission / Working Group established in each CC by 2016. o Each CC has para-badminton as part of their planning and each CC is supporting the administrative servicing of para-badminton in their region by 2016. o Each CC is taking responsibility for CC Para-Badminton Championships by 2020.
2. Participation	<p><i>To ensure a broad player base globally.</i></p> <ul style="list-style-type: none"> a) Increase the numbers of players in para-badminton globally. b) Have women and youth as target groups in development plans at a national, CC and world level. c) Provide greater opportunities and more support for women to increase the participation of female players at a local, regional and international level. 	<ul style="list-style-type: none"> o 800 players on the Master List by the end of 2017. o All NF plans have participation of women and youth as priority for new players in the system. o 35 % of those players Master list are women by 2017.



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	<p>d) Increase the number of players competing in national championships.</p> <p>e) Shuttle Time is used as the core programme for children with a physical impairment.</p>	<ul style="list-style-type: none"> 30 national federations host a national championship annually or every second year by 2016. Increase the participation in international events – at least.
3. Performance	<p><i>To increase the quality of elite play to ensure world class performances across all Sport Classes.</i></p> <p>a) Provide information to members on strategies for developing a pathway for talented para-badminton athletes.</p> <p>b) Plan and deliver workshops for badminton coaches to enhance skills and knowledge for identifying talent and coaching /developing talented para-badminton players.</p> <p>c) Encourage Members to work with NPCs and national governing bodies for sport for people with an impairment to develop a plan to:</p> <ul style="list-style-type: none"> identify talented players develop this talent. <p>d) Provide travel subsidies and support for talented female athletes to compete internationally.</p> <p>e) Run coach education training in each region to increase the quality of the coaching of para-badminton players.</p>	<ul style="list-style-type: none"> Information sent to all Members in 2014 – and followed up as required on a needs basis. Workshops delivered on a needs basis. Information session at the Members Forum 2015. Participation grants programme established for talented female athlete to attend international events. Coach education sessions planned and delivered in Asia, Europe and Pan America in 2015 – and annually on a needs basis. Travel subsidies provided for new female players in all classes for World Championships and Continental Championships.
4. Competitions	<p><i>To have a strong competition structure with international events being hosted regularly in each region.</i></p> <p>a) Increase the number of international competitions on the calendar.</p> <p>b) Increase the number of national championships being hosted.</p>	<ul style="list-style-type: none"> International Para-Badminton event structure in place with defined technical personnel requirements for each level of BWF sanctioned international Para-Badminton



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	<ul style="list-style-type: none"> c) Ensure Para-Badminton is included in all relevant multi-sport games. d) Provide education and training programmes for event organisers to ensure increased quality of event planning and implementation. e) Increase the number of players competing in international events. f) Support the technical delivery of international events -classifiers and technical officials. g) Plan and deliver training courses for technical officials are available for referees and umpires servicing international Para-Badminton events. h) Ensure CCs have sanctioned International Events annually in their region and CCs have biennial Para-Badminton continental championships. i) Monitor the development of international tournaments – number and quality - and encourage the establishment of new regional and international events. 	<ul style="list-style-type: none"> o event. o National Championships held in at least 30 national federations every year or alternate year from 2016. o At least 2 international events in Asia, 2 in Europe and at least 1 international event in Pan Am each year – with Continental and World Championships every alternate year. o At least 4 international events with more than 100 entries hosted each year from 2017. o Technical workshops implemented at each Level 1 international event annually and every CC and World Championships. o Technical training for para-badminton is integrated into every BWF Referee and Umpire training courses. o At least three CCs with international events annually.
5. Technical	<p><i>To have a comprehensive rules system and well qualified technical officials to implement the rules governing classification and competitions.</i></p> <ul style="list-style-type: none"> a) Enhance the training and education programmes for technical people in the sport – Technical Delegates, Classifiers, Technical Officials (Referees, Umpires, Line Judges). b) Conduct an audit of the Classification Regulations and complete an assessment against the IPC Classification Code 2015 to ensure Code compliance. c) Ensure the classification and appeals processes and procedures are clearly defined and communicated to players / coaches / support 	<ul style="list-style-type: none"> o Classifier Courses run at World Championships and large International Events to ensure the number and quality of Classifiers is improving. o A national classifier course programme implemented from 2015 – BWF national classifiers in 7 countries by the end of 2015 and 14 countries by the end of 2016. o Classification Code compliance assessment completed by June 2016 – ensure compliance.



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	<p>personnel.</p> <p>d) Develop resources that describe the process and principles of classification – for an internal audience – players / coaches and the general public.</p> <p>e) Review on an on-going basis, the General Competition Regulations and</p> <p>f) Enhance the para-badminton world ranking system.</p> <p>g) Ensure the qualification system for the Paralympic Games is principled and takes into account performance and universality.</p>		<ul style="list-style-type: none"> Classification information packages developed and available for players / coaches by the end of 2015 – and for the public by end of 2016. Para-Badminton Commission involved in each stage of the development of the resources. Proposal for the Paralympic Games sent to the IPC by the end of 2017. Qualification Regulations drafted and approved by IPC in 2018.
6. Values of Sport, Ethics and Fair Play.	<p><i>To ensure values-based education programmes and an 'intelligent' anti-doping testing programme – both "in" and "out-of-competition".</i></p> <p>a) Develop training packages that cover the values of sport, ethics, fair play, anti-doping and includes and match fixing.</p> <p>b) Plan and deliver workshops and training sessions on preparing for international competitions / the entourage – that targets players and support personnel.</p> <p>c) Deliver values based anti-doping education and awareness sessions for all athletes in para-badminton and entourage members.</p> <p>d) Utilise the Para-Badminton Athletes Commission in the planning and development of training programmes.</p> <p>e) Plan and conduct a testing programme – in and out of competition.</p>		<ul style="list-style-type: none"> "Rally against Doping" awareness campaign to include Para-Badminton players. Training and awareness sessions conducted at World and Continental Championships. Anti-doping testing conducted at international events from 2013. Top players in Registered Testing Pool from 2014. Testing conducted out of competition from the first quarter of 2015.



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7. Promotion and Visibility	<p><i>To raise the visibility of para-badminton internally and externally and to promote badminton as part of a sport for all – a sport for everyone.</i></p> <ul style="list-style-type: none"> a) Build awareness of para-badminton, its classification system, events in the sport and badminton as an accessible sport for all. b) Ensure athletes are at the centre of the promotional programme and showcase their inspirational stories. c) Ensure world class performances are available through television, webcasting and social media. d) Enhance the para-badminton image library for use in publications and promotions. e) Enhance the broadcast and spectator appeal of para-badminton – sports presentation at events. f) Ensure appropriate Para-Badminton representation in BWF marketing and communications initiatives – supporting the Strategic Plan for these areas. 	<ul style="list-style-type: none"> o Para-badminton stories in each edition of Shuttle World – and stories appearing in Badminton Unlimited on a regular basis. o Stories and events promoted through social media on a regular basis. o Journalists / writers and photographers are at each World and CC Para-Badminton Championships to provide stories and images. o Highlights packages and athlete profiles provided at the end of each World and CC Championships. o Finals matches recorded at the World Championships - and these are uploaded onto the YouTube Channel. o Profiles of Para-Badminton players on the BWF website once online entries start and the system of world ranking is online. o Integrate demonstrations and exhibitions of Para-Badminton in badminton events.