



MEMBERSHIP DEVELOPMENT

- *To work in partnership with the Continental Confederations and BWF Members to support the delivery of structured development programmes, projects and activities that develop individual potential in our sport and build systems, structures and pathways from beginner to world class.*
- *To build the capacity of the CCs and BWF Members to better manage, administer, regulate and develop badminton regionally / nationally.*

Governance

Management

More

Better

Coaches

Players

Events

Technical Officials

Administrators

Event Managers



MA Educational Services and Resources

EM 3	MA Development Resources	University	Level 4		IPC Network / Courses	Career pathway	Admin 3 with post- graduate option	Referees
EM 2		Trainers	Level 3	Tertiary network expertise	Classifiers	Player certificate		Umpire 3
EM 1		Tutors	Level 2	Special research projects	Coach Ed.	Coach Ed.	Admin 2	Umpire 2
Online Course		Teachers	Level 1	Post-grad research funding	Shuttle Time	Media Anti-doping	Admin 1	Umpire 1
Event mgemt	Talent pathway	Shuttle Time	Coach Ed.	Sports science	Para- badm	Player Servs	Admin	Technical Officials

Color code:

Development areas

BWF resources

WA Potential
resources

To be developed by
BWF

LATEST DEVELOPMENT INITIATIVES WITH WORLD ACADEMY OF SPORT

- Event Management training programme
- National Administrators' training programme
- Player Pathway Programme
- Structures for player development

ADMIN

- Online programme
- Face-to-face course
- Post-Graduate Certificate (or other)

EVENTS

- Online programme
- Level 1 face-to-face
- Level 2 face-to-face
- Observer Programme

National Administrator Programme

- **Badminton Activities and Programmes**
- **Working with Stakeholders**
- **Membership (Rights and Responsibilities)**
- **Organisational Development and Administration**
- **Sport and Player Development**
- **Funding and Finance**

SCREENSHOT: ONLINE ADMINISTRATOR COURSE

- Administration
- Fileshare
- BWF Badminton Academy home
- Programme home

Programme modules :

- 1 Badminton as a global sport
- 2 Introduction to stakeholders
- 3 Membership
- 4 Organisational development and administration
- 5 Sport and Player Development
- 6 Introduction to funding and finance



89 out of 89 read



Certificate progress: 100%

BWF Administration Programme



How the programme works

The programme modules are listed on the left. You can view the modules in any order.

Your progress through the programme is shown below.

Your progress



You have read 89 out of 89 pages



You have passed this programme

You can now download your certificate of completion by using the link below. If you wish to you can also reset the programme.



[Download your certificate](#)



Activ
Go to

2016

- Fileshare
- BWF Badminton Academy home
- Programme home

Programme modules :

- 1 Badminton as a global sport
- 2 Introduction to stakeholders
- 3 Membership
- 4 **Organisational development and administration**
- 5 Sport and Player Development
- 6 Introduction to funding and finance



89 out of 89 read

Constitution and governance 1 2 3 4 5 6 7

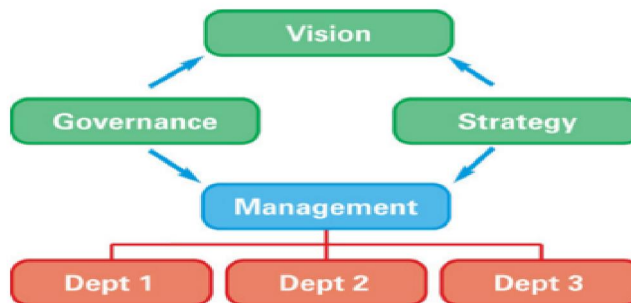
Strategic and operational planning 8 9 10 11 12 13 14 15 16 17 18

Administration and management 19 20 21 22 23

Hide

Governance in practice

In addition to understanding the principles of governance, it is also important to consider how these can be put into practice in administering your national federation. The following diagram provides an overview of this concept, as both strategy and governance need to be considered when operations are undertaken by the organisational structure.



If you look in detail at some of the following core roles of a national federation, you will see the respective roles of governance and strategy in the day-to-day operations of the federation.

EVENT MANAGEMENT PROGRAMME

- The Importance of Events in Badminton
- Key Considerations in Event Management
- The Foundations of a Local Organising Committee
- Planning and Delivering Events
- Wrap-up and Reporting

● Programme home

Programme modules :

- 1 The importance of events in Badminton
- 2 Key considerations in event management
- 3 The foundations of a Local Organising Committee
- 4 **Planning and delivering events**
- 5 Wrap-up and reporting



77 out of 77 read



Certificate progress: 100%

- 1 Available
- 1 Completed
- 1 Not yet available

Practice courts

Background

Service level

Operational planning

Readiness & execution

- All teams must be provided equal access to practice courts and warm up areas.



Activator
GO TO PC

3 LEVELS

Online

- Freely available to interested NFs or clubs
- Pre-requisite for F-2-F or stand-alone resource

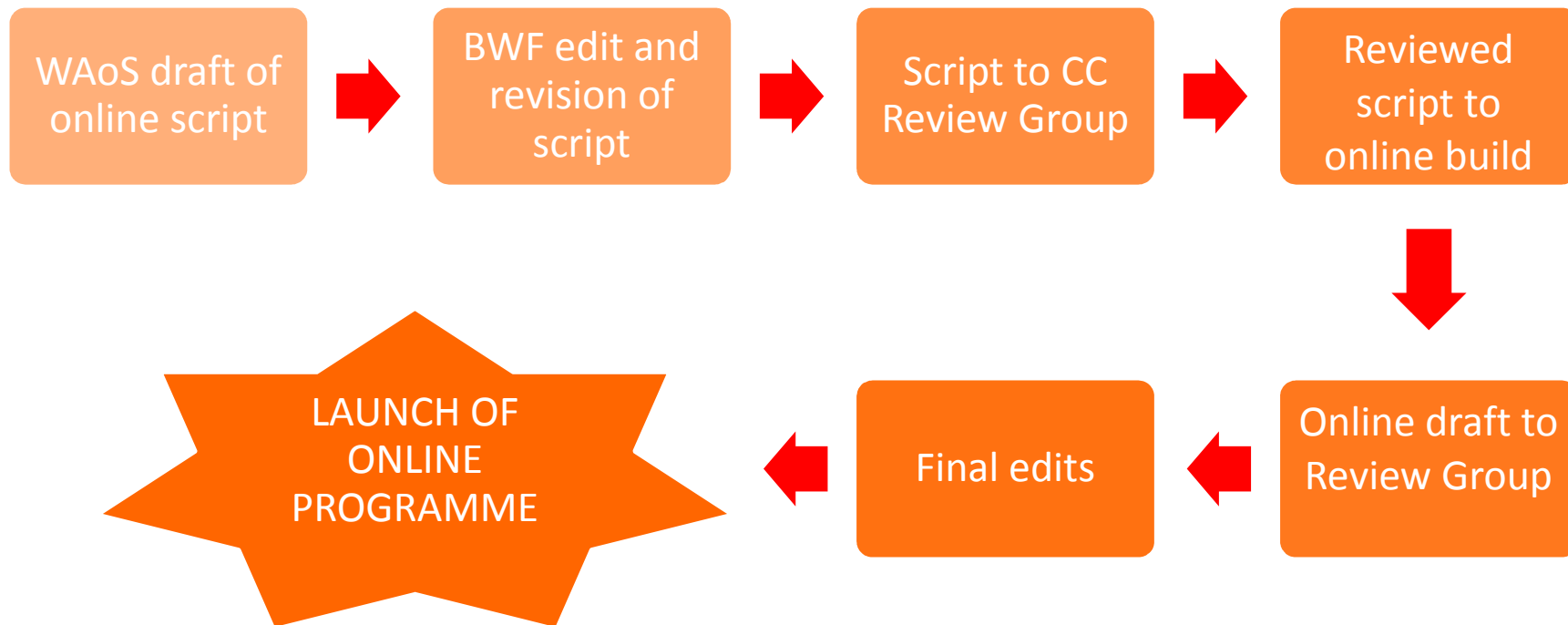
CC

- Face-to-face course(s) in each CC
- Can be adapted to different countries/regions

W AoS

- Specialist programmes
- Different options based on identified needs

DEVELOPMENT PROCESS

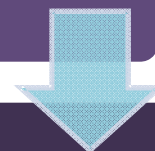


FACE-TO-FACE COURSES (CC DELIVERY)

BWF/WAoS design of training and support material



Training of Programme Leads (“Tutors”) from each CC



CC-delivered Admin and Events courses run by Programme Leads

LAUNCH OF ONLINE COURSES

- *Early May*

TRAINING OF PROGRAMME LEADS

- *June 1-3 in Kuala Lumpur*

CC-RUN COURSES

- *To be incorporated into annual plans*

The programme is focussed on allowing Member Associations to build a systematic approach to talent identification and athlete development for their sport.

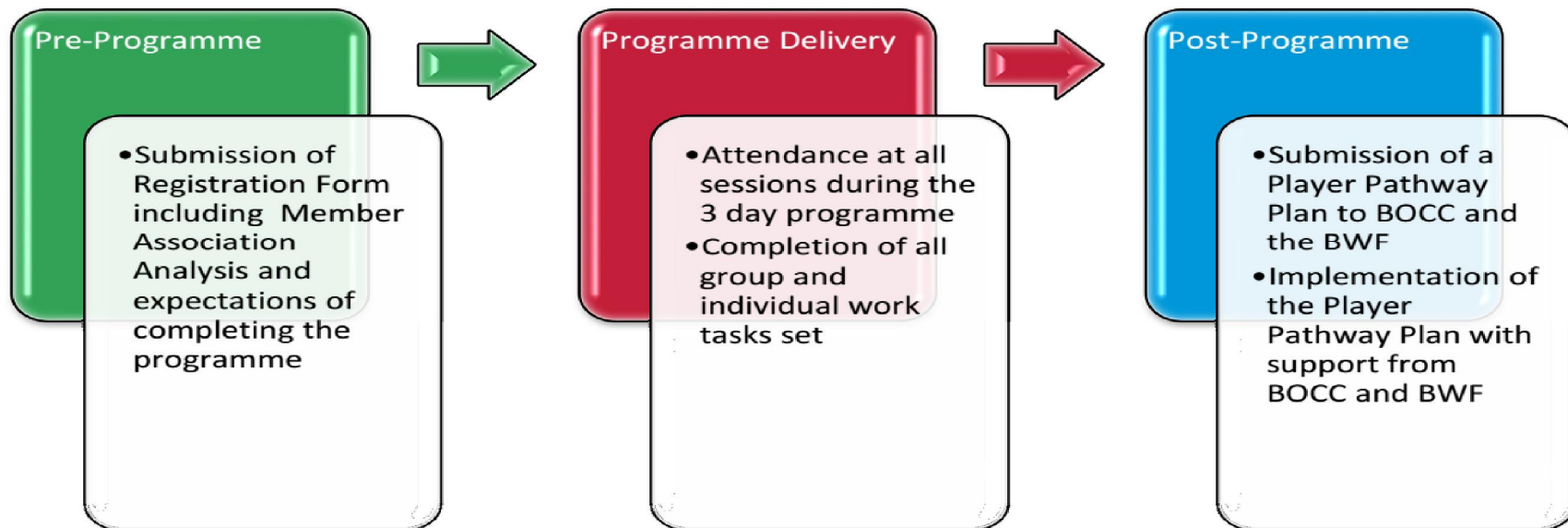
Through the identification of short, medium and long terms goals the programme highlights ways to maximise outputs at each stage of the pathway.

The programme allows participants to not only understand the approach to managing athlete pathways but provides a structured process to drafting an actual Player Pathway Plan for their country or Member Association.

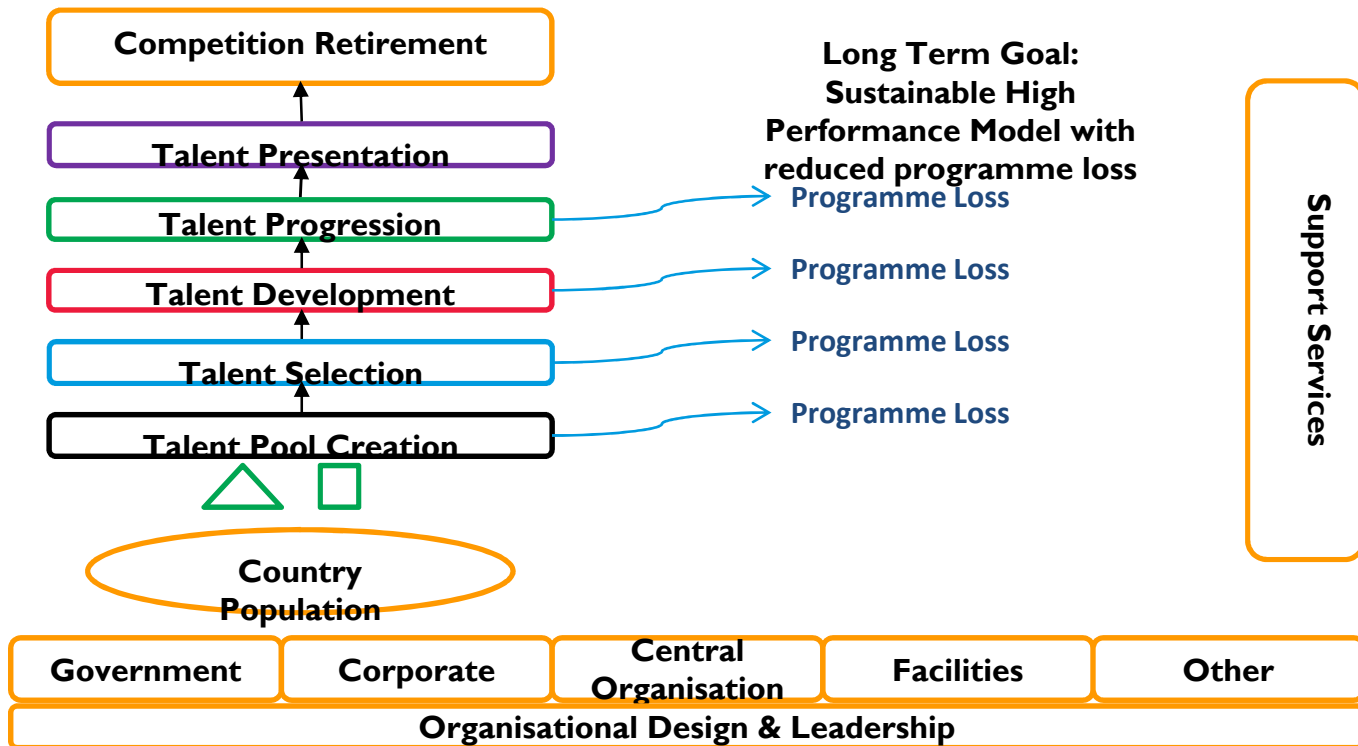
This is achieved through tailored group work, feedback and individual activities throughout the programme.

- **A clear National Player Pathway Plan which includes:**
 - ✓ Talent pool creation strategies based on 'end point' planning
 - ✓ Talent development strategies with associated KPI's and resource planning
 - ✓ Talent retention and engagement strategies
 - ✓ Support services linked to pathway and player requirements
 - ✓ Stakeholder integration and strategies for a shared vision.

PLAYER PATHWAY PROGRAMME



PLAYER PATHWAY MODEL



- **PPP Course successfully run in 3 CCs**
- **Pilot course delivered in Europe**
- **Early feedback suggests increased national stakeholder funding from plans in Pan Am and Oceania**
- **W AoS PPP programme has increased national investment in other Olympic Sports (e.g., Rugby)**

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Participati
on

Performan
ce

Strengthen: CC + MA Leadership + Capacity

Strategic plan + Operational Programmes and planning

Thank You!