



BADMINTON EUROPE

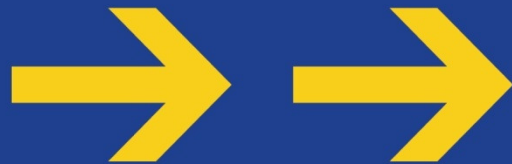
DEVELOPMENT AND
ADMINISTRATION SEMINAR

STRATEGIC PLANNING OF BADMINTON
EUROPE'S DEVELOPMENT PROGRAMME

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STRATEGIC PLANNING OF THE DEVELOPMENT PROGRAMME



What do we mean by development

What have we been doing

The Development Strategic Plan

What do we mean by strategic planning

Analysis of Member Associations

Focusing development activities

Projects now being implemented

Communication of development activities

What do we mean by development

- Growing the sport
- Greater participation
- Improving administration
- Increasing coaches knowledge and education
- Advancing players' level
- Providing fresh and challenging experiences to players and coaches
- Making badminton better
- Have more countries playing badminton
- Offering activities for Member Associations; from grass-roots to elite
- **Development is everything that helps badminton move forward**

What have we been doing

- Badminton Europe has offered activities focused on:
 - Players
 - Summer School
 - EPOF 2008 & Team Europe 2012
 - Coaches
 - Coach education courses
 - Material
 - Schools
 - Equipment package
 - Regional Projects
 - Collaboration initiatives between countries
 - Administrators
 - Development and Administration Seminar
 - Equipment support
 - Donating badminton equipment

The Development Strategic Plan

AIM

- The Badminton Europe Development Strategic Plan should be the tool by which to organise, evaluate and steer all BE Development activities. It should provide the aims of our activities, all useful information regarding the activities and the guidelines for the development of the activities. This DSP should be a dynamic plan that is evaluated every year and by which our development activities be assessed every year.
- All individual action items within the plan should be listed and planned, performed and evaluated on a periodical basis. Changes to the plan and the budget need to be documented in the plan so this tool is always the most updated instrument in the Badminton Europe development strategy.

What do we mean by strategic planning

- Having a mission
 - Agreement on a vision
 - Setting objective criteria (with Key Performance Indicators)
 - Agreed timelines for implementation
 - More detailed evaluation
 - Visible reporting
 - Ensuring activities are sustainable = investment not charity
 - Better organisation
 - Higher quality
 - Structured planning
 - Promoting and using available resources
 - Clearer guidelines on procedures
 - Identification of needs of MAs
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Analysis of Member Associations

18 Criteria to evaluate 51 Member Associations

- Position of players in the BWF World Ranking
- Active participation in the Annual General Meeting (AGM) of BE and Badminton World Federation (BWF)
- Participation in BE and BWF Events
- Qualification for the Thomas and Uber Cup finals
- Qualification in Olympic Games
- Position in individual European Championships
- Position in European Team Championships
- Position in European Junior Championships
- Position in BWF Events: World Championships – Sudirman Cup – World Junior Championships

Analysis of Member Associations

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10. Percentage of registered players per population
 11. Evaluation of Technical Officials; number of accredited/certificated officials, assessment system, participation
 12. Organisation of international events
 13. Organisation of international junior events
 14. Organisation of an international summer training camp
 15. Full-time staff at the office and in the coaching team
 16. Having a structured coach education system with coach education material
 17. Having a public relations involved in the association
 18. Programme for schools badminton

Analysis of Member Associations

Example: Position of players in the BWF World Ranking

- G1** At least 3 players/pairs in the top 30 in the world ranking
- G2** At least 3 players/pairs in the top 50 in the world ranking
- G3** At least 3 players/pairs in the top 100 in the world ranking
- G4** At least 3 players/pairs in the top 200 in the world ranking
- G5** Do not have 3 players/pairs in the top 200 in the world ranking

Analysis of Member Associations

Categories of development of MA - legend	G1 13 of 18	G2 12 of 17	G3 12 of 17	G4 8 of 11	G5a 6 of 11	G5b > 6 of 11
Players/Pairs in top World ranking	> 3 in top 30	> 3 in top 50	> 3 in top 100	> 3 in top 200		
Participation in	AGM BE and BWF	AGM BE and BWF	AGM BE and BWF	AGM BE		
Participation in	EC EMixedTC EMensTC EWomensTC EJC (Ind) EJC (Team) WC WJC SC	> 7 of 9	> 5 of 9	> 3 of 9		
Qualification for	> 1 team for T/U Cup					
Qualification for Olympic Games	> 3 disciplines	> 2 disciplines	> 1 disciplines	> 1 disciplines		
Results in EC (Ind)	> 3/4	> 5/8	> 9/16			
Results in ETC	> 3/4	> 1st in group	> 2nd in Group	> 3rd in Group		
Results in EJC	> 3/4	> 5/8	> 9/16			
Results in WC, SC, WJC	> 5/8	> 5/8	> 9/16	> 17/32		

Analysis of Member Associations

Categories of development of MA - legend	G1 13 of 18	G2 12 of 17	G3 12 of 17	G4 8 of 11	G5a 6 of 11	G5b > 6 of 11
Registered players per population	> 10,0 ‰	> 5,0 ‰	> 1,0 ‰	> 0,5 ‰		
Technical officials:	structured education 1 BWF referee 1 BE referee 2 BWF umpires 6 BE umpires > 7 EC	structured education 1 BE referee 1 BWF umpires 4 BE umpires > 5 EC	structured education 1 BE referee 4 BE umpires > 3 EC	2 BE umpires > 1 EC		
Organisation of international events	2 major	1 major	1 major	1 major		
Organisation of international junior events	1 major	1 major	1 major	1 major		
Organisation of international summer camp	1	1	1			
Staff at the office and in the coaching team	Full-time	Full-time	Full-time	Part-time		
Structured coach education system	Yes	Yes	Yes			
coach education material	Yes	Yes	Yes			

Analysis of Member Associations

	Players/		Participation		Qual for		Results				registered	Technical	Int.	Junior	Int.	Employment	Coach	PR	Schools		
August 2009	Pairs in		in	in	T Cup	OG	in	in	in	in WC/	players per	officials	events	events	summer	office &	education	officer	prog.		Conclusion
	WR top	AGM	EC/WC	U Cup	# disc	EC	ETC's	E/C (red)	SC/WJC	population %					camp	coaching					
ALBANIA																				ALB	
ARMENIA																				ARM	
AUSTRIA																				AUT	
AZERBAIJAN																				AZE	
BELARUS																				BLR	
BELGIUM																				BEL	
BOSNIA & HERZEGOVINA																				BIH	
BULGARIA																				BUL	
CROATIA																				CRO	
CYPRUS																				CYP	
CZECH REPUBLIC																				CZE	
DENMARK																				DEN	
ENGLAND																				ENG	
ESTONIA																				EST	
FAROE ISLANDS																				FAR	
FINLAND																				FIN	
FRANCE																				FRA	
GEORGIA																				GEO	
GERMANY																				GER	
GIBRALTAR																				GIB	
GREECE																				GRE	
GREENLAND																				GRN	
HUNGARY																				HUN	
ICELAND																				ISL	
IRELAND																				IRE	
ISRAEL																				ISR	
ITALY																				ITE	
LATVIA																				LAT	
LIECHTENSTEIN																				LIE	
LITHUANIA																				LTU	
LUXEMBOURG																				LUX	
MACEDONIA																				MKD	
MALTA																				MAL	
MOLDOVA																				MDA	
MONTENEGRO																				MNE	
NETHERLANDS																				NED	
NORWAY																				NOR	
POLAND																				POL	
PORTUGAL																				POR	
ROMANIA																				ROM	
RUSSIA																				RUS	
SCOTLAND																				SCO	
SERBIA																				SRB	
SLOVAK REPUBLIC																				SVK	
SLOVENIA																				SLO	
SPAIN																				ESP	
SWEDEN																				SWE	
SWITZERLAND																				SUI	
TURKEY																				TUR	
UKRAINE																				UKR	
WALES																				WAL	

Analysis of Member Associations

August 2009	Players / Pairs in	Participation		Qual for		Results		registered players per population ‰	Techni cal officials	Int. events
	WR top	in AGM	in EC/WC	T Cup U Cup	OG # disc	in EC	in ETC's	in EJC (Ind)		
								in WC/ SC/WJC		
ALBANIA										
ARMENIA										
AUSTRIA										
AZERBAIJAN										
BELARUS										
BELGIUM										
BOSNIA & HERZEGOVINA										
BULGARIA										
CROATIA										
CYPRUS										
CZECH REPUBLIC										
DENMARK										
ENGLAND										
ESTONIA										

Analysis of Member Associations

GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5a	GROUP 5b
DENMARK ENGLAND GERMANY	BELGIUM FRANCE NETHERLANDS RUSSIA SWEDEN	AUSTRIA BULGARIA CZECH REPUBLIC FINLAND IRELAND SCOTLAND SPAIN SWITZERLAND	ESTONIA ICELAND ITALY POLAND PORTUGAL SLOVAK REPUBLIC UKRAINE WALES	BELARUS CROATIA CYPRUS GREECE HUNGARY LITHUANIA NORWAY SLOVENIA	ALBANIA ARMENIA AZERBAIJAN BOSNIA & HERZEGOVINA FAROE ISLANDS GEORGIA GIBRALTAR GREENLAND ISRAEL LATVIA LIECHTENSTEIN LUXEMBOURG MACEDONIA MALTA MOLDOVA MONTENEGRO ROMANIA SERBIA TURKEY

Focusing development activities

- To **Promote and Develop the sport of Badminton in Europe** by:
 - Supporting an **increased participation** within the sport (on a grass root level and on an international level);
 - Providing tools to **empower and educate** administrators, coaches and technical officials;
 - 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.

Identification of needs of MAs

- Development Working Group
 - Gregory Verpoorten (Belgium)
 - Corina Dan (Romania)
 - Christophe Jeanjean (France)
 - Lars Sologub (Sweden)
 - George Wood (England)

Support from BE staff; Brian Agerbak, Chris Harvey, Lina Engl

Chair, Director for Development
Director for Communication
- Goal of the DWG is to advise by:
 - Providing new ideas and insights on development
 - Providing a larger platform to evaluate the work
 - Involving different regions-levels of MAs in the development discussion
 - taking on coordination of specific areas of the Strategic Plan
- **Investigate the needs of European MAs and to assess whether/how Badminton Europe can contribute to the fulfilment of these needs**

Projects now being implemented

- Existing development projects
 - European Summer School
 - European training teams for London 2012 Olympic Games
 - Regional Projects
 - Coach Education
 - Technical Officials Education
 - Certificated Training Centres / Scholarships
 - Schools Project
 - Equipment Support
 - Knowledge Database
 - Development and Administration Seminar
 - Olympic Solidarity
- 

European Summer School



28th edition
11 – 18 July 2009
Karlskrona, Sweden
8 scholarships
65 players
19 coaches
10 staff
26 countries

Team Europe 2012



Programme created in 2006

9 camps organised including training camp in China

SOTX is the official sponsor

Now being rearranged to create two training groups

Team Europe 2012

Future structure

- Top training group focused on improving the performance of European qualifiers at the London 2012 Olympic Games
- Second group focused on qualifying as many European countries as possible for the London 2012 Olympic Games
- Players for both groups have been invited
- Schedule of training camps planned through until Summer 2012

Regional Projects

Big success!

**Budget now more than €50.000 per year
(€6.000 maximum per project)**

- In 2006 4 projects involving 13 countries
- In 2007 7 projects involving 22 countries
- In 2008 10 projects involving 30 countries
- In 2009 11 projects involving 32 countries



Regional Projects

What is happening in 2010

- Number of applications have increased. Highest ever! 17 currently being reviewed
- Badminton Europe will support structured plans that have a clear goal and are sustainable
- Priority to be given to projects focusing on:
 - Coach Education
 - Technical Officials Education and Training (for umpires and/or referees)
 - Training Camps for U13, U15 and U17 players

Coach Education

- Summer School has been a focus point offering education
- Serbia, Romania, Cyprus and Malta have hosted courses in last 2 years



- BE material written by Kenneth Larsen has been widely used on courses
- Coaching Conferences alongside events in Netherlands, Denmark and Slovenia

Coach Education

- From research questionnaire and analysis MAs were identified with real need for support in Coach Education
- Future planning
 - Focus on MAs that have no structure
 - Identified from questionnaire and analysis
 - Courses only to be implemented if following sustainable plan
 - Educating educators
 - Annual seminar/workshop for national coaches
 - International Coaching Conference alongside major BE event
 - Dialogue with BWF regarding elite-level national coach education

Technical Officials Education

- Attendance on a BE education course is now compulsory to be assessed for BE Accredited level as an umpire or referee
- Umpire courses held in Belgium, Cyprus, Estonia, Iceland, Ireland, Slovakia within last 14 months
- 75 umpires from 28 different MAs have attended these 6 courses!
- Next referee education course will be at the Circuit Finals 2010 in Assen, Netherlands in June



Certificated Training Centres/ Scholarships

New High Performance initiative from Badminton Europe

- 5 national training centres approved with Certificated Training Centre status
- Arnhem, Netherlands
- Madrid, Spain
- Malmo, Sweden
- Sofia, Bulgaria
- Warsaw, Poland
- Any more??



Certificated Training Centres/ Scholarships

Provided under scholarship programme

- Grant provided for players to train at a Certificated Training Centre
- Training period is 4 – 12 weeks
- Criteria
 - to be placed in top 15 in a discipline on the European Junior Ranking
 - to be placed in top 200 in singles or 100 in doubles on the World Ranking
 - Under 25 years of age
- Must show potential to qualify for future World Championships and the London 2012 Olympic Games
- Please use this programme for your top players!



Schools Project

- 1500 units sold to 16 countries during 18 month trading period
- Price was €45 (excluding VAT)



Schools Project

Future structure

- Material to assist PE teachers
- Basic equipment package
- BWF is investigating same direction so possibility to collaborate in future

Equipment Support

Donated equipment in 2009

- 1200 dozen feather shuttles
- 250 dozen nylon shuttles
- 1100 rackets
- 150 nets

has been donated to 30 MAs during 2009

A similar amount is planned to be donated in 2010

Knowledge Database

- We received information from

- England
- Germany
- Scotland
- Spain
- Switzerland

- Items focuses on

- Schools material
- Coach education

- Formats include

- Workbooks
- DVDs



?
**the
knowledge
database**
? ?

Knowledge Database

- Where to find it – <http://development.badminton europe.com/page.aspx?id=10462>



BADMINTON EUROPE DEVELOPMENT

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The Knowledge Database

Badminton Europe is aware that many nations within Europe have created or are using technical resources for development purposes. These could be materials that are used specifically for Coach Education or Badminton in Schools or other initiatives.

Badminton Europe would like to encourage Member Associations to share these resources with other associations in Europe. Therefore we have created a central library and database that all Member Associations can have access to, and see what is being used and is available to share. This is called The Knowledge Database.

Information that is available within specific Member Associations can be found below -

Badminton England

The Bisi Activity Cards support teachers and coaches to deliver the game of badminton, giving new ideas and fun activities for lessons, club sessions and more. The 20 cards are specifically designed to give extra depth and to reinforcement high quality, practical and enjoyable learning activities. By clicking on the green links below, you will be directed to the Badminton England website. All materials produced by Badminton England are in the English language.

Bisi Activity Cards Pack A (Ages 4-9 yrs) £20.00
Bisi Activity Cards Pack C (Ages 9-14 yrs) £20.00
Bisi Activity Cards Packs A & C (Ages 4-9 yrs & Ages 9-14 yrs) £35.00
Bisi Strokes & Techniques Posters (A3) £12.24

Deutscher Badminton-Verband e.V. - German Badminton Association
Contact person: Mr. Klaus Walter, Vice-President
Email: K.U.Walter@gmx.de
All materials produced by Deutscher Badminton-Verband e.V. are in the German language.

Item	Project used for	Format	Cost	Can item be purchased?	Where to go for more information
Instruction Manual	Badminton in Schools	Workbook	€ 8.50	Yes	K.U.Walter@gmx.de
Instruction Manual	Badminton in Schools	DVD	€ 9.95	Yes	K.U.Walter@gmx.de
Exercise	Badminton in Schools	Poster	free	Yes	K.U.Walter@gmx.de
Instruction Manual	Coach Education	Workbook	€ 20.00	Yes	K.U.Walter@gmx.de

- If you have information to share please send us the details

Development and Administration Seminar

- Attendance: 59 registered delegates from 39 countries
- Present relevant information to the MAs
- Forum to network and communicate with colleagues



Olympic Solidarity

- Various programmes available to MAs
- Communication with NOCs vital
- Olympic Scholarships for Athlete's "London 2012"
- Programmes for coaches



Olympic Solidarity

- European countries that should apply:

- 
- Albania
 - Armenia
 - Azerbaijan
 - Bosnia and Herzegovina
 - Bulgaria
 - Belarus
 - Croatia
 - Cyprus
 - Czech Republic
 - Estonia
 - Finland
 - Georgia
 - Hungary
 - Iceland
 - Ireland
 - Israel
 - Latvia
 - Lithuania
 - Luxembourg
 - Moldova
 - Macedonia
 - Malta
 - Montenegro
 - Romania
 - Slovenia
 - Serbia
 - Slovakia
 - Turkey
 - Ukraine

Communication of development activities

Quality communication is essential if development projects are to be implemented effectively

- Development website
development.badminton-europe.com
- Contact lists
 - Coach database
- E-magazine
- Press releases



Conclusion

- Goal is to be more **strategic, structured and sustainable** in projects and activities being implemented
- General mission of the Development Strategic Plan

To **Promote and Develop the sport of Badminton in Europe** by:

- Supporting an **increased participation** within the sport (on a grass root level and on an international level);
- Providing tools to **empower and educate** administrators, coaches and technical officials;
- 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.

THE END



Any questions?