STRATEGIC PLANNING OF BADMINTON EUROPE’S DEVELOPMENT PROGRAMME

Chris Harvey
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
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

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

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# Analysis of Member Associations

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**Conclusion:**

- **WR top AGM EC/WC U Cup # disc EC ETC’s EJC (Ind) SC/WJC population ‰ camp coaching**
### Analysis of Member Associations

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<tr>
<th>August 2009</th>
<th>Players / Pairs in</th>
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BADMINTON EUROPE  
Development and Administration Seminar 2009  
www.badminton-europe.com
## Analysis of Member Associations

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<th>GROUP 1</th>
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**Groups**

- **GROUP 1**: Denmark, England, Germany
- **GROUP 2**: Belgium, France, Netherlands, Russia, Sweden
- **GROUP 3**: Austria, Bulgaria, Czech Republic, Finland, Ireland, Scotland, Spain, Switzerland
- **GROUP 4**: Estonia, Iceland, Italy, Poland, Portugal, Slovak Republic, Ukraine, Wales
- **GROUP 5a**: Belarus, Croatia, Cyprus, Greece, Hungary, Lithuania, Norway, Slovenia
- **GROUP 5b**: Albania, Armenia, Azerbaijan, Bosnia & Herzegovina, Faroe Islands, Georgia, Gibraltar, Greenland, Israel, Latvia, Liechtenstein, Luxembourg, Macedonia, Malta, Moldova, Montenegro, Romania, Serbia, Turkey

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**Badminton Europe**  Development and Administration Seminar 2009  [www.badminton europe.com](http://www.badminton europe.com)
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) Chair, Director for Development
  – Corina Dan (Romania) Director for Communication
  – Christophe Jeanjean (France)
  – Lars Sologub (Sweden)
  – George Wood (England)
  Support from BE staff; Brian Agerbak, Chris Harvey, Lina Engl

• 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
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
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
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
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
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
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??
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)
Future structure

- Material to assist PE teachers
- Basic equipment package
- BWF is investigating same direction so possibility to collaborate in future
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
We received information from
- England
- Germany
- Scotland
- Spain
- Switzerland

Items focuses on
- Schools material
- Coach education

Formats include
- Workbooks
- DVDs
Knowledge Database

• Where to find it – http://development.badmintoneurope.com/page.aspx?id=10462

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
• Various programmes available to MAs
• Communication with NOCs vital
• Olympic Scholarships for Athlete’s “London 2012”
• Programmes for coaches
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
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;
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Any questions?