BWF PROGRAMMES

David Cabello
BWF Chair – Development & Sport for All Commission
MISSION
Making badminton a leading global sport accessible to all – giving every child a chance to play for life!

VISION
To lead and inspire all stakeholders, deliver entertainment through exciting events to drive fan experience, and to create innovative, impactful and sustainable development initiatives.
Strategic Plan KRA 3

ATHLETE FOCUSED

PARTNERSHIPS
IIOC / IPC / MEMBERSHIP

CAPACITY
GOVERNANCE / HR / ORGANISATIONAL DEVELOPMENT

PARTICIPATION
RECREATION / CLUBS / SCHOOLS

ENTERTAINMENT
EVENTS / INTERNATIONAL ATHLETES / COMMERCIAL
PARTICIPATION
RECREATION | CLUBS | SCHOOLS

To give every child a chance to play for life.
Development Principles

Governance

Management

More

Better

Coaches

Players

Events

Technical Officials

Administrators

Event Managers
Resource Development

MA Educational Services and Resources

Post Graduate Certification in Coaching Science

- Level 3
  - University Course
  - Classification
  - Athlete Career Planning

- Level 2
  - Tutors / Trainers
  - Coach Education
  - Media / Language

- Level 1
  - Teacher
  - Shuttle Time
  - Integrity

MA Player Pathway Programme Course and Resources

- Post Graduate Research Funding
- Tertiary Education Network
- Injury Prevention Research
- Practical Course(s)
- Online Resource

Post Graduate Certification in Sports Management

- Practical Course
- Referee
- Umpire 1 & 2
- Line Judges

- Coach Education
- Shuttle Time
- Para-Badminton
- Player Education
- National Pathway
- Sport Science
- Event Management
- National Administration
- Technical Officials

BWF World Coaching Conference
BWF Sport Science Programme

SPORT SCIENCE

SCHOOLS  PLAYERS  COACHES  PARA-BADMINTON  TOs  OUTDOOR BADMINTON  ACADEMIC / SCIENTIFIC INSTITUTIONS

SHUTTLE TIME ANALYSIS  INJURY PREVENTION  COACHES CONFERENCES  PERFORMANCE ANALYSIS  NOISE EXPOSURE  SHUTTLECOCK DEVELOPMENT  RESEARCH GRANTS

FUNDAMENTAL MOVEMENT SKILLS  LOAD MANAGEMENT  SCIENTIFIC REPORTS  INCLUSIVE BADMINTON  PHYSICAL EVALUATIONS  GAME ANALYSIS  SCIENTIFIC LITERATURE

SHUTTLE TIME KINDER  PERFORMANCE PARAMETERS  NOTATIONAL ANALYSIS  EQUIPMENT DEVELOPMENT  Hawk-Eye Support  PLAYERS PERFORMANCE  RESEARCH CENTERS

MYOPIA PROJECT  IN-COMPETITION EVALUATIONS  TALENT ID  NOTATIONAL ANALYSIS  IN-COMPETITION EVALUATIONS
Participation Projects

- Shuttle Time schools programme
- Outdoor Badminton
- Coach Education framework
- Player Pathway structures
- University Badminton
- Badminton for Health
- Facility Guidelines
- Women in Badminton
- Para-Badminton development
- Strategic partnership management
Performance related projects

- Regional player development programmes
- Olympic Solidarity scholarship programme
- Itinerant Coach Programme
- Regional Player Scholarships
- Regional talent identification
- Athlete Career Pathway resources
- PPP regional courses
- Coach Education
- Coaching Conferences
The BWF aims to provide a ‘best practice’ coach education framework and coach education training materials to support Members in the planning and delivery of coaching courses.

BWF Level 1 Coach was launched with the CCs at the beginning of 2012.

The resources are freely available on Internet and supported by online video clips.

YouTube channel, BWFTV: badmintonworld.tv
ELEMENTS OF THE PATHWAY

Level 1 Coaching Award

The Level 1 course prepares candidates with basic badminton experience (including Shuttle Time teachers looking to advance their skills) to plan and deliver linked coaching sessions for badminton and/or para-badminton.

Contents cover basic coaching principles, basic coaching methodology, and introductory elements to technical, tactical, physical and psychological work with badminton players.

Level 2 Coaching Award

The focus of the Level 2 course is on planning and delivery of annual training and competition programmes, along with more detail on the underpinning sport science.

Contents include more advanced coaching principles to help coaches work at more professional levels with higher levels of players. The technical, tactical, physical and psychological elements are also addressed in greater depth.

Level 3 Coaching Award

The Level 3 course takes a broader scope, looking at the role of the coach within a player development pathway, while also examining key points within that pathway, such as youth development and working with elite players.

Level 3 is an extremely interactive course and involves the ‘coaches’ looking at existing models to discuss, debate, reflect, and finally apply their findings to their own contexts.

Level 4 Coaching Award

The Level 4 course will involve university-level study in a specialist area.

Coaches will look at how to maximize planning, delivery and management of their chosen areas through application of sport science, research, innovation and best practice.

Level 4 will require a long-term study in conjunction with a recognised university and to be assessed by a panel of experts.

Equivalency

By the end of 2018, there will be a competency matrix detailing the expected outcomes and skills for each level of BWF Coach Education.

Based on that matrix, national federations will be able to apply for recognition of their national coaching awards for equivalent BWF status. This will help experienced coaches to progress through the BWF pathway.
The BWF Coach Education Level 3 is a Specialised Coaching Award

- **Coaching Systems** - looking at the process from initial talent identification through to elite-level play
- **Youth Development Models** - how to support and guide talent development in young players
- **Elite Coaching** - how to use the unique characteristics of elite players to support their development
- **Tools** to support coaches in advancing the skills of their players at different stages
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Coach Education Update

- Level 1: English, Spanish, French, Portuguese and Slovenian - Swedish and Czech in progress.
- Level 2: Available in English, Spanish, French, Portuguese and Czech
- Level 3: Piloted in Malaysia and Denmark
- Registrations for Coach Education manuals: 10,000
- Views of Coach Education videos on BWFTV: 4,000,000+
- Coaches qualified from 110 countries
SHUTTLE TIME

Giving every child the chance to play badminton
Global Impact

Projects in over 130 countries
OUTDOOR BADMINTON
Thank you

Questions?