

BWF MEMBER ASSOCIATION BEST PRACTICE CASE STUDIES

TO ENCOURAGE GROWTH & DEVELOPMENT, ONE PRACTICE AT A TIME

This project aims to recognise and assist BWF Member Associations in their development through relatable and practical examples of how various programmes and projects have been planned, implemented, and reported at national and international level – along with highlighting their impact and outcomes. By showcasing these examples, we aim to provide guidance and inspiration that other MAs can adapt to their local contexts.



Best Practice Case Studies are broken down into 4 core areas and a series of sub-areas:

DEVELOPMENT

EVENTS

MARKETING & COMMUNICATION

ORGANISATIONAL HEALTH

- Participation Programmes
- Workforce Development
- Player Development
- Para Badminton
- AirBadminton
- Equipment
- Special Olympics
- Club Development
- Dual Career Pathways
- National Pathways

- National Competitions
- International Competitions
- Exhibitions & Festivals
- Special Olympics
- Legacy Programmes

- Promotional Activities & Campaigns
- Sponsorship & Partnership Initiatives
- Athlete Marketing & Storytelling
- Fan & Community Engagement
- Corporate Identity
- Public Media Relations

- Sustainability
- Gender Equity, Diversity and Inclusion (GEDI)
- Social & Humanitarian
- Integrity
- Volunteer Recruitment
- Facility Development
- Inclusion & integration
- Governance

Please note that across one programme or best practice case study, it is possible that several sub-areas may be addressed.

Contact: Should you have any interest in sharing your association's best practices, please contact: a.mohamed@bwf.sport

Discover the Member Association Best Practice Case Studies on the BWF Development website or scan the QR code:

