

# BADMINTON ASIA



**BADMINTON ASIA 2020:  
A STRATEGIC PLAN**

## **BADMINTON ASIA**

Badminton Asia is the governing body of badminton in the continent in Asia. It is one of the five continental bodies under the flagship of Badminton World Federation (BWF). Badminton Asia is one of the oldest confederation, being founded in 1959. Currently, Badminton Asia is headquartered in Petaling Jaya, Malaysia, and having 43 Member Associations. These Member Associations can be divided into five regions, namely West Asia, Central Asia, South Asia, East Asia and South East Asia.

## **VISION**

With the recent rebranding exercise, Badminton Asia is charting a new era and a more dynamic Confederation which recognises all members as of equal importance and every member has a role to play for Asia. Badminton Asia also adopted a new theme “Smash the World” which serves as a constant reminder that Badminton Asia shall strive to push badminton as the most popular sport in Asia and at the same time, to be the best in the sport. Hence, the vision for Badminton Asia is ***“to promote, develop and strengthen the sport of badminton in Asia”***.

## **KEY FOCUS**

Badminton Asia 2020 need to be achieved by being more focused in the implementation and planning. In recognizing the BWF’s strategic plan, Badminton Asia 2020 shall be the extension and at the same time, complementary to BWF’s plan. Hence, Badminton Asia shall emphasis on five key areas; namely:

1. Development
2. Events
3. Marketing and Publicity
4. Management and Governance
5. Inclusiveness

## OBJECTIVES

Whilst distinguishing with the objectives of BWF, Badminton Asia's goals would work on a broader framework and will work towards achieving the vision of Badminton Asia and ultimately fulfilling the overall BWF's objectives. The vision can be achieved by adhering to the following goals:

- To provide focused and objective support to Member Associations' development programmes and to maximize the potential of MAs.
- To promote and encourage all MAs to succeed at the pinnacle of world badminton in all aspects (e.g. players' performance, coaching standards, standards of technical expertise and facilities).
- To organise top level competitions in order to provide necessary platforms that raise the standard of competitions in Asia.
- To enhance the commercial value by producing and commercialising attractive products that can engage and excite our stakeholders
- To encourage MAs to practice good governance by supporting them to implement professional initiatives or programmes.
- To promote integrity by ensuring the all Badminton Asia's tournaments, matches and the conduct of its people conform to the highest ethical and sporting standards.
- To create and develop the Badminton Asia's Challenge Circuit and raising the profile of the circuit.
- To continuous create awareness and publicity for Badminton Asia through various efficient and effective communication tools.

## DEVELOPMENT STRATEGIC PLAN 2016 – 2020

### STRATEGIC PLAN FOR 2016-2020

#### Key Focus 1: Development

Goals:

- To increase coaches both in quantity and quality within the Asian Confederation Fraternity.
- To increase the number of players in Asia and eventually more Asian players playing in the BWF circuit.
- To optimize and increase the BWF's Shuttle Time Programme.
- To expand the programme of Para badminton.
- To create more opportunity for women in the area of administration, coaching and players.

| Goals  | Strategic Programmes   | Outcome in 2016 - 2020   |
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| <b>1 To increase coaches both in quantity and quality within the Asian Confederation fraternity.</b>             | 1.1 To conduct more coaching courses.<br>1.2 To conduct more coaching seminar.<br>1.3 To conduct exchange programmes for coaches between developed and developing countries.<br>1.4 To create a coaching structure within the continent. | 1.1 Have at least 500 BWF Level 1 coaches<br>1.2 Have at least 250 BWF Level 2 Coaches<br>1.3 To have 50 BWF Level 3 coaches by the year 2020. |
| <b>2 To increase the number of players in Asia and eventually more Asian players playing in the BWF circuit.</b> | 2.1 To increase the number of players in the AOP.<br>2.2 To create a pool of top coaches within Asia.<br>2.3 These coaches will then be conducting more coaching clinic within Asia.   | 2.1 Olympics – 5 passports<br>2.2 Semifinal or last 8 in BWF Level 4 tournaments (IC)<br>2.3 Top 80 BWF ranking(MS/WS)                         |

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|   | <p>2.4 To encourage and to support more players to participate in the BWF circuit.</p> <p>2.5 To create programmes called “Road to Argentina for Youth Olympics 2018 and “Road to Tokyo” for Olympic 2020.</p> <p>2.6 To establish regional training centres.</p> | <p>2.4 To increase the pool of players from Asia by 25percent.</p>  |
| <p><b>3 To optimize and increase the BWF’s Shuttle Time Programme.</b></p>                                | <p>3.1 To increase the number of trained teachers.</p> <p>3.2 To increase the number of trained tutors</p> <p>3.3 To increase the number of trainers.</p>   | <p>3.1 To have 18500 trained teachers</p> <p>3.2 To Have 500 trained tutors</p> <p>3.3 To have 30 trainers</p>                  |
| <p><b>4 To create more opportunity for women in the area of administration, coaching and players.</b></p> | <p>4.1 To hire more women administrative staff.</p> <p>4.2 To encourage more women to take up coaching courses and coaching assignment.</p>   | <p>4.1 To increase the women administrative staff by 10 percent.</p> <p>4.2 To increase women coaching staff by 10 percent.</p> |

## STRATEGIC PLAN FOR 2016-2020

### Key Focus 2: Events

#### Goals:

- To optimize badminton participation in events within the Asian Confederation Fraternity.
- To rebrand and value add in Badminton Asia Events.
- To maximize the hosting of events (Level 4, Junior and Under 17/Under 15)
- To play a prominent role, to be part of the Organizing Committee/ Working Group(s) and have its presence in Badminton events held in Multisport Games in Asia: in which Badminton Asia is the controlling body for badminton in Asia.
- Create more opportunity for Badminton Asia technical officials (Asian Level) to officiate in Level 2 and Level 3 tournaments.
- Conducting technical courses for Non-English speaking officials.
- To increase the number of women technical officials.

| Goals  | Strategic Programmes  | Outcome in 2016 - 2020   |
|--|---|--|
| <b>1 Increase the profiling and presentation of all Badminton Asia events, with greater marketing and promotion.</b> | 1.1 Standardizing Presentation.<br>1.2 To promote good marketing.<br>1.3 Hawk Eye System<br>1.4 To promote and develop standards of event organization.<br>1.5 Robust Contract & Guideline Hosting. | 1.1 The main showcase and outcome in Badminton Asia.<br>1.2 Greater value and profiling.<br>1.3 Increasing attraction and appeal to wider potential sponsorships.<br>1.4 Greater participation of top players and more from the developing countries.<br>1.5 To have more high value bidders |
| <b>2 New tournaments for elite and developing players.</b>   | 2.1 To introduce new badminton games which are unconventional.  | 2.1 Beach/ outdoor Badminton<br>2.2 Asia Seniors   |

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|  | <p>2.2 To have a greater reach in badminton enthusiast by creating a new platform for them to compete.</p> <p>2.3 To widen the competitive stage of the game with greater reach to all age group level.</p> <p>2.4 To corporate with third party in research and Development (R&amp;D) to test new opportunities for new events.</p>  | <p>2.3 Circuit of Asian Youth U17/U15 tournaments with Asian Ranking Points.</p>  |
| <p><b>3 Greater/better monitoring on existing and new level 4/ Junior hosting standards.</b></p> | <p>3.1 To classify them into a Level 4/Junior Continental Circuit.</p> <p>3.2 To introduce a standardize presentation standard to all the host.</p> <p>3.3 A business model and a formula to be developed and distributed to all host organizers to create a partnership with Badminton Asia.</p>   | <p>3.1 To increased and promote hosting of International Challenge events.</p> <p>3.2 Utilization of tournament software and live scoring.</p> <p>3.3 With regards to the commercial contract, possibility of live streaming in all International Challenge events.</p> |
| <p><b>4 Greater Inclusiveness in Multisport Events.</b></p>                                      | <p>4.1 To ensure the event(s) organized and run in accordance to the standards of BWF (and IOC/OCA regulations).</p> <p>4.2 To monitor and ensure timely preparations of the venue, operational systems, entries/draws, logistics, accreditation and etc. Full and active involvement from pre-games, during and post-games.</p> <p>4.3 Badminton Asia Staff/ Official presence during pre-event and preparation, and event proper.</p> | <p>4.1 To work closely and cooperatively with the Local Organizing Committee (LOC) and Technical Delegate (TD) to ensure the high standards of product delivery for the event(s).</p>   |

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| <b>5 Create more opportunity for Badminton Asia technical officials (Asian Level) to officiate in Level 2 and Level 3 tournaments</b> | <b>5.1 To promote and develop Asian technical officials to higher level.</b>   | <b>5.1 To produce Asia at least 40 technical officials to Badminton Asia accredited and 10 technical officials to BWF certificated.</b> |
| <b>6 To increase the number of technical officials from Non-English speaking countries.</b>   | <b>6.1 To identify young and competent candidates</b><br><b>6.2 To conduct technical courses for Non-English speaking officials</b><br><b>6.3 To conduct technical courses in simple basis English</b><br><b>6.4 To identify potential candidate and to implement mentor-mentee system</b> | <b>6.1 To produce at least 10 potential technical officials who can manage to communicate and officiate in English</b>                  |
| <b>7 To increase the number of Asian women technical officials.</b>   | <b>7.1 Develop and train more potential women</b><br><b>7.2 technical officials</b>  | <b>7.1 To produce at least 10 women technical officials to BWF accredited.</b>  |



### Key Focus 3: Marketing and Publicity

#### Goals:

- To elevate the profile of Badminton Asia and make it a well-known organization in Asia and also globally
- To create interest amongst Members Association on the role of Badminton Asia and its activities
- To rebrand the commercial value of Badminton Asia to make its product more attractive and exciting

| Goals  | Strategic Programmes   | Outcome in 2016 - 2020  |
|--|--|---|
| <b>1 Elevation of Badminton Asia's profile</b> | 1.1 Activation of social media such as Facebook, Twitter and Instagram<br>1.2 Promotion of all activities and programmes at the social media platform<br>1.3 Creation of events that promote "Players are Stars/Heroes". Major cities within Asia can be chosen for a series of event.               | 1.1 Increase awareness of Badminton Asia's activities amongst badminton fans and winning new fans.<br>1.2 Increase of interest in the activities of Badminton Asia and ultimately, increase of interest in the game of badminton.<br>1.3 Creating wider fan base by creating more 'star players'. |
| <b>2 Creation of Interest Amongst MAs</b>      | 2.1 Increasing interactive engagement with MAs via the social media platform.<br>2.2 Engaging ex-badminton greats and to conduct badminton clinics within Asia.<br>2.3 Working with the Development team to create a more structured development programme and assist to highlight its achievements. | 2.1 Increase in interest and numbers countries within Asia in the game of badminton.<br>2.2 Increase interest amongst MAs on the activities of Badminton Asia.  |

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|                                     |  | <p>2.3 MAs are kept informed of all Badminton Asia's activities and changes.</p>   |
| <p><b>3 Rebranding exercise</b></p> | <p>3.1 To create exciting and new products to be marketed to the potential sponsors. This can be repackage the development programme and make it as a CSR programme for companies that are interested.</p> <p>3.2 To create a TV programme on development of badminton within Asia and also on 'rising stars'.</p> <p>3.3 To create a more corporate "look and feel" by creating new logo, new website, new theme and etc.</p> | <p>3.1 To generate new source of income for Badminton Asia.</p> <p>3.2 Creating new links and building relationship with all stakeholders.</p> <p>3.3 Creating wider scope for potential sponsors.</p> |

## Key Focus 4: Management and Governance

### Goals:

- To create a more effective and efficient administration and operation of Badminton Asia.
- To create an organization that practices highest standards of accountability and transparency.
- To build a dynamic, vibrant and sustainable organization.
- To increase the quality and quantity of administrative staff in Badminton Asia's office as well as in Members Association.

| Goals   | Strategic Programmes  | Outcomes in 2016 -2020   |
|---|---|--|
| <b>1 Creating a more efficient and effective operation</b>                | 1.1 To have an office rules and regulation.<br>1.2 To create proper administration systems and processes for Exco and secretariat.<br>1.3 Review staff performances on an annual basis.   | 1.1 Proper operational structure will be created.<br>1.2 Creating understanding of each role and responsibilities, and thus working towards efficiency.<br>1.3 Constant reporting and reviewing of performances. |
| <b>2 Practicing highest standards of accountability and transparency.</b> | 2.1 Review and designing effective and clear protocols for Exco and staff.<br>2.2 Review and evaluate the operational plan and the strategic plan periodically.<br>2.3 Review and implement high standard of financial practices, such as management of grants and sponsorship. | 2.1 Exco meetings will be better planned and structured.<br>2.2 A more systematic management system shall be generated.<br>2.3 Creating an effective and efficient finance department.                           |

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| <p><b>3 Building a dynamic, vibrant and sustainable organization.</b></p>  | <p>3.1 To move towards a more business orientated organization by creating a more vibrant product and possible new products.</p>   | <p>3.1 Progressively moving towards 2020 as a more vibrant organization.</p>   |
| <p><b>4 To increase the quality and quantity of administrative staff in Badminton Asia's office as well as in Members Association.</b></p> | <p>4.1 To conduct at least one administrative course per year.<br/>           4.2 To conduct yearly appraisal on all Badminton Asia's staff.<br/>           4.3 To do an annual human resource review and needs for Badminton Asia's office.<br/>           4.4 To hire more trained and qualified administrative staff for the Badminton Asia's office.</p> | <p>4.1 All Members Association top management staff will have gone through the administrative course.<br/>           4.2 Badminton Asia's office will have at least 15 qualified staff by year 2020.</p> |

## Key Focus 5: Inclusiveness

### Goals:

- To create opportunity to all individuals that aspires to be part of the badminton fraternity, either as player, technical officials or administrators.
- To create avenue for participation for every individuals regardless of his physical abilities or other restriction.

| Goals  | Strategic Programmes   | Outcome in 2016 -2020   |
|--|--|---|
| <b>1 Creating opportunity to all individuals</b> | 1.1 Focusing on Women in Badminton<br>1.1.1 Conduct technical courses for women<br>1.1.2 Coaching clinic for women<br>1.1.3 Featuring potential women Players In our social media platform.<br>1.2 Conducting technical courses for Non-English speaking officials.<br>1.3 Creating the culture of “everyone is Important and vital to the Confederation”. | 1.1 To produce at least 10 women players To play at the International Challenge circuit.<br>1.2 To produce at least 10 women technical officials.<br>1.3 To produce more numbers of active Members Association. |
| <b>2 Creating avenues for participation</b>      | 2.1 Focusing on Para-Badminton<br>2.1.1 Plan and create an Asian   | 2.1 Creation of an annual event for   |

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|  | <p>Para-badminton Championship</p> <p>2.1.2 Plan and conduct a technical course on Parabadminton.</p> <p>2.2 Focusing on Senior Masters</p> <p>2.2.1 Plan and create an event for Senior Masters and later, a series for Senior Masters.</p> | <p>Para-badminton in Asia</p> <p>2.2 Creation of a Senior Masters series.</p> |
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## **CONCLUSION**

Badminton Asia 2020 will be a tool for Badminton Asia to move forward towards greater heights by charting the journey strategically. Thus, Badminton Asia 2020 will serve as an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that Exco Members, Members Association, employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Badminton Asia 2020 will also serve as an effective strategic planning that articulates not only the direction of Badminton Asia, but also the actions needed to make progress and the methods needed to be successful.