

04 October 2016

**BWF PARA-BADMINTON DEVELOPMENT INFORMATION  
(For National Governing Bodies, Regions and Clubs)**

**THE NEW PARALYMPIC SPORT - ONE SPORT, ONE TEAM -**

**Introduction**

Para-Badminton is a new Paralympic Sport for Tokyo 2020. With this endorsement there will be a greater interest and involvement in the sport from across the world. BWF wish to support and encourage not only continental confederations, but all countries to provide Para-Badminton by supporting communities in their development of playing opportunities whether it be through club, community, competition or individual athlete development.

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**OVERALL BWF Goals**

To plan and support the delivery of structured Para-badminton development programmes, projects and activities that develop individual potential and builds systems, structures and pathways from beginner to Paralympic level.

**SUPPORTING GOALS**

**Reach more people:** Ensure there are more opportunities for people with a disability to become involved in all levels of the sport and thereafter have the opportunity to progress through a player pathway.

**Create a Competition Structure:** Currently there may be a regional disability badminton equivalent to that on offer for able-bodied players. The aim is to introduce more competitions, providing more opportunities for new players to take part initially at local level. This will attract more players and provide opportunities for a clear progressive route through Club, Regional, National, and International, European, World and Paralympic events, i.e. a comprehensive pathway.

**Formalise the coaching provision:** Additional coaches at all levels will be required, managed and mentored in order to ensure a high level of consistency at all times as well as providing essential support to any new initiatives. This will include opportunities for those with a disability that display a talent for coaching to be actively encouraged in this field – supported through the relevant coaching award systems. The inclusion of 'Disability' content within existing Coach Education programmes will also assist in encouraging new coaches and ultimately make the sport more inclusive.

**Utilise mainstream badminton:** Find players in mainstream clubs interested in getting involved as well as players with a disability playing within the mainstream system. Players with a disability can extend their playing experience by integrating into main stream clubs, competition and training where appropriate. A joint able-bodied and disability event can be very successful in raising awareness

**KEY FEATURES - ACTION PLAN** The Development of Para-Badminton requires action in the following areas:

### **Attract Players**

Clubs / groups	Undertake a review of all current playing opportunities. What is currently in existence? Look at other sports and how they are set up.
Events	Develop local and regional events, taster day's promotional events. Provide opportunities for new players to experience the sport.
International	Plan to create a National Squad in the long term to increase profile and provide a player pathway through a 3 tiered system of participation to development to performance. Maximise the profile of any 'international' players.

### **Recruiting and Training of Coaches**

Existing coaches / new coaches	Find new coaches and also move current coaches from able bodied to Para-Badminton. Run Specific workshops to educate and up skill all coaches. Increase coach opportunities to work in Para-Badminton and encourage those with a disability to become involved and skilled in this area, where appropriate.
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### **Recruiting Volunteers**

Co-ordinator /specialist roles/ finance / Committees / court assistants	Create rolls for volunteers within the club and National set-up. Use local networking via on-existing community hubs such as schools, sports centres etc. This is a key area where the Community can become fully involved in 'growing' their own club.
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### **Recruiting and Training of Officials**

Classifier / Technical officials / Tournaments	Understand the requirements of Para-Badminton and provide the knowledge from BWF to train and educate accordingly. Fully involve existing officials where possible.
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### **Sourcing of Facilities**

Specific to disability needs, find and create positive links with local sports centres, community centres, halls etc.

**Sourcing Funding, Support & Profile**

Opportunities / financial / people power / exit routes – Find out where these opportunities are already available and encourage involvement.

**Literature/Media/IT**

Produce information leaflets/ posters and distribute accordingly. Encourage local press to publicise developments through press releases. Where possible develop a website and encourage all club members to utilise this media. Use logos/ branding to make Clubs easily identifiable and afford a sense of belonging and profile any players you have.

**Involve All Stakeholders in a 'Holistic Approach'** - The development of Para-badminton at club, regional and National level can only be achieved in partnership with a Community and working for the people of that Community at all levels. Create the links and open the communication with organisations that can play a positive role. Find out what is currently happening across all sports in the area of disability and learn from their positive experiences and successes.

**National Disability Organisation**

Create a working relationship and ask questions as to what they are able to provide in terms of support. This organisation will provide ongoing advice and support relating to good club governance, grant applications, event management, as well as performance players funding and training.

**Regional Disability Councils**

Support through their accreditation schemes as well as financial support for Coach Education and individual player support. Again a strong working relationship is mutually beneficial.

**National Governing Body**

Ensure that the NGB is fully involved with any developments. Feed them information and create a strong link.

**Local Disability Sport**

This agency will give ongoing advice and support. Their knowledge will be invaluable.

**Local / Regional Disability Community Sports Hub**

sharing of information and joint problem-solving. Be involved in any regional / local groups.

**Schools programme**

Promote development initiatives through schools and ensure children with a disability are aware of the opportunities available within disability badminton. Work closely with Schools co-ordinators and PE Teachers. They can refer pupils who are keen to be involved and are skilled at badminton and/ or have a desire to be involved in working within the disability area. Explore Community/ schools awards initiatives e.g. Duke of Edinburgh awards.

**Universities and Colleges**

Strengthen links to access volunteer, physiotherapy and other sports support as well as the ongoing drive for player identification.

**Army/Forces**

Create links with the forces to offer rehabilitation and increase membership opportunities.

**Hospitals**

Create links with any rehabilitation hospitals as well as hospitals where potential players may be treated. Identify support groups in place for particular disabilities like short stature, cerebral palsy, wheelchair users and approach these groups in order to advocate the benefits of becoming involved in disability sport.

**Sports Centres and facilities & Managers**

Find and develop strong partnerships with local centres and ensure there is good accessibility. Where there is a problem with accessibility often there are funding opportunities and other groups keen to work together to bring about change and encourage accessibility for all.

**Events**

Develop club/ local events as well as National in order to create more opportunities for players, coaches and officials to be involved.

**Taster Sessions / Come & Try it Days**

Run a number of days where people can find out about the sport and have the opportunity to play. Sell your club / Sport.

**KEY POINTS - ACTION PLAN****Creating a Pathway** – Club / Group – Regional – National – International

Create the base, provide competition and training opportunities at local and club level, create National Opportunities and have a goal of competing and working at International level.

**Education & Training** – For coaches, Volunteers and Technical officials

Create the need, provide training opportunities and events to work locally and nationally and demonstrate clearly the opportunities available for working at all levels of Para-Badminton

**Future Plans**

Maintaining a simple, measurable, achievable plan from Club to National level will ensure that everyone has the opportunity to become part of the experience and will also ensure progress is measurable and achievable.

**Key Development Messages**

Be realistic / one player one coach can be that start of a club / find support and look for help and advice/ Tell people about what you are doing. Promotion and publicity is key as well as developing for the Community. What are the demographics, what is already in place, what is needed? Foster a club that develops in accordance with the needs of the Community and the individuals, social inclusion, confidence building, all work towards developing a successful club.

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**“ONE SPORT - ONE TEAM”**