



# LFBB's PROJECT

## ABOUT LFBB

- **Ligue Francophone belge de Badminton**
- Royal Belgian Badminton Federation's member
- > 11.000 members (players)
- 131 clubs
- Goal: badminton organisation and development's promotion in Wallonia-Brussels Federation in Belgium





# LFBB's AIRBADMINTON EXPERIENCE

# Why have we started developing AirBadminton?

## CONTEXT:

- BWF AirBadminton development project
- First covid-19 lock down – outside sports activities recommended



**AirBadminton**  
The New Outdoor Game



## Why have we started developing AirBadminton?

### AIRBADMINTON OPPORTUNITY:

1. Increase badminton visibility and promotion
2. Encourage people to play badminton more often and everywhere
  - **To hire more badminton players/members**
3. Extend our activities and services to our members
  - **To win their loyalty**



# LFBB's AIRBADMINTON EXPERIENCE

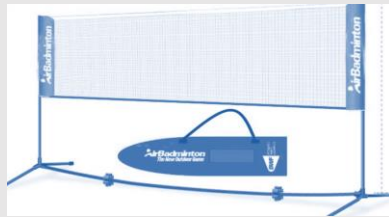
## Carried out activities

2020



Afterwork  
AirBadminton

2021



Equipment



School challenge  
#BeActive



Information



AirBadminton  
Summer Tour

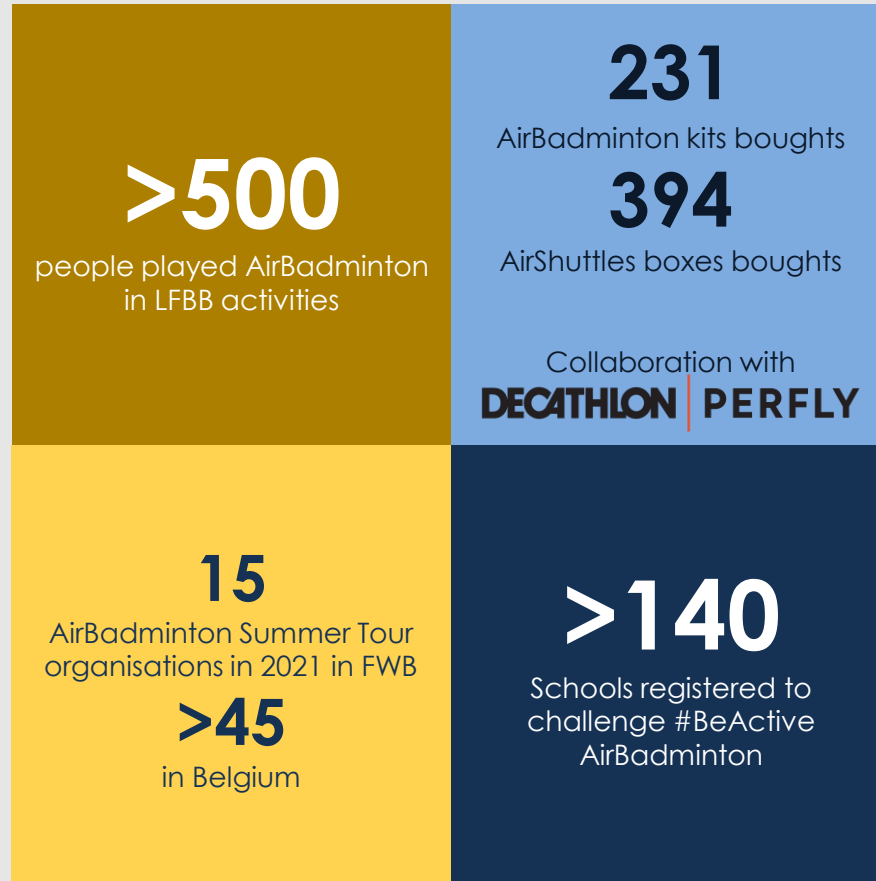


Nightwatch  
Nation Cup  
participation





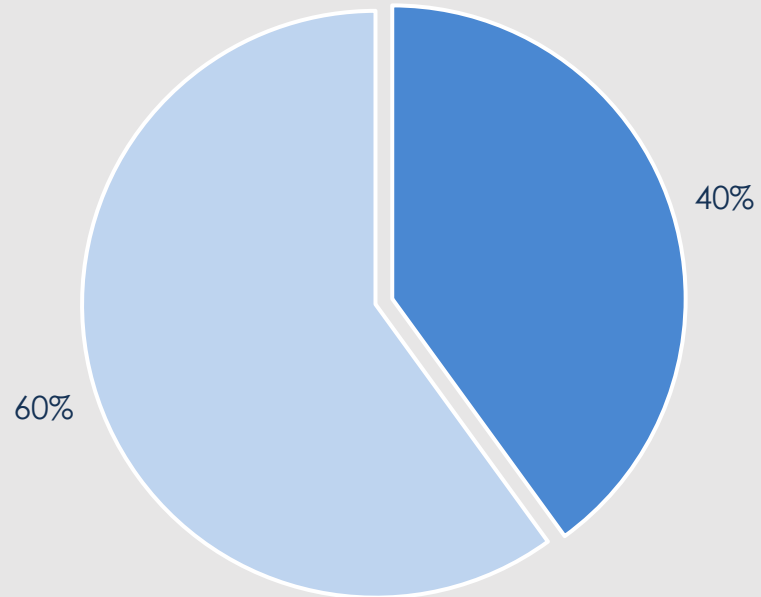
# MAIN RESULTS OF THE LFBB'S AIRBADMINTON PROJECT





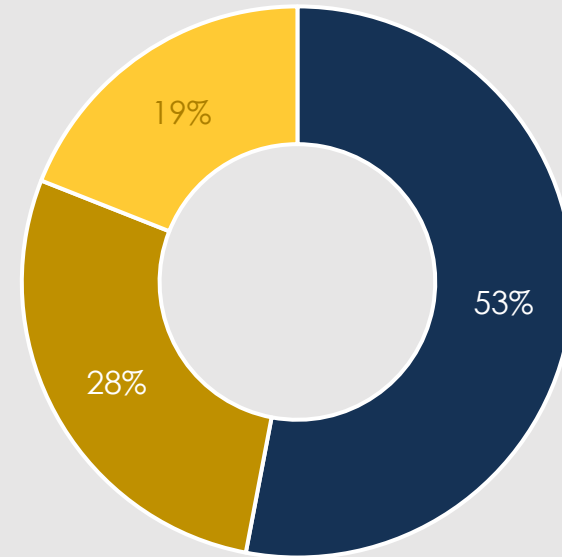
# MAIN RESULTS OF THE LFBB'S AIRBADMINTON PROJECT

## LFBB clubs



- Equipped AirBadminton
- Non equipped AirBadminton

## AirBadminton Summer Tour inscriptions



- LFBB members
- Non LFBB Badminton players
- Non badminton players





# LFBB's AIRBADMINTON EXPERIENCE

## Next steps to develop this project



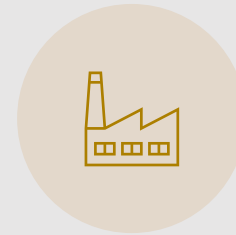
AIRBADMINTON TRAINER  
COURSE



SCHOOL - AIRBADMINTON  
PROMOTION



SPORT CENTER -  
(AIR)BADMINTON  
INTRODUCTIONS



COMPANY –  
TEAMBUILDING  
AFTERWORK  
(AIR)BADMINTON



AIRBADMINTON SUMMER  
TOUR



# LFBB's FRIENDLY YOUTH TOURNAMENT



# CONTEXT

## ANALYSIS

- **High turn-over** among the youngest, after 1 to 3 years of practice in a club
- **Number of participants in youth tournaments down** (lack of registered young players) -> Increase in non played categories due to lack of registered players (especially the U11 girls' singles)

## CAUSE/REASON

- Competition disinterest
- Too much time invested in competition
- Low individual and collective returns for the participating club
- Missing time and parents' motivation



# COMPARISON

## Officials tournaments

- Young players grouped by age and gender
- Singles tables organised into qualifying pools -> insures a min. of matches

## *In addition to official tournaments*

*(no geographical competition (50km) with an official youth tournament)*

## • **Friendly youth tournaments**

### = *New method*

- **No gender, no ages** => tables based on **experience and badminton game level**
- **player self-assessment** + player assessment by the trainer
- A registered member = a member guaranteed to play
- More consistent competition level (homogeneity)
- Only in **singles**
- Double exit knockout table (tournamentsoftware: **monrad**)
- **Max. 4 hours of competition = 4 matches/player**
- **Geographical proximity** to the competitions
- **Specific ranking**
- Less obligations for organising clubs (organisation request 3 months in advance)



# RESULTS



Youth participation in tournaments

**13**

Organised new method's tournaments this year (since 10/2021)

**> 600**  
entries

**>420**

Young players from

**48**

clubs



# NEXT STEPS

## YOUTH COMPETITIONS



## « Bad'Jeunes » actions

= **LFBB's priority**

1. **Friendly youth tournaments' Test period 2021-2022**
2. **Local youth gatherings (training)** around labeled clubs (province pilots)
3. **Official youth tournaments' updating**
4. Development of **youth interclub competitions**
5. Support/supervision program's creation for labeled clubs ("Mon école de bad")



## + INFORMATION

- <https://lfbb.be/page/tournois-jeunes-amicaux>
- **Kevin VERVAEKE**
- Technical Development Director
- [vervaeke@lfbb.be](mailto:vervaeke@lfbb.be)
- 0032 479 29 24 84





**THANKS!**