



Best practices to enhance dual careers in badminton athletes

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INTRODUCTION

It is vital to develop their life beyond sport



Difficulties for a top player to get into their education alongside their elite



-  Lack of time
-  Numerous competitions
-  Incompatibility of their schedule
-  Language's barriers



Starting a career as a professional athlete involves an early start and spending their time on building their players' skills.

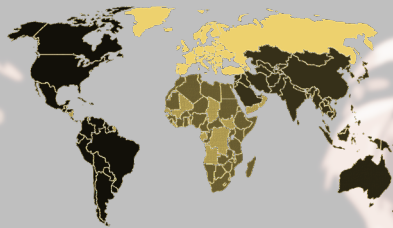


Players are central to development, promotion and performance in sport.



METHOD

BADMINTON WORLD FEDERATION (BWF)



5 CONTINENTAL
CONFEDERATIONS



53
MEMBER
ASSOCIATIONS

The ADVANCE project

New Advance Badminton Coaching Education



International
Olympic
Committee



KEY ACTONS

Online and blended resources available for badminton athletes who are looking into advance their studies and develop their skills while they continue to train and compete.



Athlete Learning Gateway

Short courses on topics such as nutrition, psychology or career transitions



Youth Olympic Games Athletes Education Program

Aims to inspire and educate young elite athletes from 15 to 18 y.o.

Main themes: Protect the Clean Athlete; Athlete performance and athlete beyond sport



Scholarships programs

100% Online programs.

Open to both badminton and Para badminton athletes.

Multiple languages



Co-funded by the
Erasmus+ Programme
of the European Union

BADMINTON EUROPE CONFEDERATION (BEC)

WAoS, BWF, IOC (2021)

METHOD

BADMINTON EUROPE CONFEDERATION (BEC)



Co-funded by the
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European Badminton Coaching Framework, whose main focus was supporting the implementation of the EU guidelines on Dual Careers of Athletes (2021-2023)



DATA COLLECTION

MAIN GOAL: to understand how different badminton stakeholders deliver dual career to their athletes, with a **FOCUS ON THE TRANSITION FROM ATHLETE TO COACH** and to get an understanding of the need to develop a new framework.

METHODOLOGY

SURVEY: 53 National Federations to get an understanding of their Coaching Education Systems.

INTERVIEWS: Badminton coaches, badminton managers from top 5 Nations; badminton players; former players; International Tennis Federation, the Scottish Swimming Federation and The Talented Athlete Scholarship Scheme (TASS)

PILOT PHASE: 16 coaches/former coaches testing the new framework

OUTCOME

To create and **IMPLEMENT A NEW COACHING EDUCATION FRAMEWORK** more flexible than the ones already in place and with a holistic approach.

To design an **ONLINE TOOL** that allows developing and implementing the blended coaching education

RESULTS

New blended Coaching Education Framework

10-month education

4x5 phases face to face = 20 days

9 months online: mentoring, workshops and webinars.

16 PARTICIPANTS currently testing it: players, former players and coaches.



CONCLUSION



ONLINE TOOLS AND BLENDED PROGRAMMES have facilitated and engaged badminton athletes to further develop their careers within different pathways such as nutrition, psychology, sport management and coaching



There was a need and a clear interest for designing and implementing a **MORE ADVANCED AND FLEXIBLE COACH EDUCATION SYSTEM** in Europe



In badminton, most coach education programmes have been offered to players close to their retirement age, who wish a transition into coaching quickly, as their athletic career ends. **A DUAL CAREER TRANSITION INTO COACHING WOULD BE MORE SUCCESSFUL**; whereby athletes who are still competing, learn the coaching trade over several years and reap the benefits of a dual career.





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