SHUTTLE WORLD



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HIGHLIGHTS



BWF TO MARK INTERNATIONAL WOMEN'S DAY IN DUBAI (PAGE 10)



PAUL BRETTELL Q&A (PAGES 5-6)

KEY DATES

16-21 April	Badminton Asia Championships, Taipei
23-28 April	Yonex Sunrise India Open, New Delhi
30 April-5 May	Yonex Sunrise Malaysia GP Gold Kuantan, Pahang
17 May	3rd BWF Members Forum, Kuala Lumpur
18 May	BWF Annual General Meeting / Council, Elections Kuala Lumpur
19 May	BWF Women's Forum, Kuala Lumpur
19-26 May	Sudirman Cup 2013, Kuala Lumpur
4-9 June	SCGThailand Open TBC
10-16 June	Djarum Indonesia Open,

Jakarta

Singapore City

18-23 June

REVIEWS FOR **SUPERSERIES**

Players at this year's Indonesian Open will have an instant review system at their disposal for the first time in badminton history.

Following a vote by the Badminton World Federation Council last week to amend regulations to permit the introduction of a challenge structure, it has been decided the Jakarta event in June will be the "live" debut of instant reviews which will allow players to contest line calls.

BWF Deputy President and Chair of the Events Committee, Paisan Rangsikitpho, explained this will be a progressive development for the BWF World Superseries and badminton overall.

"There will be a test set-up at next month's Sudirman Cup in Kuala Lumpur and thereafter the intention is to go live at the Indonesian Open. We are obviously still in an experimental phase so we will likely not implement instant-review technology in all tournaments right

BWF, he noted, is keen to ensure "complete fairness" when it comes to line calls in the fast-paced sport.

"We are certain players will welcome this news as BWF continues its quest to be innovative and advance badminton. We have already received the full support of the BWF Athletes' Commission which represents players.

"What we are doing is similar to other sports - the rules and principles are essentially the same as sports such as tennis, though the technology and process may differ slightly. At the end of the day we want to further enhance the integrity of match play and the decisions which are made."

Reacting to the news, Chair of the BWF Athletes' Commission Emma Mason hailed the instant review system as "an important development for our players and for badminton as a whole".

"The inclusion of such modern technology brings badminton into line with leading sports such as tennis and football which are already using or implementing this type of system. The Athletes' Commission looks forward to working closely with the players and the BWF to ensure the instant review system is a successful and valuable introduction to our sport," she said.

While various review technologies are available, Rangsikitpho stressed BWF is focusing on how the challenge system will work while the world-governing federation "continues to look at the technologies on the market".

"This decision is more about the rules than (about) the exact technology. We are still considering various options but it will be a camera-based system which makes it possible for a line-call referee to reassess the call with slow-motion technology.

"We want to get the mechanics of this operation working properly and ensure that both players and match officials understand how it should be done - step by step. That's our priority right now," he said.



Li-Ning Singapore Open,



Dr Kang Young Joong

Dear Colleagues and Friends

I feel particularly honoured to welcome you to the first issue of Shuttle World – the Badminton World Federation's quarterly newsletter.

One of BWF's key objectives has been to escalate our communications agenda, keeping all stakeholders abreast of important developments within our organisation and sport as we constantly strive to enhance badminton.

This newsletter will give voice to many of our sub-structures which are the underpinning of BWF, working tirelessly for the betterment of badminton. Good things are always happening but we would like to improve the way we share our news with the international sporting fraternity and the public.

I urge my BWF colleagues to see Shuttle World as our new microphone with which to publicise badminton's progress and what we are doing – and BWF has indeed been doing a lot!

Therefore, let me be the first to take my own advice and share some of our great news.

We recently announced new partnerships with Li Ning and Redbull China and we have revealed BWF is set to reap "tens of millions" in revenue from commercial rights during the next cycle of tournaments, starting in 2014. I am proud of these strides we have made – and others yet to come – as they validate the belief we have had in badminton to be incredible sporting entertainment. The fact that our sport is now televised throughout the year in more than 160 countries, with more than 5,000 hours of television coverage, speaks for itself. Additionally, in less than two years in operation, our online channel has become immensely popular.

Such commercial success is critical to propelling our development work, be it strengthening our coaching programmes or spreading our schools-based initiative, Shuttle Time. The latter has already introduced badminton to hundreds of thousands of children across all five continents and by year-end Shuttle Time will be known in 60 countries and available in nine languages.

Simultaneously, we are preparing for the third BWF World Superseries cycle and the introduction of Australia and the Oceania confederation to the BWF family as a Superseries host. It is a significant step as badminton continues its global expansion.

As I leave office in May, I am confident BWF and badminton are in excellent hands and that the next BWF Council will maintain the progressive course we have been charting. I commend all who are standing for election and may I wish the eventual winners all the best.

During my eight years as president, BWF has been tested in various ways and, each time, the organisation has emerged stronger and wiser, with our governance unquestioned and integrity firmly intact. BWF must never be afraid to tackle or learn from challenges. It is how previous generations have progressed and how future ones will also.

In the words of late badminton legend Eddy Choong: "If we were to gauge our progress it is through surpassing our forefathers."

The BWF has come a long way and may its members always walk by the courage of their convictions.

Dr Kang Young Joong

PARA-BADMINTON TOWARDS 2020

The year 2020 may seem a long way off but it could be a historic one for the Badminton World Federation and for para-badminton.

In just over 12 months, BWF will bid to the International Paralympic Committee (IPC) for the sport's admission into the Paralympic Games, with 2020 being para-badminton's debut year on the calendar. The sport caters to persons with physical disabilities and athletes compete in various classes: wheelchair, standing and short stature.

Getting onto the programme is no easy task and BWF has been encouraging all its stakeholders to get involved and work together on this shared vision. Already there have been a number of key achievements in this quest, especially since 2010, with more players competing and more tournaments and classifiers being held. The belief is spreading that para-badminton has much to offer the world of sport.

The following are among the major strides in recent years:

- 2010 BWF becomes an IPC Recognized International Organisation
- 2011 para-badminton is integrated into the BWF
- 2011 significant increase in funding and a clear and strategic approach
- 2012 integrated into the BWF Strategic Plan 2012 2016
- 2012 a new classification structure

As BWF intensifies its campaign, there will be other important moments before the IPC decision:

- September 2013 IPC confirms criteria / process for selection of 2020 sports
- December 2013 Intention to bid document sent to the IPC
- March 2014 BWF submits proposal to the IPC
- December 2014 IPC selects the sports for the 2020 Paralympic Programme

BWF is working with its members, National Paralympic Committees (NPC) and disability sports organisations to increase participation and enhance structures and systems at all levels.

Specifically BWF is aiming to:

- increase participation more players in the system at all levels
- increase tournaments and provide better competition pathways
- enhance the rules system and technical aspects of parabadminton
- develop more and better para-badminton coaches
- integrate para-badminton into the national badminton federations where this is appropriate to do so

BWF cannot develop para-badminton on its own regionally or globally and it is therefore asking its key stakeholders – BWF members, NPCs, disability sports organisations and continental confederations to assist in achieving certain objectives which will spur para-badminton's overall development.

These include:

- building dialogue between stakeholders nationally BWF members, disability sports organisations and NPCs and planning together to develop para-badminton nationally
- considering para-badminton as an important sports option for people with a disability
- looking at how para-badminton development can be supported locally, nationally and regionally
- encouraging badminton coaches to share their expertise to develop para-badminton players
- supporting the hosting of local and national para-badminton tournaments

This year (2013) is shaping up to be a busy one with tournaments in Asia, Europe and Pan America. It is also the year of the Parabadminton World Championships and the expectations are high to see a record number of entries for the worlds hosted in Dortmund, Germany, in November.

More and more countries are developing their own local and national competitions and the number of international and national tournaments is steadily increasing, positioning para-badminton well for a positive future.



WOMEN TO THE FORE IN INTEGRITY KEYNOTE

Dato' Low Beng Choo will speak on the role of women in maintaining the integrity of sport at the Women in Badminton (WIB) Forum on 19 May in Kuala Lumpur.

Against the backdrop of issues such as high-profile doping, alleged match fixing, racism, discrimination and sexual harassment in the sporting world, the well-known lawyer, former athlete and Malaysian sports administrator will examine how women can play a pivotal part in uplifting the image of sport amid such turmoil.

"These are and should be of major concern for all sports. They are issues that attack the core values which are crucial in sport, particularly when sport is used for the development of our youth.

"Women are and can be influential in many spheres in society and community. This session explores how women can and must play an important role in upholding the integrity of sport and the core values underpinning it," said the keynote speaker.

A member of the Malaysian Bar Council, Low Beng Choo has represented Malaysia in netball and softball while playing other sports at various levels. She serves as a Vice President of the Olympic Council of Malaysia (OCM) and has served on various OCM committees, such as the Strategic Planning Committee, Media Committee and the Sports Museum Committee. She chairs the OCM Women & Sport Committee and is a member of the International Olympic Committee (IOC) Women & Sport Commission.

This will be the third annual WIB Forum following its inception in 2011 to herald the start of the WIB Commission. BWF Council members, Executive Board members, Athletes' Commission and Technical Official representatives will attend this meeting. There will also be a delegate from each WIB continental committee as the WIB believes international and continental representation is vital to its quest to be a well-rounded and vibrant arm of the Badminton World Federation. The diversity of experiences within WIB is critical and invaluable when discussing progress and ideas, especially on a global scale.

"How far WIB has come is astounding. Day one of this incredible journey saw us four members starting with a real sense of what we wanted to achieve: increased female representation on committees and in positions of authority and influence within the badminton world," stated WIB Chair Nora Perry.

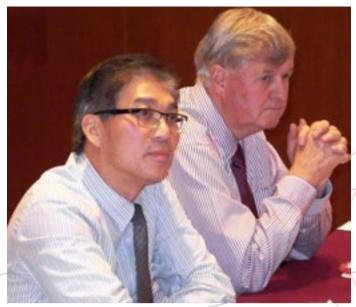
"One of our first actions was to encourage continents to take on roles of responsibility and form their own working groups with a focus on women. BWF issued funding to the Women in Badminton and we released that money to continents. This was closely monitored and continents that did not meet our criteria were not supported financially until they became proactive."

The first WIB Forum was held in May 2011 in Qingdao, China, featuring three guest speakers. Three continental representatives outline their respective committee's aims and progress at that time.

"We now have all five continents running their own WIB committees and sharing their plans at our annual forum. While we want the continental committees to own their programmes, we also need proof that BWF's funding is being appropriately used and to maximum effect," added Perry.



Dato' Low Beng Choo



Left to right: Badminton Australia Tournament Director Loke Poh Wong and Badminton Australia CEO Paul Brettell.

PAUL BRETTELL Q&A

Australia will join the BWF World Superseries family next year as a host for the 2014-2017 tournament cycle. As that country and its Member Association prepare to represent the Oceania confederation on the tour, Badminton Australia's Chief Executive, Paul Brettell, discusses what's in store when the BWF World Superseries goes Down Under.

1. What motivated Australia to bid to host a BWF World Superseries tournament?

A: Several reasons including the growth of the sport worldwide; our desire to profile the sport here and across the growing and developing Oceania region; the significant improvement of TV production and distribution of the sport and the magnificent support and encouragement we received from the New South Wales Government who believe in our capacity to host such a significant event. Our unique geographical location, experience in event management and attractiveness of a world city in Sydney were also key factors.

2. What factors do you think contributed to Australia's winning bid?

A: Our prize money was significant and we help add to the BWF's success story of now staging the Superseries across three of its five confederations. There is also the strength of our event-organising team and our world-class sporting facilities.

3. How big is the step up from Grand Prix Gold to Superseries level and what are the major challenges for Badminton Australia in this venture?

A: It is a major step not just in terms of the playing protocols and competition regulations but ensuring all our obligations to BWF, commercial rights holders, sponsors and stakeholders are met. The Superseries is a major responsibility. We must be innovative and maintain the event standards.

4. How will you and your team prepare for hosting Australia's first Superseries tournament?

A: We will source all the 'experienced' help we can get! This is not a competition among the 12 hosts but rather we should combine our resources and collective thinking to ensure the Superseries stays at the forefront of badminton – the better we all do and the more we cooperate, the more badminton will grow in status. We plan to visit other Superseries events this year.

5. Where will the tournament be held? Describe the venue.

A: The 2014 Australian Open Superseries will be held in a different venue from our present GP Gold tournament. It will be at the Sports Centre of the Sydney Olympic Park (SOP), where the 2000 Olympic and Paralympic Games were held. SOP has world-class facilities and is a major event, sport and entertainment precinct. The Sports Centre is in the final stages of a major upgrade and will seat about 4,000. It has staged various events including the 2009 World Masters with more than 800 badminton players.

6. What about Australia as a "badminton destination" – how do you think players will enjoy it?

A: Sydney is an iconic tourist destination with countless cultural attractions, access to the best beaches in the world, cuisine of the highest order and friendly people — we hope that all who attend allow time to enjoy Sydney.

7. What was your initial reaction and that of others closely associated with Australia's bid when you learnt of the successful outcome?

A: Delighted, relieved, honoured and excited by the challenge. This delight was not for just winning the bid, but also for the dedicated team who worked hard for many months (on our bid). BA understands it was a difficult decision for the BWF as all bidders had strong credentials. We are delighted the BWF recognised ours.

8. What's the general reaction of the Australian public to the news?

A: We continue to receive congratulations and inspirational messages from various sections of the badminton community and the sports community and the profile of BA has grown. The Australian Sports Commission, Australian Olympic Committee and Australian Commonwealth Games Association have expressed congratulations and strong support. All this is welcome news for badminton in Australia and adds to the profile of the sport and will increase our ability to promote the sport for all stakeholders.

9. Australia is known as a passionate, sports-loving nation when it comes to cricket, Aussie Rules football, rugby, etc. How do Australians feel about badminton by comparison?

A: Badminton in Australia is a minor but growing sport which government recognises has strong appeal to the changing demographics here. The most recent ERASS Survey (Exercise, Recreation and Sport Survey) conducted for the Australian Government shows good progress over the last ten years in participation numbers and interest in badminton so we are clearly moving in the right direction. Given increased support, we will do even better over the next ten years.

10. What do you think becoming part of the Superseries will do for badminton in Australia?

A: Profile the sport to more of our population; increase media coverage; attract more participants; assist our dialogue with the Australian Sports Commission to achieve additional funding; reaffirm to our business partners/sponsors that we are a serious contender in the sports market; act as an incentive to aspiring talent and show the BWF – and other badminton nations – that Australia (and Oceania) has potential for growth and is worthy of enhanced recognition and support.

11. What about Australia's badminton prospects for the future – any talented players coming through?

A: Our talent pool of top-level junior players is stronger than ever and long-term prospects for improved results are excellent. This is due to better administration and coaching, and excellent support from sponsors and various agencies. Badminton Australia is determined to do better and welcomes the challenge of helping more players break through to professional status.

'PEACEFUL DEVELOPMENT' SHUTTLE TIME STYLE!

"There was one person trained from this NGO. He got back home and trained 18 others who then went to the schools of this 30.000 inhabitants town called Guapi, which is situated in a remote area in the middle of the forest. The trainer who came (from Guapi) to Bogota needed 45 hours to come, mostly by boat and then bus.

In this town, they had never heard about badminton and, thanks to this activity, over 6,000 kids have seen and tried this new sport. For those interested, they can come to play at the "FFUNDAMOR" center every day. Some extra nets have been built with local resources. Everybody in Guapi knows what badminton means now.

Hopefully, soon everybody will know what peace means."

This anecdote is but one example, from the three initiatives between Badminton World Federation and Peace and Sport, demonstrating how badminton is being spread to the far reaches of the world and playing a part in the peace process.

Thanks to BWF's schools-based programme, Shuttle Time, thousands of schoolchildren are not only learning the basics of badminton but also inculcating positive and wholesome life skills and characteristics – including discipline, cooperation, fair play, perseverance and tolerance for others – which will serve them well beyond the courts.

In particular, the programme is being used in conjunction with Peace and Sport's campaign to bring a message of "Peace through Badminton" to socially deprived countries, such as Colombia, Haiti and Timor Leste. The principles of Shuttle Time have been applied and partnerships have been formed to assure sustainability. Additionally, local persons (mainly teachers) have been trained to expertly deliver Shuttle Time to more and more children.

Interest in Shuttle Time continues to grow rapidly:

- 63 Member Associations (MAs) now have qualified trainers/ tutors
- Individuals from 119 different MAs have downloaded the resources
- 27 MAs have implemented the programme
- The online video clips have attracted over 300,000 hits
- The resources are being published in nine languages to support the global implementation programme. Already completed: English, French, German, Slovakian and Spanish; which will be followed shortly by Arabic, Italian, Portuguese and Russian.



PROGRESS

After successfully completing pilot projects on all five continents in 2011, the feedback and information gathered from these projects have been used to inform our implementation programme, which saw Shuttle Time implemented in 27 countries in 2012. In partnership with our continental confederations, we plan to implement the programme in a minimum of 29 further Member Associations this year.

The objective of BWF is to support the creation of sustainable schools projects in developing or less developed Member Associations while also making the resources freely available to more developed members. The resources are therefore freely available on the website at: http://www.bwfbadminton.org/page.aspx?id=15529

Shuttle Time is a BWF resource designed to train and assist teachers in delivering a constructive and motivating badminton programme with the minimum of experience and training.

Through Shuttle Time school children are introduced to the sport in a fun and positive manner. The lesson plans and activities have a flexibility which allows children of all abilities to demonstrate improvement, thus motivating them to choose badminton as a sport for life.

The project offers a positive sporting experience for children from all cultures and backgrounds.

The three "Peace through Badminton" projects are:

- Colombia "Badminton por la Paz"
- Haiti "Badminton Haiti"
- Timor Leste "Badminton ba Dame"

SMASHING SUCCESSES

Badminton World Federation is pleased to announce the following awardees for 2012 and salutes their contribution to the sport in their respective countries and internationally.

LIFETIME ACHIEVEMENT AWARD – HEATHER ROBSON (NEW ZEALAND):

Heather Robson is "thrilled and surprised" to be the 2012 recipient of the BWF Lifetime Achievement Award.

Despite many decades in badminton – both as a player and administrator – the Auckland resident never envisaged being rewarded with the sport's top administrative honour.



BADMINTON PAIR: Heather and Jeff Robson

"I've received a service award in the past but this is a whole different thing and I'm grateful to the BWF. I've had a wonderful lifetime in a wonderful sport," said Robson, now in her mid-80s.

A tennis player in her youth, Robson did not discover badminton until age 20. She was immediately hooked. Juggling the two sports, she competed at the highest level in both simultaneously; reaching All England Singles semi-finals and winning the Irish Open while progressing through the early rounds at Wimbledon in the mid-1950s in both Doubles disciplines.

She represented New Zealand 20 times in the Whyte Trophy and Uber Cup, most notably in 1960 when her country advanced to the

Uber Cup finals. A prolific national champion in Singles, Women's Doubles and Mixed Doubles, Robson moved onto badminton administration, serving on the New Zealand Badminton Federation management committee (1985-98) and, along with her husband, representing the country internationally. She was NZBF President for two years and was the first Oceania Badminton Confederation President from 1987 to 2000. Various tournaments, including the 1990 Commonwealth Games, have benefited from her technical expertise.

Robson, married to BWF Honorary Life Vice President Jeff Robson, maintains an interest in badminton and remains "amazed by the speed of it". She recently attended the New Zealand Open Grand Prix in her native Auckland.

DISTINGUISHED SERVICE AWARD - JOÃO MATOS (PORTUGAL):

João Matos remains one of his country's best badminton players, boasting six Men's Doubles national championships. At age 30 in 1992, he became president of the Portuguese Badminton Federation and held the position for 20 years. During that time, he modernised the organisation, building administrative facilities and a sports halls which has hosted many international tournaments. Matos was elected to the Council of the European Badminton Union in 1997 and served as Director of Communications (until 2008), and since then and until today as Vice-President. In 1997 he set up the EBU's first website. His sports-administration services have extended to the Executive Board of Portugal's National Olympic Committee and the European Olympic Committee's Marketing and Communication Board.



João Matos (Portugal)



WOMEN IN BADMINTON – HIROMI MURAI (JAPAN):

Now aged 70, Hiromi Murai established the Osaka Ladies Badminton Federation in 1975 and, 20 years later, started the Osaka International Friendship Ladies Badminton Tournament which is still going today. In 2000, she became Chairman of Nippon Ladies' Badminton Federation.

MERITORIOUS SERVICE AWARD:

Luis Manoel da Fonseca Barreto (BRA); John C Briggs (ENG); Abby Kumar (ENG); Mrs Linda Alvarez (GIB); Chau Man Tuan (HKG); Hsu Show Hoo (HKB); Iriansyah Busra (INA); Anton Gonadi (INA); Koesdarto Pramono (INA); Chua Soo Hock (MAS) and Barabash Mykola (UKR).

CERTIFICATE OF COMMENDATION:

Siam Cement Group (SCG)

SCG has been fully engaged in promoting and sponsoring badminton for many years, both at the national and international levels. In 2008, the company launched the SCG Badminton Academy to develop the skills and capabilities of young Thai badminton players to international standards.

HALL OF FAME INDUCTEES

GONG ZHICHAO

WOMEN'S SINGLES - CHINA BORN: DECEMBER 1977

Olympics: Gold (2000)
World Championships: Silver (1997)
All England: Gold (2000, 2001)
Asian Championships: Gold (1996)

Gong Zhichao's success as in Singles ranged across tournaments and continents in the late 1990s. Her first major success was a gold medal at the 1996 Asian Championships. This was followed by silver at the 1997 World Championships. She also won the Danish, Swedish, China, Japan and Malaysian titles.

In 2000, Gong reached the pinnacle of her career, claiming the Japan Open and All England titles before wrapping up the year with the gold at the Sydney Olympics (beat Camilla Martin in final). She retained her All England crown the following year before retiring in 2002.

HATAE-KWON

MEN'S DOUBLES - KOREA BORN: APRIL 1975

Olympics: Gold (2004); Bronze (2000)
World Championships: Gold (1999); Silver (2001)
All England: Gold (1997, 2000, 2002)
Asian Championships: Gold (1998, 1999, 2002)

Ha Tae-kwon belongs to that elite group of players who have won two Olympic Games medals. Partnering Kim Dong Moon, he won bronze in his first attempt at Sydney 2000 and four years later in Athens, hit the jackpot, beating team-mates Lee Dong-soo & Yoo Yong-sung 15-11, 15-4 for the gold. Together they also won gold at the World Championships in 1999 and silver in 2001.

Ha Tae-kwon's first taste of major international success came the 1997 All England championships. He won Men's Doubles with Kong Kyung-jin. A year later, he repeated the feat with new partner Kim Dong Moon. A third All England title followed in 2002, also with Kim. He teamed up with Kyung-jin to win his first Asian title in 1998 and enjoyed more success at the 1999 and 2000 Asian Championships with Kim Dong-moon. Ha Tae-kwon retired in 2005.



2<mark>012 WIB Forum: Among those pa</mark>rticipating (from left) were former IBF President, Madame Lu Shengrong; WIB Chair Nora Perry; Professor Ren Hai from Beijing Sport University and BWF Council Member Li Lingwei.

SHOWCASING WOMEN AND BADMINTON IN BWF PEACE AND SPORT CUP

International Women's Day may have gone but to mark the occasion and to herald the contribution of women in badminton, the Badminton World Federation – in conjunction with Peace and Sport, the Dubai Sports Council and Badminton Asia – will host the BWF Peace and Sport Cup in Dubai in September.

Spearheaded by the Women in Badminton Commission, this event will be a five-day programme featuring various components, including a doubles tournament among players from ten countries, coaching workshops (for players and coaches) and training for technical officials.

Apart from the host nation, two female players will be invited from nine regional countries and those nations will each also be asked to send one female coach and one female technical official. The tournament is intended to encourage women's participation in sporting events in the region while fostering goodwill and camaraderie through the competition's unique format whereby players will be designated partners from a draw to create ten mixed-nation pairs.

To maximize the development opportunity in bringing these women together, there will be a one-day workshop for technical officials on the day before the Peace and Sport Cup competition. Additionally, the day after the tournament, the travelling coaches will be involved in coach education development activities. An experienced female coach will attend this event to serve as a role model and to deliver training/education/development activities for the coaches attending.

Furthermore an active or recently retired international female star will attend to host a session with the players designed specifically to educate and inspire them.

Where appropriate, other activities may be integrated alongside to add value to the events. This might include a Shuttle Time tutors' course for women and then the implementation of a course for women teachers.

BWF will work closely with Peace and Sport, the Dubai Sports Council and Badminton Asia to secure this project's legacy benefits in key ways, such as making the Cup an annual event and ensuring the continued participation of women in the region and also by harnessing the interest in badminton created by Cup-related events to propel the implementation of BWF Shuttle Time programme in the region.