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Long-term Athlete Development Implementation Plan
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Current Reality

Badminton in British Columbia is currently thriving with a huge population of recreational participants primarily focused in the Lower Mainland but also dispersed through the entirety of the province. 90% of all high performance (top 10 national ranking) athletes train out of Lower Mainland badminton centres. There are also successful regional development programs in place for Victoria (also high performance), Kelowna, Nanaimo, Prince George, and Kamloops.

Our provincial system of athlete development has been in a state of transformation over the last decade. 15 years ago, performance development of badminton in BC was represented by coordinated effort of 5 centres employing 8 full time badminton professionals. Currently BC has 14 “performance development” centres employing 26 full time badminton professionals, each with varying styles of athlete development.

While BC has produced a slightly larger number of top-performing athletes at the national level, our current structure is not translating into a sustainable system of development for the sport as a whole. Many of our potential champions are being forced to transition from competitive sport early due to under-training and over-competing at the earliest stages of their development. This leads to a shortage of athletes continuing with the sport and reducing the overall infrastructure available to support the needs of future athletes who hope to join the competitive stream of athlete development.

Community

Badminton BC’s implementation of Badminton Canada’s Long-term Athlete Development Model (LTAD) will maintain the primary focus of expanding and educating our domestic badminton community. We hope to ensure physical literacy for all British Columbians through the promotion of programs that teach fundamental movements and promote fun activities in the everyday lives of our youngest athletes (under 6). We encourage the use of badminton skills and modified games to develop a child’s agility, balance, coordination, and speed (ABC’S) in preparation for optimal retention and adaptation of advanced motor-skills in later years.

By developing a strong badminton community of physically literate and athletically capable individuals we can not only provided our youth with the opportunity to excel in sport but also build an infrastructure of participation that will be able to service the growing demands of recreational badminton users and competitive athletes.

Coaches

We must first educate our coaches. LTAD is a general guideline of development based on each individual athlete's growth and maturation rate. Coaches must remove all outcome based evaluation of their young athletes and instead focus on the process. A young athlete that matures late and is comparatively evaluated next to others who may have matured earlier physically, mentally, cognitively and/or emotionally is less likely to continue with the sport. Conversely a young athlete that matures early and has an advanced competitive structure imposed upon them based on their size and/or strength may not have the mental or emotional maturity to cope with the early specialization. Again creating a situation where an athlete is less likely to continue with the sport.

There will always be "the exception", that special individual that excels regardless of the conditions imposed on them by their environment. Badminton BC encourages the identification and support of "the exception" however cannot support group programming that imposes advanced training methods and competition structures on the many to attempt to create this single exception.

Active for Life

Another integral part of Badminton BC's LTAD implementation is the realization that athletes choosing to move away from their "optimal" competitive development path can remain in the sport in the active for life stage. The active for life stage is often overlooked in an athlete development model but in actuality the majority of the badminton community falls under this LTAD stage. Active for life athletes must be provided both the competitive and recreational opportunities to allow their full and continued enjoyment of the sport. Athletes can enter this stage at any age and preferably there should be no restrictions on the individual's level of competition or participation.

Special consideration should be paid to providing elite athletes the skills to transition effectively from their role as a competitive athlete to the many potential roles that could be filled in the active for life stage. Some of these new roles could be: recreational player, volunteer, coach, mentor/ambassador, and/or official.

Badminton BC Development Pathways

Active Start

Facilities: Clubs, Community Centres, Pre-schools, Elementary Schools

Facility Programs: Provide FUN introductory programs with modified equipment such as balloons, balls, racquets, shuttles, and ropes/ribbons. Focus is on physical literacy and kinesthetic awareness.

Coaches: LTAD educated, Introductory badminton trained

Competition: NONE

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Monitor and record activity throughout the province, growth target of 10% growth in participation over a rolling 3 year cycle.

FUNDamentals

Facilities: Clubs, Community Centres, Elementary Schools

Facility Programs: Begin teaching ABC'S, with main-focus on overall skill development with basic movement and badminton specific skills. Fun non-specific or modified games.

Coaches: LTAD educated, Community Sport Initiation (CSI) trained or Introduction Competition trained.

Competition: NONE

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Conduct exhibition and sport promotion events. Monitor and record activity throughout the province, growth target of 10% growth in participation over a rolling 3 year cycle.

Learning to Train

Facilities: Clubs, Community Centres, Elementary Schools

Facility Programs: Continue with ABC's, introduce more "touch" to basic badminton skills, begin to develop endurance through fun modified games.

Coaches: LTAD educated, Community Sport Initiation (CSI) trained or Introduction Competition certified.

Competition: Local and Regional

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Conduct exhibition and sport promotion events. Coordinate elementary school participation events that promote skill development and an introduction to competitive badminton. Coordinate Under 12 competition structure with local and club based events focusing on skill development. Monitor and record activity throughout the province, growth target of 10% growth in participation over a rolling 3 year cycle.

Training to Train

Facilities: Clubs, High Schools

Facility Programs: Major fitness development phase with aerobic development (at the onset of growth spurt), speed, flexibility, refined and advanced badminton skills, tactical preparation, strength (at end of stage)

Coaches: LTAD educated, Introduction Competition certified or Competition Development Certified.

Competition: Provincial and National

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Conduct exhibition and sport promotion events. Coordinate high school competition events that promote a tiered approach to enable different athletes to find the appropriate level of challenge. Coordinate Under 14 and Under 16 competition structure with provincial based events ensure appropriate degree of individual challenge rather than focusing the athlete on winning. Monitor and record activity throughout the province, growth target of 10% growth in participation over a rolling 3 year cycle.

Training to Compete

Facilities: Clubs, High Schools

Facility Programs: Developing performance by optimizing fitness and recovery. Continue with refined and advanced badminton skills and tactical preparation.

Coaches: LTAD educated, Competition Development Certified

Competition: Provincial and National (first international experience at the end of the stage)

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Coordinate high school competition events that promote competitive excellence among student athletes. Coordinate Under 19 competition structure with provincial based events ensure appropriate degree of individual challenge rather than focusing the athlete on winning. Monitor and record activity throughout the province, growth target of 5% growth in participation over a rolling 3 year cycle.

Learning to Win and Training to Win

Facilities: Clubs, Colleges, and Universities

Facility Programs: Double, triple, multiple periodization with focus on providing athletes with International experience and eventually WINNING. Perfection of all badminton skills also with an increased focus on Tactical, Psychological skills. Awareness of lifestyle requirements such as relaxation, professional development and personal support networks.

Coaches: LTAD educated, Competition Development Certified or Competition High Performance trained->certified

Competition: National and International

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Coordinate Open and College/University competition structure that provides domestic opportunities to compete while balancing the demands of education and International competitions. Monitor and record activity throughout the province, growth target of 3% growth in participation over a rolling 3 year cycle.

Active For Life

Facilities: Clubs, Community Centres, Elementary Schools, High Schools, Colleges, and Universities

Facility Programs: Tiered structure that is participation based and allows athletes to participate and compete at the level and consistency desired by the individual

Coaches: LTAD educated, as determined by participant

Competition: Any or None

Badminton BC: Provide access to equipment, teaching resources, promotion, sponsorship and/or subsidies when available. Make all pre-existing circuits and leagues available if participation is desired by the individual (and they are age eligible). Coordinate a Masters competition structure for athletes 30+ along with any other separate competition structures such as city leagues or amateur events that will provide a desired service to promote

growth and participation. Monitor and record activity throughout the province, growth target of 10% growth in participation over a rolling 3 year cycle.

Badminton BC Projects

Badminton BC Governance and Operational Restructuring

The past trend of Badminton BC is to “over-administrate”, attempt to re-develop and implement programs in parallel to any existing programs in the community. Through a restructuring of its Board and Staff, Badminton BC is focusing on 4 main tasks:

1. Partnerships – develop and maintain strategic partnerships within the community to encourage accessibility to participants
2. Best Practices – define, educate and review the best practices for the provision of our sport in cooperation with our partners
3. Oversight – maintain a clear vision of “the big picture” and ensure that all partners are contributing to that vision
4. Support – provide financial and human resources to both participants of our sport and strategic partners to further develop and promote the badminton community

Partner with BC High School Sports and BC College Athletic Association

While BCHSS and BCCAA currently have a great participant base, they are also prone to operating in isolated environments. Having a clearly defined pathway for athletes is essential to retain their participation and encourage their continued contribution to the badminton community. Badminton BC is vigorously negotiating a partnership with both organizations to clearly define their roles and enhance their abilities to contribute to the provincial badminton development model.

Membership Restructuring

The current Badminton BC membership allows only for \$15 Individual Memberships. This structure does not allow for less committed participants to join the organization without seeing direct benefit. The \$15 amount also does not provide sufficient financial resources to provide the services for the more committed participants who take advantage of the direct benefits of Badminton BC membership. Badminton BC is investigating new structures that will allow “Member Access” to participants at any level of participation without a \$15 financial commitment. We are also investigating alternate sources of funding such as corporate sponsorships, donations, and special event revenue that will help subsidize the provision of services to the more active participants of our sport.