



Badminton Pan Am

Development Plan 2018

January 2018

Overview

Pan American Badminton Confederation (BPAC) was founded in Mexico City in 1976, by the following Member countries: Badminton Canada, Jamaica *Badminton Association*, *Federacion Mexicana de Badminton*, *Comisión Nacional de Badminton de Perú* and the *United States Badminton Association*.

Today BPAC has a total of 34 Members (MAs), and 3 Associated Members.

The members are grouped into 4 regions (North America, Central America, Caribbean and South America) headed by a Vice President who is a member of the Executive Committee..

In accordance with BPAC By Laws, the Executive Committee consists of:

- *The President*
- *Deputy President*
- *4 Vice Presidents*

The BWF Council Members (currently BPAC has 3 individuals from Pan Am on the BWF Council) are also Executive Committee Members of the Confederation as per our By-laws. The Chairs of the Technical Officials, Women in Badminton and Marketing who are nominated, are part of the Executive Committee, but does not carry a vote.

BPAC is the continental branch of the BWF. The administrative office is in Lima/Peru and is headed by the COO. The Director of Development is part of Management Staff and is responsible for the development section of BPAC.

The BPAC website www.badmintonpanam.org is an important tool for communication and information to the BPAC membership, the badminton community and the general public. Additionally the Facebook media has increased good number of followers, especially during our Continental Events.

Key Focus and Key Objectives:

Promote and develop Badminton in America, supporting and strengthening the work done by its Associate Members through events, programs and projects that contribute to the development of Badminton according to the typical characteristics of each region, and promoting the faithful compliance of the bylaws and regulations of our sport, harmoniously living with each one of its associate members.

For Badminton to be one of the most popular sports in America, facilitating its access to everyone and providing each child with the opportunity to enjoy it for life.

Key focuses for 2018 are:

1. – Focus on increasing the visibility and popularity of the sport in the Continent and within BPAC MAs particularly through the implementation of Shuttle Time Schools Badminton and BWF Coaching System as well as following needs according to our Strategic Plan.

2. –Continue support the BPAC elite players and talent developments in 2018 for talent ID and player development and ensuring a consolidated Circuit of Pan Am events giving WR points that would ensure a stronger team of not less than 7 countries or 12 players in the next Assessment of levels of development of MAs.

These goals will affect development in the following areas of our operation 2018 Action Plan activities

1. Administration and Governance

1.1. Maintain and develop an effective and efficient working secretariat to ensure effective day to day operations and services for BPAC membership and to provide services for development at all levels and in all areas of BPAC.

1.2. Organize and support efficient meetings of the Executive Committee and General Meetings as required and invest in meetings to ensure a solid basis for good governance, policy making, and the creation of a vision for future development of the sport on the continent.

2. Development

2.1. Ensure development initiatives and activities are needs based and sustainable and are in line with BWF priorities for the sport worldwide.

2.2 Provide Development Plans and reporting to the BWF to ensure BPAC meets the requirements for base level and program development funding for development activities in the region.

2.3 Encourage MAs to apply for Olympic Solidarity funding for National Technical Courses, Scholarships and funding to run National Sports Structure activities.

3. Player Development Programs

3.1. Pan Am Talent ID & support program

3.1.1. Conduct Player Development Program and be aware of talent ID training and development camps to identify talents and potential future elite players and Olympians to build a solid base for future excellence.

3.1.2. Look for equipment sponsorship for top athletes.

3.1.3. Support the Olympic solidarity athlete's programs.

3.2. Regional Activities

3.2.1 Run regional activities for athletes to identify talents for future Pan Am Talent group.

3.2.2. Integrate other development activities into the regional activities (Coach Education, TO's course, administrators/ event's organizers courses, competitions).

3.3. Pan Am Junior Badminton Academy

3.3.1 Organize the Junior Pan Am Badminton Academy (week following the Junior Pan Am championships) for 20 players (1 boy / 1 girl) from participating teams.

3.3.2. Integrate Pan Am Junior Championships with other development activities (Coach Education workshops, administrator's courses, TO's education) if possible.

3.3.3. Invite to participate up to 4 national coaches to attend the Junior Academy, besides the National Coaches assisting.

4. Coach Education

4.1. Improve the overall level of Pan Am coaches' knowledge & competencies

4.2. Use and promote Olympic Solidarity funded Technical Courses to MAs and to use Olympic Solidarity as a funding partner through NOCs to supplement Level 1 and 2 Coach Education courses implemented by BPAC.

4.3. Develop knowledge and 'know-how' for the management of an organization and the set-up of national high performance structures and systems (Use Olympic Solidarity wherever possible as funding partner for funding for National Sports Structure courses).

5. Shuttle Time Schools Badminton Projects

5.1 Using the BWF Shuttle Time Schools Badminton Program, support the systematic implementation of Shuttle Time in MAs.

5.1.1. Central American region.

5.1.2 South American Region

5.1.3 Caribbean Region

5.1.4 North American Region

5.2 Assist participating MAs with developing relations with equipment (rackets, shuttles, nets) suppliers.

5.3. Create and support partnerships between participating schools and the member BAs to set up clubs and include local organizers to support and assist the programs.

5.4. Promote that our MAs invite their local Special Olympics representative to take part in at least one Course with 2 spots for their participation.

5.5. Introduce schools badminton competition tournaments for children and locally, nationally, regional level.

5.6. Investigate the possibility of introducing Shuttle Time and Schools Badminton to teachers colleges and universities for PE teachers' education to get Badminton included in the PE teacher's curricula.

5.7 Promote participation and awareness of Badminton at Physical Education Congress in the Region.

6. Knowledge & resources development / coaching material

6.1. Ensure the BPAC University Project for coach education in system at Level 1 and 2

7. Events Committee

7.1. Constantly increase the numbers and standards of International tournaments on BWF level on the Continent to supply Pan Am players on all levels with international tournaments and competition experience.

7.2. Consolidate the Pan Am tournament circuit and maintain the same number of International tournaments as 2016.

7.3. Access and use the Events Grants in consolidating events and raising delivery standards.

7.4. Support all Circuit Events organizers with Pan Am Referees.

7.5. Support all tournament organizers with administrative support from the BPAC office and the service for online entries and results management through Tournament Planner.

7.6. Increase number of U19 Circuit events launched in 2014 and get them BWF Sanction for Junior WR points. Support with shuttles and nets through CES Agreement.

7.8. Support, motivate and establish a BPAC Para-Badminton Circuit. In line with BWF to showcase these events towards Para-Pan 2019 and Tokyo 2020 Paralympic Games.

8. Technical Committee / TOs Development

- 8.1. Use the Junior Pan Am Championships to run a talent identification camp for new TOs by inviting 20 participants and split participation to 10 from the organizing BA and 10 from outside countries.
- 8.2. Consolidate the BWF project, by creating a Continental TO education pathway for young TO's from grassroots level to the Olympics -, seek financial assistance from BWF TOs funds.
- 8.3. Apply and use the TO Grant from BWF to support new Umpires moving forward towards BWF Accreditation.
- 8.4. Support the Chair of Technical Committee to increase the quality of TO's and the level of officiating on BPCA level by supervising and training the BPAC TO's according to highest international standards.
- 8.5. Run and support one national umpire (TO) course using BPAC instructors.
- 8.6. Keep and improve the TO registration system and co-operate with BWF TO education / accreditation / registration programs.
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9. Para – Badminton

- 9.1. Increase awareness and promotion of Para –Badminton in the Region. Already an official sport in Para-Pan 2019 and Tokyo 2020 Paralympics
- 9.2 Support Continental Para-Badminton Championships every second year.
- 9.3 Coordinate with BWF activities and formation of local Classifiers, TOs.
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10. Marketing activities

- 10.1. Increase the awareness, visibility, quality and the image of the sport on the Pan-American Continent in all areas and on all levels.
- 10.2. Enhance our Region's top player's images and recognition.
- 10.3. Introduce the sport to different stakeholders, the corporate sector and the media with adequate and appropriate marketing activities.
- 10.4. Create opportunities (BPAC events) to showcase.
- 10.5 Access Marketing Grants by accessing programs that will benefit in our exposure of the sport, activities, events, promote Region's players and events.

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10.6 Cooperate with all stakeholders in to promote Badminton on all levels and all areas (also in multi sports events / Pan Am Games / South American Games/ Central American and Caribbean Games) and other regional Championships.

10.7. Follow-up on 2016 activities offered to our MAs in Kunshan and 2015 Marketing Seminar. Offer and provide resources for use of Mas in their markets. Motivate the use of tools provided.

10.8. Involve people of means as patrons and eminent personalities in the activities of BPAC.

BWF Budget Summary 2018- Pan Am

BWF Budget Item	Amount (USD \$)
Base Grant	\$257,061
Programme Funding (ST & Coach Ed)	\$96,236
Player Development	\$94,000
Equipment	\$42,000
Events Grant (application)	\$50,000
Peace and Sport	\$20,000
Women in Badminton (application)	\$20,000
Para-Badminton (application)	\$40,000
HR Capacity Grant	\$48,000
Special Project- YOG 2018 BsAs	\$10,000
TOs Grant (Referee, Umpire + application)	\$30,000
Marketing Grant (base + application)	\$20,000
Subscriptions	\$17,703
Total	\$745,000

Base Grant: office management, administration & allocation for development programs / activities.

Program Funding: Programs & Courses delivery , Shuttle time, coach education, player development, administrator course, events and organizers course.