



BWF

2018

ANNUAL REPORT

EXCELLENCE • INNOVATION •
ENTERTAINMENT • LEADERSHIP
• INTEGRITY • UNIVERSALITY



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PRESIDENT'S FOREWORD

Partnerships are central to our success

We are halfway through the Olympic cycle and preparations are well underway for the Tokyo 2020 Olympic Games and our debut at the Paralympic Games.

The year was a really significant one for BWF. We scrutinised and debated some of the fundamental elements of our sport; welcomed new commercial partnerships and extended existing ones; confirmed the hosts for BWF Major Championships 2020 – 2025; and started implementing a major capacity-building initiative with the Continental Confederations.

In all this, partnerships were central to our work and central to our success.

In January 2018, we announced a major strategic partnership with global banking group HSBC as our Principal Global Partner. This announcement heralded the start of an extended relationship that integrates the HSBC brand with our elite tour, our premier championships and youth engagement in the sport.

We also extended our partnership with Total in January as Official Energy Partner for the World Tour and title sponsor for BWF Major Championships to 2021. And throughout 2018 we worked closely with Infront Sports and Media who managed the commercial and media rights.

A big thanks to all hosts for their key role in the successful staging of the inaugural HSBC BWF World Tour, with a special mention to the Chinese Badminton Association, Guangzhou Municipal People's Government and Guangzhou Sports Bureau for a spectacular HSBC BWF World Tour Finals.

Our Member Associations are incredibly important partners in the delivery of international competitions and throughout 2018, our membership delivered a wide range of world-class international competitions.



Our close working relationship with the five Continental Confederations is also fundamental to the implementation of development programmes globally. The BWF is investing US\$6 million to increase the number of Continental Confederation staff – an investment over six years to 2023.

The countdown is on to Tokyo 2020, and BWF is well on track with preparations for both the Olympic Games and the Paralympic Games. The collaboration with the organising committee, IOC and IPC is strong. Para badminton athletes began qualification for Tokyo 2020 on Tuesday 1 January 2019, while qualification for the Olympic Games will start on Monday 29 April 2019. Our best wishes to all athletes in their quest to qualify for Tokyo 2020.

We continue to be fortunate to have a talented, passionate and committed team driving the sport. My sincere thanks to my colleagues on the BWF Council as well as the wider BWF membership for their dedication to the sport's global development.

My appreciation also goes to BWF Secretary General Thomas Lund and the staff for another great year for BWF and badminton.

Poul-Erik Høyer
President
Badminton World Federation

SECRETARY GENERAL'S FOREWORD

Operational capacity and sustainable development

Throughout 2018, the BWF strengthened its operational capacity with four new staff recruited to meet the increasing demands of our work. Operations will continue to grow in line with our servicing functions related to membership, development, major championships and our commercial and media partnerships.

The first cycle of the HSBC BWF World Tour, the inaugural HSBC BWF World Tour Finals and BWF Major Championships for 2018 were all major undertakings for us and saw our events and commercial teams work closely with tournament hosts and Infront Sports and Media to deliver the commercial and media rights obligations across 30 world-class competitions.

On the development front, our team continued to work closely with our Continental Confederations and Member Associations to expand the BWF Shuttle Time schools badminton programme, which is now being implemented by 135 Member Associations. We also increased the range of educational resources for coaches and technical officials.

Other initiatives included partnerships with UNHCR and the UN Refugee Agency to introduce badminton to Syrian refugees. We worked closely with the AGITOS Foundation to deliver the African Para badminton Legacy Project, engaging athletes with an impairment as well as their coaches and teachers.

Good governance remained a priority in 2018. In an externally moderated exercise, BWF was ranked fourth out of 33 International Federations on good governance practices by the Association of Summer Olympic International Federations. This rating was the result of work carried out over the last few years, guided by the Governance and Ethics Commission.

We also started work with our Continental Confederations to see how we can better



harmonise and align our constitutions and governance processes.

The Integrity Unit continued its great work, emphasising awareness and education, particularly for players and their entourage. This work is essential to protect the integrity of the sport and to ensure clean and fair play. The past year saw two integrity hearings conducted with significant periods of ineligibility imposed.

Although this resulted in unfortunate outcomes for the athletes involved and the wider badminton community, we view this as a positive achievement in our endeavours to protect clean athletes and maintain a high level of integrity.

We continued establishing a strong digital identity to engage fans globally. This included enhancing and promoting BWF's digital platforms, investing in a BWF app and driving video content to engage athletes, fans and stakeholders.

These achievements are the result of strong leadership and the commitment of our engaged staff. A sincere thanks to the BWF President and Council for their guidance and leadership, and to our colleagues in Kuala Lumpur.

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BWF's Highlights of 2018

Significant achievements throughout the year marked this halfway point in the Olympic cycle – new partnerships, the allocation of our major championships up to 2025 and the final preparations for the start of the qualification period for Tokyo 2020 Olympic and Paralympic Games.



08

09



1. HSBC – PRINCIPAL GLOBAL PARTNER

The BWF secured the long-term future of badminton, establishing an exciting and enterprising relationship with HSBC as its Principal Global Partner. We now look forward to evolving this relationship as we elevate the sport to new heights.



2. HSBC BWF WORLD TOUR

The new HSBC BWF World Tour was well-received and brought new excitement to the badminton landscape. It appealed to fans and players alike, with higher prize money, greater coverage on television and spectacular sports presentation.



3. MAJOR CHAMPIONSHIPS

Our elite athletes excelled on the global stage with remarkable individual achievements and standout team performances at the World Championships, World Junior Championships and World Team Championships, showcasing the best that badminton has to offer.



5. PARA BADMINTON

It was an exciting 12 months for our players and wider badminton community as we continued the journey towards Para badminton's debut at the Tokyo 2020 Paralympic Games. Our focus is to continue to build international competition pathways for athletes, implement development initiatives to grow participation and integrate Para badminton into our systems and structures.



4. GRASSROOTS PARTICIPATION

The Federation continued its efforts to grow the game globally, embarking on a number of development initiatives to convey badminton as a healthy, diverse and inclusive activity for all.



6. INTEGRITY – CLEAN & FAIR COMPETITION

The BWF launched a pilot project to examine the current national structures around safeguarding the integrity of badminton and how to build capacity in that area and fortify the sport against corruption.



7. GOVERNANCE AND ETHICS

The BWF is working on greater alignment of governance rules and practices with its Continental Confederations and BWF was ranked fourth out of 33 international federations for good governance practices by the Association of Summer Olympic International Federations.



1. Inside BWF

Committees and commissions worked throughout 2018 to guide the Council in its decision making on policy, regulations and projects.

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OUR BADMINTON WORLD

BWF's membership

A diverse membership of 191 globally.

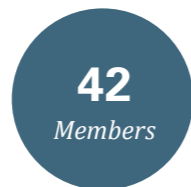
BWF has a current membership of 191, seven of these are Associate Members. In 2018, BWF welcomed the Isle of Man as an Associate Member and in January 2019, Solomon Islands joined as BWF's latest Member Association.

Our membership is global and diverse and are central to the success of badminton.

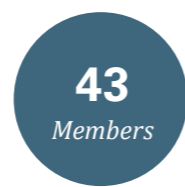
Members are at heart of the sport in developing the sport nationally and locally, building the player pathways towards international competitions and hosting national and international competitions as part of these player pathways.



AFRICA



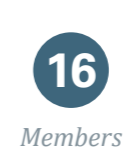
ASIA



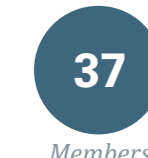
EUROPE



OCEANIA



PAN-AMERICA



Algeria, Benin, Botswana, Burundi, Burkina Faso, Cameroon, Central African Republic, Congo, Congo Kinshasa, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Libya, Madagascar, Malawi, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Saint Helena, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

ASSOCIATE MEMBER
Ligue de Badminton Reunion

Afghanistan, Bahrain, Bangladesh, Bhutan, Brunei, Cambodia, China, Chinese Taipei, DPR Korea, East Timor, Hong Kong, India, Indonesia, Iran, Iraq, Japan, Jordan, Kazakhstan, Korea, Kuwait, Kyrgyzstan, Laos, Lebanon, Macau, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Palestine, Philippines, Qatar, Saudi Arabia, Singapore, Sri Lanka, Syria, Tajikistan, Thailand, Turkmenistan, United Arab Emirates, Uzbekistan, Vietnam

Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Greece, Greenland, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Wales

ASSOCIATE MEMBER
Isle of Man

Australia, Cook Islands, Fiji, Guam, Kiribati, Nauru, New Zealand, Norfolk Island, Papua New Guinea, Samoa, Solomon Islands, Tahiti, Tonga, Tuvalu

ASSOCIATE MEMBERS
Northern Marianas, New Caledonia

Argentina, Aruba, Barbados, Bermuda, Brazil, Bolivia, Canada, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curaçao, Dominican Republic, Ecuador, El Salvador, Falkland Islands, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Puerto Rico, St. Lucia, Suriname, Trinidad & Tobago, USA, Uruguay, Venezuela

ASSOCIATE MEMBERS
French Guiana, Ligue de Badminton de Guadeloupe, Martinique

Governance and oversight

The Council had a full agenda for 2018 with a wide range of proposals for the AGM in Bangkok in May.

The year saw a wide range of governance meetings and the membership passionately debated a range of enhancements for the sport including the scoring system. The Council approved a range of regulations, including rules related to the qualification and competition format for the Tokyo 2020 Olympic and Paralympic Games.



KEY DECISIONS

- ◀ In May, the AGM approved amendments to the constitution that refined areas of legal personality, integrity and ethics. The AGM after much passionate debate, decided to retain the 3 x 21 scoring system.
- ◀ Technical regulations were approved by Council including the qualification system and competition formats for the Tokyo 2020 Olympic and Paralympic Games, the classification regulations in Para badminton and a wide range of other enhancements to technical regulations in the sport.
- ◀ The Council approved changes to the cycle of the four-year terms for the Athletes' Commission, with all six positions becoming vacant in 2021 for the elections for the four-year cycle.
- ◀ The BWF Council approved a hospitality programme for Tokyo 2020 Olympic and

Paralympic Games including a BWF Member Presidents Programme similar to what has been offered at London 2012 and Rio 2016 Olympic Games.

- ◀ The BWF Council approved an "Athletes' Undertaking", a one-page document that summarises athlete responsibilities under the BWF statutes and includes elements such as BWF and athlete commitments and responsibilities around anti-doping, integrity, media and privacy. The aim is to raise awareness of individual athletes regarding their roles and responsibilities. This will be implemented in 2019.



MEETINGS

BWF Council, Committee and Executive Board meetings were hosted in 2018, together with the Annual General Meeting hosted alongside the TOTAL BWF Thomas and Uber Cup Finals in Bangkok:

17 March

Executive Board Meeting
Birmingham, England

19 May

Annual General Meeting
Bangkok, Thailand

21 May

Council Meeting
Bangkok, Thailand

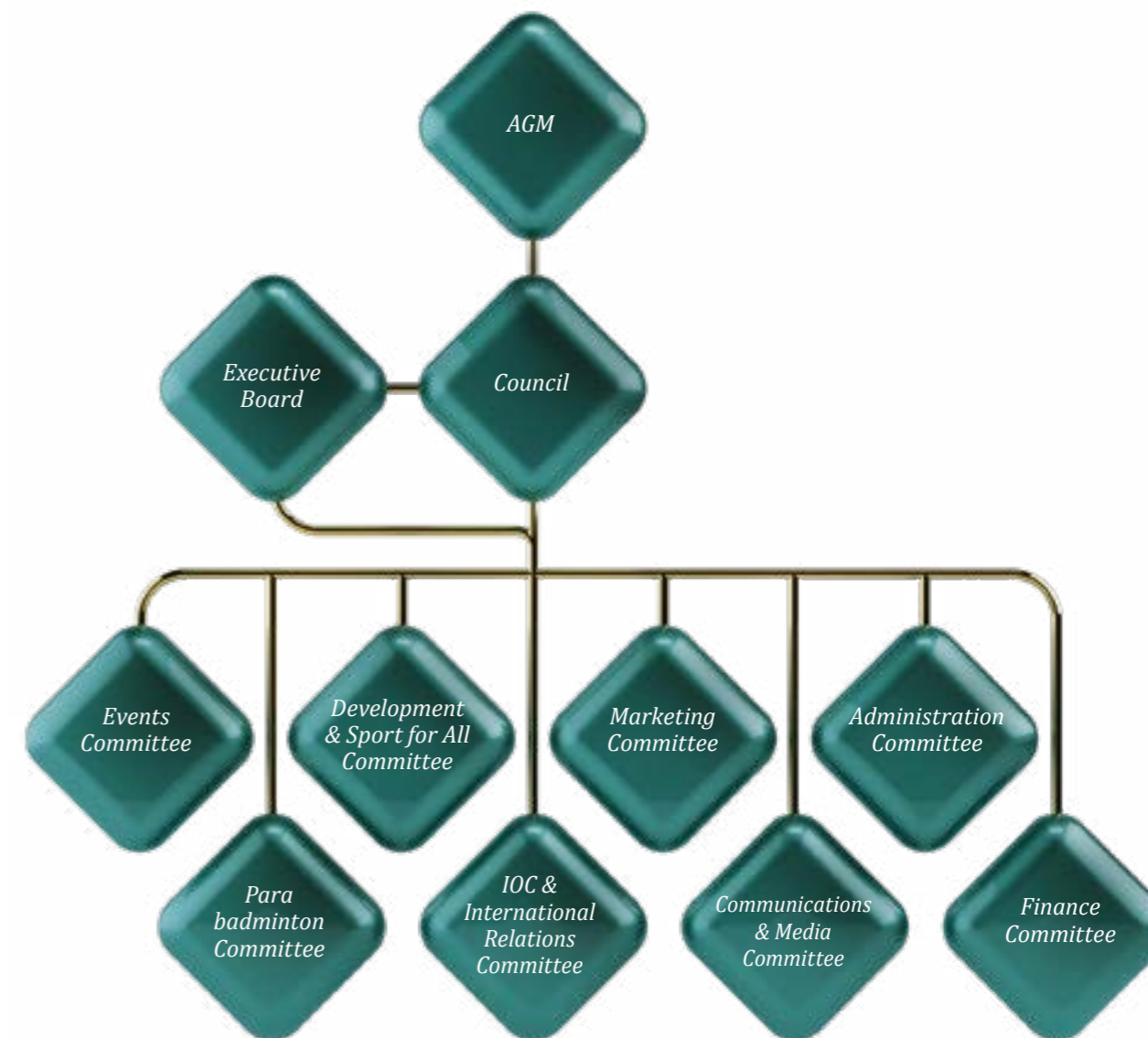
3 August

Executive Board Meeting
Nanjing, China

30 November

Council Meeting
Kuala Lumpur, Malaysia

BWF GOVERNANCE STRUCTURE



BWF Council 2017 - 2021

PRESIDENT & CHAIR OF COUNCIL

Poul-Erik Høyer – IOC member

VICE PRESIDENTS

Michel Bau
Geraldine Brown
Paul Kurzo
Anton Subowo
Vishu Tolan
Gregory Verpoorten

MEMBERS

Battushig Batbold

David Cabello
Robbert de Kock
Jassem Kanso
Lim Teong Kiat
Khunying Patama

Leeswadtrakul – IOC member

Emma Mason
Moosa Nashid
Nora Perry
Koen Ridder
Sergey Shakhray
Wayne Somers
Nigel Skelt
Tang Jiu Hong

Peter Tarcala
Etienne Thobois
Ng Yoke Weng
Chipo Zumburani

HONORARY LIFE VICE-PRESIDENTS

Dr Kang Young Joong
Stellan Mohlin
Sir Craig C. Reedie – IOC member
Jeffrey Robson
Mme Lu Shengrong
Justian Suhandinata
Charoen Wattanasin



Events Committee

An extremely successful year with many firsts including the HSBC BWF World Tour and the first Thomas & Uber Cup Finals in Thailand.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Oversee the sanctioning of international competitions, effective calendar management and review of laws and competition regulations to ensure they are fit for purpose.
- ◀ Showcase badminton through the delivery of major championships – World Championships, Thomas & Uber Cups, Sudirman Cup and World Junior and World Senior Championships.
- ◀ Work with BWF’s partners – event hosts, sponsors and media partners, to fulfil tournament related commercial and media agreements and deliver world-class tournaments to grow the fanbase.
- ◀ Coordinate the appointment of technical officials to international competition and deliver training and development programmes.
- ◀ Lead the delivery of the badminton competition at the Olympic and Paralympic Games and support other multi-sport games.

HIGHLIGHTS 2018

- ◀ Completed an immensely successful first year of the HSBC BWF World Tour.
- ◀ Delivered three spectacular major championships:
 - TOTAL Thomas & Uber Cup Finals – hosted in Bangkok for the first time. A showcase of innovative sports presentation, with hosts Thailand reaching their first Uber Cup final.
 - The TOTAL BWF World Championships – hosted in Nanjing, China, recorded one of the biggest ever spectator attendances with over 12,000 at the finals.
 - The Li-Ning BWF World Junior Championships – hosted in Markham, Canada, with 39 teams and 433 players from 46 countries in the individual championships.



- ◀ Highly successful second year working with Infront Sports and Media as BWF’s commercial and media rights agency. Delivering all commercial and media rights for BWF.
- ◀ Trialled a fixed height service rule using fixed height measuring devices. The rules were formally adopted in November 2018 with implementation in 2019 for Grade 1,2 and 3, Junior international tournaments and continental championships.
- ◀ Recruited six semi-professional referees and continued to enhance the quality of officiating through training and education.
- ◀ Launched an educational resource for line judging and a Level 1 umpiring course.
- ◀ The year ended with BWF selecting 18 hosts of BWF Major Championships 2020 – 2025. Host are in 11 countries from four continents.



COMMITTEE MEMBERS

Peter Tarcal – Chair
Tang Jiu Hong – Deputy Chair
 Geraldine Brown
 Ng Yoke Weng
 Koen Ridder
 Vishu Tolan



WATCH ONLINE

Watch here:
<https://youtu.be/XBsFlbNAIfI>

Athletes’ Commission

An Athletes’ Forum in May and the opportunity to take part in a pilot project to learn English online were two highlights of the year.



COMMISSION MEMBERS

Koen Ridder – Chair
Marc Zwiebler – Deputy Chair
 Pusarla V. Shindu
 Kirsty Gilmore
 Shintaro Ikeda
 Akvile Stapusaityte
 Saina Nehwal
 (ex officio member)

KEY OBJECTIVES OF THE COMMISSION ARE TO:

- ◀ Seek a wide range of opinions from athletes on issues of major importance in badminton.
- ◀ Work constructively with the BWF to provide player feedback on areas of player interest.
- ◀ Act in good faith towards the players and the Athletes’ Commission and uphold the good reputation of BWF and the sport.
- ◀ To promote clean sport and fair play from all involved in the sport.

HIGHLIGHTS 2018

- ◀ Continued to seek a wide range of athletes’ opinions on policy development and provide input on regulations including the scoring system and service height rules.
- ◀ Hosted the second Athletes’ Forum during the TOTAL Thomas & Uber Cup Finals. The major focuses were on building media profiles and transitioning after their playing career.

- ◀ Koen Ridder participated in the IOC Steering Committee to develop the IOC Athletes’ Rights and Responsibilities Declaration, which was adopted at the IOC Session in Buenos Aires in October 2018.
- ◀ New election cycles were adopted for the BWF Athletes’ Commission. From 2021, members will be elected for a four-year term rather than staggered elections every two years.
- ◀ Chair of the Athletes’ Commission, Koen Ridder, represented badminton athletes at the inaugural WADA Athletes’ Commission Forum in June 2018 which brought together 104 athlete leaders from 54 countries. Koen represented the BWF at the Olympism in Action Forum held before the Youth Olympic Games in Buenos Aires in October.
- ◀ BWF invested in a pilot project for athletes on the international circuit who want to learn English to improve the way they communicate with the media, fans and sponsors. Seventeen athletes will learn English through the e-learning provider Rosetta Stone.



Para badminton Committee

Getting the regulatory framework for the qualification for Tokyo 2020 Paralympic Games was a key priority for 2018.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Promote Para badminton and provide advice on the integration of Para badminton at all levels.
- ◀ Review and recommend changes to laws and regulations.
- ◀ Monitor planning and delivery of Para badminton competitions and the calendar of events.
- ◀ Oversee the development of Para badminton including education programmes – classifiers, technical officials, coaches, event organisers.

HIGHLIGHTS 2018

- ◀ Successful delivery of a record number of international hosted in all five continental regions. For the first time, all five Continental Para badminton Championships were hosted: Uganda (Africa Championships), Indonesia (Asian Para Games), France (European Championships), Peru (Pan Am Championships) and Australia (Oceania Championships).
- ◀ A significant increase in new players competing internationally – 209 new players classified and first time competitors in international competitions from Cameroon, Czech Republic, Kenya, Faroe Island, Fiji, Ghana, Greece, Mongolia, Portugal and Timor Leste.
- ◀ Increasing number of players competing per tournament – 203 athletes in the Spanish Para badminton International and 195 in Thailand Para badminton International, the highest entries for 2018.
- ◀ A significant number of regulations were revised and prepared in readiness for the Paralympic Qualifying Period starting 1 January 2019.
- ◀ The International Paralympic Committee published the Tokyo 2020 Qualification Guidelines for badminton in July 2018. BWF sanctioned 14 tournaments for the

qualifying period of 1 January 2019 – March 31 2020 including the BWF Para badminton World Championships 2019 in Basel.

- ◀ A successful year with AGITOS Foundation Projects being delivered by the BWF in Uganda, Brazil and India. In 2018, workshops were completed with 48 new players, 60 coaches, 19 administrators and 10 national classifiers participating. Participants from 41 Member Associations or National Paralympic Committees were supported to attend BWF-AGITOS projects in 2018.
- ◀ Three athletes became part of the Proud Paralympian Programme with Richard Perot (FRA) – Chair of the Para badminton Commission, Raul Anguiano (GUA) and Rachel Choong (ENG) confirmed as Proud Paralympian Ambassadors. One Proud Paralympian workshop was delivered at the European Championships in 2018.



COMMITTEE MEMBERS

Paul Kurzo – Chair
Wayne Somers – Deputy Chair
Geraldine Brown
Nora Perry
Khunying Patama
Leeswadtrakul

Para badminton Athletes' Commission

A standout year for the commission in reaching out to athletes and raising awareness of the integrity of badminton.



COMMISSION MEMBERS

Richard Perot – Chair
Raul Eduardo Anguiano Araujo – Deputy Chair
Anand Kumar
Bello Rafiu Oyeibanji
Daniel Chan

KEY OBJECTIVES OF THE COMMISSION ARE TO:

- ◀ Liaise with players, organise players meetings at tournaments and canvas their views and opinions on technical regulations, development and the direction of Para badminton.
- ◀ Represent the views of Para badminton athletes at Para badminton Commission meetings through its representatives.
- ◀ Report back to the players on outcomes of meetings and representations made at the Para badminton Commission meetings.

HIGHLIGHTS 2018

- ◀ The Para badminton Athletes' Commission met eight times to canvas players views and opinions on regulations, development and the direction of Para badminton.
- ◀ Five players meetings on five continents were organised (Spain, Dubai, Uganda, Brazil, Australia) to meet athletes, seek input and discuss Para badminton issues.

- ◀ Commission members continue to be actively represented at Para badminton Commission meetings with Richard Perot and Raul Anguiano attending meetings in Kuala Lumpur in March and Geneva in October 2018.
- ◀ The Chair supported the "i am badminton" integrity campaign and led activations at Para badminton tournaments in Dubai, Uganda, Japan and Peru.
- ◀ Richard Perot presented to the membership during the AGM on getting ready for badminton's first Paralympic Games in 2020.
- ◀ Close liaison with the IPC Athletes' Council on classification, intentional misrepresentation regulations and qualification processes.
- ◀ Richard Perot represented BWF at the inaugural WADA Athletes' Forum in Calgary in June and assisted with the consultation process for the IOC Athletes' Rights and Responsibilities Declaration which was formally adopted by the 133rd IOC Session in Buenos Aires.

Development & Sport for All Committee

Partnerships and the close working relationships with the Continental Confederations were central to the success of 2018.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Ensure plans for the development of badminton are in line with the BWF Strategic Plan.
- ◀ Work closely with the Continental Confederations and oversee the development grants programme – its structure, focus and investment and to ensure accountability.
- ◀ Develop training and education materials and models for Continental Confederations and Member Associations, which support grass roots development and the education of the badminton workforce.
- ◀ Build effective partnerships with key international bodies to maximise opportunities for badminton.

HIGHLIGHTS 2018

- ◀ Continued promoting BWF's core participation programme Shuttle Time, now available in 19 languages and being implemented in 135 Member

Associations. A total of 37,495 teachers have been trained on Shuttle Time courses.

- ◀ Coach education remains a central pillar for development. Launched BWF Coach Level 3 resources and trialed these in the latter half of 2018.
- ◀ BWF hosted coaching conferences in 2018 which aims to support the goal of having well-informed and educated coaches in the system. The 6th World Congress of Racket Sport Science was held in Bangkok in May and BWF's World Coaching Conference 2018 was held alongside the TOTAL BWF World Junior Championships in November 2018 with participating coaches from 20 member countries.
- ◀ BWF continued to invest in research that focused on injury prevention and the health benefits of badminton in 2018.
- ◀ Collaborated with Special Olympics International and Special Olympic Texas to host a three-day Shuttle Time Teachers course and a two-day Tutor Course in Houston, Texas.



COMMITTEE MEMBERS

David Cabello – Chair
Moosa Nashid – Deputy Chair
Anton Subowo
Michel Bau
Geraldine Brown
Vishu Tolan
Gregory Verpoorten
Chipo Zumburani
Wayne Somers
Khunying Patama
Paul Kurzo



IOC & International Relations Committee

The BWF President and IOC member Poul-Erik Høyer led the representation of the BWF at a wide range of events, conferences and meetings.



COMMITTEE MEMBERS

Anton Subowo – Chair
Robbert de Kock – Deputy Chair
Tang Jiu Hong
Paul Kurzo
Etienne Thobois
Battushig Batbold
Jassem Kanso

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Establish and maintain productive relationships and partnerships within the Olympic and Paralympic movement to enhance the recognition of our sport and the promotion of excellence in BWF events and development initiatives.
- ◀ Continue to strengthen BWF's position and value as a core sport within the Olympic programme and a sport in the Paralympic programme to enhance BWF's representation and image as a Summer Olympic Games and Paralympic Games IF.

HIGHLIGHTS 2018

- ◀ A strong working relationship with the IOC and IPC as BWF worked through the last of the regulations for qualification and participation in the Tokyo 2020 Olympic and Paralympic Games.
- ◀ The President, BWF Council members and senior staff actively participated in a wide range of events throughout 2018 representing BWF and badminton at tournaments, meetings and conferences in the institutional sports world.

- ◀ BWF continues to have strong representation within the Olympic Family, especially through the work of IOC members Poul-Erik Høyer, BWF President and Council Member Khunying Patama Leeswadtrakul. Honorary Life Vice President and WADA President, Sir Craig Reddie and former Council member, Li Lingwei are also IOC members. Council member Etienne Thobois is CEO of the Organising Committee for the Paris 2024 Olympic Games.
- ◀ Athlete representation is well placed with Council member and Chair of Athletes Commission, Koen Ridder being a member of the Charter of Athletes Rights Steering Committee in 2018 and Saina Nehwal as a member of the IOC Athletes Commission since October 2016.
- ◀ Re-election of BWF representatives was also an indication of BWF's contribution to the world of sports with Petr Koukal, re-elected to the WADA Athlete Committee and Thomas Lund re-appointed to GAIS .sport board. Thomas Lund also chairs IPACS, an IOC working group that is looking at corruption in sport.

Marketing Committee

New commercial partnerships and extending existing ones were key highlights for 2018 around the delivery of world-class competitions.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- Ensure that the strategic direction of the management of the external agencies working with the BWF is maintained at all times in order to continually enter into new commercial partnerships to grow the properties, maintain and grow existing partnerships and maximise revenue opportunities with the highest levels of profitability.
- Develop incremental revenue models for the BWF to grow the sport commercially.
- Manage and further develop "Brand Badminton" in clearly defined partnerships with our Continental Confederations, Member Associations and with our Host Cities.

successful first year of partnership with HSBC.

- In addition to managing the TOTAL and HSBC sponsorship relationships, Infront brought on board GoDaddy, ELO water and Moutai / Laymau. By the end of 2018, Infront had concluded broadcast relationships with 41 traditional and digital broadcasters on four continents.
- Nielsen Sports delivered both the Broadcast Analysis Report and Media Evaluation Reports for all BWF Major Championships and the HSBC BWF World Tour events. These assist our partners and hosts to better understanding the values of their product.
- In 2018 the Marketing Committee started to explore the value and importance of eSports / Gaming in relation to badminton. This exploration will continue in 2019.



COMMITTEE MEMBERS

Etienne Thobois – Chair
Battushig Batbold – Deputy Chair
David Cabello
Robbert de Kock
Nigel Skelt
Peter Tarcala



HIGHLIGHTS 2018

- Infront Sports & Media managed all media and commercial rights of the two Major Championships in 2018 and the all new HSBC BWF World Tour in 2018.
- A new partnership with HSBC started in 2018, with the global banking group becoming Title Sponsor for the HSBC BWF World Tour and the HSBC BWF World Tour Finals in Guangzhou until 2021. HSBC is Premier Sponsor for the BWF Major Championships (World Championships, Sudirman Cup and Thomas & Uber Cup Finals). HSBC is also BWF Global Development Partner, working with the BWF and its membership to grow badminton globally.
- The fifth and sixth TOTAL title-sponsored Major Championships were successfully delivered with the TOTAL BWF Thomas & Uber Cups in Bangkok, Thailand in May 2018 followed by the TOTAL BWF Word Championships in Nanjing, China in August 2018.
- The inaugural HSBC BWF World Tour Finals took place in Guangzhou, in the Pearl River Delta in China ending a very

Communications and Media Committee

Continuing to extend badminton's global reach and digital footprint.



COMMITTEE MEMBERS

Nigel Skelt – Chair
Emma Mason – Deputy Chair
Koen Ridder
Anton Subowo
Gregory Verpoorten

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- Ensure regular and accurate communication of all matters in the sport of badminton through the development of communications tools to badminton fans, Member Associations, badminton players, the sports institutional world and the media.
- In addition, to educate three key groups on all communications matters BWF Council members, staff and Member Associations.
- Oversee the development and maintenance of key BWF websites as a communications tool.
- Develop strong media and public relations to increase exposure for the BWF and the sport in the print media.
- Incorporate new media and streaming strategies of BWF activities and events.

1594 Twitter posts.

- The BWF Facebook page universe grew from 308,784 followers to 503,068, representing a growth of rate of 63 per cent.
- Short-form video content continued to play a major role in growing BadmintonWorld.TV two-fold where we now have close to 802,000 subscribers.
- Shankai Sports in China continued to develop our social media presence in 2018 with bespoke content for our China audience. Weibo fan growth was up 60.5 per cent (555,185 to 890,835) with video views on Weibo reaching 13,516,500 by years end.
- BWF's e-newsletter Shuttle World was produced every quarter in 2018 and delivered to its global and institutional audience.
- BWF continued its relationship with "Around the Rings", delivering news and BWF brand and event messages via its influential internet presence. The strong relationship with "Inside the Games" continued in 2018.
- 2018 saw the start of the build of the BWF app which will be launched in 2019.

HIGHLIGHTS 2018

- Significant engagement across BWF's digital platforms including 381 press releases and news stories published on websites, 1709 Facebook posts and

Administration Committee

Good governance, ethics and the integrity of the sport remain priorities for the committee.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

1. Review the BWF Statues and provide recommendations to Council.
2. Ensure structures and processes are in place for good governance and ensure compliance with the BWF constitution.
3. Oversee and guide Council on membership issues and ensure the autonomy of Member Associations are protected in line with the Olympic Charter.
4. Ensure effective and clear governance and collaboration processes are in place between the BWF and Continental Confederations.



governance rules and practices and improve efficiencies through shared structures and processes.

- On 28 December 2018, the BWF was awarded its International Organisation (IO) status by the Malaysian government. This IO status gives BWF certain privileges as an international organisation based in Malaysia including tax exemption.
- In January 2018, the BWF published the restructured BWF Statutes – an electronic version of the BWF rules in five chapters. In March 2019, the BWF will launch its Statutes App.

COMMITTEE MEMBERS

- Vishu Tolan – **Chair**
- Gregory Verpoorten – **Deputy Chair**
- Jassem Kanso
- Lim Teong Kiat
- Emma Mason
- Ng Yoke Weng
- Michel Bau
- Nora Perry
- Moosa Nashid

HIGHLIGHTS 2018

- The Governance & Ethics Commission continued in 2018 to focus on all areas of good governance and ethics, providing recommendations to Council to enhance the rules system.
- BWF was ranked fourth out of 33 International Federations on good governance practices by ASOIF (Association of Summer Olympic International Federations). The five areas related to Transparency, Integrity, Democracy, Development / Solidarity and Checks & Balances / Control Mechanisms.
- The revised Code of Ethics and Judicial Procedures were put to the test in 2018 with two Ethics Hearing Panels judging corruption cases. One case was on match manipulation and fixing by players and the other concerned corrupt behaviour by a former long-standing official of Badminton Africa and former BWF Council member. Both cases were successfully prosecuted.
- The BWF and five Continental Confederations (CCs) agreed on a process to better define the governance and operational relationship between the BWF and CCs. The process aims to achieve greater alignment of

Finance Committee

Higher-than-expected revenues and prudent spending ensure a very good financial result at the end of 2018.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- Ensure all statutory and legal obligations related to finance are fulfilled within the time frame stipulated by authorities.
- Ensure that adequate procedures and financial controls are applied to all accounting functions.
- Oversee and ensure that full and accurate financial accounts are maintained to reflect the true and accurate state of affairs of the Federation.
- Present timely and accurate financial information to Council as appropriate to facilitate management decisions.
- Assist and provide financial guidelines in the implementation of any activity of the Federation transferred to the Continental Confederations. Ensure proper accountability of any or all resources provided by the Federation to the Continental Confederations.

HIGHLIGHTS 2018

- The Finance Committee continued its

oversight role of the financial control systems, accounting and reporting functions, audit processes and investments policy.

- Overall a very good year with higher than expected commercial revenues. Total gross income for the year was US\$29,943,319 which included a better than expected result from the end of the IMG relationship.
- Prudent spending against the budget resulted in a total expenditure for the year of US\$25,526,914.
- In 2018, the implementation of the 2017 Council decision to significantly investment in capacity building of the Continental Confederations through an allocation of \$6 million over the next six years to increase the CC human resources to enhance the services to the BWF Membership.
- Surplus for the year was US\$4.69 million, against a budget expectation of a deficit of US\$7.05 million.
- The above meant a reserve (accumulated surplus) carried forward as at 31 December 2018 of US\$41.64 million.



Good governance, ethics and integrity

Ensuring a solid regulatory framework with a goal of best governance practice across the sport.

Good governance, ethics and integrity of competitions remained key priority areas for the BWF in 2018.

The Governance and Ethics Commission is responsible for focusing on these areas and the commission makes recommendations to Council on the regulatory and policy framework.

BWF has an ongoing commitment to improving governance practice and providing leadership to its membership and other internal stakeholders. The ongoing commitment to continuous improvement ensures the regulatory framework is robust, yet evolving over time, to meet new challenges.

One of the key elements of the refined regulatory framework was the inclusion of more external and independent expertise into the judicial system – this included the Referral Officer role. The BWF Referral Officer is an external and independent lawyer who reviews case files and decides whether or not the case is referred to a

hearing panel for judgement. If a case is referred, a three-person independent and external panel judges the case.

External and independent expertise have been used since 2009 to judge doping cases, however, following the review of the judicial procedures in 2017, both doping and ethics-related cases are now heard by external and independent experts.

Various other regulations and procedures related to judicial matters have been strengthened to ensure fair, transparent, systematic and consistent application of principles and procedures covering reporting, investigations, referral, respondent rights, hearings and appeals.

“The BWF has determined that, as an International Federation, we should have the greatest possible independence in the judgment of cases relating to the integrity of our sport and the people running our sport, should a case need to be brought against any badminton-related personnel,” said BWF President Poul-Erik Høyer.



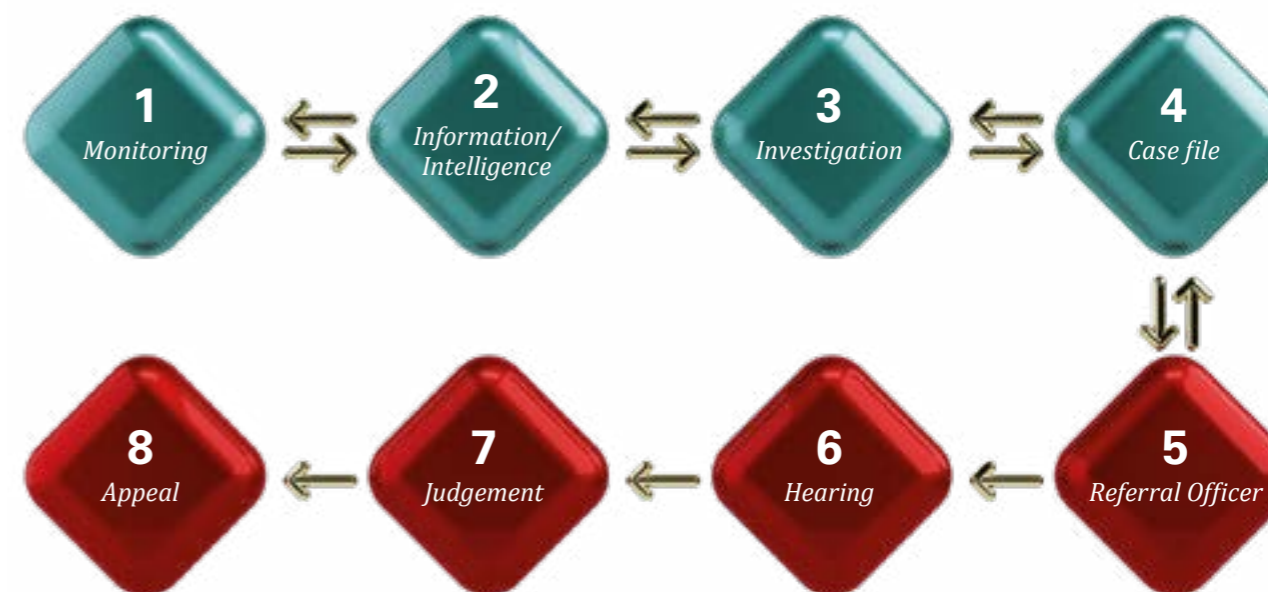
THREE HIGHLIGHTS FROM 2018:

1. The Council approved a conflict of interest matrix in May 2018, that describes what BWF would accept / not accept for any individual who may hold, or wish to hold, multiple roles in different organisations in badminton.
2. BWF reached out to its membership and ran workshops on building capacity of the membership to deal with sport integrity cases in a national badminton context.
3. In October 2018, BWF initiated an 18-month process with the five Continental Confederations to achieve greater harmonisation and alignment of governance rules and practices between the BWF and the Continental Confederations.



ENHANCED REGULATORY FRAMEWORK

In June 2017, BWF implemented a new regulatory framework with clear processes around initiating investigations, referral, judgement and appeal. In 2018, BWF's revised BWF Code of Ethics and Judicial Procedures were put to the test when BWF prosecuted two corruption cases in the sport.



Celebrating excellence and service: BWF Awards 2018

A standout year for athletes and administrators who were showcased in the 2018 awards.

Stellar performances on court and distinguished and long service were recognised in the BWF Awards for 2018.

BWF Hall of Fame

Bang Soo Hyun (KOR): A stellar career in the 1990's, Bang Soo Hyun was a member of the Korean national team (1989 – 1999) and two-time medallist at the Olympic Games in women's singles. She won silver in Barcelona 1992 and was Olympic Champion at the Atlanta 1996 Olympic Games. Since 2000, Bang Soo Hyun has been a badminton commentator for Korean Broadcast MPC TV.

Bang Soo Hyun has received a number of national awards from the Korean National Government – Geosang-Jang (1990), Mengho-Jang (1992), Cheongryung-Jang (1998) and the Korean President's Award (1998).

Player of the Year Awards

A Gala Night in Guangzhou at the start of the HSBC BWF World Tour Finals in December 2018 was the backdrop for the awards ceremony for players of 2018. The winners were:

Male Player of the Year

Marcus Fernaldi Gideon / Kevin Sanjaya Sukamuljo (INA)

Female Player of the Year

Huang Yaqiong (CHN)

Male Para badminton

Player of the Year

Jack Shephard (ENG)

Female Para badminton

Player of the Year

Leani Ratri Oktilla (INA)

Eddy Choong Most Promising

Player of the Year

Han Chengkai / Zhou Haodong (CHN)

Most Improved Player of the Year

Mayu Matsumoto / Wakana Nagahara (JPN)

Administrator Awards

The BWF Council acknowledged the extraordinary work of individuals who committed time, energy and passion in the service of badminton.



Lifetime Achievement Award

Prof. Ranjit de Silva: Extraordinary service to badminton which spanned 50 years, over two continents and in many areas of the game. Ranjit de Silva served his country as a player and administrator before leaving for Zambia in 1978. During the 18 years he was there, he elevated badminton in Zambia from a very weak position to a level where the players won African titles. From 1989 – 1996, he was elected President of Association and later Vice-President of Badminton Africa – 1992 – 1996. Ranjit was BWF Council member from 1996 – 1998 and again from 2009 – 2017.

Dr. Jean-Guy Poitras: In a career that spanned 40 years as an international technical official, Jean-Guy was an outstanding umpire having umpired in three Commonwealth Games and the Sydney 2000 Olympic Games.

He was Umpire Assessor from 2003 – 2016 and chaired the BWF Umpire Assessors Panel from 2004 to 2016. Jean-Guy was inducted into the Badminton Canada Hall of Fame as Official in 2016.

Meritorious Service Awards

Dr. Lam Kim Ming: Honorary President of the Hong Kong Badminton Association from 1999 – 2003, board member from 2003 – 2005 and Vice-President from 2005 until present. He has been convener of the Fund Committee since 2003.

Tsang Sing Wah: Has been a board member of Hong Kong Badminton Association from 2003 until present.

From 2003 – 2009, he was convener of the Age Group Championships and from 2009 until present, he was convener of the President's Cup.

Robert Brooks: Has been serving as a coach of the Gibraltar Badminton team since 1994 on a voluntary basis. As a player, Robert was men's doubles champion in 1999, 2000 and 2001. Robert was a board member of the Gibraltar Badminton Federation from 2001 – 2004 and was responsible for development. He received the Gibraltar Badminton Federation President's Award in 2004.

Edmilson Kaestner: Was a player representing the state of Santa Catarina from 1978 – 1991. In 1991, he set up the first badminton court in a club and organised the first national tournament in Santa Catarina in 1992. From 1992 – 2000, he was ranked in the top five in Santa Catarina state. He served as a coach from 1992 – 2015 and was a member of the Brazilian Technical Committee from 2012 – 2013. He has been President of the Santa Catarina State Badminton Federation since 2015.

Distinguished Service Award

Ronny de Vos: Served the BWF as Umpire, Referee and Umpire Assessor for more than 20 years. He was accredited in 1998 and certificated soon after. He was accredited as a Referee in 2008 and certificated in 2012. Ronny de Vos will finish his long and outstanding career as BWF technical official as referee of the TOTAL BWF World Championships in Basel in 2019.





2. Championships and Tournaments

2018 was a landmark year for the BWF's leading events, with a revamped World Tour announced in partnership with HSBC, thrilling drama in the World and Junior Championships, and impressive growth in Para badminton participation.

- 32 *Infographic: Competitions in 2018*
- 34 *HSBC BWF World Tour*
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- 38 *TOTAL BWF Thomas & Uber Cup Finals*
- 40 *TOTAL BWF World Championships*
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- 46 *Youth Olympic Games*
- 48 *Tokyo 2020 on the horizon*



World class competitions, iconic locations

MAJOR CHAMPIONSHIPS



TOTAL BWF THOMAS & UBER CUP
20-27 May
Bangkok, Thailand



TOTAL BWF WORLD CHAMPIONSHIPS
30 July – 05 August
Nanjing, China



LI-NING BWF WORLD JUNIOR CHAMPIONSHIPS
05-18 November
Markham, Canada



HSBC BWF WORLD TOUR



HSBC BWF WORLD TOUR FINALS
12-16 December
Guangzhou, China



HSBC RACE TO GUANGZHOU
26 Events
20 Countries



YOG / OLYMPICS / PARALYMPICS



YOUTH OLYMPIC GAMES BUENOS AIRES 2018
06-18 October
Buenos Aires, Argentina



OLYMPIC GAMES TOKYO 2020
Qualifying
29 April 2019 – 26 April 2020



PARALYMPIC GAMES TOKYO 2020
Qualifying
1 January 2019 – 29 March 2020

HSBC BWF WORLD TOUR

New format and partnership yields promising results

The revamp of the BWF's flagship event and a key partnership with HSBC bodes well for the Tour's future.

In its first year, the HSBC BWF World Tour proved immensely successful, with the remodelled tournament structure hitting a number of critical targets in the international federation's quest to grow badminton.

Apart from bringing new excitement to badminton's landscape, the 27-event spectacle ensured the evolution of BWF tournaments into a unified, distinctive brand which has strengthened the awareness and value of the sport.

The World Tour has also improved the quality of events, increased broadcast coverage and viewership, enhanced the presentation of the sport and made elite badminton more financially beneficial for hosts and players.

Backed by the world's premier banking group, HSBC, the World Tour is now in a position to accentuate and accelerate this growth of badminton globally, drawing on its energy, vision and excellence to propel

the sport to unprecedented heights.

HSBC PARTNERSHIP AND WORLD TOUR

The BWF-HSBC partnership was launched in January 2018 at a ceremony in Guangzhou, China – home of the HSBC BWF World Tour Finals for the next four years.

HSBC was presented as BWF's Principal Global Partner in an extensive sponsorship agreement that gives HSBC a corporate presence across BWF's entire suite of events, as well as becoming Global Development Partner, working with the federation to grow badminton globally.

At the launch, details of the five-tier World Tour emerged and it was soon underway with the first of 11 Super 300 events taking place in Thailand. Thereafter, the World Tour showcased three million-dollar tournaments at the Super 1000 level; five Super 750 events (US\$700,000 prize money); seven Super 500 events



HEROES



Kento Momota produced a stunning comeback to the top flight, winning the Indonesia Open, Japan Open, Denmark Open and Fuzhou China Open. He became the first Japanese man to win his home title and also wrested the world No.1 ranking.

Marcus Fernaldi Gideon/ Kevin Sanjaya Sukamuljo (pictured) maintained their world No.1 status throughout the season, claiming a record eight World Tour titles to eclipse their 2017 feat of seven tour titles. This included a third-straight India Open victory and defence of their All England crown.

Zheng Siwei/ Huang Yaqiong swept the five Super 750 tournaments in Malaysia, Japan, Denmark, France and China.



"Our objective was to evolve all our events into a unified, distinctive brand that will strengthen brand awareness and value."

THOMAS LUND
BWF SECRETARY GENERAL

(US\$350,000); and ten other Super 300 events (US\$150,000).

RACE TO GUANGZHOU

Points earned at these tournaments counted towards player rankings on the HSBC Race To Guangzhou with the top eight qualifiers in the five traditional categories being rewarded with a spot at the season finale – the HSBC BWF World Tour Finals. Points from the 11 BWF Tour Super 100 events were also taken into account.

From January to November 2018, players criss-crossed 20 countries, competing in 26 events on the HSBC BWF World Tour for a chance to qualify for badminton's biggest pay day, with US\$1.5 million in prize money on offer in Guangzhou.

China's third-largest city was deemed a

fitting location for the HSBC BWF World Tour Finals (2018-2021) given badminton's prominence in the country and HSBC's focus on the Pearl River Delta region. Guangzhou's hosting of the signature tournament represented a return to the heartland of badminton, with the opportunity to build the Finals into an international showpiece in the coming years.

SEASON SNAPSHOT

Despite the World Tour's highly competitive nature, four categories were dominated by a single player or pair. Kento Momota (men's singles), Tai Tzu Ying (women's singles), Marcus Fernaldi Gideon/ Kevin Sanjaya Sukamuljo (men's doubles) and Zheng Siwei/ Huang Yaqiong (mixed doubles) stood out in their categories – while Japan dominated women's doubles.

WORLD TOUR DATA

	Total no. of entrants	Total no. of matches	Total no. of days
<p>Super 1000 (3 tournaments)</p>	980	465	17
<p>Super 750 (5 tournaments)</p>	1436	775	30
<p>Super 500 (7 tournaments)</p>	2114	1281	42
<p>Super 300 (11 tournaments)</p>	3446	2013	66

HSBC BWF WORLD TOUR FINALS

Destination Guangzhou for the inaugural World Tour Finals

US\$1.5 million in prize money was on offer to badminton's elite players as the Finals rolled into town.

The HSBC BWF World Tour Finals was the perfect crescendo to a successful inaugural season of the newly-minted HSBC BWF World Tour. Players, entourage, corporate partners and fans eagerly awaited to see how the new-look season finale would unfold.

By the time the curtains fell, badminton's most lucrative tournament – with US\$1.5 million in prize money on offer – had received resounding approval, with plans for enhancing the next three editions already being considered.

The overwhelming success was not

possible without the contributions of the Guangzhou Municipal People's Government, the Guangzhou Sports Bureau, the Chinese Badminton Association and our corporate partners, especially our title sponsor, HSBC.

It was clear these key stakeholders shared BWF's vision of growing the sport's fanbase and stimulating participation among the next generation.

On the court, diverse storylines abounded: Would Kento Momota sign off his amazing comeback with the year-end crown? Would Tai Tzu Ying again prove too good



RESULTS

Men's Singles

- Gold: Shi Yuqi (CHN)
- Silver: Kento Momota (JPN)
- Bronze: Son Wan-ho (KOR), Sameer Verma (IND)

Women's Singles

- Gold: Pusarla V. Sindhu (IND)
- Silver: Nozomi Okuhara (JPN)
- Bronze: Ratchanok Intanon (THA), Akane Yamaguchi (JPN)

Men's Doubles

- Gold: Li Junhui/Liu Yuchen (CHN)
- Silver: Hiroyuki Endo/Yuta Watanabe (JPN)
- Bronze: Kim Astrup/Anders Skaarup Rasmussen (DEN), Chen Hung Ling/Wang Chi-Lin (TPE)

Women's Doubles

- Gold: Misaki Matsutomo/Ayaka Takahashi (JPN)
- Silver: Lee So Hee/Shin Seung Chan (KOR)
- Bronze: Du Yue/Li Yinhui (CHN), Mayu Matsumoto/Wakana Nagahara (JPN)

Mixed Doubles

- Gold: Wang Yilyu/Huang Dongping (CHN)
- Silver: Zheng Siwei/Huang Yaqiong (CHN)
- Bronze: Dechapol Puavaranukroh/Sapsiree Taerattanachai (THA), Yuta Watanabe/Arisa Higashino (JPN)



HEROES



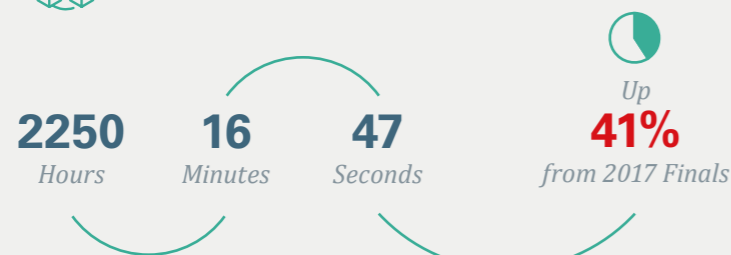
Shi Yuqi (pictured) of China revelled in his first conquest against Japan's Kento Momota in the Finals.

Pusarla V. Sindhu had lost four major tournament finals (Olympics, two World Championships and last year's season final) before finally savouring success on her fifth attempt.

Wang Yilyu/Huang Dongping had not won a title all year but came up big winners in December.



BROADCAST DATA

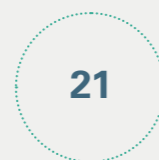
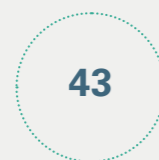


Broadcast hours of the HSBC BWF World Tour Finals 2018 increased significantly by 41% as compared to the Dubai World Superseries Finals 2017. Major markets such as China, Pan Malaysia, Singapore, Japan, Indonesia and Taiwan all showed more coverage.

QI MEDIA VALUE (TV, ONLINE STREAMING AND NEWS)

US\$211 MILLION

up 120.5% from 2017



for all challengers in women's singles? Would Japan dominate women's doubles as that nation had done in 2018?

All those questions were answered as the title deciders unfolded at Tianhe Gymnasium.

In women's singles, perennial runner-up Pusarla V. Sindhu finally ascended to the top of the podium at a major championship by beating one of her biggest rivals. The beanpole Indian toughed out an absorbing encounter against the relentless Nozomi Okuhara of Japan to savour women's singles glory, 21-19 21-17.

There were fireworks from start to finish in mixed doubles with favourites Zheng Siwei/Huang Yaqiong forced into a decider against teammates, Wang Yilyu/Huang Dongping.

The latter had toiled in the shadow of their stellar compatriots all season,

losing four World Tour finals as well as the World Championship gold medal match. However, in the finest moment of their blossoming partnership, Wang/Huang held their nerves to snatch victory 23-21 16-21 21-18 in 69 minutes.

More success was in store for China in men's singles as Shi Yuqi showcased an attacking performance that shocked Momota. The Japanese, who blitzed Shi in summer's World Championships could not replicate that form going down 21-12 21-11.

In women's doubles, Rio 2016 Olympic champions Misaki Matsutomo and Ayaka Takahashi resisted all that Korea's Lee So Hee and Shin Seung Chan threw at them, prevailing 21-12 22-20 in the title decider.

The week was capped off with more home crowd delight, with China's Thomas Cup heroes Li Junhui and Liu Yuchen ending 2018 in fine style, ousting Hiroyuki Endo/Yuta Watanabe of Japan 21-15 21-11, to share US\$126,000 in prize money.

"China is a crucial badminton market and we are pleased to entrust one of our flagship tournaments to Guangzhou for the next four years."

POUL-ERIK HØYER
BWF PRESIDENT

TOTAL BWF THOMAS & UBER CUP FINALS

Thailand delivers as debut Finals host

The nation's women's team pulled off a huge upset by defeating China to reach the Uber Cup final.

Host Thailand rose to the occasion of staging the TOTAL BWF Thomas & Uber Cup Finals 2018 for the first time by producing an astounding performance to reach the finals of the Women's World Team Championship.

Buoyed by strong home support in Bangkok, the Uber Cup squad delivered the most significant result of the tournament, defeating title holders China 3-2 in the semifinals. It meant that for the first time since their event debut in 1984, China failed to reach an Uber Cup final.

However, finals debutantes Thailand were no match for the clinical Japanese in the gold-medal decider, the top seeds prevailing 3-0. Akane Yamaguchi, Yuki Fukushima/Sayaka Hirota and Nozomi Okuhara all won their matches in straight games to secure Japan's sixth title overall but their first in 37 years.

In the men's tournament, China's young generation came good to recapture the Thomas Cup six years after their nation last lifted the trophy. They beat Japan 3-1.

In Shi Yuqi and men's doubles pair, Li Junhui and Liu Yuchen, China found their heroes after an early deficit in the final. Kento Momota, the star of Japan's campaign, outclassed Chen Long in the

opening duel before Zhang Nan/Liu Cheng made it 1-1 beating Takuto Inoue/Yuki Kaneko.

Shi won the crucial second singles to put China 2-1 ahead, Li and Liu showed tremendous grit under pressure, saving two match points against Keigo Sonoda and Yuta Watanabe to secure the Men's World Team Championship.

The event proved truly memorable with the hosts showcasing innovative sports presentation, including video walls to introduce players and countdown animation that ensured audience engagement inside Impact Arena.

The action played out before excited fans who were thrilled to see some of the sport's biggest names battling for their respective countries. Algeria had the distinction of making their debut in the Thomas Cup, being drawn with Denmark, Malaysia and Russia in Group D. Sixteen teams contested both the Thomas Cup and Uber Cup.

BWF would like to thank hosts the Badminton Association of Thailand, as well as title sponsor TOTAL and other corporate partners for collaborating on the presentation of another wonderful BWF Major Event which captivated fans globally.



HEROES



China won their 10th Thomas Cup title after being shut out of the final in the last two editions of the tournament.

Busanan Ongbamrunghan (pictured) produced back-to-back victories in the quarterfinals and semifinals to propel Thailand into their first Uber Cup final. The hosts won both ties 3-2.



RESULTS

Thomas Cup final standings

1. China
2. Japan
- 3/4. Denmark, Indonesia
- 5/8. Korea, Chinese Taipei, France, Malaysia
- 9/12 Hong Kong, India, Russia, Thailand
- 13/16 Algeria, Australia, Canada, Germany

Uber Cup final standings

1. Japan
2. Thailand
- 3/4. Korea, China
- 5/8 Canada, Chinese Taipei, Denmark, Indonesia
- 9/12 Hong Kong, India, Malaysia, Russia
- 13/16 Australia, France, Germany, Mauritius



BROADCAST DATA

BROADCAST HOURS

3,084 Hours
01 Minutes

Up **16%**
from 2016 Finals

QI MEDIA VALUE (TV AND ONLINE STREAMING)

US\$211 MILLION
up 108% from 2016

Households reached **608 million**

Markets reached **44**

Number of broadcasters **26**

TOTAL BWF WORLD CHAMPIONSHIPS

Momota and Marin master the courts in Nanjing

The Japanese and the Spaniard both made history in winning their respective singles titles.

Kento Momota was the polarising figure at the TOTAL BWF World Championships 2018, with a historic men's singles victory that will long be remembered for the manner in which he achieved it, as well as for its context.

The 24-year-old returned to international competition in July 2017 following a 15-month ban, but it was only in February 2018 that he started competing at top flight.

In Nanjing, Momota was peerless, cruising to straight-games wins in the quarterfinals,

semifinals and final. His demolition of China's Shi Yuqi in the decider heralded the first men's singles world champion from Japan.

Meanwhile, Shi stepped out of the shadows of elder compatriots Lin Dan and Chen Long. He beat both en route to silver, thus asserting himself as China's men's singles spearhead. Other headliners were Brazil's Ygor Coelho who stunned India's HS Prannoy, and Malaysia's Liew Daren who won bronze.

In women's singles, Carolina Marin's



HEROES



Kento Momota (pictured) became the first Japanese men's singles world champion.

Spain's **Carolina Marin** became the first triple women's singles world champion.

Mayu Matsumoto and **Wakana Nagahara** won the women's doubles title on their World Championships debut, becoming the first Japanese champions in the discipline since 1977.



RESULTS

Men's Singles

- Gold: Kento Momota (JPN)
- Silver: Shi Yuqi (CHN)
- Bronze: Chen Long (CHN), Darren Liew (MAS)

Women's Singles

- Gold: Carolina Marin (ESP)
- Silver: Pusarla V. Sindhu (IND)
- Bronze: He Bingjiao (CHN), Akane Yamaguchi (JPN)

Men's Doubles

- Gold: Li Junhui/Liu Yuchen (CHN)
- Silver: Takeshi Kamura/Keigo Sonoda (JPN)
- Bronze: Chen Hung Ling/Wang Chi-Lin (TPE), Liu Cheng/Zhang Nan (CHN)

Women's Doubles

- Gold: Mayu Matsumoto/Wakana Nagahara (JPN)
- Silver: Yuki Fukushima/Sayaka Hirota (JPN)
- Bronze: Greysia Polii/Apriyani Rahayu (INA), Shiho Tanaka/Koharu Yonemoto (JPN)

Mixed Doubles

- Gold: Zheng Siwei/Huang Yaqiong (CHN)
- Silver: Wang Yilyu/Huang Dongping (CHN)
- Bronze: Tang Chun Man/Tse Ying Suet (HKG), Zhang Nan/Li Yinhui (CHN)

impressive display etched her name in the annals. The Spaniard became the first player to claim three world titles in the women's solo category. Like Momota, the 25-year-old was untouchable, cutting down rivals with ruthless efficiency.

The Olympic champion arrived under the radar, with all the attention on the dominant Tai Tzu Ying (Chinese Taipei). Tai, however, suffered a dramatic quarterfinal loss to China's He Bingjiao. Marin needed three games to beat the Chinese in the semifinals, but against familiar rival Pusarla V Sindhu in the final, Marin rose to her deadly best. The Indian failed to capitalise on a first-game lead as Marin seized the ascendancy and her place in badminton history.

In doubles, home fans rejoiced as China reigned supreme in men's doubles and the mixed discipline. The latter was expected with the strong partnership of Zheng Siwei and Huang Yaqiong seeing off all challengers, including their teammates Wang Yilyu and Huang Dongping in the final. For Zheng, the result was an upgrade from silver in 2017.

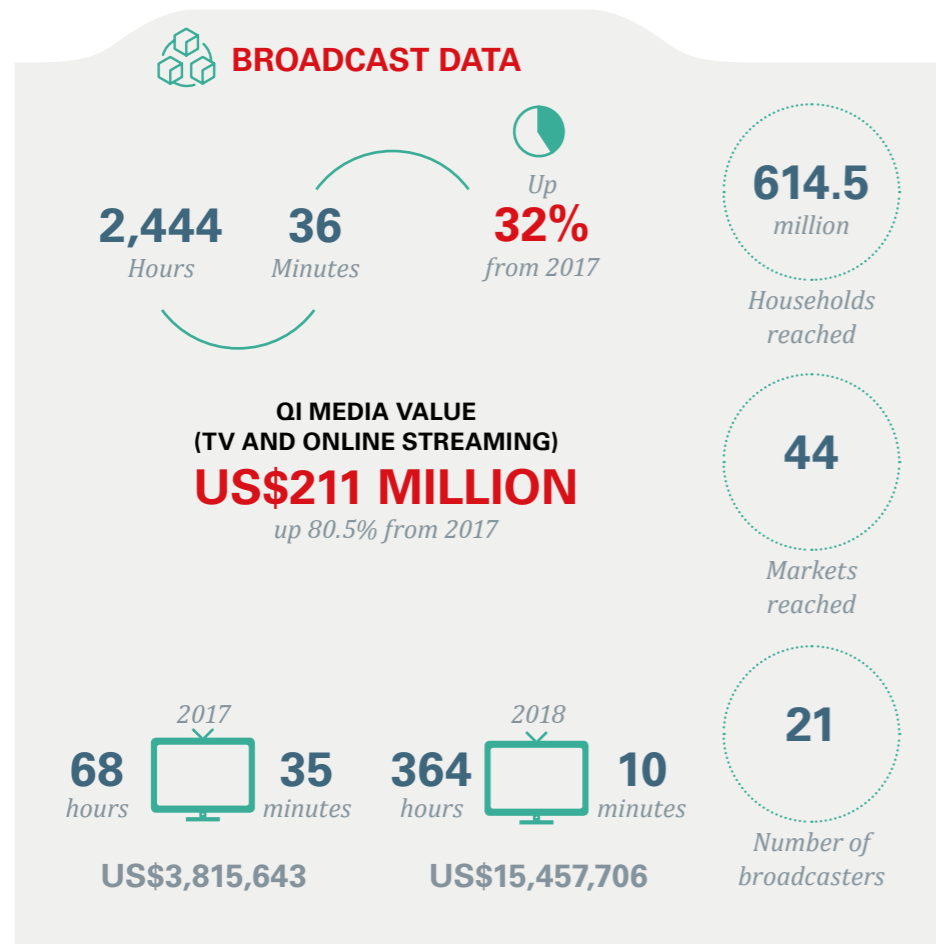
Li Junhui and Liu Yuchen claimed top honours in men's doubles, ensuring a second gold for the hosts. Facing Takeshi Kamura and Keigo Sonoda of Japan, the Chinese unleashed their high-powered artillery to prevail in the final match of the championships. Top seeds Marcus Fernaldi

Gideon and Kevin Sanjaya Sukamuljo (Indonesia) were upset by Kamura and Sonoda in the quarterfinals.

In women's doubles, China – winners of that category every year except one (1995) since 1983 – were shut out of the medals. Based on performance, all four of Japan's pairs were thought to have equal title chances. The all-Japan final featuring Mayu Matsumoto/Wakana Nagahara versus Yuki Fukushima/Sayaka Hirota proved the most riveting. Newcomers at elite level, Matsumoto/Nagahara exhibited nerves of steel, saving two match points before clinching the thriller; condemning Fukushima and Hirota to silver for the second straight year.

Finals day saw 12,000 spectators in attendance – one of the largest crowds at an international badminton event. In total, 49 Member Associations competed (191 men and 176 women). It was the first World Championships hosted in Nanjing and just the third in China since its inception in 1977 – the others being Beijing (1987) and Guangzhou (2013).

The BWF wishes to thank the Chinese Badminton Association, the Nanjing Municipal People's Government, title sponsor TOTAL and all other corporate partners who contributed to the overwhelming success of the World Championships.



LI-NING BWF WORLD JUNIOR CHAMPIONSHIPS

China shines brightest at the World Junior Championships

The shuttlers of the future were on display in Canada as the Chinese once more retained the Suhandinata Cup.

The BWF World Junior Championships returned to Canada for the first time since Richmond 2004, with Markham near Toronto staging the 20th edition. It was also the first World Junior Championships to be held in the Pan Am region in eight years – the last being in Guadalajara, Mexico, in 2010.

The event was seen to have multiple impacts, particularly in spurring long-term growth of badminton in Canada and the broader Pan Am region. Markham itself is seen as a nursery of Canadian badminton talent, with World Tour player Michelle Li hailing from the city.

The event was also an opportunity for BWF to roll out its Global Health Badminton Study, which is expected to throw light on the common vulnerabilities of badminton players, and to help them prepare better against future injuries. The study, initiated by the BWF Sport Science and Medical Research Commission, covered 285 players from 39 countries.

HOSTS AND PARTNERS

The mixed team and individual championships were conducted over a fortnight, and demonstrated the organisational skills and commitment of officials of Badminton Canada and its team of volunteers. A total of 39 teams entered the Mixed Team Championships, and 433 players from 46 countries competed in the individual competition.

China successfully navigated testy waters to claim their fifth successive Mixed Team Championships for the Suhandinata Cup. The come-from-behind 3-1 victory over Korea in the final gave China their 13th crown overall and their best-ever streak of title wins, bettering their four-title sequence from 2007 to 2010.

In the individual championships, Kunlavut Vitidsarn (Thailand) and Goh Jin Wei (Malaysia) won the men's singles and

women's singles respectively. Goh achieved a remarkable double – both Youth Olympic Games Champion and BWF World Champion in the same year – a first for the sport.

China claimed two titles through Di Zijian/Wang Chang (men's doubles) and Liu Xuanxuan/Xia Yuting (women's doubles), while Leo Rolly Carnando/Indah Cahya Sari Jamil won the all-Indonesian mixed doubles final.

Equipment major Li-Ning continued its support of badminton with its title sponsorship.

WATCH ONLINE Watch here: <https://youtu.be/QU22RMo8SQs>



RESULTS

Men's Singles

- Gold: Kunlavut Vitidsarn (THA)
- Silver: Kodai Naraoka (JPN)
- Bronze: Li Shifeng (CHN), Lakshya Sen (IND)

Women's Singles

- Gold: Goh Jin Wei (MAS)
- Silver: Line Christophersen (DEN)
- Bronze: Wang Zhiyi (CHN), Yaxin Wei (CHN)

Men's Doubles

- Gold: Di Zijian/Wang Chang (CHN)
- Silver: Tae Yang Shin/Wang Chan (KOR)
- Bronze: Liang Weikeng/Shang Yichen (CHN), Thanawin Madee/Wachirawit Sothon (THA)

Women's Doubles

- Gold: Liu Xuanxuan/Xia Yuting (CHN)
- Silver: Tan Pearly Koong Le/Toh Ee Wei (MAS)
- Bronze: Agatha Imanuela/Siti Fadia Silv Ramadhanti (INA), Febriana Dwipuj Kusuma/Ribka Sugiarto (INA)

Mixed Doubles

- Gold: Leo Rolly Carnando/Indah Cahya Sari Jamil (INA)
- Silver: Rehan Naufal Kusharjanto/Siti Fadia Silva Ramadhanti (INA)
- Bronze: Shang Yichen/Zhang Shuxian (CHN), Wang Chan/Jeong Na Eun (KOR)

Mixed Team

- Gold: China
- Silver: Korea
- Bronze: Japan, Indonesia



HEROES



Wang Zhiyi (pictured) was the star of her team's winning performance, coming from two match points down against Japan's Hirari Mizui in the semifinals; and a day later outplayed Korea's Park Ga Eun to pave the way for her team's conquest of the trophy.

Japan's **Kodai Naraoka's** twin victories over Youth Olympic Games champion Li Shifeng in the team and individual semifinals were both epic efforts lasting 90 and 85 minutes. While Naraoka's victory in the team event wasn't sufficient to see his team through to the final, he was able to reach the title round in the individual event, where he went down to Kunlavut Vitidsarn.

Korea's **Wang Chan** might be a player to watch in future. Donning twin roles – in mixed doubles and men's doubles – Wang helped his team into the final and gave them the start they needed by winning the men's doubles. Wang and Tae Yang Shin also won silver in the individual championships.



BROADCAST DATA

436 Hours
30 Minutes
05 Seconds

QI MEDIA VALUE (TV AND ONLINE STREAMING)

US\$6.1 MILLION

15.4 million

Households reached

22

Markets reached

6

Number of broadcasters

PARA BADMINTON REVIEW

Para badminton celebrates year of growth across the world

The numbers make for encouraging reading, with a phenomenal increase in athletes competing internationally.

Para badminton broke new ground last year, as for the first time, all five continents hosted their respective continental championships. The year saw a phenomenal increase in the number of athletes taking part; the highest entries were at the Spanish Para badminton International and the Thailand Para badminton International with 203 and 195 competitors respectively.

Just as significant was the notable rise in the number of new players – 209 new players were classified and first-time competitors were seen from countries such as Cameroon, Czech Republic, Kenya, Faroe Islands, Fiji, Ghana, Greece, Mongolia, Portugal and Timor Leste.

In Asia, the most high-profile event was the Asian Para Games, which were held in Jakarta after the Asian Games. Other cities that hosted continental championships were:

- ◀ Kampala, Uganda (Africa)
- ◀ Rodez, France (Europe)

- ◀ Lima, Peru (Pan America)
- ◀ Geelong, Australia (Oceania)

BWF continued to focus on development initiatives in Para badminton through its partnership with the Agitos Foundation, the development agency of the International Paralympic Committee. Agitos workshops were delivered to 48 new players, 60 coaches, 19 administrators and 10 national classifiers, from 41 Member Associations.

France's Richard Perot, Guatemala's Raul Anguiano and England's Rachel Choong were selected as BWF's Proud Paralympian Leaders to inspire and educate athletes on and off the court.

The three were selected by BWF and Agitos from among 13 applicants of eight countries. The leader training dealt with topics ranging from the Paralympic movement; athlete health and wellbeing; the pursuit of dual careers; ethics; human rights and working with the media.

WATCH ONLINE *Watch here: <https://youtu.be/yj71FMWtTs>*



HEROES



Hong Kong's **Chan Ho-Yuen** beat Korean legend Kim Jungjun at the Australia Para badminton International.

Germany's **Valeska Knoblauch (pictured)** won a thriller in the WH1 women's singles final of the European Para badminton Championships against Karin Suter-Erath of Switzerland.

Englishman **Jack Shephard** became the first Short Stature player to win the Male Para badminton Player of the Year, while **Leani Ratri Oktila** was the most successful Para badminton player among women with 13 gold and two silver and was named BWF Female Para badminton Player of the Year.

BY THE NUMBERS



209
New players were classified



First-time competitors from 10 countries

BWF partnered with the Agitos Foundation to deliver workshops to:



48
new players



19
administrators



60
coaches



10
national classifiers

from 41 Member Associations



YOUTH OLYMPIC GAMES

Young stars get taste of the Olympic experience

The Youth Olympic Games is a key event in the development of the sport's biggest young talents.

Buenos Aires hosted the third edition of the Summer Youth Olympic Games after Singapore in 2010 and Nanjing in 2014. Featuring 64 players from 46 countries, the badminton event attracted considerable attention not only for its competitiveness, but also for the innovative relay format in the team event.

With many of the world's top junior players in action, and BWF's developmental activity conducted alongside, the event is expected to have major long-term impacts in the broader South American region. BWF's Focus Day, which consisted of a profile on Carolina Marin; former internationals Pi Hongyan and Pedro Yang speaking on building a career after badminton; and a presentation on the prevention of abuse and harassment in sport, was well received by players.

TALKING POINT

The Mixed Team Relay event – the first time the format has been tried in international competition – was a showcase of skills, team strategy and camaraderie. Eight teams were picked through a draw, ensuring comparable strength based on world rankings. With each team consisting of players of various nationalities, the competition encouraged joint strategising and bonding.

Each tie was decided on a cumulative total of points scored over ten matches (two each of men's singles, women's singles, men's doubles, women's doubles and mixed doubles), with the winning point being 110 at the end of the tenth match. The first match was for 11 points, and each subsequent match started with the score of the previous one, with the winning points set for 22, 33, 44, 55, 66, 77, 88, 99 and, finally, 110.

Several ties ended in close finishes. Significantly, successful teams were those with better team communication.

Members of Team Alpha, which eventually won the gold medal in a thrilling finish, said they had spent time together at team dinners during the week getting to know one another and cheering for each other while their teammates were on court. The Mixed Team Relay event therefore presented badminton as a sport that encourages friendship across nationalities and language barriers.

While the relay event focussed on camaraderie, the individual singles events were every bit as competitive as expected. Li Shifeng and Goh Jin Wei were crowned champions in men's singles and women's singles respectively. Japan's Kodai Naraoka and Thailand's Phittayaporn Chaiwan won the bronze medal play-offs.



©IOC



RESULTS

Men's Singles

Gold: Li Shifeng (CHN)
Silver: Lakshya Sen (IND)
Bronze: Kodai Naraoka (JPN)

Women's Singles

Gold: Goh Jin Wei (MAS)
Silver: Wang Zhiyi (CHN)
Bronze: Phittayaporn Chaiwan (THA)

Mixed Team Relay

Gold: Alpha
Silver: Omega
Bronze: Theta



HEROES



Goh Jin Wei

(Malaysia) arrived in Buenos Aires as the title favourite, but having failed to dominate the junior circuit since her World Junior title in 2015, the pressure was on her. After a tough semifinal, Goh had her back to the wall in the final against China's Wang Zhiyi, only to pull ahead at the very end, 16-21 21-13 21-19.

Lakshya Sen (India)

was immensely popular with his teammates as he helped his team win the Mixed Team Relay event. He also reached the men's singles final, but after a marathon semifinal, he struggled to match Li Shifeng in the title clash.

Li Shifeng (China, pictured)

survived a close call in the quarterfinals against Ireland's Nhat Nguyen before easing through his next two matches for the title. A 21-15 21-19 result in the final against Lakshya Sen gave Li the title, which he celebrated Chen Long-style, falling to the floor and weeping into the arms of his coach.



©IOC

TOKYO 2020 ON THE HORIZON

Badminton heads east on the Road to Tokyo

World ranking tournaments in 2018 were important for players to position themselves for the start of the qualifying period in 2019.

Tokyo will stage the Olympic and Paralympic Games for the second occasion, with the previous time being in 1964. Tokyo 2020 will be a special edition with Para badminton making its debut at the Paralympic Games.

In 2018, BWF finalised the last of the regulations related to the Tokyo 2020 Olympic and Paralympic Games qualification process. The 'Road to Tokyo' began in 2018, with all important world ranking tournaments a prime opportunity for athletes to position themselves for the start of the qualification period.

The Daihatsu Yonex Japan Open 2018 was also staged at the Tokyo 2020 Olympic badminton venue – Musashino Forest Sport Plaza – with local hero Kento Momota adding to his TOTAL BWF World Championships crown he had secured a month earlier.

Overall, it was a successful year for Japan, with their women winning their first World Women's Team Championships in 37 years, as the host nation builds towards a strong showing at Tokyo 2020.

TOKYO 2020 OLYMPIC GAMES

The International Olympic Committee (IOC) approved BWF's qualification criteria for participants of the Tokyo 2020 Olympic Games, with Monday 29 April 2019 marking the start of the qualification period which runs until Sunday 26 April 2020.

The BWF ranking lists of Tuesday 28 April 2020 will be used to determine the qualifiers.

All athletes must have played in a minimum of three tournaments in their respective category counting towards the world ranking lists during the Olympic qualifying period and be registered in the world ranking lists of 28 April 2020.

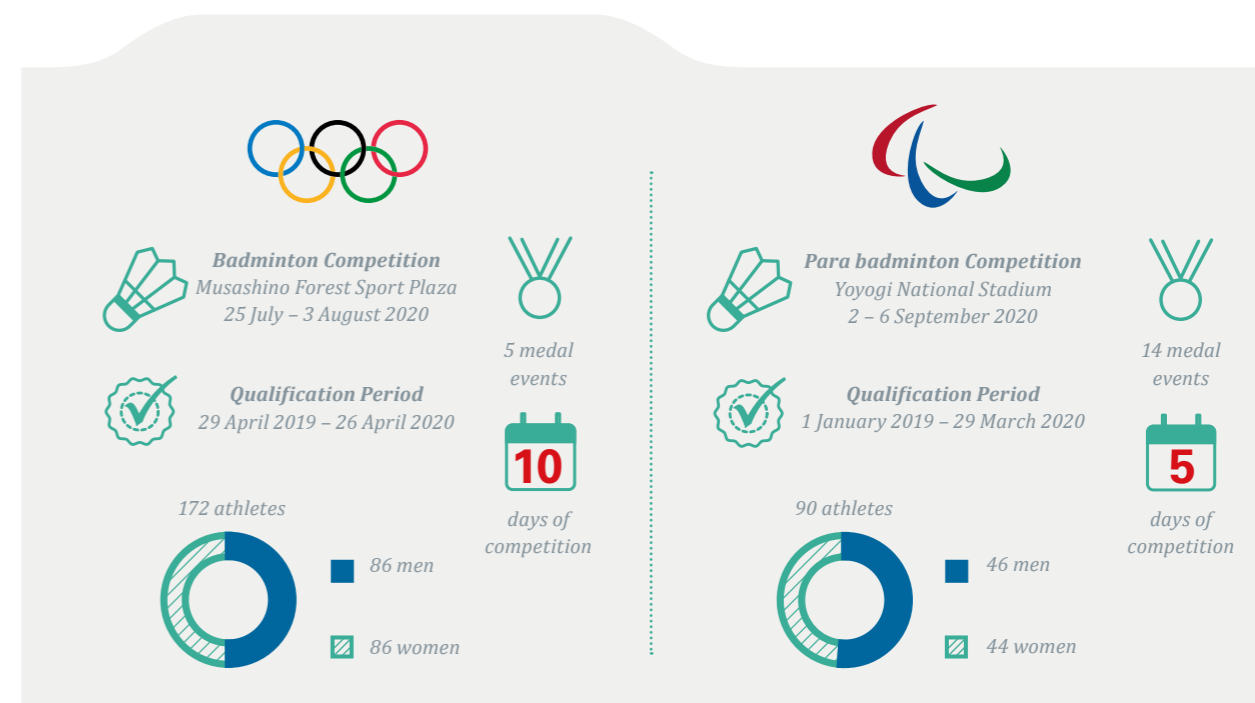


TOKYO 2020 PARALYMPIC GAMES

The past year saw some major announcements regarding Para badminton's debut at the Paralympic Games. A total of 90 Para badminton players – 46 male and 44 female – will head to the Tokyo 2020 Paralympic Games, competing in 14 medal events: seven for males, six for females, and one mixed category (SL 3 – SU 5 Mixed Doubles). Para badminton qualifying began on 1 January 2019, with athletes having until 29 March 2020 to book their places

for the historic showpiece. The Japan Para badminton International 2019 in November 2019 will be the official test event with the competition hosted in the Para badminton Competition venue Yoyogi National Stadium.

The debut in Tokyo is an important step towards the goal of badminton being part of the Paralympic Games long term. In January 2019, the IPC announced that badminton is included in the Paris 2024 Paralympic Games.





3. Fan Engagement

2018 brought exciting opportunities to further BWF's presence in the digital sphere. Star performances on court, global television broadcast and fan engagement by athletes both courtside and through the digital space generated some impressive statistics for badminton in 2018.

- 52 *Digital footprint*
- 54 *Star performers*
- 64 *Social media engagement*

DIGITAL FOOTPRINT

BWF celebrates strong year of social media growth

BWF bucked the trend among fellow sports federations in 2018 with a healthy increase in its social media engagement rate from the previous year.

The BWF continued working on establishing a digital identity to engage with new and existing audiences better, including enhancing and promoting its network of bespoke websites while also investing in a BWF app and data warehouse.

We also eagerly started work with Infront to evolve the perception of badminton on the global stage and drive engagement with athletes, fans and stakeholders.

“Last year was massive with the launch of a new World Tour consisting of 27 events, together with the BWF attracting such blue-chip global brands as HSBC and TOTAL. This represents a real endorsement for the sport,” said Managing Director of Infront Pan-Asia, Ian Mathie.

The BWF also maintained its relevance in the Chinese market, elevating its reach through WeChat, Weibo and Chinese language website.

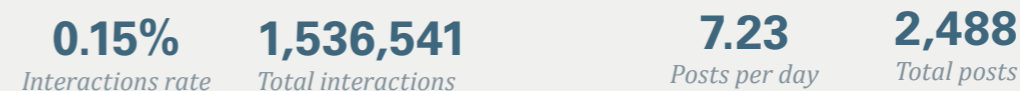
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IAN MATHIE
MANAGING DIRECTOR,
INFRONT PAN-ASIA



BWF SOCIAL MEDIA ENGAGEMENT NUMBERS IN 2018

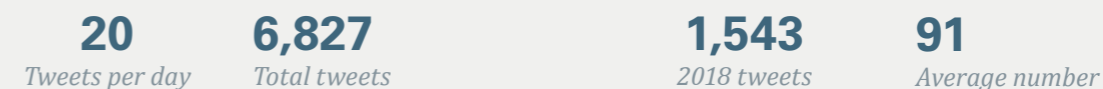
FACEBOOK



While Facebook interactions drastically declined for most Olympic sports federations from 2017 to 2018, the BWF was able to record a 55 per cent increase in its engagement rate from the previous year.

We also ranked second among all federations for the most activity on Facebook with an average of 7.23 posts per day.

TWITTER



The @BWFScore Twitter account, the official tournament match-by-match score account of BWF, became the most active account of all Olympic sports federations, posting on average 20 tweets per day.

Our official @BWFMedia account was ranked seventh for most effective account, based on average number of retweets per tweet.

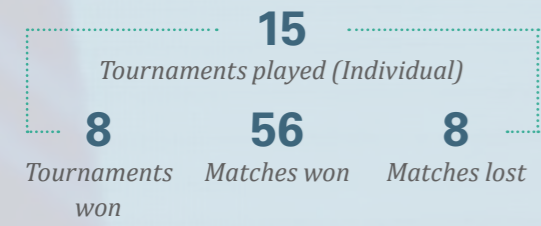
2018 BWF METRICS



*Number of new followers/subscribers in 2018

TAI TZU YING
(CHINESE TAIPEI)

Tai Tzu Ying has been a contender for the BWF Female Player of the Year twice in succession. The world No.1 dominated the circuit, winning all the major tournaments – including the Asian Games – but faltered at the TOTAL BWF World Championships. She also won five tournaments in a row up to July. Her success has been built through superior fitness which aided her naturally gifted game.



HAN CHENGKAI/ZHOU HAODONG
(CHINA)

The young Chinese pair broke into the elite ranks, finishing the year ranked No. 8. Interestingly, they were the only team who troubled Gideon and Sukamuljo consistently, beating the world's best at the China Open (Changzhou) and the French Open, after running them close at the World Championships. The BWF Most Promising Player of the Year award was recognition of how much they'd already accomplished in their fledgling career.

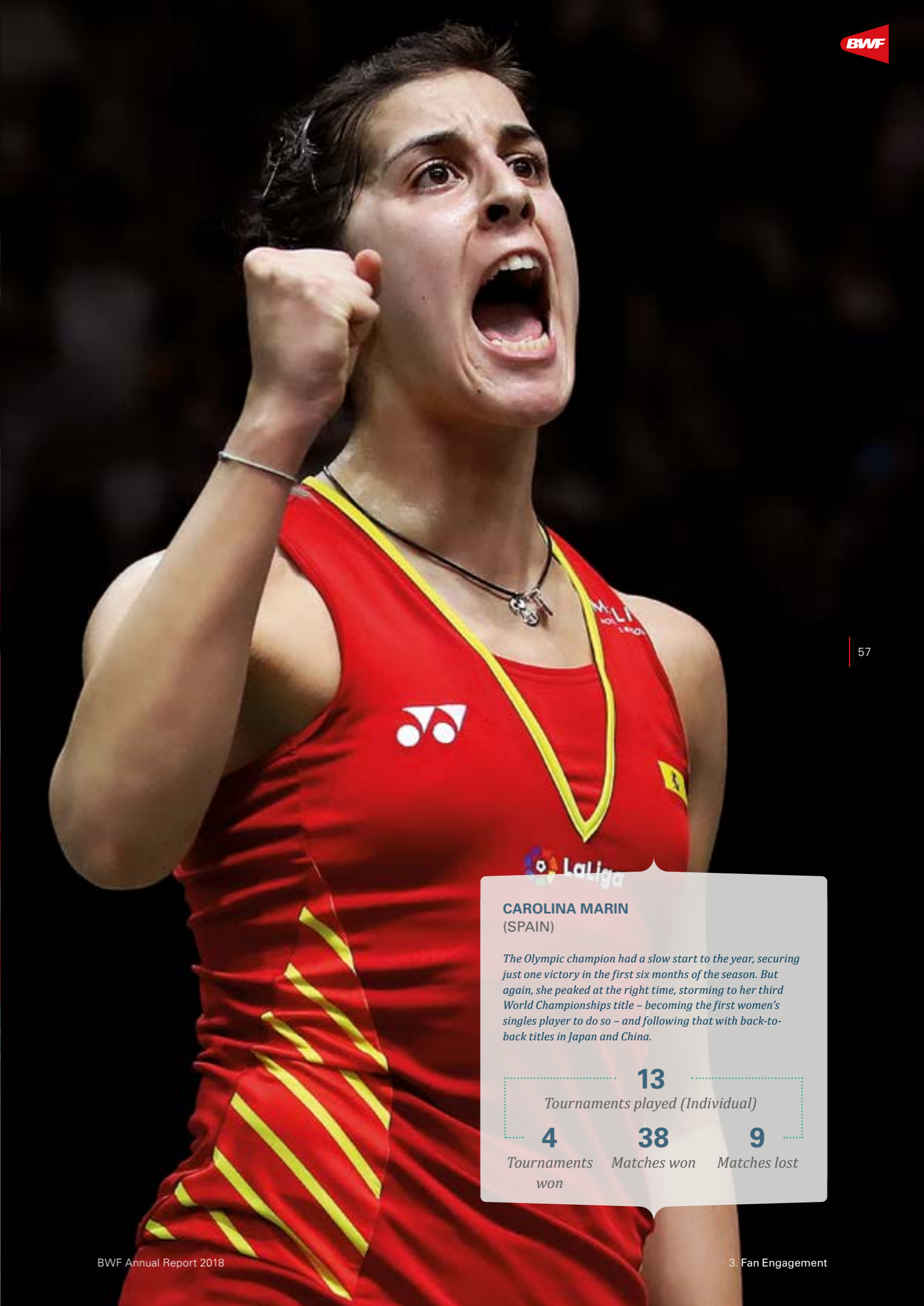




HUANG YAQIONG
(CHINA)

After coming together in late 2017, Huang Yaqiong and Zheng Siwei stormed to the top of the mixed doubles rankings, winning most of the major titles. They were the only players who enjoyed title success at both the World Championships and the Asian Games last year. Their winnability has much to do with Huang's abilities at the front, where she maintains an unflappable presence. Huang was duly recognised with the BWF Female Player of the Year award.

15		
Tournaments played (Individual, XD)		
9	64	6
Tournaments won	Matches won (in XD)	Matches lost (in XD)



CAROLINA MARIN
(SPAIN)

The Olympic champion had a slow start to the year, securing just one victory in the first six months of the season. But again, she peaked at the right time, storming to her third World Championships title – becoming the first women's singles player to do so – and following that with back-to-back titles in Japan and China.

13		
Tournaments played (Individual)		
4	38	9
Tournaments won	Matches won	Matches lost

MARCUS FERNALDI GIDEON/KEVIN SANJAYA SUKAMULJO (INDONESIA)

Marcus Fernaldi Gideon and Kevin Sanjaya Sukamuljo won the BWF Male Player of the Year award for the second successive year due to a stellar season that saw them claim eight World Tour titles and the Asian Games gold. The Indonesians were nearly unstoppable, winning three tournaments in a row at the start of the season before suffering their first loss. Their only disappointment was at the TOTAL BWF World Championships where they fell unexpectedly in the quarterfinals.



GOH JIN WEI (MALAYSIA)

The Malaysian superbly handled the enormous pressure on her at the Youth Olympic Games and the World Junior Championships, winning both titles. She had some promising results at the senior level, recording victories over the likes of Sung Ji Hyun, He Bingjiao and Aya Ohori.





KENTO MOMOTA
(JAPAN)

In his first full season after a 15-month ban, Kento Momota was sensational as he won seven major titles including the Asia Championships and the World Championships, as well as leading his country to the Thomas Cup final. From late March to August he ran up 32 victories with only one loss – in the Malaysia Open final to Lee Chong Wei.

16		
Tournaments played (Individual)		
7	63	9
Tournaments won	Matches won	Matches lost



SUJIRAT POOKKHAM
(THAILAND)

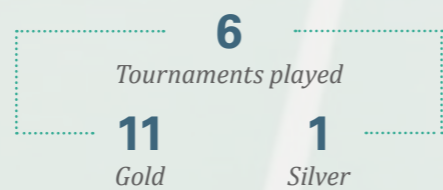
Pookkham dominated the women's wheelchair events (WH 1), excelling in singles, women's doubles and mixed doubles. She won a double at three events – Spain, Turkey and Thailand, finishing the year with a haul of six gold, two silver and two bronze medals.

4	
Tournaments played	
6	2
Gold	Silver



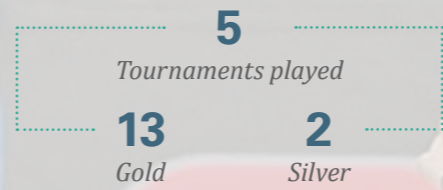
JACK SHEPHARD
(ENGLAND)

Englishman Jack Shephard became the first Short Stature player (SS 6) to win the Male Para badminton Player of the Year. The Englishman was phenomenally successful, winning 11 gold and one silver – including double titles at five tournaments.



LEANI RATRI OKTILA
(INDONESIA)

Leani Ratri Oktilla was the most successful Para badminton player (SL 4) among women with 13 gold and two silver and was named BWF Female Para badminton Player of the Year. Quite impressively, she won triple titles in singles, women's doubles and mixed doubles at three events – in Dubai, Ireland and Thailand – and two gold and one silver at the Asian Games.







4. Global Badminton Development

BWF's global development programme continues to be implemented in partnership with the five Continental Confederations.

- 68 *Grassroots participation – Shuttle Time*
- 70 *Para badminton development – Africa Legacy*
- 72 *Education / Coaches Conferences*
- 74 *Research and the health benefits of badminton*
- 76 *Capacity building – CCHR*
- 78 *Partners in development*



GRASSROOTS PARTICIPATION – SHUTTLE TIME

Shuttle Time extends its global reach

In 2012, BWF launched its Shuttle Time Schools Badminton Programme to provide opportunities for children of all ages to experience badminton for the first time.

BWF's grassroots programme Shuttle Time continued its global expansion in 2018 with seven new Member Associations embracing the development initiative – Eritrea, Kyrgyzstan, Myanmar, Belgium, Moldova, Bolivia and Venezuela. The BWF worked closely with its five continental confederations to increase access to badminton activities in countries not usually linked with badminton.

The programme provides children with a positive image of badminton through opportunities to have fun, engage with others and experience success.



Shuttle Time is being implemented by 135 Member Associations across the world – Africa (24); Asia (34); Europe (37); Oceania (12); and Pan America (28) – with resources available in 19 languages. Bengali, Nepalese and Dutch versions are also on the way.

Shuttle Time allows teachers with limited experience, to introduce badminton related skills, movements and tactics to pupils through a variety of enjoyable, safe and inclusive activities.

This learning is now supported by the Shuttle Time online module, also launched in 2018. These lessons allow participants to cover theoretical aspects of the Shuttle Time course in a fun and interactive way.

Once the online module has been completed, participants will be eligible to attend a reduced face-to-face course, which covers the practical elements of Shuttle Time.

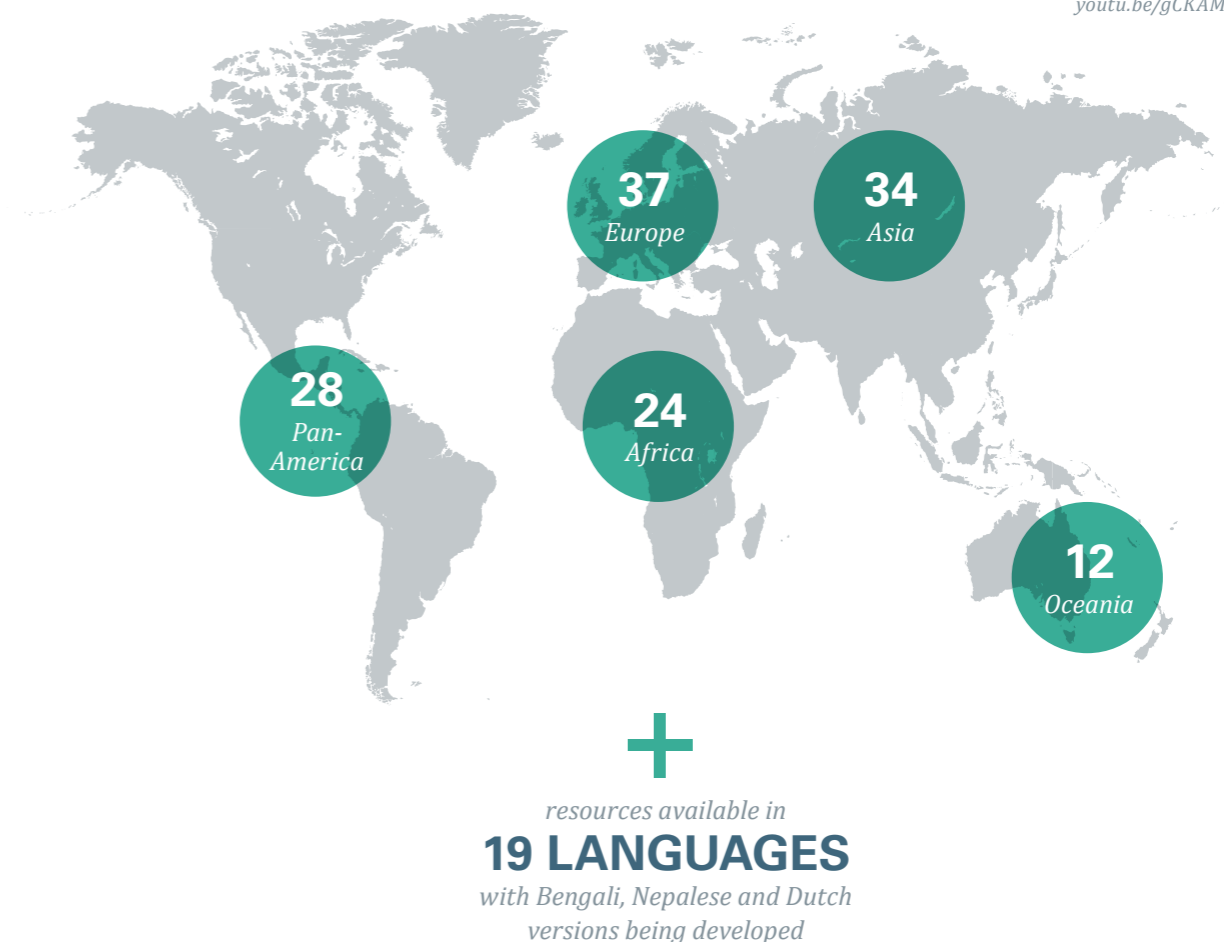
- The online component helps to:
- ◀ Familiarise users with badminton and the Shuttle Time programme
 - ◀ Provide easy access to the theoretical aspects of Shuttle Time

135 MEMBER ASSOCIATIONS

IMPLEMENTING SHUTTLE TIME:

WATCH ONLINE

Watch here: <https://youtu.be/gCKAMh5eWZk>



STATISTICS

135
countries

37,495
teachers trained

1,960
tutors trained

19
languages

2,613,435
video clip views

- ◀ Reduce the requirement for participants to attend a full one-day Shuttle Time course, through the provision of blended online and face-to-face learning
- ◀ Present the content of Shuttle Time in a modern and interactive manner

FEATURED PROJECT

In October, BWF Shuttle Time joined forces with the Pan Am Badminton Confederation and the Argentinian Badminton Federation to conduct pre-Youth Olympic Games development activities in local schools.

Pupils from Buenos Aires experienced badminton for the first time, while physical education teachers were given training to become registered Shuttle Time instructors.

BWF also staged in-competition activities live at the Youth Olympic Games badminton venue at Tecnópolis Park. The activation was designed to inspire locals to look for opportunities to play badminton beyond their experience at Tecnópolis Park. More than 5,000 people visited the badminton activation area across 10 days.

IOC President Thomas Bach, together with Poul-Erik Høyer, BWF President, visited the activation. They were very impressed by the set-up and the level of engagement by local youth.

This project during the YOG provided a great platform to support the promotion of the sport in Buenos Aires and beyond.

African Para badminton legacy project – Uganda 2018

BWF partnered with the AGITOS Foundation to deliver three days of Para badminton training activities in Uganda.

With Para badminton’s inclusion in the Tokyo 2020 and Paris 2024 Paralympic Games, the BWF increased its commitment to the development of Para badminton in 2018.

This was headlined by the African Para badminton Legacy Project, which was hailed as a catalyst for developing the sport across the continent.

The three-day programme, which included training for players and coaches as well as workshops for administrators and national classifiers, provided a comprehensive perspective of Para badminton for 40 participants from Cameroon, Ghana, Kenya, Nigeria and host nation, Uganda.

Project coordinator Simon Mugabe was thrilled to see the camaraderie among the group and their enthusiasm for the initiative, which was co-funded by the Badminton World Federation and the AGITOS Foundation, the development agency of the International Paralympic Committee.

“It’s wonderful to see these people with disabilities enjoying their lives because, in many cases, they have been left behind.

“Using badminton to bring people from different countries together has been great. First, they see they are not alone, in terms of having disabilities, and also that having a disability does not mean they

“What most impressed me was their ability to absorb the information and quickly put it into practice.”

IAN BRIDGE
TUTOR



BY THE NUMBERS

African Para badminton Legacy Project

40

participants

5

countries

BWF-UN Badminton For All Project

9

countries

45

tutors

1,111

teachers trained

60,500

children participated

cannot play and enjoy sport too,” he said. “This has been an eye-opener for many of the players who have come here, especially those who are quite new to badminton.”

Mugabe stressed the role of player entourage as a key factor in the future success of Para badminton in Africa.

“We have been trying to get more people into Para badminton. I think when the administrators and coaches who benefit from this project go back and implement programmes and spread the word, then other countries will come forward when they see how successful this has been.

“I am sure they will embrace Para badminton activities more.”

Meanwhile, tutor Ian Bridge lauded the “positive attitude which the players displayed throughout the three days”.

“This has been an eye-opener for many of the players who have come here, especially those who are quite new to badminton.”

SIMON MUGABE
CEO UGANDA BADMINTON ASSOCIATION

“What most impressed me was their ability to absorb the information and quickly put it into practice,” he said.

“Over the three days, they have improved significantly in their standard of play and I look forward to hearing how they do in the tournament.”

During the year, the BWF also wrapped up the BWF-UN Badminton for All Project.

Utilising Shuttle Time, the initiative aimed to increase sports participation and physical activity in developing nations, emphasizing the inclusion of persons with impairments.

More than 45 tutors and 1,111 teachers were trained in the fundamental skills to be able to teach the sport, with around 60,500 children, including those with disabilities, participating in valuable badminton workshops.

BWF President Poul-Erik Høyer said the initiative represented BWF’s vision of badminton as a global and inclusive sport for all.

“The Badminton For All Project has provided support to nine developing countries from the African region,” Høyer said. “The project has empowered these nine countries with the resources, equipment, and training needed to engage children with physical and intellectual disabilities in sport, through badminton.”



Watch the official BWF-UN Badminton For All Project video here: <https://youtu.be/xLmXH-Jq9SI>

EDUCATION / COACHES CONFERENCES

Developing our coaching workforce

The BWF provides innovative opportunities for coaches to develop their knowledge and skills, through short- and long-term educational programmes.

The BWF World Coaching Conference 2018 was conducted at Hilton Toronto Markham Suites and Markham Pan Am Venue on 16-17 November 2018.

The programme coincided with the Li-Ning BWF World Junior Championships 2018 and aimed at giving national and international coaches an opportunity to access the most up-to-date coaching methods and practices.

BWF's goal is to have well-informed, educated and talented coaches throughout the badminton system.

With that in mind, the agenda of the conference covered a wide range of interesting items and provided an opportunity for participants to update their knowledge and explore innovations in our sport.

It also offered an opportunity to network with many experts from the world of badminton, sport science and global sport.

Former Danish national coach Kenneth Larsen was one such expert and talked about the deficiencies of repetitive training, and the importance of training players to make choices, and the concept of split vision.

"I want to help people develop independence, reflective skills and self-esteem. That is about trying to implement a dialogue based on questions, where they try to come up with answers themselves," Larsen said.

"It's not about learning every situation, but being aware, and then it's almost automatic. The big thing is the process of reflection, that they're able to handle situations, without panicking or being afraid."



WORLD CONGRESS OF RACKET SPORT SCIENCE

The BWF also participated in the 6th World Congress of Racket Sport Science held in Bangkok, Thailand on 25-26 May.

It was jointly organised by the Badminton Association of Thailand, Mahidol University and Badminton World Federation, and



Watch here: <https://www.youtube.com/playlist?list=PLA7Zcag10frD3N7R-ZGloLfevBa1NdM9w>

BY THE NUMBERS

Coach Education (dated to 28 December 2018)

120
countries with coaches trained

2,756
coaches trained

11,583
online registrations

4,3703,229
YouTube viewers



BY THE NUMBERS

Olympic Solidarity

6
Technical Courses for Coaches

29
Olympic Scholarships for Athletes "Tokyo 2020" (12 female & 17 male)

2
Olympic Scholarships for Coaches

supported by the International Tennis Federation and the International Table Tennis Federation.

The congress provided a forum for participants to update their knowledge and explore innovations in sport science which substantially influence the present and future of competitive racket sports. It also offered a platform for networking, providing 150 participants from over 30 countries with the opportunity to interact with leading scientists, researchers, and other innovators in this field.



Watch here: <https://www.youtube.com/watch?v=oVZp0XH21-8&t>

LAUNCH OF BWF COACH LEVEL 3

The year also saw the long-awaited launch of Coach Education Level 3. Two pilot programmes were held, one in Malaysia and one in Denmark, with the aim of testing the course in different badminton contexts.

During the course, the high-level coaches explored how to successfully work within their countries' player pathway systems to contribute to the overall development of the national badminton structure.

They also examined the unique demands of working with elite badminton players and how coaches can best face these challenges. Following the final adaptations based on these two experiences, the Level 3 Coach Education manual will be published in 2019.

RESEARCH AND THE HEALTH BENEFITS OF BADMINTON

Sports science in badminton

Protecting athletes' health and preventing injuries in badminton are top priorities for the BWF.

During 2018, the BWF Sport Science and Medical Research Commission had a particular interest in research connected to the health benefits of badminton and injury prevention.

The prevention and management of injuries has been a long-running concern for badminton players.

BWF's Global Health Badminton Study, which was rolled out at the World Junior Championships in November, is expected to throw light on the common vulnerabilities of badminton players, and



BY THE NUMBERS

Global Health
Badminton Study
7
days of examinations
285
athletes from 39
countries involved in the
clinical assessments

help them prepare better against the future possibility of injuries.

The study covered 285 players from 39 countries, with players physically assessed on various parameters after filling out a questionnaire on aspects of their playing history and fitness routine.

The aim was to gather information about their injury experiences during their sporting career and to investigate if certain risk factors are associated with previous and present injuries. The data collected will



Watch here: <https://www.youtube.com/watch?v=xSkV1wiyBMs&t=1s>

be used to guide and direct future athlete health and injury prevention initiatives and to support the long-term health and fitness of elite badminton players.

The BWF also invested resources in examining how a number of factors influence the way in which badminton and physical activity impacts upon health in different populations.

A study conducted by Coventry University in the UK demonstrated that BWF's Shuttle Time programme has direct positive effects on BMI in children, as well as improved motor skills and cognitive function.

Research also showed that taking part in badminton activities helps to maintain healthy weight in individuals.

2018 RESEARCH GRANTS (CONNECTED TO HEALTH AND INJURY PREVENTION)

INSTITUTION	RESEARCH FOCUS
Ningbo University	Investigation of knee joint loadings: a subject-specific musculoskeletal and finite element analysis
University of Bath	Investigating the benefits to performance under pressure, mental health and psychological well-being
Brunel University London	Psychological Predictors of Injuries in Badminton
Badminton Federation of Castilla-La Mancha	Analysis of the symmetry between the dominant and non-dominant limbs
Institute Technology Bandung	Back Pain Probability Analysis of Badminton Player Using Kinematics and Kinetics Analysis
Ruhr-University Bochum	External and internal loads in elite badminton competition and training drills
Copenhagen University Hospital	Biomechanical study to reduce risk of Achilles tendon injuries
Abu Dhabi Hospital	Badminton impact on individuals with diabetes conditions
Coventry University	The impact of the BWF Shuttle Time intervention on body mass index and motor competence in children
Loughborough University	Optimum performance in the badminton jump smash
Moscow Helmholtz Research Institute of Eye Diseases	Badminton against myopia project



CAPACITY BUILDING – CCHR

BWF Support for Continental Development

BWF's capacity building initiative got underway in 2018 with the recruitment of staff for continental confederations.

In 2018, the BWF Council approved an investment of US\$6 million over six years to the five Continental Confederations (CCs) under its Continental Confederation Human Resource Support Programme (CCHR). The fund was set up to support the global implementation of the BWF 2016-2020 Strategic Plan and beyond by increasing the capacity of the Continental Confederations to deliver regionally.

"We will be better able to service our members, many of which are less developed and require a very hands-on approach from the CC."

GERALDINE BROWN
BADMINTON OCEANIA PRESIDENT

THE PROGRAMME IS DESIGNED TO:

- ◀ Support capacity building of Member Associations to promote sustainability of projects
- ◀ Ensure effective use of and return on BWF investments
- ◀ Promote increased regional participation and quality of international events
- ◀ Promote member participation in regional projects through better communication

human resource in the CCs so as to provide better support to BWF Member Associations. The first phase of funding began in 2018 with the appointment of nine new staff in Asia, Europe, Oceania and Pan America, covering a range of areas including Development, Administration, Events and Communications.

CCs were required to demonstrate how the new appointments would positively impact membership development and capacity.

The fund will be disbursed in a phased manner and is primarily intended for




BWF CONTINENTAL CONFEDERATION HUMAN RESOURCE SUPPORT PROGRAMME (CCHR) BY THE NUMBERS:

US\$6 million

investment in human resources

6 years

investment period 2018 - 2023

5

Continental Confederations:



"The CCHR Programme will help in more equitable development of badminton around the world," said BWF Secretary General Thomas Lund.

"Each Continental Confederation faces different challenges in developing the sport. With investment in adequate human resources, the CCs can handle those challenges on a long-term basis."

The initiative was welcomed by the confederations, with Oceania and Africa optimistic that the investment in human resources would energise the development of the sport in their regions.

"The new employees will mean a lot for Oceania. We will be better able to service our members, many of which are less developed and require a very hands-on approach from the CC," said Geraldine Brown, President of Badminton Oceania. "As well as this, most of our members

rely on volunteers to manage our sport, which requires a great deal of assistance from Oceania staff.

"The skills of the new employees will enable some of the CEO's time to be freed up, enabling her to have a more strategic focus, seek more sponsorship and funding opportunities, and generally raise the profile of our sport in the Oceania region."

Michel Bau, President of the Badminton Confederation of Africa, added: "With the increase in the number of activities and the programmes at CC level which require adequate human resources, Africa welcomes BWF's initiative to assist the CCs in increasing their HR capacity.

"This enables us to better serve our Member Associations in providing high quality programmes for the betterment of our sport at all levels."

"This enables us to better serve our Member Associations."

MICHEL BAU
BADMINTON CONFEDERATION OF AFRICA PRESIDENT

PARTNERS IN DEVELOPMENT

Collaborating with a range of organisations to deliver badminton for all

BWF works with a range of organisations to deliver development programmes to support its vision of giving every child a chance to play for life.

A large part of the BWF development programmes are planned and delivered by the five Continental Confederations, however from time to time, BWF works with other organisations to partner with them to deliver badminton programmes to achieve shared goals.

In 2018, the BWF continued to build its relationship with Special Olympics International and the United Nations, with a goal to ensure that badminton can be enjoyed by everyone globally.

SPECIAL OLYMPICS

Courses were successfully delivered to train Shuttle Time Tutors and Teachers in Singapore, USA and Fiji, with more than 80 participants trained. These tutors and teachers then utilise their badminton skills and knowledge to train others and to deliver badminton programmes in their communities.

The BWF and Special Olympics International are working together to develop a global badminton development strategy, which will cover a number of areas including participation, events and competitions, partnerships and communication at a global, regional and national level.

UNHCR

The BWF, through its partnership with UNHCR (the UN Refugee Agency), along with the Lebanese Badminton Federation delivered a training course in the Bekka region of Lebanon. Phase one commenced 29-30 December, 2018, with BWF staging a two-day Shuttle Time Training Course in Majdel Anjar, Lebanon. Around 20 Syrian male and female refugee youth workers participated in the training exercise, designed to equip them with the fundamental skills to be able to teach the sport.


PARTNERS IN DEVELOPMENT:



“The federation is committed to promoting and supporting humanitarian and social development initiatives. Badminton can be played everywhere, indoors or outdoors, and as such we see this project as a great opportunity to provide access to fun activities for these refugee children. At the end of the day, we want every child to have a racket in their hand and to have fun.”

POUL-ERIK HØYER
BWF PRESIDENT



5. Sport Integrity – Clean and Fair Competition

Continuing our focus on strengthening the systems and structures to protect the integrity of badminton and to ensure clean and fair competitions.

- 82 *Protecting our sport*
- 84 *Capacity building – Clean and fair badminton*
- 86 *i am badminton – Integrity awareness*



PROTECTING OUR SPORT

BWF's Integrity Unit leads effort to ensure clean and fair competitions

Education and awareness, monitoring athlete behaviour and initiating investigations are core focuses for the unit.

The Integrity Unit continued to focus on sport integrity in 2018 through its anti-doping and anti-match manipulation programmes.

This operational unit of the BWF focuses on three main areas of activity – 1) education and awareness, 2) monitoring and information gathering and 3) investigations.

1. EDUCATION AND AWARENESS THE MAIN GOAL IS PREVENTION

Athletes and the entourage (coaches, trainers, and other athlete support personnel) are the main target groups. The “i am badminton” awareness campaign, integrity activations on site at tournaments, online learning, and face-to-face workshops were all part of the programme for 2018. Major outcomes included:

- Upgraded content on the BWF website.
- Eight activations at badminton and Para badminton tournaments – focus on youth.
- Promotion of e-learning platforms ADeL (WADA) and Athlete 365 (IOC).
- Two days of workshops in Kuala Lumpur in October for Member Associations – Malaysia, Thailand, India, Indonesia.
- Two days of workshops hosted by INTERPOL, the IOC and UNODC (United Nations Office on Drugs and Crime).

2. MONITORING AND INFORMATION GATHERING THE MAIN GOAL IS DETERRENCE

Through its partnership with Genius Sports, the Integrity Unit continued to monitor betting patterns to identify irregular and suspicious activity that could indicate match manipulation.

In the area of anti-doping, BWF continued



“Having an intelligent and proportionate anti-doping testing programme is an essential factor for deterrence.”

THOMAS LUND
BWF SECRETARY
GENERAL

its risk-based testing programme collecting urine and blood samples. BWF's intelligence-led analysis continued through its partnership with the Athlete Passport Management Unit (APMU) in Oslo.

The BWF also gathers information through integrity interviews with players and coaches, and through the collection of both athlete injury records and player training and competition programmes. BWF also has a system for people to report suspect behaviour related to doping and match manipulation.

3. INVESTIGATIONS THE MAIN GOAL IS TO COLLECT FACTS AND EVIDENCE FOR INTEGRITY CASES

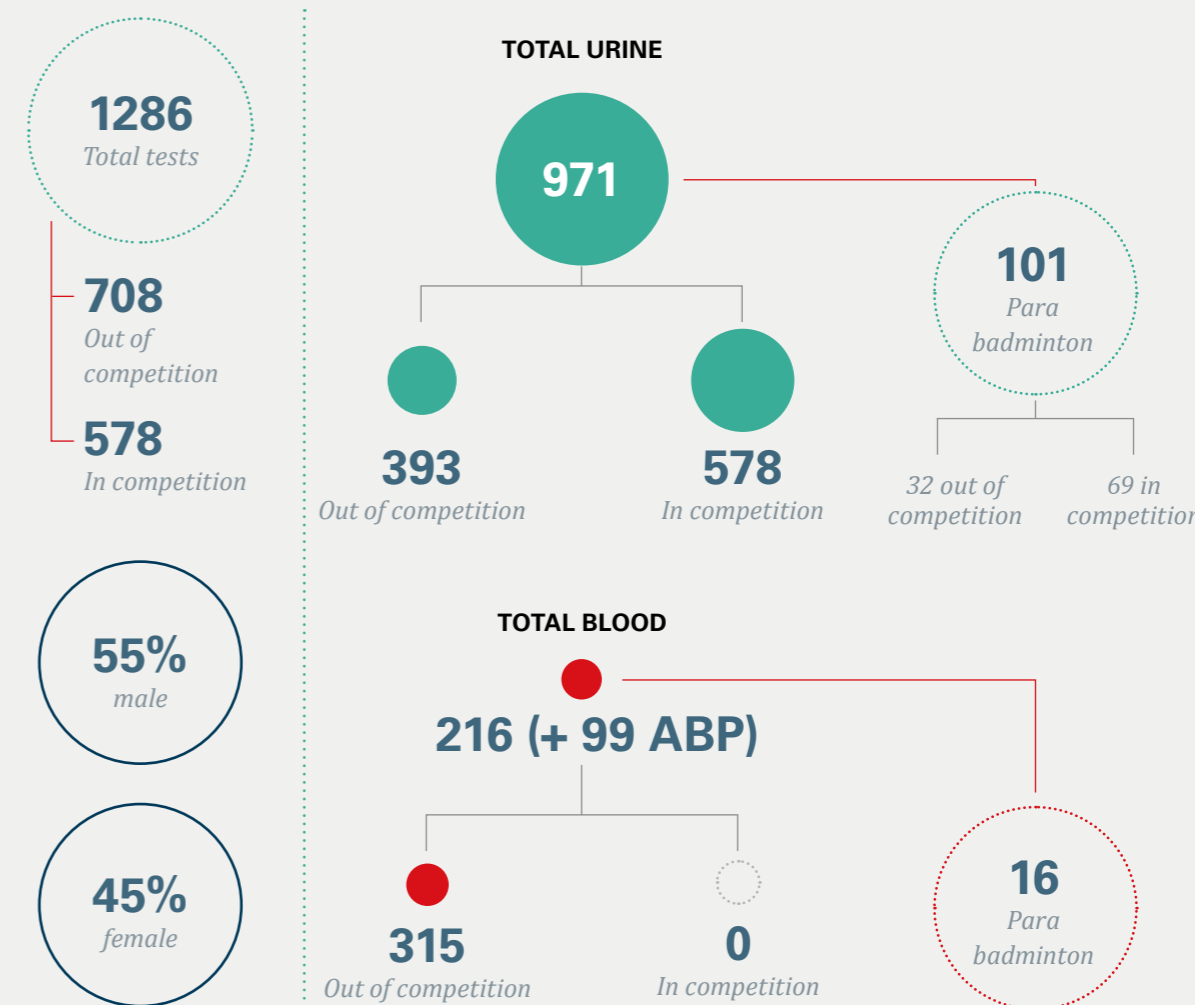
The large body of information received through the monitoring programmes described above is analysed and intelligence is used to guide investigations of possible doping, betting, match manipulation and other forms of corrupt behaviour.

In instances of suspected corruption, a case file is prepared and passed on to the Referral Officer, an independent legal expert who reviews the case material and decides whether it should be referred to an Ethics Hearing Panel.

In 2018, one sport integrity case was managed through this process and successfully prosecuted, with the individuals receiving significant periods of ineligibility for match manipulation.



ANTI-DOPING TESTING STATISTICS 2018



Strengthening the framework to deal with corrupt behaviour

Prevention is the goal, and education and awareness will ensure athletes and members of the entourage make good life choices.

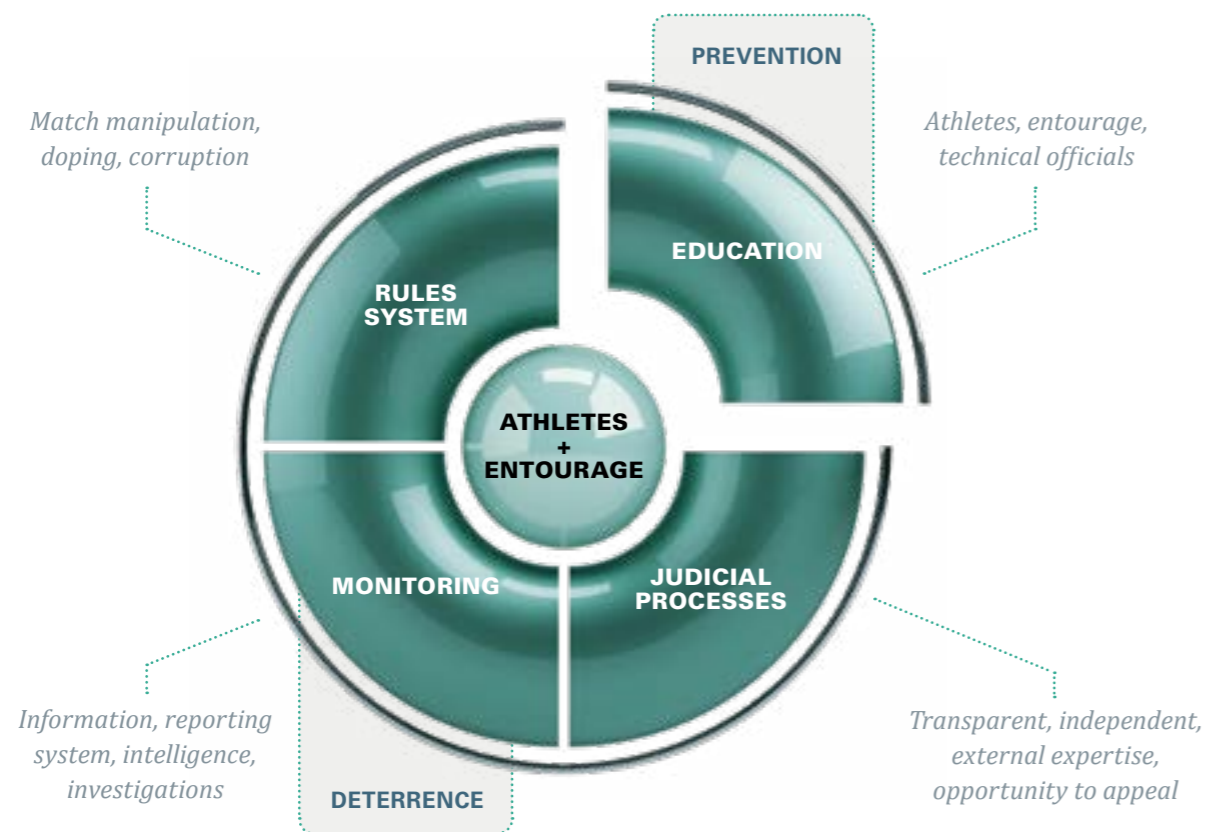
In early October 2018, the BWF Integrity Unit hosted two days of workshops in Kuala Lumpur for Member Associations from Malaysia, Thailand, Indonesia and India. The main aim was to build awareness and the capacity of those national federations to ensure they have the systems and structures in place to deal with sport integrity issues at a national level.

The starting point for the workshops was that “every athlete has the right to compete in clean and fair sport” and that doping, match manipulation, illegal betting and other forms of corruption are threats to sport.



84 | BWF and its membership have a duty to

FOUR PILLARS TO BUILD CAPACITY



(L to R) Thomas Lund, Secretary General, Dieter Braekeveld (INTERPOL), Maria Claudia Draghici (INTERPOL), Claudio Marinelli (INTERPOL), Poul-Erik Høyer, BWF President

“Every athlete has the right to compete in clean and fair sport.”

POUL-ERIK HØYER
BWF PRESIDENT

protect the rights of clean and honest athletes and to provide the best possible environments for athletes to compete in.

The workshops in Kuala Lumpur were followed by a two-day multi-stakeholder workshop hosted by INTERPOL, IOC and United Nations Office on Drugs and Crime (UNODC).

FOUR PILLARS

At a national level, Member Associations have the responsibility to protect the integrity of badminton and the integrity of matches and competitions.

The workshops in Kuala Lumpur focused on four pillars with the athletes and the entourage at the centre of this. This model was used to review what each Member Association had in place and what they needed to do to build capacity at a national level.

◀ **Education / Awareness:** This is about PREVENTION and making sure athletes have good sports values and the right information to make good choices.

◀ **Rules Systems:** Member Associations can reference the BWF regulations on anti-doping and anti-match manipulation. However, Member Associations need to look at the scope of regulations to ensure these can

apply to national competitions and leagues under their jurisdiction.

◀ **Monitoring & Investigations:** This is about DETERRENCE. This involves working with NADOs to run national anti-doping testing programmes. It is also about having systems and structures in place to gather information about players from reports of alleged corrupt behaviour and to initiate ‘fact finding’ around suspicious match play.

◀ **Judicial Processes:** This is about having clear processes which are transparent and fair and which are documented in regulations. Ideally independent and external experts should be part of panels to judge allegations when a case is brought forward. There must also be the possibility to appeal the decision.

BWF’s role is to provide leadership in these areas and encourage national federations to build capacity around these four pillars.

BWF and the entire badminton community have a responsibility to protect our sport and to protect the right of all athletes to compete in clean and fair sport – sport without doping, and competitions that are free from manipulation.

i am badminton – INTEGRITY AWARENESS

clean · honest · badminton

The awareness campaign focuses on the overwhelming majority of players who are proud to compete clean and honest.

BWF continued to promote clean and fair sport throughout 2018 through its “i am badminton” integrity awareness campaign.

All athletes have a right to compete in clean and fair sport, and our role, together with our Member Associations, is to ensure that athletes and the entourage have strong sports values to make good choices throughout their careers.

BWF’s integrity campaign is about players, coaches, technical officials and administrators working together to protect our sport from threats like doping, match manipulation and fixing, illegal betting, and corruption.

This could be seen in practice as athletes signed their continuing commitment to solid sports values such as teamwork, dedication, respect, fair play, courage, commitment and excellence in everything they do.

The in-venue activations completed at eight tournaments across five continental regions helped get across key values in sport through a range of activities for athletes and the entourage.

COLLABORATION

Collaboration with other organisations is key. In September 2018, BWF and Japan Anti-Doping Agency (JADA) continued their collaboration through JADA’s outreach campaign for players, the entourage and other badminton personnel.

At the Japan Para badminton International 2018, another highly successful “i am badminton” x “PLAY TRUE 2020” programme was implemented with 59 athletes and support staff from 12 countries taking part. JADA held a similar initiative at the DAIHATSU YONEX Japan Open 2018. BWF Athletes’ Commission member, Shintaro Ikeda, led the athlete engagement at both tournaments.

clean · honest · badminton

This awareness campaign focuses on the overwhelming majority of players who are proud to compete clean and honest. The campaign is an opportunity for players and members of the entourage to proudly state: i am clean - i am honest - i am badminton.



Activations were held at these international competitions:

- 1
E-Plus Badminton Asia Team Championships 2018, Alor Star, Malaysia
- 2
All Africa Men’s and Women’s Team Championships 2018, Algiers, Algeria
- 3
VICTOR Oceania Team Championships 2018, Hamilton, New Zealand
- 4
Dubai Para-Badminton International 2018, Dubai, UAE
- 5
Uganda Para-Badminton International 2018, Kampala, Uganda
- 6
Japan Para-Badminton International 2018, Tokyo, Japan
- 7
Pan-Am Para-Badminton International 2018, Lima, Peru
- 8
Li-Ning BWF World Junior Championships 2018, Markham, Canada





6. Finance

BWF's financial position in the medium term looks positive with new commercial partnerships starting and existing ones extended in 2018. Prudent spending against budget and better-than-expected results from media rights in 2017 meant a strong outcome at the end of the financial year 2018.

90 Overall results

92 Financial statements



OVERALL RESULTS

Positive year-end result

Significant value of BWF event properties and prudent spending enhances BWF's financial position.

OVERALL RESULTS

This was the first year of the HSBC BWF World Tour and a year in which we consolidated and extended our commercial and media rights partnerships. Overall there was a very good financial result for the year, partly due to additional income from the BWF Major Championships related to media and commercial rights income.

The actual performance for the year compared favourably against the budget.

The BWF in its 2018 budget expected a deficit of US\$7.05 million however the final result was a surplus of US\$4.69 million.



EXPENDITURE

During the past year, BWF continued to support and invest in a number of major areas of our work and these related to:

- ◀ Investment in development – USD\$3.88 million in programmes with the five Continental Confederations.
- ◀ Human resources – allocated \$6 million over the next six years to increase the Confederations capacity to deliver more programmes to Members.
- ◀ Investment in events – including travel grants for participants to the BWF World Junior Championships and the instant Review System;
- ◀ Support for Members to participate in the annual Members Forum and AGM;
- ◀ BWF's new digital platforms – new investments in IT projects included a mobile app, a data warehouse as well as improving our suite of websites on our platform to ensure positive user journeys for our fans and stakeholders.
- ◀ Integrity Unit – enhancing the resources to ensure the unit has the capacity to monitor and investigate suspicious behaviour.

The differences between budget and actual was largely due to:

- ◀ higher than expected commercial and media revenues on BWF Major Championships;
- ◀ last tranche of the 2017 media revenue of BWF Major Championships;
- ◀ prudent spending in each of the major areas of activity.

HIGHLIGHTS 2018

- ◀ The Finance Committee continued its oversight role of the financial control systems, accounting and reporting functions, audit processes and investments policy.
- ◀ Total gross income for the year was US\$29,943,319 which included a better than expected result from the end of the IMG relationship.
- ◀ Prudent spending against the budget resulted in a total expenditure for the year was US\$25,526,914.
- ◀ Surplus for the year after tax was US\$4,687,881, against a budget expectation of a deficit of US\$7.05million.
- ◀ The above meant a reserve carried forward as at 31 December 2018 of US\$41.64 million.

CURRENCY FLUCTUATIONS

Currency fluctuations is a continuing factor in our business and taking steps to minimize currency risk requires on-going monitoring. The rising USD against all other currencies and the weakening Malaysian Ringgit are two factors the BWF has had to continue to deal with this year.

FORECAST

The increased revenues through more robust commercial models and better broadcast rights agreements has positioned the BWF well for the medium term future. This, together with prudent spending, places the BWF at the end of the financial year in a strong financial situation and with a reserve of a number of years operating expenses. This has been an important goal.

AUDITOR

The AGM in 2017 confirmed the re-appointment of BDO PLT as the auditor for the current financial year.

STATEMENT OF COUNCIL'S RESPONSIBILITIES

For each financial year, the BWF constitution requires the financial statements, which give a true and fair view of the financial position

of the BWF and of its financial performance and cash flows for that period, to be prepared.

In preparing those financial statements, the Council has:

- ◀ selected suitable accounting policies and apply them consistently;
- ◀ made judgements and estimates that are reasonable and prudent;
- ◀ stated whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- ◀ prepared the financial statements on the basis that the BWF shall not be dissolved.

The Council has general responsibility for taking such steps as are reasonably open to it to safeguard the assets of the BWF and to prevent and detect fraud and other irregularities.

The following two pages from the BWF Audited Financial Statements for Year Ended 31 December 2018 provide the essential overview of the accounts.

The full Audited Financial Statements are available for download from the BWF corporate website: www.bwfcorporate.com/about/annualreports/



Statement of profit or loss and other comprehensive income for the financial year ended 31 December 2018:

	2018 USD	2017 USD
GROSS INCOME		
BWF tournaments and open events	29,368,981	22,856,234
Olympic development grants	79,830	89,126
Subscriptions	228,000	224,400
International Paralympic Committee ("IPC") sport grants	93,560	26,116
Other income	172,948	259,447
TOTAL GROSS INCOME	29,943,319	23,455,323
EXPENDITURE		
Events		
BWF tournaments and open events	14,343,238	10,167,013
Development		
Continental grants	3,871,117	3,531,407
Continental Confederation workshop	47,236	40,755
Educational activities	287,674	219,018
Other development activities	583,037	496,112
Para badminton development	259,718	172,472
TOTAL	5,048,782	4,459,764
International Olympic Committee & International Relations	8,622	158
Marketing	130,055	271,996
Communication	366,180	83,138
Administration	203,098	9,858
Integrity	727,016	472,036
Representation / Ad-hoc Meeting Committee, Commission and Staff Travel	275,402	290,585
Governance		
Annual general meeting	213,684	274,190
BWF Members' forum and gala dinner	86,052	170,841
Council, athlete commission and disciplinary committee	617,022	859,796
TOTAL	916,758	1,304,827
General and Administrative Expenses	3,006,808	2,721,929
Professional and Other Fees		
Insurance	78,270	87,429
Legal and professional charges	14,365	58,560
Audit fee	24,000	22,000
Bad debts written off	17,875	6,275
Depreciation on equipment	78,324	80,769
Impairment loss on trade receivables	201,892	395,432
Net unrealised losses in currency exchange	47,395	-

Statement of profit or loss and other comprehensive income for the financial year ended 31 December 2018 (continued):

	2018 USD	2017 USD
Professional and Other Fees (continued)		
Net realised losses in currency exchange	3,861	-
TOTAL	465,982	650,465
Finance Costs	34,973	25,340
TOTAL EXPENDITURE	25,526,914	20,457,109
OPERATING SURPLUS	4,416,405	2,998,214
Gain on disposal of equipment	-	951
Interest income	363,958	125,256
Late payment interest	846	-
Net unrealised gain in currency exchange	-	59,868
TOTAL	364,804	186,075
SURPLUS BEFORE TAXATION	4,781,209	3,184,289
Taxation	(93,328)	(28,373)
TOTAL SURPLUS FOR THE FINANCIAL YEAR	4,687,881	3,155,916

Statement of financial position as at 31 December 2018:

	2018 USD	2017 USD
ASSETS		
Non-current asset		
Equipment	79,798	140,603
Current assets		
Trade and other receivables	12,836,316	1,942,805
Cash and bank balances	35,259,061	40,893,745
TOTAL ASSETS	48,095,377	42,836,550
FUNDS AND LIABILITIES		
Funds		
Accumulated surplus	41,636,599	36,973,411
F S Coaching fund	10,000	10,000
World Junior Championships fund	317,966	317,966
Dr. Kang Young Joong's fund	208,818	239,783
Current liabilities	42,173,383	37,541,160
Other payables and accruals	5,908,792	5,405,993
Current tax liabilities	93,000	30,000
TOTAL FUNDS AND LIABILITIES	6,001,792	5,435,993
TOTAL FUNDS AND LIABILITIES	48,175,175	42,977,153



SHI Y Q
CHINA



BWF

BADMINTON WORLD FEDERATION

Unit 1, Level 29 Naza Tower
10 Persiaran KLCC 50088 Kuala Lumpur
t. +603 2631 9188
f. +603 2631 9688

www.bwfbadminton.com
www.bwfcorporate.com
www.bwfbadminton.com

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