

BWF Development and Sport for All
“Giving every child a chance to play”

BWF have placed **development** and the principle of **sport for all** at the centre of its strategic plan.

In 2012 BWF launched **Shuttle Time**. A schools badminton programme to promote the sport and support the principle that children should lead a healthy and active life, both in and out of school. BWF's goal is to make badminton one of the worlds most accessible and popular school sports.

Shuttle Time offers school teachers access to free resources, training and equipment, which support the teaching of enjoyable, safe and inclusive activities to children aged 5-15 years old. **Shuttle Time** lessons are designed to provide children of all abilities with a positive image of sport through many opportunities to have fun, engage with others, experience success and be healthy. The programme is suitable for children with physical or learning disabilities and has been used as a tool in various regions to increase and encourage female participation in school sport.

To date BWF have distributed over 83,000 badminton rackets, 90,000 shuttlecocks and more than 55 kilometers of badminton nets to assist **Shuttle Time** projects globally.

A key focus of the BWF, is to promote badminton as a sport that can be enjoyed long after pupils leave school, as a **sport for life**. In parallel BWF are currently investing in research, which will determine the health benefits of participating in badminton throughout life.

Shuttle Time is currently being implemented in 91 countries around the world, in cooperation with a variety of national and regional partners. By the end of December 2015, BWF expect to have over 100 countries fully implementing the **Shuttle Time** programme.

The programme is made up of a series of free teaching resources and training opportunities and is currently available in 17 languages, with more versions in development.

The resources have been further enhanced with the development of a **Shuttle Time** Youth Leadership Award, which targets 15-18 year olds. This award aims to engage and retain young people in sport, who could become involved in volunteering and coaching in their community.

A **Shuttle Time** University Course has been designed to allow Physical Education and Teaching students to gain a BWF qualification in teaching badminton. This course will assist sustainability of projects, through the continued training of teaching students, who are then deployed into schools nationally.

Shuttle Time has been used as a tool to engage new audiences and raise awareness and participation, in conjunction with our major events legacy policy. Examples of this include Rio 2016 Olympic Games, Youth Olympic Games, BWF World Superseries Finals and World Junior Championships. These events have utilised **Shuttle Time** as a mechanism for event legacy.

BWF would appreciate the opportunity to share details, of the many ways Shuttle Time is being used to promote inclusive participation in sport.