

# **THE DEVELOPMENT OF BADMINTON AS A GLOBALISED GAME AND THE DOMINANCE OF CHINESE AND KOREAN FEMALE BADMINTON PLAYERS AND TEAMS IN UBER CUP COMEPETITIONS AND THE OLYMPIC GAMES: CHALLENGES FOR ASEAN COUNTRIES TO IMPROVE ELITE BADMINTON TRAINING TO COMPETE AND OVERCOME THESE LEADING PLAYERS AND TEAMS**

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## **ABSTRACT**

The purpose of this study is to find out why Chinese and Korean female badminton players are the only two countries in the world to win the Uber Cup since 1984. Furthermore, Chinese and Korean female badminton players won the most Olympic Games medals since badminton was included as an event in 1992. Why the standard of these players could surpass Malaysian female badminton players in spite of the fact that the Badminton Association of Malaysia was established in 1934, much earlier than the China Badminton Association in 1954 and the Korean Badminton Association in 1957. This research made a comparative study on the development of badminton in China, Korea, Malaysia and Indonesia from the historical, cultural, institutional (the education pyramid and centres of sports science research on badminton) and stakeholder perspectives. The findings revealed that China and Korea have progressed faster than other ASEAN countries like Malaysia and Indonesia due to the following factors. Firstly, they have built a structured badminton pyramid, starting with the schools as the base and progressively moving upwards. Secondly, they have support from stakeholders like the government in the provision of training facilities, funding and material and mental support for the players. Thirdly, they have back up sports science research to support their training programmes. Fourthly, they have qualified coaches with a basic degree and/or master degree in physical education and sports science. Fifthly, they have sponsorship and technical support from the best manufacturers of badminton equipment. In conclusion while China and Korea have surpassed ASEAN countries in the development of elite female badminton players with the 5 key findings, this paper also attempts to provide recommendations as to how ASEAN countries can develop female badminton players to achieve better performance in the Uber Cup and Olympic Games tournaments.

**Keywords:** badminton, Uber Cup, Indonesia, Malaysia

## **INTRODUCTION**

The development of badminton into a globalised game can be seen in four phases or distinct periods. In the first phase the institutionalization of modern organised badminton began with the founding of 17 badminton associations from 1893 to 1939. The second phase of expansion began after the Second World War from the years 1946 to 1980 when only two countries, Malaya (later known as Malaysia in 1963) and Indonesia won the Thomas Cup. (Lim, 2012, pp. 172-173). It was also a distinct period when only two Asian countries, Japan and Indonesia won the Uber Cup from the years 1965 to 1981. The third phase of development occurred after China was admitted into the International Badminton Federation (IBF). From the years 1981 to 1992 only three Asian countries won the Thomas Cup. It also herald a period when China won the Uber Cup from 1984 to 1992 (International Badminton

Federation, 1995, pp. 239-267). The fourth phase of development occurred when badminton was admitted at the Olympic Games at Barcelona in 1992 (Ward 1992, p. 33).

### FIRST PHASE OF DEVELOPMENT, 1893-1941

It was likely that modern badminton originated in India and was played in Madras, Bombay, Peshawar, Calcutta and Poona during British rule towards the end of the 19<sup>th</sup> century. The British created the game of battledore and shuttlecock when the game took its name from Badminton House, the Duke of Beaufort's residence in Gloucestershire (now Avon). Badminton was widely played in English country houses (Guilain, 2004, pp. 47-48).

The first badminton association, the Badminton Association of England was founded in 1893. From the years 1893 to 1939 there were 17 badminton associations in the world as indicated in Table 1, with Europe having the most in nine countries. The International Badminton Federation (IBF) was established in 1934 with nine founding members (Anon, 1935, p. 19). The IBF's plan to organise the first men's world team championship was aborted with the outbreak of the Second World War (Ong, 1984, p. 1).

**Table 1:** Formation of 17 Badminton Associations from 1893 to 1941

Year	Europe (9 countries) <sup>1</sup>	Year	Asia (3 countries)
1893	Badminton Association of England	1925	Penang Badminton Association <sup>2</sup>
1899	Badminton Association of Ireland	1929	Singapore Badminton Association <sup>3</sup>
1908	French Badminton Association	1934	Selangor Badminton Association <sup>a</sup>
1922	Scottish Badminton Association	1934 (1)	Kedah Badminton Association <sup>o</sup>
1927	Welsh Badminton Association	1934 (2)	Malayan Badminton Association (consisted of Penang, Singapore, Perak, and Selangor). <sup>o</sup>
1930	Danish Badminton Association	1934 (3)	Hong Kong Badminton Association <sup>1</sup>
1931	Netherlands Badminton Federation		Indian Badminton Association <sup>1</sup>
1931	Sweden Badminton Association		
1931	Norwegian Badminton Federation	1927	<b>Australasia (1 country) <sup>1</sup></b>
	<b>Americas (3 countries) <sup>1</sup></b>		New Zealand
1921	Canadian Badminton Association		<b>Africa (1 country) <sup>1</sup></b>
1936	United States Badminton Association	1938	South Africa
1939	Mexico Badminton Association	<b>Total</b>	<b>17 countries</b>

Sources: <sup>1</sup>Ganner, 1985; <sup>2</sup> Guilain, 2004; <sup>3</sup> Editor, 1931, p. 13; <sup>a</sup> Editor, 1933, p. 15; <sup>o</sup> Editor 1934, p. 15.

### SECOND PHASE OF DEVELOPMENT, 1942-1981

#### ***The spread of badminton in Southeast Asia after the Second World War, 1946-1980***

The first content for the men's Thomas Cup began in 1948 with ten participating countries. Malaya won the Cup consecutively in 1949, 1952 and 1955 (Ong, 1984, p. 1). In 1955, 21 countries competed for the Cup (International Badminton Federation, 1995, p. 239). From the years 1950 to 1956 Malayan players won the All England men's singles event – Wong Peng Soon on four occasions and Eddy Choong three times (Ong, 1984, p. 1).

#### ***Founding of the Japanese Badminton Association and Badminton Association of Indonesia***

The Nippon Badminton Association (NBA) was founded in 1946. The Association was affiliated to the IBF in 1951 (Ganner, 1985, p. 264). The Persatuan Bulutangkis Seluruh Indonesia (PBSI) or Indonesian Badminton Association was founded in 1951 (Ganner, 1985, p. 241). In 1958 newcomer Indonesia won the Thomas Cup to the newly independent Malaya. Indonesia successfully defended the Cup in 1961 and 1964 (International Badminton Federation, 1995, p. 239).

In 1964 the MBA was replaced by the Badminton Association of Malaysia (BAM) to be represented by all 14 states in Malaysia (Siebel, 1964, p. 19). Singapore left the Federation of Malaysia in 1965 (Woodrow, 1985, p. 53). Malaysia won the Thomas Cup in 1967. However, Indonesia regained the trophy consecutively four times from 1970 to 1979 (International Badminton Federation, 1995, p. 239). Indonesian Rudy Hartono won the All England men's singles title from 1968 to 1974. The men's doubles pairs won the men's doubles titles from 1968 to 1981, except for 1976 (Badminton Association of England, 1993, p. 48). By the mid 1980s the Indonesian Badminton Association had 225 branches representing two million players throughout the archipelago (Ganner, 1985, p. 241).

### ***The Uber Cup tournament, 1956-1981***

The ladies' biannual world team badminton championships began in 1956 with 11 countries competing for the Uber Cup. The United States won the Cup consecutively in 1957, 1960 and 1963. Japan won the fourth to sixth tournaments in 1966, 1969 and 1972. Indonesia won the Uber Cup for the first time in 1975. When Japan took back the Cup again in 1978 and 1981 only a total of 16 and 15 countries respectively competed (International Badminton Federation, 1995, p. 267).

## **THIRD PHASE OF DEVELOPMENT, 1981-1991**

### ***China's membership into the International Badminton Federation and rapid spread of the popularity of badminton***

The Chinese Badminton Association (CBA) was established in 1954 (Ganner, 1985, p. 79). In the same year several overseas Chinese coaches from Indonesia returned to China and promoted the game in terms of tactics and training techniques. When China's Cultural Revolution (1966-1976) began, badminton teams were disbanded in each city and province. It was not until 1971 that the national team was reorganised by the central government (Hong, Mackay and Christensen, 2008, p. 33). In 1975 360 players were selected from 24 provinces to compete in the national tournament (China Badminton Association, 1978, p. 62).

The World Badminton Federation (WBF) was formed in 1978 in Hong Kong with 6 members from Africa and 13 members from Asia, including China (Teh, 1977, p. vi). In the same year IBF had a total of 61 member countries (International Badminton Federation, 1988, pp. 23-24), more than doubled the WBF's 23 members. On 26 May 1981 the WBF and IBF met in Tokyo to ask Taiwan to assume the name of Chinese Taipei and allow China be a member of IBF. The conditions were agreed by all and enabled the IBF to regain full control of badminton one more time (Periera, 1981, p. 27). In 1984 China re-emerged on the Olympic stage after an absence of 32 years (Hong, Wu and Xiong, 2005, p. 511).

China's entry into the IBF was significant because the men's team won the Thomas Cup in 1982, 1986, 1988 and 1990. In 1990 53 countries competed for the Cup (International Badminton Federation, 1995, p. 239). Their ladies' team won the Uber Cup five times from 1984 to 1992. In 1992 42 countries competed for the Cup (International Badminton Federation, 1995, p. 267).

### ***Badminton Association of Malaysia's Project 1988-90***

Thomas Cup victories in 1949, 1952, 1955 and 1967 propelled badminton to national sport status in Malaysia. However, Malaysia has not reached the Thomas Cup finals since 1976 (Douglas, 1989, p. 177). In 1982 Jailani and Razif Sidek won the All England men's doubles event. Four years later, eldest brother, Misbun Sidek, played in the finals of the men's event. He lost to Morten Frost (Badminton Association of England, 1993, p. 48).

In 1987 BAM secured a RM\$2 million sponsorship for the 1988-90 Thomas Cup project (Fadzil Che Wan, 1993, p. 33). Malaysia qualified for the Thomas Cup finals in 1988 and 1990, but lost on both to China. Malaysia took the Cup on its third finals in 1992 (International Badminton Federation, 1995, p. 239). However, Malaysia has not won the Thomas Cup since 1992. Furthermore, Malaysia has yet to produce an Uber Cup team to either qualify for the finals or win the Cup.

### ***Elite sport and nation building in Korea***

The Korean Badminton Association (KBA) was established in 1957. The Association was affiliated to the IBF in 1962. The Koreans have participated in many tournaments with not much success (Ganner, 1985, p. 267). The Korean Sports Science Institute (KSSI) was established in 1980 to do research in the areas of sports physiology, biomechanics, sports psychology, sports sociology and sports engineering (Korean Sports Science Institute, n.d.).

In 1981 Seoul was selected by the International Olympic Committee (IOC) to host the Olympic Games in 1988. The Korean Ministry of Sport was established the following year to prepare for the Asian Games in 1986 and the Olympic Games in 1988 (Mulling, 1889, pp. 90-92). From the mid-1980s onwards Korean men doubles players began winning the All England men's doubles titles in 1984, 1985, 1889 and 1990. In particular the Koreans won the ladies doubles titles consecutively from 1986 to 1991 (Badminton Association of England, 1993, pp. 48-49).

## **FOURTH PHASE OF DEVELOPMENT, 1992 – present**

### ***The inclusion of badminton in the Olympic Games since 1992***

In 1992 badminton was admitted at the Barcelona Games as a medal sport (Ward, 1992, p. 33). Prior to the Games countries like Malaysia and Indonesia that has never win an Olympic gold medal before, pull their resources and concentrate on training their badminton players, because they know their chances of winning a gold medal in badminton will be much better than in other sports.

### ***The “Golden Period” of badminton in Indonesia, 1994 – 2002***

In 1985 General Try Sutrisno was elected the President of the Indonesia Badminton Association for a five-year period (Kurniadi, 1993, p. 86). In 1987 Ardy Wiranata and Susi Susanti won the boys' singles and girls' singles events respectively at the first Bimantara World Junior Badminton Championships held in Jakarta (Ward, 1988, p. 20). Try was re-elected again from 1989 to 1993 (Kurniadi, 1993, p. 86). Under Try's term, a hostel and training centre was build at Cipayung. The centre had 18 courts, fully equipped gymnasium for weight training, medical services, an Olympic size swimming pool and administrative office (Boopathy, 2011).

The “Golden Period” of badminton in Indonesia began in 1990 when Susi Susanti won the All-England ladies' singles in 1990 and 1991. She was the first Indonesian lady player to win the title and also the first to win the title twice in a row. Ardy won the All England men's singles in 1991 (Badminton Association of England, 1993, pp. 48-49). In 1992 Susi Susanti won the first Olympic gold medal for Indonesia she obtained a gold medal for the ladies' singles event at Barcelona. Indonesia also took the gold, silver and bronze medals in the men's singles through Alan Budi Kusuma, Ardy Wiranata and Hermawan Susanto (Setia, 1992, p. 21). From the years 1994 to 2002 Indonesia won the Thomas Cup five times. Indonesia also win the Uber Cup in 1994 and 1996. The team played in the finals in 1998 before losing to China (International Badminton Federation, 2000, p. 172).

### ***The stagnation of elite badminton in Indonesia***

However, since 2008, Indonesia has not won the Thomas Cup or qualified to play in the finals. It ladies' Uber Cup team played in the finals in 2008 but lost to China. In 2008 its training camp was temporarily closed. Its annual sponsorship fee of US\$1.5 million was insufficient to pay the players. The Association had to seek government funding because another US\$ 2.3 million was needed to run the training camp and send players to tournaments (Antara, 2009). In 2012 Indonesia failed to qualify to play in the semi-finals of the Thomas Cup and Uber Cup (Prathivi and Messakh, 2012). To make matters worse, Indonesia did not win any medal at the London Olympic Games 2012 when its players has consistently win at least a gold medal since the 1992 Games (Adamrah, 2012, p. 2). In September 2012, trade minister, Gita Wirjawan, was elected the new chairmen of the Indonesian Badminton Association for the term 2013 -2016. Gita believed he has the necessary skills to improve to improve

Indonesia's badminton performance and he will focus on improving the management system (Susanto, 2012, p. 2).

### ***Malaysia's quest for the Thomas Cup and Olympic gold medal in 2012***

During the reign of Dato Tan Sri Elyas Omar as President of BAM (1985-1992), Malaysia won the Thomas Cup in 1992 (Paul, 2012) and men's doubles pair of Jailani and Razif Sidek won the first Olympic bronze medals for Malaysia at the Barcelona Olympic Games 1992 (Bernama, 2012). When Datuk Seri Dr Abdullah Fadzil Che Wan was President of BAM from 1993-1999 (Boopathy, 2012a), Malaysia was the losing finalists in 1994 and 1998 Thomas Cup tournaments. The men's doubles pair of Cheah Soo Kit and Yap Kim Hock won the first silver medal for Malaysia at the Atlanta Olympic Games 1996 (International Badminton Federation, 2000).

#### ***Impending leadership and management change at the Badminton Association of Malaysia***

Datuk Seri Nadzmi Salleh became the President of BAM since 2000 and he has indicated to pass the leadership to either insiders in the association or someone out of the Association (Boopathy, 2012a). As successful businessman, his corporate responsibilities have curtailed his involvement in the management of BAM, leaving a succession of secretaries and general managers playing the role of decision makers. His move to relinquish the position of training and coaching committee (CTC) chairman to secretary Ng Chin Chai has proven to be a wrong move as the latter often superseded the coaches when it came to certain issues, especially in the selection process (Boopathy, 2012b). During his term Malaysia was the losing finalists at the Thomas Cup tournaments in 2002 and 2010. However, Lee Chong Wei won the men's singles won the silver medal consecutively at Beijing Olympic Games 2008 and the London Olympic Games 2012. The Association has developed a 12-year plan to win the Thomas Cup back again and to win its first gold medal at the Olympic Games in 2016 and beyond (Paul, 2012). However, there was no mention in the newspaper reports about building a strong Uber Cup team, including specific plans to produce women's singles and doubles players to compete with Chinese and Korean players, although they could be present as well.

### ***The "Golden Period" of badminton in China, 2004 – 2012***

After an absence of 32 years, China re-emerged onto the 1984 Olympic Games in Los Angeles. Chinese athletes won 15 gold medals and were placed fourth in the Olympic medal table. The Soviet Union and the Democratic Republic of Germany boycotted the Games. During the 1988 Seoul Olympic Games the Chinese were very disappointed after obtaining five gold medals, after the return of two sporting superpowers, Soviet Union and Democratic Republic of Germany (Hong, 2008, p. 34). Hence in the late 1980s the Sports Ministry devised an Olympic strategy to become a sport superpower by the end of the twentieth century. The government continued to channel the best of its resources to give special and intensive training to potential gold medallists (Hong, 1998, p. 163).

The core of the sports system is the systematic production of more child athletes. Children from five to six years old are selected to specialised sports schools where the emphasis is on sports training from 6 to 8 hours per day. Talented school athletes are selected to join professional teams on regional and provincial level. Only the best can make it to the national team (Hong, 2004, p. 43). There are 500 elite primary schools and more than 200 elite sports middle and high schools. In 2008 about 400,000 young athletes are being trained in these schools (Hong, Mackey and Christensen, 2008, p. 5). Only five per cent will be able to reach the top. Ninety-five per cent will leave the sport schools with no formal primary or secondary qualifications and with broken dreams (Hong, Wu and Xiong, 2005, p. 517).

The National Training Bureau of the State Physical Culture and Sports Commission was established in Beijing in 1951. The objective of the bureau was to produce Olympic Champions. The Centre provided support for 11 national teams, including badminton (Whitby, 1999, pp. 136-137). In the mid-1990s the Sports Ministry changed its name from the State Physical Culture and Sports Commission to China General Administration of Sport. Twenty sports centres were established to manage its training and commercial interests. In addition the central government continued to increase its financial support with the approach of the Beijing Olympic Games (Hong, Wu and Xiong, 2005, pp. 514-515).

In 1992 Olympic Games, China did not win any of four gold medals. The 1996 Games in Atlanta saw Chinese badminton reached an important milestone, when Ge Fei and Gu Jun took the gold medal for the ladies' doubles and Dong Jong won the men's singles gold (Hong, Mackey and Christensen, 2008, pp. 33-34). The Chinese won 16 gold medals and remained fourth on the gold medal at the Atlanta Olympic Games 1996 (Hong, 2008, p. 34). China took four of the five gold medals at Sydney in 2000. and three in 2004 and 2008. China grabbed all the five gold medals in 2012 as shown in Table 2.

**Table 2:** China's Olympic medal tally for badminton, 1992-2012

Year	Host city	Gold	Silver	Bronze	Total medals
1992	Barcelona	0 (out of 4)	0 (out of 4)	5 (out of 4)	5
1996	Atlanta	2 (out of 5)	1 (out of 5)	2 (out of 5)	5
2000	Sydney	4 (out of 5)	4 (out of 5)	3 (out of 5)	8
2004	Athens	3 (out of 5)	3 (out of 3)	1 (out of 5)	5
2008	Beijing	3 (out of 5)	3 (out of 5)	3 (out of 5)	8
2012	London	5 (out of 5)	2 (out of 5)	1 (out of 5)	8

Sources: Badminton World Federation, 2012; London, 2012.

From the Olympic Games 1992 to 2012, China won a total of 39 medals, twice more than Korea as compiled in Table 3. Its ladies singles and doubles players also won more than doubled to that of Korea with a total of 22 medals show in Table 4, 5 and 6.

**Table 3:** Olympic medal tally for men's and ladies' badminton events, 1992-2012

Country	Gold	Silver	Bronze	Total
<b>Asia</b>				
China	16	8	15	39
Indonesia	6	6	6	18
Korea	6	6	5	17
Malaysia	-	3	2	5
Japan	-	1	-	1
India	-	-	-	1
<b>Europe</b>				
Denmark	1	2	3	6
England	-	1	1	2
Netherlands	-	1	-	1

Sources: Badminton World Federation, 2012; London 2012.

**Table 4:** Olympic medal tally for ladies' badminton events, 1992-2012

Country	Gold	Silver	Bronze	Total
<b>Asia</b>				
China	9	5	8	22
Korea	2	3	2	7
Indonesia	1	1	2	4
Japan	-	1	-	1
India	-	-	-	1
Malaysia	-	-	-	0
<b>Europe</b>				
Denmark	-	1	-	1
Netherlands	-	1	-	1
Russia	-	-	1	1

Sources: Badminton World Federation, 2012; London 2012, 2012.

**Table 5:** China's Olympic medal tally for ladies' badminton singles and doubles events, 1992-2012

Year	Host city	Gold	Silver	Bronze	Total medals
1992	Barcelona	0 (out of two)	1 (out of two)	2 (out of four)	3
1996	Atlanta	1 (out of two)	1 (out of two)	1 (out of two)	3
2000	Sydney	2 (out of two)	1 (out of two)	2 (out of two)	5
2004	Athens	2 (out of two)	1 (out of two)	1 (out of two)	4
2008	Beijing	2 (out of two)	1 (out of two)	1 (out of two)	4
2012	London	2 (out of two)	1 (out of two)	0 (out of two)	3
					22 medals

Sources: Badminton World Federation, 2012; London 2012, 2012.

**Table 6:** Korea's Olympic medal tally for ladies' badminton singles and doubles events, 1992-2008

Year	Host city	Gold	Silver	Bronze	Total medals
1992	Barcelona	1 (out of two)	1 (out of two)	1 (out of four)	3
1996	Atlanta	1 (out of two)	1 (out of two)	0 (out of two)	2
2000	Sydney	0 (out of two)	0 (out of two)	0 (out of two)	0
2004	Athens	0 (out of two)	0 (out of two)	1 (out of two)	1
2008	Beijing	0 (out of two)	1 (out of two)	0 (out of two)	1
					7 medals

Sources: Badminton World Federation, 2012; London 2012, 2012.

Indonesia is the only Southeast Asian country that has won the Uber Cup in 1975, 1994 and 1996 and their ladies players won total of 4 medals at the Olympic Games from 1992 to 2008 and shown in Table 7. However, their standards have remained stagnant while Malaysian women players have yet to win any Olympic medal or played in the finals of the Uber Cup. In view of the leadership and organizational changes at the Indonesian and Malaysian badminton associations in 2012 and 2013 respectively, it is essential to look at the current trends of elite badminton development, particularly in China, and adopt the relevant practices that can be applied to each respective country.

**Table 7:** Indonesia's Olympic medal tally for ladies' badminton singles and doubles events, 1992-2008

Year	Host city	Gold	Silver	Bronze	Total medals
1992	Barcelona	1 (out of two)	0 (out of two)	0 (out of four)	1
1996	Atlanta	0 (out of two)	1 (out of two)	1 (out of two)	2
2000	Sydney	0 (out of two)	0 (out of two)	0 (out of two)	0
2004	Athens	0 (out of two)	0 (out of two)	0 (out of two)	0
2008	Beijing	0 (out of two)	1 (out of two)	0 (out of two)	1
					4 medals

Sources: Badminton World Federation, 2012; London 2012, 2012.

## DISCUSSION AND CONCLUSION

### *Creating an integrated and sustainable badminton pyramid*

When compared to Indonesia and Malaysia, China has developed a badminton pyramid structure at primary school level to identify potential athletes to enrol in their 500 elite sports primary schools and 200 elite sports middle and high schools. The better athletes further move up to join professional teams on regional and provincial level. Elite badminton players selected from provincial sports teams throughout China were expanded into three teams: national team, youth team and resource team. Each national team was given specific number of medals expected of them (Hong, 2008, pp. 47-48).

Indonesia and Malaysia have only one sports school. They should consider having one sports school in each of their 33 provinces and 13 states to the base of their badminton pyramid and have the probability of training more potential winners in their respective age groups.

**Table 8:** Comparative statistics of the population and educational enrolment in China, Korea, Indonesia and Malaysia

	<b>China</b>	<b>Korea</b>	<b>Indonesia</b>	<b>Malaysia</b>
Per capita income <sup>1</sup>	US\$2,900	US\$21,530	US\$2,010	US\$6,970
Provinces/states	29 provinces	17 provinces	33 provinces	13 states
Elite training centre	1	1	1	1
Badminton clubs	Not available	Not available	Not available	Not available
Tertiary education enrolment <sup>2</sup>	29,296,000	3,219,000	4,859,000	922,000
Secondary and post-secondary non-tertiary education <sup>2</sup>	6,388,000	222,000	1,550,000	178,000
Sports schools	700	Not available	1	1
Secondary school enrolment <sup>2</sup>	100,392,000	3,986,000	19,521,000	2,537,000
Elementary/Primary schools <sup>2</sup>	103,617,000	3,482,000	29,901,000	3,053,000
Population	1.3 billion	48.8 million	231.4 million	28.3 million

Sources: <sup>1</sup>Asian Development Bank, 2010; <sup>2</sup>Unesco, 2011, p. 114, p. 146, p. 168, p. 182.

***Institutionalisation of badminton as a national game in the education system***

A training system for the primary and secondary schools are needed with the use of tested training manuals and qualified accredited coaches. Badminton has been included in the school curriculum in China (Antara, 2012). The coaches must be trained at the various departments of physical education at the teacher training institutes and universities. Since the mid-1980s many of the younger coaches in China hold bachelor and masters degrees (Whitby, 1999, p. 138). However, the coaches at BAM lack such qualifications and should be sent for part-time or full-time courses in sports science and sports studies with specialization in badminton.

***Partner stakeholders to do ongoing research***

The BAM should collaborate with sports researchers at Malaysian tertiary institutions to conduct research as evident in China and Korea. There are 36 sports centres at provincial level, including 29 provinces and 7 major cities in China. Furthermore, there are nine sports universities and more than 60 sports faculties and departments in Chinese universities. The researchers contributed directly or indirectly to training gold medallists in the areas of coaching techniques, sports psychology, sports medicine, sports physiology, biomechanics and sports sociology (Hong, 2008, p. 43).

***Do focus group studies of Indonesian Uber Cup winners (1994-1996) and Olympic Games medallists***

Indonesia has won the Uber Cup in 1975, 1994 and 1996 (International Badminton Federation, 2000, p. 172) and their players have won the ladies singles Olympic medals in 1992, 1996, 2004 and 2008 as shown in Table 9. Therefore it is important to do focus group studies with these players because they can provide excellent opinions on how to be a champion player. Very often the badminton leadership adopt a top down approach in management and either did not know or refused to listen to the needs of the players (Prathivi, 2012).

**Table 9:** Focus group studies of Indonesian ladies players who has earned Olympic honours

<b>1992</b>	<b>1996</b>	<b>2000</b>	<b>2004</b>	<b>2008</b>
Susi Susanti (gold)				
	Mia Audina (silver)		Mia Audina (silver)	
	Susi Susanti (bronze)			Maria Kristin Yuliati (Bronze)

Source: Badminton World Federation, 2012.



### **Building “state-of-the-art” training centre**

China, Korea and Indonesia already have their training centres with boarding and support training and medical facilities more than 10 years ago. Malaysia has yet to build “the-state-of-the-art academy” since the intention to build one was announced in 2008 (Bernama, 2010).

### **Integrated qualitative approach involving government and non-government stakeholders**

The BAM and Indonesian Badminton Association have to formulate their plans with government and non-government stakeholders like their Ministry of Education, centres of sports science research, sponsors, Sports Ministries or sports authorities with full cooperation and co-ordination, as in the case of China, to be successful. Susi Susanti, member of Indonesia’s Uber Cup winning team (1994 and 1996) and Olympic gold (1992) and bronze (1996) medalist, stated that Indonesia should learn from China, which did not win a gold medal in 1992 but later dominated the field after learning from its mistakes (Adamrah, 2012, p. 2). The regeneration efforts should include coaches, nutritionists, psychologists, talent scouts and workshops to update coaches on the latest techniques and new developments (Afriatni, 2012).

### **Badminton equipment sponsorship**

Badminton equipment suppliers have a direct sponsorship contract with the Indonesian, Chinese and Korean badminton association for their national team and players to use a specific brand exclusively. BAM do not have any direct sponsorship with any of the badminton equipment suppliers. In a way Malaysian players have to look for their own equipment sponsor and be dictated by certain contractual obligations that may be a burden or worry to their psychological well being. BAM should consider if it will be beneficial to have an equipment team contract like Indonesia, China and Korea who implemented it since the 1980s.

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