

## **Michael's Badminton Academy (MBA)**

### **Notes for ISCA Asian Task Force Meeting**

#### **Part one**

Update each other on the status, trends and challenges within the various countries.

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#### **Part one : What is the status in the various countries?**

##### **Status of sport and physical activity at grassroots and recreational level**

We would kindly ask you to give a brief status of sport and physical activity in your country, with special focus at grassroots and recreational level. We would appreciate if the status can be supported by data, reports or research. Figures such as the of level of participation, supporting policies, governing bodies, etc. would be very valuable and appreciated.

##### **Sports – Badminton**

Badminton is one of the most widely played games in Malaysia. It is also regarded as our national sport. Although the game is popular among Malaysians, we are of the opinion that the participation of grassroots is still very low. This is mainly due to the lack of facilities, insufficient monetary funding for school programs and combined efforts of associations/organization to develop programs focused on grassroots.

For supports in terms of data, reports & research, I am unable to provide any info. However, it can be seen that the amount of facilities is insufficient taking into consideration of the population in each community. Level of participation in badminton can be played by all ages ranging from 6 – 75, men & women.

Below are some the governing bodies which are related to sports, including badminton:-

- 1) Ministry of Sports
- 2) National Sports Council (also known as Majlis Sukan Negara)
- 3) Badminton Association of Malaysia (including all badminton state associations)

##### **Trends and challenges**

We would kindly ask you to give your analysis of the current trends on physical activity in your country, again with a special focus at grassroots and recreational level.

What is popular? What is new? What are the main barriers?

In which direction does the sector sport and physical activity sectors develop?

Please give some practical examples which indicate the trends and challenges.

My opinion is that badminton is still very popular in Malaysia. I have seen the development of many new badminton courts in the last decade. However, I feel that there are still insufficient programs in place to develop the sport further. As most badminton players/groups are only used to rent & play among their friends, I believe that it can be more popular if more events are to be organized (local & international).

In our organization, we also believe in developing sports through sports tourism. These would also allow the players to learn, share & experience a different culture. For example, we had a group of students from Egypt that came to Malaysia for training camp. Other than badminton trainings, we took them to places of interest, experience our local food, playing badminton with local people, etc.

In ensuring that the sports sector continues to develop, we must ensure the continuity of new development of badminton courts coupled with proper programs developed for the children. If these programs are properly implemented, the long term benefit would be that these children will grow to be healthy and active, and continue playing sports till they are old.

The challenge would be on how to develop a sustainable program or an event which would invite participation from local and international people, to create the opportunity for new friendships and sharing of cultures.

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## **Part two: Ways forwards**

In part two we would like to hear your proposal for how assist the development of sport and physical activity at grassroots and recreational level.

How to support existing and traditional associations with priority on sport for all, recreational physical activity?

How to support new innovative initiatives, such as entrepreneurial groups, event makers, etc.?

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### **1) How to assist the development of sport and physical activity at grassroots and recreational level?**

To begin with, we need more programs for children after school hours. This is to create awareness and build interest for sports in them.

Subsequently, we could organize more events (leisure + educational) trips. Develop events that can enrich their experience including life-long learning experiences.

Implement sports student exchange program. Part of the program would include training, friendly matches, leadership seminars, local visits and learning local culture.

I would also like to share my opinion on the potential issues in relation to the implementation of organizing international events for grassroots level. I feel that the spending power in ASEAN/ Asia is relatively low as our currency is weak. In order to address this, I could think of having either a subsidized program or an affiliation with other associations which could help cushion some cost (i.e accommodation & transport). If the cost is not high, I assume it will be easier to promote to the parents of this 'grassroot' we are targeting.

### **2) How to support existing and traditional associations with priority on sport for all, recreational physical activity?**

Work with the existing and traditional associations to understand their issues and develop a program which suits the sport. Leverage on the existing pool of ISCA's network and create something interesting that caters to the youth. This would also involve in finding a suitable and qualified candidate to help steer the program. Assuming if the sports student exchange program mentioned above is implemented, a program can be developed linking all relevant associations.

Other than the student exchange, we could also have a coach exchange program whereby coaches of the various sports can extend their coaching skills in the different associations in different countries.

Also, the association could develop a program which involves 'all sports', similar to those that has been carried out in Europe.

### 3) How to support new innovative initiatives, such as entrepreneurial groups, event makers, etc.?

To provide and share human + knowledge resources. To put the minds together in developing such programs.