



Richard Vaughan

VISION

Badminton Europe BWF Vice President

Who am I, and why I would be the best candidate for the European BWF Vice-President?

I am a former Olympian, World number 7 men's singles player from Wales. I previously trained with the current BWF President Poul-Eric Høyer during his time in England, and it was Poul-Eric who took me back to Denmark and facilitated my training at the Danish National Training centre. I have a business background working as a digital director with a gold Google partner. I have an MBA. I am a member of the Institute of Company Directors and I am currently completing a PhD in Sports Governance.

I have successfully run multiple sports federations for the past decade. I understand your day-to-day business, and I feel I am the best candidate to represent you and the issues that matter for European Badminton.

What will be my focus points as the European BWF Vice President?



We have amazing athletes, but not so many people know it. We need to support the athletes, develop stars, and look after their wellbeing. It is essential to have stronger ties between the board and the athletes, and to align with the IOC's strategic direction of a stronger athlete voice within sports.

It is essential our European Olympians are successful on the court at the Olympic Games and World Championships, this is because as a sport we need to demonstrate universality of medals (global medal distribution), a global medal presence to the IOC. These are two key factors in the IOC 2020+5 Agenda and these factor along with good governance will help the sport secure its presence in the Olympic Games.

I have worked on the 'other' side of the Olympic stage, with a non-Olympic sport, and it is not a great place to be. Squash have done a great job with star creation, they are a thriving US Collegiate sport, but not being in the Olympics makes the sports development very difficult, and it is a reminder to not take our Olympic place for granted.

We want to continue lowering risk through good governance. I live and breathe this on a daily basis as a non-executive director, running federation and through my PhD, and what I have learned is there can be a strong link between good governance and a positive culture within the sport which improves diversity and gender equity. Improved governance also increases stakeholder confidence and grows trust in the organisation which helps grow the commercial conditions for the sport through sponsorship and partnerships.

By establishing trust and confidence with our stakeholders it is essential we collaborate on the key issues driving our sport. (The situation in Ukraine has demonstrated we are stronger together).

Collaboration, everyone says they want it, but what is it and how to improve it?

By efficiently communicating in my previous role at Squash Australia we were able to double participation over five years. What we learnt was just how busy the communication channels had become, there was information overload with too many emails and busy websites. So, we changed our communication channel approach and spoke face to face with our stakeholders, clubs, coaches, and associations, we listened, we built relationships and we found solutions that worked.

For example, face to face meetings with MA's that are BWF major event organisers with aligned issues. We want Europe to host great events, but sustainable ones that to have negative consequences on our MA's.

Another great example is COMEBA, the Mediterranean Badminton Association. At Badminton Europe we can support training camps alongside junior competitions within current programmes. the European BWF Vice President role can play a valuable role in coordinating with the Asian and African Confederations to work together to support these projects with COMEBA members from their Confederation.

I previously worked on BWF projects in Africa for several years and have a very good relationship with the African stakeholders to be able to collaborate on such partnerships.

I have excellent experience, deep connections globally within the sport and with my 360° skillset I feel I am the candidate best able to represent your member interests at the BWF.

I would love to play a role in ensuring badminton is played around every corner of Europe for generations to come and thank you for your support.

Yours Sincerely

Richard Vaughan



Please do not hesitate to contact me should you have any questions

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