

BWF Shuttle Time Photo of the Year 2025

Introduction

The BWF's flagship programme - Shuttle Time – has experienced tremendous growth, with over 160 countries implementing it. This success is due to the creative and innovative ways the BWF, Continental Confederations, Member Associations and international partners have delivered and adapted the programme to meet global, regional and specific badminton and social development goals.



The BWF is, therefore, pleased to launch the first edition of the **Shuttle Time Photo of the Year** to provide recognition to Member Associations who are actively delivering Shuttle Time to children, students, adults, elderly and more.

This application pack provides details of the BWF Shuttle Time Photo of the Year and the process by which Member Associations can apply to be considered as part of the 2025 BWF Shuttle Time Photo of the Year.

Timeline

The following timeline will be used in relation to the BWF Shuttle Time Photo of the Year in 2025.

Action	Period
Call for Applications	02 September 2025
Application closes	10 January 2026
Panel Reviews and Shortlisting of Applications	January 2026
Announcement of Winning Member Association	January 2026
Presentation at the BWF AGM 2026	April 2026

Prizes for Winning Member Association

- 1x Letter in frame for winning Member Association
- 1x Certificate in frame for photographer
- Winning photo will be published in one or more BWF social platforms and publications, for example: website, social media, newsletters, news articles, annual report and others.
- Free equipment for winning Member Association:
 - 1x school kit consists of 20 rackets, 2 nets, 3 tubes of half dozen nylon shuttles, 3 tube of half dozen AirShuttles and 1 bag
 - 1x bag of BWF Shuttle Time wristband
 - 1x bag of BWF Shuttle Time balloon
 - 1x AirBadminton Recreational Kit



Who can apply?

All BWF Member Associations who are in 'Good Standing' with the BWF at the time of application.

How to apply?

Step 1 - Take a photo of badminton activities delivered from 01 January 2025 – 31 December 2025.

Step 2 - Post **ONE photo** on Facebook and tag [@bwfsuttletime.development](https://www.facebook.com/bwfsuttletime.development) and #BWFSuttleTime & #ShuttleTimePOTY2025

Step 3 – Completes the BWF Shuttle Time Photo of the Year Application Form in full, using the link provided by the BWF.

Only one application per Member Association is permitted.

Only applications submitted in English, using the official application form, will be accepted. All applications must be submitted by the application deadline – **10 January 2026**.

Late application will not be accepted.

BWF Shuttle Time Photo of the Year Selection Criteria

- **Relevance:** Photo should be taken during Shuttle Time courses and / or with children taking part in Shuttle Time activities – photos taken in conjunction of the World Badminton Day, Olympic Day and similar occasions can be included.
- **Diversity and Inclusion:** As far as possible, the photos should demonstrate diversity and inclusion, that is: both gender, able body and disable players etc.
- **Quality:** The photo is visually appealing, reasonable quality and effectively captures the moment.
- **BWF / Shuttle Time Vision:** The photo aligns with the BWF and Shuttle Time vision and tells a story about the positive impact of Shuttle Time evoking emotions, interaction, teamwork, health considerations and other positive elements.

Photo requirement

- Photo/Video Resolutions: at least 300dpi / 240ppi
- Photo/Video Dimensions: at least 1200 x 1200 pixels
- File format: JPEG / TIFF
- If possible, the photo can be shot using a proper camera equipment e.g., DSLR / Mirrorless Camera

Other photography considerations

- Child Photography - Please be aware that states and municipalities have the right to make their own laws regarding issues such as photographing children. School districts can restrict filming and photography on their grounds and the use of images without parental consent.
- Photographs of Shuttle Time activities, in an outdoor environment, with the use of the AirShuttle and AirBadminton kits are also highly encouraged.

If you have any questions, please get in touch with us:

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