



# SHUTTLE TIME

PLAY BADMINTON FOR LIFE

**BWF**

**BWF SENIOR BADMINTON PROGRAMME**  
IMPLEMENTATION GUIDELINES



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## **BWF SENIOR BADMINTON PROGRAMME** IMPLEMENTATION GUIDELINES

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Badminton Pan Am

[www.badmintonpanam.org](http://www.badmintonpanam.org)

Badminton Oceania

[www.badmintonoceania.org](http://www.badmintonoceania.org)



## More Information

The resources for *Shuttle Time* are available in different languages. The material can be downloaded from the BWF *Shuttle Time* website.

The *Shuttle Time* Senior programme has been developed by the BWF in partnership with Coventry University.

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# Contents

## Overview

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1. <i>Shuttle Time</i> Senior - Introduction . . . . .	2
2. <i>Shuttle Time</i> - Play Badminton for Life . . . . .	3

## Implementation

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3. <i>Shuttle Time</i> Senior Implementation Guidelines . . . . .	5
4. Strategic Impact, Opportunities and Funding . . . . .	6

## Programme Implementation Steps

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5. Identify Potential Instructor(s) . . . . .	9
6. Instructors Training (Online course) . . . . .	9
7. Venue, Facilities and Equipment . . . . .	10
8. Recruiting Participants . . . . .	13
9. Course Registration and Reporting . . . . .	14

<b>Lifelong Participation</b> . . . . .	15
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<b>Conclusion</b> . . . . .	17
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# Overview

## 1. Shuttle Time Senior - Introduction

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The Badminton World Federation (BWF) in collaboration with the Coventry University has developed a groundbreaking programme, *Shuttle Time Seniors*. This innovative initiative, that aligns with the [BWF Physical Literacy and Activity Policy](#) and the [UN Decade of Healthy Ageing](#), aims to improve the overall well-being of older adults by combining age-appropriate and person-centered customised badminton sessions with key elements that support healthy ageing.

*Shuttle Time Senior* directly contributes to the UN Decade of Healthy Ageing (the Decade) key action areas:

- **Promoting Integrated Care:** Badminton, being a safe and 'plug and play' sport, can complement existing healthcare programmes by improving physical and mental well-being, reducing the risk of chronic diseases or the onset of degenerative diseases, improve mental health. *Shuttle Time Senior* therefore contributes to a holistic approach to senior care.
- **Building Age-Friendly Communities:** *Shuttle Time Senior* has proven to encourage social interaction and fostering a sense of belonging within badminton communities, creating a supportive environment where older adults feel connected, valued and motivated to remain active.
- **Combating Ageism:** The programme encourages participation in badminton, a sport traditionally seen as youthful. This challenges stereotypes and promotes positive attitudes towards ageing by reinforcing the message that ageing is a period of continued capability.
- **Long-term Care:** With BWF global reach, senior adults engaging in badminton and the *Shuttle Time Senior* programme will have access to existing badminton structures for lifelong opportunities to play badminton, be part of communities whilst being taken care of and engage in opportunities for cross generational learning and sharing.



## 2. Shuttle Time – Play Badminton for Life

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Launched in 2012, *Shuttle Time* is the BWF's flagship Schools Badminton Programme. While its foundation is sport and physical education, its mission is also deeply rooted in global Sport for Development (S4D) initiatives. It serves as a vital intervention tool to address the global physical inactivity crisis— where currently 82.8% of adolescents<sup>1</sup> do not meet the minimum activity requirements for healthy development.

*Shuttle Time* is designed to help schools and governments meet the World Health Organisation (WHO) Guidelines on Physical Activity. These guidelines recommend that children and adolescents (aged 5-17) engage in at least 60 minutes of moderate-to-vigorous physical activity daily<sup>2</sup>. By providing a structured yet flexible curriculum, *Shuttle Time* ensures that physical education is not just a lesson, but a primary driver of public health and Physical Literacy.

Aligned with the [BWF Physical Literacy and Activity Policy](#), *Shuttle Time* acts as a catalyst for the [2030 Agenda for Sustainable Development](#) and directly contributes to the Sustainable Development Goals (SDGs).

*Shuttle Time Senior* was created following the international success of the *Shuttle Time* since 2012. It is a direct extension of our 'Badminton for Life' vision and philosophy, highlighting that our sport truly is a game for all everyone, irrespective of age and ability.

### Core Strategic Objectives

Besides being a key tool for organisations and individuals, like teachers, in delivering meaningful, fun and safe badminton sessions, *Shuttle Time* creates a lasting social and sporting legacy:

- **Pedagogical Empowerment:** To enable teachers, regardless of their sports background, to deliver a high-quality, positive experience of badminton with pedagogical confidence.
- **Physical Education:** To achieve general physical education objectives—such as coordination, balance, and teamwork—through the unique movements of badminton.
- **Inclusive Environments:** To provide teachers with the resources to plan safe, fun, and inclusive lessons that break down social and physical barriers.
- **Success and Fun:** To ensure that every child, regardless of ability, experiences a sense of achievement in physical education, which is the primary driver for lifelong participation and physical literacy.
- **Values and Skills:** To equip children with sporting skills and values for life, fostering discipline, respect, and resilience that translate from the court to classroom to life.
- **Growth and Excellence:** To provide entry into the sport and a structured pathway for adolescents to transition from school-based play to sporting excellence, fostering the talent and ambition of young players who seek to reach their full potential in the sport.

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<sup>1</sup> World Health Organisation. (2022). *Global status report on physical activity 2022*. Geneva: World Health Organisation.

<sup>2</sup> World Health Organisation. (2020). *WHO guidelines on physical activity and sedentary behaviour*. Geneva: World Health Organisation.

### **Shuttle Time Syllabus**

The syllabus for teaching badminton contains badminton **techniques, tactics** and **physical** elements. This means that children will experience the nature of badminton, without overcomplicating the content for teachers or children who are new to badminton. The content is simple enough for a novice teacher to implement immediately, yet technical enough to provide a genuine pathway to club and competitive play.



# Implementation

## 3. Shuttle Time Senior Implementation Guidelines

The *Shuttle Time* Senior programme is freely available to any organisation and individual who aspire to use sport and badminton for improving the physio-social health of older adults. The following are examples of organisations that may run the *Shuttle Time* Senior programme:

- BWF Member Associations
- Care homes and retirement communities
- Badminton and multi-sport clubs
- Academies
- Rehabilitation centres
- Military and police organisations
- Community centres
- Corporates
- Local governments
- Non-governmental organisations
- Others

This document serves as a comprehensive strategic and operational framework designed to empower the above organisations with the knowledge required to implement *Shuttle Time* Senior effectively.

By expanding on the core pillars of the programme, this guide ensures that all stakeholders—regardless of their prior experience in Sport for Development—can navigate the complexities of active ageing.

It provides the necessary tools to transform a local badminton session into something bigger that addresses the physical inactivity crisis and the growing epidemic of social isolation among the elderly.



### 4. Strategic Impact, Opportunities and Funding

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#### Strategic Impact

The programme directly fulfils WHO's recommendations for seniors to engage in 150–300 minutes of weekly aerobic activity<sup>3</sup>, specifically addressing fall prevention through balance and coordination. In addition, the programme challenge stereotypes, combats ageism and builds community resilience.

Aligned with the [BWF Physical Literacy and Activity Policy](#), the *Shuttle Time Senior* contributes to the UN Sustainable Development Goals (SDGs) and addresses the global physical inactivity crisis. It also provides a framework for progress across health/well-being, reducing inequalities, building sustainable urban communities, and developing multi-sector partnerships.

**This allows Member Associations to reposition badminton as a health intervention rather than just a leisure or sport activity.**

#### Opportunities

The economic repercussions of physical inactivity are staggering. The WHO estimates that globally, US\$ 27 billion in annual healthcare costs<sup>4</sup> could be saved by 2030 if more people met physical activity guidelines.

Governments are increasingly looking for preventative measures to reduce the cost of elder care, hospitalisation from falls, and mental health treatments for loneliness.

*Shuttle Time Senior* contributes to a Social Return on Investment (SROI) model. It therefore means that for every \$1 invested in a *Shuttle Time Senior* activity, the government may save multiple dollars in future medical and social care costs.

#### Funding

The BWF provides funding to its Member Associations either directly or through its Continental Confederations. Member Associations and Continental Confederations may use this funding to support the organisation of *Shuttle Time Senior* activities. However, for the programme to be sustainable and successful, it is **critical to have a collaboration between different organisations**, including public-private partnerships and NGOs.

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<sup>3</sup> World Health Organisation. (2020). *WHO guidelines on physical activity and sedentary behaviour*. Geneva: World Health Organisation

<sup>4</sup> World Health Organisation. (2022). *Global status report on physical activity 2022*. Geneva: World Health Organisation.

## Unlocking Support

Governments worldwide are shifting toward preventive measures, prioritising long-term health and social cohesion. This shift allows organisations to access funding from Health and Social Welfare ministries by positioning *Shuttle Time Senior* as a strategic social intervention.

To enable you to secure this support, the *Shuttle Time Senior* programme focuses on three key areas:

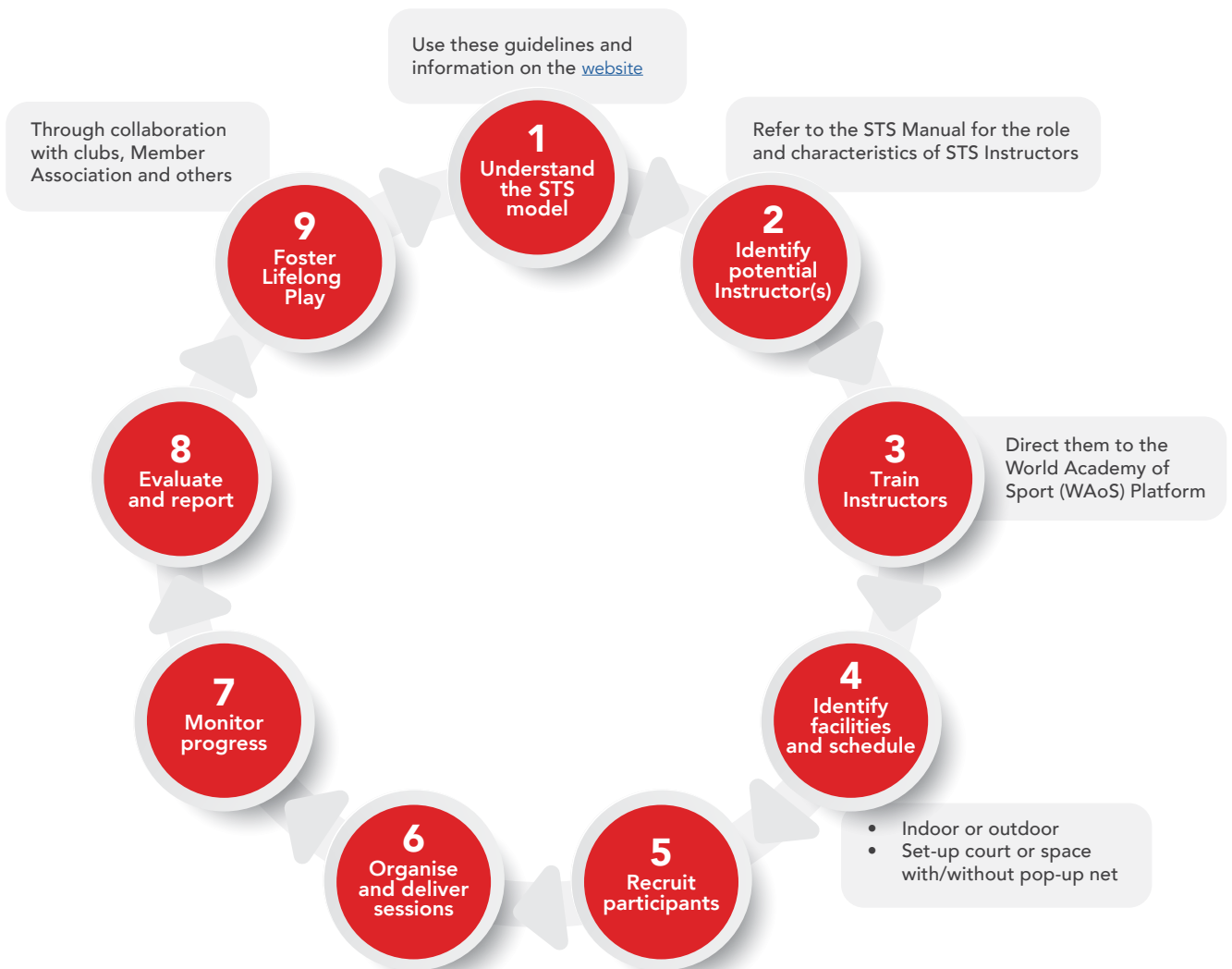
- **Evidence-Based:** Since the *Shuttle Time Senior* resources are aligned with WHO guidelines for active ageing, the programme also acts as a **health intervention**. This directly addresses the global inactivity crisis by improving **functional balance and cardiovascular health** in seniors.
- **Flexible and Scalable:** The programme is easily adaptable to community halls, care homes, or outdoor in parks, urban areas or a backyard. This allows for a rapid national rollout that supports government efforts in reaching as many people as possible. In addition, the programme is relatively affordable with the only tangible requirements being rackets, shuttlecocks and space.
- **Data-Driven:** Through a collaboration with Coventry University, BWF has engaged in continuous research on the benefits of *Shuttle Time Senior*. These data collected by our team aim to quantify the Social Return on Investment, proving to policymakers that staying active reduces the long-term burden on public healthcare systems.

Therefore, when organisations like a Member Association approach a funding body, they should not ask for 'badminton funding'. Instead, they should offer a solution to socio-economic problems, targeting Healthy Ageing that uses badminton as the vehicle. This, therefore, changes the conversation from a request for funding to a strategic collaboration.



# PROGRAMME IMPLEMENTATION STEPS

Further operational guidance can be found in the **Shuttle Time Senior Manual**, which complement this document. It provides in-depth information on STS Instructor profiles and selection criteria, alongside practical frameworks for training, session organisation, and administrative reporting.



## 5. Identify Potential Instructor(s)

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A “*Shuttle Time Senior*” Instructor does not need to be an elite coach or a technical badminton expert. Instead, the ideal candidate is someone with knowledge and understanding of badminton basics and a genuine passion for working with people.

Their primary role is to create a safe, social, and supportive environment where seniors feel confident to move and play.

**The *Shuttle Time Senior Manual* provides a detailed breakdown of the ideal Instructor profile, including their specific roles and responsibilities regarding participant safety and well-being.**

### BWF Resources

To assist those who may be new to leading sessions, the BWF provides a suite of high-quality, easy-to-use **FREE** resources. These tools are designed to simplify the teaching process, allowing Instructors to focus on engagement and fun while the resources facilitate the learning of basic badminton skills.

<https://shuttletime.bwfbadminton.com/senior/overview>

Note that, aligned with its sustainability policy, the BWF will not provide printed copies of any of the resources, only print-ready files.

Visit the *Shuttle Time* website for access to the resources and for more information – [www.shuttletime.sport](http://www.shuttletime.sport)

## 6. Instructors Training (Online course)

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For individuals who are interested to be trained as BWF’s STS Instructors, they may enrol and complete the course on the World Academy of Sport platform for FREE.

The *Shuttle Time Senior Online Course* is a self-paced tool designed to prepare Instructors for the unique needs of older participants. It provides practical guidance on managing physical limitations and creating a supportive environment, ensuring that Instructors feel confident in delivering sessions that are as safe as they are enjoyable.

Once the course is completed, Instructors will receive a BWF certificate.

<https://shuttletime.bwfbadminton.com/senior/online-course>

For any additional questions, or if you require further information on any aspect of the course, please contact the BWF - [shuttletime@bwf.sport](mailto:shuttletime@bwf.sport)

### 7. Venue, Facilities and Equipment

Selecting the right place for *Shuttle Time Senior* is simple because the programme is flexible. You can run sessions in a traditional sports hall, a community centre backyard, or even a shared garden in a retirement home.

The most important thing is that the space feels safe, welcoming, and easy to reach for everyone.

#### Indoor



A sports hall, community centre or school gym are great options, but make sure the flooring is adequate and not slippery.

Depending on the abilities and physical fitness of the participants, the facility may need to be accessible for wheelchair users.

Make sure there are adequate seats around the courts for rest during and after the session.

In some countries or specific times of the year, it may get particularly hot in some indoor halls. If that's the case, make sure that you chose an appropriate timing for the session, early morning, late afternoon or evenings, or alternatively you can opt for a hall which is well ventilated.

#### Outdoor

Backyards, gardens, parks or any outdoor space can be an ideal solution for outdoor play or AirBadminton.

The backyards of retirement homes or community centres are perfect because they are familiar and comfortable.

This risk with playing outdoors is the weather. Early morning or afternoon sessions are usually best. The air is often warmer, the sun is less blinding than at midday, and it fits well into the daily routine of many seniors.



## Equipment

The equipment needed for the lessons is mentioned in the *Shuttle Time Senior Manual*. Below are general considerations:

- Rackets and Shuttles (or AirShuttle when playing outdoors)
- Portable Nets – for outdoors, or net and posts for indoors (this is not compulsory as badminton can be played without nets)
- Balloons
- Balls
- Cones
- Appropriate footwear – indoor or outdoor
- Whistle

In addition to the above and to encourage interaction between the seniors, it is recommended to have some water and healthy snacks near the playing area. If appropriate, background music can also be played to create a lively atmosphere.



### Other Considerations

No matter where you play, you should also consider the following:



Clean and accessible toilets / changing rooms must be very close to the playing area.



There should be no stairs or high curbs to climb. If there are steps, make sure there is a sturdy ramp.



Accessible parking should be as close to the entrance as possible.



Always have fresh drinking water nearby and a shaded area where people can sit if they get too warm.



Keep the area around the court clear of bags, equipment, or any other items that may be a hazard. There should be plenty of space around the court or playing space to prevent anyone from tripping and falling.

For more information on Court Set-Up and Lesson Walkthrough, please watch this video: [Shuttle Time – Lesson Walkthrough & Court Set Up](#)

## 8. Recruiting Participants

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As a Member Association or a club, it may not be easy to find and recruit senior participants. This will also differ from country to country based on socio-economic situation and development level of the country.

In contrast to organisations that already work with a senior population, other organisations may need to develop a strategy to recruit participants before running their sessions.

### Identifying the Target Audience

Your target audience in this case would be either organisations that are connected with a senior population or senior individuals who may want to join these initiatives. Some examples:

- **Community groups**
- **Women's organisations**
- **Seniors' organisations**
- **Retirement homes**
- **Others**

### Promoting the Activity

The language used in recruitment materials should be inclusive and encouraging. Avoid using images of elite athletes; instead, use photos of diverse groups of seniors laughing and playing in a relaxed setting.

It is important also to highlight the social aspect that the badminton session is a place to meet new people and perhaps enjoy a post-game coffee or tea.

The focus should also be on the functional benefits. Use phrases like 'improve your balance', and 'safe, low-impact fun'. This aligns with the WHO guidelines and the UN Decade of Healthy Ageing, framing the sport as a tool for independence.

The activity can be promoted with the target audience or organisations, and brochures, flyers and other adverts may be used. Many seniors are also active on social media. For example, you can encourage seniors to 'bring a friend' as they will most likely join if they are accompanied by someone they know.

### Preparing Participants and Collecting Medical History

Once registration is completed, communicate with the participants and provide information on the session, which could be things like:

- **What to wear**
- **What to bring (for example, rackets, shoes)**
- **The venue / location (with parking information)**
- **Safety reminders and accessibility notes**

In addition to the above, before the first activity, it is important that all participants inform about any health conditions including heart problems, joint issues, or medication that may affect balance or general fitness. Depending on legislation in certain countries, it may be compulsory for participants to provide a medical certificate.

It is also recommended that participants fill in a small questionnaire and accept the conditions. In this way, both the participants and the organisation running the activity (for example, a club) are protected and are made aware of any underlying health conditions of the participants.

**However, as the *Shuttle Time Senior* programme is a flexible, low-impact activity, the risks associated with the activity are very low.**

### 9. Course Registration and Reporting

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Instructors will need to register to complete the online training. Once they have completed this, they will receive a BWF Certificate.

Once Instructors are ready to deliver, registering their course is an optional step, but it is highly recommended (and appreciated!) as it enables BWF to gather data to measure the impact of the *Shuttle Time Senior* programme.

Following the completion of the eight sessions, the Instructor or the organisation running the course (for example, a club) are invited to complete the course report, which can be accessed here: <https://shuttletime.bwfbadminton.com/senior/accredited-organisations>

During the reporting process, Instructors or the organisation running the programme may also submit photos which will then be shared and promoted through BWF Social Media platforms.

BWF can also issue certificates of attendance to participants, through the Instructor or organiser.

#### **BWF Certificate of Recognition**

In addition, any organisation that hosts *Shuttle Time Senior* programme will be recognised as **BWF Shuttle Time Senior Accredited Organisation** and will receive a BWF Certificate.

#### **Important**

Ensure all data collection follows local privacy laws. Participants should know that their data is being recorded and used. This will differ from country to country.

## LIFELONG PARTICIPATION

The *Shuttle Time* Senior programme has eight sessions that can be adapted for lifelong badminton participation with varying degrees of difficulty and practice.

The goal is to make sure participants don't leave once the initial sessions are over and that they are given the opportunity to continue practicing their new favourite sport.

Once the eight weeks are over, ensure that you keep participants updated about next sessions or channel them towards badminton clubs and community groups. Use simple tools like a WhatsApp group to keep the group engaged.

### Strategies for Lifelong participation

For non-badminton structures (like a retirement home), it is strongly recommended to start a collaboration with a local badminton club, regional association, academy, or the national federation (Member Association). By doing so, you will enable the elderly participants to practice with more people and at the same time improve their social network.

For badminton organisations, below are a few strategies that could be implemented:

- **Clubs, academies, and the national federations can create a pathway for seniors. Senior badminton is famous worldwide, with tournaments and activities happening in every region. Those who want to be competitive can even aspire to play at the [BWF World Senior Championships](#), which is a biennial event.**
- **For leisure practice, clubs may introduce a discounted license fee for seniors.**
- **Once or twice a year, bring the kids from your local *Shuttle Time* (Schools) programme together with the seniors for a 'family day' or a 'badminton for all' day. This builds respect between generations and makes the seniors feel like valued mentors in the club. In addition, you can also organise a friendly tournament, pairing different generations together. This can be followed by a social event with everyone.**
- **Organise a 'senior league' where players play competitively in league which could be adapted to their levels and abilities.**

The social aspect is sometimes the most important one for the seniors. For many of them, the club becomes their most important social outlet outside of the home. Always leave some time at the end of a session for tea, coffee, and a chat. Research have demonstrated that this social bond is what motivate people to come back.

**Making Shuttle Time Senior Sustainable**

To ensure the long-term success of *Shuttle Time Senior*, organisations must move beyond short-term funding and treat the programme as a permanent community asset. For instance, clubs or retirement homes may diversify their income by partnering with the local businesses or health providers who value the 60+ demographic.

Simultaneously, empowering participants to take on leadership roles, such as managing equipment or welcoming new members, fosters a sense of ownership that reduces the operational burden on coaches and ensures that the group remains self-sufficient. In most parts of the world, sports remain primarily a volunteer-run activity.

For more information on funding [refer to Section 4: Strategic Impact, Opportunities and Funding.](#)



## CONCLUSION

The *Shuttle Time* Senior programme establishes a standardised framework for integrating badminton into the Healthy Ageing agenda and is an effective solution to the increasing health and social costs worldwide. By aligning the sport with the WHO Guidelines on Physical Activity and the UN Decade of Healthy Ageing, the BWF provides a practical, evidence-based tool for addressing the physiological and social challenges associated with ageing.

### Key Outcomes

The successful implementation of these guidelines ensures:

#### Systemic Alignment

Delivery of physical activity that meets the 150–300 minute weekly aerobic, balance, coordination and strength requirements for adults age 60+.

#### Economic Efficiency

Badminton, being a very accessible sport is being used to mitigate long-term healthcare costs associated with non-communicable diseases and fall-related injuries.

#### Social Connectivity

Development of sustainable community hubs that reduce social isolation through structured and sustainable activities.

#### Win-Win Approach

*Shuttle Time* Senior encourages multi-sector partnerships – sport, health, social, education and economic sectors.

### Life-long Play and Programme Sustainability

This manual serves as the operational baseline for all BWF *Shuttle Time* Senior activities. Sustainability of the programme depends on the transition from initial eight-week interventions to permanent, lifelong participation pathways.

Organisations are encouraged to leverage the report so that impact can be quantified and multi-sectoral partnerships can be secured.



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