



2009 Player Manual

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INTRODUCTION

The following is a guide to the professional standards required of player's in Badminton Australia's High Performance Program. Its purpose is to give players an overview of the professional requirements of being a player in the High Performance Program.

The Badminton Australia Board, Coaching Staff and Administration Staff are all doing their utmost to ensure that all players have long term success and are able to achieve their badminton athletic potential.

Badminton Australia regards highly all athletes in the High Performance Program and expects a high degree of personal integrity and competence. This by nature includes areas of personal conduct and behavior as well as athletic endeavor and determination to succeed.

This booklet will assist players to understand the expectations of Badminton Australia on athletes in the High Performance Program.

Be assured Badminton Australia will do what ever it can to assist all players to become the best player they possibly can be. This will reflect positively on the athlete and Badminton Australia as a whole.

“To accomplish great things, we must not only act, but also dream; not only plan, but also believe”

- Jacques Anatole Thibault, Nobel Prize 1921

TRADEMARKS AND BEHAVIORS OF A HIGH PERFORMANCE PROGRAM

COACHING STAFF TRADEMARK

- **Planning**
- **Excellence**
- **Respect**
- **Forward**
- **Effort**
- **Challenge**
- **Team**

COACHING STAFF BEHAVIOURS

The coaching staff will do everything in their power to:

- Continue to learn
- Be at the cutting edge of coaching practice
- Demonstrate consistent behavior
- Be well prepared and plan thoroughly
- Believe in the process
- Be clear and decisive
- Strive for success

The coaching staff will also uphold a standard of professional integrity. This will include a willingness to demonstrate in action and in deed:

- (i) Fairness
- (ii) Maturity
- (iii) Personal Integrity
- (iv) Commitment to Coaching
- (v) Commitment to Badminton Australia

PLAYING GROUP TRADEMARK

- **Perfection**
- **One direction forward**
- **Winning**
- **Effort 100%**
- **Reward Replicates effort**

PLAYING GROUP BEHAVIOURS

- Selfless
- Always strive for success
- Honesty
- Excellence

Unacceptable Behaviors Include but are not restricted to:

- Short cuts – Not giving 100%
- Dishonesty
- White anting (talking behind others backs)
- Disrespect of fellow Athletes/ Coaches/ Badminton Australia

The playing group will also uphold a standard of professional integrity. This will include a willingness to demonstrate in action and in deed:

- Fairness
- Maturity
- Personal Integrity
- Commitment to achieving personal best
- Commitment to Badminton Australia

Determination

“Do or do not. There is no try”.
- Yoda (Empire Strikes Back)

1/ Attendance at Training

Athletes in the High Performance program are expected to attend all training sessions as arranged with the National Coach under their Scholarship Agreement Letter. This includes both on and off court sessions. If players miss a training session and are unable to produce a medical certificate, then it is expected that this session be made up with an extra session at a later date. Players are expected to attend training sessions if injured, unless a medical professional deems it detrimental to attend training.

Players must never leave a training session without first informing the Senior Coach. The Head Coach will inform players if there is a change of training time or venue.

The training venues are;

- On Court Training will take place at the Melbourne Sports and Aquatic Centre and one session per week at Altona Badminton Stadium
- Off Court Gym Training will take place in the Conditioning Area at the Melbourne Sports and Aquatic Centre

Players must sign the Attendance Book before training begins each day. This ensures that players are attending the required number of sessions per week.

If unable to attend training or late to training the following procedure should be followed;

- ***Non Attendance – Ring the Head Coach to notify him of non attendance.***
- ***Lateness – Text the Head Coach then explain lateness on arrival.***

Perseverance

“Victory belongs to the most persevering.”

2/ Training Attire

When training either on court or in the gymnasium athletes must wear appropriate training attire. This includes;

- Australia monogrammed shirts, shorts and tracksuits
- Individual sponsor playing shirts, shorts and tracksuits

This does not include;

- **Street clothes**
- **Surf Clothes**
- **Shirts with other players names or countries monogrammed on them**

3/ Data Input Responsibilities

All athletes are required to input their training diary information via VCP at the completion of each training session, or remotely at least every 2nd day. This diary information is then forwarded to the Head Coach and Strength and Conditioning Coach.

4/ Playing Apparel

All athletes in the High Performance Program are representatives of Badminton Australia and therefore should dress and act in accordance with this. During events where athletes are representing Australia athletes will wear Badminton Australia sponsored clothing. Yonex are the official clothing and shuttle sponsor of Badminton Australia and therefore they are a protected sponsor.

“You have to be prepared to pay the ultimate price, to win I’m prepared to do that”

Chris McCormack Ironman Champion

5/ Other Gear and Equipment

All athletes are entitled to their own individual sponsors. This includes but is not restricted to racket, clothing and financial sponsorship. Sponsorship logos and branding on clothing etc must follow the guidelines set down by the BWF. Please refer to the BWF website or Badminton Australia for further details.

All athletes are required to bring the following equipment to all training sessions;

- ***Full Water Bottle***
- ***Electrolyte Hydration Product – to consume before, during and after training.***
- ***Appropriate shoes for session e.g. court or gym***
- ***Appropriate number of rackets etc.***

6/ Injury and Injury Rehabilitation

All players are required to inform the Head Coach immediately if they become injured. This includes whether the injury occurs whilst at training or away from the training venue. The Strength and Conditioning Coach should also be notified so physical programs can be amended accordingly.

All players are required to seek immediate medical treatment for any injuries incurred. Players are encouraged to use medical staff as advised by Badminton Australia. ***All players must obtain a medical report/ certificate to present to the Head Coach within 48hours of the treatment.***

7/ Hospital and Medical Insurance

All players are encouraged to have their own private hospital insurance. Badminton Australia shall not be responsible for payment of medical or dental expenses.

8/ Media

No member of the High Performance Playing Group can make public comment about Badminton Australia or the High Performance Program without first gaining permission from Badminton Australia. All players are to ensure that Badminton Australia is made aware of any media commitments that they may have.

All media issues relating to Badminton Australia or the High Performance playing group will be handled by the CEO of Badminton Australia or the Head Coach. This will ensure that Badminton Australia will be presented in a positive and consistent light on all issues.

For any promotion activities co-coordinated through Badminton Australia, dress requirements will be stipulated before the event.

9/ Sponsors

It is important for players to understand the importance of sponsors to Badminton Australia and the High Performance Program. If required to attend sponsors functions players must make every effort to do so and attend correctly attired.

Badminton Australia's Sponsors are:

[The Australian Sports Commission \(ASC\)](#)

[The Australian Commonwealth Games Association \(ACGA\)](#)

[The Australian Olympic Committee \(AOC\)](#)

[Yonex Australia](#)

[QUEST Serviced Apartments](#)

“To give anything less than your best is to sacrifice the gift.”

Steve Prefontaine

10/ Respect

Players accept that as members of the High Performance Program they have joint responsibility to extend professional and courteous behavior to fellow players and coaching staff at all times. Players also accept that whilst willing to hear all voices, they will accept direction from those in positions of responsibility with an understanding they have been appointed by Badminton Australia to carry out certain roles. Non-compliance with this policy will not be accepted and transgressions will be handled by the Head Coach and/ or the CEO of Badminton Australia.

Coaching staff will take their responsibility seriously and act fairly to the entire playing group.

11/ International and Interstate Travel

Players that require flights for International or Interstate travel can do so through Badminton Australia. Badminton Australia has a preferred travel agent and can book flights at the best possible prices.

12/ Drug Testing, Policies and Procedures.

All players will avail themselves to Drug Testing when required. All players will monitor and follow the ASADA and WADA, BWF drug codes, policies and procedures and inform Badminton Australia immediately if they think there has been a breach of these policies or procedures on their behalf. Player's must inform Badminton Australia of any medication that they are taking and make sure they have the appropriate TUE forms etc if required.

13/ Educational Sessions/ Seminars.

Athletes must make every possible effort to attend all educational seminars presented by Badminton Australia e.g. Nutritional, Physiological, Psychological etc.

14/ Assistance with Promotional Activities and Junior Players/Squads

All National Squad Members are expected to attend promotional activities on behalf of Badminton Australia. In order for Badminton to improve both its image and standard in Australia, all squad members are to be ambassadors of the sport both in Australia and whilst overseas. All squad members will also be expected to assist with Junior Squads, to act as mentors and assist in the development of our younger athletes.

15/ Physiological Testing

Athletes must complete testing sessions as determined by the Coaching Staff. This includes fitness testing and anthropometric (skin folds) testing.

**I hated every minute of training, but I said,
“Don’t quit. Suffer Now!
And live the rest of your life as a Champion.”
Muhammed Ali (The Greatest)**

16/ The Following Summarizes Badminton Australia's Expectations on the High Performance Playing Group.

- ALWAYS carry yourself as a PROFESSIONAL ATHLETE
- Treat everybody with respect
- Attend all sessions that you have agreed to attend
- Arrive at training on time – no athlete should be late to training.
- Ring the Head Coach if unable to attend training
- SMS/ Text Head Coach if late for training
- Wear appropriate clothing to all training sessions
- Input Diary Data into VCP.
- Bring all equipment to training
- Advise and Act on any injury concerns – obtain medical documentation
- Avail yourself to all drug tests and education and inform BA of any concerns
- Never be seen to “badmouth” teammates, coaches or BA Staff

“The man who removes the mountain begins by carrying small stones.”

William Faulkner

17/ CONTACT PHONE NUMBERS

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Badminton Australia Player Behavior Contract

Each athlete must agree and adhere to:

1. Commit to all agreed training sessions both on and off court, including education and testing sessions.
2. Be at training on time.
3. Communicate via phone with the appropriate coach. If a player is running late a text message is accepted but if they can't attend training a call is needed.
4. Wear a shirt that is representative of their national squad status. It can only be individual sponsor attire e.g. Carlton/ Yonex or a shirt with Australia written on the back. In the Gym, shirts must have Australia written on the back. Shorts should be appropriate to the individual training session. (So no surfer shorts on court or in the gym)
5. Bring a full water bottle to each session and also have some form of electrolyte powder/drink to take before/during/after training.
6. Fully participate in each and every session unless circumstances do not permit so and are agreed between coach and athlete
7. Behave in a professional manner and remain in high spirits. Act like role models to other people in and outside the sport. Always remember that you represent your country and be proud of it.
8. Positively support and challenge fellow team members. If they become better players and better supporters you will as well.
9. After use of equipment in on/off court sessions it's your responsibility to leave the training venue as it was when you arrived. Clean up after yourself.
10. It's your responsibility to make sure that your daily diary is filled out after training sessions.
11. It's your responsibility to communicate with the coaches if you have any issues.

Coaching Staff:



Lasse Bundgaard

Player:

(Insert Name)