

MAKING BADMINTON CANADA'S SPORT

From its early origins in India, to the founding of the Badminton Association of England (BAE) in 1893, Badminton, the fastest racquet sport in the world, has grown to become the World's second highest participation sport.

Operating with its head office in Ottawa, Badminton Canada is the National Sport Organization (NSO) that, collaboratively, with the 13 member Provincial/Territorial Sport Organizations (P/TSO's), leads the development of athletes, coaches and officials and promotes the sport of badminton across the country. We are a member organization of the Canadian Olympic Committee, and of the World Badminton Federation. Within Canada we are recognized, and are financially supported, by Sport Canada, and are a member of the Canada Games Council.

From schools and community centres coached by teachers and volunteers, to dedicated public badminton facilities and private clubs with professional coaches and high performance programs, badminton has significant capacity to enhance the health, wellness and wellbeing of the Canadian population.

One of badminton's strengths is its "convening power". Badminton is intergenerational, accessible, multicultural and gender neutral. From a young age, boys and girls play alongside each other and with athletes of all ages, varying ability levels and cultural backgrounds.



*With Canadian communities welcoming new citizens each year, badminton is well positioned to benefit from this source of new athletes looking for familiar sporting outlets for themselves or their family members. As the Institute for Canadian Citizenship states in their 2014 report **Playing Together New Citizens, Sports & Belonging** :*

"Immigration is central to Canada's future. By 2030, it will account for all of Canada's net population growth. Approximately 250,000 permanent residents settle in Canada every year, and 85% choose to become Canadian citizens. This is the highest naturalization rate in the world. Cities across Canada - large and small - are being transformed by immigration. These demographic trends will undoubtedly have an impact on Canadian sports. Newcomers arrive with different sporting passions and traditions and may be unfamiliar with sports traditionally popular in Canada. These sports may see their participation levels drop, while new sports - like cricket, table tennis and BADMINTON - will grow in popularity."

https://www.icc-icc.ca/en/insights/Sports/PlayingTogether_FullR%20Online_Final.pdf