
Title	The transition and transformation of badminton into a globalized game, 1893-2012: A study of the trials and tribulations of Malaysian badminton players competing for Thomas Cup and Olympic gold medals
Author(s)	Lim Peng Han
Source	<i>8th International Malaysian Studies Conference (MSC8), Selangor, Malaysia, 9 - 11 July 2012</i>
Organised by	Malaysian Social Science Association

© 2012 Malaysian Social Science Association

Citation: Lim, P. H. (2012). The transition and transformation of badminton into a globalized game: A study of the trials and tribulations of Malaysian badminton players competing for Thomas Cup and Olympic gold medals. In Mohd Hazim Shah & Saliha Hassan (Eds.), *MSC8 proceedings: Selected full papers* (pp. 172 - 187). Kajang, Selangor: Malaysian Social Science Association.

Archived with permission from the copyright owner.

**The Transition and Transformation of Badminton into a Globalised Game, 1893-2012:
A Study on the Trials and Tribulations of Malaysian Badminton Players Competing for Thomas
Cup and the Olympic Gold Medals**

Lim Peng Han
Department of Information Science
Loughborough University

Introduction

Badminton was transformed as a globalised game in four phases. The first phase began with the founding of the International Badminton Federation in 1934 and 17 badminton associations before the Second World War. The second phase began after the War with the first Thomas Cup contest won by Malaya in 1949. From 1946 to 1979, Malaysia won the Cup 4 times and Indonesia, 7 times. In 1979 twenty-six countries competed for the Cup. The third phase began with China's membership into the IBF in 1981. From 1982 to 2010 China won the Thomas Cup 8 times, Indonesia won 6 times and Malaysia, only once. In 2002 there were 54 competing countries. The fourth phase began with the inclusion of badminton as a medal event at the Barcelona Olympic Games 1992. From 1992 to 2008, China won two gold medals in the men's singles, Indonesia won two gold medals in the men's singles and doubles' events and Korea won two gold medals in the men's doubles event. Malaysia is yet to win an Olympic gold medal for badminton. In 2005 the IBF was renamed Badminton World Federation (BWF). In 2009 161 member countries were affiliated to the BWF.

A comparative study of the development of elite badminton players and teams in Indonesia, China and Korea, was conducted to identify factors that contributed the success of Thomas Cup teams and gold medal winners in these countries and how these factors can be adopted in Malaysia for its 2016 badminton elite programme. Furthermore, a preliminary citation analysis on sports science research related to badminton was conducted from 1990 to 2010 to identify the relevant research that may be useful for Malaysia.

Phase 1: Institutionalization of badminton in the early 20th century, 1893-1941

Modern badminton was likely to have originated in India and created by the British during the colonial period towards the end of the 19th century. The game was played Madras, Bombay, Peshawar, Calcutta and Poona (Guillain 2004, 47-48). The game of battledore and shuttlecock took its name from Badminton House, the Duke of Beaufort's residence in Gloucestershire (now Avon). The game was quite widely played in English country houses (Adams 1980, 16-18).

The diffusion and transmission of badminton in British Malaya during the late 19th century and early 20th century

In 1826 Penang, Singapore and Malacca the British amalgamated to form the Straits Settlements (Mills 1925, 30). During the mid-1870s croquet and badminton were very "popular amongst the upper ten of Singapore that they may...be considered institutions of the Colony" (More Anon 1876, 2). The Federated Malay States (FMS) comprising of Selangor, Perak, Negri Sembilan and Pahang were established in 1896 (Khoo 2001, 80-81). By 1914 the Straits Settlements, FMS and the Unfederated

Malay States (UMS) Perlis, Kelantan, Trengganu and Kedah, formed British Malaya (Carrington 1956, 3).

In Asia, the Penang Badminton Association (PBA) was created in 1925 (Guillain, 2004, 82). The Singapore Badminton Association (SBA) was formed in 1929 (Editor 1931, 13). The Selangor Badminton Association (SBA) was founded the following year (Editor 1933, 15). The Malayan Badminton Association (MBA) was formed in November 1934 consisting of representatives Perak, Selangor, Singapore and Penang (Editor 1934a, 16). The first Malayan badminton championships were held in 1937 (Badminton Correspondent 1937, 15). Hong Kong Badminton Association (HKBA) and Indian Badminton Association were established the same year (Ganner 1985).

Formation of the International Badminton Federation (1934-2006)

The International Badminton Federation (IBF) was formed in July 1934 with nine founding members (Editor 1935, 19). The IBF's plan to organise the first men's world team tournament in 1939 was aborted with the outbreak of the Second World War (Ong 1984, 1). Before the war there were then nine badminton associations in Europe, three in the Americas, three in Asia, one in Australasia and one in Africa as indicated in Table 1.

Table 1 Founding of Badminton Associations in the Five Continents from 1893 to 1939

Year	Europe ¹	Year	Asia
1893	Badminton Association of England	1925	Penang Badminton Association ²
1899	Badminton Association of Ireland	1929	Singapore Badminton Association ³
1908	French Badminton Association	1930	Selangor Badminton Association ^o
1922	Scottish Badminton Association	1934	Kedah Badminton Association ^a
1927	Welsh Badminton Association	1934	Malayan Badminton Association
1930	Danish Badminton Association	1934	Hong Kong Badminton Association ¹
1931	Netherlands Badminton Association	1934	India Badminton Association ¹
1931	Sweden Badminton Association		
1931	Norges Badminton Association		Australasia ¹
	Americas ¹	1927	New Zealand Badminton Association
1921	Canadian Badminton Association		
1936	United States Badminton Association		Africa ¹
1939	Mexico Badminton Association	1938	South Africa

Sources: ¹ Ganner 1985; ² Guillain 2004; ³ Editor 1931, 13; ^o Editor 1933, p. 15; ^a Editor 1934b, 15.

Phase 2: The spread of badminton after the Second World War, 1946-1980

After the Second World War, the Malayan Union consisting of nine states in the Malay Peninsula and the two British Settlements of Penang and Malacca was formed, excluding Singapore. The Settlement of Singapore was constituted as a separate colony in view of its economic and other interests (*Straits Times* 1945, 1). The first contest for the Thomas Cup began in 1948 with ten participating countries. Malaya won the inaugural Thomas Cup in 1949. They successfully defended the cup in 1952 and 1955

(Ong 1984, 1). In 1955, 21 countries competed for the Cup (International Badminton Federation 1988, 117). From the years 1950 to 1956 Malayan badminton players successfully won the All-England singles event – Wong Peng Soon on four occasions and Eddy Chong three times (Ong 1984, 1).

Domination of men's world badminton supremacy by Malaya/Malaysia and Indonesia from 1948 to 1979

The Persatuan Bulutangkis Seluruh Indonesia (PBSI) or Badminton Association of Indonesia was formed in 1951 (Ganner 1985, 241). In 1958 and the newly independent Malaya lost the Thomas Cup to new-comers Indonesia. Indonesia successfully defended the Cup in 1961 and 1964 (International Badminton Federation 1988, 117, Appendix A). In 1964, the MBA was replaced by the Badminton Association of Malaysia (BAM) to be represented by all the 14 states in Malaysia (Siebel 1964, 19). Singapore left the Malaysian federation in 1965 (Woodrow 1985, 53). Malaysia won the cup in 1967. However, Indonesia went on to capture the trophy again in 1970, 1973, 1976 and 1979. By 1979, 21 countries competed for the Thomas Cup (International Badminton Federation 1988, 117, Appendix A). Indonesian Rudy Hartono won the All England Open Badminton Championship Men's Singles event from 1968 to 1974. Indonesian doubles players won the doubles event from 1972 to 1981, except for 1976 (Badminton Association of England, 1993, 48). By the mid 1980s the Indonesian Badminton Association had 225 branches representing about 2 million players throughout Indonesia (1985 Ganner, 241).

The Founding of the Asian Badminton Confederation in 1959 and the World Badminton Federation in 1977

The Asian Badminton Confederation (ABC), was established in 1959 in Kuala Lumpur. (Nayagam 1959, 14). In 1977 the ABC withdrew from the IBF (China Badminton Association 1978, 53). The World Badminton Federation (WBF) was formed in 1978 in Hong Kong, with 13 members from Asia and 6 members from Africa (Teh 1977, vi).

The European Badminton Union (EBU) was established in 1967 with 11 founding member countries (European Badminton Union 2011, p.1). The Panamerican Badminton Confederation (PBC) was inaugurated in Mexico on 1976. The founding members were Canada, Curacao, Guyana, Jamaica, Mexico, Netherlands Antilles, Peru, Surinam, Trinidad and Tobago and the USA (Ganner 1985, p. 46). In 1977 various representatives of the badminton associations of Ghana, Kenya, Mauritius, Mozambique, Nigeria, Tanzania and Zambia gathered to form the African Badminton Federation (ABF) (Editorial Board 1979, p. 37). By 1978 the IBF had a total of 61 member countries (International Badminton Federation 1988, 23-24) compared to the WBF 23 member countries.

Phase 3: China's membership into the IBF and rapid global expansion of badminton

Badminton was introduced in China during the 1920s (People's Publishing House 1974, 1). In 1949 the Communists won the civil war and controlled all China except the People's Republic of China (PRC) (Hong 2010, 407). The Chinese Badminton Association was founded in 1954 (Ganner 1985, 79). In the same year several overseas Chinese coaches from Indonesia returned to China and promoted the game in terms of tactics and training techniques (Hong, Mackay and Christensen 2008, 33).

When China's Cultural Revolution (1966-1976) began, badminton teams were disbanded in each city and province. It was not until 1971 that the national team was reorganised by the central government (Hong, Mackay and Christensen 2008, 33). In 1975 360 players were selected from 24 provinces to compete in the national tournament (China Badminton Association 1978, 62).

On 26 May 1981 the WBF and IBF met in Tokyo to ask Taiwan to assume the name of Chinese Taipei and allow China to be a member of IBF. These conditions were agreed by all concerned and allowed IBF to regain full control of badminton once again (Periera 1981, 27). China's entry into the world badminton arena was significant because their men's team won the Thomas Cup in 1982 among 26 competing nations (International Badminton Federation 1994, 217). In 1984, China re-emerged on the Olympic stage after the absence of 32 years (Hong, Wu and Xiong 2005, 511).

In 1984 the IBF decided to combine both the Thomas and Uber Cup finals to be played in Kuala Lumpur in 1984 (Ward 1994, 2). The number of matches was reduced from nine to five matches (three singles and two doubles) and the interval between successive events reduced from three to two years. In the men's game Indonesia took back the Thomas Cup from China in 1984 (Guillain 2004, 106). The number of competing teams increased to 34 from 26 countries in 1982 (International Badminton Federation 1994, 217).

Badminton Association of Malaysia's Project 88-90

Thomas Cup victories in 1949, 1952, 1955 and 1967 propelled badminton to national sport status in Malaysia. However, Malaysia has not reached the Thomas Cup finals since 1976 (Douglas 1989, 177). In 1982, Jailani and Razif Sidek won the All England men's doubles event. Four years later, their elder brother, Misbun Sidek qualified for the finals of the men's singles event. However, he lost the finals to Dane, Morten Frost (Badminton Association of England 1993, 48). In 1987 BAM secured a RM\$2 million sponsorship for the 88-90 Thomas Cup project (Fadzil Che Wan 1993, 33). Malaysia qualified to play in the Thomas Cup finals 1988 and 1990, only to lose to China on both occasions. Malaysia won the Cup in qualifying for its third finals, beating Indonesia in 1992 (International Badminton Federation 1995, 260-264). Throughout the Thomas Cup series from 1981 to 2010, China won the Cup 8 times, Indonesia six, and, Malaysia once in 1992. In 2002 54 countries competed for the Cup (Appendix A).

Elite sport and nation building in Korea

The Korean Badminton Association (KBA) was established in 1957. The Association was affiliated to the IBF in 1962. The Koreans have participated in many Thomas Cup tournaments with not much success (Ganner 1985, 267). In 1981, the International Olympic Committee (IOC) selected Seoul to host the, Olympic Games 1988. The preparation to host the Olympics influenced the development of sport in Korea. A Ministry of Sport was established in 1982 to prepare for the 1986 Asian Games and the 1988 Olympic Games. (Mulling 1989, 90-92). The Korean Sports Science Institute (KSSI) was established in 1980. It does research in the areas of sports physiology, biomechanics, sports psychology, sports sociology and sports engineering (Korean Sports Science Institute, n.d.).

From the mid-1980s onwards Korean badminton players began winning the Yonex All-England doubles events. The Korean men won the men's doubles title in 1984, 1985, 1989 and 1990. The Korean won the ladies doubles title consecutively from 1986 to 1991. From the years 1986 to 1987 and from 1989 to 1991 the Korean players won the mixed doubles title (Badminton Association of England 1993, 48-49).

Phase 4: The inclusion of badminton in the Olympic Games 1992

In 1992 badminton was admitted at the Barcelona Olympic Games as a medal sport (Ward 1992, 33). During the Olympic Games from 1992 to 2008, China won a total of 31 medals, Indonesia 18 medals, Korea, 16 medals and Malaysia, 4 medals as shown in Table 2.

Olympic medal tally for badminton events from 1992 to 2008

Country	Gold	Silver	Bronze	Total
Asia				
China	11	6	14	31
Indonesia	6	6	6	18
Korea	6	6	4	16
Malaysia	-	2	2	4
Europe				
Denmark	1	1	2	4
England	-	1	1	2
Netherlands	-	1	-	1

Source: Eaton 2009, 68; internet (various sources).

The “Golden Period” of badminton in Indonesia, 1994 – 2002

In 1985 General Try Sutrisno was elected the President of the Indonesia Badminton Association for a five-year period (Kurniadi 1993, 86). In 1987 the first Bimantara World Junior Badminton Championships was organised in Jakarta. Ardy Wiranata won the boys’ singles event and Susi Susanti won the girls’ event (Ward 1988, 20). Try was re-elected as the President of the Association from 1989 to 1993 (Kurniadi 1993, 86). Under Try’s second term as President, a hostel and training centre were set up at Cipayung. In 2011 the centre had 18 courts, fully equip gymnasium for weight training, medical facilities and services, an Olympic size swimming pool, hostel and an office (Boopathy 2011). The first signs of an Indonesia resurgence in badminton occurred when Susi Susanti won the ladies’ All-England singles title in 1990 and 1991. Ardy won the men’s All-England title in 1991 (Badminton Association of England 1993, 48-49). In 1992 Susi Susanti won the first Olympic gold medal for Indonesia. In the men’s singles event, Alan Budi Kusuma, Ardy, and Hermawan Susanto, won the gold, silver and bronze medal respectively (Setia 1992, 21). Indonesia has won at least one gold medal in every Olympic Games since 1992 as shown in Table 2 and Appendix C. From the years 1994 to 2002 Indonesia won the Thomas Cup five times.

However, since 2004 Indonesia has not won the Thomas Cup. In 2008 the Association was forced to temporarily closed its training camp. The annual sponsorship fee of US\$1.5 million was insufficient to pay the players. The Association still needed another US\$2.3 million annually to send players to tournaments and run the training camp. The Association had to secure funding from the government to meet the shortfall (Antara 2009). When Chandra Wijaya and Tony Gunawan won the gold medal at the Sydney Olympic Games 2000, each of them was given a bonus of 1 billion rupiah (US\$118,000). However, they do not receive a lifetime allowance or benefits to ensure their continued welfare once their playing days are finished (Anon 2000).

The “Golden Period” of badminton in China, 2004 – 2010

In 1984 China re-emerged onto the Olympic stage at Los Angeles, after an absence of 32 years. Chinese athletes won 15 gold medals and was placed fourth in the Olympic medal table, although the Soviet Union and Democratic Republic of Germany did not participate. The 1988 Seoul Olympic Games the Chinese were very disappointed for garnering a total of five gold medals, after the return of two sporting superpowers, Soviet Union and Democratic Republic of Germany (Hong 2008, 34).

In the late 1980s the Sports Ministry in China devised an Olympic strategy and aimed to become a sport superpower by the end of the twentieth century. To achieve this goal, the government continued to channel the best of its limited resources to give special and intensive training to potential gold medallists (Hong 1998, 163). The core of the sports system is the systematic production of more elite child athletes. Children from five to six years old are selected to specialised sports school where the Emphasis is on sports training. The training hours generally are 6 -8 hours per day. From sports schools talented athletes are selected to join professional teams on regional and provincial level. Only the best can make it to the national teams (Hong 2004, 340). There are 500 elite primary schools and more than 200 elite sports middle school and high school. In 2008 approximately 400,000 young athletes are being trained in these schools (Hong, Mackey and Christensen 2008, 5). Only five per cent will be able to reach the top; 95 per cent will leave their sports schools with no formal primary or secondary education qualifications and with broken dreams (Hong, Wu and Xiong 2005, 517).

The National Training Bureau of the State Physical Culture and Sports Commission was established in Beijing in 1951. The objective of the bureau is to produce Olympic champions. The Centre provided support for eleven national teams, including badminton (Whitby 1999, 136-137). There are 36 sports research centres at provincial level including 29 provinces and 7 major cities. In addition, there are nine sports universities and more than 60 sports faculties and departments in Chinese universities. The researchers contribute directly or indirectly to training gold medallists in the areas of coaching techniques, sports psychology, sports medicine, sports physiology and biomechanics and sports sociology (Hong 2008, 43).

When badminton became an official Olympic sport at Barcelona in 1992, none of the four gold medals was won by China (Table 3). The 1996 Games in Atlanta saw Chinese badminton reached an important milestone, when Ge Fei and Gu Jun took the gold medal for the ladies’ doubles and Dong Jong won the men’s singles gold (Hong, Mackey and Christenson 2008, 33-34). The Chinese won 16 gold medals and remained fourth on the gold medal table at the Atlanta Olympic Games 1996 (Hong 2008, 34).

In the mid-1990s the Sports Ministry changed its name from the State Physical Education and Sports Commission to China General Administration of Sport. To manage its training and commercial interests, 20 sports management centres were established. Although these centres were expected to be self-supporting, the central government continued to increase its financial support with the approach of the Beijing Olympic Games 2008 (Hong, Wu and Xiong 2005, 514-515). Elite badminton players selected from provincial sports teams throughout China were expanded into three teams: national team, youth team and resource team. Each national team was given specific number of medals expected of them (Hong 2008, 47-48). China took four of the five gold medals at Sydney in 2000 and three out of

five gold in 2004 and in 2008 respectively (See Table 3). Due to the Chinese government support to produce more potential Olympic gold medallists, China's Thomas Cup team improved considerably by winning the Cup consecutively in 2004, 2006, 2008 and 2010.

Table 3 China's Olympic Medal Tally for Badminton

Year	Host city	Gold	Silver	Bronze (Total)
1992	Barcelona	0 (out of 4)	0	5 (5)
1996	Atlanta	2 (out of 4)	1	2 (5)
2000	Sydney	4 (out of 5)	1	3 (8)
2004	Athens	3 (out of 5)	1	1 (5)
2008	Beijing	3 (out of 5)	2	3 (8)

Source: Eaton 2009, 68; internet (various sources).

The transformation of badminton as a global sport

In 2005 the IBF was renamed Badminton World Federation (BWF) (Badminton World Federation 2009,130). In 2009 the BWF had 161 member countries (Badminton World Federation 2009,150-157). In 1996 there were 59 IBF sanctioned tournaments. By 2012 there were 102 BWF sanctioned tournaments. Twelve of these are known as the Superseries offering the highest total prize money of between US\$ 200,000 to US\$ 350,000 (Editor 2011).

Malaysia's quest for the Thomas Cup and Olympic gold medal in 2012

Since 1992, Malaysia has yet to recapture the Thomas Cup or win an Olympic gold medal in badminton. In September 2010, the BAM appointed Datuk James Selveraj as the High Performance Director (HPD) on a part-time basis after the national team's failure at the Thomas Cup finals in 2010. However, BAM needed to appoint a full-time HPD (Star Online 2012, 1). After interviewing four candidates out of 19 applications, BAM decided not to appoint a HPD but instead form a High Performance Team (HPT) in January 2012. The HPT consisted of Ng Chin Chai, BAM's secretary, coaching and training committee chairman, Selveraj and National Sport's Institute Col (rtd) Wong Ah Jit. Their role was to focus on Malaysia's objective to win gold in the London Olympics 2012 (*New Straits Times* 2012). With the qualifying rounds of the Thomas Cup looming in mid-February BAM opened its selection of players training with BAM as well as independent players or players affiliated with other clubs. "There was a growing fear that Malaysia may suffer the humiliation of not qualifying for the Thomas Cup finals for the first time" (Paul 2012a). BAM's secretary, Ng Chin Chai, has acknowledged this sentiment stating that the Olympics is BAM's ultimate goal and the Thomas Cup is up there with it but "it is impossible to build a team in three months to win the Thomas Cup" (Boopathy 2012). However, BAM's deputy president, Datuk Al Amin Majid, clarified that "the statement (by Chin Chai) is not BAM's stand. BAM has never said the Thomas Cup is not important but only the emphasis (this time round) has been different...However, we have to start a special team or a project immediately after the Olympics to bounce back in the Thomas Cup (Anon 2012a).

The President of BAM, Datuk Seri Nadzi Mohd Salleh, was of the view that "there should be one head to lead the national badminton team", instead of a high performance team and a coaching and training committee which seemed to be doing the same job. In addition there is a General Manager who

also have a say in coaching and training matters. BAM intends to “make plans and change” the ways of training when the 2016 Olympic cycle begins (Anon 2012b).

The research question is why BAM was caught off guard since winning the Thomas Cup has always been Malaysia’s pride and joy since 1948? Furthermore, why Malaysia is yet to win an Olympic gold medal in badminton since Malaysia has the tradition of producing outstanding badminton players since the late 1940s? What are the developments practiced in successful countries like Korea, Indonesia and China that BAM can study, selected and adopted for use under the Malaysian environment, social and cultural conditions?

Discussion and conclusion

1. Build a multi-facilities national training centre.

When Indonesia and China have their own multi-faceted centralised training centre, Malaysia is yet to build “the state-of-the-art academy” to include a training centre, gymnasium, hostel, research & development (R & D) and supporting facilities. In 2008 a 3.3 hectare site at Cheras was identified but was deemed expensive to purchase. An alternative site was identified at Labu, Negri Sembilan, but no further progress was made so far (Bernama 2010).

2. The need to produce a broad base of players with depth of experience and achievements

This was evident in the case of Indonesia and China respectively, when they won the Thomas Cup from 1994 to 2002, and, China from 2004 to 2008. Most importantly, these teams have consistently produced gold, silver and bronze medals in the Olympic Games from 1992 to 2008 as compiled in Table 2. China has three teams: national team, youth team and resource team. In 2012 BAM has difficulty to form a Thomas Cup team to play in the qualifying rounds in Macau.

3. Creating an integrated and sustainable badminton pyramid system in Malaysia

The creation of an integrated and sustainable badminton pyramid system in Malaysia has to be bias towards a quality system rather than quantity since Malaysia’s population of about 28 million, including its total school and tertiary institution enrolment is far less that of South Korea, Indonesia and China as shown in Table 3. For example, there are 500 elite sports primary schools and more than 200 elite sports middle schools and high schools in China compared to one Bukit Jalil Sports School (BJSS) in Malaysia. Perhaps, the number of sports schools specializing in the training of badminton players should be increased to two more in Peninsula Malaysia and another one in East Malaysia. BAM’s proposal to BJSS to train “an optimum number of 80 players, with 14 trainees each from Form One to Five and an additional 10 school-leavers preparing for the World and Junior meets” (Anon 2010), make be inadequate if we were to consider that in China, only five per cent will be able to reach the top (Hong, Wu and Xiong 2005, 517). Therefore only 4 players out of the 80 trainees proposed by BAM may be able to be elite players. With three more sports schools, with an optimum of 80 players, Malaysia may be able to produce a total of 16 elite players.

China has a four tier system. The sports schools at county, city and provincial levels form the base of the pyramid. After several years of training on 12 per cent from the sports schools were selected to go on provincial teams and become full-time athletes. From there, outstanding players progress to the national squads and Olympic teams (Hong 2008, 40). Furthermore, for those who were unable to win

medals, the local sports authority has the responsibility of looking after them by paying wages and pensions (Hong, Wu and Xiong 2005, 517). Malaysia does not have such a system in place at the moment. Furthermore those who dropped out of the sports school, should be admitted to the main stream schools to continue their schooling.

Table 3 Comparative statistics of the population, schools, tertiary institutions and sports schools in China, Korea, Indonesia and Malaysia

	China	Korea	Indonesia	Malaysia
Per capita income	US\$ 2,900	US\$ 21,530	US\$ 2,010	US\$ 6,970
Provinces/States	29 provinces	17 provinces	33 provinces	13 states
Elite training centre	1		1	1
Badminton clubs				
Tertiary education enrolment	29,296,000	3,219,000	4,859,000	922,000
Secondary and post-secondary non-tertiary education	6,388,000	222,000	1,550,000	178,000
Sports schools	700	Not available	1	1
Secondary schools enrolment	100,392,000	3,986,000	19,521,000	2,537,000
Elementary/Primary schools	103,617,000	3,482,000	29,901,000	3,053,000
Population	1.33474 billion	48,750,000	231,370,000	28,310,000

Sources: Unesco 2011, 114, 146, 168, 182; Asian Development Bank 2010.

4. Institutionalize the badminton coaching system to make coaching a professional vocation

Since the mid-1980s many of the younger coaches in China hold bachelor's and master's degrees. Requirements for promotion from one level of accreditation to the next are clearly specified (Whitby 1999, 138). Many of the coaches in BAM were former Olympic gold, silver and bronze medallists as well as former Thomas Cup players. But they may not have higher education degrees in education, sports science or sports studies. With more emphasis on scientific training methods, including coaching techniques, sports science, sports psychology, sports medicine and sports engineering, they need to go through structured sports courses to qualify as professional as well as accredited coaches. BAM should work with the tertiary institutions, Badminton Asian Confederation (BAC) and the BWF is to develop a rigorous professional training and accreditation system to produce coaches for its training centre as well as in the schools, clubs and other training centres.

5.a. Integrated approach in developing an elite system

The National Sports Institute (NSI) has provided the most support to badminton with 11 personnel specializing in various areas like exercise physiology and sport psychology, on a full-time basis, to support BAM's Olympic-bound team's preparations (Paul 2012b). A multi-agency approach with the National Sports Council (NSC) and other organizations and sponsors should be tapped to provide holistic support to the elite players and team.

5.b. Identify key research areas to support holistic development

The author did a literature review of badminton sports science research from 1990 to 2011 under the supervision of Professor Adrian Lees who and has identified and grouped areas of research for performance and safety in badminton. These are sports medicine (exercise physiology, sports nutrition, badminton injuries), kinesiology (biomechanics, anthropometry), coaching (sports pedagogy, sports psychology, skill development, sports sociology, match analysis, visualization technology, motivational studies) and sports engineering (racket design, shoe design and flight of the shuttlecock).

While some studies have been conducted in the area of biomechanics (Azmin Sham Rambely, 2008; Usman 2000; Siti Mariam Abdul Ghani 2000) and anthropometry (Singh 1995), more research could be conducted in areas coaching since many of the coaches in Malaysia do not have do not have bachelors or masters degrees as evident in China. Furthermore, there seems to be a dichotomy between practice and badminton research as well as a lack of badminton research in Malaysia. Perhaps the sports centres and departments at the universities in Malaysia should conduct more applied research on elite badminton players.

5.c. Do an immediate focus group study among Malaysian and Indonesian badminton players.

Very often the decision making process of coaching and training players rests upon committees and officials of badminton associations based on their experience and also feedback from officials, coaches and players. Perhaps not enough attention were given to tap the knowledge and elicit the thoughts of Malaysian and Indonesian Olympic medallists about the effective way to train and nurture elite players. Therefore a focus group study should be conducted among these players. Tables 4 and 5 show a list of the men's singles and doubles medallists from 1992 to 2008.

Table 4 Men's singles Olympic medallists from Malaysia and Indonesia, 1992 - 2008

1992	1996	2000	2004	2008
1. Alan Budi Kusuma			Taufik Hidayat	
2. Ardy Wiranata		Hendrawan		Lee Chong Wei
3. Hermawan Susanto	Rashid Sidek		Sony Dwi Kuncoro	

Table 5 Men's doubles Olympic medallists from Malaysia and Indonesia, 1992 - 2008

1992	1996	2000	2004	2008
1.	Ricky Subagia & Remy Maniaky	Tony Gunawan & Chandra Wijaya		Kido Markis & Setiawan Hendra
2. Eddy Hartono & Rudy Gunawan	Cheah Soon Kit & Yap Kim Hock			
3. Razif Sidek & Jailani Sidek	Antonius & Deny Kartono		Eng Hian & Flandy Limpele	

5.d. Harnessing indigenous knowledge and skills

Malaysia and Indonesia have produced many outstanding players and coaches. Attempts should be made to organise workshops, seminars and conferences to discuss and publish training and coaching techniques. For example, Christian Hadinata, is one of the most successful men's doubles coach in Indonesia, since he has consistently produced Olympic gold medallists for Indonesia in 1996 and 2000. Badminton is the only sport where Malaysia has won Olympic medals in 1992, 1996 and 2008 and Thomas Cup glory in 1949, 1952, 1955, 1967 and 1992. The game deserves to be developed at the highest level with stakeholders from BAM, NSI, NSC, commercial organizations, and non-government organization or agencies. While this research may not provide all the solutions, it could raise useful suggestions for BAM's 2016 Olympic aspirations. BAM, established in 1934, has a lot of catching up to do if we were to consider that the Indonesian, Chinese and Korean Badminton Associations, established in 1951, 1954 and 1957, respectively, had already won their badminton Olympic gold medals by 1996.

Reference

- Adams, Bernard. 1980. *The Badminton Story*. London: British Broadcasting Corporation.
- Antara. 2009. Indonesian Shuttlers Secure Sponsorship Boost. *Jakarta Globe*, January 5.
- Anon. 2000. Former Athletes Face Tough Times. *Jakarta Post*, August 10.
- Anon. 2010. New Strategy to Run New Year. *New Straits Times*, August 7.
- Anon. 2012a. Title Tilt in 2016. *New Straits Times*, February 18.
- Anon. 2012a. Nadzmi: A Team to Head Badminton Squad - for Now. *The Star*, April 14.
- Azmin Sham Rambley. 2008. *Biomechanical studies of open games with specific reference to badminton*. PhD thesis, University of Malaya.
- Badminton Correspondent. 1937. Finals in Badminton Championships. *Straits Times*, December 8: 15.
- Badminton Association of England. 1993. *Yonex All England Open Badminton Championships, 17th – 20th March 1993*. London: Connect Sports Ltd.
- Badminton World Federation. 2010. *International Badminton...the First 75 Years*. Kuala Lumpur: Badminton World Federation.
- Bernama. 2010. BAM to Study Proposal for 'Combined' Badminton Academy in Labu. *Bernama Daily Malaysian News*, September 13.
- Boopathy, K. M. 2011. Selvaraj Impressed with Indonesia's Facility. *New Straits Times*, July 4.
- Asian Development Bank. 2010. *Basic Statistics 2010*. Manila: Asian Development Bank.

-
- Boopathy, K. M. 2012. Chin Chai: Priority is Olympics Not Thomas Cup. *New Straits Times*, February 1.
- Carrington, C. E. 1956. *Singapore and Malaya*. London: Royal Institute of International Affairs.
- China Badminton Association. 1978. *Flowers of Friendship Blossoming in World Badminton*. Peking: Badminton Association of the People's Republic of China.
- Douglas, Stephen, A. 1989. Sport in Malaysia. In Eric A. Wagner (ed.). 1989. *Sport in Asia and Africa: A Comparative Handbook*. Westport: Greenwood Press.
- Eaton, Richard. 2009. Badminton's Most Golden Moment. In Badminton World Federation (ed.). 2009. *International Badminton...The First 75 years*. Kuala Lumpur: BWF.
- Editor. 1931. Local Badminton Championships: Successful Competitions Since 1931. *Straits Times*, December 8: 13.
- Editor. 1933. Editor. How the Game Was Started. *Straits Times*, December 3:15.
- Editor 1934a. Malayan Badminton Association, *Singapore Free Press and Mercantile Advertiser*, November 14: 16.
- Editor. 1934b. Kedah Badminton: First Meeting of the New Association. *Singapore Free Press and Mercantile Advertiser*, October 25:15.
- Editor. 1935. An Invitation from the International Body. *Straits Times*, March 3: 19.
- Editor. 2011. Bigger, Better Perks with Name Change. *The Star*, January 19.
- Editorial Board. 1979. *Badminton World: The Official Publication of the World Badminton Federation*. Hong Kong: World Badminton Federation.
- European Badminton Union. 2011. *Annuals of the European Badminton Union*" available at <http://www.badmintoneurope.com/page.aspx?id=482> (accessed 8 May 2011).
- Fadzil Che Wan, A. 1993. *Badminton Malaysia: Sejarah dan Perjuangan*. Kuala Lumpur: Ensimal Sdn Bhd.
- Ganner, Malcolm. 1985. *World Badminton Almanac No. 1*. Hants: M. G. Books.
- Guillain, Jean-Yves. 2004. *Badminton: An Illustrated History*. Paris: Publibook.
- Hong, Fan. 1998. The Olympic Movement in China: Ideals, Realities and Ambitions. *Culture, Sport, Society*, 1 (1): 149-168.
- Hong, Fan. 2004. Innocence Lost: Child Athletes in China. *Culture, Sport, Society*, 7 (3): 338-354.

-
- Hong, Fan. 2008. China. In Barrie Houlihan & Mick Green (eds.). 2008. *Comparative Elite Sport Development: Systems, Structures and Public Policy*. Oxford: Butterworth-Heinemann.
- Hong, Fan, Duncan Mackey & Karen Christensen. 2008. *China Gold: China's Quest for Global and Olympic Glory*. Great Barrington: Berkshire Publishing Group.
- Hong, Fan, Ping Wu & Huan Xiong. 2005. Beijing Ambitions: An Analysis of the Chinese Elite Sports System and its Olympic Strategy for the 2008 Olympic Games. *The International Journal of the History of Sport*, 22 (4), 510-529.
- International Badminton Federation. 1988. *IBF Statute Book 1987-88*. Cheltenham: IBF.
- International Badminton Federation. 1995. *International Badminton Federation: Statutes 1995*. Cheltenham: IBF.
- Khoo, Kay Kim. 2001. The formation of the Federated Malay States. In Cheah Boon Kheng (ed.). 2001. *The Encyclopaedia of Malaysia: Early Modern History, 1800-1940*. Singapore: Archipelago Press.
- Korea Sports Science Institute. n.d. *Korea Sport Science Institute*. Seoul: KSSI.
- Kurniadi, Titus, 1993. *Emas Di Barcelona Emas Di Hatiku: Sewindu Pengabdian Kepada Bulutangkis*. Jakarta: Titus Kurniadi.
- Mills, Lennox A. 1925. British Malaya: 1824-1867. *Journal of the Malayan Branch of the Royal Asiatic Society* 3 (2): 1-198.
- More Anon. 1876. Croquet and Badminton. *Straits Times*, September 2: 2.
- Mulling, Craig. 1989. Sport in South Korea: *Ssirum*, the YMCA, and the Olympic Games. In Eirc A. Wagner (ed.). 1989. *Sport in Asia and Africa: A Comparative Handbook*. Westport: Greenwood Press.
- Nayagam, V. 1959. Tengku Agrees to Lead ABC. *Straits Times*, July 30:12.
- New Straits Times*, "Bam Goes for Three-Man Committee", <http://www.nst.com.my/sports/badminton/bam-goes-for-the-three-man-committee-1.32171> (accessed February 4, 2012).
- Ong, Kah Kuan. 1984. *We Were Great: Thomas Cup Badminton*. Kuala Lumpur: Federal Publications.
- Paul, Rajes. 2012a. Malaysia in Danger of Missing Thomas Cup Finals. *Star*, January 7.
- Paul, Rajes. 2012b. HPT Assure Ling-term Plan to Get Malaysian Badminton Back to Track. *Star*, February 3.

-
- Periera, Bernard. 1981. Bouquets and Brickbats for Shuttle Body. *Straits Times*, June 17: 27.
- People's Sports Publishing House. 1974. *China's Badminton*. Peking: People's Sports Publishing House.
- Setia, Putu. 1992. Susi, Kami Terharu. Tapi... *Tempo*, 24 (22), 21.
- Siebel, Norman. 1964. BAM's New Standing Committee Grows From seven to 17. *Straits Times*, November 13: 19.
- Siti Mariam Abdul Ghani. 2000. *Preliminary Study of Biomechanics in the Sport of Badminton During Thomas and Uber Cup, Kuala Lumpur 2000: Evaluation of Smashing Technique of Doubles Players*. Academic Exercise, University of Malaya.
- Straits Times*. 1945. Singapore to Remain a Separate Colony. *Straits Times*, October 12, 1.
- Star Online, "Business as Usual for James Until BAM Gets New Man", <http://thestar.com.my/services/printerfriendly.asp?file=/2012/1/5/sports/10206682.asp&s...> (accessed February 4, 2012).
- Teh, G. S. 1977. *First Coaching Seminar: Peking, China, March 26- April 2, 1977*. Kuala Lumpur: Asian Badminton Confederation.
- Unesco. *Global Education Digest: Comparing Education Statistics Across the World: Focus on Secondary Education*. Paris: Unesco Institute of Statistics.
- Usman, Julia. 2000. *Preliminary Study of Biomechanics in the Sport of Badminton During Thomas and Uber Cup, Kuala Lumpur 2000: Evaluation of Smashing Technique*. Academic Exercise, University of Malaya.
- Ward, R. 1988. Bimantara World Junior Invitation: Indonesians, Ardy and Susi Dominate. *World Badminton*, 16(1): 20.
- Ward, R. 1992. Badminton long march to the games. *Olympic Review*, 291: 32-35.
- Ward, Roy. 1994. Craig Reedie is Voted on to the IOC. *World Badminton*, 22 (4): 2.
- Whitby, Dennis. 1999. Elite Sport. In James Riordan and Robin Jones (eds.). 1999. *Sport and Physical Education in China*. London: E & FN Spon.
- Woodrow, Robert. 1985. 'Tunku' Remembers. *Asiaweek* 11 (19), 52-54.

Appendix A

Contests	Champion nation	Runner-up	Competing nations
1948-49	Malaya (8-1)	Denmark	10
1951-52	Malaya (7-2)	United States	12
1954-55	Malaya (8-1)	Denmark	21
1957-58	Indonesia (6-3)	Malaya	19
1960-61	Indonesia (6-3)	Thailand	19
1963-64	Indonesia (5-4)	Denmark	26
1966-67	Malaysia (6-3)	Indonesia	23
1969-70	Indonesia (7-2)	Malaysia	25
1972-73	Indonesia (8-1)	Denmark	23
1975-76	Indonesia (8-1)	Thailand	26
1978-79	Indonesia (9-0)	Denmark	21

Appendix B

Contests	Champion nation	Runner-up	Competing nations
1981-82	China (5-4)	Indonesia	26
1984	Indonesia (3-2)	China	34
1986	China (4-1)	Indonesia	38
1988	China (4-1)	Malaysia	35
1990	China (4-1)	Malaysia	53
1992	Malaysia (3-2)	Indonesia	54
1994	Indonesia (3-0)	Malaysia	51
1996	Indonesia	Denmark	56
1998	Indonesia	Malaysia	49
2000	Indonesia	China	48
2002	Indonesia	Malaysia	54
2004	China	Denmark	NA
2006	China	Denmark	NA
2008	China	Korea	NA
2010	China	Malaysia	NA
2012	Japan (3-2)	Malaysia	

Appendix C

Medal Tally for Badminton Event of the Olympic Games, 1992 - 2008

	Men's Singles	Men's Doubles	Ladies' Singles	Ladies' Doubles	Mixed Doubles	Total
China	2 (G), 1 (S), 3 (B)	1 (S), 1 (B)	3 (G), 1 (S), 4 (B)	4 (G), 3 (S), 4 (B)	2 (G), 2 (B)	11, (G) 6, (S), 14 (B)
Indonesia	2 (G), 2 (S), 2 (B)	3 (G), 1 (S), 2 (B)	1 (G), 1 (S), 2 (B)	0	2 (S)	6 (G), 6 (S), 6 (B)
Korea	1 (B)	2 (G), 2 (S), 2 (B)	1 (G), 1 (S)	1 (G), 2 (S), 2 (B)	2 (G), 1 (S)	6 (G), 6 (S), 4 (B)

Malaysia	1 (S), 1 (B)	1 (S), 1 (B)				2 (S), 2 (B)
Denmark	1 (G), 1 (B)	0	1 (S)	0	1 (B)	1 (G), 1 (S), 2 (B)
England	0	0	0	0	1 (S), 1 (B)	1 (S), 1 (B)
Netherlands	0	0	1 (S)	0	0	1 (S)

Note: G = Gold; S = Silver; B = Bronze.

Source: Eaton, 2009, p. 68; internet (various sources).

Lim Peng Han obtained his PhD in Information Science, Loughborough University in 2012. After graduating with a BA degree from the University of Singapore in 1980, he was involved with the sponsorship of more than 50 badminton players and events in Singapore, Malaysia, Indonesia, Hong Kong and India over a ten-year period. He has a MA in mass communications in 1994 and MSc in information studies in 1998. He has written journal articles and presented conference papers in the areas of libraries and librarianship, schooling and school reforms, sports studies and Southeast Asian Studies.