

LET THEM PLAY CAMPAIGN

BALANCE IS BETTER – BACKGROUND INFORMATION

Badminton New Zealand is committed to working collaboratively as one Badminton system, to provide quality and consistent Badminton experiences for all participants. A quality experience is the fundamental driver of attracting and retaining participants in Badminton.

LET THEM PLAY CAMPAIGN

In 2025 no coaches, teachers, parents, players, or friends will be allowed on the back of court for all U13 Sanctioned Events including AIMS Games. No coaching is permitted during a match, including between rallies and at intervals.

THE LET THEM PLAY CAMPAIGN:

APPLIES TO	DOES NOT APPLY TO
Under 13 Sanctioned Events	New Zealand Under 13 National Championships
AIMS Games	New Zealand Under 13 Junior Team Championships

COACHES CAN:

1. Talk with your player(s) before the match starts
2. Once the match begins, there is no coaching until the match concludes
3. Talk with your player(s) after the match

Associations, School Coordinators, Competition Coordinators and Technical Officials will be given guidelines in 2025 around roles and responsibilities and how to manage this ruling at Sanctioned Events including AIMS Games.

This information will be developed and designed so that it can then be clearly communicated out to school coordinators, parents, caregivers, and coaches prior to event entries closing.

COMPLIANCE:

Please refer to the Balance is Better Behaviour Management Guidelines for procedures regarding compliance with reference to the Let Them Play Campaign.

If you have any questions regarding the information in this document, please contact:

Donna Trow

Badminton New Zealand People & Pathways Lead

021 117 4852

donna@badminton.org.nz