

# Conduct of Conduct for Bidding Organisations



## 1. PURPOSE

- 1.1 To ensure and maintain the highest standards of conduct for the bidding and application process for BWF Major Events.

## 2. APPLICABILITY

- 2.1 This Code is applicable to all organisations bidding / applying to host BWF Major Events.
- 2.2 This Code provides guidance on what is reasonable and ethical conduct for those organisations involved in the bidding process and applying for the rights to host BWF Major Events.
- 2.3 The Code provides guidance for organisations themselves and for Council members and staff involved in the assessment and administration of applications to host Major Events.

## 3. GENERAL PROVISIONS – CODE OF ETHICS

- 3.1 Organisations bidding for Major Events covered under this Code are required to adhere to the General Provisions of the BWF Code of Ethics as well as the Core Values and Principles for Conduct defined in the BWF Code of Ethics.

## 4. GENERAL PROVISIONS FOR THE APPLICATION PROCESS

The BWF is committed to providing a fair and transparent application process and an equal opportunity for applicants to present their strongest case in meeting the requirements for hosting BWF Major Events.

The BWF:

- 4.1 Works for the benefit of the global badminton community and all its Members and athletes - and not just for a particular constituent;
- 4.2 Makes all decisions with complete impartiality in the best interest of the BWF, its Members and the sport in general;
- 4.3 Conducts its business with integrity, maintaining a high standard of professional conduct, and avoids any behaviour or action that would tarnish or give the impression of tarnishing the reputation of BWF or the sport;

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## Application Process

<b>Advertisement</b>	BWF advertises the opportunity on its website and informs all Members and other stakeholders.
<b>Assessment by Applicant</b>	The applicant reviews and assesses its readiness to host the Major Event.
<b>Submission</b>	The application form is completed and submitted together with supplementary material before the advertised closing deadline.
<b>Announcement of Applicants</b>	After the closing date for applications, the BWF may communicate who has applied, however the detail and contents of the application remain confidential to the BWF.
<b>Evaluation – Short List</b>	Applications are evaluated and where required, a short list made.
<b>Site Visit</b>	A site visit is arranged to meet with the applicant and to review the competition and training facilities, transport arrangements and accommodation.
<b>Final Evaluation</b>	Applications are evaluated and recommendations made to the Council
<b>Decision</b>	The Council decides on the host and the decision is announced.

## 5. SPECIFIC PROVISIONS FOR CONDUCT

- 5.1 The conduct of bidding organisations and their representatives shall comply with all provisions outlined in this Code of Conduct.
- 5.2 Each bidding organisation has the right to communicate about and promote their application at any time after the application deadline.
- 5.3 Following the submission of the application, the bidding organisation may not approach Council members directly or send to them advertising and bid material to individual Council members. All material must be sent to Council through the office and Secretary General.
- 5.4 All communications around the application must be dignified and focus on the merits of the bid, the applicant and the partnerships the applicant may have.
- 5.5 Applicants or their representatives must refrain from any act or statement likely to tarnish the image of a rival bidding organization or damage it in any way.

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- 5.6 Subject to communications being done with dignity / moderation, the applicant may advertise in the media.
- 5.7 For any form of publication and promotion, the applicant shall only use its own logo. The BWF logo shall not be used in any form of promotion of the application / bid. The acronym "BWF" and title of the event may be used in advertising promotion.
- 5.8 No gifts may be made and no advantages promised to BWF Council members or BWF administrative staff.
- 5.9 Apart from reasonable business hosting such as a business lunch, dinner or function involving the BWF representative on the site visit to the host city, no other form of reception or other social function inviting Council members or BWF administrative staff may be organised by the applicant or by any person or organisation acting on their behalf or supporting it.
- 5.10 Except where at an official BWF function as approved by the BWF President or Secretary General, no members of the BWF Council and/or BWF management team shall be invited to a sport competition or function organised by the applicant following the lodgment of the application and / or the closing date for applications .
- 5.11 Short-listed bidding organizations may be invited to make a presentation to the BWF Council under guidelines approved by Council. Promotional material on the bidding city and a low cost souvenir may be presented to Council members and staff at the presentation.

## 6. JUDICIAL PROCESSES

- 6.1 Alleged breaches of the Code of Conduct shall be investigated using the principles and procedures detailed in the BWF Judicial Procedures.
- 6.2 Bidding Organisations are required to report breaches of this Code and the Code of Ethics and to cooperate and assist fully in investigations.
- 6.3 If a Bidding Organisation has committed any offence under this Code of Conduct, the Bidding Organisation shall be deemed to have breached this Code. Breaches of the Code constitute the basis for disciplinary action and appropriate penalties.
- 6.4 Alleged breaches of the Code require a disciplinary hearing process as determined by the BWF Judicial Processes.