

CODE OF CONDUCT: BIDDING ORGANISATIONS



1. PURPOSE

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

2. DEFINITIONS

- 2.1. **Bidding Event** means any tournament within the BWF's and the Continental Confederations' respective area of jurisdiction where it is decided by BWF or the Continental Confederation respectively that a tournament host will be decided through a bidding process according to the provisions of this Code of Conduct.
- 2.2. **Bidding Organisation** means any organisation bidding or applying to host a BWF or Continental Confederation Major Events.

3. APPLICABILITY

- 3.1. This Code is applicable to all Bidding Organisations.
- 3.2. Bidding Organisations shall also be bound by the Judicial Procedures and by the Badminton Code of Ethics.
- 3.3. This Code sets rules on what is reasonable and ethical conduct for Bidding Organisations.
- 3.4. The Code provides guidance for Bidding Organisations themselves and for the BWF and Continental Confederation individuals involved in the assessment and administration of applications to host Bidding Events.

4. GENERAL PROVISIONS FOR THE APPLICATION PROCESS

The BWF and its Continental Confederations are 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 Bidding Events.

The BWF and the Continental Confederations:

- 4.1. Work for the benefit of the badminton community they represent, including all its Members and players - and not just for a particular constituent;
- 4.2. Make all decisions with complete impartiality in their own best interest, along with the interest of their respective members and the sport of badminton in general; and
- 4.3. Conduct their 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, the Continental Confederations or the sport of badminton.

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 or from the time it is made known (publicly or directly to the BWF or Continental Confederation), Bidding Organisations may not approach BWF or Continental Confederation Council

members directly or send to them advertising and bid material. All material must be sent through the BWF or Continental Confederation office and Secretary General.

- 5.4. All communications around the application must be dignified and focus on the merits of the bid, the Bidding Organisations and the partnerships the Bidding Organisations may have.
- 5.5. Bidding Organisations or their representatives must refrain from any act or statement likely to tarnish the image of a rival Bidding Organisations or damage it in any way.
- 5.6. Subject to communications being done with dignity / moderation, the Bidding Organisations may advertise in the media.
- 5.7. For any form of publication and promotion, the Bidding Organisations shall only use its own logo. The BWF or the Continental Confederation's logo shall not be used in any form of promotion of the application / bid. The BWF's or the Continental Confederation's acronym and title of the event may be used in advertising promotion.
- 5.8. No gifts may be made and no advantages promised to BWF or Continental Confederations Council members or staff.
- 5.9. Apart from reasonable business hosting such as a business lunch, dinner or function involving the BWF or Continental Confederation representative on the site visit to the host city, no other form of reception or other social function inviting Council members or staff may be organised by the applicant or by any person or organisation acting on their behalf or supporting it.
- 5.10. BWF and Continental Confederation Council or staff may only be invited to sport competitions or functions organised by the Bidding Organisations following the submission of the application and/or the closing date for applications where the competition or function is an official one, approved by the BWF or Continental Confederation Secretary General or President.
- 5.11. Short-listed Bidding Organisations may be invited to make a presentation to the BWF or Continental Confederation Council under their own guidelines. Promotional material on the bidding city and a low-cost souvenir may be presented to Council members and staff at the presentation.

6. JUDICIAL PROCEDURES

- 6.1. Potential breaches of this Code of Conduct shall be investigated and adjudicated in accordance with the principles and procedures set out in the BWF Judicial Procedures.