

BWF AGM 2025 Nominee Profile - Council Elections



Richard Vaughan

- Wales

Proposer: Badminton Wales

Seconder: Chinese Badminton Association



Languages: English

Formal Qualifications (degree, professional qualification)

- ◀ PhD Sports Governance (waiting for publication)
- ◀ MBA Marketing
- ◀ Certified Practising Accountant (CPA)
- ◀ MA Sport Education and Development
- ◀ BSc (Hons) Economic and Politics
- ◀ Graduate of the Institute of Company Directors
- ◀ PRINCE2 Project Management
- ◀ Chartered Management Institute – Level 7 Certification (CEO/Director)

Positions in Sport

Badminton

Badminton Europe - Non-Executive Director (2015 - present)

- ◀ Governance Committee - Member
- ◀ Business Committee - Member
- ◀ High-Performance Working Group - Member

Badminton World Federation (BWF) - Vice President Europe (2023 - present)

- ◀ BWF Governance Committee - Deputy Chair
- ◀ Governance, Ethics and Technical Committee - Deputy Chair
- ◀ IOC, IPC & International Relations Committee – Member

Staff / Other Positions

- ◀ Badminton Olympian - Great Britain - Sydney 2000, and Athens 2004
- ◀ Former World No 6 Men's Singles
- ◀ Badminton Performance Consultant (2008 - 2011)
- ◀ BWF Africa Consultant - Road to London, and Road to Rio Projects (2010 - 2016)
- ◀ Badminton Ireland Chief Executive Officer (2011 - 2015)

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Other Sports Organisation

- ◀ Equestrian Australia Non-Executive Director (2020 - 2023)
 - Equestrian Australia - Chair Finance and Risk Committee (2021 - 2023)
- ◀ Gymnastics Australia Disciplinary Tribunal 2024 - Panel Member
- ◀ Artistic Swimming Australia Interim Chief Executive Officer (2022 - 2023)
- ◀ Royal Queensland Yacht Squadron Interim Chief operating Officer (2021 - 2022)
- ◀ Swimming Australia Olympic Selection Appeals Panel (2020 - 2021)
- ◀ Squash Australia Chief Executive Officer (2015 - 2021)
 - Squash Australia - Finance, Audit and Risk Committee Member
 - Squash Australia - Nominations Committee Member
- ◀ World Squash Championships - Tournament Director (2016, and 2019)
- ◀ World Squash Federation Digital Commission Member (2016 - 2019)
- ◀ British Olympic Association Athletes Commission (2000 - 2005)

Most Relevant Experience – Being a Council Member.

I have extensive skills, and experience in badminton, sport development, and international sports finance and governance which align perfectly with the requirements to be a Council member of the Badminton World Federation (BWF).

As BWF Vice-President for Europe, I played a key role in overseeing budget, leading governance initiatives, and representing the federation. My strategic acumen in finance, risk management, and governance is evident through my role as Deputy Chair of the BWF Governance Committee.

My leadership extends beyond badminton, as shown by my role as CEO for multiple national sports organisations. I transformed Badminton Ireland as their Chief Executive Officer to a leading European Members Association, developing a new national badminton facility and a successful high performance programme. Success continued with Squash Australia, once the bricks and mortar of Australian sport, transforming the organisation, starting a Squash Foundation, increasing revenue by 121% and oversaw a very successful high-performance programme with three golds at the 2018 Commonwealth Games, and nine medals at the 2019 World Championships.

In 2021, I established the Sport Consultancy and have undertaken senior leadership interim positions in Sailing, and Swimming as well as completing a PhD in Sports Governance partnering with the World Anti- Doping Agency and many other National Government Agencies to improve sports governance.

In addition to sports administration expertise, I was a former world-class badminton player, and Olympic athlete and this gives a unique understanding of athlete needs and I previously lead the BWF Road to London, and Road to Rio projects in Africa helping build a pathway for African players and establishing them training bases to qualify for the Olympic Games.

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I feel this combination of financial oversight, strategic governance, and athlete-focused leadership positions me as an ideal candidate for further contributing to BWF's vision, ensuring it maintains strong governance and financial stability.

Business, Commercial, Professional Experience

I have extensive skills and experience in badminton and international sports finance, governance, and commercial operations, aligning perfectly with the requirements to be a Council member of the Badminton World Federation (BWF).

As BWF Vice-President for Europe, I played a key role in overseeing the budget, leading governance initiatives, and representing the federation at global events. My strategic acumen in finance, risk management, and governance was demonstrated in my role as Deputy Chair of the BWF Governance Committee, and as Chair for Equestrian Australia and their Finance and Risk Committee ensuring the organisation's financial stability and strong compliance.

Beyond badminton, I have held CEO roles in multiple national sports organisations, including Badminton Ireland and Squash Australia, where I successfully led transformations in governance, revenue growth, and high-performance programmes. At Squash Australia, I increased revenue by 121%, established a Squash Foundation, and oversaw medal-winning performances, including three golds at the 2018 Commonwealth Games. Similarly, at Badminton Ireland, I developed a new national badminton facility and turned the organisation into a leading Badminton Members Association in Europe.

My commercial expertise is further exemplified by my role as Digital Director at K3 Business Technologies where I managed IT integration projects for major clients such as M&S and Sports Direct. I led the implementation of digital systems across organisations, ensuring governance compliance, risk management, and scalability. This experience in digital strategy and IT systems integration strengthens my capability to oversee complex, modern sports operations.

Additionally, I established The Sports Consultancy in 2021, where I've provided strategic leadership in contracts with sailing and swimming organisations, while in the same period also completing a PhD in Sports Governance.

My athlete experience as a former Olympian also gives me a deep understanding of sport development, making me well-positioned to further contribute to BWF's vision.

Vision for World Badminton

My vision for world badminton is to elevate the sport globally, continuing to create a more inclusive, accessible, and innovative environment that nurtures talent, strengthens governance, and expands badminton's reach across all regions, while maintaining its strong Asian base. As badminton continues to grow, my goal is to position it as a leading sport that embraces sustainability, equality, and cutting-edge technology to enhance both player and fan experiences.

One of the key areas of focus is broadening participation, especially in regions with underdeveloped badminton infrastructures. I envision further expanding grassroots

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programmes, like the successful Shuttle Time ensuring that badminton is accessible to people of all backgrounds. By fostering youth engagement, we can build strong foundations for future champions and elevate the sport globally.

Equally important is advancing athlete welfare and high-performance pathways. By strengthening programmes that provide holistic support to players—including education, mental health, and career transition services—badminton can not only create world-class athletes but also develop well rounded individuals who serve as ambassadors for the sport.

In terms of governance, my vision is to continue enhancing transparency, ethical practice, and financial stability within the BWF. By integrating stronger risk management frameworks and governance models, the BWF can remain a leading example of how international federations operate efficiently while staying true to their core values of fairness and integrity.

Finally, I aim to embrace digital innovation to transform badminton’s reach and fan engagement. By leveraging technology—such as real-time data analytics, enhanced live streaming, and fan engagement platforms—badminton can offer more dynamic and immersive experiences, making the sport more appealing to a global audience while preserving its rich heritage. This vision will help badminton thrive as a truly global sport.

Personal Statement- why I want to become a BWF Council member

I am deeply passionate about badminton, not only as a former world-class player and Olympian but also as a seasoned sports executive with years of experience contributing to the sport’s growth and development. My journey, from competing at the highest levels to leading national and international sports organisations, has given me a comprehensive understanding of the needs and opportunities within badminton, both from an athlete's and an administrator’s perspective. This unique combination of experience and insight drives my desire to become a BWF Council member.

I want to serve as a BWF Council member to contribute to the ongoing success of the sport and help shape its future. Having served as BWF Vice-President for Europe for just over one year already, I have in a short period of time contributed significantly to the strategic decision-making and governance.

I am excited about the opportunity to leverage my expertise in financial oversight, governance, and risk management to ensure the BWF remains a globally respected organisation, providing robust support to all stakeholders—from players to member federations.

I also have a strong desire to continue expanding badminton’s global footprint, particularly in regions where the sport is underdeveloped. Through my work with grassroots programs and high-performance pathways, I have seen the transformative power badminton can have on individuals and communities. As a Council member, I would focus on creating sustainable development programmes that help foster talent and increase participation worldwide.

Ultimately, I am committed to ensuring badminton continues to evolve, embracing innovation while preserving its values. I believe my combination of leadership experience, passion for the sport, and commitment to governance excellence makes me well-suited to contribute meaningfully to the BWF Council.