

The Impact of Cancelling New Zealand
Badminton Open:
A Stakeholder Analysis

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Abstract

This dissertation investigates the cancellation of the New Zealand Badminton Open and its effect within the local badminton community. Through the analysis of personal narrative, researcher observations and survey responses with key stakeholders, this intrinsic case study discovers diverse perspectives and concerns surrounding the event's cancellation. Stakeholders expressed concerns about lost player development opportunities, reduced visibility, and reputational repercussions for Badminton New Zealand. Despite limitations in scope and sample size, the study provides valuable insights for organisers to formulate strategies addressing stakeholder needs and enhancing community satisfaction. Recommendations include tailored engagement strategies and transparent decision-making processes. The findings highlight the challenges faced by the New Zealand badminton community and advocate for stakeholder-centric approaches to navigate disruptions in the future. This research contributes to event management literature and offers actionable insights for future planning and decision-making processes. Future research should aim to address limitations by expanding sample size and adopting a balanced approach to examining challenges and opportunities of event cancellations. This study serves as a valuable resource for organisers seeking to cultivate positive relationships with stakeholders and drive future success in organising badminton events in New Zealand. Although it does not provide comprehensive findings, it offers fresh insights and insider perspectives that would be greatly useful for future events.

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ATTESTATION AUTHORSHIP

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor used artificial intelligence tools or generative artificial intelligence tools (unless it is clearly stated, and referenced, along with the purpose of use), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Student signature:

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Chapter 1: Introduction

Introduction

Badminton is a fast-paced racket sport played with lightweight rackets and a shuttlecock. It involves hitting the shuttlecock over the net and into the opponent's side of the court. The sport has both singles and doubles matches, with the need of individual skills and teamwork. Badminton is popular worldwide, offering recreational and competitive opportunities for players of all ages and promoting physical fitness and sportsmanship (Edel et al., 2019).

The history of Badminton Open events can be traced back to the late 1800s when modern badminton was developed by the British during their colonial era (Guillain, 2004). The New Zealand Badminton Association (BNZ) was established in 1927, a crucial moment for the sport as it provided organisation and growth opportunities (Ganner, 1985). In 1927 the first-ever New Zealand badminton tournament took place, signifying a crucial moment in the sport's growth and formalisation within the country.

On a global scale, the first internationally recognised badminton competition emerged in 1979 with the establishment of the world's first badminton open event at the Royal Albert Hall in London (National Badminton Museum, n.d.). This event served as a milestone for the Badminton Open tournaments that is now recognised worldwide. Prior to this, badminton primarily remained a regional or national sport (Guillain, 2012). However, the Badminton Open events expanded the horizons of competitive badminton, introducing it to the international stage. In addition to marking the beginning of the Badminton Open events, this tournament provided a platform for badminton players from across the globe to showcase their skills, gain global recognition, and contribute to the sport's international growth and popularity. Today, Badminton Open events are nationally hosted events, in which international players can compete and are recognised on the Badminton World Federation World Tour calendar.

Badminton New Zealand note on their website, their desire to grow participation and build “strong and resilient badminton organisations” (Badminton New Zealand, 2023). Badminton in New Zealand has a history that intertwines with the country's cultural and sporting evolution. Introduced by British settlers in the early 20th century, badminton found its roots in local communities, schools, and clubs. The New Zealand Badminton Association, established in 1927, served as a crucial institution in formalising the sport's governance and development. Through the association's efforts, badminton steadily gained traction across the nation, with participation growing among both

amateurs and competitive players. Over the decades, New Zealand has produced many talented badminton athletes who have not only excelled on the national stage but have also represented the country proudly in international competitions. The organisation proves the significance of badminton in New Zealand's sports scene, fostering an active community of players and enthusiasts dedicated to advancing the sport's development.

The New Zealand Badminton Open, established in 1956, has emerged as a cornerstone event within the Oceania badminton community. Originating as a domestic tournament, it gained recognition for its competitive standards and organisational excellence. Over the years, the Open has attracted elite players from around the world, contributing to its reputation as a prestigious country on the global badminton calendar. With each edition, the tournament has showcased remarkable displays of athleticism and sportsmanship, leaving a mark on New Zealand's badminton landscape (Badminton Oceania, 2023). However, in 2023, Badminton New Zealand announced that the event would withdraw from the 2023-2026 cycle (Badminton New Zealand, 2023).

This research is grounded in my belief that the badminton community of New Zealand needs to better understand and critically address the reasons behind the unexpected withdrawal of the New Zealand Badminton Open from the international calendar. Positioned as a small-scale exploratory inquiry, my study investigates the perceived adverse/negative effects of New Zealand no longer hosting an international badminton event that once attracted top players from all over the world. This chapter provides the rationale, the research questions and structure of the dissertation.

Rationale

My intrinsic motivation, rooted in my position as a professional badminton coach, plays a critical role in shaping the focus of this study. My genuine interest in the case stems not only from its theoretical significance but also from its practical implications for my professional development (Stake, 1995). The study, therefore, aligns with a broader commitment to advancing knowledge within the field and contributing to the improvement of practices in badminton event management. Existing studies, such as Charbonneau, Barling, and Kelloway (2006), have demonstrated that intrinsic motivation can significantly influence performance outcomes. This research highlights the importance of intrinsic motivation as a driving force behind professional expertise and effective outcomes. By addressing gaps in the literature on badminton event management, this study seeks to bridge the divide between theory and practice, offering valuable insights that can be directly applied to enhance both coaching practices and event management within the sport. Additionally, this research contributes to the broader discourse on how intrinsic motivation, coupled with professional expertise, can inform and elevate research within the field of sports.

Recognising and understanding event stakeholder perspectives is important, ensuring an inclusive consideration of all parties' viewpoints in the assessment of the cancellation problem (Mainardes et al., 2011). Stakeholders, in this context, encompass all roles involved in the planning and execution of the tournament, aligning with Freeman's (1984) definition (refer to Chapter 3). At the core of this dissertation is an insider exploration into the perspectives held by stakeholders directly impacted by the event's cancellation. Through an investigation into the challenges and difficulties faced, I seek to explore the experiences of various stakeholders, providing an understanding of their unique vantage points. For example, stakeholders revealed that the decision to withdraw the New Zealand Open from the international calendar was the result of various factors, which included the increased cost of running the event from \$600,000 to \$800,000.

Stakeholders within the badminton community include athletes, coaches, administrators, sponsors, and fans. Each group brings unique perspectives and interests to the table. Understanding the challenges and concerns faced by these diverse stakeholders in the aftermath of the event cancellation is crucial for fostering resilience and devising strategies to mitigate future disruptions (Chalip, 2006). The insights gained from this study hold practical implications for stakeholders involved in the planning and execution of sports events. This research aims to identify challenges, shape understanding and inform future decision-making processes and crisis management within the badminton community and, potentially, other sports domains.

By employing an intrinsic case study approach, my study not only addresses the specific intricacies of the New Zealand Badminton Open cancellation but also provides a valuable case for future event-related academic inquiry. The findings aim to enhance our understanding of managing unforeseen disruptions in sports events, thereby contributing to the broader literature in this field. In the literature review chapter, most of the cited literature examines stakeholder theories and the effects of large-scale sporting events. This highlights the scarcity of research within the realm of sport leadership and management that specifically addresses annual tournaments showcasing sports with a substantial global following, particularly those played in countries where they are not considered national sports. For instance, New Zealand routinely hosts prominent sporting events like the ASB Classics, the New Zealand Golf Open, and the New Zealand Squash Open, among others. These events hold considerable importance and significance for the nation. Thus, this study holds significance to focus on badminton events in New Zealand where it is not a significant sport.

Prior to data collection, consultation with key event stakeholders was made, providing valuable context, shedding some light on the factors contributing to the event's cancellation, raising questions, and paving the way for the current study. The consultation is not a source of data, but it helped to deepen my understanding. It also emphasised the significance of scrutinising the negative impacts

comprehensively. While it may also be important to acknowledge the potential positive impacts resulting from the cancellation, this dissertation is primarily dedicated to exploring the ways in which the cancellation has caused detrimental effects. Two research questions were formulated, ethical approval was obtained from Auckland University of Technology (AUT) Ethics Committee and empirical data was collected through an online survey distributed via the Badminton NZ Facebook account, obtaining responses from over 60 participants. This survey data is supplemented by participant (researcher) observations and a personal narrative statement, which shares my own subjective insider viewpoints.

Research Questions

This dissertation will be grounded on the following two research questions:

Research Question 1 (RQ1): What challenges have stakeholders encountered because of the cancellation of the New Zealand Badminton Open?

Research Question 2 (RQ2): How do stakeholders in the New Zealand badminton industry perceive the reasons behind Badminton New Zealand's decision to cancel the New Zealand Badminton Open?

The insider perspective noted above has not only shaped the framing of these two exploratory research questions, but also the interpretation of answers that they generate, and the identification of key issues presented within the discussion (Chapter 5) and conclusion (Chapter 6). It is important therefore to acknowledge this potential bias openly and transparently from the outset of this dissertation.

Research Reflexivity

My role as a professional badminton coach within Auckland adds an additional layer into this study, bringing potential bias based on my lived experiences. The intrinsic motivation derived from my professional background could be perceived to be a double-edge sword, enhancing my understanding of the context while simultaneously posing a risk of unintended partiality. AUT's Ethics Committee was not willing to approve my request to incorporate key stakeholder interviews into this project, due to my existing relationship with those who I would have needed to interview. My connection with the badminton community would also have made it difficult for me to protect the identity of my interview participants. As a result, I decided to remove this application and focus purely on using an anonymous online survey (discussed in Chapter 3).

To address the potential impact of researcher bias, several strategies were implemented throughout the research process. Regular self-assessment and critical reflection was undertaken to identify and

mitigate any influence that might skew the research outcomes. Primarily, a reflexive approach was used, ensuring continuous reflection on my subjectivity and potential bias (Palaganas et al., 2017). Reflexivity is a recognised methodological practice involving continuous self-awareness and critical reflection throughout the research process (Dowling, 2006; Parahoo, 2006). It is both a process and a concept, with myself constantly reflecting on my social values, examining those beliefs, and recognising the rationale behind those interpretations (Palaganas et al., 2017). Demonstrating reflexivity in research involves explicitly detailing how I have actively countered the possibility of their values influencing the research results (Jootun et al., 2009).

To ensure reflexivity in this study, I minimised personal influence during the data collection phase. The data collection method is an online survey platform using Qualtrics, which eliminates direct interaction and personal input. This approach not only aligns with the principles of a hands-off data collection method but also highlights my commitment to mitigating potential biases. Oppenheim (1992) asserts that methods such as interviews are more prone to bias due to researcher input during the data collection. By leveraging an automated survey platform, participants engaged with a standardised set of questions, reducing the likelihood of influence from my professional background.

However, I also believe that my professional role as a badminton coach adds a rich layer to this study, as I am also a stakeholder of the badminton community. Hence, Chapter 4 of this dissertation explores my personal views towards this topic, from both a researcher and a stakeholder lens.

Dissertation Structure

This dissertation is structured into six chapters, each contributing to a deeper understanding of the impact of the cancellation of the New Zealand Badminton Open. The journey begins with Chapter 1, the Introduction, which provides an overview of the research context, rationale, objectives, and scope. Chapter 2 provides a literature review focusing on stakeholder theory, sports event management and sports event cancellation. Chapter 3 outlines the methodology employed in the research, detailing the research design, data collection procedures, and analytical approaches used to explore the phenomenon. Chapter 4 offers insights into the author's personal narrative into this research topic. Chapter 5 presents the empirical findings derived from survey data analysis and thematic exploration, offering valuable insights into the impact of the event cancellation on various stakeholders. Finally, Chapter 6 synthesises the key findings, discusses their implications, and concludes the dissertation by addressing research questions, offering recommendations, and suggesting avenues for future research.

Chapter 2: Literature Review

Introduction

The literature review chapter lays the groundwork for this dissertation, examining key themes and theories relevant to the study. Drawing from stakeholder theory, the chapter explores the dynamics of identifying and managing stakeholders in sports. Additionally, it explores past sports events hosted in New Zealand, providing context for understanding event management practices. The discussion then navigates through sports event management, sponsorship, and fundraising, highlighting their crucial roles. Furthermore, the chapter explores the intricacies surrounding sports event cancellations, exploring the underlying factors and research gaps that drive this research. This chapter sets the stage for the subsequent analysis of empirical findings, offering insights into sports event management dynamics.

Stakeholder theory

Stakeholder theory was proposed by Freeman in 1984 (Freeman, 1984; Freeman et al., 2007). It is an approach in business and management that goes beyond just looking at shareholders, e.g., people who own part of a company. It considers a much wider group of individuals, organisations, and communities that can be affected by or can affect a company's actions and decisions. Cleland (1989) defined stakeholders as people who have a shared interest in a project. They may include people such as customers, employees, suppliers, local communities, the environment, and even government bodies (Freeman, 1984). The theory highlights the importance of understanding and managing the interests, needs, and concerns of all these different groups when making business decisions. It helps to create a more balanced and ethical way of doing business that considers the impacts on various stakeholders, not just the financial interests (Mainardes et al., 2011). The theory lays the foundation for the present analysis of the impact of the cancellation of the New Zealand Badminton Open through the lens of various stakeholders' perspectives.

Definition of stakeholders

In the context of sports event management, stakeholder theory provides a vital lens through which to examine the planning, execution, and outcomes of major sports events, such as the New Zealand Badminton Open. Stakeholders refer to individuals, groups, or organisations that have a vested interest or involvement in the planning, execution, and outcomes of major sports events (Parent, 2016). These stakeholders encompass a diverse range of roles, including athletes, coaches, sponsors, media outlets, local communities, governing bodies, government agencies, and spectators. Each stakeholder group contributes to and is affected by various aspects of sports events, such as financial

investment, participation, attendance, media coverage, and overall event experience. As outlined in Parent's (2016) research on the democratic governance of major sports events, understanding stakeholder perceptions, interests, and concerns is essential for effective management and governance of major sports events. Stakeholders can have different levels of influence and interests, and their perspectives can vary. Recognising and understanding these diverse stakeholders is essential for responsible and effective decision-making in organisations, as it helps ensure that the interests and concerns of all relevant parties are taken into consideration (Mainardes et al., 2011).

In the context of the Badminton Open event, stakeholders are the various individuals and groups connected to the event and impacted by its decisions. These stakeholders include players, organisers, sponsors, fans, media outlets, the local community, and potentially government bodies or sports associations. Each stakeholder has a unique interest and role in the event, shaping its overall impact and consequences. Understanding and addressing their needs and concerns is crucial for informed decision-making aligning with the event's broader interests.

Shift from Shareholder Primacy to Stakeholder Approach

Shareholder primacy prioritises the financial interests of a company's owners or shareholders (Bratton & Wachter, 2008). Originating from mid-20th-century economic theories, this principle gained prominence with economist Milton Friedman's 1970 New York Times article advocating profit maximisation for shareholders over social and ethical concerns (Feldman, 2007). In response to shareholder primacy, the stakeholder approach arose in 1980, acknowledging broader corporate responsibilities beyond mere financial gains. It emphasises ethics, sustainability, and achieving mutually beneficial outcomes for stakeholders (Freeman, 2010). This shift reflects a growing recognition that businesses are embedded within complex networks of relationships and have numerous responsibilities. It also helps companies to make better decisions that benefit all stakeholders involved, shape their business strategies, and get them to think about their contribution to society (Gatti & Ondersma, 2020). By considering the diverse needs and concerns of their stakeholders, businesses can make informed and sustainable decisions. This approach encourages companies to anticipate unintended consequences, seek strategies which create positive outcomes for all parties involved, leading to mutually beneficial practices.

The transition from shareholder primacy, which prioritises financial returns, to a stakeholder approach reflects a broader recognition of the complex relationships and responsibilities that businesses and sports event managers must navigate. While shareholder primacy focuses on maximising profits for owners (Bratton & Wachter, 2008; Friedman, 1970), the stakeholder approach, as developed in the 1980s, emphasises the importance of considering ethical, sustainable, and mutually beneficial outcomes for all involved parties (Freeman, 2010). This shift is especially

applicable in sports event management, where the success of an event like the New Zealand Badminton Open hinges on the satisfaction and engagement of all stakeholders, from the athletes competing to the local community hosting the event.

Research by Ferkins and Shilbury (2015) highlights the challenges and significance of integrating stakeholder interests in sports governance, acknowledging the primacy of certain stakeholders, while also emphasising the need to address the concerns of various other groups. Similarly, Parent (2016) discusses the democratic governance of sports events, stressing the importance of stakeholder engagement in the decision-making process. This underscores the interconnectedness of stakeholder interests and the necessity of a comprehensive approach to event management that considers the diverse needs and expectations of all involved parties.

Implications for Strategic Management and Decision-making

Implications for strategic management and decision-making encompass the transformational effects that the stakeholder theory brings to the realm of organisational strategy and the process of making critical choices. Renowned scholars (Argandoña, 1998; Daly & Cob, 1989; Freeman, 2007; Waddock, 2011) have collectively established the transformative nature of stakeholder theory with the consideration of diverse stakeholder interests in strategic management and decision-making, shaping the discourse on responsible and sustainable business practices.

a) Participatory decision-making through stakeholder engagement

The strategic planning process requires a comprehensive evaluation of potential impacts on stakeholder groups, with strategies tailored to address their concerns and aspirations. Waddock (2011) highlights the importance of stakeholder engagement in shaping strategic goals and decisions, advocating for a participatory approach where stakeholders' interests are integral. This shift towards a more inclusive decision-making process involves active engagement with stakeholders to ensure their perspectives are considered, fostering collaboration and inclusivity. By embracing diverse viewpoints, businesses access a wealth of insights, enhancing the comprehensiveness and efficacy of decision-making. Waddock's perspective emphasises the need for a 'collective approach', where businesses tap into varied perspectives to inform decisions, ultimately leading to a more informed and inclusive decision-making process. This participatory model aligns with stakeholder theory, promoting dialogue and collaboration to ensure decisions reflect a broad array of perspectives and contribute to responsible business practices.

b) Embracing the common good

In the pursuit for a more inclusive and sustainable business landscape, a significant shift towards prioritising the 'common good' emerges. This entails making decisions that not only generate

financial returns but also align with the interests of diverse stakeholders. Scholars like Argandoña (1998) advocate for this paradigm shift, emphasising the importance of business decisions contributing to the well-being and shared benefits of all stakeholders. Similarly, Daly and Cobb (1989) elaborate on the concept of the 'common good,' envisioning a state of well-being for all members of society. Their research emphasises the necessity for businesses to transcend self-interests and pursue avenues that promote comprehensive value creation. This transition requires a re-evaluation of priorities, acknowledging that decisions carry implications beyond immediate financial gains and extend to societal welfare. Thus, businesses are encouraged to strike a balance between their individual objectives and the collective welfare of their stakeholders.

c) The interconnectedness of interests

Freeman's (2007) assertion that "no stakeholder interest is viable in isolation of other stakeholders" encapsulates the essence of this theory, particularly in the context of sports event management, where the interconnectedness of stakeholder interests is critical. In other words, the well-being and concerns of one stakeholder group can impact and influence the well-being of other stakeholder groups. Freeman's statement reflects the core principle of the stakeholder theory, which advocates for a more holistic approach to business decision-making. It posits that businesses should consider the viewpoints and needs of all stakeholders, rather than prioritising the interests of shareholders or any single group. This acknowledgment of interconnectedness resonates with the understanding that businesses function within an intricate web of relationships, where actions impacting one stakeholder can reverberate across the entire network.

Ultimately, the implications for strategic management and decision-making, as clarified by the contributions of these prominent scholars, demonstrate a shift from a narrow approach to a paradigm that benefits everyone. The stakeholder theory promotes a sense of purpose and responsibility into strategic efforts, urging businesses to contribute positively to society while ensuring sustainable financial gains. This resonates with the transformative potential of the stakeholder theory, redefining strategic management and decision-making as vehicles for holistic value creation and long-term societal impact.

In summary, stakeholder theory provides a robust framework for understanding and managing the diverse interests involved in sports event management. By integrating these components into a cohesive strategy, event organisers can create more inclusive, ethical, and successful outcomes, ensuring that events like the New Zealand Badminton Open not only meet the financial goals but also enhance the experiences of all stakeholders involved.

Stakeholder Analysis Research

a) How stakeholders are identified

Freeman's (1984) stakeholder theory emphasises the significance of recognising and engaging with a broad range of stakeholders who have an interest in an organisation's activities. The process involves several key steps that collectively contribute to an understanding of stakeholder dynamics.

b) Identification

The first step is identifying stakeholders who can significantly impact or be affected by an organisation's actions. This identification process goes beyond traditional boundaries to encompass various individuals, groups, or entities that are interconnected with the organisation's activities. These stakeholders might include employees, customers, suppliers, investors, regulatory bodies, local communities, and many others.

c) Categorisation

Once stakeholders are identified, they are categorised based on their level of influence and impact on the organisation and their inherent interest in its operations, which categorises them into primary and secondary players. Primary stakeholders exert direct influence, including employees and customers. Secondary stakeholders make indirect impact, such as being in regulatory agencies or industry associations.

d) Prioritisation

After categorisation, stakeholders are prioritised based on the significance of their impact and influence on the organisation's success and the potential for their interests to be affected. This process considers factors like power, legitimacy, and urgency. Power is the stakeholders' ability to influence the organisation; legitimacy reflects their rightful claim to attention; and urgency signifies the immediacy in addressing their concerns.

Freeman's stakeholder theory provides a systematic framework for making informed decisions about how to engage with stakeholders effectively. By identifying, categorising, and prioritising the stakeholders, organisations can allocate resources and efforts in a manner that aligns with their interests and needs. This approach fosters a more inclusive and strategic approach to stakeholder management, contributing to the organisation's long-term sustainability and success.

Stakeholders in sports events

Sports events are shaped by a range of primary and secondary stakeholders, each contributing uniquely to the event's overall success. It is important to categorise and prioritise these stakeholders in order to address their various needs (Ferkins & Shilbury, 2015; Parent, 2016). Understanding the

different stakeholders involved in major sporting events and their potential impacts from cancellation is crucial. The cancellation of the New Zealand Badminton Open event has significant impacts on a range of stakeholders such as athletes, coaches, sponsors, local communities, and fans, who typically invest time and money into these events. Several studies have investigated the impact of this from different stakeholders. For the purposes of this study, I have considered the following primary stakeholders (athletes, technical officials, sponsors, event organisers) as those whose ongoing involvement is critical (Ferkins & Shilbury, 2015, citing Clarkson, 1995) and secondary stakeholders (coaches, media, local sport clubs, local communities) who indirectly influence or are impacted but are not critical to the event (Ferkins & Shilbury, 2015, citing Clarkson, 1995).

Primary stakeholders

a) Athletes

Athletes, being the principal performers, lie at the heart of sports events. Their performance significantly influenced the outcome and appeal of these events. Athletes invest countless hours in rigorous training, developing their skills and enhancing their physical capabilities. Athletes' performances not only influence the competition outcomes but also shape the public's perception of the sport, potentially attracting more spectators and participants (Cakir, 2020; Kennelly et al., 2015; McGuine et al., 2021).

b) Coaches

Coaches are important stakeholders in sports events because they are integral to athlete development, providing both technical expertise and emotional support (Gilbert et al., 2016). Despite their less direct involvement during events, coaches significantly influence athletes' training and overall well-being. They meticulously design training programmes tailored to individual athlete needs, fostering skill enhancement performance optimisation, and provide emotional support. The cancellation of events poses significant challenges for coaches, potentially straining coach-athlete relationships and prompting concerns about job security (Cakir, 2020).

c) Technical officials

Technical officials, such as judges and umpires in badminton, are primary stakeholders. Their role in ensuring the fair and smooth conduct of badminton games. From enforcing rules and managing scoring to monitoring player conduct and resolving disputes, technical officials play a vital role in upholding the integrity and professionalism of the sport. While they may not directly influence the sport's growth or financial aspects, their presence and contribution are integral to maintaining the quality and credibility of badminton competitions (Cunningham et al., 2022).

d) Sponsors

Sponsors and advertisers play a critical role in financing sports events, providing essential financial support while gaining valuable brand exposure (Keshkar et al., 2012; Késenne, 2005). Their contributions are vital for the successful execution of these events. Cancelled events result in lost revenue from ticket sales and potential damage to future sponsorship relationships due to missed exposure opportunities. Tourism associated with major sports events contributes significantly to the local economy, encompassing accommodation, dining, and shopping (Perić & Vitezić, 2019). These events attract large crowds, including international visitors, who stimulate economic activity in various sectors. Additionally, the global exposure generated by such events can enhance the destination's reputation, attracting more visitors in the long run (Fourie & Santana-Gallego, 2011; Jönsson & Lewis, 2014).

e) Event organisers

Furthermore, event organisers and governing bodies play a critical role in sports event management. They are responsible for the overall planning, coordination, and execution of the event. Their tasks include securing venues, managing logistics, ensuring participant safety, implementing regulations, and maintaining the integrity of the sport. The cancellation of an event can have significant implications for these organisations, affecting their reputation, financial stability, and long-term planning (Masterman, 2021; Emery, 2010).

Secondary stakeholders

a) Media

The media, including broadcasters, journalists, and photographers, plays a crucial role in covering and promoting sports events (Hutchins & Rowe, 2012). As secondary stakeholders, they indirectly contribute to the event's operation by disseminating information and shaping public perception. The cancellation of sports events can affect media organisations by disrupting programming schedules, reducing advertising revenue, and impacting audience engagement (Keshkar et al., 2012).

b) Local communities

Local communities play a crucial role in sports events, benefiting from increased tourism, economic growth, and community pride (Jönsson & Lewis, 2014). Businesses such as hotels and restaurants experience heightened activity during these events, while community members may volunteer or engage in supporting roles, fostering civic pride. However, they are often classified as secondary stakeholders due to their indirect involvement in event operations. The cancellation of events can lead to missed economic opportunities and have negative effects on community morale (Misener, 2015).

c) Local sport clubs

Local sport clubs are community-based organisations that provide individuals with opportunities to participate in sports activities (Nichols & Taylor, 2015). These clubs serve as nurturing grounds for aspiring athletes, offering training facilities, and coaching expertise (Breuer et al., 2015).

Additionally, they actively participate in events by sending teams or individual athletes to compete in various competitions, fostering community pride and support (Lee et al., 2002). Moreover, local sports clubs provide essential infrastructure and resources, such as playing fields and courts, which serve as venues for competitions or training sessions (Robertson et al., 2019). This collaboration is vital in facilitating the organisation and success of events like the New Zealand Badminton Open.

d) Volunteers

Volunteers are integral secondary stakeholders in sporting events, offering their time, skills, and enthusiasm without financial compensation. Their contributions, ranging from event logistics to athlete support, are vital for ensuring event success. Volunteers serve as ambassadors for the sport, promoting community engagement and enhancing the event experience for athletes and spectators alike. Recognising and supporting volunteers is crucial for fostering positive relationships and ensuring the continued success and sustainability of sporting events (Baum & Lockstone, 2007).

It is important to recognise the interconnectedness of these stakeholders and their contributions to the success and sustainability of sports events. Understanding their roles, interests, and potential impacts is crucial for effective event management, stakeholder engagement, and mitigating the consequences of event cancellations.

Sports Events Hosted in New Zealand

New Zealand has hosted many significant sporting events. Each event has its own unique history, impact, and contributions to both the world of sports and the culture of New Zealand. This section will uncover the historical significance, economic and social impacts and the lasting legacies left by these events on both the economic and social aspects of New Zealand.

a) The America's Cup

The America's Cup is an iconic sailing competition. It showcases the skills of yacht racing, maritime skill, and fierce competition. In 1995, New Zealand made history by gaining first place in the competition, making it the second nation, after Australia, to achieve this remarkable feat besides the United States prior to 1983 (Maani & Benton, 1999). New Zealand first hosted the 30th America's Cup in 2000, which took place in Auckland, the country's largest city and a significant maritime hub. This marked a historic moment for New Zealand. Following on from that, New Zealand further hosted the America's Cup in the years of 2003 and 2021.

The economic impact of hosting the America's Cup is substantial, as seen in the 2000 event hosted by New Zealand. The infusion of millions of New Zealand dollars and the creation of thousands of jobs demonstrate the event's potential to bolster the local economy. This event made 639.6 million NZD and created 10,620 new full-time jobs (Ross, 2017). Furthermore, the legacy in terms of improved infrastructure, increased tourism, and enhanced international reputation emphasises the strategic importance of hosting such a prestigious event.

The America's Cup functions as a distinctive platform for public engagement and education nationwide. Through tailored programmes, exhibitions, and public events held during the competition, it enlightens the public on sailing, maritime heritage, sustainability, and marine conservation (Barron, 2020). Leveraging urban destination branding strategies ahead of major events, cities like Auckland can enhance their stature as premier tourist destinations while fostering cultural and socio-economic legacies that boost economic growth and resonate with the city's unique heritage.

b) World Masters Games

The World Masters Games is a multinational sporting event that brings together adult athletes, typically aged 30 years and above, from across the world. It is held every four years. This sporting event includes a wide range of sports, with a mixture of popular and traditional sports, such as athletics, swimming, cycling, basketball and many more. The World Masters Games was held in Auckland, New Zealand in 2017 (International Masters Games Association, 2023).

This event offers numerous economic and social benefits to the hosting city. The World Masters Games attract substantial sponsorships, allowing sponsors to showcase their brands to a global audience, boosting the city's economic prospects (Ryan and Lockyer, 2002). Scholarly research around the World Masters Games primarily focuses on two key components: economic impact and participant studies. Economic impact studies are intricately tied to the specifics of the event, contingent on variables like event scale, visitor attraction, duration of stay, pricing structures, accommodation preferences, and merchandising policies, making the generalisation of findings challenging (Ritchie, 1996; Ryan & Lockyer, 2001). When the World Masters Games were held in New Zealand, they left a substantial imprint on the country, economically, socially, and culturally. The event not only offers immediate economic advantages but also enhances the country's image, facilitates cultural exchange, and promotes public health. This collective impact solidifies New Zealand's position as an attractive hub for both sports and culture on the global stage.

c) FIFA Women's World Cup

Australia and New Zealand were recently given the hosting rights for the FIFA Women's World Cup in 2023. This was the first to be held in the southern hemisphere and the first to be jointly hosted by two nations (Football Australia, 2021).

The collaborative effort of Australia and New Zealand to host the Women's World Cup aligns with FIFA's vision, emphasising both the promotion of women and girls' involvement in football and the augmentation of the event's commercial significance (Beissel et al., 2021). The collective hosting event is viewed as a catalyst to boost progress and economic growth, recognising the potential of women's football. It is an important step towards creating more opportunities for women and girls in sports, encouraging their active involvement in football and boosting support for women's league games. The theme revolves around optimism and a strong belief in the transformative power that hosting the Women's World Cup brings. It is seen as a significant opportunity to showcase both Australia and New Zealand on a global stage (Lynch, 2020; Wylie, 2020; Voerman, 2020). The Women's World Cup fosters increased female sports participation, promotes women's leadership in sports organisations, and drives programmes to enhance gender equality. Moreover, the event cultivates a positive perception of women in sports, contributing to sustained societal benefits in both countries (Crabill et al., 2023).

While New Zealand has aimed to leverage the economic, social, and cultural benefits of hosting international sports events, the cancellation of the New Zealand Badminton Open risks a loss of these potential advantages. Unlike the sustained benefits observed with events like the America's Cup, World Masters Games, and FIFA Women's World Cup, the cancellation of the Badminton Open may result in missed sponsorship opportunities, reduced international recognition, and challenges for local player development. This event's absence highlights the critical importance of consistent hosting in maintaining New Zealand's status in the global sports community and highlights the broader implications of losing such events on the country's sports landscape.

Sports event management

Sports event management involves the intricate coordination of various elements to plan, organise, and execute sporting events catering to diverse audiences and stakeholders (Emery, 2010; Malfas et al., 2004). From prestigious global tournaments like the FIFA World Cup to local competitions such as the New Zealand Badminton Open, the process includes venue selection, scheduling, budgeting, marketing, logistics, and participant registration. Managing events of different scales requires adept handling of complexities, from meticulous planning for major international tournaments to addressing infrastructure and security challenges (Masterman, 2021; Leopkey & Parent, 2009).

Effective sports event management is essential for the success of these events and the satisfaction of stakeholders (Masterman, 2021). It involves strategic thinking, operational efficiency, and attention to detail. A well-managed event not only ensures the smooth execution of competitions but also enhances the overall experience for athletes, participants, and spectators (Greenwell et al., 2019). This includes providing high-quality facilities, efficient scheduling, fair competition rules, effective communication, and seamless event operations. Moreover, the management of sports events should consider sustainability practices, incorporating eco-friendly strategies to minimise a negative environmental impact (Masterman, 2021).

Human resources play a crucial role in sports management, particularly through the participation and contribution of volunteers who ensure meticulous planning and smooth operation of events (Sharififar et al., 2011). In the national or local events, community engagement and involvement are prioritised, with event volunteers from the local community playing a vital role in the event's success (Hallmann & Zehrer, 2017; Baum & Lockstone, 2007). They contribute to various areas such as event setup, registration, ushering, and providing information, fostering a sense of unity and cooperation within the community. Effective recruitment, management, and recognition of volunteers are essential, requiring clear roles, training, support, and communication channels (Sharififar et al., 2011). The engagement of volunteers in sports management highlights the significance of human resources in creating a vibrant and inclusive sport event experience for all stakeholders.

Sports event management not only facilitates logistical operations but also drives economic growth and community engagement (Emery, 2010). These events attract diverse crowds, including international visitors, boosting local economies through spending on accommodations, dining, and transportation (Chalip & Leyns, 2002). Collaboration among event organisers, businesses, and tourism authorities is crucial for maximising economic impact. Additionally, sports events foster social cohesion by instilling pride and unity among residents, offering volunteering opportunities and enhancing community involvement (Masterman, 2021). Studying sports event management principles allows researchers and practitioners to develop effective strategies for the benefit of athletes, participants, spectators, and the wider community.

Sponsorship and Fundraising

Sponsorship is defined as cash or payment paid to an event, in return for commercial opportunities to expand brand awareness (Ukman, 1995). Sponsorship and fundraising play a significant role in sports event management, providing financial support, resources, and brand exposure (Emery, 2010;

Greenwell et al., 2019). Real-world examples demonstrate the importance of securing sponsorships from corporate partners to enhance the financial viability and success of sports events.

One notable example is the Olympic Games, where major companies like Coca-Cola, Samsung, and Visa secure multimillion-dollar sponsorships to become official partners. These sponsorships not only provide financial support for organising the event but also offer extensive brand exposure through advertising campaigns, on-site activations, and product promotions (Theodoraki, 2007). Tennis tournaments like the Wimbledon Championships attract prestigious sponsors, including Rolex, and IBM. These sponsorships contribute to the financial support, technology solutions, and premium experiences offered to spectators. The partnerships enable event organisers to enhance the tournament experience, maintain the brand, and support the development of the sports (Smart, 2019).

Sports event cancellations

Sports event cancellation refers to the decision to call off or suspend a planned sporting event due to various reasons, such as unforeseen circumstances, safety concerns, logistical challenges, or external factors beyond the control of event organisers (Greenwell et al., 2019). It involves the discontinuation of all activities associated with the event, including competitions, ceremonies, spectator engagement, and related events. Sports event cancellations can occur at different levels, ranging from local tournaments to international championships, and can impact a wide range of stakeholders, including athletes, coaches, spectators, sponsors, media, and host communities. The cancellation of a sports event disrupts the planned schedule, alters the competitive landscape, and often has significant financial, logistical, and emotional consequences for all parties involved (Greenwell et al., 2019).

Sports event cancellations have become a recurring phenomenon, affecting a wide range of events across the globe. The cancellation of events such as the Ironman New Zealand event and the USA Cycling National Championships, among others, has highlighted the significant consequences and challenges associated with these decisions (Kennelly et al., 2015; Fry et al., 2018). While previous studies have shed light on the impacts of event cancellations, there is still a need for comprehensive research that examines the diverse range of stakeholders and their unique experiences in different contexts.

The cancellation of sporting events deeply affects spectators, eliciting emotions of disappointment, frustration, and loss (Kennelly et al., 2015). Spectators invest emotionally in these events, forming attachments to athletes, teams, and the event itself (Wong et al., 2021). The sudden cancellation disrupts these emotional bonds, leaving spectators feeling disconnected. Moreover, it may lead to

scepticism and hesitancy towards future event attendance, undermining overall satisfaction (Wong et al., 2021). Understanding these emotional impacts is vital for organisers and policymakers to develop strategies to minimise negative consequences and enhance the spectator experience, even in the event of cancellations.

The decision to withdraw from hosting events like the New Zealand Open can be influenced by financial considerations, challenges in securing sponsorship, and limited media coverage, as highlighted in Greenhalgh & Greenwell (2013) and Bellamy (2009). Additionally, event cancellations have adverse effects on sponsorship support, disrupting the vital partnership between businesses and the sporting community (Schwabe, 2018). This disruption can have long-term consequences for the sustainability and growth of sports, as sponsors play a crucial role in event organisation and infrastructure development (Cook et al., 2023). Moreover, the cancellation of events like the New Zealand Open affects the visibility of sports like badminton, hindering efforts to engage with audiences and cultivate a deeper connection with the sport (Dobson, 2000). To mitigate the impact of cancellations, innovative strategies such as using digital initiatives and investing in grassroots programmes can help maintain connectivity within the sports community and ensure the long-term vibrancy of the sport (Pritchard & Funk, 2006; Alvarez Feliciano, 2019).

Event cancellations have multifaceted impacts on various stakeholders within the sports community. Chen et al. (2020) and Siedentop et al. (2019) highlight how such cancellations disrupt player development, growth, mentorship, and the invaluable learning opportunities gained from interacting with top athletes. Moreover, Sandardos & Chambers (2019) and Gould et al. (1990) emphasise the hindrance in local-international player interactions, which are crucial for learning, mentorship, and overall growth and aspiration in the sport. To address the challenges posed by event cancellations, proactive communication strategies are essential.

Wan & Paris (2014) suggest implementing regular updates, feedback systems, and diverse communication channels to keep stakeholders informed and engaged throughout the decision-making process. These communication efforts can foster transparency, maintain community involvement, and mitigate some of the adverse effects of event cancellations on player development and the sports ecosystem as a whole. By studying and comprehending the multifaceted impacts of event cancellations, researchers and stakeholders can work together to develop proactive strategies, contingency plans, and effective support systems to mitigate the challenges and maximise the benefits associated with these events.

Research gap

Existing research significantly lacks focus on the impacts of cancelling specific events like the New Zealand Badminton Open, resulting in a limited understanding of the particular consequences that arise. Many studies tend to concentrate on high-profile sports, such as basketball or football, or large-scale events such as the Olympics or World Cup, leaving a gap in knowledge regarding the cancellation impacts on low-profile sports within the national context, such as the New Zealand Badminton Open.

Furthermore, most of the previous research primarily examines the impacts of event cancellations on professional athletes, neglecting to investigate the broader effects on other stakeholders involved in the event. While professional athletes are undoubtedly crucial stakeholders, it is equally important to understand the perspectives and experiences of other key roles, including coaches, event sponsors, local businesses, and the wider community (Brown et al., 2019). These stakeholders invest time, resources, and emotion into the event, and their perspectives are integral to understanding the multifaceted impacts of event cancellation.

This research aims to bridge these gaps by examining the broader implications of cancelling the New Zealand Badminton Open. By exploring the impacts on various stakeholders and assessing the ripple effects on the wider badminton community, this study seeks to contribute to a more comprehensive understanding of the consequences of event cancellation. The findings will offer valuable insights and recommendations for event organisers, policy makers, and the wider badminton community, helping inform future decision-making, contingency planning, and stakeholder engagement strategies (Thompson et al., 2022).

Chapter 3: Methodology

Introduction

This chapter outlines the research paradigm, design, approach, data collection methods, participant selection, data analysis, and an exploration of ethical considerations and limitations. The research design was structured as an intrinsic case study, focusing on the cancellation of the New Zealand Badminton Open. The study used a mixed-method approach to offer an analysis of the topic. Data was gathered through an online anonymous survey administered via Qualtrics, encompassing a range of questions including multiple-choice, Likert-type scale, and open-ended questions. Participants were selected through self-selected sampling, which is accessing the survey online through the link posted on the Badminton New Zealand Facebook page. This allowed individuals to voluntarily partake in the survey.

Participant (researcher) observations were also used in the research. This involved the researcher actively immersing themselves in the setting being studied, providing first hand insight, and understanding (Jones, 2022). The method captured details of the topic, contributing to a further understanding of the subject. Analysis of collected data included both ordinal and nominal data analysis, along with thematic analysis to extract meaningful insights from qualitative responses. Furthermore, the chapter explores the ethical considerations integral to the research process, including voluntary participation, reliability, validity, as well as limitations such as response bias through understanding of the methodological framework employed to investigate the research questions and address the research objective while upholding ethical standards.

Research paradigm

The research paradigm underpinning this study was aligned with interpretivism, reflecting the intrinsic nature of the case study approach employed. This research specifically focused on the unique case of the New Zealand Badminton Open cancellation, aiming to explore the perspectives and impacts on stakeholders within the badminton community. Interpretivism was particularly suited to this approach as it emphasises understanding the subjective meanings and experiences of individuals, rather than seeking to generalise findings across broader contexts (Pervin & Mokhtar, 2022). This paradigm values the depth of understanding, context-specific nuances, and the complexities inherent in the relationships between stakeholders, all of which are central to the aims of this research.

The intrinsic case study approach was driven by the researcher's genuine interest in the case itself, rather than an intention to build broader theoretical generalisations. This aligns with the interpretivist paradigm, which prioritises detailed insights into the specific case and the exploration of how

stakeholders engage with and perceive the event's cancellation. The inclusion of the researcher's personal narrative and observations further underscores the interpretivist orientation of the study (Rubin & Babbie, 2014). As a professional badminton coach and a key stakeholder in the community, the researcher's experiences provide an additional qualitative layer to the analysis, offering a deeper, more personal understanding of the stakeholder dynamics.

While the study employed a mixed-methods approach, combining both quantitative and qualitative data through surveys, the interpretivist paradigm is particularly evident in the qualitative aspects of the research. Open-ended questions within the survey allow participants to express their perspectives in their own words, providing insights that go beyond structured responses (McChesney & Aldridge, 2019). Furthermore, although the survey is conducted without direct interaction between the researcher and participants, the interpretivist paradigm remains relevant due to the researcher's role in interpreting and integrating their own experiences with the survey data (Croucher & Cronn-Mills, 2018). This approach highlights the value of understanding the nuanced realities of stakeholders, rather than merely quantifying responses. Ultimately, the interpretivist paradigm guides this research by focusing on the depth of understanding and the subjective meanings attached to the case of the New Zealand Badminton Open cancellation, providing a comprehensive view of its implications for the badminton community.

Research design for the current study

a) Intrinsic case study

This research used an intrinsic case study approach, with the 'case' focusing on the cancellation of the New Zealand Badminton Open. It is an intrinsic case study because a unique case is being explored of specific interest to the researcher. I am a professional badminton coach who is intrinsically motivated to explore this topic for my professional development (my intrinsic motivation is further explained in Chapter 4 – Personal narrative).

Case studies are a widely employed research methodology in stakeholder analysis due to their ability to provide in-depth insights into complex relationships (Yin, 2009). They allow researchers to explore the "how" and "why" of stakeholder engagement within natural contexts, offering understanding beyond mere data collection. Through case studies, researchers examine specific organisations or projects to uncover relevant details, dynamics, and underlying factors shaping stakeholder interactions. This qualitative approach enables the exploration of stakeholders' motivations, expectations, and concerns, along with their power relations and influence on strategic decisions. Notable examples include studies by Yang (2014), Reed et al. (2009), and Jurgens et al. (2010), which demonstrate the effectiveness of case studies in revealing hidden complexities and providing practical insights for effective stakeholder management.

The intrinsic case study approach emphasises gaining an understanding of a specific case or phenomenon for its inherent value (Stake, 1995). It focuses on exploring the unique characteristics, context, and intricacies of the case to provide rich insights and detailed analysis. Researchers are driven by a genuine interest in the case, aiming to develop deep understanding rather than focusing solely on theory development or generalisability (Thomas, 2011). This approach enables an examination of the case, considering the complexities and context-specific factors that influence the phenomenon studied (Patton, 2002).

In researching the cancellation of the New Zealand Badminton Open, the intrinsic case study approach was employed to understand the impacts from stakeholders' perspectives. Rather than making broad generalisations, the focus was on gaining a deeper understanding of this specific case and its implications for stakeholders and the broader badminton community. By adopting this approach, the research aimed to provide insights that will contribute to the field of sports event management and stakeholder analysis.

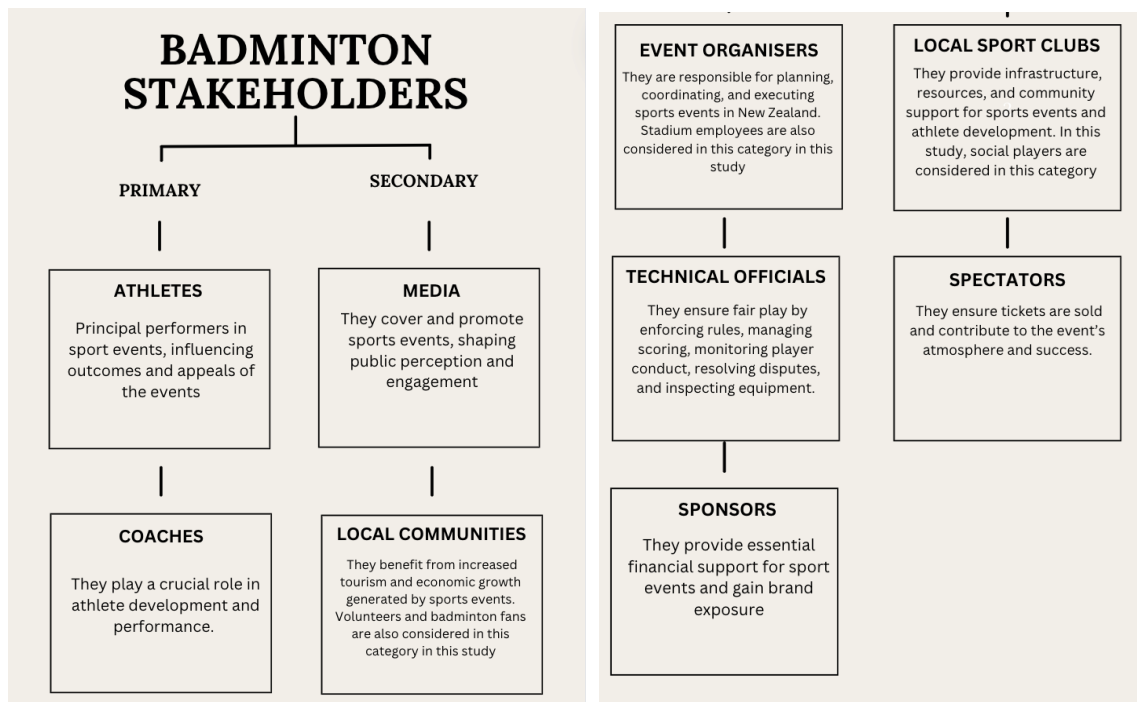
Personal narrative

In this study, personal narrative significantly enriches the methodology by integrating the researcher's insider perspective as a professional coach deeply involved in the badminton community. Documented in Chapter 4, this approach allowed for a nuanced understanding of the New Zealand Badminton Open's cancellation through the researcher's first-hand experiences and reflections. Personal narrative served as both a data collection method and a contextualising tool, offering deeper insights into stakeholder reactions and decision-making processes that may not be fully captured through survey data alone (Kourti, 2016). By blending personal narratives with quantitative and qualitative survey data, the study enhanced the validity and depth of the findings, providing a comprehensive view of the impacts and stakeholder perceptions (Braun & Clarke, 2006). This method ensures that the research benefits from both structured data and the richness of lived experience, adding significant value to the analysis of stakeholder challenges and viewpoints.

Context of this research

Figure 1 reveals the context of this research, a visual representation of the stakeholders that shape this study. The stakeholder map was created to show a clear picture of how the stakeholders in this study were interconnected and their relative importance in the context of the New Zealand Badminton Open.

Figure 1 Stakeholder map



Research approach

Mixed-method studies serve to minimise potential biases that may be associated with single-method approaches. By triangulating data from both qualitative and quantitative sources, researchers can obtain a more balanced, holistic, and less biased understanding of the research topic (Sale, Lohfeld & Brazil, 2002). Mixed-method research is a systematic strategy where the investigator collects, analyses, and integrates both qualitative and quantitative data to gain a deeper understanding of the research topic. One of the significant advantages of utilising a mixed-method approach is that it enables researchers to gain a broader understanding of the research topic (Bryman, 2006). As Tashakkori and Creswell (2007) explain, mixed-method studies can either be “two types of data (e.g., numerical and textual)” or “two types of data analysis (statistical and thematic)” (p. 4).

The primary data collection instrument utilised is an online anonymous survey, designed to encompass both quantitative and qualitative aspects. The study employed a mixed-method approach, which incorporates both quantitative and qualitative research methodologies. The survey incorporated a blend of multi-choice questions, close-ended Likert-type scale inquiries, and open-ended qualitative prompts.

Data collection method

a) Participant (researcher) narrative

The personal narrative chapter (Chapter 4) explores the personal narrative of the researcher. This chapter holds significant value within the dissertation as both a data collection method and a means of enriching the research process. Personal narratives offer a richer and fresher layer to the research (Kourti, 2016). By integrating personal experiences of the researcher, it provides another layer on the topic of the withdrawal of the New Zealand Open. As a coach deeply involved in the badminton community, the researcher themselves is a key stakeholder who can offer valuable qualitative data that supplements and enhances the findings of the study. Moreover, incorporating the personal narrative chapter offers readers a further understanding of the context and complexities surrounding the topic. It provides a narrative framework through which to explore the multifaceted dimensions of the decision-making process, shedding light on the implications for stakeholders within the badminton community. This data collection method fosters empathy and engagement among readers, inviting them to connect with the research on a more personal level.

The results chapter (Chapter 5) includes a case description, drawing on my personal experiences and perspectives (in the personal narrative chapter), to summarise my experiences of the cancellation of the New Zealand Badminton Open. This includes the nature and history of the event, the decision by Badminton New Zealand to cancel the New Zealand Badminton Open event, and when/how this decision was communicated to various stakeholders.

b) Surveys

Surveys serve as a widely adopted approach in stakeholder analysis, facilitating structured data collection from diverse participants to gauge their perceptions, attitudes, and concerns. Freeman (1984) utilised surveys to explore the dynamics between organisations and stakeholders. Scholars like Phillipson et al. (2012) and Mitchell, Agle, and Wood (1997) have also leveraged surveys to enrich our understanding of stakeholder relationships and salience, showcasing their versatility in capturing diverse perspectives. Surveys provide a valuable tool for gathering stakeholder input on specific decisions or actions, fostering systematic data collection and analysis (Phillipson et al., 2012). By integrating elements of qualitative approaches and drawing from scholarly methodologies, surveys offer practical insights into stakeholder dynamics, informing decision-making and enhancing stakeholder relations.

This study utilised a web-based survey created using Qualtrics. Qualtrics is a web-based tool designed for crafting online questionnaires. It offers a straightforward and easily accessible platform for data collection. Respondents can access the questionnaire by clicking on the provided survey link. This

survey was made live on the Badminton New Zealand Facebook page for a period of 4 weeks (January 2024-February 2024).

Web-based surveys offer efficient distribution to diverse audiences, overcoming geographical barriers and ensuring broad participation, enhancing the generalisability of findings in this study (Dillman et al., 2009; Sue, 2012; Wright, 2005). Additionally, the rapid response facilitated by web-based surveys promotes timely data collection, with participants easily accessing and completing surveys at their convenience (Vasanth Raju & Harinarayana, 2016), potentially yielding higher response rates through primarily multiple-choice questions (Van Selm, 2006).

Online surveys mitigate data entry errors commonly encountered in traditional paper-based surveys, minimising the risk of manual transcription errors. Digital data entry reduces errors (Touvier et al., 2010), enhances data accuracy, and simplifies subsequent data analysis by providing readily available, machine-readable data (Vasanth Raju & Harinarayana, 2016), expediting the research process, eliminating extensive data cleaning and verification procedures associated with traditional methods.

The survey used in this study (attached as Appendix 3) includes a combination of quantitative and qualitative data. Quantitative data is collected using Likert-type questions and multiple-choice questions. Likert-type questions provide structured, numeric responses for analysis (Likert, 1932). Likert-type questions, originally introduced by Rensis Likert in 1932, is a widely accepted method for gathering structured, quantitative data. They are designed to gather responses in a structured numeric format, making them highly suitable for quantitative analysis. These questions offer respondents a range of options, typically on a scale, to express their level of agreement regarding statements or items. The questions in this survey are designed to gauge the respondents' sentiments, perceptions, and opinions regarding various aspects related to the New Zealand Badminton Open's cancellation.

c) Multiple-choice questions

Using multiple-choice questions is a quick and efficient way to gather and analyse data, ensuring a streamlined process for both respondents and researchers. The structured format allows for easy quantification of responses, simplifying the subsequent analysis (Klufa, 2018). Multiple choice questions covered participants' gender, age range, region of residence, and their role in the badminton community. Additionally, it assessed participants' understanding of the reasons behind Badminton New Zealand's decision to withdraw from hosting the New Zealand Open. These questions were designed to gather demographic information and gauge participants' perspectives on the event's withdrawal, providing valuable insights for the research.

d) Likert-type scale questions

In this survey, respondents answered Likert-type questions that cover a wide spectrum of topics related to the event cancellation, including their understanding of why Badminton New Zealand decided to withdraw from hosting the New Zealand Open.

The questions were crafted for participants to choose from a set of response options that best reflect their views and experiences. They were presented with a 5-point (strongly disagree to strongly agree) scale on the following topics:

- The communication around the withdrawal of the New Zealand Open has been effective.
- The cancellation of the New Zealand Open has adversely influenced players' career development in badminton.
- The cancellation of the New Zealand Open has adversely affected the development of coaching skills.
- The event cancellation has adversely affected the relationships between players and coaches.
- The event cancellation has adversely affected the operation of badminton stadiums.
- The event cancellation has had an adverse impact on the economy.
- The event cancellation has adversely influenced the visibility of badminton in New Zealand.
- The event cancellation has adversely affected the level of sponsorship support for badminton events in New Zealand.

These questions helped to gather perspectives on the impacts on the badminton community, providing insights into the stakeholders' perceptions and experiences. These questions are also addressed in the personal narrative chapter.

The advantages of using Likert-type questions in this survey include the ability to collect structured, numerical data that can easily be quantified and statistically analysed (Nemoto & Beglar, 2014). This facilitates the identification of trends, patterns, and associations in the respondents' opinions, providing valuable insights into the research questions. Additionally, the Likert-type format is user-friendly, allowing respondents to complete the survey efficiently (Gil Alvarez et al., 2015).

The survey also incorporated a midpoint response, represented as "neutral.", providing respondents with the freedom to express their genuine opinions, ensures that participants are not compelled to either agree or disagree with specific statements when they may not wish to or find it challenging to relate to (Chyung et al., 2017).

e) Open-ended questions

The inclusion of two open-ended questions in this survey served as a crucial element for capturing the depth of participants' experiences and viewpoints. Unlike close-ended questions, which provide predefined response options, open-ended questions give participants the freedom to express themselves in their own words (Reja et al., 2003). For example, participants were asked if they have encountered any challenges or difficulties due to the withdrawal of the New Zealand Badminton Open. The open-ended question invites participants to recount specific incidents, share their personal experiences through their own voice, and highlight problems that might not be covered by structured questions. These narratives and detailed responses provide a richness to the data that wouldn't be attainable with closed-ended questions (Semyonov-Tal & Lewin-Epstein, 2021). The final question provided respondents with the opportunity to add anything else they believe is relevant to share about the topic.

Open-ended questions also offered an unfiltered view of participants' thoughts that are not guided by predetermined responses. This approach ensured that the data remains unbiased. The limitation of open-ended questions compared to interviews is that they may not provide as much depth or richness of information since respondents are not prompted to elaborate on their responses. Interviews allow for follow-up questions and probing to explore deeper into participants' perspectives, experiences, and insights (Hutchinson et al., 1994). However, interviews were not conducted for this study due to the scope of the project as well as concerns about researcher bias.

Participant selection

Participant selection in this research employed a self-selected sampling method, also known as voluntary sampling (Murairwa, 2015). This approach allows individuals to choose whether to participate in the research or not, and it is frequently employed in online surveys, questionnaires, and studies that require a wide and accessible participant pool (Bradley, 1999). In this context, the research survey was made openly available on New Zealand Badminton's social media platform (see the participant recruitment Facebook post attached as Appendix 4), making it easily accessible to individuals engaged in the badminton domain, including athletes, coaches, event organisers, and badminton enthusiasts.

Self-selected sampling streamlines participant recruitment by allowing individuals with a direct interest in the New Zealand Badminton Open to engage with the survey at their convenience, reducing the researchers' effort and time (Murairwa, 2015). This approach ensures that the survey reaches those involved or interested in the event's context, aligning with the research objectives, and providing insights from stakeholders genuinely invested in the event (Murairwa, 2015). However, this method may introduce bias as participants are not carefully selected by the researcher, potentially skewing the

collected data (Keiding & Louis, 2018). Despite this limitation, self-selected sampling offers valuable insights into the motivations, experiences, and perspectives of deeply engaged individuals, maximising the utility of the data collected (Keiding & Louis, 2018). To mitigate bias, the survey asked participants to specify their role within the badminton community, allowing for the subsequent segmentation based on their backgrounds and perspectives (Hatch et al., 2016). This segmentation strategy enhances understanding by considering diverse participant groups' viewpoints and experiences (Hatch et al., 2016).

Quantitative Data Analysis

In this study, quantitative data analysis was conducted on the collected data, which included responses to both Likert-type scale questions and multiple-choice questions. The purpose of this analysis was to provide a comprehensive understanding of the participants' responses through descriptive statistical methods. Descriptive analysis involves computing various statistical measures such as percentages to summarise and describe the features of the dataset.

By employing descriptive analysis, the raw survey data was processed into a format that allowed for the identification of patterns, trends, and significant insights (Vetter, 2017). The tool used to organise quantitative data analysis was an Excel spreadsheet, which allowed for efficient data management, sorting, and basic statistical analysis. While Excel was instrumental in managing and conducting initial analyses, Qualtrics was used to collect and manage the survey data. The integration of both tools ensured a seamless workflow, with Excel handling the in-depth quantitative analysis after the data was exported from Qualtrics.

a) Ordinal Data

The Likert-type scale questions provided ordinal data, which is a categorical set of values representing the relative ranking or order of categories without specifying the magnitude of differences between them. This type of data is valuable for understanding preferences, opinions, or attitudes in a ranked manner, as it enables the establishment of hierarchies or rankings (Marshall & Jonker, 2010). Furthermore, other questions in the survey, such as questions about the level of understanding behind the reasons for cancellation and their age group, also generated ordinal data.

b) Nominal Data

Some of the multiple-choice questions in the survey provided nominal data, consisting of categories without any inherent order or ranking. These responses encompassed various categories such as gender, region of residence, and role within the badminton community. Unlike ordinal data, nominal data does not imply a specific order or magnitude between categories but are instrumental in classifying and organising information based on distinct categories (Zu & Kyllonen, 2020).

c) Coding and Data Entry

Responses were coded through Qualtrics, with numerical assignments reflecting the inherent order or distinct categories for ordinal and nominal data. Responses underwent a systematic coding process tailored to the nature of the data. In the case of ordinal data, such as Likert-type scale responses, numerical codes were assigned to represent the degree of agreement or disagreement (e.g., '1' for strongly disagree to '5' for strongly agree). For nominal data, like gender categories in multiple-choice questions, distinct numerical codes were assigned to each category (e.g., '1' for male and '2' for female).

d) Data Cleaning

A crucial step involved checking for errors or missing data to ensure accuracy, with a tailored process for each data type. This involved an examination for errors or missing entries, executed through a tailored approach that considered the specific characteristics and requirements of both ordinal and nominal data.

e) Visualisation and Interpretation

Figures were used to provide a clearer understanding of inherent patterns and trends for both nominal and ordinal data. They illustrated the distribution of responses across various questions, offering a visual snapshot of participants' opinions and personal circumstances.

Qualitative data analysis

The qualitative data obtained from the two open-ended research questions was analysed using a six-step thematic analysis process. Thematic analysis is a widely used approach in qualitative research that aims to identify common patterns and themes within the interview transcripts (Braun & Clarke, 2006). My subjectivity plays a crucial role in the analysis process, as my interpretations and judgements shape the identification and development of themes. The flexibility and interpretive nature of thematic analysis allows for a deep exploration of the data, capturing the rich meaning behind and within the participants' responses (Braun & Clarke, 2006). Thematic analysis offers flexibility in terms of data collection methods, sample size, and research questions, making it suitable for exploring the research topic deeply (Clarke & Braun, 2017).

The data analysis process comprises several phases, as outlined by Terry et al. (2017). Initially, I engaged in the phase of familiarising myself with the responses to the open-ended questions. During this stage, an understanding of the data was developed, which looked for emerging patterns. This familiarisation process involved reading through the responses multiple times to gain insight into the participants' perspectives and identify recurring themes and trends. Memo-ing, a vital qualitative

analysis technique, systematically recorded interpretations to enhance data comprehension. This involved documenting reflections to justify and understand the data better. Memoisation captures thoughts, observations, and initial interpretations to identify themes and patterns. This procedure boosts the analysis' credibility, ensuring interpretations are firmly anchored in the data (Birks et al., 2008). An example of the memo is attached as Appendix 5.

In the second phase, codes were generated based on the notes collected in phase one. These codes, represented by words or short phrases, encapsulated crucial concepts relevant to the research questions, simplifying the data for easier interpretation in subsequent phases (Terry et al., 2017).

In the third phase, I used the research questions as a framework to develop themes within the codes. By selecting pertinent codes and combining them, more intricate codes were created to encapsulate the data's essence. This step involved identifying the core ideas and concepts that underlay each theme (Braun et al., 2015).

In the fourth and fifth phases, the themes were reviewed and defined to ensure their accuracy in representing the data and addressing the research questions. This critical step guaranteed that the themes not only captured distinct ideas but also contributed to an understanding of the research topic (Braun & Clarke, 2006).

The sixth phase was writing up the results. I summarised the findings by interweaving the identified themes, establishing connections to relevant literature, and providing responses to the research questions. This phase aimed to present the results coherently, emphasising the key insights derived from the thematic analysis.

Through the application of thematic analysis and a systematic approach to data analysis, this research will extract meaningful themes and insights from the online survey, ultimately enriching the overall understanding of the research topic.

Research methods and research questions

The methods employed in this study were designed to provide a comprehensive understanding of stakeholders' experiences and perceptions related to the cancellation of the New Zealand Badminton Open. For RQ1, which seeks to identify the challenges stakeholders have encountered, the use of quantitative data analysis through Likert-type scale and multiple-choice questions enables the identification of common challenges reported by stakeholders. This approach allows for analysis of various challenges across the sample population (Vetter, 2017). Additionally, qualitative data from

open-ended questions provides deeper insights into the specific nature of these challenges, revealing nuanced experiences and perspectives that quantitative data alone may not capture.

For RQ2, which examines stakeholders' perceptions of the reasons behind the cancellation, the mixed-method approach allows for a rich exploration of how stakeholders interpret and understand the decision. Quantitative analysis provides a broad overview of stakeholder opinions, while thematic analysis of qualitative responses uncovers detailed reasons and motivations behind their perceptions (Braun & Clarke, 2006; Clarke & Braun, 2017). Together, these methods offer a framework for addressing the research questions, integrating both broad statistical trends and detailed personal insights.

Research Ethics and Methods

This research gained approval from the AUT Ethics Committee (AUTE23/256). The AUTE approval letters are attached as Appendix 1. The participant information sheet/consent is also attached as Appendix 2.

a) Informed consent

Respondents in the online survey were presented with informed consent, signifying their voluntary engagement, comprehension of the study's objectives, and awareness of potential risks or benefits. These details were explicitly stated at the beginning of the survey. While participants were not required to physically sign a formal informed consent document, submission of the survey was regarded as indicative of their consent, as clearly mentioned in the survey. Informed consent ensures the well-being and rights of participants (Bhutta, 2004).

b) Confidentiality and anonymity

The survey responses anonymous, because I was unable to access participants' names or any identifiable factors (Nayak, & Narayan, 2019). Respondents were explicitly requested not to provide such information. Clark (2006) emphasised the critical importance of anonymising research data as it serves as a protective measure for the identity of participants. Anonymisation ensures that no identifiable information is disclosed, safeguarding participants from potential consequences or impacts that may arise due to the revelation of their identity. This practice aligns with ethical standards in research, promoting a secure and confidential environment for individuals contributing to the study.

c) Data handling

Data handling is a critical aspect of the research process, and as such, utmost care will be taken to ensure the security and confidentiality of all collected information. Participants were provided with comprehensive details regarding the handling of their data, including clear explanations of how the data will be utilised, the duration for which it will be stored, and the specific purposes it will serve in relation to the research. This transparent communication is not only ethically essential but also empowers participants by keeping them informed about the life cycle of their data and its relevance to the study. This commitment to secure data and its responsible handling aligns with ethical standards, promoting trust and transparency throughout the research (Thapa & Camtepe, 2021).

d) Voluntary participation

Participation in this study was strictly voluntary, and individuals had the autonomy to decide whether they wished to engage in the survey. The survey was actively promoted on the Badminton New Zealand social media platform, inviting individuals with an interest in the subject matter to share their perspectives. It was emphasised that participants are under no obligation to part-take, and their decision to contribute would be respected. This approach ensured participants voluntarily engaged with the survey based on genuine interest, fostering autonomy and informed consent in the research process.

Research quality

Research quality relies on key concepts such as validity, reliability, and credibility (Patton, 1999). Validity ensures accurate measurement of intended factors, while reliability ensures consistent results. Credibility is achieved through rigorous methodology. These concepts guide researchers in producing reliable and trustworthy outcomes.

a) Reliability

Reliability focuses on the consistency of results and how this consistency defines a reliable instrument. In this context, consistency refers to the similarity, uniformity, and lack of significant differences in repeated measurements. Louangrath and Sutanapong (2018) emphasised that consistency of results does not guarantee accuracy in measuring the construct. For example, an instrument may consistently yield the same results, but if those results are consistently inaccurate, the instrument cannot be considered reliable.

In the context of this study, the emphasis was not only on the consistency of the results but on ensuring that the instrument consistently produces accurate results. The survey ensured reliability by maintaining consistent wording for each survey question across all participants. Unlike face-to-face interviews or similar methods where impromptu responses may introduce variability, this study

ensured that every participant is exposed to the same questions, thereby enhancing the reliability of the data.

b) Validity

Validity is the extent to which the research accurately measures or reflects the intended concept. In the design phase of this study, efforts were made to establish content validity, ensuring that survey questions effectively captured respondents' opinions specifically related to the topic. This involved a review to align the survey content with the research objectives, ensuring that the questions were pertinent to the study's focus. Additionally, the study's validity is reinforced through the incorporation of recognised measurement scales and established methodologies (Louangrath and Sutanapong, 2018). By utilising these tools, the study enhanced validity, ensuring that the survey effectively measured the targeted concepts, such as the impact of the event's cancellation on various aspects within the badminton community in New Zealand. This approach to validity contributes to the overall robustness and credibility of the study's findings.

c) Credibility

The credibility of this study is underpinned by several factors. Firstly, methodological approaches were employed throughout the research process, adhering to established guidelines and standards in qualitative research. Additionally, data collection methods, such as web-based surveys and open-ended questions, were carefully designed to capture diverse perspectives and facilitate the research topic. Moreover, transparency in reporting the research process and findings enhances the study's credibility, allowing for the replication and verification of results by other researchers (Patton, 1999). Furthermore, the researcher's reflexivity, demonstrated through ongoing reflection and awareness of their own biases and assumptions, contributes to the study's credibility by ensuring that interpretations are grounded in the data rather than personal biases (Dowling, 2006; Parahoo, 2006).

Limitations

a) Response bias

Likert-type scale questions and multiple-choice questions are fully reliant on the participants. There may, however, be a risk of response bias because participants may provide socially desirable responses that do not accurately represent their true opinions and behaviours (Mick, 1996). This can compromise the validity and reliability of the data collected, leading to an incomplete or inaccurate representation of participants' true sentiments. While offering insights, the survey's format may invite social desirability bias, where participants' responses align with societal norms rather than their authentic views.

To mitigate response bias, maintaining the research integrity is crucial. Anonymity of responses and emphasis on honest answers are key strategies employed in this research. Additionally, integrating diverse data collection methods, such as open-ended questions, encourages participants to express their opinions freely, thus limiting response bias.

b) Generalisability

This study's generalisability may be limited due to the small sample size and the use of self-selected sampling, which primarily captures the perspectives of individuals motivated to participate. While this approach provides valuable insights from deeply engaged participants, it may not represent the broader population. Additionally, the focus on the New Zealand Badminton Open and its stakeholders may restrict the applicability of findings to other contexts or events. However, efforts were made to mitigate bias by segmenting participants based on their roles and backgrounds within the badminton community. Despite these limitations, the study offers meaningful insights relevant to stakeholders involved in badminton events and contributes to the existing body of literature on event management and stakeholder perceptions (Best et al., 2001).

Chapter 4: Personal Narrative

Introduction

My role in the badminton community is a development coordinator at the Auckland Badminton Association. My responsibility is to increase the quality for players, coaches, officials, and administrators in all areas and at all levels. I am also responsible for growing and sustaining participation numbers for players, coaches, officials, and administrators, and improving capacity and capability of the badminton delivery system through specific pathways. Also, as the current head coach for Auckland Division 3 and Aspiring Squad, many of New Zealand's top junior players are trained by me. Therefore, I am deeply invested in the continual growth and advancement of badminton. The decision by Badminton New Zealand to withdraw from hosting the New Zealand Badminton Open has sparked my curiosity and prompted me to investigate deeper into this topic. In this chapter, I will provide personal insights into the survey questions tailored to the badminton community, offering a comprehensive exploration of the various dimensions surrounding the withdrawal of the New Zealand Badminton Open. It is important to note that the information presented in this chapter is based solely on my firsthand observations, experiences, and understanding of the situation, as well as interpretation of what I have read about other major events that may not be badminton related. My perspective may be limited, as I do not have access to all relevant information.

What is your role in the badminton community

I was born in Fujian, China. My parents have a deep love for badminton, which they passed on to me during my early years in primary school. Recognising my potential, they arranged for me to receive formal training with a badminton coach. My coach then suggested that I enrol in a sports school to pursue systematic training due to my talent and potential for professional play.

I dedicated myself to rigorous training, quickly becoming one of the top players in my age group in Fujian after two years at the sports school. This achievement led to the opportunity to train with the Chinese People's Liberation Army Badminton Team, where I had the honour of training alongside the legendary badminton player Lin Dan. However, my journey took an unexpected turn when I suffered a serious ankle injury during a training session at the age of 17. My parents then decided to prioritise my education and chose to immigrate to New Zealand, believing it would offer better educational opportunities suited to my personality.

In New Zealand, I transitioned my focus to academics while continuing to enjoy playing badminton recreationally. Despite no longer pursuing the sport professionally, my passion for it has remained

over the past two decades. I then decided to take on coaching badminton. I have been coaching for the Auckland Badminton Association for over six years, guiding a diverse range of players, including school teams, club members, and representative squads. Throughout my coaching career, I have worked with over 2000 individuals of varying skill levels, ages, and backgrounds. I find great joy in coaching and plan to continue this rewarding work in the future.

To what extent do you understand why Badminton New Zealand chose to withdraw from hosting the New Zealand Open

I believe that the decision is rooted in the considerations of financial viability and overall exposure the event could generate. One important aspect is the challenges in securing sponsorship support for the New Zealand Open. The event's dependence on sponsorship and difficulties in attracting sufficient support likely played a crucial role in the decision-making process. The event's visibility is influenced by various factors, including the size of the badminton community, which could provide insights into the potential audience reach and engagement. Sport New Zealand found that in 2013, "fewer than 1 in 10 (3.5%) of all New Zealand adults aged 16 years and over (around 115,000 people) participated in badminton at least once. Among the various sport and recreation activities, badminton had the 29th highest participation rate" (Sport New Zealand, 2013, p. 5). This shows that badminton is not one of the most popular sports in New Zealand. The 2018 New Zealand Open took place at the Eventfinda Stadium, which had a capacity of only around 5000 attendees. Due to the venue's limited size, ticket sales were likely constrained, resulting in lower revenue generation. The balance between financial considerations and the event's visibility highlights the decision to withdraw from hosting the New Zealand Open.

The badminton community in New Zealand is relatively small compared to more mainstream sports, impacting the potential reach and exposure for sponsors. Sponsors in other types of major sports events typically invest in events to enhance their visibility and connect with a larger audience. I feel the limited audience size can make it less appealing for sponsors seeking great brand exposure and influence (Greenhalgh & Greenwell, 2013), the small community makes it challenging to attract sponsors. Furthermore, the absence of extensive broadcasting coverage for the New Zealand Open event might have played a significant role in the financial considerations leading to the decision to withdraw. Broadcasting serves as an important channel for broadening the event's viewership and popularity, drawing in additional spectators, and thereby increasing its appeal to potential sponsors. I feel that limited broadcasting opportunities not only reduce event revenue but also hinder badminton's recognition within New Zealand's sporting community. Constrained visibility may impede the sport's growth and integration into broader sports communities (Bellamy, 2009).

The communication around the withdrawal of the New Zealand Open has been effective

I believe the communication about the New Zealand Open's withdrawal via Badminton New Zealand's social media needs improvement. As a coach, I recall discovering the announcement on the BNZ Facebook page simultaneously to the general public. There was no prior communication provided to us.

Effective communication is essential for maintaining engagement and transparency throughout such decisions, fostering understanding among stakeholders (Moyle et al., 2014). Effective communication extends beyond mere announcements; it involves providing context and rationale behind decisions. This approach fosters dialogue, sharing responsibility even amid disappointing news (Jordan et al., 2019). It acknowledges community concerns, reinforces transparency, and builds trust between governing bodies like Badminton New Zealand and enthusiasts. Ultimately, effective communication enhances understanding and collaboration within the badminton community, fostering resilience and engagement.

The withdrawal of the New Zealand Open has adversely influenced players' career development in badminton

As a coach I observed the impact of the event cancellation on a range of badminton players, and also heard the perspectives of a range of players. Some elite players expressed that the cancellation has greatly impacted on their willingness to pursue the sport professionally. This perspective is supported by a range of academic studies.

Major sports event cancellations pose a significant challenge for badminton players, particularly those who have dedicated their careers to rigorous training for global competition. This disruption interrupts years of commitment to skill development and strategic refinement, impacting the aspirations and careers of athletes (Chen et al., 2020). Furthermore, the cancellation deprives New Zealand players of the chance to observe and learn from top badminton athletes in action, hindering their growth and development (Siedentop et al., 2019). Live events such as the New Zealand Open, serve as platforms not only for high-level competition but also for players to observe diverse playing styles, strategies, and tactical subtlety, inspiring innovation in their own approach to the game (Figgins et al., 2016).

The cancellation of such events serves as a vital link between local players and the international badminton community, hindering opportunities for learning and mentorship (Sandardos & Chambers, 2019). Mentorship in particular, plays a crucial role in guiding athletes through their sporting journey, offering valuable insights and perspectives beyond technical skills (Gould et al., 1990; Clutterbuck, 2014). Additionally, major events like the New Zealand Open serve as catalysts for motivation and aspiration in athletes' career development, and their cancellation denies athletes crucial opportunities

for growth and advancement (Rogaleva et al., 2018). This highlights the far-reaching consequences that event cancellations can have on the paths and aspirations of athletes' careers.

The cancellation of the New Zealand Open has adversely affected the development of coaching skills

From my point of view as a coach, the withdrawal of the New Zealand Badminton Open has negatively affected the advancement of coaching skills. This influence involves lost chances for New Zealand coaches to observe firsthand the techniques and strategies employed by world-class coaches during live matches. Additionally, the ever-changing and diverse nature of badminton tactics, which evolve and differ across countries and categories, increases the detrimental effect of the event cancellation on the learning experiences for coaches. The absence of the New Zealand Open has deprived local badminton coaches like myself, of a significant opportunity to observe and learn from the coaching methodologies of the world's top coaches (Walker et al., 2018). Major international events serve as a valuable platform for knowledge exchange, allowing coaches to witness firsthand approaches employed by elite coaches when guiding their players. These events provide a live view of coaching techniques, player interactions, and strategic decisions in the high-pressure context of competitive play. Different countries bring unique strengths, showcasing diverse tactical approaches to the game. The live events allow coaches to discover the subtleties of various playing styles, adaptability to different game situations, and strategic innovations (Franks & Miller, 1991, Enstice, 2003). The New Zealand Open served as a great platform for coaches to stay updated on badminton tactics, fostering cross-cultural exchange and innovation. Without it, New Zealand coaches miss out on diverse coaching philosophies, limiting their insights.

The event cancellation has adversely affected the relationships between players and coaches

Live competition serves as a transformative tool in the coach-athlete relationship (Vallerand et al., 2003). Coaches utilise this setting to observe players' responses to stress and decision-making, while players draw strength from their presence. However, the absence of live competition deprives both parties of crucial relationship development opportunities, hindering the motivational process outlined by Deci and Ryan (1980). Coaches fulfil athletes' psychological needs for autonomy and competence, nurturing intrinsic and extrinsic motivation. This dynamic interplay unfolds within the competitive arena, where coaches strategically observe and interact with players. Without these opportunities, the development of motivation in athletes and personalised coach support is disrupted, underscoring the significance of live competitions in fostering athlete engagement.

I believe the cancellation has broader implications for the various ways in which coaches support different players. Each player possesses unique characteristics, both in their playing style and psychological needs. The live competition setting provides coaches with a practical opportunity to

adapt their support strategies based on individual player requirements. Whether it is providing motivational cues, adjusting tactical approaches, or offering emotional reassurance, the real-time nature of competitive events allows coaches to adapt their support techniques accordingly (van de Pol et al., 2015). Additionally, coaches lose the hands-on experience of understanding how each player responds to varying levels of competition-induced stress, the specific cues that resonate most effectively, and the personalised approaches that optimise each player's performance. This experiential knowledge is irreplaceable, and its absence impacts coaches' ability to cater to the diverse needs of their players effectively (Gould et al., 2001).

Beyond the tangible impacts on coaching dynamics and player-coach relationships, the cancellation of the event may also affect the emotion and passion of both players and coaches. Competing in events provides a unique source of motivation and passion for players, acting as a platform to showcase their skills, test their limits, and derive a sense of fulfilment from their dedication to the sport. Passion, as identified by Vallerand et al. (2003), is a psychological factor. When coaches and players share a mutual passion for the sport, it becomes a catalyst for cultivating a positive relationship, ultimately fostering high-level performance. The anticipation and excitement surrounding competitions fuel the players' passion, driving them to excel and continually strive for improvement. Similarly, coaches find their own source of passion in guiding their players through these competitive journeys, witnessing their growth and accomplishments on the court (Lafreniere et al., 2008).

The event cancellation has had an adverse impact on the economy

From my understanding, cancellation of the event has indeed impacted the local economy, affecting various sectors that rely on the influx of players, coaches, and badminton enthusiasts from different places. I believe that the tourism industry would be greatly affected. Typically, in the lead-up to a major sports event, there would usually be a surge in bookings for accommodation by players, coaches and fans. The cancellation of the event abruptly halted this anticipated economic activity for local hotels, motels, and rental accommodation (Porter & Chin, 2012).

In the context of major sporting event cancellations like the New Zealand Open, the economic ripple effect (Zhang et al., 2018) encompasses widespread repercussions across sectors beyond the sports industry. Collins et al. (2007) note the disruption of anticipated economic gains, affecting tourism, accommodation, and local businesses, resulting in revenue declines. The cancellation resonates through the supply chain, impacting suppliers, distributors, and manufacturers, intensifying economic repercussions across diverse sectors (Dolgui et al., 2018) within the local economy. Research conducted by event organisers, as highlighted by Atkinson et al. (2008), emphasises the significant economic benefits, making these events indispensable for the economy.

The event cancellation has adversely influenced the visibility of badminton in New Zealand

The cancellation of the New Zealand Open disrupts media coverage. This absence of live broadcasts and articles misses opportunities to showcase the sport's skill, dedication, and excitement. Media coverage, essential for highlighting player journeys and unique aspects of the sport (Dobson, 2000), is crucial for engaging enthusiasts and potential fans, fostering a deeper connection between the sport and its audience.

The cancellation of the New Zealand Open has impacted public interest within the badminton community, posing a challenge to the sport's development. Its absence disrupts the usual excitement and collective engagement it generates, as well as the transformative potential to boost participation and audience interest (Bowles et al., 2006; Lane et al., 2008). Beyond its competitive aspect, the New Zealand Open serves as a symbol of badminton's significance in the country, shaping public perception, fostering community bonds, and instilling national pride. This situation presents an opportunity for badminton to reassess its approach and engage with a diverse audience, establishing itself as a dynamic part of the nation's sports culture (Carroll, 2012).

The event cancellation has adversely affected the level of sponsorship support for badminton events in New Zealand

The sponsorship process often aims to preserve rapport and brand association within the sports ecosystem, an interconnected network of various elements including athletes, teams, governing bodies, fans, sponsors, media, and facilities (da Silva & Casas, 2017). This complex system operates within broader cultural, economic, and social contexts, with interactions occurring at local, national, and global levels (Jarvie et al., 2013). Financial backing from sponsors is crucial for the sustainability and growth of sports, directly contributing to event organisation, infrastructure development, and overall enhancement of the sports experience (Cook et al., 2023). This collaboration is important for the vitality and vibrancy of the sport, allowing the sports ecosystem to evolve and thrive. Moreover, sponsors rely on the sports community to showcase their brand through many ways, such as displaying their logo on posters and uniforms.

The major sponsor of the New Zealand Badminton Open had been Barfoot and Thompson, who sponsored the event for more than five years. In 2021, Barfoot and Thompson sponsored \$20,000 for the prize pool. Barfoot and Thompson plan to continue their sponsorship for other badminton events in New Zealand, such as the BWF World Junior Championships in 2024 and BWF World Senior Championships in 2025, which shows their dedication to the sport (Badminton New Zealand, 2021). However, the cancellation challenges sponsors like Barfoot and Thompson engagement and their long-term association with the sport.

Conclusion

Drawing from my coaching experiences within the badminton community, I consider this chapter significant for offering insights from my professional standpoint. The decision to cancel the New Zealand Open specifically highlighted the struggles to secure sponsorship and media support. As I explore the layers of this narrative, it becomes evident that the economic realities go beyond my immediate coaching role, extending to impact various facets of the badminton community. The interconnectedness of spectators, sponsors, and media, as intricately woven into the fabric of major sporting events, took centre stage. This unexpected turn of events serves as an illustration of the delicate balance between passion for the sport and the pragmatic considerations essential for its sustainability. It prompts a deeper reflection on the evolving landscape of badminton in New Zealand, the challenges faced by event organisers, and the broader implications for the growth and integration of the sport within the local sporting ecosystem

Chapter 5: Results

Introduction

This chapter of the dissertation will explore the emerging trends and patterns of stakeholders in response to the cancellation of the New Zealand Badminton Open through their responses to the online survey. Within this chapter, the focus initially describes the 'case', then examines numerical data, to explore trends and patterns. Following this quantitative exploration, it then investigates the narratives and insights from stakeholders from a qualitative lens. By adopting both methods, this study collects participant viewpoints, revealing the effects of the event's cancellation. The participant (researcher) observations in the case description add another layer to the case study.

Participant (researcher) observation – case description

The New Zealand Badminton Open, a significant event in the badminton calendar, served as a platform for international competition and showcased the sport's talent on a global scale. Historically, the event's allocation and position in the international calendar was governed by the International Badminton Federation (IBF), now known as the Badminton World Federation (BWF), in collaboration with the National Sports Organisation (NSO), Badminton New Zealand. The decision to withdraw from hosting the event for the 2023-2026 cycle was announced due to directing the NSO's strategic focus on building the foundations of badminton in New Zealand.

The Badminton World Federation's format change, limiting participation to the top 20 players and excluding stars like Lin Dan, significantly reduced the appeal of the New Zealand Open. Lin Dan's absence, known to attract 120,000 spectators, has notably impacted ticket sales. Since then, more Grade 3 tournaments have been held. Grade 3 tournaments are events held by the Badminton World Federation of those that are generally of lower status compared to higher grades such as Grade 1, World Championships, and Olympic Games. Therefore, tournaments as such would attract less spectators, generating less ticket sales. Given these challenges, withdrawing from hosting the New Zealand Open appeared a strategic move for Badminton New Zealand by acknowledging the evolving landscape and financial constraints (Badminton New Zealand, 2023).

The New Zealand Badminton Open was first hosted by Badminton New Zealand in 2006. Over the years the event grew in size and status to the point where it was recognised by the BWF as a significant event on the international calendar. A prior major sponsor of the New Zealand Badminton Open was Barfoot and Thompson, who had been sponsoring the event for more than five years (Badminton New Zealand, 2021). During the Covid-19 lockdowns the event was cancelled in 2020 and 2022 with these decisions communicated via the NSO website. Interestingly, in the 2022 communication Badminton New Zealand

stated they were “buoyed by the recent announcement that the New Zealand Open has been confirmed within the HSBC BWF World Tour from 2023-26” (Badminton New Zealand, n.d.). Badminton New Zealand also confirmed the importance of the event, their excitement at bringing it back to the fans in 2023 and their intention to shortly announce the dates for the 2023 event.

It therefore came as a surprise when, on 7 March 2023, Badminton New Zealand announced on its website the cancellation of the event citing that it and the members agreed that “growing participation and building strong and resilient badminton organisations are more important priorities in the next few years” (Badminton New Zealand, 2023). Other sources of information about the event cancellation included announcements on social media platforms such as Facebook. Main reasons for the event cancellation speculated by the badminton community included lack of financial gains generated by the event, and lack of popularity of the sport in New Zealand.

The 7 March 2023 website announcement (attached as Appendix 7) also confirmed the importance of the event by listing some of its most outstanding moments including:

- Chinese superstar Lin Dan putting on an exhilarating display for the packed Auckland crowds in 2018 and 2019.
- The firepower of the Korean National team in 2016, seeded top in all events.
- Se-Young won her first BWF World Tour title at just 16 years old.
- The world’s top-10 pairs filling the 2019 women’s doubles field.
- An electric atmosphere with sold-out crowds for the 2018 finals.

Many stakeholders were impacted by the event cancellation. The stakeholders who responded to the survey in this study include elite players, social players, coaches, badminton fans, stadium employees, technical officials, and event organisers.

Survey – quantitative results

This section will cover the quantitative results from the survey, displaying the results as pie charts and bar graphs to help gain a clear picture, followed by a descriptive analysis of the data. The total number of survey responses within the 4-week period was n=85 (inclusive of uncompleted surveys), with multi-choice questions (n=66), Likert scale questions (n=65), and open-ended questions (n=51).

The Figures below provide an overview of the gender demographics of the survey respondents (Figure 2), the age demographics (Figure 3), the areas of residence (Figure 4), their roles in the badminton community (Figure 5), and their degrees of understanding of the event cancellation (Figure 6). Table 1 provides the Likert-type scale question responses.

Figure 2 Gender

The survey primarily consisted of male respondents, totalling 40, while female respondents comprised 25. No respondents indicated a non-binary or third-gender identity, and 1 respondent opted not to disclose their gender. In summary, most of the participants identified as male, with a smaller contingent identifying as female.

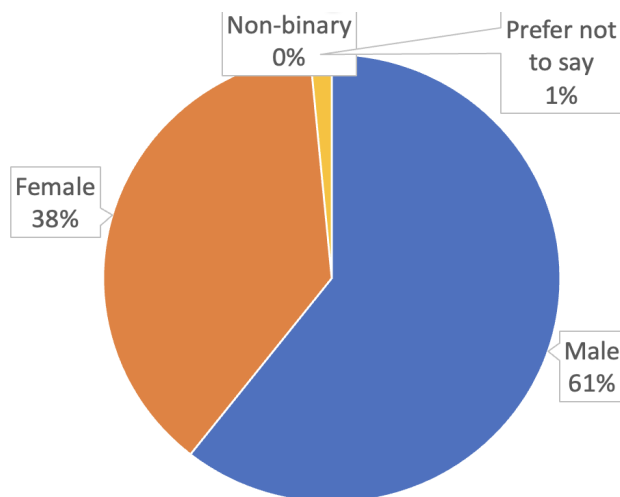
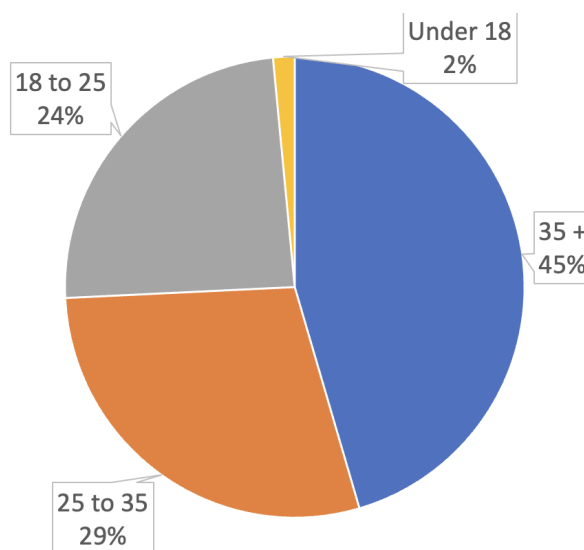


Figure 3 Age

The survey showed that 30 of the respondents were aged 35 or older, making it the most common age group. Those aged 25 to 35 represented 19 of the responses, while the 18 to 25 age group accounted for 16. Respondents under 18 were only 1 person of the total. Overall, most of the participants were in the older age brackets, with a relatively smaller proportion falling into the younger age categories.



The Auckland region had the highest representation among survey respondents, accounting for 45 of total responses (Figure 4). Other regions included 3 from Waikato, 3 from Bay of Plenty, 4 from Hawkes Bay, and 4 from Manawatū Whanganui. Smaller numbers were from Taranaki being 1 and 2 from Otago. There were no respondents from Nelson, Northland, Gisborne, Tasman, Marlborough, West Coast, Canterbury, or Southland regions. Overall, the Auckland region had the highest representation among the survey participants, with most of the respondents residing there. Most of the participants identify as social players, constituting 28 respondents. Professional players, including current or past members of the New Zealand national team, were 14 respondents (Figure 5).

Figure 4 Area of residence

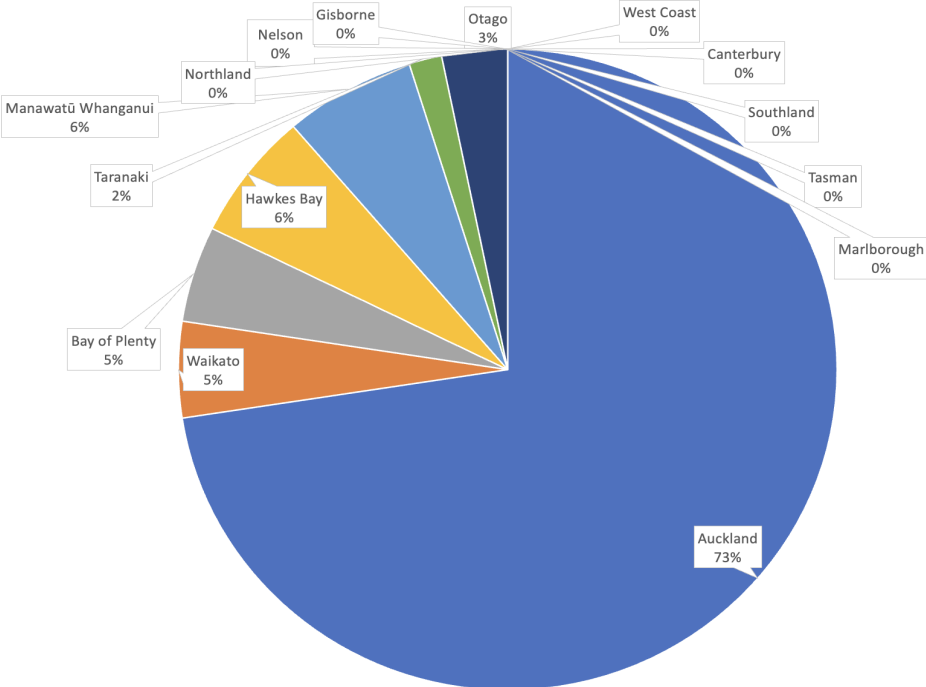
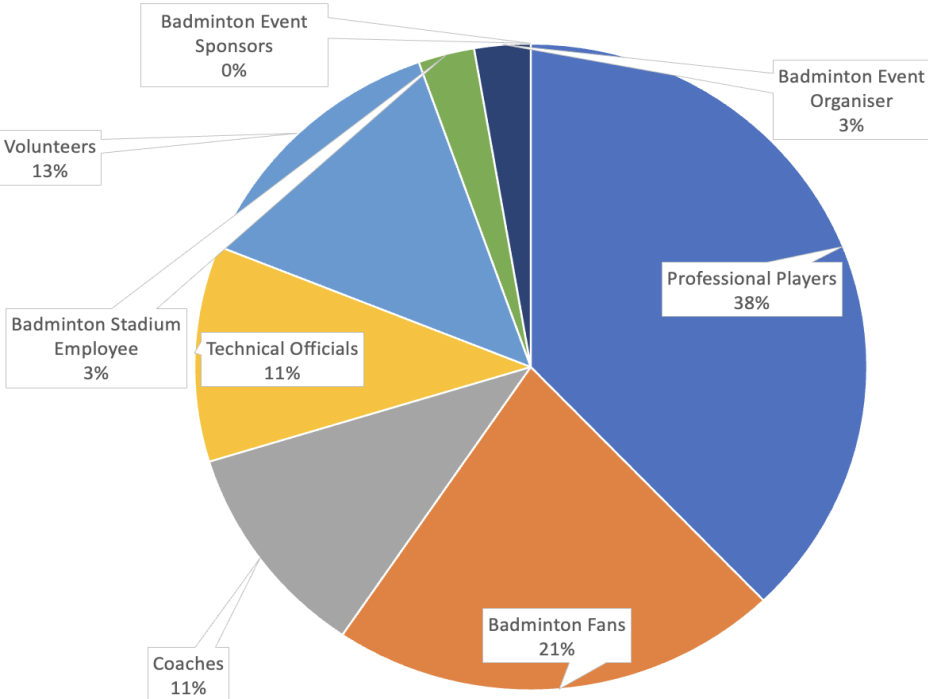


Figure 5 Role in the badminton community



There were 8 respondents who identified as badminton fans. There were also 4 coaches, 4 technical officials and 5 volunteers. Also, 1 respondent identified as a badminton stadium employee, and 1 identified as a badminton event organiser. No respondents identified themselves as badminton event sponsors. These findings highlight the involvement of individuals within the badminton community.

Figure 6 illustrates the distribution of respondents' understanding regarding the reasons for the cancellation of the event. Among the respondents, 19% of respondents reported fully comprehending the cancellation reasons. Similarly, 20% respondents indicated having a good understanding. A larger portion of respondents, accounting for 29% respondents, reported having a basic understanding of the event's cancellation. Additionally, 32% respondents expressed uncertainty regarding the reasons behind the event cancellation. These percentages provide insights into the varying degrees of understanding among stakeholders, highlighting the diversity of perspectives.

Figure 6 Degrees of understanding of the withdrawal

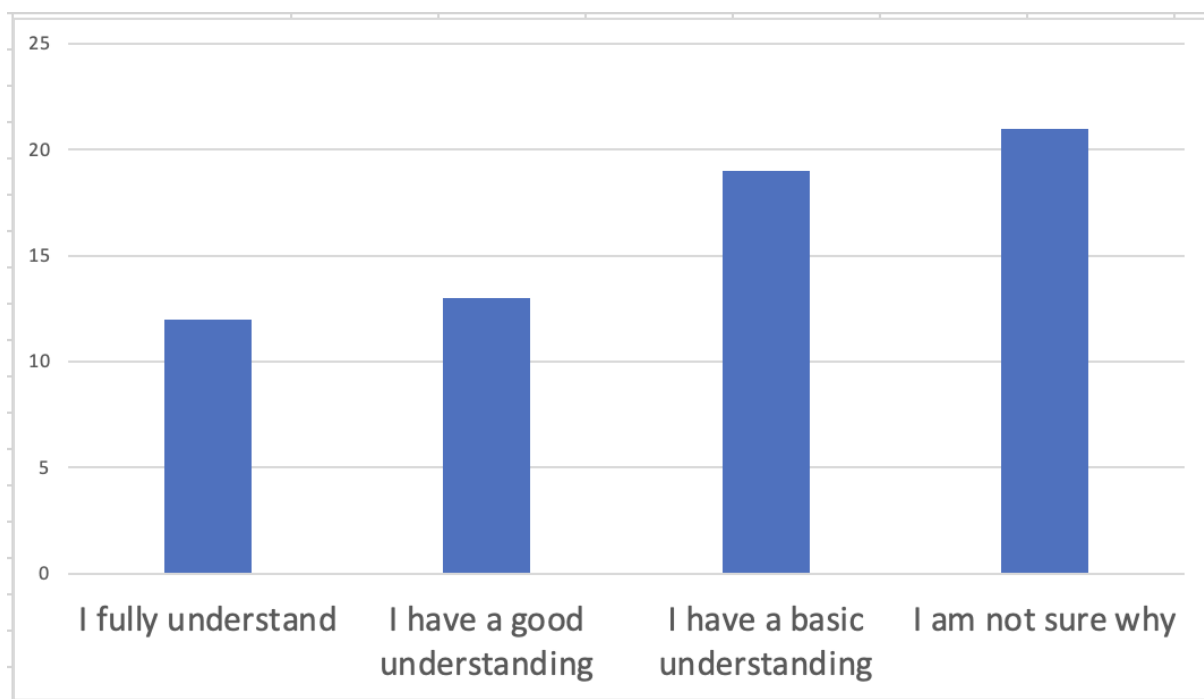


Table 1 reveals varying perspectives on the impacts of the event cancellation. These insights highlight the need for further examination and targeted interventions to address stakeholder concerns.

While consensus exists on some issues like player influence and badminton visibility, opinions differ on stadium operations, the economy, and player-official relationships.

Table 1 *Likert Type scale questions*

(n=51)

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
The communication around the withdrawal of the New Zealand Open has been effective.	33.33%	33.33%	21.6%	5.9%	5.9%
The cancellation of the New Zealand Open has adversely influenced players' career development in badminton.	7.8%	7.8%	11.8%	33.3%	39.2%
The cancellation of the New Zealand Open has adversely affected the development of coaching skills.	9.8%	9.8%	17.6%	41.2%	21.6%
The event cancellation has adversely affected the relationships between players and coaches.	15.7%	29.4%	39.2%	5.9%	9.8%
The event cancellation has adversely affected the operation of badminton stadiums.	19.6%	23.5%	29.4%	13.7%	13.7%
The event cancellation has had an adverse impact on the economy.	7.8%	27.4%	29.4%	25.5%	9.8%
The event cancellation has adversely influenced the visibility of badminton in New Zealand.	0%	0%	2%	35.3%	62.7%
The event cancellation has adversely affected the level of sponsorship support for badminton events in New Zealand.	0%	0%	5.9%	49.0%	45.1%

Communication around event withdrawal

Most respondents (88.26%) were dissatisfied with the communication surrounding the withdrawal of the New Zealand Open, with most either disagreeing or remaining neutral. Only a small minority (11.8%) believed the communication was effective, highlighting a general perception of poor communication.

a) Adverse influence on players

A significant portion of respondents (72.5%) felt that the cancellation adversely impacted players' career development, while a smaller group (27.4%) did not perceive such an effect. This suggests that most believe the event's cancellation hindered player progression.

b) Adverse effect on development

Most respondents (62.8%) agreed that the cancellation negatively impacted coaching development, though a substantial minority (37.2%) were either neutral or disagreed. This indicates concern about the event's impact on coaching but also reveals some variation in opinion.

c) Impact on relationships between players and officials

Responses were mixed, with 84.3% either disagreeing or remaining neutral about the cancellation's impact on player-coach relationships, while 15.7% saw an adverse effect. Overall, the data suggests that the majority did not view the cancellation as significantly harming these relationships.

d) Impact on operation of badminton stadiums

Opinions were divided on the cancellation's impact on stadium operations, with 72.5% of respondents disagreeing or remaining neutral, and 27.4% agreeing there was an adverse effect. This reflects a split perception, with no clear consensus on the extent of the impact.

e) Adverse impact on the economy

Respondents were uncertain about the economic impact, with 64.6% disagreeing or neutral and 35.3% agreeing there was an adverse effect. This shows a lack of strong agreement on how the cancellation affected the economy.

f) Effect on the visibility of badminton

An overwhelming majority (98%) agreed that the cancellation negatively impacted badminton's visibility in New Zealand, showing a strong consensus on the detrimental effect on the sport's public profile.

g) Impact on sponsorship support

There was a strong agreement (94.1%) that the cancellation adversely affected sponsorship support for badminton events, indicating widespread concern about the financial implications for the sport.

Qualitative data thematic analysis

Using respondents' responses to the two open-ended questions, 'Have you encountered or heard of any challenges or difficulties resulting from the withdrawal of the New Zealand Badminton Open?' and 'Is there anything else you'd like to share regarding the withdrawal of the New Zealand Badminton Open?', I conducted a thematic analysis which involved examining and categorising the qualitative data to identify recurring themes, patterns, and insights.

This process entailed a systematic review of the responses provided by participants, with a focus on capturing the perspectives, experiences, and sentiments expressed therein. Each response was analysed, coded, and organised to extract key themes and subthemes that emerged from the data. Through this approach, I aimed to discover the underlying narratives and implications embedded within the qualitative responses, thereby enriching the understanding of the impact of the New Zealand Badminton Open's withdrawal on various stakeholders. This thematic analysis serves as a framework for interpreting the qualitative data, facilitating insights into the multifaceted effects of the event's cancellation, and potentially informing strategic decision-making processes moving forward.

The qualitative results help answer both research question 1 and research question 2. Table 2 summarises the themes produced from the thematic analysis. This section will further analyse the themes produced from the thematic analysis to identify and unpack patterns and perspectives from the data.

Table 2 *Themes*

Theme	Description	Quotes
Impact on technical officials and player development	The cancellation of the New Zealand Badminton Open has hindered the development of technical officials and impacted player development, coaching opportunities, and exposure to international competition, limiting growth opportunities for aspiring players, impact on technical officials and player development/pathways.	"The cancellation has adversely impacted the development of technical officials (TOs)..." "Really impacted on NZ Technical Officials as this was our pinnacle event to umpire and now we are struggling to further develop and meet our goals..." "Less opportunity for developing National squad players to have strong international competition experience."

		"Players not getting developmental exposure to top international level players."
Reputation damage and negative perception	The cancellation of the New Zealand Badminton Open has led to a negative perception of New Zealand Badminton internationally and disappointment among stakeholders.	"Really damaging NZ's reputation internationally, they are perceived as going backwards." "The cancellation has hugely impacted the reputation of Badminton New Zealand within the worldwide badminton community." "Many overseas coaches, managers and players have personally expressed disappointment as they had planned to enter (or attend) the event..."
Financial and sponsorship impact	Financial concerns regarding hosting the tournament suggest that financial constraints may have influenced the decision.	"Additionally, when resources are limited, you need to consider the opportunity cost of any project." "They were too lazy and unmotivated to go out and work towards sponsorship for the remaining funds required."
Disappointment and perception of poor leadership	Stakeholders expressed dissatisfaction with perceived leadership failures, citing disappointment over event cancellations and uncertainty due to communication issues and lack of transparency.	"This is an example of absolutely poor leadership and an unwillingness to work towards the event." "Not that I know of. Badminton NZ are not exactly transparent when they make these decisions."

		<p>"It has never been the same since [former leader] was involved as she understood the reasons for having the tournament and made it happen." "Get [former leader] back to run this tournament again."</p> <p>"It is sad that Badminton New Zealand did not consult with the badminton community before making this decision."</p>
<p>Limited exposure of badminton</p>	<p>The cancellation of tournaments lowers badminton visibility in New Zealand, reducing participation incentives. Stakeholders are disappointed with logistical challenges hindering global participation and disagree with Badminton NZ's decision, citing its negative impact on the sport's visibility.</p>	<p>"The cancellation has hugely impacted the reputation of Badminton New Zealand within the worldwide badminton community."</p> <p>"Many overseas coach's, managers and players have personally expressed disappointment as they had planned to enter (or attend) the event..."</p>

Thematic analysis

a) Impact on technical officials and player development

The cancellation of the New Zealand Badminton Open has had adverse effects on the advancement and skill development of technical officials, who play crucial roles in ensuring fair play. Without the event, they face challenges in career progression and international recognition, impacting the quality of officiating in badminton.

Additionally, the cancellation deprives national squad players of valuable international experience, hindering their skill enhancement and overall development. This setback impedes talent nurturing within the New Zealand badminton community, affecting both national and international levels.

b) Reputation damage and negative perception

The cancellation of the New Zealand Badminton Open has damaged New Zealand Badminton's international reputation, leading to scepticism among surveyed stakeholders. Overseas players, coaches, and officials express disappointment and perceive it as a setback in New Zealand's commitment to hosting major events. This has created a negative perception of New Zealand's capability to organise and sustain international-level competitions. Moreover, stakeholders are concerned about transparency in decision-making processes, leading to uncertainty and frustration. The absence of clear communication channels has left surveyed stakeholders with unanswered questions and increased distrust, potentially impacting future engagements within the badminton community.

c) Financial and sponsorship impact

The withdrawal of financial support and sponsorship has impacted event viability and organisational efforts within the badminton community, as indicated by the surveyed stakeholders. Stakeholders expressed dissatisfaction with Badminton New Zealand's perceived efforts in securing sponsorship, attributing it to financial challenges and organisational shortcomings. The absence of key sponsors has posed obstacles to event planning, execution, and sustainability, hindering overall sports development. This highlights the importance of securing sustainable funding to ensure continued success and effective promotion of the sport's growth.

d) Disappointment and perception of poor leadership

The cancellation of the New Zealand Badminton Open has elicited disappointment and dissatisfaction among the surveyed stakeholders, reflecting concerns about the competence and commitment of Badminton New Zealand's leadership. Within the surveyed stakeholders, a sentiment has emerged concerning the perceived shortcomings in leadership and decision-making. Respondents pointed criticisms against the organisation, citing what they perceive as a failure of leadership and a lack of proactive engagement in ensuring the success of events such as the New Zealand Badminton Open. This perception of inadequate leadership has prompted dissatisfaction and critique from diverse groups of the badminton community.

Stakeholders expressed frustration with what they perceive as a lack of vision, direction, and commitment to advancing the sport's interests and fostering its growth within the country. This stresses the need for Badminton New Zealand to address concerns regarding leadership efficacy and regain the trust and confidence of stakeholders through transparent, accountable, and decisive leadership actions. Additionally, there is a recognition of the former leader's significant contributions to the success and organisation of past New Zealand Badminton Open tournaments. Stakeholders fondly recall their understanding of the tournament's objectives and their instrumental role in its execution. Many express a desire for their return, believing that their expertise and dedication are vital to improving the current situation.

e) Limited pathways for players and exposure of badminton

The cancellation of the New Zealand Badminton Open has constrained avenues for player advancement on the international stage, while also diminishing the visibility of badminton within New Zealand, as noted by surveyed stakeholders. With the absence of such a major event, aspiring players find it increasingly challenging to progress their skills on a global scale. The lack of prominent badminton tournaments has hindered the sport's visibility and growth trajectory within New Zealand, impacting engagement and development opportunities for enthusiasts and potential players alike. Additionally, respondents highlighted diminished incentives for international participation and decreased exposure of badminton within the country's sporting landscape.

Significant Stakeholder Profiles and Opinions

This section provides examples of the opinions of some significant stakeholders, based on their diverse roles, experiences, and perspectives within the New Zealand badminton community. Each respondent in Table 3 represents a distinct demographic profile, such as gender, age, region, and role in the badminton community, ensuring a range of stakeholders.

Table 3 shows the various opinions of various stakeholders in this survey, with basic information such as their roles and their levels of understanding. I tried to select a range of different respondents to show a comprehensive picture of the survey.

Table 3 *Significant Stakeholder opinions*

Key: 1=Strongly disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly agree

Stakeholder Profiles (gender, age, region, role)	Understand reasons	Effective communication	Adverse impact - career	Adverse impact – coach skills	Adverse impact – player – coach relationships	Adverse impact - stadiums	Adverse impact - economy	Adverse impact - visibility	Adverse impact – sponsor support
Male, 35+, Auckland, professional player	Fully understand	1	2	1	2	1	2	4	5
Male, between 25-35, Auckland, social player	Good understanding	2	5	4	3	5	3	5	5

Female, 35+, Auckland, technical official	Good understanding	2	5	5	3	4	4	5	5
Male, 25-35, Hawkes Bay, badminton fan	Fully understand	4	2	5	1	1	1	5	5
Female, 35+, Auckland, volunteer	Basic understanding	2	5	4	1	1	2	5	5
Female, 35+, Auckland, coach	Basic understanding	1	4	4	2	2	4	5	4
Female, 35+, Auckland, coach	Basic understanding	1	4	4	2	2	4	5	4
Male, 35+, Auckland, Badminton stadium employee	Fully understand	2	5	4	4	4	2	5	5
Male, 25-35, Auckland, technical official	Basic understanding	1	4	4	2	2	2	5	5
Female, 35+, Auckland, social player	Good understanding	1	3	3	2	4	3	5	3

Table 4 shows stakeholder's answers to the open-ended questions (see Appendix 3). Participant Identifier will be referred to in the subsequent discussions.

Table 4 Significant Stakeholder Profiles and Comments

Participant Identifier	Stakeholder Profiles (gender, age, region, role)	Comments
P1	Male, 35+, Auckland, professional player	<p>“Badminton New Zealand had a number of key sponsors including naming rights and the NZ government. They were too lazy and unmotivated to go out and work towards sponsorship for the remaining funds required. As far as gaining sponsorship goes, they were in a good position with a key number of sponsors. This is an example of absolutely poor leadership and an unwillingness to work towards the event...”</p> <p>“It has never been the same since [former leader] was involved as she understood the reasons for having the tournament and made it happen.”</p>
P2	Male, between 25-35, Auckland, social player	<p>“I believe this has stopped New Zealand from being recognised as a contender in the badminton world. Badminton in New Zealand has not been given the chance to flourish. It’s also disappointing for our up and coming players to have a good grounding on the international stage. The New Zealand badminton open was a great start to their badminton careers. Many fans are disappointed to see events being cancelled for so many years.”</p>
P3	Female, 35+, Auckland, technical official	<p>“The cancellation of the Badminton New Zealand Open has hugely impacted the reputation of Badminton New Zealand within the worldwide badminton community. Many overseas coaches, managers and players have personally expressed disappointment as they had planned to enter (or attend) the event and this reputational damage is then spread to New Zealand in general as far as travel here goes... We had a wonderful community of workers and volunteers running the New Zealand Open over a long period of time and it went from strength to strength...”</p>
P4	Male, 25-35, Hawkes Bay, badminton fan	<p>“When resources are limited you need to consider the opportunity cost of any project. The opportunity cost of the NZO was very large and meant that community badminton was under-serviced with staff and financial resources directed to the NZO. Finally, the event was completely unviable financially and if it wasn't cancelled when it was, it almost certainly would have been cancelled a year later after it recorded a significant loss and therefore the decision was more a when and what</p>

		could have been done to stop it. ”
P5	Female, 35+, Auckland, volunteer	“NZ seen as going backwards on the international stage, decrease in profile both in NZ and internationally, players feel BNZ is not supporting them, people cannot understand why this happened as it was so successful when [former leader] ran it for so many years it put NZ on the international map”
P6	Female, 35+, Auckland, coach	“Just disappointed that there is a lack of pathway for NZ players in their own country. Why should we even bother to have a national squad? It's difficult to regain that tournament. Also, lots of players, coaches, officials and other volunteers missing out on development and learning opportunities.”
P7	Male, 35+, Auckland, badminton stadium employee	“Badminton in New Zealand has suffered with limited pathways for local players to progress to an international level. There is now almost no incentive for any international player, coach or country to play badminton in New Zealand.”
P8	Male, 25-35, Auckland, technical official	"Really impacted on NZ Technical Officials as this was our pinnacle event to umpire and now we are struggling to further develop and meet our goals....”
P9	Female, 35+, Auckland, social player	“I think it is sad that Badminton New Zealand did not consult with the badminton community before making this decision. “

Common themes from significant stakeholders

- Poor leadership and sponsorship management
- Impact on reputation and international recognition
- Financial viability and opportunity cost
- Limited pathways and development opportunities
- Decrease in profile and support
- Badminton fans prioritise financial feasibility, seeing the cancellation as necessary due to potential losses. Meanwhile, players, coaches, volunteers, and officials focus on the cancellation's negative impact on New Zealand's reputation and local player development, showing greater concern for broader implications beyond financial aspects.

Summary of key findings

The withdrawal of the New Zealand Badminton Open has sparked a range of reactions within the surveyed stakeholders, as evident from both quantitative survey data and qualitative responses. While the quantitative analysis offered insights into the demographics of respondents, including factors like age,

gender, and involvement in the sport, the qualitative data provided further insights into their sentiments and perspectives.

Among respondents, there was a diverse spectrum of sentiments regarding the event withdrawal. Key insights from the quantitative data included that 39% had a good to full understanding for the cancellation reasons, 29% a basic understanding and 32% were not sure why the event was cancelled. Additionally, the majority (34/51) did not believe the NSO communication had been effective. Despite Badminton New Zealand's statement that its members agreed with the event cancellation, the qualitative data revealed that many survey respondents were disappointed by the loss of a significant tournament, highlighting its crucial role in player development, exposure to international competition, and the overall advancement of the sport within the country. Conversely, some supported the decision, citing concerns about financial viability or the necessity to allocate resources elsewhere.

Thematic analysis of qualitative responses revealed several recurring themes. Participants emphasised the importance of hosting international tournaments like the New Zealand Badminton Open, emphasising their role in promoting the sport, nurturing player talent, and bolstering New Zealand's standing in the global badminton community. Moreover, there was notable recognition of key individuals, such as the former leader, for their past contributions to the event's success, prompting calls for their involvement in its potential reinstatement.

However, alongside expressions of disappointment and recognition, qualitative data also revealed frustration and criticism directed towards Badminton NZ's decision-making process. Respondents commented on the perceived lack of consultation with the badminton community and raised concerns about leadership failures. Moreover, qualitative responses shed light on broader implications beyond the immediate event withdrawal, including concerns about New Zealand's reputation in the global badminton landscape, and the absence of pathways for local players.

The integration of quantitative and qualitative data offers an understanding of the implications of the event withdrawal. By combining demographic insights, sentiment analysis, thematic patterns, and additional qualitative findings, a comprehensive picture emerges, providing insights for further exploration in the subsequent discussion chapter.

Chapter 6: Discussions and Conclusion

Introduction

This chapter investigates the key findings derived from the data analysis, shedding light on the impacts of the cancellation of the New Zealand Badminton Open. By examining the perspectives and experiences of players, coaches, officials, and other stakeholders, this chapter offers insights into the challenges, concerns, and opportunities facing the badminton community in the aftermath of the event cancellation. Additionally, this chapter discusses the limitations of the study, the implications of the findings for future research and strategic recommendations within the context of badminton in New Zealand.

Demographic data

The survey data provides valuable insight into the demographics and roles of respondents (impacted by the event cancellation) within the New Zealand badminton community.

The demographic data from the survey highlights a notable gender disparity, with male respondents constituting the majority, comprising 61% of the total responses. This finding suggests a gender imbalance within those who have responded to this survey, showing a higher level of engagement or interest among male individuals within the New Zealand badminton community. Given that this survey represents only a small sample of the badminton community, it cannot be generalised to the entire badminton population in New Zealand. However, gender disparities in sports participation are not uncommon and have been observed in various athletic activities. This phenomenon can be attributed to the historical association of sports with masculine ideals and the concept of 'masculinity.' As noted by Messner (1988), sports have traditionally been perceived as male-dominated domain, with societal norms often equating athletic skills and physical strength with masculine qualities. This perspective has influenced patterns of sports participation, leading to higher levels of involvement among men. Consequently, the recognition of this gender disparity in this study reinforces the importance of promoting gender inclusivity and diversity within the New Zealand badminton community.

Efforts to address barriers to participation and create a more inclusive sporting environment can help mitigate gender disparities and ensure equitable opportunities for all individuals, regardless of gender. It can also ensure that research for the badminton community covers opinions from all genders. In terms of age distribution, the survey captures a diverse range of age groups among respondents. Individuals aged 35 years or older represent the largest proportion at 45%, suggesting that older individuals are more actively involved or interested in participating in surveys related to badminton events and community

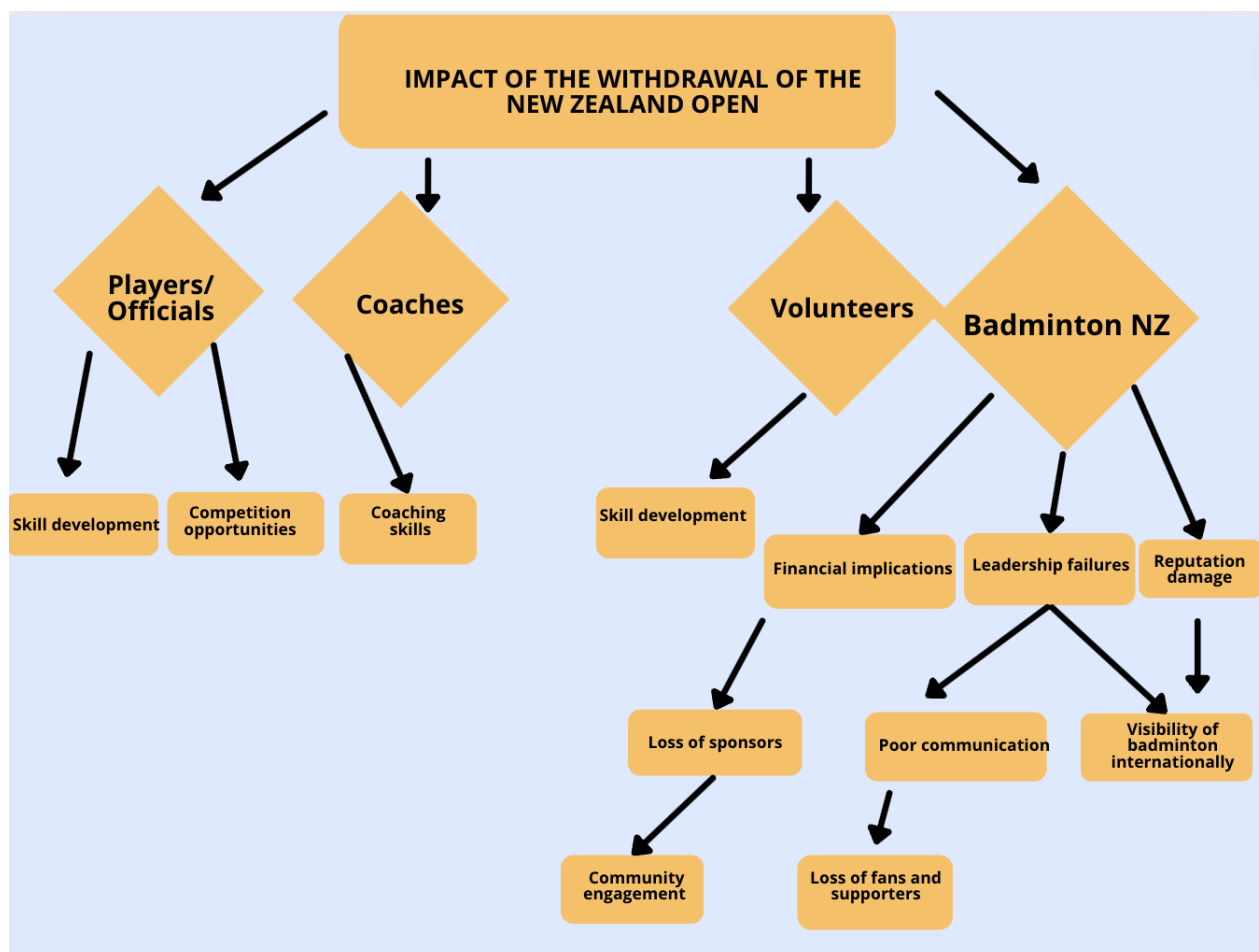
issues. However, there is also notable representation from younger age groups, which highlights the importance of engaging individuals across different age brackets in discussions about the sport.

Geographically, most respondents are from the Auckland region, indicating a concentration of badminton enthusiasts or stakeholders in this area. However, the survey also reached respondents from other regions on a smaller scale. The absence of representation from other regions highlights the need for broader outreach and inclusion efforts to ensure diverse participation and perspectives from across the country.

The survey conducted within the New Zealand badminton community has successfully gathered opinions from a diverse array of roles and responsibilities within the sport. Social players appear as the predominant group, constituting 43% of the respondents. This demographic includes recreational participants who engage with badminton for leisure. Additionally, the survey captures perspectives from professional players, coaches, technical officials, and volunteers, each contributing their unique viewpoints and experiences to the dataset. This breadth of representation emphasised the survey's efficacy in encompassing voices from various sectors within the badminton community. By including a wide spectrum of roles, the survey bolsters the relevance of the findings, as it reflects the collective sentiments and insights of stakeholders across different levels of engagement within the badminton community (Best et al., 2001).

In addition to the demographic data, the stakeholder perspectives captured in the survey enabled the development of key themes about the impact of the event cancellation. Figure 7 shows a flow chart summary of the impact of the withdrawal of the New Zealand Open on key stakeholders.

Figure 7 Flow chart of key findings and relationship with stakeholders



Research questions

The following discussion will be about how the two research questions were answered in this study.

RQ1: What challenges have stakeholders encountered of because of the cancellation of the New Zealand Badminton Open?

Impact on player development and visibility of badminton in New Zealand

The cancellation of the New Zealand Badminton Open has led to a significant loss of potential for player development, coaching, and exposure to international competition, affecting the growth of the sport.

Stakeholders across the badminton community express deep concerns regarding the missed opportunities for players to gain invaluable international experience and for coaches to refine their skills. As a coach said, “*Just disappointed that there is a lack of pathway for NZ players in their own country. Why should we even bother to have a national squad?*” (P6). This expression highlights the crucial role that events like the New Zealand Open play in nurturing talent and fostering the competitive edge of local players.

A notable proportion of participants either agreed or strongly agreed that the event cancellation had a negative impact on players, as evidenced in the Likert-Type question's score of 72.5%, indicating a tendency towards agreement with the statement. The adverse influence on players could have broader implications for the overall development and performance of the badminton community in New Zealand. The absence of scheduled competitions significantly disrupts athletes' training routines, depriving them of crucial opportunities to maintain their ability to compete. The present study aligns with the findings of Mann et al. (2020), who found that the cancellation of major sports events could have adverse effects on athletes' training preparations for major competitions.

Without the competitive outlet provided by major sport events, athletes face challenges in sustaining motivation, intensity, and focus on their training sessions. The findings of the present study are also consistent with those of Chen et al. (2020), who similarly investigated the consequences of sports event cancellations resulting from the Covid-19 pandemic on player performance, illuminating the challenges encountered by athletes and emphasising the importance of psychological resilience and adaptive strategies in navigating disruptions and recalibrating performance trajectories.

Previous research, alongside the current study, consistently demonstrates the significant impact of sports event cancellations on the aspirations and careers of badminton players. This stresses the broader implications of such cancellations on the developmental pathways and performance outcomes of athletes. Specifically, as highlighted by Chen et al. (2020) and Siedentop et al. (2019), the cancellation of events disrupts player development and growth, hindering their opportunities for mentorship and learning from top athletes. Additionally, as noted by Sandardos & Chambers (2019) and Gould et al. (1990), the absence of events hampers interactions between local and international players, further impeding skill acquisition and career advancement.

Stakeholders also highlighted the detrimental effects on the sport's visibility and diminished the opportunity for international players and coaches to engage in badminton activities within New Zealand. The absence of the event takes away the opportunities for local players to showcase their skills on the global stage. Stakeholders express concern about the reduction in pathways for players to progress internationally and decreased exposure of badminton in New Zealand, limiting incentives. The cancellation of the event is seen as depriving players of opportunities to showcase their talents on the international stage. One badminton coach highlighted, *“There is now almost no incentive for any international player, coach or country to play badminton in New Zealand.”* (P7).

Athletes are driven by a variety of incentives, both tangible and intangible, that fuel their participation and performance in sports. These include financial rewards like prize money (Lynch & Zax, 2000), and sponsorships, recognition and prestige within their sport and community (Ikulayo, 2003), opportunities

for advancement and personal development, and intrinsic motivations such as passion for the sport and camaraderie with teammates (Bernal, 2012). Together, these incentives motivate athletes to pursue their sporting goals, excel in competitions, and represent their country on the international stage.

The cancellation has resulted in limited pathways for players to progress internationally and decreased exposure to badminton in New Zealand. A badminton coach mentioned in the survey, *“Just disappointed that there is a lack of pathway for NZ players in their own country. Why should we even bother to have a national squad?”* (P6). Without a clear pathway for advancement and recognition within their own country, athletes may question the viability of pursuing a career in badminton. The cancellation of major international events like the New Zealand Open not only affects the immediate opportunities for athletes but also undermines the broader incentives and motivations driving their participation and engagement in the sport.

Gratton (1990) found that allocating resources, promoting training and support for athletes will help foster elite players. However, without the opportunity of the New Zealand Open, athletes in New Zealand miss the opportunity to showcase their skills, gain valuable experience competing against international competitors, and attract attention from scouts and sponsors. The absence of such a prestigious event not only deprives athletes of a platform to demonstrate their abilities but also hinders their progression towards elite status in the sport.

The visibility of the sport in the country is another factor that would influence badminton athletes. The Likert-type scale responses strongly indicate a consensus among respondents regarding the adverse effect of the event cancellation on the visibility of badminton in New Zealand, with a notable score of 98%. This widespread agreement emphasises the significance of the issue and the collective concern within the badminton community regarding the sport's visibility. Barbosa et al. (2020) shed light on the broader consequence of event cancellations, particularly in the context of elite athletes, where such disruptions can have effects on their performance and future career paths. The findings of Barbosa et al. (2020) and the current study emphasise the interconnectedness between event visibility, athlete performance, and the overall development of the sport, highlighting the need for strategic measures to mitigate the adverse effects of cancellations on both athletes and the sport's visibility.

Participation in major international sports events has been around since ancient times. Throughout history, these events have served as symbols of unity, excellence, and cultural exchange, drawing participants and spectators from far and wide (Black, 2007). Athletes draw intrinsic motivation from major international sports events, fuelling their personal satisfaction, enjoyment, and self-challenge (Ryan & Deci, 2000). These competitions serve as the peak of dedication and training, offering athletes the opportunity to showcase their skills on a global platform such as the Olympics or World

Championships. The prestige and recognition associated with these events inspire athletes to excel and fulfil their aspirations.

Impact on technical officials

The findings of this study suggest that the cancellation of the New Zealand Badminton Open has impacted the development and prospects of technical officials, hindering their advancement and international engagement. Concerns have been raised by stakeholders regarding the limited avenues for umpiring and officiating at prestigious events, resulting in setbacks for career progression and skill enhancement among technical officials.

A technical official stated, "*Really impacted on NZ Technical Officials as this was our pinnacle event to umpire and now we are struggling to further develop and meet our goals....*" (P8). This statement encapsulates several critical outcomes. Firstly, it highlights the setback in the professional growth and global exposure of these officials within the New Zealand badminton community. Without events like the New Zealand Badminton Open, technical officials miss out on valuable opportunities to improve their expertise, gain exposure in high stakes officiating scenarios, and connect with peers and mentors worldwide.

Moreover, the lack of these opportunities not only affects individuals but also impacts the overall development and quality of badminton officiating in the country. When technical officials lack exposure to international standards and best practices, it compromises their ability to implement advanced techniques and maintain consistent officiating standards. As Guillen and Feltz (2011) assert, referee efficacy is cultivated through experience and mastery. Consequently, the cancellation of events like the New Zealand Badminton Open not only impedes the personal progress of technical officials but also stunts the collective refinement of badminton officiating standards within New Zealand.

Reputational damage

Reputational damage was another evident theme highlighted in the survey, focusing on the deficiencies in Badminton New Zealand's event management and execution. This negative perception has resonated locally and internationally, prompting concerns about the sport's long-term development and reputation. A technical official said, "*the cancellation of the Badminton New Zealand has hugely impacted the reputation of Badminton New Zealand within the worldwide badminton community*" (P3). This highlights the far-reaching consequences of the decision, hinting at its impact beyond the immediate context. It also highlights how the cancellation has cast doubt on Badminton New Zealand's credibility and relationships within the international badminton network, raising questions about its future standing and endeavours. This relates to the research by Greenwell et al. (2019) which discussed the negative

impacts on stakeholders of sports event cancellation, such as financial, logistical, and emotional implications.

Reputational damage can hinder the country's ability to attract international tournaments, secure sponsorships, and foster collaborative partnerships with other badminton associations, thereby impeding the overall growth and development of the sport within the country and internationally (Masterman, 2021). Additionally, research by Gilbert et al. (2016) emphasises the importance of organisational reputation in sports, highlighting its influence on stakeholder perceptions and behaviours. Therefore, safeguarding and enhancing organisational reputation is crucial for sustaining long-term success and fostering positive relationships within the global sports community.

An interesting discovery in this research was the disappointment experienced by badminton enthusiasts. A social player expressed, "*Many fans are disappointed to see events being cancelled for so many years*" (P2). This statement encapsulates the feeling of disappointment among badminton fans. This finding resonates strongly with previous research conducted by Wong et al. (2021), which found that sports event cancellations often lead to emotional responses among fans, which will have potential effects on their willingness to engage in future events. Hence, this study serves as a reminder that the repercussions of this event's cancellation could extend into future events.

Insights on perception of poor leadership

Respondents criticised perceived leadership failures, expressing disappointment with the organisation's lack of proactive engagement in ensuring the success of the New Zealand Open. This indicates a disconnect between leadership actions and community interests. Borland (2014) emphasised that positive sports leadership should involve effective communication and resonate with stakeholders in order to sustain power. The feedback from respondents' sheds light on several key insights. Firstly, there is a notable lack of confidence in the leadership of Badminton New Zealand, "*this is an example of absolutely poor leadership and an unwillingness to work towards the event*" (P1), a professional player stated. This suggests that the decisions made by the organisation's leadership are perceived as insufficient in addressing the needs of the badminton community. This stresses the importance of ensuring that leadership actions are aligned with the expectations of stakeholders. It also indicates a need to actively seek input from stakeholders, anticipate challenges, and take decisive actions. Addressing these concerns raised by stakeholders and improving communication and decision-making processes are essential steps towards enhancing leadership effectiveness and re-building confidence within the community.

Recognition of leadership vision and motivation

Stakeholders widely recognised the former leader's vital contributions to past New Zealand Badminton Open tournaments. They value their expertise and dedication, expressing a strong desire for them to return to improve the current situation. *"It has never been the same since [former leader] was involved as they understood the reasons for having the tournament and made it happen"* (P1) a professional player stated. House (2004) characterises leadership as the ability to motivate and influence others to contribute to the success of the organisation. Leadership plays a vital role in the strategic planning of major sporting events, as highlighted by Bramwell (1997). Effective leadership is vital for smooth event operation, efficient decision-making, and goal achievement. The former leader's leadership of the New Zealand Open showed this, demonstrating how capable leadership enhances tournament reputation.

Effective leadership in event planning involves more than just making decisions; it requires a deep understanding of the needs and concerns of stakeholders. When leaders consider the interests of stakeholders, they are better equipped to anticipate challenges, mitigate risks, and capitalise on opportunities. This approach fosters a sense of ownership and commitment among stakeholders, leading to greater collaboration and support throughout the planning and execution phases of an event (Parent, 2008; Freeman, 1986). Waddock's (2011) 'collective approach' also highlights the importance of advocating diverse viewpoints to inform decision-making.

In essence, effective event planning leadership entails prioritising stakeholder engagement to foster collaboration, trust, and success. Leaders like the former leader demonstrate the value of incorporating diverse perspectives into decision-making, empowering stakeholders, and aligning organisational goals with community needs. Inclusive leadership cultivates dedication and ensures stakeholders feel valued, whereas a lack thereof risks disengagement and jeopardises support. The recognition of the former leader's approach highlights the importance of stakeholder engagement in driving positive outcomes and fostering enduring partnerships in event planning.

Recommendations for Badminton New Zealand

Key recommendations for Badminton New Zealand, to address the identified challenges arising from the New Zealand Badminton Open cancellation, include:

a) Players

- Provide alternative international competition opportunities
- Enhance support for grassroots development programs.

b) Technical officials

- Provide training programmes and mentorship opportunities
- Explore officiating roles and regional competitions

c) Sponsorship and financial support

- Proactively engage potential sponsors
- Seek alternative funding sources like grants or partnerships
- Enhance transparency in financial management

d) Reputation management

- Emphasise transparency and accountability
- Highlight positive initiative and success stories
- Improve communication channels

e) Leadership and governance

- Review leadership practices and governance structures
- Foster inclusivity and collaboration in decision-making
- Provide leadership training and development opportunities.

Following these recommendations would help Badminton New Zealand to effectively address the obstacles from the cancellation of the New Zealand Badminton Open, fostering a culture of resilience, transparency, and inclusivity, positioning the organisation for sustained growth and success.

RQ2: How do stakeholders in the New Zealand badminton industry perceive the reasons behind Badminton New Zealand's decision to cancel the New Zealand Open?

This section aims to analyse key respondent profiles to demonstrate the variance in their roles, involvement, knowledge, and support levels regarding the decision. It will also explore strategies for Badminton New Zealand to improve stakeholder engagement, fostering inclusivity, transparency, and responsiveness. By incorporating diverse perspectives into decision-making, Badminton New Zealand can build trust and support within the badminton community. Recommendations and strategies aligned with existing literature will be provided to enhance stakeholder engagement, ultimately benefiting the organisation, and advancing badminton in New Zealand.

The data illustrates a clear picture of distribution of respondents understanding the reasons for the cancellation of the New Zealand Open. Among the respondents, 18% reported fully comprehending the reason for cancellation and 20% of the respondents indicated having a good understanding. A larger portion of respondents, accounting for 29%, reported having a basic understanding. Additionally, 32% of respondents, totalling 21 individuals, expressed uncertainty regarding the reasons behind the event cancellation. The percentages offer insights into the diverse understanding among stakeholders within the badminton community. Levels of concern correlate with Likert-type scale scores, with higher scores reflecting heightened concern and lower scores indicating lesser concern.

Examples of significant respondent profiles

A male professional player from Auckland exhibits a strong understanding of the cancellation, with Likert-type scores indicating disagreement with certain aspects of badminton and sponsorship support effects. However, he shows less concern about impacts on career development, coaching skills, player-coach relationships, and badminton stadium operations. This suggests prioritisation of certain consequences such as financial impacts, over others, such as badminton stadium operations, indicating a perspective on the effects of the cancellation. His viewpoint highlights the importance of considering diverse perspectives in decision-making processes to address the varied concerns of the badminton community.

Similarly, a female technical official from Auckland demonstrates a good understanding of the cancellation and expresses strong agreement with most of its adverse impacts, indicating heightened concern across all aspects. Unlike the male professional player who showed selective concern, she exhibits a more comprehensive apprehension, perceiving significant adverse impacts across various dimensions related to the cancellation. This highlights the importance of addressing these concerns to alleviate apprehensions and gain support from stakeholders like herself.

A male badminton fan from Hawkes Bay demonstrates concerns about the cancellation. While fully understanding the situation, he worries about coaching skills, visibility, and sponsorship support, but not about career development, player-coach relationships, and the economy. This complex perspective suggests that his role as a fan may shape his concerns differently, emphasising broader implications such as the sport's visibility and sponsorship, which affect the community as a whole. This highlights the importance of considering diverse roles and perspectives within the badminton community when evaluating organisational decisions.

Finally, a male badminton stadium employee from Auckland, fully understanding the cancellation, strongly agrees with most adverse impacts except for the economy. This indicates significant concern despite comprehension, suggesting the need to address stakeholders' apprehensions. His perspective may be influenced by direct involvement in badminton community operations. Disagreement on economic impact may suggest that he sees potential opportunities or mitigating factors. Overall, his stance emphasises the importance of addressing stakeholders' concerns for community resilience and sustainability.

These profiles illustrate varying degrees of understanding and areas of concern among stakeholders across various roles and involvement in the New Zealand badminton community. Likert-type scores offer valuable insights into how these stakeholders perceive the reasons behind Badminton New Zealand's decision to cancel the event and the potential impacts thereof. This diversity in perspectives highlights

the complexity of stakeholder attitudes and stresses the importance of addressing their concerns to foster trust and support within the badminton community. By acknowledging and addressing these varying levels of understanding and concern, Badminton New Zealand can work towards building a more inclusive and supportive environment for all stakeholders involved in the sport.

Addressing concerns through communication

Among the respondents, those who demonstrate a strong understanding of the cancellation reasons tend to express varying degrees of concern about its adverse impacts. The concern varies across different aspects affected by the cancellation. For instance, stakeholders may show heightened concern about certain impacts such as coaching skills, visibility, and sponsorship support, while expressing less concern about other areas like career development, player-coach relationships, and the economy. This relationship between comprehension and concern suggests that understanding alone may not fully mitigate apprehension. Factors such as stakeholders' roles, involvement in the badminton community, and individual priorities likely influence their levels of concern. Additionally, concerns may also derive from broader issues like trust or conflicting interests, not solely addressed through rationales. Thus, Badminton New Zealand must recognise these multifaceted concerns and adapt engagement strategies accordingly. By addressing diverse stakeholder concerns, trust and collaboration can be fostered, contributing to the sport's long-term success in New Zealand.

Clear and transparent communication of decision rationales often mitigate concerns, especially when stakeholders view the decision as rational and justified. However, concerns may arise due to factors such as conflicting interests or past experiences, which Badminton NZ might not have sufficiently addressed in discussions with stakeholders. Hence, it is beneficial for Badminton New Zealand to engage in clear communication with stakeholders to effectively address these concerns (Crane & Livesey, 2017). As Waddock (2011) identified, involving stakeholders in the decision-making and strategic planning process can greatly enhance overall outcomes. This idea also aligns with Freeman's (1984) stakeholder theory, which emphasises the importance of considering the interests and perspectives of all stakeholders in organisational decision-making. By involving stakeholders in decision-making fosters trust, aligns decisions with their needs, and enhances ownership and commitment. Additionally, Freeman's (1984) theory emphasises the interdependence of stakeholders within the broader societal context, emphasising their integral role in the organisational ecosystem. Actively involving stakeholders in decision-making enhances social legitimacy, reputation, and long-term success.

Addressing needs and interests of stakeholders

Addressing the reasons behind the scepticism among stakeholders is crucial for promoting understanding, fostering collaboration, and ultimately achieving agreement and support for decisions. When stakeholders express concern towards a decision, it indicates a lack of clarity, understanding, or alignment with their

interests or values. Freeman and Gilbert (1987) advocated that organisations should take into account the needs, concerns, and interests of stakeholders to gain their participation, support and sustained collaboration.

To address these challenges, organisations must take proactive steps to engage with stakeholders, address their concerns, and facilitate meaningful dialogue. One of the ways to achieve this is to take a shift from the shareholder primacy to the stakeholder approach. Shareholder primacy is when the main achievement objective of an organisation is creating a financial avenue (Bratton & Wachter, 2008, Feldman, 2007). The difference between the two principles is that the latter emphasis is on the needs and interests of stakeholders. Organisations can enhance stakeholders' understanding and trust by providing additional information and context about the decision-making process. This entails sharing relevant data and insights to clarify the rationale behind the decision and its potential impacts, which will foster trust and understanding among stakeholders (Freeman, 2010).

Furthermore, organisations should facilitate dialogue and engagement with stakeholders by providing various channels for communication and discussion. This could involve hosting meetings, establishing online forums, or initiating dialogues to allow stakeholders to voice their opinions and seek clarification (Ayuso et al., 2006; Hughes & Demetriou, 2006). Actively listening to stakeholders' feedback and addressing their concerns transparently demonstrates a commitment to inclusivity and collaboration.

Enhancing decision-making process

Improving decision-making within Badminton New Zealand should prioritise transparency, inclusivity, and stakeholder engagement to address the relationship between understanding and support. Organisations embracing a stakeholder approach, as advocated by scholars like Donaldson (1995), evaluate decision consequences through stakeholder interests. This inclusive method not only deepens comprehension of decision impacts but also bolsters stakeholder support and acceptance. By welcoming diverse input and facilitating feedback, Badminton New Zealand can ensure decisions reflect a holistic grasp of stakeholder concerns and aspirations. Transparent communication, as advocated by Waddock (2011), fosters stakeholder trust. Badminton New Zealand should adopt a participatory decision-making approach to ensure alignment with stakeholder interests, fostering effective and sustainable outcomes for the organisation and the badminton community.

Lack of communication and transparency

In the open-ended qualitative questions, many stakeholders expressed an apprehension concerning the lack of transparency in decision-making processes of Badminton New Zealand regarding event cancellation, as one social player said, *“it is sad that Badminton New Zealand did not consult with the badminton community before making this decision”* (P9). Also, the score of the Likert-type scale

statement, 'the communication around the event cancellation was effective', 66% of participants disagree or strongly disagree with the statement, which shows the apprehension concerning the lack of transparency in decision-making processes of Badminton New Zealand regarding event cancellation. Stakeholders highlight the absence of clear communication channels, leaving them with a sense of doubt. Their answers expressed a negative connotation which symbolises their distrust and dissatisfaction with Badminton New Zealand. The lack of transparency and clarity in decision-making processes could potentially impede badminton's development in the future. This finding aligns with Waddock's (2011) research emphasising stakeholder involvement in decision-making and strategic planning. It highlights the need to consider stakeholders' interests to achieve a collective approach, ensuring decisions reflect diverse insights and perspectives.

The importance of effective communication and transparent decision-making, advocated by stakeholder theory (Freeman, 1984), emphasises prioritising stakeholders' needs in decision-making processes. However, this study emphasises instances where organisations have neglected certain stakeholders, potentially leading to dissatisfaction. Adhering to stakeholder theory principles is crucial, ensuring active involvement and transparency to promote acceptance of decisions. Scholars such as Argandoña (1998) and Daly and Cobb (1989) advocate for businesses to prioritise the "common good" and consider the societal impact of their decisions, not solely financial gains. Organisations like Badminton New Zealand should redirect their focus to evaluate stakeholders' benefits, as neglecting them may result in unforeseen repercussions in future events. Recognising stakeholders' significance and potential influence cultivates their support and ensures decisions align with broader societal interests.

Understanding stakeholder perceptions through stakeholder theory

Stakeholders' perceptions and concerns prompt an examination of their alignment with existing literature on stakeholder engagement. While Badminton Oceania (2022) states the decision was made in consultation with the host nation, many stakeholders in this study felt excluded. This raises questions about respondents' direct involvement in consultations. However, the absence of direct involvement doesn't negate consultation. This highlights the relevance of stakeholder theory in this study.

Stakeholder theory, proposed by Freeman (1984), distinguishes between primary and secondary stakeholders. Primary stakeholders, such as players, technical officials, and sponsors have an economic relationship with the organisation and are vested in its activities, while secondary stakeholders, like badminton fans, are influenced by the organisation but not integral to its core operations. Event management scholars classify sponsors and key contributors as primary stakeholders and others as secondary stakeholders (Franch et al., 2010).

This classification highlights the vital role of these stakeholders in event execution, challenging traditional views of stakeholder significance (Murphy & Kanost, 2002; Brunton et al., 2003), sponsors are often the backbone, without whom the event would not happen (Keshkar et al., 2012). Their financial backing and strategic partnerships are essential for securing venues, resources, and promotional activities, making them indispensable to event success (Késenne, 2005). Understanding the dynamics between primary and secondary stakeholders is crucial for effective event management and stakeholder engagement. Recognising the primary stakeholders' centrality can inform more targeted and strategic approaches to consultation and collaboration, ultimately enhancing the overall sustainability and success of events.

This study highlights the importance of secondary stakeholders. Although they may feel excluded, their active participation shows their vested interest in event outcomes. Recognising their role is crucial for effective engagement and collaboration. Event organisers should integrate their feedback transparently and inclusively to enhance trust and event sustainability. Ultimately, acknowledging secondary stakeholders' contributions strengthens relationships and gains broader community support.

Sponsorship impact

The cancellation of the New Zealand Badminton Open had a significant impact on sponsorship support, a critical element for the financial sustainability of sports events. Stakeholders expressed concern over Badminton New Zealand's ability to secure and maintain sponsorships following the cancellation. One professional player voiced frustration, stating, "*They were too lazy and unmotivated to go out and work towards sponsorship for the remaining funds required*" (P1). This comment highlights a perceived lack of effort by the organisation to secure the necessary sponsorships, which stakeholders believed could have prevented the cancellation.

However, the real impact of the event's cancellation on sponsorship is also significant. The loss of a major event like the New Zealand Badminton Open can deter existing and potential sponsors, leading to decreased financial support for future events. Schwabe (2018) emphasises the importance of the relationship between sponsors and the sporting community, with sponsorships providing essential financial backing, visibility, and brand exposure. Without the event, sponsors lose a key platform for engagement, which can lead to a withdrawal of support and diminished interest in future partnerships.

The Likert-scale responses further highlight the consequences of the cancellation, with a percentage of 94.1% indicating a strong consensus among stakeholders that the event's cancellation negatively impacted sponsorship support for badminton in New Zealand. This consensus reflects the broader challenges faced by Badminton New Zealand in securing sponsorships post-cancellation, as the loss of a high-profile event reduces the appeal for sponsors to invest in the sport.

In addition to financial repercussions, the cancellation also affected the reputation and visibility of badminton in New Zealand. Greenhalgh & Greenwell (2013) discuss how limited audience sizes in countries like New Zealand can already pose challenges in attracting sponsorships. The cancellation exacerbated this issue by removing one of the few opportunities for sponsors to engage with a larger audience, further diminishing the sport's visibility and financial viability.

Recommendations for Badminton New Zealand

Key recommendations for Badminton New Zealand, to address concerns surrounding the decision-making and communication issues surrounding the event cancellation, include:

a) Understand Stakeholder Perceptions

- Gain insight into stakeholders' views to guide decision-making and build community support.

b) Communicate Transparently

- Clearly explain decision rationales to alleviate concerns and involve stakeholders in the decision-making process to foster trust and commitment.
- Implement regular updates and progress reports to keep the community informed about the decision-making process.
- Utilise diverse communication channels beyond social media, such as notice boards at badminton stadiums, to reach a broader audience with messages and updates.

c) Address Stakeholder Needs

- Proactively engage stakeholders, address their concerns, and provide necessary information to build trust and understanding.
- Start a system on social media platforms for stakeholders to provide input and feedback, fostering a sense of shared decision-making.

d) Enhance Decision-Making

- Adopt a participatory approach to decision-making to ensure alignment with stakeholder interests and achieve sustainable outcomes.

e) Apply Stakeholder Theory

- Recognise and integrate the feedback of secondary stakeholders transparently to strengthen relationships and gain broader community support.
- Adopt a participatory approach to decision-making, integrating feedback from secondary stakeholders transparently to strengthen relationships and gain broader community support.

Following these recommendations would help Badminton New Zealand enhance stakeholder engagement, improve decision-making processes, and foster a sense of trust and collaboration within the badminton community, ultimately leading to more informed and sustainable outcomes within the community.

Limitations and Future Research

The key limitations of this study include time constraints, limited number of responses, the nature of the survey questions, and lack of diverse respondents.

a) Time constraint

The time constraint inherent in this 6-month dissertation project has had a major impact on the depth and breadth of the study's findings. One of the primary ways in which the time constraint has limited the depth of findings is by restricting the extent of data collection and analysis that could be conducted. The time constraint also impacted the depth of the analysis that could be conducted on the data collected from the open-ended questions contained in the survey. In-depth qualitative analysis, for example, often requires time-intensive processes such as coding, thematic analysis, and triangulation of data sources. The time constraint necessitated streamlining these processes and focusing on a narrower scope of analysis, limiting the depth of understanding that could be achieved.

b) Limited number of respondents

The limited number of respondents, comprising only 66 completed responses, poses as another significant limitation to the study. This small sample size removes my ability to make generalisable statements based on the findings and prevents me from drawing comprehensive conclusions about the perceptions and attitudes of stakeholders in the New Zealand badminton community. As discussed in Chapter 3, a larger sample size is required in survey research to ensure greater representation and to capture the diverse range of perspectives within the population of interest.

Two potential factors contributed to the limited participation. The survey remained active for a period of four weeks, which may have been insufficient to attract a substantial number of participants. Additionally, since the survey link was exclusively shared on the Badminton New Zealand Facebook page, participants might have encountered difficulties locating it amidst a stream of subsequent posts by page administrators over time.

To address this limitation in future research, expanding the sample size through extensive recruitment strategies is essential. Snowball sampling, as suggested by Sadler et al. (2010), can be employed to identify and recruit participants through referrals from existing respondents. Additionally, survey links should be shared across various channels, including online forums, social media platforms beyond Facebook, email newsletters, and direct outreach to relevant organisations. Extending the survey duration beyond four weeks allows for more participant engagement. Employing diverse data collection methods such as surveys, interviews, and focus groups would enhance the depth of insights. Interviews enable self-reflection and self-discovery, leading to richer data (Hutchinson et al., 1994), while focus groups facilitate dynamic discussions and interactions, generating diverse perspectives (Morgan, 1996). By increasing the

sample size and diversifying recruitment, the reliability, validity, and generalisability of research findings can be improved.

c) The nature of the survey questions

An important limitation of the study is the clarity and specificity of the survey questions used to assess opinions on the impact of event cancellations. Upon review, some survey questions lacked precision. This may have influenced the variability in responses. Respondents may have interpreted questions differently, resulting in inconsistent responses that do not accurately reflect their true opinions or experiences. To mitigate this in future research, careful attention should be paid to the wording of survey questions. It is essential to ensure that questions are clear, concise, and relevant to the research objectives, thereby facilitating accurate and meaningful responses from participants. Pilot testing of survey instruments can help identify and address any ambiguities before administering the survey to the target population (Wadood et al., 2021).

d) Lack of diverse respondents

The study attracted an imbalanced range of stakeholders both within and between primary and secondary stakeholder groups. In addition, as noted in Chapter 1, my affiliation within the badminton community posed challenges in accessing all key stakeholders. As a member of the badminton community my connections and relationships could have inadvertently influenced the selection of participants, potentially resulting in a narrower range of perspectives represented in the study. This constraint on accessing a diverse pool of respondents also has implications for the comprehensiveness and richness of the data collected, as well as the overall validity and generalisability of the findings.

To address the limitation of participant diversity in future research within the badminton community, concerted efforts should be made to recruit a more inclusive and representative sample. This may involve targeted recruitment strategies, such as outreach to specific organisations or associations representing various stakeholder groups. Following Dillman et al.'s (2014) recommendations, employing mixed-mode survey approaches—including phone, email, and internet-based surveys—can enhance access to a broader range of participants. Additionally, to navigate my personal affiliation with the community, future studies could explore alternative methodologies like virtual anonymous interviews, utilising pseudonyms, and voice-changing software to ensure participant anonymity while fostering candid discussions. These measures aim to broaden participation and foster inclusivity, thus enriching the depth and breadth of research findings within the badminton community.

e) Research bias

My goal, to gain a better understanding around stakeholders' concerns and perceptions regarding the adverse impacts of event cancellations, presents a limitation in terms of comprehensively exploring the broader implications of such cancellations. By exclusively concentrating on adverse impacts, the study may overlook potential positive outcomes or alternative solutions that could arise in response to these cancellations.

For instance, while event cancellations undoubtedly pose challenges, they may also present opportunities for innovation, adaptation, or the exploration of alternative formats for engaging stakeholders.

Additionally, stakeholders may have valuable insights or suggestions for mitigating the adverse effects of cancellations or capitalising on potential benefits. In sum, by neglecting to investigate both the challenges and opportunities, the study provides an incomplete picture of the situation. Future studies taking a more balanced approach that considers both the negative and positive aspects would offer a better understanding of stakeholders' perspectives and enable a more comprehensive assessment of the implications of event cancellations on the badminton community.

f) Lack of longitudinal perspectives

The lack of a longitudinal perspective in the study poses a significant limitation as it only captures stakeholders' opinions at a single point in time. By providing only a snapshot of their attitudes, the study fails to account for how these perceptions may evolve over time in response to dynamic factors such as changes in Covid-19 restrictions, rescheduling of events, or the implementation of new policies. A longitudinal study would allow for the tracking of changes in stakeholders' attitudes and opinions over an extended period, providing a more comprehensive understanding of how their perspectives may shift in response to unfolding events and evolving circumstances. Additionally, such an approach would enable researchers to identify trends, patterns, and correlations that may not be apparent in a single cross-sectional snapshot, thus enhancing the depth and richness of the analysis.

Conclusion

This section will summarise this study's findings and their implications for stakeholders in the New Zealand badminton community.

a) Summary of research question approaches

The research questions (relating to stakeholder perceptions, firstly, of the challenges and difficulties associated with the event cancellation, and secondly, of the reasons for the event cancellation) were answered by conducting an analysis of stakeholder responses gathered through numeric and open text survey data, stakeholder profiles and personal narrative. Through thematic analysis and the application of

stakeholder theory, the study provided insights into the implications of the event cancellation on the badminton community and offered recommendations to address these implications.

b) Insights, recommendations, and future directions

This study revealed many challenges for the local badminton community, such as concerns over lost opportunities for player development, reduced pathways for international progress, and diminished visibility and incentives for players. Moreover, the withdrawal of financial support raised doubts about event sustainability and affected Badminton New Zealand's reputation. Stakeholders also acknowledged the significant role of the former leader. Furthermore, stakeholders emphasised the need for tailored support for player-coach relationships and technical officials. These highlight the importance of transparency in decision-making and communication, and stakeholders expressed diverse concerns, ranging from career development to event visibility and sponsorship support, reflecting their varying roles and interests within the community. Addressing these concerns effectively necessitates the implementation of targeted strategies.

The study provides valuable insights into personal views within the New Zealand badminton community. By analysing survey responses from key stakeholders, including players, officials, volunteers, and fans, the study discovers the diverse perspectives and concerns regarding the event cancellation. While the findings offer valuable understanding of stakeholder perceptions, it's important to recognise that the study's scope (as a small case study with only personal narrative and less than 100 survey participants) is limited to providing insights rather than definitive conclusions. Nevertheless, these insights will help organisers to formulate informed strategies and initiatives to address stakeholder needs, mitigate concerns, and enhance overall satisfaction within the badminton community.

Despite several limitations, this study contributes valuable insights to the existing research on event management and stakeholder engagement within the sports community. Moving forward, future research could aim to address the identified limitations by expanding the sample size to include more primary stakeholders. Also, it could adopt a balanced approach to examining both the challenges and opportunities of event cancellations and incorporating a longitudinal perspective to track changes in stakeholders' attitudes over time. By building upon the findings of this study, researchers can continue to advance our understanding of how event cancellations impact stakeholders and inform strategies for effectively managing such disruptions in the future.

In conclusion, the present study serves as a valuable resource for organisers seeking to cultivate positive relationships with stakeholders, build trust and credibility, and drive future success in organising badminton events. By leveraging the insights generated through the study, organisers can align their efforts

more effectively with stakeholder expectations, thereby fostering a collaborative and mutually beneficial relationship that contributes to the long-term viability and success of badminton initiatives in New Zealand.

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Appendices

Appendix 1 AUTECH Approval letters

Auckland University of Technology Ethics Committee
(AUTECH)

AUT

10 January 2024
Richard Wright
Faculty of Health and Environmental Sciences

Dear Richard

Re Ethics Application: **23/246 The Impact of Cancelling the New Zealand Badminton Open: A Stakeholder Analysis**

Thank you for your responses to AUTECH's conditions.

Your ethics application has been approved for three years until 10 January 2027.

Non-Standard Conditions of Approval

Non-Standard Conditions

1. In the Information Sheet remove the option of sending key findings and an opportunity to review the transcripts. Remove the option of leaving a email address and just redirect them to a URL with a summary of the findings. This could be a link to supervisor's webpage

Non-standard conditions do not need to be submitted to or reviewed by AUTECH unless requested but must be completed before commencing your study.

Standard Conditions of Approval

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTECH.
2. All public facing documents must have the AUTECH approval number and be of a high standard of spelling and grammar. Dates on the Information Sheet(s) and Consent Form(s) must be consistent.
3. Any amendments to the project must be approved by AUTECH prior to being implemented.
4. A progress report is due annually on the anniversary of the approval date.
5. A final report is due at the expiration of the approval period, or, upon completion of project.
6. Any serious or adverse events must be reported to AUTECH, this includes unforeseen issues that might affect continued ethical acceptability of the project.
7. AUTECH grants ethical approval only. You are responsible for obtaining management permission for access from any institution or organisation at which your research is being conducted and you need to meet all ethical, legal, public health, and locality obligations or requirements for the jurisdictions in which the research is being undertaken.

The application number and title need to be referenced on all correspondence related to this project.

All forms are available online <http://www.aut.ac.nz/research/researchethics>

For any enquiries, please contact ethics@aut.ac.nz

(This is a computer-generated letter for which no signature is required)

The AUTECH Secretariat

Auckland University of Technology Ethics Committee

Cc: jcm412847812@gmail.com; Tracy Molloy

Appendix 2 Participant information sheet/Consent

An Invitation

My name is Warren Ji, and I am undertaking a masters of business at Auckland University of Technology, specialising in Sports Leadership and Management. Thank you for considering participating in my dissertation project, looking at the impact of the withdrawal of the New Zealand Open on the future development of badminton in New Zealand. Before you make a decision, I would like to provide you with some important information about the study. Firstly, as a player, coach and employee of the Auckland Badminton Association, this is a topic that is close to my heart. Please take the time to read this Participant Information Sheet carefully. If you have any questions or concerns, do not hesitate to contact me or my primary supervisor (details below).

This research aims to gather valuable insights from various stakeholders in the badminton community, including athletes, coaches, and enthusiasts, to better understand how the withdrawal of this event has affected different aspects of the sport. This survey will include questions about your experiences, perspectives, and opinions regarding the withdrawal from the event. It will take approximately 15 minutes to complete. Your responses will be kept confidential and used only for research purposes for Auckland University of Technology.

Your input is highly valuable, and we appreciate your time and contributions to this study. Your responses will play a vital role in advancing our understanding of the challenges faced by the badminton community. Your responses will be kept completely anonymous, and no personally identifiable information will be collected. By continuing with this survey, you consent to participate voluntarily.

Your participation in this survey implies your consent. If you change your mind at any stage of the survey, simply withdraw by closing the browser. However, once the survey has been submitted, it cannot be withdrawn as the data is anonymous, therefore your responses cannot be identified.

What is the purpose of this research?

The New Zealand Badminton Open has long been a significant event for athletes, coaches, and fans alike. This survey seeks to uncover the challenges, changes in routines, and the overall impact the cancellation has had on the badminton community. Your participation in this survey will be essential in shedding light on the broader

implications of event cancellations in the sports field and will contribute to future decision-making in sports management.

How was I identified and why am I being invited to participate in this research?

You are reading this information sheet as you have come across the advertisement poster on the Badminton New Zealand social media, and you are interested to leave your opinions on this matter. You are someone who is part of the New Zealand badminton community: badminton enthusiast, badminton hall employees, individuals involved in badminton tournament organisation, sponsors, coach, athletes etc. If you do not fall within one of the categories listed in the poster, and this paragraph, then I am afraid that you will not be able to participate in this study.

How do I agree to participate in this research?

To participate in my study, you will be required to complete the following survey. Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to withdraw from the study at any time, by exiting the browser. Your answers will not be submitted unless you click the submit button.

What will happen in this research?

If you decide to participate, you will be invited to take part in some multi-choice and open-ended questions related to your opinions and perspectives on the withdrawal of the New Zealand Badminton Open, including your opinions on this matter and how it has affected you. There will be some questions the area you live and the age group you belong etc., however it will not require you to provide anything that makes you identifiable. The survey would take approximately 15 minutes.

What are the discomforts and risks?

Part-taking in the survey will involve minimal risk or personal discomfort. As noted above, you may withdraw from the survey by closing the browser. However, once the survey is submitted, responses will be stored and cannot be recalled. Due to the size of the New Zealand Badminton community, there is a risk that your

contribution to this study is evident in the findings, despite the fact that you will not be named at any point.

How will these discomforts and risks be alleviated?

You will not be asked to share any information that could harm you or your career. If you are likely to feel uncomfortable talking about the impact of the event cancellation on your personal well-being or that of others, then my recommendation would be to exclude yourself from the study by not submitting the survey.

What are the benefits?

The anticipated benefits of this research include a better understanding of the consequences of the withdrawal from the event on athletes, coaches and administrators within the sport of Badminton. Within the conclusions and recommendations, I hope to be able to offer insight that will help influence decision-making in the future. In terms of personal benefits, I am hoping that this study will lead to me obtaining a Master's degree in Business, which will help me to obtain a leadership and management within the sport community.

How will my privacy be protected?

The researcher will respect your rights with regards to privacy and confidentiality and conduct himself in a truthful manner at all times. All the information you give will be used only for the purpose of this research. All data will be stored securely in compliance with AUT's data protection regulations. What are the costs of participating in this research? You will not be required to provide identifiable information, such as your name or workplace etc.

This survey will be at no cost of the participant as it is completed online. The strict deadlines imposed by AUT for this study means that I can only offer you a maximum of two weeks to complete the survey.

Will I receive feedback on the results of this research?

You can opt to be sent a short summary of the key findings and recommendations at the conclusion of this project as an expression of my gratitude for your contribution. You will also be offered the opportunity to read the transcript of your answers. If you wish to do this, please leave your email address at the end of the survey.

Please do not leave your names (if possible, please provide email addresses that does not have your name in it).

What do I do if I have concerns about this research?

*Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr Richard Wright
Richard.wright@aut.ac.nz
(09) 921 9999 ext 7312*

*Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEK, ethics@aut.ac.nz
(+649) 921 9999 ext 6038*

Whom do I contact for further information about this research?

You are also able to contact the research team as follows:

Researcher Contact Details:

Warren Ji

Email: jcm412847812@gmail.com

Mob: 02108500137

Project Supervisor Contact Details: Dr Richard Wright

Email: Richard.wright@aut.ac.nz

Ph: (09) 921 9999 ext 7312.

Approved by the Auckland University of Technology Ethics Committee AUTEK:

Approval number: 23/246

Approval date: 10/01/2024

Results from this independent study will be made available to Badminton NZ upon its completion

Appendix 3 Survey questions

Multi-choice Questions

Question 1

What gender do you identify as?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Question 2

What is your age range?

- Under 18
- Between 18-25
- Between 25-35
- 35 +

Question 3

What is your region of residence?

- Auckland
- Northland
- Waikato
- Bay of Plenty
- Gisborne
- Hawkes Bay
- Taranaki
- Manawatū Whanganui
- Tasman
- Nelson
- Marlborough
- West Coast
- Canterbury
- Otago
- Southland

Question 4

What is your role in the badminton community?

- Professional player (e.g. current/past New Zealand national team)
- Social player
- Coach
- Badminton stadium employee
- Badminton event organiser
- Badminton event sponsor
- Technical official
- Volunteer
- Badminton fan

Question 5

To what extent do you understand why Badminton New Zealand chose to withdraw from hosting the New Zealand Open?

- I fully understand the reasons for the cancellation
- I have a good understanding of why the event was cancelled
- I have a basic understanding
- I am not sure why the event was cancelled

Opinion Scales

Question 6



To what extent do you agree with the following statements?

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
The communication around the withdrawal of the New Zealand Open has been effective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cancellation of the New Zealand Open has adversely influenced players' career development in badminton.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cancellation of the New Zealand Open has adversely affected the development of coaching skills.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event cancellation has adversely affected the relationships between players and coaches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event cancellation has adversely affected the operation of badminton stadiums.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event cancellation has had an adverse impact on the economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event cancellation has adversely influenced the visibility of badminton in New Zealand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event cancellation has adversely affected the level of sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Written Response Questions

Question 7



Have you encountered or heard of any challenges or difficulties resulting from the withdrawal of the New Zealand Badminton Open? If so, can you please tell us in detail (without mentioning the any names of individuals)

Question 8

Is there anything else you'd like to share regarding the withdrawal of the New Zealand Badminton Open?

Appendix 4 Facebook post



Badminton New Zealand

19 h · 🌐



Can you assist with this research project for AUT student / badminton player Warren Ji?

... See more



Research participants wanted!

Project title: Withdrawal of New Zealand Badminton Open: A Stakeholder Analysis

My name is Warren Ji, and I am undertaking a masters of business at Auckland University of Technology, specialising in Sports Leadership and Management.

I would like to invite you to participate in my dissertation project, looking at the impact of the withdrawal of the New Zealand Open on the future development of badminton in New Zealand.

You will: -Participate in a short anonymous online survey to your involvement and thoughts on the cancellation of the New Zealand Badminton Open

Participant

Criteria:

-Anyone involved in the badminton community

Research link:



Appendix 5 *Memo example*

Date: 05/03/2024

Data segment: Response from Participant (technical official, male, 35+ Auckland) regarding impact on technical officials and player development

Reflections:

- Participant emphasise how the event cancellation affects technical officials' growth, noting the missed chance for umpiring experience at the New Zealand Badminton Open.
- This lines up with research showing how tournaments help officials and players develop.
- They also stress how the cancellation deprives national squad players of international competition experience, impacting their skill development.
- We should think about using these insights to support officials and promote player growth in the badminton community.

Appendix 6 Badminton New Zealand announcement

BADMINTON NEW ZEALAND

HOME
PLAY
BADMINTON
EVENTS
SHUTTLE TIME
PERFORMANCE
COACHING
PARA
BADMINTON
BALANCE IS BETTER
OFFICIALS
INTEGRITY
ABOUT US

NEW ZEALAND OPEN CANCELLED

March 7, 2023 News

Badminton New Zealand regrets to announce that they have withdrawn from hosting the New Zealand Open for the 2023-2026 cycle. This decision was reached after careful consideration by the board and valuable input from our member associations, as part of a strategic focus on strengthening the foundations of badminton in New Zealand.

To cancel the New Zealand Open was a very difficult decision, especially given the iconic status of the event, however Badminton New Zealand and its members

An Se Young fights for her first senior title

LATEST NEWS

JULIE CARREL GRANTED LIFE MEMBERSHIP
April 15, 2024

INTEGRITY
ABOUT US

To cancel the New Zealand Open was a very difficult decision, especially given the iconic status of the event, however Badminton New Zealand and its members agree that growing participation and building strong and resilient badminton organisations are more important priorities in the next few years.

Badminton New Zealand Chief Executive Stephen Nelson reflects on the decision.

"While it is disappointing to be farewelling the New Zealand Open for the foreseeable future, Badminton New Zealand is excited to utilise this opportunity to reallocate its time and energy towards building the grass-roots of our sport. This will see us strengthening our foundations and those of our member associations.

We wish to thank our many partners and incredible volunteers who have contributed to this iconic event over the years. In particular, we acknowledge the substantial contributions of Peter Thompson and Julie Carrel, who have been absolutely integral to the event's success.

Since 2013, the New Zealand Open has been a fantastic showcase of international talent, growing year on year, and delighting badminton fans from all around New Zealand and the world. The event's most outstanding moments include:

- Chinese superstar Lin Dan putting on an exhilarating display for the packed Auckland crowds in 2018 and 2019.
- The firepower of the Korean National team in 2016, seeded top in all events.
- An Se-Young winning her first BWF

An Se Young fights for her first senior title

INTERNSHIP OPPORTUNITY: CAMELLIA ZHOU
July 11, 2023

BNZ RELINQUISHES HOSTING RIGHTS FOR WORLD JUNIOR CHAMPIONSHIPS
July 3, 2023

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Since 2013, the New Zealand Open has been a fantastic showcase of international talent, growing year on year, and delighting badminton fans from all around New Zealand and the world. The event's most outstanding moments include:

- Chinese superstar Lin Dan putting on an exhilarating display for the packed Auckland crowds in 2018 and 2019.
- The firepower of the Korean National team in 2016, seeded top in all events.
- An Se-Young winning her first BWF World Tour title at just 16 years old.
- The world's top-10 pairs filling the 2019 women's doubles field.
- An electric atmosphere with sold-out crowds for the 2018 finals.

Nelson concludes,

"Badminton New Zealand is committed to growing the game and inspiring kiwis to love badminton for life. We firmly believe that this decision puts us in the best position to achieve this."

Tags: [international events](#), [new zealand open](#)



Lin Dan delights the crowd in Auckland



BNZ RELINQUISHES HOSTING RIGHTS FOR WORLD JUNIOR CHAMPIONSHIPS

July 3, 2023