José Perurena (right) at yesterday’s IWGA meeting

The President of the International World Games Association (IWGA) will begin discussions immediately with the seven International Federations that were denied access to the organisation in a vote at its General Annual Meeting at SportAccord Convention yesterday. José Perurena said he was “disappointed” that the seven failed to secure the required two-thirds majority for admission. He was critical of the rejection and said that work will start straight away on helping the IFs to succeed at the 2018 General Annual Meeting. During its meeting the IWGA heard from the global governing bodies of basketball (FIBA), cycling (UCI), modern pentathlon (UIPM), powerboating (UIM), triathlon (ITU), wrestling (UWW) and wushu (IWUF).

They were all bidding, with Perurena’s backing, to join the IWGA and become part of the programme for the World Games 2021 in Birmingham, Alabama. Voting details were not revealed, but with 37 members present, none of the IFs reached the 24-vote target.

Perurena told The Daily: “Some Member Federations just voted for themselves and not for the future of the World Games. We now have another year until the next General Annual Meeting and I will start discussions with the seven Federations soon.”

Perurena said that he was particularly disappointed that the decision came on a day when IWGA CHIEF TO PRESS AHEAD WITH IF TALKS

CONTINUED ON P2
The Association of Summer Olympic International Sports Federations (ASOIF) will welcome new Members of Sport (AIMS) and organisation and new faces to its Council this week, starting with today’s General Assembly, when the bid cities for the 2024 Summer Olympic Games will be invited to make presentations to Members.

ASOIF will also strengthen its links with other sports and organisations, including host and candidate cities. Already this week it has held a meeting of its Council to prepare for the General Assembly and it has brought together its own Members to discuss their role in Olympic Games preparations.

The General Assembly will be streamed live on the SportAccord Convention website and will receive reports from the Tokyo Organising Committee for the Olympic Games 2020 and from the Buenos Aires Organising Committee for the Youth Olympic Games in 2018.

The five new sports that are to be added to the Tokyo programme – karate, skateboarding, sports climbing, surfing and baseball/softball – will become Associate Members of ASOIF in line with the decision at the last General Assembly to admit sports that are included within the events programme for a specific edition of the Olympic Games in 2018. The meeting will also present a report on the new-look Council. The applicants are the International Triathlon Union (ITU President Martin Cauzado and ITU Secretary General Mario Raffaeli), the Chinese Federation for the Youth Olympic Games (AIBA President Fox) and the German Boxing Federation (Davidschweizer) and the Olympic Games will make the Assembly take place this week, starting with today’s General Assembly.

The Association of Summer Olympic International Sports Federations (ASOIF) will embark on a full day of meetings at this year’s SportAccord Convention today as it addresses issues including doping and preparations for forthcoming events. The ASOIF General Assembly will take place this morning and will be followed by a joint meeting with the IOC, the International Hockey Federation (FIH) are stepping down from the Council.

The Council of AIMS and the Association of International Olympic Winter Sports Federations (ASOIF) will hold a joint meeting on Wednesday, when agenda items will include IF governance, the fight against doping and the Olympic Movement Sports Data Project.

ASOIF announced in January that progress has been achieved towards the goal of improved governance standards for its member IFS. It is understood that all members have now responded to questionnaires outlining the current state of their governance, including compliance with the Olympic Charter, WADA Code and other IOC Code of Conduct matters and five key principles including transparency, integrity, democracy, development/solidarity and control mechanisms.

The head of the Olympic Movement Sports Data Decision-making body, Patrick Baumann, was joined today by Peter Baumann, President of the Association of Summer Olympic International Sports Federations (ASOIF). The IOC provisionally recommended the programme to adding the sport to the Olympic programme.

The head of the Alliance of Independent recognised Members of Sport (AIMS) is gearing up to build on last year’s historic SportAccord Convention with a busy programme for the organisation’s Members this week.

Funding goal in doping battle

Leaders in the fight against doping are stepping up their efforts to secure increased funding as they work to pay for the “turbocharged times of the last two years.”

Sir Craig Reedie, President of the World Anti-Doping Agency (WADA), said it was now the time to change the way that the agency is funded. Reedie outlined some of the measures that are being undertaken by WADA and urged members of ASOIF to attend Thursday morning’s Anti-Doping Training/Coaching Seminar, to which both organisations have invited Members of the Alliance of Independent Recognised Members of Sport (AIMS) and the International World Games Association (IWGA).

Dr Rafaela Chialli, who was re-elected unopposed as ASOIF President during the General Assembly, said: “We will fight with all available means against doping. We have a wealth of knowledge and experience and with WADA we have a very efficient relationship.”

Prof. Dr. Keith G. Callaway (ILSF – International Life Saving Federation) stepped down from the ASOIF Council and was replaced by Susanne Schödel (FAI – World Air Sports Federation), who also becomes the new Secretary General. They join Chialli (IWGA – International Powerboating Union), Anna Anthisanu (CMAS – World Underwater Federation), Molly Rhone (INF – International Basketball Federation) and Riccardo Frascati (World Baseball Softball Confederation) on the new-look Council.

The meeting opened with tributes to ARISF President Reedie following his retirement and were replaced by Susanne Schödel (FAI – World Air Sports Federation), who also becomes the new Secretary General. They join Chialli (IWGA – International Powerboating Union), Anna Anthisanu (CMAS – World Underwater Federation), Molly Rhone (INF – International Basketball Federation) and Riccardo Frascati (World Baseball Softball Confederation) on the new-look Council.

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Innovation and insight are the twin themes of this year’s Conference Programme, according to the man who is moderating at his seventh SportAccord Convention. David Eades, Journalist and Anchor for BBC World, told The Daily that the three days of presentations and panel discussions will cover the latest developments and future implications in the world of sport, featuring experts who are leaders in their sectors.

“Steve Jobs said that innovation distinguishes between a leader and a follower, and it is clear from this year’s programme that we have a lot of leaders on our stage,” he said.

“There are pressures and opportunities coming at all sports from all directions: from the digital world, broadcast, competitions such as esports, fans’ expectations, governance requirements and new players in the sports business, which is why the ability to innovate, keep ahead and reinvent where necessary is a vital part of any sport.”

The insight of experts including J Michael Evans, President of Alibaba Group, will help delegates understand new initiatives in the sporting and commercial landscape – and in China. As the pace of change shows no signs of abating, other speakers will look at how digital developments can help sport to cope with the challenges.

Law:Accord is a perfect example, where such familiar agenda items as doping and disputes are this year joined by a focus on how International Federations handle the growth of esports and its implications.

Eades said: “The challenge of change and the development of digital opportunities are steering our programme to some key areas, such as sponsorship and fan engagement, where an array of experts can bring their knowledge to bear to the benefit of everyone joining us. We will also get a rich flavour of what a number of different sports are currently doing to use innovation to enhance their games – everything from technical changes in football to technological developments in cycling to drone racing.

“But let’s not forget also the critical areas that Media:Accord and City Forum tackle every year. We will look at ways of bringing a better story about sport to the media after several years in which questions of governance and integrity have dominated much of the daily coverage of our industry.

“The bid cities of Los Angeles and Paris, vying for the right to host the Olympic Games of 2024, will be attending, and will deliver presentations. That is a perfect complement to City Forum, which again pick up on some of the defining trends in bidding and hosting for events of all sizes.”

The International Boxing Association (AIBA) has confirmed the host cities for the five qualifying tournaments ahead of its 2017 World Championships, which will take place from August to September in Hamburg. The AIBA Asian Championships will take place in Tashkent, Uzbekistan, from April to May before the Commerzbank capital of Frankfurt will host the AIBA European Championships from June 16-24. The AIBC African Championships, the final qualifying event, will take place from June 26-29 in Gold Coast, Australia.

AIBA President Ching-Kuo Wu said: “We have five unique venues for the qualifiers, including a first AIBA event in Honduras, and we look forward to working with the LOCs to deliver five showcases of elite men’s boxing that will give our athletes the best platform on which to pursue their dreams of gold.”

The WOA confirmed yesterday that awards for $50,000 each will also be made to communities affected by armed conflict in Colombia, a water safety education programme in India and a scheme to provide access to sport for underprivileged children in Malaysia. The grants programme was officially launched last year following a call for submissions to National Olympians Associations. The WOA set out to empower its membership of more than 120,000 Olympians worldwide to deliver projects that align to the promotion of the Olympic values, Olympic Agenda 2020 and the activities of the Olympic Movement.

Joël Bouzou, President of the WOA, said the recipients of the awards reflect the fact that the National Olympian Associations are spread across the five continents and work to empower Olympians to serve society.

He said: “Olympians have the ability to make a difference in their communities. That is the ethos behind the Service to Society grants – by giving Olympians practical assistance we can help them to deliver inspiring projects that foster social development, promote inclusion and help Olympians give back.

“This is the first year that we have run the Service to Society grants programme, but we intend to establish it as an annual fund, ensuring more and more Olympian-led projects can be supported.”

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Los Angeles Stadium at Hollywood Park

Expected to be one of the world’s most sophisticated sporting stadiums, the new USD $2.6 billion Los Angeles Stadium at Hollywood Park will host a state-of-the-art multipurpose venue located minutes from LAX International Airport. The future home of two professional American football franchises, the indoor outdoor venue will seat 70,240 people and accommodate 25,000 extra people in standing-room areas when it debuts in 2019.

Winning over the public

The importance of explaining the benefits of hosting sports events will be one of the key topics of discussion during this year’s City-to-City session, which will take place at SportAccord Convention today.

With the support of a local population increasingly seen as crucial to not only winning a bid to host a sporting event, but also successfully staging the event, the session will ask whether the right arguments are being made by those trying to persuade the public that supporting such a spectacle represents a sound investment.

The second part of the session, which has been developed by Smart Cities & Sport, will ask whether increasing sports participation through organising a major sports event is a great opportunity or just wishful thinking. With each topic, there will be an initial case study presentation followed by an open discussion facilitated by Melanie Duper (pictured), Coordinator of Smart Cities & Sport. City-to-City is exclusively for city representatives.

This first part of the session will start with a presentation from Stefan Klos, Technical Lead Consultant for the Munich 2018 and 2022 Candidature Committees for the Winter Olympic Games, who will discuss the main issues for cities in communicating major sport events budgets to their population. The second part of the session will feature a presentation from Peter Miskimmin, CEO of Sport New Zealand, who will present a case study on driving sports participation through events.

“This year’s City-to-City session will allow cities to exchange and discuss exclusively amongst each other on the main issues that they face when bidding for or hosting sport events,” Duper told The Daily.

“Our aim is to create a stimulating environment that will encourage the dialogue between sport cities from around the world.

“This is what Smart Cities & Sport is all about and we will organise this exciting session with the same ambition.”

City-to-City will take place this morning from 09:30-10:30.
**ARCHERY IN LINE TO HIT TARGETS**

Jpeg is a sport that is all about accuracy; World Archery is comfortable with targets that are frequently moving.

The Rio 2016 Summer Olympic Games returned some impressive statistics to indicate that interest in archery is heading in the right direction, and the Federation is working hard to continue the growth with new media platforms and new audiences, all driven by an evolving strategy.

Tom Dielen, Secretary General of World Archery, told The Daily that further exciting developments are taking place in 2017.

"Since 2014 our approach to content production has been more applicable to the franchise sport model than that of most IFs," he said. "We produce more fan-focused written and video content and we are looking to expand that, using crowdsourcing and localisation to build engaged communities."

Dielen is delighted with figures that showed a 50 per-cent increase in archery’s average audience at Rio in comparison with London 2012. In addition, archery secured 44 per cent more social shares than the average sport and a higher-than-average approval rating, with young people. He said: "Our social media platforms also saw the second biggest growth of any sport and we managed to identify some new key regions in the world with high potential engagement with archery since 2014 - our approach to content production has been more applicable to the franchise sport model than that of most IFs."

"We’ve converted that success and the growing popularity of our stable of events, including the Hyundai Archery World Cup circuit – into a new deal with Eurosport and we started some exciting new projects for 2017." This year brought the launch of a new TV graphics solution based on an open-source approach that is seen as the way forward as World Archery exploits a variety of media platforms.

Dielen said: "We distributed our TV graphics solution to a number of National Member Associations – as well as using it at our international events – and that helped to raise production standards.

"We’ve just taken on board an in-house video editor and are now using that resource to create content for our social channels and share with our Member Associations using mechanisms such as Facebook cross-posting."

The change in strategy coincided with the appointment of World Archery of Chris Wells as Communications Manager. Wells brings experience as an anchor and he developed a media career as a freelance and then as part of the team at London 2012.

At World Archery, he is responsible for building the sport’s appeal through content production for new and old media.

Chris Wells will speak on tomorrow’s plenary panel session from 09:50-10:30 entitled: ‘Innovation – A permanent revolution or an opportunity to reset your sport?’

**WORLD ARCHERY MAKING A MARK WITH CONTENT STRATEGY**

SecureaSeal is looking to secure continuous, wide-ranging partnerships as it develops the strategy that has helped it become a leader in sports industry security accreditation materials.

The UK-based company has provided laminated ID cards and other security products to some of the biggest events on the sporting calendar, including the London 2012 Summer Olympic Games. The company’s scope stretches beyond sport, though, and with the trust of governments around the world, more than 250 million identity documents have been secured using SecureaSeal products.

The company also now offers radio-frequency identification (RFID) and contactless access passes to increase the safety and security of access management at events.

"We will be focusing on events that require all-year-round accreditation rather than one-off events, being able to develop new and exciting security print solutions, card options and even virtual accreditation," Managing Director Will Duggan told The Daily.

"We would like to focus our efforts on more events around the world, focusing on solutions for the mass market, and offer our knowledge and advice for security protection to events who need to protect their audiences."

The company is exhibiting for the first time at SportAccord Convention. Duggan said it is important that SecureaSeal makes sports organisations aware of how it can aid their security provisions.

"This is SecureaSeal’s first year at this event and as a supplier of global sports event security accreditation materials what better event to show off our wares and network with a lot of the awarding bodies and event organisers from all over the world," he said.

"We are very much looking forward and as an exhibitor hope to make the most of the opportunity and the event itself."
budapest is undergoing a major regeneration in readiness for the 17th FINA World Championships later this year and SportAccord Convention has been handed a share of the credit.

Representatives of the organising committee say that attendance at the 2016 Convention helped them find the partners, tools and techniques required to put together an event that they feel could be the best yet. Attendance at the Convention this year is enabling them to tell the sporting world about their plans and about the huge impact the World Championships are having on their city and its sporting facilities. A spokesperson for the organising committee told The Daily: “Budapest will be renewed for the World Championships. All the swimming pools are under construction. The heart of Budapest and the famous and popular Margaret Island, which is also a Championships venue, are being renovated. “It’s a huge investment in all areas of city life and it has a huge impact for the legacy.”

The Championships will take place from July 14-30 this year and the facilities and preparations have attracted glowing praise during the evaluation process.

Kathy Seaman, Chairwoman of the FINA Technical Committee for Diving, praised the Danube Arena, where the diving events will be held. She said: “I am amazed by the arena. The venue is fantastic. The preparations are making good progress.”

Igor Kartashov, the Vice-Chairman of the Technical Synchronised Swimming Committee, commented on the City Park, which will host the synchronised swimming competitions. “The views and the beauty of the site impressed me very much,” he said. According to FINA Executive Director Cornel Marculescu, the Championships in Hungary are expected to be one of the best in the history of the competition.

The spokesperson said: “We organised a lot of meetings at SportAccord Convention 2016, so our participation was really effective and successful. Now our focus is on promoting the host city of Budapest in order to show her values and highlight the top international sports events this year in the country.”

A spokesperson for the organising committee said that Budapest will be a proven capacity to successfully host major international events, Extraordinary celebration in the heart of a truly global city. A focus on creating value across the full range of sporting events experience and products

ORIENTEERING IS FINDING A NEW AUDIENCE

W

orld Orienteering Day will continue to play a key role in the International Orienteering Federation’s (IOF) strategy to promote the sport worldwide after exceeding expectations in its first year.

According to IOF President Lebo Hafta, IOF destinations worldwide have already pre-registered to take part in this year’s celebration on May 24. The 2016 World Orienteering Day attracted more than 250,000 participants from 81 different countries, with 86 per cent of those involved being aged under 23 years old.

The aim of the celebration is to increase the visibility and accessibility of orienteering to young people.

“World Orienteering Day is one of our major projects and we have been able to achieve a very high level of commitment from our National Member Federations. We are really looking forward to seeing the results of the efforts being carried out globally,” Haldna told The Daily. “Our goals are to increase visibility of our sport and to continuously improve the quality and the attractiveness of the sport for athletes, the media and the general public. “At the end of the day, we are a significant lifetime participatory sport and therefore growing orienteering participation globally is something we spend a lot of time and resources on.” The IOF encourages each orienteering club to mark the day by getting in touch with at least one school. To that end, the IOC is working on providing teaching materials in different languages.

In addition to World Orienteering Day, the IOF has taken some “significant steps” forward in communications and the development of its global events programme.

“We had a very successful World Orienteering Championships in Sweden in 2016, with teams from 52 nations participating and with exciting competitions in front of some 8,000 spectators present at the competitions,” Hafta told The Daily. “Media coverage was extensive. We produced 17 hours of live TV broadcasts, while the coverage was also available via our own live-streaming platform. Live coverage and highlights were broadcast via TV partners in 91 countries, which was a significant increase from 2015.

“At our General Assembly in August, we also made some important decisions about improving governance.”

This morning, following the success of last year’s inaugural orienteering session at the Convention, IOF Secretary General Tom Hollowell will be joined by Danish orienteering world champion Maija Alm to give delegates an opportunity to get to know this year’s host city.

“We had a good turnout last year so we are happy that there is some enthusiasm for the activity again this year,” Haldna added.

“It is a great way to start the day, either running at full speed or just taking a walk ‘with a purpose’.”

The meeting point for a 06:30 start in the orienteering morning activity today will be the main entrance of the Scandinavian Congress Center.
COOL UNDER PRESSURE

Unpredictable weather and climate variables are a headache for event organisers across the globe, from snow melting at a winter sports event to unseasonably cold weather turning a pitch into an ice rink.

According to Aggreko, a Silver Partner of SportAccord Convention, the earlier that organisers tackle common issues, the better, especially as temperature control needs extend to hospitality areas, broadcast centres, catering facilities and spectator viewing areas.

“We know that weather can be unreliable, but we have the experience to ensure it isn’t the main event,” said David de Behr, Aggreko’s Head of Sales, Major Events. “We have equipment that can work between -30 and +40C, so winter sports events can still go ahead when there isn’t enough snow or it thaws. The same is true at the other end of the spectrum – just because the temperature outside suddenly spikes, we can still keep everyone at a safe and comfortable temperature, whether they are sitting around or being physically active.”

Aggreko is responsible for maintaining a constant temperature in the Big Top for Cirque du Soleil’s global touring shows. Performances take place in a variety of summer and winter locations, and require power and temperature control systems that work as effectively in the Brazilian summer as in the Russian winter, so Aggreko employs a sophisticated, integrated heating and cooling system to ensure the target temperature is maintained.

“The same is true for sporting events, where temperatures can fluctuate and potentially disrupt the action.

“It doesn’t matter what the weather throws out, as we have hot and cold packages that can deal with wide variations of temperature,” De Behr added.

“We can keep costs down by implementing the smartest and most energy-efficient temperature control systems, so customers can stay within budget.”

Temperature control can be one of the biggest energy users for events and if not well thought out, can raise the budget significantly. That is why Aggreko encourages the combination of temporary power and temperature control planning to create the most effective system from the outset.

Aggreko’s events team provides the power and temperature control for a number of winter attractions around the world every year, such as ice rinks, ski jumps and ice hockey arenas, and has supported the Winter Olympic and Paralympic Games for many years.

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THE BIG INTERVIEW

RIGHT NO CHANCE

UIPM Secretary General Shiny Fang on the challenges women still face in the sports industry

Having forged a successful career in what has for many years been a male-dominated environment, Shiny Fang is well aware of the challenges that face executive women who are attempting to get a foothold in the upper echelons of sports administration.

Fang, the Secretary General of UIPM, is one of four women on a 21-person Executive Board at the global governing body of modern pentathlon.

Across the world of sports governance, however, women are still under-represented. According to a 2016 report, only seven per cent of International Federations were chaired by women, illustrating the hurdles that remain in place for the likes of Fang.

“I think one of the skills we [women] need to have is to ignore negative comments or rumours if you know they are not based on fact,” Fang told The Daily.

“You can never stop what people want to say or think, but you can do what you think is correct. Yes, there are factors to overcome, but eventually results speak more loudly than anything else.”

“I guess all of us would say it is not really simple. Women normally need to put in more effort to prove their skills and capacity to earn true respect for their work.”

“I must admit, there are occasionally uncomfortable moments. But that can also provide you with a strong motivation to work harder if you trust or see things in a positive way.”

Fang has a wealth of experience in sport, competing – coaching and judging in synchronised swimming, aerobic gymnastics and cheerleading.

UIPM Secretary General Shiny Fang

At the International Cheer Union, she worked her way up to the role of Vice President, winning a series of top awards in the process, before joining UIPM in 2012.

“Frankly, although I had experience of different sports, not being a pentathlete put me under pressure when I started in this position, because there was a natural perception among the community that I might not understand the intricacies of the sport or care about it,” Fang said.

“On the other hand, I was able to study what exactly the organisation needs from a different perspective and assess what could be done to improve the status of the sport.

“It was not an easy decision for the Board, even though it was actually a natural path for my own sports career, and it was quite a big jump with a lot of new responsibilities.”

Fang will feature on today’s City Forum panel session entitled: ‘Hosting Strategies: What are IFs looking for in a host city?’
HOST SERVES UP A TREAT

SportAccord Convention delegates will dine like royalty at this evening’s Opening Ceremony, which will officially kick off the 2017 edition of sport’s No.1 global gathering with a magical night of culture, music and the performing arts.

The Opening Ceremony will start from 19:00 at Musikhuset Aarhus, the largest concert hall in Scandinavia, just a short stroll from the Scandinavian Congress Center. Following a red-carpet welcome, delegates will have the opportunity to experience the same six-dish menu as the Queen of Denmark, Margrethe II, at her 75th birthday.

The Opening Ceremony itself will feature speeches from SportAccord Convention President Francesco Ricci Bitti, International Olympic Committee President Thomas Bach and the Mayor of Aarhus, Jacob Bundsgaard. The host city for the 2018 Convention will also be announced.

Ulla Essendrop, TV presenter at DR1, the Danish Broadcasting Corporation, will be the Master of Ceremonies. Guests will be entertained by world-class professional performers, including acrobat and dancer Christel Stjernebjerg, jazz musician and singer Camilla Dayyani, Latin dance duo Malthe Brinch Rohde and Sandra Sørensen, and Mikkel R. Karlsen, a psychological entertainer who specialises in mind control techniques.

TODAY AT A GLANCE

TUESDAY, 4 APRIL

MEETINGS:
• ASOIF General Assembly (09:00-13:00, 14:00-17:00)
• AIOWF General Assembly (08:30-13:00, 14:00-16:00)
• ARISF Council Meeting (09:00-12:00)
• AIMS Conference (08:00-10:00)
• AIMS Plenary Session (10:30-12:30)
• IOC/AIOWF Joint Meeting (16:30-18:00)

CONFERENCE:
• City-to-City (09:30-10:50)
• City Forum (11:00-12:30)
• Workshop: Taipei 2017 Summer Universiade (16:00-17:30)

CONVENTION:
• Exhibition (08:30-18:30)

SOCIAL:
• Morning Activity: Orienteering (06:30-07:30)
• Lunch (12:30-14:00)
• Exhibition Showcase Cocktail (17:00-18:30)
• SportAccord Convention Opening Ceremony (19:00-22:00)
• SportAccord Convention After Hours Official Bar (19:00-23:30)