

THE DAILY

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SPORTACCORD
GOLD COAST 2019™

YOUR GUIDE TO WHAT'S HAPPENING TODAY AT SPORTACCORD IN GOLD COAST



Raffaele Chiulli at Gold Coast Convention and Exhibition Centre

GETTY IMAGES

FOCUS ON LAW

LawAccord will kick off the SportAccord World Sport & Business Summit's 2019 conference programme today with some of the sector's most influential figures set to debate vital issues.

The Daily has a full preview of the conference (p2) as well as interviews with three of the big-name participants. We speak to FIBA Secretary General Andreas Zagklis, Australian Football League Players' Association Chief Executive Officer Paul Marsh (both p10) and Benjamin Cohen, Director General of the International Testing Agency (p11).

The Daily also includes a preview of today's ARISF General Assembly (p3), as well as a look forward to iSportconnect's Workshop tomorrow morning (p5) and what delegates can expect from Speaker's Corner this year (p4).

The ever-popular morning exercise programme also begins today with a Sea, Sand and Sweat Session (p12). Upcoming morning exercise sessions this week include a Fun Run and Walk tomorrow, Muaythai's Wake-Up Call on Wednesday, the Zuu Bootcamp on Thursday and Beachside Boxing on Friday.

GOLD COAST TO SHOW 'PASSION'

SportAccord World Sport & Business Summit attendees can expect a taste of Australia's unrivalled passion for sport in a city that is still basking in the afterglow of the Commonwealth Games, according to Raffaele Chiulli.

Delegates, decision-makers, expert speakers, partners and exhibitors from around the world are arriving in Queensland for the 17th edition of SportAccord – and the first in Australia – just 12 months after Gold Coast staged the Games to great acclaim.

Ahead of a packed week of high-

level meetings, conferences, social gatherings and the keenly anticipated Sports Festival, Chiulli told **The Daily** that it is a "great privilege" to bring the international sporting community together in a city that proved its hosting credentials only a year ago.

"Gold Coast was the setting for a spectacular Commonwealth Games," Chiulli said.

"SportAccord is a global event, and that means exploring and including new, attractive destinations. The city of Gold Coast will prove to be a fantastic host, as they did a year ago with the Commonwealth Games.

"Throughout Gold Coast and Australia, people are passionate for sport. We will see this during the Sports Festival. It is a great location and shows the flexibility of SportAccord."

Chiulli pointed out that, with SportAccord having visited three different continents in as many years, the annual gathering underlines sport's role as a true global connector.

"There are so many opportunities at SportAccord; the chance to meet, engage and collaborate with

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The Daily

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www.squiresmedia.com

editor@squiresmedia.com
 Editor: Rory Squires; Production: Richard Mulligan; Journalists: Phil Ascough, Laura Jennison, Alexandre Morteau, Simon Redfern, Bradley Rial
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LAWACCORD TO ASSESS NEW RISKS

An array of top international speakers will address some of the hottest topics in global sport as LawAccord presents a full-day conference for the first time today.

The programme will feature the likes of Malcolm Speed AO, former CEO of Cricket Australia and the International Cricket Council (ICC); Sir Craig Reedie, President of the World Anti-Doping Agency (WADA); Her Honour Judge Elizabeth Brimer, County Court of Victoria; and Matthieu Reeb, Secretary General of the Court of Arbitration for Sport (CAS).

LawAccord Steering Committee Member Ross Wenzel, a Partner and Solicitor of Senior Courts of England and Wales at Kellerhals Carrard, said that the issue of governance had become central in the sporting world following a number of high-profile crises.

"This has led to a recognition that structural and regulatory reforms need to be introduced to reduce the risk of such abuses, and to be able to prosecute them adequately where they do occur," he said.

"My sense is that the world of sport is becoming increasingly litigious and the disputes ever more complex. Those disputes pervade all areas of sport."

Wenzel added that sport's stakeholders are beginning to heed warnings by taking proactive steps, especially by "rigorously enforcing vetting rules for their administrators" whilst endorsing more robust ethical rules.

Speed, a Member of LawAccord's Enlarged Steering Committee, added: "For the past decade, sporting bodies across the world have been urged to achieve good governance. Many sports have achieved this benchmark, while many are still seeking to make changes to the way they are governed, so that they can be satisfied that they achieve that level.

"The question now arises – is there another benchmark? Is there a level of governance beyond good governance or is good governance enough? Is great governance achievable? If so, how is it different, is it worth the effort, does it produce on-field results, and has it been achieved in sport? At LawAccord, we will dig and try to diagnose, define, refine and challenge the concept of great governance."

LawAccord Steering Committee Member Stephen Townley, Solicitor, FCI Arb, CAS and Jams Arbitrator/Mediator, Founder, Active Rights Management Limited, is expecting plenty of interest, because of the new format, the strength of the agenda and the calibre of participants.

He said: "It will be a very busy day. Many of the issues in sports law have become more complicated and there are more people and risks



Elizabeth Brimer and Malcolm Speed

involved. This has generated demand for a detailed session. SportAccord is supporting this demand and with a full day we can go into more depth.

"The newly formed LawAccord Steering Committee is ambitious to attract top lawyers and administrators from around the world. As well as meeting and sharing experiences with colleagues, the legal community can uniquely connect with the real decision-makers who are the SportAccord stakeholders. The Australian market is good for us, because there are so many people who take an interest in legal issues in sport."

Townley added that the core mission of providing information to International Federations about the changes and challenges that are emerging will remain paramount. He highlighted the presence of Iain Roy and Matthew Mitten as examples of how LawAccord will get closer to some of the big issues.

Roy, Managing Director of Royglo Pty Ltd and Founding Head of Integrity at Cricket Australia, led the investigation into the ball-tampering scandal which erupted during Australia's tour of South Africa in March 2018.

Mitten, Professor of Law and Executive Director of the National Sports Law Institute at Marquette University Law School, will look at what sport bodies can do to protect their structures and events from rival organisations, examining how the US franchise model has addressed the issue.

Townley said a panel session focusing on rival leagues will also examine how these issues play out within the IF model, with several participants having direct experience of this matter. Good governance will be at the top of the agenda, with Speed's keynote address followed by a panel discussion featuring John Boulton, High Performance Director of Volleyball Australia; Francois Carrard, Partner at Kellerhals Carrard and Chair of the FIFA Reform Committee; Maria Clarke, Principal, Maria Clarke Lawyers, and a member of the IAAF Governance Structure Reform Group; and James Kitching, Founder and Managing Director of Kitching Sports.

■ LawAccord will take place today from 09:00-17:30

ARISF PROGRESS

The Association of IOC Recognised International Sports Federations (ARISF) will look to the future at SportAccord this week by welcoming four new Members and by considering the next steps in its strategic plan.

The Association held a Council meeting last night in readiness for today's General Assembly and its workshops later in the week with the IOC and the Association of Summer Olympic International Sports (ASOIF).

Raffaele Chiulli, President of ARISF, is expected to highlight the importance of those relationships, which he credits with creating a pathway for growth and development, with baseball-softball, karate, skateboarding, sport climbing and surfing all having secured places on the programme for Tokyo 2020.

The new Members of ARISF, which will be welcomed formally today, are International Federation Icestocksport, World Association of Kickboxing Organisations, Federation of International Lacrosse and International Sambo Federation.

They will join their new colleagues in reviewing the ARISF survey, which is acknowledged as having provided concrete data to position the organisation in closer alignment with other bodies, such as the

IOC, GAISF and IWGA, in line with the expectations of the ARISF Member Federations.

Chiulli is known to be committed to ensuring the survey is followed up effectively, updating it with the support of the ARISF Council and progressing to the creation of a strategic document that will reflect the challenges and opportunities identified for ARISF members.

Today's meeting is expected to receive an update on last night's discussions by the ARISF Council about the survey, and it is possible an executive summary will be presented.

The General Assembly will also receive a series of presentations by some of ARISF's key partners.

Among the issues to be covered by Kit McConnell and Friedrich Martens from the IOC will be the different tools they can make available to prevent the manipulation of competitions. The IOC has developed hands-on solutions to fight match-fixing and the objective is to inform all ARISF members of what is available and how to implement it.

World Anti-Doping Agency President Sir Craig Reedie will speak on the role IFs can play in anti-doping initiatives and there will be a special presentation from Francesco Ricci Bitti in his capacity as President of ASOIF.

■ SportAccord's conference sub streams will provide a "bespoke approach to developing relevant, industry-specific content for delegates", according to John Hewitt, SportAccord's Event Operations Manager, Communications. The programme comprises CityAccord, HealthAccord, MediaAccord and the SportAccord Summit, with Summit Hubs debuting on Thursday.

"The Summit Hubs will take an audience Q&A to the next level by encouraging networking, knowledge-exchange and sharing best practice away from the conference room and in a more intimate environment," Hewitt said. "The quality of speakers this year is impressive. The conferences are supported by our Stakeholders, representing over 100 IFs, with the Steering Committees developing content that is relevant."

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WHERE SPORT MEETS

Some of the brightest brains in sports technology will present the innovative ideas they hope will secure them an award worth Aus\$25,000 when the SportAccord Speakers' Corner kicks off tomorrow (Tuesday).

A total of nine businesses will take part in the Sports Tech Pitch, with three selected to deliver back-to-back presentations of 15 minutes each day from 11:00-12:00.

The nine are all part of the SA2019 Sports Tech Scholarships initiative delivered by the Australian Sports Technologies Network in partnership with Austrade and the Queensland Government, who will form a panel of judges to assess the projects.

The winner – to be announced after the final pitch on Thursday – will receive a 90-day placement at an Austrade Landing Pad of their choice, with the chance to visit Berlin, Shanghai, Singapore, Tel Aviv or San Francisco to develop their business ideas for global markets.

Speakers' Corner will take place in the Exhibition Hall from 10:00-16:00 from Tuesday to Thursday with a break between 12:00 and 14:00.

Organisations which have confirmed their slots are the International Sports Chanbara Association (Tuesday, 14.10-14.20), Yutang Sports (Wednesday, 10.10-10.20), Matt Hall of FAI, World Air Sports Federation (Wednesday, 14.10-14.20), Sport Event Denmark (Wednesday, 14.30-14.40), EventScotland (Wednesday 14.50-15.00) and iSportconnect (Wednesday, 15.10-15.20).

Several of the speakers represent organisations that have an established presence at SportAccord. Sport Event Denmark is a Gold Partner of SportAccord 2019, while EventScotland is a Silver Partner. Yutang Sports and iSportconnect are both Principal Media Partners here in Gold Coast.

Organisations who want to take centre-stage to announce a product or service, share breaking news, or raise awareness around a cause close to their heart should contact SportAccord's Alexey Mikhailov by emailing alexey.mikhailov@sportaccord.sport or calling +41 (0)79 943 77 31 for more information.



Nis Hatt at Gold Coast Convention and Exhibition Centre

GETTY IMAGES

GOLD COAST'S OPPORTUNITY

SportAccord's arrival in Gold Coast marks a culmination of years of discussions surrounding the possibility of bringing sport's No.1 global gathering to Australia, according to SportAccord Managing Director Nis Hatt.

Gold Coast, 12 months on from the spectacular 2018 Commonwealth Games, represented an "ideal opportunity" for SportAccord to visit Australia and Oceania for the first time, Hatt said.

"We've been in dialogue with representatives from Australia for a good number of years," Hatt told **The Daily**.

"It is an opportunity to come to a new country and continent at the same time. SportAccord has never been to Australia, but we have been interested in bringing our event here for many years.

"Australians are famously keen on their sport and are very active, and their hospitality will be on show for everyone to see following the success of the Commonwealth Games last year.

"It has been a pleasure to work with the Local Organising Committee, the Queensland Government and Tourism & Events Queensland, and they are excited to make the most of this opportunity to engage with the international sporting community."

Amongst the visitors to SportAccord 2019 will be a sizeable number of first-time delegates, who need to "make sure they have a plan" if they are to make the most of this year's event, according to Hatt.

"Plan who you want to speak to and line up meetings as it's a very busy week with lots of

opportunities," Hatt said. "It's also a great chance to enjoy the hospitality of the Australian people, as well as the lovely weather and a stunning location on the Gold Coast."

Looking ahead, Hatt reported significant interest in the inaugural Regional SportAccord Pan America 2019 from 10-12 December in Fort Lauderdale, Florida, USA.

"A regional SportAccord has been in our thoughts for some time and the opportunity to bring this event to the doorstep of North and South America will be of huge benefit to countries, National Federations, Sports Commissions and decision-makers," Hatt said.

"Going forward, we would like Regional SportAccord to become anchored in people's diaries, and we are currently in active dialogue with a number of potential hosts for future events.

"For the first Regional SportAccord in Fort Lauderdale, we have received very positive feedback so far and there is a great vibe surrounding this event."

Preparations for SportAccord 2020 in Beijing are also well advanced, Hatt added, with Beijing Vice Mayor Jiandong Zhang set to give delegates in Gold Coast a glimpse of what they can expect next year with a speech at the SportAccord 2019 Opening Ceremony tomorrow.

Beyond Beijing, Hatt said there is a "great portfolio of countries and cities interested in hosting future editions of SportAccord".

ONLINE TV CHANNEL LAUNCH

The launch of TV.iSportconnect.com, the first ever online TV channel for the global sports industry, has been announced today at SportAccord.

Created in partnership with Sportradar by iSportconnect, a Principal Media Partner of SportAccord, TV.iSportconnect.com will deliver business news, opinions and opportunities from around the world. Showcasing original content and thought leadership from the top people in the industry, it is set to be an engaging platform for news and views from the B2B sports sector.

Key features include an editorially managed platform for high-quality, third-party business content from rights owners and beyond, to share the latest news with potential partners around the world, while a 24-hour news ticker will keep the audience abreast of the latest developments.

"Sport business has become so global and multi-faceted it really needed a TV channel of its own. TV.iSportconnect.com provides a one stop shop for the latest industry news and views, whether you are in the office, or on the move," said iSportconnect Founder and CEO Sree Varma.

"Sportradar is the ideal technical partner for serving the global market with a state-of-the-art digital platform. We are delighted to work



together to fulfil our long-standing ambition to create a TV channel that will serve our community with the highest quality content."

To coincide with the channel launch, iSportconnect TV is hosting a Workshop on 'Using Video to Reach New Hosts and Partners'. The Workshop will take place tomorrow (Tuesday) from 07:30-08:30 in Conference Room 4 on the ground floor of the Gold Coast Convention and Exhibition Centre.

Delegates can catch up with the iSportconnect TV team at the Workshop or contact Jay Stuart by emailing jay.stuart@isportconnect.com or calling +44 (0)7747 805075 to find out more.

Delegates can make the most of their time on the Gold Coast by downloading the official SportAccord 2019 Mobile App via the Apple Store or Google Play.

The app allows attendees to save time, plan ahead, connect with delegates, schedule meetings, bookmark conference sessions and social events in a few easy clicks.

Delegates can additionally access speaker profiles to find out more about the experts speaking at LawAccord, CityAccord, HealthAccord, MediaAccord and the SportAccord Summit.

The app also collects social media channels into one feed, working with Facebook, Instagram and Twitter, to keep you up-to-date with any developments or insights throughout the day.

To access the app, delegates can use their registration email for the username, while their registration number is used as the password.

The Digital Daily



Penceo

Inbound Marketing for the Sport Business

Driving traffic towards your digital channels is important, and rather than pushing out a constant stream of ads, an inbound marketing strategy can help your organization attract the right people.

Inbound marketing means that you will generate interest with your general presence, and that your news, notifications, announcements or articles will automatically lead people to your platforms. This means you need to go beyond the classic advertisement, and generate real and valuable content, leading people to recognize you as an industry leader.

What is key for a successful inbound marketing strategy?

- Be discoverable
- Publish content of value
- Link your platforms
- Brand your content

This is inbound marketing in a nutshell, but for more information do not hesitate to check out our blog: Penceo.com

Pascal Willoughby-Petit
Managing Director



Pascal is Managing Director and Founder at the Sports Marketing & Communication Agency Penceo, he has 15+ years of experience in the work of international sports federations and the sports marketing business.

TARGETED AUDIENCES KEY FOR GROWTH SPORTS

Growing sports need to adopt strategic communications and content plans if they are to cut through the clutter and connect with a “clear target audience” in the mainstream media, according to News Corp Australia’s General Manager of Sales, Kris Yule.

News Corp Australia, the Top Media Partner of the SportAccord World Sport & Business Summit on the Gold Coast, connects with almost 14 million sports fans each month across print, online and broadcast platforms.

With sports fans increasingly keen for content that is “hot off the press” and available “in various consumable formats” such as stories, videos and podcasts, Yule told **The Daily** that whilst News Corp is acquiring new platforms, increasing its data knowledge, diversifying offerings and investing in new technologies, sports also have an opportunity to evolve strategically to open up future opportunities.

“Sports should look at ways they can integrate with editorial based on their reader interests, but also look at how they can invest in promoting to targeted audiences,” Yule said.

“Working with your commercial partners to assist in funding your messages and profiling is something that should be considered as part of the plan. There is a movement towards sponsor-paid marketing across media channels that niche sports in particular should capitalise on. This in fact allows

sponsors to leverage their brand in alignment to the sport. It is a smart and more controlled way to ensure sport and client are happy.”

Over-the-top platforms have offered a viable opportunity for exposure for many sports that struggle for mainstream media coverage.

“We need to listen and move with the needs of our audiences in how and what they wish to consume, which is why we are constantly investing in our content and technologies to engage,” Yule said.

Major events where a significant proportion of the audience may not be familiar with some of the sports offer another challenge to media companies such as News Corp Australia.

With its coverage of the 2018 Gold Coast Commonwealth Games, News Corp Australia worked with the event’s local organising committee to develop an editorial and commercial content plan that allowed the company to explain arguably less well-known sports to the public.

“For those who needed additional awareness, we developed paid content strategies that allowed us to communicate the awareness to a targeted and relevant audience group,” he added.

“You also need to take into consideration the general readership and tailor content that you know is relevant. Working collaboratively is key to the success.”

GOLD COAST HAILED AS THE ‘LOGICAL CHOICE’

Last year’s Commonwealth Games on the Gold Coast represented the largest sporting event held in Australia this decade, and the city’s attractiveness to tourists and business delegates alike has only grown in the 12 months since the event.

The Gold Coast attracts some 13 million visitors every year. In 2018, it celebrated record international visitor expenditure of Aus\$1.4bn – a 17.9-per-cent increase on the

previous year. The rise in spend was boosted by a 7.8-per-cent increase in visitor nights to 10 million and an average length of stay of 9.6 nights. China continued to be the largest source of Gold Coast’s overseas visitors in 2018 with 269,000, followed by New Zealand with 213,000 and Japan with 68,000.

The Gold Coast is also a popular tourist destination for Australians themselves, with National Visitor Survey figures showing domestic

‘Tourism and hospitality are in our DNA on the Gold Coast, and our industry partners know how to deliver an exceptional business event’

overnight visitation grew by 7.2 per cent to a record 3.8 million for the 12 months through to December 2018.

Record overnight expenditure also topped Aus\$3.5bn, up 19.7 per cent year-on-year, while visitor nights increased to 14.7 million, up

nine per cent. The Gold Coast also has a booming business events sector, attracting delegates from associations both domestically and internationally. A biologically diverse environment, coupled with state-of-the-art venues and two international airports in Gold Coast

and Brisbane, make it the ideal location for business events.

Recently released figures from the Queensland Business Events Strategy (QBES) show that the Gold Coast attracts a hefty 44 per cent of all conferences in the state. The Gold Coast already boasts the longest stay by business events delegates in Queensland, accounting for 3.1 days in the region.

“Tourism and hospitality are in our DNA on the Gold Coast, and

our industry partners know how to deliver an exceptional business event,” Shannon Thwaites, Manager of Business Events at Destination Gold Coast, the destination marketing organisation for the city, told **The Daily**.

“Our world-class welcome is delivered with down-to-earth hospitality and association delegates also enjoy our coastal lifestyle, professional meeting venues and memorable experiences the city offers for conferences.”

The Gold Coast can also point towards an upward trend in relation to association meetings, with a 19-per-cent increase for the 12 months to 30 June, 2018. QBES indicated a significant increase, from 263 to 313, in the number of associations that met on the Gold Coast in the last financial year.

The 2018 Commonwealth Games had a significant impact. Leveraging the momentum of the Games, the Destination Gold Coast Business Events team secured 47 additional business events that are expected to attract over 24,400 delegates in the coming years, with an estimated impact of around Aus\$82m.

“To host the Games, we had to show that we are capable of delivering world-class infrastructure, services and venues to produce distinctive and memorable events that showcase the best of the Australian lifestyle,” Thwaites said.

“With our close alignment to the world of sport, it’s now a logical choice for sporting organisations to choose the Gold Coast.”

Sports Festival returns following successful debut

FROM FRONT PAGE

stakeholders from all across the sports landscape. There really isn’t any other event like this,” he added.

“I would like to encourage all delegates to enjoy the lovely Gold Coast and to take full advantage of the learning and sharing opportunities, as well as the chances to connect.

“From the Summit, to the Sports Festival, to the Exhibition Hall, each day is packed with great possibilities.”

Chiulli is particularly looking forward to the Sports Festival, which is returning after a successful debut at SportAccord last year.

“The Festival was introduced last year in

Bangkok and gave SportAccord a completely new dimension,” he said. “Not only did it raise great awareness and much-needed funds for the refugee camps in Thailand, but new National Sports Federations were also created as a result.

“The theme of the 2019 United Through Sports conference is ‘United Through Youth’ and I hope that this year’s edition in Gold Coast will do just that; engaging and inspiring the youth to take up and pursue a passion for sport.

“As well as this, the GAISF General Assembly will deliver some important updates which will have a long-lasting impact on GAISF Members, their Federations and their futures.”

The conference programme this year has been

split into five distinct sub streams – LawAccord, CityAccord, HealthAccord, MediaAccord and the SportAccord Summit. The Summit’s theme, ‘The Future of Big Data and Analytics’, is a vital topic for the future of sport, according to Chiulli.

“We are at a crossroads and, while giving the right value to the traditions and founding principles of sport, we must embrace change and utilise technological innovation,” he said.

“SportAccord brings together world-leading experts to address these challenges and opportunities, and I have no doubt that the sessions and seminars will be of great benefit to all GAISF Members and sport stakeholders in attendance this week.”

DISCUSSING U.N. SUSTAINABLE BLUEPRINT

Sport Event Denmark, a Gold Partner of the SportAccord World Sport & Business Summit on the Gold Coast, is hoping to use this year’s event to spread the word about the United Nations’ Sustainable Development Goals.

The Goals are the UN’s blueprint to delivering a better and more sustainable future.

Sport Event Denmark Chief Executive Lars Lundov said: “Every year we look for input and discussions that are crucial to the world of sporting events. This year we focus on the UN Global Goals. The Nordic countries are at the top when it comes to meeting the Global Goals.

“At SportAccord we hope to learn about Global Goals initiatives from International Federations and to discuss how the work with sporting events can help meet the goals.”

REACHING FOR THE GLOBAL GOALS

In the world of sport we have a responsibility to create access for all to sport to ensure welfare and health.

In BWF we work for access to badminton for everyone all over the world.

As an example, in France the doctors now can prescribe 10 hrs of badminton training.

Poul Erik Høyer
President

SPORT EVENT
DENMARK



THE DAILY: How do you reflect on the last 12 months?

AL: "The last year has been one of significant progress. The UCI's Agenda 2022 – a roadmap for our Federation for 2019-22 – sets out a series of measures for women's cycling and, more generally, for women's place in the sport. I am thrilled that we have already implemented some major initiatives which will make a real difference in this domain.

"The first I would mention is the adoption of a minimum salary for riders in UCI Women's WorldTeams, the first division of women's professional road teams which will be introduced in 2020. Men can already earn a living from riding, and our aim is to ensure that this is also the case for women. Establishing a minimum salary is a major step forward and will be accompanied by a series of other measures, such as better social security, to enable women to pursue their profession in better conditions."

THE DAILY: What other steps have you taken towards gender

Q&A Amina Lanaya Director General, UCI

The first woman Director General in the history of the UCI, cycling's global governing body, explains the organisation's focus on women's cycling

equality in cycling?

AL: "We are introducing a new Junior Women category in cyclo-cross to develop our sport among young riders and encourage 17 to 18-year-olds at international level. In the same discipline we are pleased to have introduced equal prize money for men and women in the overall classifications (paid by the UCI) of the Telenet UCI Cyclo-Cross World Cup. This will be matched by equal prize money for each individual round of the UCI World Cup (paid by organisers) by 2022.

"Since 2018, an equal number of hosts and hostesses take part in the podium ceremonies of all our UCI World Championships and UCI World Cups. In addition, the hostesses' outfits must be

approved by the UCI beforehand. This was an essential initiative which also serves as a guide for all National Federations and organisers.

"It is totally unacceptable for women to suffer from harassment or sexual abuse, and the UCI Constitution now includes the International Olympic Committee's Consensus Statement on Sexual Harassment and Abuse in Sport. Complainants will now have more confidentiality and new dedicated channels to file a complaint. In an ideal world, women should never reach the position of needing to file a complaint, and with that goal in mind, the UCI has requested all staff members of women's professional road teams to sign an acknowledgement of ethical principles."

THE DAILY: How about internal governance at the UCI?

AL: "We have drawn up a Charter to promote gender equality in cycling. One of the first measures adopted is a policy of gender equity within the UCI administration, which will become an integral part of the staff rules. The objective is to guarantee equal, respectful and fair treatment for all, particularly regarding recruitment and salaries.

"The UCI also wishes to see more women represented on its executive bodies and those of Continental Confederations and National Federations. We have started a revision of our Constitution in this sense, which will be submitted for approval by the voting delegates at our 2019 Congress."

THE DAILY: What are the UCI's new measures this year?

AL: "Turning to new measures in 2019, I would highlight the team time trial in mixed relay format to be introduced at our UCI Road World Championships

in Yorkshire, Great Britain, in September. This event will be raced by teams of three men and three women riding for their National Federation and will replace the trade team time trial organised from 2012 to 2018. As well as supporting gender equity, this change also provides our National Federations with greater visibility. We are delighted that the Union Européenne de Cyclisme (UEC) is adding a mixed relay team time trial to its next European Championships in Alkmaar, the Netherlands.

"Returning to our internal governance, the UCI is taking steps to obtain EDGE (Economic Dividends for Gender Equality) certification in 2020. This is a reference standard to evaluate the commitment of companies and organisations to professional gender equality. Obviously, as the UCI's first woman Director General, this is something close to my heart!"

THE DAILY: What are your hopes for the future?

AL: "I am confident and optimistic. The UCI has undertaken numerous measures to guarantee our sport's credibility. This is true, for example, in the domains of anti-doping and the fight against technological fraud where we are a recognised leader. We are currently considering how to ensure our races are even more attractive to fans, broadcasters, organisers and partners. We are very much in touch with society, its evolution and current trends in sport. That is why the UCI has integrated several new specialties into its regulations, such as BMX Freestyle Park, which will join the Olympic programme at Tokyo 2020, BMX Freestyle Flatland, E-mountain bike, Enduro and e-cycling – virtual cycling is positively booming!"

NETBALL'S GOLD COAST BOOST

The groundbreaking netball competition at the 2018 Commonwealth Games here on the Gold Coast has helped to take the sport to a wider audience than ever before, according to International Netball Federation (INF) Chief Executive Officer Clare Briegal.

Traditionally a sport dominated by New Zealand and Australia, with the latter having won three Commonwealth Games titles and 11 World Cups, netball celebrated a new champion last year as England pipped the host nation 52-51 in the final.

"Netball is proud to be leading the surge in interest in women's sports worldwide," Briegal told **The Daily**.

"It's been a fantastic 12 months for our sport. England Netball's gold medal signalled an end to the dominance of Australia and New Zealand, and catapulted our sport into the consciousness of sports fans around the globe. The national netball associations,



their sponsors and broadcast partners are beginning to see a return on their investment in the professional leagues, such as Suncorp Super Netball (Australia), ANZ Premiership (New Zealand) and Vitality Super Netball (England). International player movements are on the rise and the fans and sports media are thrilled with the quality of play."

England will look to build on last year's success when the country hosts the 2019 Vitality Netball World Cup. At the most recent count, more than 90,000 tickets had been

sold for the 16-team event, which will be held at Liverpool's M&S Bank Arena from 12-21 July.

To highlight the growing interest in the sport, all qualifiers for this year's tournament were streamed live on a global basis. The INF is also planning on launching new digital initiatives in time for the tournament.

In a further boost for the sport in the UK, the event will be covered by public-service broadcaster the BBC and pay-television operator Sky. The Lagardère Sports agency has sold the international rights on behalf of the INF.

The likes of Jamaica and South Africa are expected to challenge England, Australia and New Zealand, while Uganda and Malawi have also been tipped for a strong event. Debutant Zimbabwe will be the fourth participating nation from Africa, a key growth region for the INF and the sport.

The INF Congress will be held prior to the tournament and is set to attract over 50 member countries – a record. Board elections will also take place on 10 July, with INF President Hon Molly Rhone OJ (pictured, centre) to step down after 16 years in the role.

■ Clare Briegal will participate in the MediaAccord Panel Session, 'Women in Sport Media' from 14:35-15:25 on Thursday in Conference Room 3



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CHINA TO SET NEW FIBA BENCHMARK

The International Basketball Federation (FIBA), a SportAccord Bronze Partner for the Gold Coast edition of the World Sport & Business Summit, will break new ground this year as it stages its men's World Cup in China for the first time.

Scheduled to run from 31 August to 15 September, the tournament will feature 32 national teams for the first time. The event will be held across the eight cities of Beijing, Foshan, Wuhan, Shenzhen, Dongguan, Nanjing, Shanghai and Guangzhou.

It is anticipated that the tournament will break new records in terms of exposure and economic impact, and considerable interest has already been shown, according to FIBA Secretary General Andreas Zagklis.

For the first time in the history of the sport, the FIBA World Cup draw was made into a full-scale, standalone ticketed event. The event at Shenzhen Bay Arena quickly sold out and was attended by some 8,000 people.



"It probably ranks as one of the best attended draws in sports history," Zagklis, who will participate in a LawAccord panel session later today focusing on how to manage the emergence of rival competitions, told **The Daily**.

"The thousands of fans present joined the representatives of the 32 national teams, as well as basketball dignitaries and World Cup ambassadors Kobe Bryant and Yao Ming, along with American singer-songwriter Jason Derulo. The draw was broadcast live around the globe through conventional TV, as well as via YouTube and Facebook. It proved how much excitement and anticipation is building

up ahead of this first-of-its-kind World Cup."

In terms of size, Zagklis said the qualifiers represented the biggest event FIBA has put in place in its 87-year history.

"We took care of centralised TV production of all games, working with the 80 national federations that participated in the qualifiers and our five regional offices," he added. "We have in front of us a World Cup where every game counts."

Following the €265m positive economic impact of the 2014 edition of the FIBA World Cup in Spain, Zagklis is confident this year's tournament will reach "unprecedented levels" due to the improved exposure through the qualifiers, the increased number of participating teams and games, and the larger venue capacities.

"China has both a huge passion for and a large following of basketball," he added.

■ Andreas Zagklis will participate in the LawAccord panel session, 'Rival Leagues/Competitions', from 16:05-17:30 today

AFL PLAYERS' CHIEF IN SOCIAL MEDIA ABUSE VOW

The Australian Football League Players' Association (AFLPA) is hoping to take a leading role in a collaborative effort that will aim to halt escalating levels of abuse directed at athletes on social media.

AFLPA CEO Paul Marsh, who has been one of mainstream sport's most outspoken figures on the topic, said that whilst calling out the issue shows support for the association's members, it is "unlikely to be a sustainable or effective approach".

Ahead of his appearance today on the LawAccord panel session on how to manage the emergence of rival leagues and competitions, Marsh told **The Daily** that the AFLPA is determined to be proactive to protect the sport's players.

"We are seeing an increasing number of players being abused on these platforms and our members want us to take a stance on the issue," Marsh said.

"Our biggest concerns are the anonymity of social media users, which means they can't be held to account for their comments, and the relative ineffectiveness of moderation of comments on these platforms. We also believe the laws relating to racial and discriminatory abuse should be looked at.

"We are seeking a summit to discuss these issues and hope to bring key people from the AFL industry, media and social media organisations and government to the table to discuss possible solutions."

Since finalising a six-year Collective Bargaining Agreement with the AFL in 2017, the AFLPA's major priorities have shifted to issues such as mental health, career transition and providing greater support to former players.

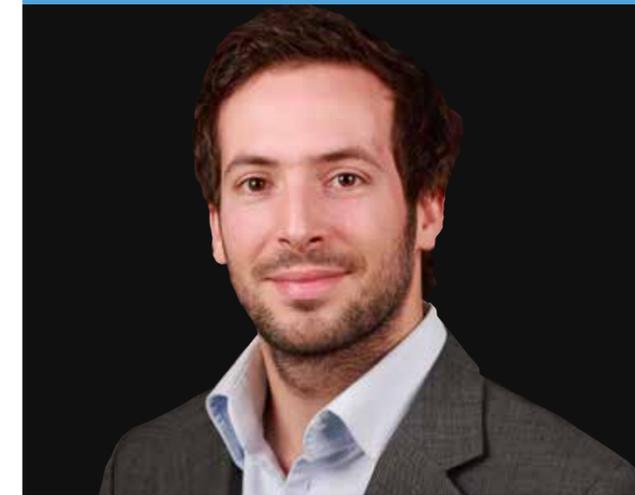
Having helped to broker a successful labour agreement with the league, Marsh added that it is vital to enter such talks by being "well prepared by understanding the players' issues, the sport's issues and the economic landscape, so that you can find a way to reach an agreement that balances all competing priorities".

■ Paul Marsh will participate in the LawAccord panel session, 'Rival Leagues/Competitions', from 16:05-17:30 today

THE BIG INTERVIEW

A STEP AHEAD

Sharing intelligence is vital in anti-doping, according to the International Testing Agency's Benjamin Cohen



As any sports administrator will acknowledge, the fight against doping is a complex and evolving challenge.

Across sport, there will be cheats who are determined to adopt increasingly elaborate techniques to circumvent the rules and gain an unfair advantage. For those with the responsibility of catching them, the difficult task is to try to stay one step ahead.

However, the 2018 Winter Olympic Games provided evidence of progress, according to Benjamin Cohen, Director General of the International Testing Agency (ITA).

During the Games, GAISF's Doping-Free Sport Unit (DFSU) coordinated the anti-doping programme on behalf of the International Olympic Committee. It was the first time in the history of the Olympics that the anti-doping process was managed independently.

Following its success in PyeongChang, the DFSU was integrated within the ITA, with additional expertise brought in to offer major event organisers a partner for their anti-doping efforts on site, as well as all necessary pre-competition activities, including logistics and workforce training.

"Having a standalone ITA unit managing anti-doping programmes event after event provides unmatched expertise to the organisers and mitigates their risks significantly," said Cohen, who will participate in today's Anti-Doping Panel Session during LawAccord, 'Keeping the Playing Field Level'.

"Indeed, the traditional set-up is that each local organising committee bears the responsibility of coordinating the event's anti-doping programme. While some are able to do so, the vast majority have had no previous experience in multi-sport events' anti-doping programmes. This causes important issues in the areas of logistics, transportation of samples, training and coordination of the workforce, to name just a few. The ITA can

therefore set the standards and support organisers with all their anti-doping needs."

The PyeongChang Games allowed the ITA to identify certain areas for improvement, and Cohen insisted that the organisation would strive to continuously raise the benchmark.

Since the Winter Olympics, the ITA has managed the anti-doping programmes for the Buenos Aires 2018 Youth Olympic Games and assisted in the implementation of the 2019 FISU Winter Universiade anti-doping programme in Siberia.

'Having a standalone ITA unit managing anti-doping programmes event after event provides unmatched expertise'

The organisation will provide independent oversight in relation to this summer's European Games in Minsk before managing the anti-doping programmes at the Lausanne 2020 Winter Youth Olympic Games and the Tokyo 2020 Summer Olympic Games.

"Other organisers have shown keen interest in partnering with the ITA and we certainly hope that they will see the huge value of establishing a strong cooperation with us," Cohen added.

One of the key aspects of effective collaboration across the industry in anti-doping strategies, though, is the ability to share knowledge – an ongoing challenge.

"Sharing information and intelligence is indeed key in the anti-doping environment," Cohen said. "The current framework and the confidentiality of the data managed by the many existing anti-doping organisations and law enforcement authorities make it very difficult today to be truly efficient and be a step ahead of those who cheat. Finding solutions and efficient tools to exchange

sensitive data requires a genuine political appetite to cooperation, a solid legal framework and trust.

"The ITA strives to act as a central hub for the exchange of intelligence and expertise in the field of anti-doping, and has already entered into partnerships with a number of International Federations, major event organisers, national anti-doping organisations and law-enforcement authorities. As we move forward, the sport movement will be able to rely on the ITA's unique network and tools to ensure that it is on top of the increasingly complex requirements of the fight against doping."

Moving forward, when it comes to enabling International Federations of all sizes to adopt effective anti-doping strategies, a close cooperation with the ITA should be considered a natural step, Cohen added.

"The Olympic Movement endorsed the principle that, moving forward, anti-doping should be managed independently and harmoniously, thus providing athletes and the community at large with confidence that all athletes are subject to the same standards, irrespective of their country of origin or the sport they play," he said.

"Having said that, each sport has different needs, resources and doping-related risks. An effective anti-doping strategy would require a close partnership between the International Federation and the ITA, whereby the IF puts forward its unique knowledge of the sport and its specificities from grassroots to elite, while the ITA puts forward its expertise in the field of testing, intelligence, science and result management.

"This unique combination will provide advanced strategies and equip International Federations with all the latest available tools to effectively fight doping in their sport."

■ Benjamin Cohen will participate in the Anti-Doping Panel Session, 'Keeping the Playing Field Level' during LawAccord today from 13:50-14:50 in Conference Room 3

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SEA, SAND AND SWEAT

From beachside workouts to primal roars, SportAccord's morning activity programme this year offers delegates a chance to get to know their glorious Gold Coast surroundings.

Kicking off today with a Sea, Sand and Sweat session with champion Ironman Ali Day, a full body workout on the beach will be ideal for attendees who want to blow away the cobwebs at the start of a busy day of meetings.

Today's session, which like the others will run from 06:30-07:30, will set the tone for a unique collection of sessions designed to allow delegates to see the sights of the stunning Gold Coast.

Tomorrow, a 5km fun run and walk will take place, brought to you by The Gold Coast Marathon.

The relaxed run will take participants along the beachfront and the Broadbeach parklands, with all fitness and ability levels welcome.

The session will be led by Sam Hughes, who has helped to spearhead the city's Active and Healthy Lifestyle Programme

for the past decade, having previously won the Gold Coast and Melbourne Marathons, and been crowned Australian Half Marathon champion.

On Wednesday there will be the return of an old favourite, Muaythai's Wake-Up Call, 'Good Morning Gold Coast', brought to you by the sport's global governing body, IFMA.

This popular morning session has been a permanent fixture at SportAccord since the 2010 edition in Dubai, with former muaythai world champion and GAISF Vice President Stephan Fox leading the session, which this year will take place poolside at The Star Grand Hotel.

On Thursday, The Zuu's Bootcamp will offer something a little different. Participants will be invited to get their heart pumping with primal lunges, roars and movements in an intense session. Zuu, which started on the Gold Coast more than 10 years ago, is now recognised internationally in elite sports and military training.

Beachside Boxing will then wrap up the week of activities on Friday.

Offering a full-body workout for all levels, the session will be led by qualified personal trainer Stephen Ng.

All of the activities, apart from the muaythai session on Wednesday, will begin at the Kurrawa Terrace in Kurrawa Park, Broadbeach.

TODAY AT A GLANCE

MEETINGS:

- IMGGA Board of Governors Meeting (08:30-10:30)
- IMGGA General Assembly (10:30-12:00)
- ARISF General Assembly (13:30-17:30)
- ASOIF Working Meeting (14:00-16:00)
- AIMS Council Meeting (14:00-16:00)

CONFERENCE:

- LawAccord (09:00-12:30, 13:30-17:30)

SOCIAL:

- Morning Activity: Sand, Sea and Sweat (06:30-07:30)
- SportAccord After Hours Bar – Garden Bar at Star Grand Hotel (19:00-23:30)

TIME OUT

6:09AM, TALLEBUDGERA CREEK

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