

# THE DAILY

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GOLD COAST 2019™

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



■ Ban Ki-moon, the eighth Secretary-General of the United Nations, delivered the Welcome Address at the start of the SportAccord Summit in Gold Coast on Wednesday morning. Mr Ban highlighted the transformative power of sport during his speech, as well as focusing on how technological developments affecting the world are also impacting sport. "Sport is an overwhelming power for good in the world," he said. "Across so many aspects, I firmly believe that sport enriches and inspires us."

A full summary of the SportAccord Summit is featured on p3-5 of today's edition of *The Daily*

## GOLD COAST'S MASTERS MOU

The organisers of Gold Coast's biennial Pan Pacific Masters Games have signed a Memorandum of Understanding (MoU) here at SportAccord with the team behind the Kansai 2021 World Masters Games in Japan. The MoU was penned by Kansai 2021 Organising Committee Secretary General Hiroo Kinoshita and Kerry Watson, Chairman of Events Management Queensland.

The MoU outlines how the two organisations will work together on marketing opportunities, knowledge-exchange and other matters.

The International Masters Games Association (IMGA), which held its General Assembly at SportAccord on Monday, has also confirmed that the 2023 European Masters Games will take place in Tampere, Finland.

At the meeting, Members received progress reports from all of the IMGA's upcoming major event hosts, including Torino (European Masters Games 2019), Innsbruck (World Winter Masters Games 2020), Rio (Pan-American Masters Games 2020) and Kansai.

IMGA Director of Sport Samantha Hayward told *The Daily*: "It was clear from the updates that all of the hosts are on track."

# IOC BRIEFED ON ASOIF REPORT

The Association of Summer Olympic International Federations (ASOIF) seized the opportunity to brief the International Olympic Committee (IOC) yesterday on progress and concerns raised by Members at the organisation's General Assembly here at SportAccord.

Less than 24 hours after the ASOIF General Assembly discussed the achievements and potential of the 'Future of Global Sport' report and any issues regarding preparations for the Tokyo 2020 Olympic Games, Members came face-to-face with

IOC President Thomas Bach and his team at a joint meeting between the two organisations.

James Carr, Head of Administration and Projects at ASOIF, told *The Daily*: "The meeting takes place at SportAccord every year and we also have our day-to-day relations at Presidential level and officer level. We have a lot of direct contact and it's the same with the IFs.

"But there were some points raised by Members at our General Assembly and this gave us the opportunity to discuss them immediately with the IOC." A major discussion point at the

ASOIF General Assembly was the 'Future of Global Sport' report, and Bach was presented with his own copy at the joint meeting.

Carr said: "The report has been positively received by the Membership and the wider sporting landscape. We spoke about that and about the eighth consultative advisory group on gender equality and diversity."

ASOIF Council Member Marisol Casado (ITU) proposed during the Council Meeting at SportAccord on Sunday that the organisation set up

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editor@squiresmedia.com  
 Editor: Rory Squires; Production: Richard Mulligan; Journalists: Phil Ascough, Laura Jennison, Alexandre Morteau, Simon Redfern, Bradley Rial  
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# ARISF STRENGTHENS IOC RELATIONSHIP

The Association of IOC Recognised International Sports Federations (ARISF) concluded its official SportAccord programme with a double-header of sessions that further cemented its relationship with the International Olympic Committee (IOC).

ARISF Members held a joint meeting with IOC President Thomas Bach (pictured) and his team, and followed up with a workshop, marking the end of a week of considerable progress.

With International Federation Icestocksport, World Association of Kickboxing Organisations, Federation of International Lacrosse and International Sambo Federation attending their first General Assembly as Full Members on Monday, ARISF Membership has reached 42.

However, the presentation of a survey of IFs and a strategic plan that will help ARISF to build on its growing status placed the emphasis on quality rather than quantity.

Raffaele Chiulli, President of ARISF, said: "SportAccord is always a very important week



and this year we have once again made great progress. I am grateful to all of our Federations for their hard work and to the IOC and GAISF for their support. We will work together to continue the improvements we have made."

Kit McConnell, Sports Director of the IOC, told **The Daily**: "We discussed flexibility around the Olympic Programme and the opportunities available to recognised IFs, not only financial support, but in the key areas of promoting their sports and governance, making them stronger, even if they are temporary Olympic sports."

■ The Association of International Olympic Winter Sports Federations (AIOWF) found benefits inside and outside the conference rooms this week, with Secretary General Sarah Lewis OBE declaring: "It's been an excellent edition of SportAccord!"

Lewis described the AIOWF General Assembly this year as "full and productive" as Members looked ahead to preparations for the Lausanne

2020 Winter Youth Olympic Games and the Beijing 2022 Olympic Winter Games. They also received video presentations by the bid teams from Stockholm-Åre (Sweden) and Milan-Cortina (Italy) for the 2026 Olympic Winter Games.

Lewis told **The Daily**: "We also received presentations from the World Anti-Doping Agency, the International Testing Agency and the Court of Arbitration for Sport's

recently established Anti-Doping Division, giving status reports and interacting with the Winter Federations.

"AIOWF Members have also been very much involved in the panel discussions and as participants in the Conferences, enabling us to look at some of the issues in greater detail, and with partners and participants who are not normally part of the IF environment, helping to bring a different perspective."

# ASOIF INTRODUCES NEW MEMBERS

FROM FRONT PAGE

the eighth group, joining seven already created as a result of the report and supported by the direct involvement of 50 IF representatives.

Carr said: "We took part in a gender equality forum in April with the IOC and the Association of International Olympic Winter Sports Federations (AIOWF), and that provided the impetus for setting up the group. The next Council Meeting is in November and we will flesh things out in the coming months with a view to the group beginning its work by the end of the year."

ASOIF also updated the IOC on the outcome of its elections, which saw Casado re-elected to the Council and the appointment of two new faces in Ingmar De Vos (FEI) and Morinari Watanabe (FIG).

Carr said: "We introduced the new Members of the Council and it was noted that the competitive nature of the election showed the level of interest in serving on the Council."

IOC Sports Director Kit McConnell told **The Daily** that attendance at the ASOIF General Assembly has real value, because it provides an opportunity to address everybody in the same room. Moreover, the joint meeting and workshops allow for closer communication.

He said: "They allow us to focus closely on a small number of subjects and go into a lot more detail and be a lot more engaged with more time for discussion with the individual IFs. This is something that's becoming a bit more of a characteristic of SportAccord over the past two or three years."

# IWGA TO NAME HOST

The Chinese city of Chengdu is set to be confirmed as the host of The World Games 2025 today at the International World Games Association's (IWGA) General Annual Meeting at SportAccord.

IWGA Vice President Max Bishop and CEO Joachim Gossow led a two-day inspection and evaluation of Chengdu facilities in March, with the delegation accompanied by International Olympic Committee and Chinese Olympic Committee Vice President Yu Zaiqing.

Chengdu Standing Committee Member and Standing Deputy Mayor Xie Ruiwu, as well as Deputy Mayor Niu Qingbao, were also in attendance during the inspections.

Bishop and Gossow listened to the presentations of the Chengdu bidding team and visited the

Chengdu Planning Exhibition Hall and the China Europe Centre. They also visited the proposed competition venues and discussed the sports programme with the Chengdu team.

Chengdu's bid is strongly supported by the Chinese Olympic Committee, while the city has promised to provide the best possible World Games and enhance the enjoyment of every participant, with adherence to the principles of green and environmental protection.

"Chengdu's environmental protection concept can perfectly match IWGA's philosophy," Bishop said of the city which has an urban population of more than 10 million and is the capital of southwestern China's Sichuan province.

"Meanwhile, the bidding team of Chengdu has been well

prepared, and the high-quality bidding document is really good. After the inspection, we believe that Chengdu is capable of successfully hosting The World Games.

"Chengdu is a very modern city with a good sense of space and convenient transportation. It is one of the most liveable cities in the world."

Gossow said that he is confident the city has satisfied the requirements to be confirmed as the Games' host city.

Gossow added: "Chengdu is an international metropolis, and hosting The World Games will bring more international elements to the city.

"Chengdu's 'hardware' and 'software' conditions are already very good, and the next stage in the planning is to create a great atmosphere for the event."

The General Annual Meeting will also receive an update from Birmingham, Alabama, which will host The World Games 2021 from 15-25 July.

Birmingham, which will host the 11th edition of The World Games, is preparing to welcome 3,600 athletes from more than 30 sports and 100 countries when the competition begins in just over two years' time.

DJ Mackovets, CEO of the event's Organising Committee, said that he is looking forward to sharing details of the preparations here at SportAccord in Gold Coast.

He said: "Each month preparing for The World Games 2021 seems more exciting than the last. We're glad to be on this Road to Birmingham – and we're grateful that you've come along for the ride."

SPORTACCORD SUMMIT ROUND-UP

## IFs 'MUST PUT FANS FIRST'

International Federations should work together to explore big data-driven fan engagement opportunities in sport, delegates heard in a SportAccord Summit Panel Session yesterday.

Jochen Färber, Chief of Lausanne Office at Olympic Channel Services, insisted that working together – rather than in isolation – will reduce the risk of "failure".

Färber (pictured) added: "If we can identify benefits for fans, then I think we are on the right track, but if we just look like data-collection companies, then we will be on the wrong side.

"We are working together with others in the Olympic Movement."

Darren Birch, General Manager for Growth, Digital and Audiences at the Australian Football League, insisted that sport is still in the very early stages of exploring data-related opportunities in relation to other industries.

"The biggest challenge is how to build a business strategy in accordance with your data strategy," he said. "Sport needs bold leadership to see data as an opportunity rather than a tremendous expense."

Nick Hockley, Chief Executive of the



International Cricket Council T20 World Cup 2020 Local Organising Committee, expanded on the point by saying that data is a vital tool to understanding fans and attracting new audiences.

Two Circles Chairman Matt Rogan said that "technology alone is not a solution" to fan engagement, while David Melia, Director, Head of Sports, GlobalWebIndex, said that data has to be viewed as an "investment rather than a cost".

He added: "The moment you see a fan as a consumer, you're looking at it the wrong way. Data is expensive, but if you are strategic with your investment, you can get value."

■ In a Keynote Address, Deon Newman, Head of Strategy and CMO at IBM Asia Pacific, underlined the challenge of developing new skills to maximise the potential of data in sport.

Newman said that data, when combined with new technologies, can provide a powerful proposition for enhancing the "fan journey", from the drive to the stadium through to the after-match experience.

"In sport we start from a fan standpoint," he said. "There are also lots of opportunities to enhance the fan experience thanks to virtual and augmented reality."

■ Leanne Kemp, Chief Entrepreneur, Queensland, described how the industry is on the verge of a technological revolution through various innovations, including artificial intelligence, 5G, data, connectivity, smart textiles, 3D printing, sensors, augmented and virtual reality, as well as blockchain.

"We have to be at the forefront of developments and it is our job to connect the past with the present," Kemp said.

# WEARABLES TO CHANGE SPORT

## SPORTACCORD SUMMIT

Wearable technology has the potential to transform sports from an athlete and fan perspective, a stellar line-up of experts agreed in a SportAccord Summit Panel Session yesterday.

Scott Hallenbeck, Chief Executive Officer of USA Football, outlined how using the technology to track possible concussion injuries is the "most obvious and important issue" in his sport.

He added: "We have to track the information and recognise the consequences on our side. Our sport has to embrace the power of that data as it is something that is going to revolutionise the sport."

International Surfing Association Vice President Barbara Kendall echoed the issue of protecting the health of competitors.

"Wearables could be fantastic for catching issues early, like heart deficiencies among young athletes," Kendall said.



However, she also spoke of the need to reduce costs in relation to wearables, with bigger Federations potentially working with smaller IFs on introducing the technology.

She added: "Wearables could help judging in the future, but for some sports, it would be a huge cost."

However, the panel acknowledged that the use of wearable technology to collect personal data raises ethical issues that are certain to be debated at length in the future.

MinterEllison Partner Paula Robinson added that "there are a lot of consequences" of the

technology that are yet to be fully realised. "We will have to answer those questions in the next few years," she said.

Wearable Technologies Founder and CEO Christian Stammel (pictured) said that it was important to "understand what the Federations want", although the potential in relation to fan engagement was underlined.

"It is time to think about how to enhance media content," said Stammel, who added that younger spectators and viewers are demanding more information about the sports they consume.

Blockchain Valley Ventures General Partner Heinrich Zetlmayer explained to delegates at the SportAccord Summit how blockchain opens up valuable new business opportunities for sports.

"Blockchain is a technology innovation, business innovation and legal innovation, which makes it complicated," he said.

"However, blockchain can bring new revenue and funding opportunities and can also reduce fraud whilst enhancing fan engagement."

He also highlighted the opportunity for niche sports to use the technology.

"Statistics and media content are becoming increasingly important for sports," he added.

Futures Sport + Entertainment's Managing Director of APAC, Chris Nunn, teamed up with Football Federation Australia CCO and CMO Luke Bould to describe how the two organisations have worked together to create content that engages new generations.

Nunn insisted that "there are still good times ahead on TV" despite a "dramatic decline" in viewing figures for some sports, particularly in the US.

Bould added: "The mass audience is still really powerful and sport guarantees mass audiences. We want to try things, but we are also smart enough to know that we have to learn from other people. Investing in new products is critical."

## DATA COLLABORATION

International Federations need to work in partnership with brands to identify ways of engaging fans and consumers through data analysis, according to expert speakers at the SportAccord Summit.

Andrew Reid, General Manager of TEG Analytics and TEG Insights, insisted that "there is a real opportunity for partnerships between Federations".

He added: "Different sports should work together. Brands are desperate to look for diversification."

International Sepaktakraw Federation Secretary General Abdul Halim Bin Kader said that "data is useful to present to our investors and sponsors".

Y Sport Managing Partner Sally Hancock offered a perspective from the partner brands.

"They tend to look at their reach, how they are recognised, and what can drive direct rewards for their customers," she said. "The social impact of sport is something brands seek out increasingly. Differentiation, reach, social impact and diversity are all important."

Matt Kamienski, Vice President and The Presidents Cup Executive Director, PGA Tour, added: "We are really learning about our fans and who these people are. Data can help you understand fans better and eventually bring in new fans and engage them in the long term."

# EVOLVE WITH TECH

## SPORTACCORD SUMMIT

The potential for technology to influence the 'spirit of sport' came under the spotlight in a lively debate during the SportAccord Summit yesterday.

Whilst panellists agreed that technology is having an increasingly significant impact on sport, there were contrasting opinions about whether such innovations enhance or diminish the sporting spectacle.

Five-time Olympian Natalie Cook (pictured), who won a beach volleyball gold medal at the Sydney 2000 Games, said that although the emotional part of sport should not be lost, "you have to evolve with technology for your sport to survive".

International Orienteering Federation Secretary General and CEO Tom Hollowell said that technology has "already evolved our sports", and added that such developments had led to inevitable discussions about "values".

Speaking from a personal perspective, Tennis Australia's Head of Innovation, Dr Machar Reid, suggested that players



could, in the future, have access to match data during contests.

"In my opinion, there is no reason why both players can't have equal access to this data," he said, whilst elaborating about the impact of Hawk-Eye technology in tennis and the possibility of it being used in real time in the future, rather than simply on a requested visual replay.

However, International Fistball Association Secretary General Jörn Verleger countered: "If the referee is wrong, it's just part of the game. Let's keep the game emotional and, personally speaking, I don't want a sport that is too clinical."

Artificial Intelligence (AI) will allow International Federations to connect with sports fans in unprecedented ways, two experts in the field told delegates at the SportAccord Summit.

Ian Partilla, Head of Global Revenues and Vice President of GumGum Sports, said it was vital to question why the data generated through AI is important, rather than just focus on collecting as much of it as possible.

Kitman Labs' Head of Performance Science for the APAC Region, John Dams, insisted the "human element" of AI should not be forgotten, as it can help to enhance athlete performance.

"We allow the coach to be informed for decision-making purposes," he added.

Andrew Ryan, Executive Director of the Association of Summer Olympic International Federations (ASOIF), wrapped up an engaging SportAccord Summit by outlining the implications of his organisation's 'Future of Global Sport' report.

The report was discussed at length at ASOIF's General Assembly here at SportAccord on Tuesday.

"We have become extremely concerned about the speed of change we see in front of us," Ryan told delegates. "In the future, IFs must demonstrate state-of-the-art governance and have to know how to operate in a commercial world."



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- Macao International Dragon Boat Races 澳門國際龍舟賽
- Macao Grand Prix 澳門國際摩托車賽

## 2018 VOLUNTEER LEGACY

The volunteers on duty at SportAccord this week are just part of the legacy for Gold Coast following last year's Commonwealth Games, with the multi-sport event having provided a platform for countless opportunities for a city bursting with community pride.

Tom Tate, City of Gold Coast Mayor, can point to direct investment of more than Aus\$2bn, significant free-to-air publicity and a wider package of more than Aus\$10bn committed to projects before and after the Games.

His verdict on the impact of the Commonwealth Games is, quite simply, "incredible".

He added: "We continue to maximise the legacy benefits GC2018 presented our city."

The fervour generated by the Games has seen the city's major sporting venues fully booked, many until June 2020. New events coming to the city

have included the 2018 ITU World Triathlon Grand Final, International T20 Cricket and the FAI World Parachuting Championships.

Tate said: "We're incredibly excited to be hosting events like the World Bowls Championships in 2020 and the ILS Lifesaving World Championships in 2024.

"The local participation rate of our youth playing sport has also increased. That bodes well for the city in general. The health benefits of getting our kids involved in sport are enormous. Today, we are breeding future sports champions for Tokyo 2020 and Birmingham 2021."

Sustainability is at the heart of the strategy, Tate added.

"There is not a white elephant in sight, and we are seeing long-term investment in key infrastructure such as the airport, state roads, heavy rail line duplication and our city's fibreoptic capabilities," he said.

# FEI SEES ONLINE LEAP



**A targeted approach to digital engagement is proving to be successful for the FEI, the global governing body for equestrian sports, with online follower numbers rocketing over the past 12 months.**

As a body that oversees seven disciplines, the FEI recognised the need to cater its approach to provide fans with a more tailored product, depending on which sport they follow.

The seven disciplines covered by the FEI are jumping, dressage and para dressage, eventing, driving and para driving, endurance, vaulting and reining. Facebook and Instagram pages have been set up for individual disciplines, and the approach is paying off.

"Each discipline has a unique target audience and format with the potential for specific commercial partners," FEI President Ingmar De Vos told **The Daily**. "The seven disciplines are bound

together by one common denominator: the horse and the passion for the horse. This has transformed our digital strategy."

The number of followers on the FEI's Facebook accounts has surpassed the one-million mark, with its Instagram page also counting more than 300,000 followers and its YouTube account topping 100,000 subscribers.

"The improvement in the quality of content and the subsequent growth in followers have increased the value of our digital assets, resulting in partnerships with camera equipment company Pixio and events management business ATP over the past year," said De Vos. "Our investment in digital and social media works hand-in-hand with the changes that we have made to ensure equestrian sport is reaching an even wider fan base."

Other digital assets include an app for athletes and dedicated stakeholder

and fan websites. The FEI Campus e-learning platform and the Clean Sport apps have also proven to be educational tools for the equestrian community.

Looking ahead to next year's Olympic Games in Tokyo, the FEI is working closely with the International Olympic Committee and the local organising committee to ensure a memorable experience for spectators and participants alike.

"We have made significant changes to the competition formats of the Olympic disciplines as well as to the qualification requirements to ensure greater universality in our sport," De Vos added.

"Tokyo 2020 will see the introduction of these new formats in the three Olympic disciplines and over the coming months we will continue to test them to ensure the National Olympic Committees and their athletes have a full understanding of the formats."

Gracenote, a Nielsen company, has released its inaugural data-driven Virtual Medal Table forecast for the 2020 Summer Olympic Games in Tokyo. The Virtual Medal Table, based on the most up-to-date athlete results from key competitions since the 2016 Olympic Games in Rio, has been released with just under 450 days to go before the start of the Tokyo 2020 Games on 24 July next year.

The USA is expected to win the most medals at the Olympics, marking the seventh successive Games in which the team has finished top of the table. With China predicted to finish in second place, Japan is expected to improve its medal total by 54 per cent in comparison with Rio 2016.

Gracenote Sports is on Stand 32 in the Exhibition Hall.



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Partnership and ownership will help implementation of Global Goals

Mr. Ban Ki-moon  
Chairman Of The IOC Ethics Commission, IOC

SPORT EVENT DENMARK

THE GLOBAL GOALS

The Sports Bureau of the Macao SAR Government is focusing on establishing partnerships with various International Federations as it continues to enhance its portfolio of sporting events.

The Sports Bureau, a Gold Partner of SportAccord 2019, told **The Daily** how the organisation's strategy is producing impressive results across a number of sports.

"The objectives of the Sports Bureau are to direct, encourage, assist and promote sports by making a concerted effort to create the necessary conditions for the development of sports, and play an active role in the coordination of sports associations and their personnel," the Sports Bureau said.

"The Sports Bureau provides athletes and residents with an opportunity to



take part in sports events, and each year the board co-operates with various Sports Federations that organise international events and sport-for-all activities.

"It also provides related training and sports medicine services with sports facilities in order to improve the health of the population."

Macao's 2019 calendar includes the Macao Cup International Regatta, FIVB Women's Volleyball Nations League – Macao, Macao International Dragon Boat Races, Wushu Masters Challenge, Asia League in basketball, Macau Grand Prix and the Macao International Marathon.

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**WHERE SPORT MEETS**

# CLARK SEEKS AN END TO 'ARTIFICIAL SPLIT'

The “women’s sports” label, which creates an “artificial split”, is on track to being a thing of the past, according to Belinda Clark, Cricket Australia’s Interim Executive General Manager of Team Performance.

Clark told *The Daily* that “women’s sports” will one day simply be considered to be “sport”.

She added: “For a number of years now, we’ve worked to rewire the structures that were creating a gulf between ‘cricket’ and ‘women’s cricket’. There is only one sport and that is cricket, and it’s fantastic to see the wider sports sector following a similar path.

“What particularly excites me at the moment is how the energy seen here in Australia over the past four years is being



increasingly duplicated around the world, in particular the momentum for women’s sport in Europe and the UK ahead of this year’s FIFA Women’s World Cup.

“Media companies are making significant investments to improve their coverage and some of

the world’s largest brands are competing to be involved.”

Clark added that, in terms of attracting commercial investment, brands are increasingly choosing to associate with women’s sports to connect with prospective female consumers.

“With women influencing 80 per cent of consumer purchasing decisions, I foresee more brands identifying this opportunity,” Clark said. “The onus is on sports to understand and connect brands with this dynamic.”

Social media is playing a vital role in enhancing the influence of women’s sports, with Clark underlining research that has shown the importance of having “visible, relatable role models” in “non-traditional industries for women and girls”.

She added: “Unlike traditional media – namely, broadcast and print – social media is open to all. It doesn’t rely on the approval of others to share your story. While it is fantastic to see more women’s

sports content in mainstream media, social will continue to allow this direct connection. Social media helps players’ stories to be told and for new markets to be exposed to them.”

■ **Journalist, filmmaker and communications specialist Joanna Lester, told *The Daily* that in Australia more female athletes are becoming involved in sports coverage in general, “which results in greater coverage of women’s sports, even when they are covering men’s sport”.**

However, she said that despite seeing a lot more women’s sport in the mainstream media, it is “still a disappointingly small amount”.

Lester added: “Women’s sport is a fast-growing space and, although I couldn’t have imagined this a few years ago, International Federations now have almost no choice but to develop women’s sport and treat women’s teams and competitions with credibility, or they will fall behind other sporting codes.”

“In Australia, all the major sports appear to have fast-tracked their plans for elite women’s competitions based on the rising tide of interest and expectation. It’s a hugely exciting time for women’s sport in this country and I hope to see that reflected internationally.”

■ Belinda Clark and Joanna Lester will participate in today’s MediaAccord Panel Session on Women in Sport Media from 14:35-15:25 in Conference Room 3

■ **The International Basketball Federation (FIBA), a SportAccord Bronze Partner, believes the debut of the ‘urban’ 3x3 discipline at the Tokyo 2020 Olympic Games will represent a milestone for the sport.**

The number of FIBA 3x3 events rocketed from 38 to 63 last year, demonstrating the momentum behind the format.

FIBA Secretary General Andreas Zagklis told *The Daily*: “There is a great sense of responsibility with the urban discipline to continue the fantastic job that former Secretary General Patrick Baumann did with it.”

# EVENT BID TIMING IS CRUCIAL

Timing is key when it comes to launching a bid for a major event that can generate sufficient “media traction”, according to Philip Pope, General Manager of Communications at the Queensland Rugby Union.

Pope served as the Head of Communications at the British Olympic Association with responsibility for the embryonic London 2012 Olympic Bid project PR campaign from 2001, before serving in a variety of communications and PR roles across the sports industry.

Speaking ahead of today’s MediaAccord Debate on Major Event Bidding and Media, Pope told *The Daily* that, for a bid to be successful, “all the planets need to be aligned... and the media plays an absolutely crucial role from day one”.

He said: “A successful bid is all about timing and the quality of the narrative. For example, if you



Philip Pope and Alain Mercier

were thinking about proposing a London Olympic bid right now, you probably wouldn’t bother.

“The optics aren’t right, the public mood is febrile and any discussion just wouldn’t get any traction. That’s before you think about the reputation London and the United Kingdom brand currently enjoys in the world.

“My advice to any potential bidding city is simple: have genuine and long-standing symbiotic relationships with domestic and international media and influencers, which allow you to present your bid to the public in the best light and at a moment of your choosing.”

Pope added that “trust is key” in establishing “deep, durable and meaningful” relationships with the media.

“Key international and domestic media and stakeholders need to know enough about your bid, its story and your bid team to trust your organisation’s judgement and your public-facing media strategy,” he added. “This is not always simple. The media is not there to be a cheerleader for your bid.

“Respect and embrace your detractors, and play a long game with every media contact you develop. You’ll be surprised that over time – if your narrative is strong enough and you stick to a well organised plan – the early nay-sayers may become your biggest supporters.”

■ **Francis Jeux Founder and Editor in Chief Alain Mercier believes it is vital for a candidate city to be transparent with the**

media.

Mercier told *The Daily* that bid teams sometimes adopt a defensive approach with the media – a strategy that can backfire.

“For an Olympic bid, as for any other subject, the role of the media is to inform,” he said. “But bid teams are often reluctant to provide the media with accurate, complete and objective information.

“They try to say as little as possible, for fear that the media will interfere with their lobbying work. I think they’re wrong.

“A solid and attractive project, if it is conveyed by the media in a precise and complete way, will have every chance of seducing the public.”

■ Philip Pope and Alain Mercier will participate in today’s MediaAccord Debate, ‘Major Event Bidding and Media’, from 15:25-16:10 in Conference Room 3

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## The Digital Daily



## Penceo

# The Power of Storytelling

Everybody loves a good story. This is why it is so important to make sure that your stories make it out into the world and get in front of your audience. Storytelling is a way for you to build a real connection with the reader or viewer, or with the fan of your sport.

Whilst it is something that will help you connect with your community, it is certainly also something that sponsors are looking for today. The days of old school advertising are long gone and nowadays, audiences need to understand the back story, the values and the mission of an organization in order to get behind their vision.

It’s important to understand that storytelling is

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everywhere, even if you are not consciously telling a story. A person scrolling down your page is seeing the story of your organization unfold. A video is more than just a video, it is a short story, and it will leave the viewer with much more than just a simple message. It will shape their image of who you are as an organization and what you stand for.

When done right, storytelling can transform the most corporate messages into engaging content, because it involves providing perspective and it is about sharing the impact of a certain decision or event with the audience.

Whilst it is an investment, I highly recommend that you make storytelling an important part of your inbound marketing strategy in order for your organization to thrive and build real connections with your community.

## Mariel de Haan Communications Director



Mariel is Communication Director at Penceo, she leads the Digital Communications department and has worked with many international sports organizations for many years, offering a deep knowledge of online and offline communications.

# STRATEGY BOOSTS NZ WOMEN IN SPORT

The New Zealand Government's Strategy on Women and Girls in Sport and Active Recreation, which was released last year, has provided a significant boost to the movement, according to Jennah Wootten, GM Partnerships & Communications at Sport New Zealand.

Wootten (pictured) told *The Daily* that the strategy had added "profile and new momentum to what was already a powerful movement in New Zealand", with Sport New Zealand having positioned girls and young women at the heart of its Community Sport Strategy since 2015.

"Many of our partner organisations have been taking strides to improve gender equality on their boards," Wootten told *The Daily*. "New organisations such as the Wonderful Group and Women in Sport Aotearoa (WISPA) have been formed to



improve the representation of women in sports media, and WISPA has led a consortium of agencies in securing the secretariat and hosting rights for the World Conference of the International Working Group on Women in Sport from 2018 to 2022.

"The Government strategy and Sport New Zealand's response to it are now enabling us to ramp this up even more by encouraging collective action across our sport

and active recreation sector, so that we can achieve our vision of enabling more women and girls to realise their potential in and through sport and active recreation."

Wootten acknowledged that a major hurdle for the grassroots development of women and girls in sport, not just in New Zealand, but worldwide, is keeping teenagers active in sports participation.

"Without a doubt, the biggest challenge is addressing the rapid decline in participation that occurs during teenage years, and from which at present there is no recovery during adult years," Wootten added.

"This is something Sport New Zealand is working hard to address through providing strategic direction for collective action across the sport and active recreation sector.

"We know that participation

brings many societal, health and community benefits. Sport can also help develop confidence, teamwork and leadership skills.

"Research shows a direct correlation between participation in sport and greater achievement in higher education and employment, so it's crucial we grow teenage participation as a priority."

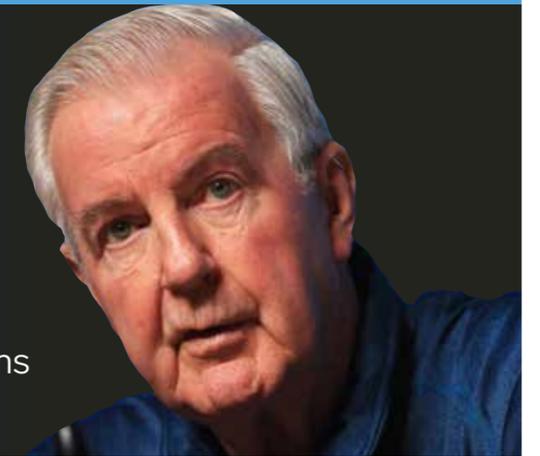
However, Wootten was eager to highlight "trailblazer" women in New Zealand's sports administration who have provided "immense inspiration for others", including Kereyn Smith, Dame Therese Walsh, Dr Farah Palmer, Katie Sadleir, Raelene Castle and Joanna Adams.

Jennah Wootten will present a Case Study at MediaAccord today on the role of women in sport in New Zealand and then participate in a Panel Session on Women in Sport Media from 14:05-15:25 in Conference Room 3

## THE BIG INTERVIEW

# REEDIE'S LEGACY

Outgoing WADA President Sir Craig Reddie reflects on a turbulent period and the foundations for his successor in the battle against doping



As Sir Craig Reddie's term as President of the World Anti-Doping Agency (WADA) nears its end, he is able to reflect on an extraordinary period that has thrust the organisation – and its objectives – firmly into the spotlight.

Reddie, who featured in the LawAccord conference on Monday, will step down from the role later this year after having served at the helm since January 2014.

"The last few years have been a complicated and turbulent period for the Agency and the anti-doping community at large," Reddie told *The Daily*.

"We have been in the middle of one of the biggest political stand-offs in recent history. Diplomats have been dismissed, people have been hacked and individuals from Russia living in the UK were poisoned. However, in the middle of all this, WADA – through a combination of perseverance and diplomacy – has managed to navigate the crisis effectively to the point now where Russia has fulfilled almost all of its agreed commitments.

"In light of the Russian doping crisis, we have made significant improvements to the anti-doping system that mean if anything like this were to happen again, we would be in a far stronger position to deal with it. This, as far as I am concerned, reflects highly on the decisions WADA has made throughout this episode and the Agency has come out of it with substantial credit."

WADA's response to the Russian doping episode has illustrated the challenge facing the agency in the age of big data.

Having secured access to the Moscow Laboratory data, WADA is crunching 24 terabytes of information – the equivalent to more than 5,200 DVDs.

"It has been a complex job just to upload the data to WADA's IT system, sort it, forensically index it and pair it to the various instruments, servers, hard drives, computers and other electronic equipment from the laboratory," he

said. "That part of the process is complete and WADA's experts are now assessing it in detail to establish its authenticity. If authentic and complete, this data will be a game changer."

Since 2001, WADA has committed more than US\$80m in grants to researchers seeking breakthroughs in anti-doping science.

WADA's research currently focuses on a number of areas, including continuous improvement of analytical methodologies, including dry blood spot analysis; and assessment of existing or new drugs

**'I'm unsure whether sport is winning the battle against doping, but I'm convinced these processes deliver real progress'**

with doping potential; progress on biomarkers for testing, including the Athlete Biological Passport; development of tools in support of prevalence of doping studies; assessment of Artificial Intelligence potential in anti-doping testing activities.

**Against the backdrop of the complex fight against doping, Reddie has repeatedly spoken of the need for unity within the movement – including at WADA's Annual Symposium in March.**

"I reminded our stakeholders that, while we may disagree on various points or on how best to deal with the challenges we face, we are all closely aligned in our desire to keep doping out of sport," he said.

"The key is that we work together, with respect, in order to achieve our goals. I also called on those in attendance never to take their eyes off the goal of clean sport and to stand strong with WADA against those who would endeavour to bring down the global anti-doping system."

A unified approach will, of course, be a goal for Reddie's successor, who will assume the role of President on 1 January 2020 after

the final election at the World Conference on Doping in Sport in Katowice, Poland, on 7 November.

Some of the other tasks facing the new President will include completing and implementing the changes to WADA's governance structure, ensuring more independence, greater representation and improved processes; developing and continuing the WADA Compliance Monitoring Programme; and supporting and further developing the Intelligence and Investigations Department which, since 2016, has been dedicated to collecting information from whistleblowers, intelligence gathering and data analysis.

According to Reddie, the Department's "Speak Up!" whistleblower platform, which is managed by professionals with in-depth expertise in handling confidential information, has "changed the landscape entirely". In 2018 alone, the Department received a total of 182 reports, of which 154 cases were opened.

Reddie's successor will also build on significant progress in a number of other areas.

"The Athlete Biological Passport is revealing non-analytical Anti-Doping Rule Violations," Reddie said. "Together, coupled with conventional in- and out-of-competition intelligent testing programmes, as well as prevention initiatives, such as education, this multi-pronged approach is making a real difference in the global fight against doping."

The new President will also seek to ensure that all stakeholders update their own rules to include the changes contained in the new version of the World Anti-Doping Code, which will come into effect on 1 January 2021.

"I am unsure whether sport is winning the battle against doping, but I am convinced that all these processes deliver real progress to ensure that elite sport is increasingly conducted within the accepted international rules as laid down in the Code," Reddie added. "WADA strives every day to ensure that this progress continues."

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# FIELD OF DREAMS FINALE

A 'Field of Dreams' outdoor-living theme awaits delegates tonight at the official closing event for SportAccord 2019 at the Gold Coast Conference and Exhibition Centre.

Starting at 19:00, the event will offer glitz, glamour, sparkle and a lot of fun whilst representing Australia's outdoor lifestyle, with the relaxed and casual celebration bringing the curtain down on SportAccord's memorable stay in Gold Coast.

With lots of great food, drink, entertainment and music, Queensland's unique atmosphere will be on display, with colourful tents, candles, tiki lamps and lanterns adding to the ambience.

Glamorous 'living tables' will merge dining tables with performance art, while the team led by renowned Executive Chef Garry Kindred will provide gastronomic delights via a series of food stations and grazing tables,



Raffaele Chiulli poses with a koala at the SportAccord 2019 Opening Ceremony on Tuesday

with award-winning cuisines available for every taste.

Savvy, a superb team of Queensland musicians, will provide an energetic and fun backdrop to the occasion, with the band situated next to the dance floor inside the foyer of the venue's ground floor. For attendees who have spent

enough time on their feet this week, casual seating with ambient lighting is also available.

The closing event will conclude at 22:00, but delegates can continue to network in a relaxed setting at the Garden Bar at The Star Gold Coast – SportAccord 2019's official After Hours Bar – which will be open until midnight.

## TODAY AT A GLANCE Thursday, 9 May

### MEETINGS:

- IWGA General Assembly (08:30-12:30)
- GAISF Council Meeting (14:00-17:30)

### CONFERENCE:

- SportAccord Summit Hubs (10:00-12:15)
- MediaAccord (13:30-17:00)

### CONVENTION:

- Exhibition (08:30-18:30)

### MEDIA:

- SportAccord Press Briefing (Press Briefing Room – Floor 1: 13:00-13:30)

### SOCIAL:

- Morning Activity: ZUU Bootcamp (06:30-07:30)
- Lunch (12:30-14:00)
- Exhibition Showcase Cocktail (17:00-18:30)
- SportAccord Closing Event (19:00-22:00)
- SportAccord After Hours Bar – Garden Bar at The Star Grand Hotel (19:00-23:30)

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We're home to global suppliers, cutting edge sports science and world-class venues.

We're one of Australia's favourite sporting playgrounds.

We are Australia's Gold Coast.