

THE DAILY

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SPORTACCORD
GOLD COAST 2019

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



IOC President
Thomas Bach
addresses the ARISF
General Assembly

GETTY IMAGES

FESTIVAL RETURNS

The opening United Through Sports Youth Conference, which will be attended by a number of dignitaries, will take place this morning at the SportAccord World Sport & Business Summit.

The Conference forms part of the Sports Festival hosted by United Through Sports, which is returning after a successful debut at SportAccord last year.

The Conference will kick off a busy day at SportAccord, with **The Daily** featuring previews of today's ASOIF, AIOWF and AIMS General Assemblies (p3).

We also have a round-up of all of the key talking points and insights from yesterday's expanded LawAccord Conference (p2).

Additionally, in today's edition, we hear from no fewer than 10 experts who have been lined up to speak at today's HealthAccord and CityAccord Conferences, with five-time Olympian Natalie Cook featuring as the Big Interview on p11.

On p12, we also have a preview of what delegates can expect at this evening's Opening Ceremony, which will offer an authentic taste of Australia's famous culture and lifestyle in a classic Queensland environment.

CHIULLI PRAISES ARISF PROGRESS

Raffaele Chiulli, the President of the Association of IOC Recognised Olympic Sports Federations (ARISF), outlined significant progress in terms of the quantity and quality of Member IFs in an address at the organisation's General Assembly yesterday.

In the same meeting, ARISF Council Members Tom Hollowell (IOF) and John Liljelund (IFF) presented a summary of a survey and a strategic plan that will help ARISF to build on its growing status.

The ARISF President said: "We talk of good governance and we would like to walk the talk. We had

to start from some good practices, from lessons we have learned and from bad practices. It is important that even if small changes have to be adopted, good governance is going to be at the top of our priorities."

Chiulli highlighted the value of key partnerships established by ARISF, notably with GAISF and also the IOC, whose President Thomas Bach attended yesterday's General Assembly.

Chiulli added that Bach's presence was "a very strong sign of his appreciation for what ARISF Members are doing". Four IFs – International Federation

Icestocksport, World Association of Kickboxing Organisations, World Lacrosse and International Sambo Federation – were welcomed to their first ARISF General Assembly as Full Members.

Chiulli referenced the inclusion of baseball-softball, karate, skateboarding, sport climbing and surfing on the programme for the Tokyo 2020 Olympic Games, with the latter three joined by breakdancing as proposed sports for Paris 2024.

He said: "We all know there will be challenges and we all know the

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ROUND-UP

Experts look at sport's legal challenges during LawAccord

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BOARDS MUST 'ADD VALUE' TO SPORTS

LawAccord stepped up to present its first full-day session with a near-capacity audience, a high-calibre collection of expert speakers and a ringing endorsement from SportAccord Acting-President Francesco Ricci Bitti.

Ricci Bitti congratulated LawAccord on its expansion and paid tribute to an initiative that "has been a pioneer in the SportAccord organisation."

He added: "We are in difficult times. On the positive side sport is more relevant in society than in the past, but the negative side is that it's more complex and that means we need more lawyers."

"Legal expertise is one of the skills that has been handed to all sports organisations to solve a variety of problems on the professional side and in the grassroots. The people working in law are important partners in sport today."

The agenda addressed a variety of the legal issues affecting sport in a range of formats, with doping, match-fixing and rival leagues among the topics tackled.

First up was Malcolm Speed AO, former CEO of the International Cricket Council and Cricket Australia, with a Keynote Address on whether great governance is possible. It is a subject that he discusses in detail in a Big Interview in **The Daily** later this week, and his authority is based on a career comprising 4,000 meetings.

He said that great governance should be illustrated by a "thriving organisation where the board adds value to the sport".

Speed added: "We have very critical and demanding constituencies. Good governance has made a positive difference, but the time has come for us to move to the next level and achieve great governance."

Governance was just one of the issues highlighted by Matthieu Reeb, Secretary General



Malcolm Speed speaks at LawAccord

of the Court of Arbitration for Sport (CAS). Reeb provided an update on recent developments, concluding with the Caster Semenya case, which he described as "difficult, not only because it is beyond the law".

He added: "We have different opinions expressed; legal opinions, scientific opinions. It may not be the end of the story, because there is still the possibility of appeal."

Most of the cases listed by Reeb involve doping, which was addressed in more detail by Brent Nowicki, Managing Council and Head of the Anti-Doping Division at CAS.

Nowicki explained how the division had evolved from a service at the 2016 Olympics which he admitted was "not very efficient" to an improved system at the 2018 Winter Olympics and now a permanent part of CAS. He said the goal is to provide a service which is "time-sensitive and cost-sensitive", and above all independent.

He said: "It must physically be independent and we pride ourselves on being that independent authority so that decisions are made by individuals not appointed by the IFs, not paid by the IFs and not associated with the IFs in any respect."

World Anti-Doping Agency President Sir Craig Reedie, who will also feature in another Big Interview in **The Daily** later this week, then offered his latest

opinion on the most high-profile doping episode of recent years.

He insisted that the situation in Russia has "moved on a long way". He added: "We should stick with that, get it finished and move on."

Catherine Ordway, Assistant Professor and Course Convenor in Sports Management at the University of Canberra and a Senior Consultant in Sports Law at Snedden Hall & Gallop Lawyers, was joined by Iain Roy, Managing Director of Royglo Pty and Founding Head of Integrity at Cricket Australia, in a one-on-one discussion about match-fixing.

They described the "gambification" by certain organisations that circumvent regulations by streaming events to overseas territories and enabling betting markets on low-level competitions.

Matthew Mitten, Professor of Law and Executive Director of the National Sports Law Institute at Marquette University Law School, also discussed the issue of rival leagues and competitions.

He said EU law provides no immunity for IFs that act in ways that could be considered to be anti-competitive for the economic interests of athletes. However, he added that IFs would be acting lawfully if they were to pursue legitimate objectives, such as countering activity from a rival league by launching a new competition.

ASOIF'S VISION

The Association of Summer Olympic International Federations (ASOIF) will today hold the first meeting of its General Assembly since the publication of its Future of Global Sport report.

Key items on the agenda include reports from the IOC, WADA and the Organising Committees for the Olympic Games in Tokyo next year and in Paris in 2024, but ASOIF's own report looks even further ahead as it lays out a vision for the next 20 years.

ASOIF earned accolades, notably from the IOC, when it outlined the first phase of the review at SportAccord in Aarhus in 2017, and much of the content of the report echoes discussions at SportAccord on the challenges facing IFs.

The long-term view highlights the need for exemplary standards of governance to support the work of IFs and warns of the risks of saturation and the need to build new partnerships, attract new audiences and new participants.

The key findings of the report, launched by ASOIF President Francesco Ricci Bitti in February, are set out as 10 recommendations under the themes of governance



Francesco Ricci Bitti

and entrepreneurialism. Under governance, IFs are urged to defend their right to establish the world rankings, world championships and control the qualification pathways at all major multi-sport events, and to earn the right to govern their sports through upholding the highest standards of governance and integrity.

The report also says IFs must defend their role as the administrators of their competition calendars, conduct regular reviews of their constitutions and statutes to ensure compliance with national, regional, international and sports law, and maintain and strengthen their co-ordination and oversight roles with regard to the global development of their sports.

In terms of entrepreneurialism, IFs should also exploit technological advances to grow fan bases, harness data they obtain from engaging with consumers, and remain open to developing current and new competition and broadcast formats.

The document says IFs should embrace innovation, creativity, experimentation, acceptance of "fast failure" and learning from mistakes, and adds that IFs should open up to risk-sharing, collaboration and partnerships with the public and private sectors.

The report notes that the number of competitions sanctioned or organised by the summer IFs alone has rocketed from 90 in 1970 to more than 8,400 over the course of the Olympic quadrennial from 2013 to 2016.

In assessing its Vision for the Future of Sports from 2019 to 2040, the report finds that IFs can remain widely accepted as unique bodies capable of governing and administering their sports on a global basis. It also asserts that it will become more important for IFs to have an effective umbrella organisation to defend the major challenges that they share but cannot address individually.

AIOWF LOOKING TO 2026

The Association of International Olympic Winter Sports Federations (AIOWF) will reach another milestone on the road to the 2026 edition of the Games when it views presentations by the two remaining candidates at its General Assembly today.

The bid teams from Milan-Cortina (Italy) and Stockholm-Åre (Sweden) are scheduled to deliver their presentations by video link. The final vote on the host city will take place in Lausanne on 24 June.

The IOC Evaluation Commission made back-to-back visits to both candidate cities earlier this year and

declared afterwards that both cities had taken on board the key elements of Olympic Agenda 2020.

After spending five days in each venue, the Commission highlighted the plans to maximise use of existing infrastructure and facilities, and they acknowledged the passion for winter sports within both communities.

The AIOWF General Assembly will also receive reports from various IOC departments as well as from the World Anti-Doping Agency, the International Testing Agency and the Court of Arbitration for Sport. A delegation from Beijing will

update the meeting on its preparations for the Winter Olympic Games 2022, with the session coming only weeks after the city briefed leading news agencies and media outlets on accreditation, transportation, accommodation, technology and other subjects, so that they could start making logistical arrangements for their coverage of the Games.

The Organising Committee for the Winter Youth Olympic Games Lausanne 2020 will also provide an update on preparations for its programme for the event, which will take place from 9-22 January next year.

Members of the Alliance of Independent Recognised Members of Sport (AIMS) will today receive an update on the IOC recognition process as part of a packed agenda at the AIMS Council meeting at SportAccord.

AIMS President Stephan Fox said the presentation by the IOC, added to a report on the GAISF Membership Commission, will provide vital information for members.

Fox told **The Daily**: "We remind people that it is everybody's aim to get into AIMS and then to get out as quickly as possible by going through the recognition process."

The measures being adopted by AIMS include establishing a working group of former and current members.

Fox said: "Former members who have been recognised by the IOC will support members who have applied for recognition to make sure they tick the boxes. They will also help observers who are close to getting GAISF recognition to ensure that they make it."

"Last year we got four sports recognised and the IOC will brief us on the next steps, first of all for new members to get recognition and for former AIMS members who are provisionally recognised."

Today's meeting will also receive an update on the administrative partnership between AIMS and GAISF.

He said: "We will talk about continuing the partnership, about how we share resources and office space in Lausanne and combine some of our work to make it more efficient and economical. The arrangement is going well because we keep our autonomy and we work with GAISF to synergise some of the activities. It started this year with a trial period and gradually we will share more and more work."

BE SMART WITH BIG DATA USAGE

PMY Group Managing Director Paul Yeomans believes smart stadium operators increasingly have a major opportunity to leverage customer relationship management (CRM) tools in order to capture valuable data about visitors.

Yeomans (pictured) will outline the benefits stadium operators and sports organisations can secure through a 'smart' approach of integrating new technologies to enhance the operations and experience of a stadium in a Keynote Address at CityAccord today.

"Sophisticated CRM tools are assisting stadium operators to apply online data acquisition techniques, collect data during events, harvest data from other sources and implement data management techniques," Yeomans told **The Daily**.

"These tools also provide operators with the capability to use a single customer database that can be logically segmented into various customer groups with fine-grained permissions controls for all systems users.

"As a result, stadium operators now have

the ability to capture extensive and detailed data, and implement a range of processes to validate, cleanse and augment the collected customer data.

"By collecting such data, stadium operators can apply advanced segmentation and data science techniques to target and re-target customers based on their purchase behaviours and preferences.

"The exploitation of big data refines the stadium operator's understanding of its customer base, allowing for more meaningful interactions with customers and subsequently heightening fan experience and maximising concessionary and ticketing revenue."

Regulatory changes over recent months – including the introduction of GDPR in the European Union – have introduced challenges in big data management.

"How venues collect and use data is



also beginning to change," Yeomans said. "Individuals are, rightfully, gaining more control over their personal data, so it is how venues can adapt to use anonymous data to increase user experience and maximise revenues that will be particularly relevant.

"We are already seeing systems combine CCTV and AI to provide anonymous data to venues in order to enable both operators and visitors to make better decisions and expect to see innovation such as this continue in future years."

Yeomans said that he is witnessing continued investment into fan-facing technologies focused on engagement, connectivity and monitoring, including external and internal large-scale multimedia displays, ubiquitous connectivity, IoT sensors and cashless payment technology.

However, to support such ambitions, funding models are also changing.

"We are now seeing a new approach to the funding of smart stadiums whereby stadium operators seek funding from third parties to provide capital to invest, manage and operate the smart stadium over a term in exchange for commercial return from the project or annual fees," Yeomans added.

■ Paul Yeomans will present his CityAccord Keynote Address from 13:45-14:10 in Conference Room 3 today

FORT LAUDERDALE'S SPORTS GOALS

Carol Hudson, VP Sports Development at the Greater Fort Lauderdale Convention & Visitors Bureau, is confident that the US city's sports scene will grow significantly in the next five years.

Fort Lauderdale will stage the inaugural Regional SportAccord Pan America from 10-12 December this year, while the Florida city has also been boosted by two high-profile US sports teams.

Inter Miami CF, the proposed Major League Soccer expansion franchise that is co-owned by David Beckham, is set to build a new 18,000-seat stadium on the current site of Fort Lauderdale's Lockhart Stadium. The stadium will serve as the team's temporary home while its 25,000-seat stadium is being built in Miami. Once the Miami stadium opens, the Fort Lauderdale site will serve as a training base for Inter Miami CF.

In addition, the Florida Panthers NHL ice hockey franchise, which plays at the BB&T Center arena in nearby Sunrise, has committed to privately financing the restoration of Fort Lauderdale's historic War Memorial Auditorium.

"Utilising the Florida Panthers and Inter Miami CF partnerships will provide us with marketing growth and give our youth development opportunities," Hudson told **The Daily**.

"We are a warm and welcoming destination and we have a large international community and a varied cultural base.

"In the next two to five years, we expect to capture a wide range of sports with new venues being built and expanded on, such as the War Memorial, Lockhart Stadium, Fort Lauderdale Aquatic Complex and the new expansion of our Broward County Convention Center."

■ Carol Hudson will participate in today's CityAccord Panel Session on sport destination cities branding, from 16:20-17:00 in Conference Room 3

TAEKWONDO'S ROLE IN DRIVE FOR PEACE

World Taekwondo has accelerated its efforts to drive peace through sport by staging joint demonstrations with the International Taekwon-Do Federation.

World Taekwondo's immediate focus is the 2019 World Taekwondo Championships, which will take place next week from 15-19 May in Manchester, UK, with a record 975 athletes from 150 countries having registered for the event, plus one refugee team.

However, World Taekwondo President Chungwon Choue told **The Daily** that significant progress had been made in recent months with the governing body's out-of-competition initiatives.

"World Taekwondo and the International Taekwon-Do Federation performed a joint demonstration at the pre-opening ceremony of the PyeongChang 2018 Olympic Winter Games," Choue said.

"In a historic first, World Taekwondo was invited to perform joint demonstrations in Pyongyang, North Korea, in front of more than 2,300 North Koreans. There have since been many joint demonstrations, most recently in April of this year in Vienna at the headquarters of the ITF, Lausanne at the Olympic Museum and in Geneva at the UN Office."

There has also been excellent progress with the Taekwondo Humanitarian Foundation (THF),



which empowers refugees around the world through the sport.

"We recently opened the first dedicated Humanitarian Taekwondo Centre in the Azraq Refugee Camp, which as well as bringing hope to thousands of refugees has also produced eight first dan black belt-holders, including two females," Choue added.

"We have signed Memorandums of Understanding with three Olympic International Federations, representing wrestling, table tennis and badminton, and as we made clear last year at SportAccord during the ASOIF General Assembly we strongly welcome other IFs to join our humanitarian efforts."

■ The global governing body of lacrosse unveiled a new name, logo and brand platform yesterday at SportAccord.

World Lacrosse will be the new name of the International Federation, which has also become the latest GAISF Member to switch over to a .sport domain with its new www.worldlacrosse.sport website.

World Lacrosse President Sue Redfern, who made the announcement alongside Chief Executive Officer Jim Scherr here in Gold Coast, said that the sport was being elevated to "unprecedented heights".

Redfern added: "Coming just months after being honoured by the IOC with Provisional Recognition, the introduction of our new brand platform is yet another important milestone for our organisation."



MENTAL HEALTH IN SPOTLIGHT

Mental health will come under the spotlight at HealthAccord today, with the conference's Co-Chair, Dr Margo Mountjoy, hoping that the discussion will explore innovative ways of supporting athletes.

Mountjoy, Chair of the ASOIF Medical and Scientific Consultative Group, IOC Medical and Scientific Commission – Games Group FINA Bureau, will participate in a Panel Session on the topic after five-time Olympian Natalie Cook provides a scene-setter on the issue.

"We are delighted that athlete mental health is

receiving more attention as this has historically been an area of athlete care that has been neglected," Mountjoy said.

"We are confident that the sessions at HealthAccord will not only raise awareness, but will provide attendees with tools to help them address mental health issues in their sporting environment. Ask any successful Olympic coach – if the mental game is not sharp, the sport performance will suffer."

■ Dr Margo Mountjoy will participate in today's HealthAccord Panel Session on Mental Health from 09:40-10:25 in Conference Room 3

■ Athlete-monitoring technology can be used in the future to identify predictive patterns that will help to prevent injuries and shorten recovery times, according to Erwin (Ray) Bender, Director of Product Development in Global Sports Medicine at GE Healthcare Technology & Medical Innovation.

Bender's division has worked with the IOC on supporting athlete injury and illness surveillance for the Rio 2016 and PyeongChang 2018 Olympic Games, with work currently taking place on localisation modifications for the 2020 Olympics.

"The most significant opportunities afforded by technology include combining the large data sets generated by devices, with performance metrics and medical data in a meaningful way, to support analysis to detect predictable patterns," Bender said.

"Predictable patterns can then drive prevention of injuries, and shorten recovery times based on best practices and higher performance."

Significant trends in the sector include a desire to combine performance data with health, treatment and outcomes data.

The other major trend is incorporating the growing number of wearable and observational devices.

■ Erwin Bender will present a HealthAccord Tech Session on 'Monitoring Athlete Injuries' from 10:25-10:55 today

ARISF GROWTH

FROM FRONT PAGE

difficulties we will face, but with the support of the IOC and GAISF and our key stakeholders in the wider sports movement we can and will succeed."

Chiulli said ARISF is now the biggest group in GAISF with 42 IFs. A total of 37 responded to the survey, identifying key issues including funding and resources, youth engagement and governance. Liljelund said the goals in the strategic plan for 2019-2023 will include improving relationships with key stakeholders in the Olympic Movement and developing the annual workshop to assist IFs.



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■ The FIP, the international governing body of polo, has pinpointed the development of the sport among women and children as a key priority.

Women's polo is currently the fastest-growing area of the sport and the FIP is keen to continue this trend ahead of the first Women's World Championship in 2020.

To support this momentum, the federation has formed a Women's Polo Committee, as well as a Children's Committee to engage with a new generation of followers.

The FIP used last year's Summer Youth Olympic Games in Buenos Aires, Argentina to drive interest

in the sport. Although polo was not one of the sports contested at the Games, the FIP made the most of its attendance at the event.

"The highlight of our year was the Buenos Aires Youth Olympic Games 2018 Polo Showcasing day that took place on 10 October at the world-famous Palermo fields in Buenos Aires," FIP Chief Executive Alejandro Taylor told **The Daily**.

"Twenty-four girls and boys from 11 nations participated and stayed for a whole week in Buenos Aires.

"They even got to visit the Athlete's Village, which was a fabulous experience for all of them."

■ Yutang Sports will host a Workshop here at SportAccord tomorrow (Wednesday) on 'Communicating Sports Events and Engaging Fans in China'. The Workshop will focus on how to reach a wider audience in China by working with the country's media; how to achieve optimum results on Chinese social media platforms; and how to produce sponsorship activations in the market.

Yutang Sports, a Principal Media Partner of SportAccord, will host the event from 07:30-08:30 in Conference Room 4.

FIVB PLANS SNOWBALL



A new Snow Volleyball World Tour was launched earlier this year as the FIVB, volleyball's global governing body, seeks to boost the profile of the discipline.

The FIVB has teamed up with European governing body, the CEV, on the series, which debuted in the Austrian resort of Wagrain-Kleinarl, the birthplace of snow volleyball, in March.

A second event was held from 4-7 April in Plan de Coronas/Kronplatz, Italy, while a third meet is scheduled for Bariloche in Argentina from 1-4 August. The FIVB hopes to add more venues to future editions of the World Tour.

Snow volleyball was officially established in 2008 in the mountains of Wagrain-Kleinarl

and the CEV staged the first Snow Volleyball European Tour in 2016.

In February 2018, the FIVB joined forces with the CEV and the ÖVV, the Austrian volleyball federation, to showcase the discipline outside the Austria House during the Pyeongchang Winter Olympic Games. The 'Snow Volleyball Night' was attended by volleyball and beach volleyball stars, as well as several International Olympic Committee members.

In 2018, 17 countries hosted a national snow volleyball championship and the European Tour continues to add new venues.

FIVB President Ary Graça told **The Daily**: "Snow volleyball has grown significantly over the last

10 years. It began with localised events as people demonstrated that volleyball can be played anywhere and has since developed into a professional, global sport.

"It is my hope that, as well as engaging athletes and fans who live in the northern hemisphere, more of the traditionally summer sport nations will discover a love for winter sport through snow volleyball."

Going forward, the FIVB has plans to launch a fully-fledged Snow Volleyball World Championships in 2021. The 2020 Winter Youth Olympic Games are also a target, along with the 2021 CISM World Winter Games in Germany and the 30th Winter Universiade in Lucerne, Switzerland.

■ Queensland's Tourism Industry Development Minister Kate Jones believes SportAccord will present an opportunity for the state to develop its sporting landscape.

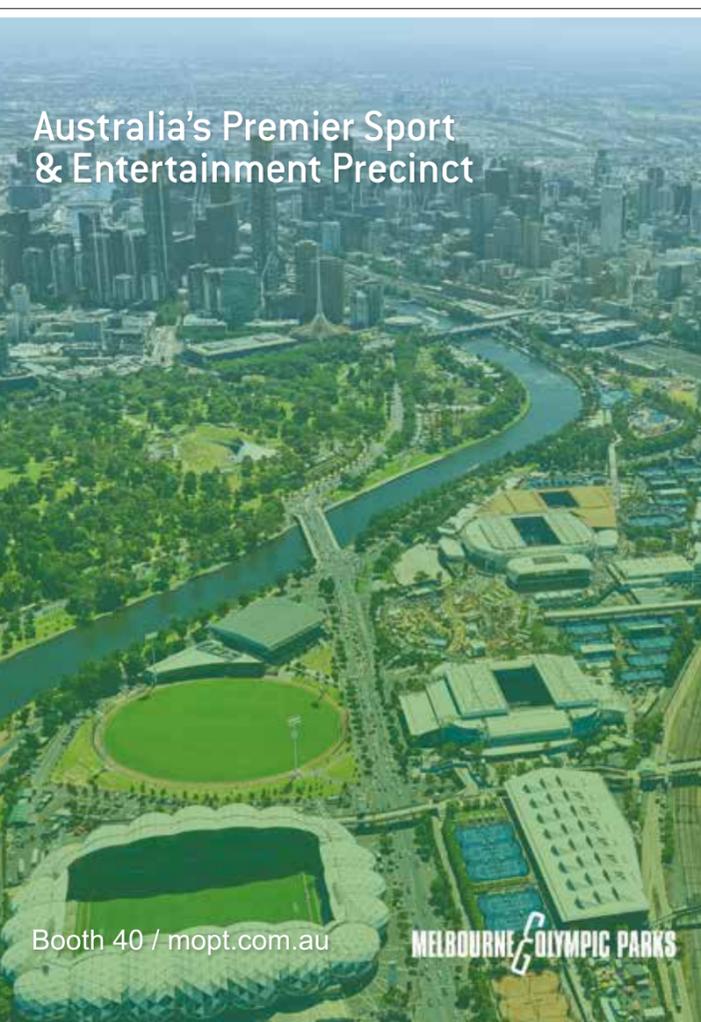
Jones described SportAccord as a "great legacy of the Commonwealth Games", 12 months on from the multi-sport event.

She said: "SportAccord will offer a chance to engage with sporting codes, federations and sports representatives.

"Bringing those representatives to the Gold Coast is the next step in securing major international events for the city and our state, with the benefits of securing events potentially setting us up over the next 10 years.

"We're working to make the most of the Commonwealth Games to ensure this event continues to deliver a great legacy for Queensland."

■ Kate Jones will provide the Host City Welcome at CityAccord today from 13:35-13:45 in Conference Room 3



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MELBOURNE OLYMPIC PARKS

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■ FINA successfully launched its new Champions Swim Series last month, with the global governing body of aquatic sports continuing to seek to innovate in competition formats.

The Series, which provides a qualifying pathway for the 2019 World Championships and the 2020 Olympic Games, has been designed to serve as a showcase for the sport's top athletes, with the invitation-only events featuring only four competitors in the finals.

"The Champions Swim Series is our main focus right now and it will see around 100 world-class swimmers compete for a record of almost \$4m in prize money," FINA President Dr. Julio C. Maglione told **The Daily**.

After the Champions Swim Series has concluded, FINA's attention will switch to the 2019 FINA World Championships in Gwangju, South Korea from 12-28 July. More than 2,000 athletes from 180 nations will compete across six disciplines.

The governing body is also striving to increase its social media following.

"In 2018 we exceeded our targets on Instagram, achieving a 496% growth in the average number of comments and a 70% increase in our follower base," Maglione said.

"Our challenge in this space is to continue to break social media records to ultimately reach more young aquatics fans around the world."

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CITIES GAINING NEW POWERS

Melanie Duparc has outlined how the role of cities in sports events is evolving, with increasing responsibilities being handed to hosts.

Duparc (pictured) is Director of Smart Cities & Sport, a new Associate Member of GAISF that is strengthening its ties with International Federations and event destinations worldwide. Today she will co-host City-to-City, with attendance restricted to cities and regions.

"In a long-term perspective, the role of cities is changing," Duparc told **The Daily**. "They are not solely recipients of national policies. Increasingly, cities are gaining powers and responsibilities to shape, define and drive wider national economic growth.

"To maximise their impact, they need to start thinking and operating outside their city limits. This means building and improving opportunities between cities and learning from each other. Global city collaboration networks are therefore in development."

This year, for the first time ever, Smart Cities



& Sport will hold a joint event with TAFISA, an "association that values sport for all, with the aim of uniting our strengths and creating a synergy in order to promote sport for all", according to Duparc.

"Smart Cities & Sport will further investigate the potential of developing new alliances with other networks, always with the objective of giving cities tools to fully maximise the potential of sport in their development."

Located in Lausanne, Smart Cities & Sport is in regular contact with more than 50 International Federations based in the Olympic capital.

"This positions the organisation as a key stakeholder in the facilitation of a dialogue between sport and cities," Duparc said. "As a new Associate Member of GAISF, Smart Cities & Sport is strengthening its relationship with IFs and providing its network of cities with additional services."

The Smart Cities & Sport network is also continuing to grow.

"The Smart City members of our network are interested in using sport as a catalyst for the achievement of their social, economic, promotional or environmental goals," Duparc said. "Therefore, our association aims to help cities get 'smarter' by using sport as a tool and achieves this end by providing a platform where cities can learn new tools and skills, share their own experiences and connect with peers from around the world."

Smart Cities & Sport has also called on all cities from around the world that have successfully used sport as a catalyst for positive change to share their stories as part of the #CallforProjects initiative.

■ City-to-City will take place from 09:30-12:00 today in Conference Room 4, with attendance restricted to cities and regions only

YOUTH LACKING PREPARATION

Young athletes are being immersed in sport without sufficient social and behavioural preparations, according to Graziella Thake, the CEO and Co-Founder of The Optimisation Hub.



demands that automation and high-performance pressure place on young athletes. Often they become professional or enter a pathway at a young age and sport becomes everything.

Thake (pictured) told **The Daily** that youngsters are being thrust into the rigours of a career in sport with "little to no real education of behaviours necessary to impact and self-regulate behaviours and thoughts in changing environments".

She added: "We socialise young people very early into sport without considering the 'gaps' to fill in their capacity to deal with pressure and change emotionally and mentally.

"From the perspective of addressing both life and resilience competencies, I don't believe we have caught up with the

"Rather than reinvent the wheel we should look to what we know already about human development and equip our young athletes with mental agility tools to manage the pressure to perform through rapid stimuli and rapid change and also the tools of broader identity that often come later in life."

Thake added that practical steps can be taken to improve support and insisted that early intervention can be beneficial. She also said that studies in Canada have shown a link between anxiety and an increase in injuries, underlining the tangible impact of the issue.

"I would suggest early

intervention transitional and onboarding programmes to ensure that young people begin sport with a mentality of self-regulation as well as extrinsic reward. The programmes we have developed at the Optimisation Hub follow 17 years of regulated evidence-based work."

Over the next decade, Thake foresees increasing demands on athletes and, in response, a "more neurological approach" in exploring potential benefits of a positive mental attitude and aptitude.

"The speed at which athletes will be required to adapt to stimulus information and the effect on their work rate and performance will require us to address transitional resilience and adaptive behaviours," she said.

"The next 10 years will also see the changes that occur with competitive sports taking on new

forums and realms for both the audiences and participants as the digital world provides multiple access points and new forms of sport."

According to Thake, "training tools for the mind are as important as training tools for the body".

She added: "For every professional career we have a multitude of different programmes provided to socialise us into our careers and strengthen our identity and the mental skillsets we require.

"For sport to be healthy, we have to train the mind through mental ability and transitional skills as part of the asset training of young athletes to enable them to perform to their best and take charge of their future."

■ Graziella Thake will participate in the HealthAccord Panel Session on Mental Health from 09:40-10:25 in Conference Room 3 today

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HOST CITIES URGED TO BE VIGILANT

Event hosts should implement a city-wide approach to security in order to create a clear and consistent message for locals.

That is the view of Craig Sheridan, Managing Director of Sheridan Consulting Group (SCG), an experienced advisory firm offering services to businesses in the fields of security and risk management. SCG has worked with partners such as the Cricket World Cup, football's Asia Cup, Sail GP 2019, Australian Turf Club, Supercars Australia, Sydney Cricket Ground and Melbourne's Marvel Stadium.

"First and foremost a cohesive and experienced stakeholder working group is needed that can drive the security culture desired for the event through their personal commitment to security and safety," Sheridan told **The Daily**.

"A critical factor in ensuring a safe and secure event is to understand the event risks and vulnerabilities. If event risks and vulnerabilities are not identified and assessed for likelihood and consequence then there is little to no chance of applying appropriate and effective control measures to ensure a safe and secure environment.

"My key piece of advice to the host city would be to drive a consistent security culture and message across the entire city during a major event through clear and consistent communications and visual deterrents. Identify a core group of people with key skills and experience to drive the security culture and do not underestimate the need for security."

■ Craig Sheridan will participate in today's CityAccord Panel Session, 'Major event safety', in Conference Room 3 from 15:10-15:50

The Digital Daily

Search Engine Optimization is not Dead

SEO has changed over the years, but it remains important for the online referencing and the searchability or "findability" of sports organizations. A coherent SEO strategy can allow your organization to reap the benefits of SEO optimization and allow your pages to become more readily available to your audience.

So what does an SEO strategy involve today?

It requires:

- Boosted user experience
- Expertise and develop articles
- Technical structure of your site architecture and code
- Multimedia content to engage and convert the readers

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These are just a few first examples, but the world of SEO is a complex one. Whilst it does not have to be a significant investment, I would recommend that you work with an expert agency, as there is too much to do for your team to do it on their own. On top of that the world of SEO is constantly changing, so try to check in with an external expert or consultant from time to time, to ensure your organization stays on track.



Penceo

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.

TIME TO TACKLE SUPPLEMENTARY RISKS

Louise Burke, the Chief of Nutrition Strategy at the Australian Institute of Sport, has called for greater collaboration with the supplement industry in order to reduce the risk of inadvertent doping.

Burke told **The Daily** that although providing precise figures about the scale of the issue is difficult, research has found as many as one in four supplements could contain banned substances that are not declared on the label.

However, working with the supplement sector, as part of a multi-pronged approach, could lead to an improving outlook.

“Many anti-doping agencies report that athletes blame supplement use for an anti-doping rule violation, but it’s not always possible to verify this,” Burke said. “So, the risk is real, but the exact prevalence is not available.

“We need to tackle the problem from two ends. The first is to encourage and support the supplement industry to avoid practices that lead to products containing banned substances – deliberately or via contamination.

“The second is to educate athletes about the risk of ingesting banned substances via supplement use, and how they can minimise this risk.”

Burke outlined how supplement use has changed over the past two decades “in ways that are both good and bad”.

She added: “The good news is that there is now evidence to show that a few products or sports foods can provide a valuable contribution to a sports nutrition programme, either by a direct enhancement of sports performance, or indirectly by helping the athlete train hard and stay healthy.

“Further to that, many sporting organisations or individual sports scientists are taking a proactive role in helping athletes to cut through marketing hype and make evidence-based decisions about supplement use.

“The bad news is that there has been an explosion in the number of products on the market – and the range of ingredients – and the athlete and coach are now bombarded with claims about supplements as well as many new opportunities to purchase them.”

The increasing range of multi-ingredient products is one of the more difficult trends to contend with, according to Burke.

“They often disguise the true ingredient list behind the claim of being a proprietary secret blend, are at higher risk of being contaminated,

and may not provide adequate amounts of even the evidence-based ingredients,” she said.

“On a positive note, however, I think there is now greater reward and support for companies to make legitimate and safe supplements and sports foods.”

Meanwhile, Yannis Pitsiladis, Professor of Sport and Exercise Science at the University of Brighton, believes there is “little rationale” for taking supplements “unless a deficiency has been diagnosed clinically”.

He added: “While many supplements claim to directly or indirectly enhance performance, only a few have good evidence of benefits.

“So, given the risk of inadvertent doping, there is little rationale to take supplement if you are an elite athlete. Despite this advice, over 60% of elite athletes continue to take supplements and risk a doping violation for no real performance benefit.”

Pitsiladis added that in the future he envisages “a greater reliance on good food... to ensure maximum benefit”.

■ Louise Burke and Yannis Pitsiladis will participate in today’s HealthAccord Panel Session, ‘Supplements and their effect on elite and recreational athletes’, from 10:55-11:35 in Conference Room 3

THE BIG INTERVIEW

A STEP AHEAD

Natalie Cook is the first to admit that when it comes to making the challenging transition from participating at top-tier events to a life after competitive sport, she is “one of the lucky ones”.

The road to retirement is far from smooth for an elite athlete. Cook, a five-time volleyball Olympian for Australia, likens it to “a finely tuned F1 car trying to drive over local suburban speed bumps on the way to the supermarket”.

Cook, who took on the role of President of the QLD Olympic Council before becoming a Board Member of the World Olympians Association, “worked hard, struggled and explored many opportunities” before she “landed on my feet”.

Even so, leaving behind the thrill of elite sport was far from easy.

“The most challenging aspect for me in transitioning after a successful sporting career was that everything was still hard, if not harder,” she told **The Daily**.

“Initially I was shocked and disillusioned when the realisation struck me that transition was going to require just as much, if not more hard work than it had taken to be successful in my sporting career in the first place.

“Society conditions us all to believe that if you work hard then one day all that hard work will pay off. That’s the fairytale ending. What no-one tells you is that there is another life to live after that fairytale is over and that this new life will present you with a whole different set of challenges.

“Like any successful outcome, successful transitions cannot be and will not be an accident. You have to plan for it. You have to train for it and set goals in just the same way as we all did in our sporting career.”

Cook’s appreciation of the importance of mental health stretches back to her sporting career alongside Kerri Pottharst, with whom she won a gold medal in beach volleyball at the 2000 Olympics.

“The main focus when I started in competitive sport was to train your body,” she said. “There was little emphasis on the mental game. Ironically, we worked this out and I realised how important the mental and emotional game was. This is what helped us win our gold medal.

“After winning in Sydney, I made the mistake of thinking that everything would automatically and magically just be easier. I was wrong. I still had to scrape and fight to survive financially.

Broad support for the mental health of young athletes remains woefully substandard, according to five-time Australian Olympian Natalie Cook

Thankfully, what my sport taught me was how to fight, to persevere and find a way to win on and off the court. But that is exhausting, mentally, physically.”

Such challenges are not unique to volleyball, and Cook acknowledged that elite sportspeople “often do not dare to express any doubts or worries for fear of somehow being seen as weak”.

She added: “Now things are changing, but we’ve still got a long way to go. Thankfully it’s become okay to talk about mental health not just in sport, but in society as a whole.

“Investing properly in the mental health of young athletes can only help them become more resilient ‘people’ – not just athletes – and not only for now, but for the rest of their lives.”

According to Cook, it is never too early for an athlete to contemplate the transition to a post-sport career – and it might even bring a healthier perspective.

“Elite athletes should abandon any misconception that they are invincible, but this is where I believe one of the major disconnects takes place,” she said.

“Elite athletes are trained to the pursuit of excellence

‘After winning in Sydney, I made the mistake of thinking that everything would automatically and magically just be easier. I was wrong’

in physical performance. With this often also comes the delusion that we’re bulletproof. We’re not.

“This is about trying to achieve balance not just in sport, but also in life. I know it’s a cliché, but I learnt more about myself when I stopped pretending my weaknesses did not exist. I learnt how to overcome them. I learnt to get out of my comfort zone and still win. I learnt that recovery was more important than training.

“So, for any athletes, regardless of what stage of their career they are in, the time to start thinking about transition is now.

Approach it with the same dedication you approach your sport. Get the best advice, get the best data, research and knowledge. And most of all, don’t be afraid to fail and try again.”

Support for the wellbeing of young athletes is still “nowhere near what it should be”, Cook added.

“There needs to be more academic research undertaken into the mental and emotional aspects of sport. Athletes preparing for competition and qualification – as well as transition – is not a one-size-fits-all problem and there are many different moving parts. A cookie-cutter approach of offering generic work experience is not a serious approach to tackling the real challenges of athlete wellness.

“There are also enormous inequities as to what resources are available to athletes from different sports. Some sports are very well resourced, while others struggle to keep the lights on. This has to change.

There should be equal access for all sports to assist the development of youngsters, especially in relation to mental wellbeing and planning for transition early.”

■ Natalie Cook will be the subject of a Scene Setter and Fireside Chat on Mental Health at HealthAccord today from 09:10-09:40 before participating in a Panel Session on the same topic (09:40-10:25)



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AN AUSSIE WELCOME

A traditional Australian welcome awaits delegates at this evening's Opening Ceremony for the SportAccord World Sport & Business Summit.

From the didgeridoo to delicious local cuisine, the Australian lifestyle will be on show at the Star Gold Coast, with doors opening at 18:30.

Hosted by Tourism & Events Queensland, on behalf of the Queensland Government, the ceremony will begin with a mesmerising performance from a local Aboriginal Dance Troupe, who will showcase vibrant local sounds, as well as the corroboree dance.

Various dignitaries have been lined up to welcome guests, with speeches from GAISF Senior Vice President and ARISF President Raffaele Chiulli and International Olympic Committee President Thomas Bach.

Queensland Premier Anastacia Palaszczuk, City of Gold Coast Mayor Tom Tate and Yugambah Community Elder Uncle Ted Williams will also address delegates, while Beijing Vice Mayor Jiandong Zhang, the Executive Vice President of the Beijing Organising



Delegates are put through their paces in the morning Sea Sand and Sweat Session at Broadbeach

Committee for SportAccord 2020, will also speak.

Following the welcome addresses in the Theatre, local delicacies will be served in the Garden, where there will be further evidence of Australia's outdoor culture in a typical Queensland atmosphere.

The stand-up buffet will include tasty canapés, cheese, charcuterie, pizzas and a large choice of drinks against the backdrop of a performance from local musicians.

In an evening that promises a number of surprises, delegates will also have the chance to get up close and personal with Australian wildlife.

TODAY AT A GLANCE Tuesday, 7 May

MEETINGS:

- AIOWF General Assembly (08:30-13:00, 14:00-15:45, 17:00-17:50)
- ASOIF General Assembly (09:00-13:00, 14:00-17:00)
- AIMS General Assembly (10:30-12:30)
- IOC/AIOWF Joint Meeting (15:45-16:45)

CONFERENCE:

- United Through Sports (08:00-10:00)
- City-to-City (regions/cities only – 09:30-12:00)
- HealthAccord (09:00-12:30)
- CityAccord (13:30-17:30)

CONVENTION:

- Exhibition (08:30-18:30)

WORKSHOP:

- iSportconnect (07:30-08:30)

MEDIA:

- ASOIF Media Briefing (17:30-18:00)

SOCIAL:

- Morning Activity: 5km Fun Run and Walk (06:30-07:30)
- Lunch (12:30-14:00)
- Exhibition Showcase – Cocktail (17:00-18:30)
- SportAccord Opening Ceremony (19:00-22:00)
- SportAccord After Hours Bar – Garden Bar at The Star Grand Hotel (19:00-23:30)

HAPPY HOUR IN QUEENSLAND



Tourism and Events Queensland warmly invites all SportAccord delegates to come say G'day and enjoy a drink or two from a selection of Queensland's leading craft brewers, distillers and wine producers



DATE:..... Wednesday 8 May
 TIME:..... From 5:00pm
 LOCATION:..... IT'S LIVE! in Queensland stand (stand #120)