

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



ASOIF President Francesco Ricci Bitti and Executive Director Andrew Ryan at the body's General Assembly in Gold Coast on Tuesday

ASOIF MEMBERS CALL FOR ACTION

Representatives of the Tokyo 2020 Local Organising Committee were urged yesterday by Members of the Association of Summer Olympic International Federations (ASOIF) to address a series of concerns, with test events for the Games due to start next month.

During the General Assembly, successive International Federations raised issues surrounding transport, quality of athlete accommodation and the look of the Olympic sites amid reports of cuts of up to 80 per cent to some Games-related budgets. However, ASOIF Members

also received a positive presentation from Tokyo 2020 Sports Director Koji Murofushi and Games Delivery Officer Hide Nakamura, and the concerns were coupled with messages of confidence that the Olympics will be a great success.

ASOIF President Francesco Ricci Bitti said he would raise the common concerns in his role as a Member of the IOC Coordination Commission for the Games, but he advised IFs to continue discussions with the Tokyo 2020 delegation at SportAccord.

ASOIF Members also re-elected Marisol Casado (ITU) to the

Association's Council alongside two new Members – Ingmar De Vos (FEI) and Morinari Watanabe (FIG), who were elected to succeed José Perurena (ICF) and the late Patrick Baumann. The unsuccessful candidates were Kim Andersen (World Sailing), Vladimir Lisin (ISSF) and Jean-Christophe Rolland (FISA).

The General Assembly began with President Ricci Bitti leading a silent, standing tribute followed by applause in memory of Baumann, who was a Member of the Association's Council. When the

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SUMMIT OPENER

Former United Nations Secretary General H.E. Ban Ki-moon will provide the Welcome Address at today's SportAccord Summit.

Mr Ban spoke at yesterday's United Through Sports Opening Conference, part of the United Through Youth Gold Coast Sports Festival, which will stage its Opening Ceremony this evening at Kurrawa Park.

The Festival will give a total of around 5,000 children the opportunity to try out as many sports as they wish, with around 60 International Federations and sports organisations involved.

Featured on p11 as today's Big Interview, Mr Ban will be joined at the Summit by a stellar line-up of speakers, many of whom are interviewed in today's **The Daily**.

We speak to Heinrich Zetlmayer (p7), Barbara Kendall (p8), Nick Hockley and Matt Kamienski (both p9), as well as Sally Hancock and Andrew Reid (p10).

The Daily also has a round-up of yesterday's meetings (p1-3) and coverage of every session from HealthAccord (p3-4) and CityAccord (p5).

We also have a round-up of some of the events being hosted today by partners and exhibitors on p12.

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AIOWF PRAISE FOR 2026 PRESENTATIONS

The Association of International Olympic Winter Sports Federations (AIOWF) responded enthusiastically to presentations by both candidates for the 2026 Olympic Winter Games after its General Assembly at SportAccord.

Sarah Lewis OBE, Secretary General of AIOWF, also praised the update from Beijing, which will host the 2022 Olympic Winter Games.

The bid teams from Stockholm-Åre (Sweden) and Milan-Cortina (Italy) delivered their presentations by video link. The final decision will be made in Lausanne on 24 June and Lewis described both presentations as “excellent”.

She told **The Daily**: “There were no questions for the candidates, because they are very well known to the winter Federations. They are active nations and sites in all our sports, and therefore we all have regular interactions.”

The meeting, which also received a thorough update from the International Olympic Committee, also provided the opportunity to discuss preparations for the Lausanne 2020 Winter Youth Olympic Games.

Lewis revealed that the discussions with the IOC extended to the candidacy process for 2026 and even 2030, as well as the Youth Olympic Games for 2024. She added that AIOWF will receive another update on Beijing in July.



She said: “Beijing gave a very comprehensive overview at the General Assembly and, with 1,003 days to go until the opening ceremony, they are absolutely on track. That means finalising the venues and the major infrastructure, and they are in extremely good shape.

“We can only be extremely positive about the status of preparations. All seven winter IFs will be in Beijing for the IOC Coordination Commission in July and we will be able to follow up on the key preparations for the coming season. Beijing 2022 has the very first official test event with the FIS Alpine Skiing World Cup in February 2020.”

DIVERSITY GROUP TO LAUNCH

CONTINUED FROM P1

meeting got underway, Ricci Bitti gave an upbeat annual report, which highlighted the “very successful” 2018 Youth Olympic Games in Buenos Aires and the leading role played by ASOIF Members in the drive towards improving governance.

He added that the “Future of Global Sport” project and report would present an opportunity for IFs by alerting wider audiences to the challenges and threats facing sport.

He said: “The business community and the government community don’t know enough about what we do, and we need to explain to them our role, the limit of our role, and that a central body for governing sport is vital.”

He said many other people want a “slice of the cake”, but he added: “We are the only



organisation that puts back into the game the money that we get from the professional elite side.”

ASOIF Executive Director Andrew Ryan focused on the work of the seven advisory groups set up by the Association to analyse the report, adding that there will soon be an eighth group to deal with diversity and gender equality.

He echoed the comments of Ricci Bitti about the success of the Buenos Aires Games, but warned of the need to provide better support to attract the best young athletes in the world to the 2022 Youth Olympics in Dakar, notably with training facilities.

WADA President Sir Craig Reedie (pictured) also provided ASOIF Members with an update on developments.

AIMS ACHIEVEMENTS

The President of the Alliance of Independent Recognised Members of Sport (AIMS) said the organisation is developing on all fronts after making its mark at SportAccord yesterday with a series of activities and achievements.

While AIMS is continuing to innovate and explore new ways to support its Members, President Stephan Fox said that the Alliance’s smaller Membership base is a cause for celebration.

Fox told **The Daily**: “The AIMS group is getting smaller because four more of our sports gained International Olympic Committee (IOC) recognition last year, but they were all here today and they will always be part of the AIMS family.”

At yesterday’s General Assembly, Fox’s continuing role as the Alliance’s representative on the GAISF Council was confirmed.



The meeting also underlined the Alliance’s strengthening links with other key organisations, with Members receiving presentations from IOC President Thomas Bach and Sir Craig Reedie, President of the World Anti-Doping Agency (WADA).

Fox said: “This was the third consecutive year that the IOC President has spoken at the AIMS

General Assembly and that shows our relationship with the IOC has become very healthy.

“It’s the same with Sir Craig. He was here for the third consecutive year and he gave us details of the new WADA Code, which were very well received.”

Earlier in the meeting, AIMS celebrated the return of United Through Sports to SportAccord,

with former United Nations Secretary General H.E. Ban Ki-moon having been among the speakers at the United Through Sports Opening Conference.

Fox said that United Through Sports would inspire a series of IF-led initiatives.

“We discussed developing the United Through Sports initiative and bringing it to our Members’ events, including World Championships and General Assemblies,” he added. “It might be an activity or a presentation, but it will be a chance to learn and share.

“We will start with an International Fistball Association event in August and we are already working on ideas for next year. United Through Sports reflects – and is an extension of – the AIMS commitment to develop social initiatives and use sport for a better world.”

WEARABLES IMPACT

The motivation for using wearable sensors in sport should be established to ensure the technology makes the best possible impact, delegates heard during a HealthAccord Panel Session yesterday.

With wearables now spanning categories such as wristables, hearables, eyewearables, patchables and smart garments, the speakers discussed how the technology can be used to monitor virtually anything in relation to sports performance.

Wearable Technologies Founder and CEO Christian Stammel provided the Scene Setter by underlining opportunities for International Federations to use the technology for the benefit of athletes, as well as to enhance fan engagement.

“All athletes – and all consumers – will sooner or later have a wearable sensor,” he added.

International Ski Federation (FIS) Marketing Director Jürg Capol expanded on the point by explaining how the data collected from such technology could be used in conjunction with research into fans’ lifestyles.



Emma Mason (pictured), Vice President for Strategic and External Affairs at the World Federation of the Sporting Goods Industry (WFSGI), focused on the development of smart textiles.

She asked: “How can we use smart textiles to find new ways of engaging the fan base?”

However, Swiss Timing’s Head of Client Services, Laszlo Szakadati, raised potential issues regarding data collection and whether athletes would be willing to wear the technology, particularly if it reveals aspects of an individual’s performance.

■ Athletes are commonly using supplements without being aware of the full risks, experts agreed during a Panel Session on the topic at HealthAccord yesterday.

After Louise Burke, the Australian Institute of Sport’s Chief of Nutrition Strategy, underlined the importance of a “more responsible use of supplements”, International Skating Union Medical Commission Chair Dr Jane Moran said that athletes “rarely” get relevant advice on the matter from medical professionals.

Moran added: “The concern is that there is no regulatory body for supplements, so we do not really know what’s in them. The WADA Code is very clear – athletes are fully responsible for what they put in their body.

“It’s a difficult battle, because society in general has embraced supplements.”

Yannis Pitsiladis, Professor of Sport and Exercise Science at the University of Brighton, expanded the debate by suggesting that research has indicated that some antioxidant supplements are “useless”.

He added: “Maybe we do need regulation, but my big message today is that we need research.

“We really need to tackle this problem. Given the amount of money involved, regulatory control should be a requirement.

“We need to think outside the box. We need to correct the fake news.”

MENTAL HEALTH SUPPORT ‘VITAL’

Young athletes and their coaches need to be supported and educated about mental health issues from as early as possible, a panel of experts agreed at HealthAccord yesterday.

Australian Olympic Committee Olympic Services Manager Daniel Kowalski outlined the scale of the issue by saying that as many as one in three athletes experience depression in comparison with around one in five of the wider population.

“Education is key throughout the entire ecosystem and we are still missing the first step, which is getting the athletes on board,” Kowalski said.

Dr Margo Mountjoy, Chair of the ASOIF Medical and Scientific Consultative Group, IOC Medical and Scientific Commission – Games Group FINA Bureau, said: “Coaches have their own mental health issues, so it is important they can seek out help too.”

Expanding on that point, Gearoid Towey, Founder of Crossing the Line Sport and



Graziella Thake at HealthAccord

Managing Director of The Athlete Advantage, said that some coaches put up “barriers” to external support in this area, “so getting them on board is crucial”.

Graziella Thake, CEO and Co-Founder of The Optimisation Hub, stressed that it is “important to have generated an awareness”, but added that there are “skills” in this area that are broadly not being taught to athletes.

Before the Panel Session, five-time

Olympian Natalie Cook highlighted the importance of athletes having “something else to focus on” besides their sporting career, for the good of their mental health.

In a Scene Setter and Fireside Chat, Cook explained how she had found “uncertainty” could trigger anxiety.

“Saying we had a mental problem used to be considered a weakness,” Cook said. “It’s not a weakness; it’s something we have to address and talk about.”

■ Data is playing an increasingly important role in preserving the health of athletes, according to Erwin (Ray) Bender, Director of Product Development in Global Sports Medicine at GE Healthcare Technology & Medical Innovation.

In a Tech Session on the monitoring of athlete injuries at HealthAccord yesterday, Bender outlined his company’s work in this area, with technology launched for the Rio 2016 Summer Olympic Games before being modified and updated for last year’s PyeongChang Winter Olympics.

“The goal is to get more health data for the athletes,” he said. “We want to prevent illness and injuries, as well as the recovery time, and for this we need aggregated data. We provide a high level of security for such records.”

IFs SHOULD PROVIDE MORE HELP TO CITIES

International Federations should show a greater commitment towards helping host cities to amplify their brands through events, delegates heard at CityAccord yesterday.

In a Panel Session on sport destination cities branding, MI Associates Principal James Paterson said that federations “should be far more focused on how to help the city to tell the story”.

He added: “You need to have something that showcases what that destination is all about and rights-holders should be far more proactive. It’s really about rights-holders and cities building a relationship together.”

The Scene Setter was provided by Nitro Circus President Andy Edwards, who explained how city branding has evolved into activations such as “spectacular stunts on iconic cities or landscapes, bespoke original content and in-market athlete visits”.

EventScotland Director of Events Paul Bush said that rights-holders should treat host cities as true commercial partners and acknowledge that “money is not there on a plate”.



Andy Edwards speaks during CityAccord

Hamish Anderson, Head of Major Event Acquisition and Strategy at Visit Victoria, said it is always important to “tell a story about who you are as a city”.

According to Carol Hudson, VP Sports Development, Greater Fort Lauderdale Convention & Visitors Bureau, such an approach includes showing the US city’s flexible hosting capabilities.

■ Early risk assessments can help to reduce security costs for major events, according to David Desmarchelier, Olympic Games Security Adviser and Program Director, Boartes.

Speaking on a CityAccord Panel Session on fan safety, Steve Gollschewski, APM Deputy Commissioner (Crime Counter-Terrorism and Specialist Operations) at Queensland Police Service, agreed that early engagement between IFs and authorities is critical to establishing an “appropriate security framework”.

World Air Sports Federation (FAI) Secretary General Susanne Schödel stressed that the safety of spectators should be a priority, especially with emerging disciplines such as drone racing.

Meanwhile, Sheridan Consulting Group Managing Director Craig Sheridan insisted: “You need to be effective, appropriate and adapted to the risk you are facing.”

■ The emergence of smart stadia is a natural response to a huge increase in the connectivity demands of fans at sports venues, PMY Group Founder and Managing Director Paul Yeomans said in a Keynote Address at CityAccord.

Yeomans outlined how a smart stadium comprises centralised operations, a cashless environment, smart city integration and a data focus, as well as connectivity.

“The objective of our clients is to drive the best possible experience for customers,” he said. “They seek to maximise revenues and we look at every aspect of the venue.”

TICKETS SUCCESS STORY

Affordable pricing and effective social and digital media marketing campaigns contributed towards the success of the ticketing strategy for the 2018 Commonwealth Games in Gold Coast.

In the first of five case study presentations on innovative ticketing approaches at CityAccord, the Games’ former Deputy Chief Executive Officer, Brian Nourse, told delegates that the phased sales process was underpinned by a simple pricing structure.

Essar Gabriel, World Urban Games 2019 – Budapest, Consultant, GAISF, explained how the objective will be to provide a new, festival-like experience, with spectators able to “roam around”.

Hurricane Group International Development Director Olivier Pascal highlighted the benefits of a free ticketing approach, expanding the audience and increasing marketing opportunities.

Netball Australia CEO Marne Fechner, referring to the 2015 Netball World Cup in Sydney, explained: “We kept it simple and understood that our fans wanted an exclusive experience.”

Meanwhile, Maria O’Connor, Managing Director of Ticketmaster Australia and New Zealand, spoke about the shift to digital tickets.

She said: “The paper ticket has to go. I think it’s going to revolutionise how we approach ticketing, but it involves a change of mindset.”

HOSTING WINNERS

In 2015, the UN adopted the 17 Global Goals for Sustainable Development that aim to solve many of the world’s biggest problems before 2030.

In 2017, the Danish government adopted a national action plan aiming to address the Global Goals.

Now, Sport Event Denmark would like to discuss the contribution we can make to the Goals when hosting sporting events.

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QUEENSLAND THRIVING

Queensland's reputation as a first-class host of major events was amplified by last year's Commonwealth Games, with Tourism & Events Queensland (TEQ) determined to build on the momentum.

With athletes, spectators and officials arriving in the state from across the globe for the Games, Queensland's window to the world was flung open, and the impact since then has been spectacular.

Griffith University estimated that the event will deliver Aus\$2.5bn in gross state product over nine years – an increase of Aus\$500m on 2017 estimates. The Games also proved popular with visitors, with 87 per cent of spectators stating that they were likely to return and 85 per cent saying they would bring family and friends.

"I think when we are talking about Queensland being truly regarded as a world-class major events host, the

Commonwealth Games has played a major role in further enhancing that reputation," TEQ Chief Executive Leanne Coddington said.

In the six months directly following the Games in April last year, more than 320 events were held in venues either built or upgraded for the Games, generating some Aus\$61m. More than 90 major events are planned for newly constructed and upgraded venues this year.

"TEQ saw the opportunity to leverage the Commonwealth Games," Coddington added.

"From a leisure tourism standpoint, we launched a new campaign to coincide with the Games, which reached millions of people nationally and internationally, and continues to increase Queensland's share of tourism.

"In Queensland, we're not just about our capital city – we're a diverse state with major event-hosting capabilities."

DANISH TOUR DE FORCE



A "unique cycling culture" helped to persuade the organisers of the Tour de France to bring the marquee event further north than ever before, according to Sport Event Denmark Chief Executive Lars Lundov.

Sport Event Denmark, a Gold Partner of SportAccord 2019, played a key role in striking a deal earlier this year with the Tour's organiser, Amaury Sport Organisation (ASO), to bring the 2021 edition of the Grand Départ to Copenhagen.

"Cycling is a part of the Danish DNA, and our capital, Copenhagen, has been named the best cycling city in the world," Lundov told **The Daily**.

As SportAccord delegates will be well aware, after having gathered in Aarhus two years ago, Denmark is no stranger to hosting major events. Last year, more than 450 events were held in the country across 50 sports and 60 host cities.

"More than 5,000 volunteers spent 200,000 hours of work with the 16 major international sporting events Sport Event Denmark supported in 2018," Lundov added. "We supported three major world-class events: the IIHF Ice Hockey World Championship, World Sailing's World Championships for all Olympic classes and the ITU Multisport Festival with five World Championships in triathlon."

Already this year, Denmark has hosted the IHF Men's World Handball Championship, the UCI CycloCross World Championships, the WCF World Women's Curling Championship and the IAAF World Cross Country Championships. Since last year's SportAccord in Bangkok, the country has staged seven World Championships across Olympic sports.

Numerous other major events are on the horizon. Denmark will host badminton's BWF Thomas & Uber Cup

in 2020, the FIG Artistic Gymnastics World Championships in 2021, the BWF World Badminton Championships in 2023 and the ICF Canoe Marathon World Championships in 2023.

"Raising the bar every time has been our aim," Lundov added. "We focus on bidding and developing event set-ups, and will continue to do so in the future."

■ Sport Event Denmark will be one of a number of organisations to host a 10-minute slot as part of a busy agenda at Speakers Corner today. SportAccord Principal Media Partners Yutang Sports (10:10) and iSportConnect (15:10) have also been lined up, along with Silver Partner EventScotland (14:50).

Other organisations to feature at Speakers Corner today include the FAI (14:10) and Sportamix (15:30), while the latest instalment of the Sports Tech Pitch will take place from 11:10-12:00.

■ Blockchain technology is opening up unmissable new revenue-generating opportunities for International Federations, according to Heinrich Zetlmayer, General Partner of Blockchain Valley Ventures.

Zetlmayer will present a case study on the topic at the SportAccord Summit today.

"Through blockchain technology and digital tokens a new industry and commercial segment will rise, which is a 'virtual merchandise' for various sports," Zetlmayer told **The Daily**.

"Policies need to be developed for sports in order to handle this.

"Blockchain technology is one of the big technological innovations of our time, along with AI and data intelligence, so we live and breathe the topic."

■ Heinrich Zetlmayer will present a Case Study on 'Blockchain Technology in Sport' during the SportAccord Summit from 15:40-16:10 today in Conference Room 3

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REACHING FOR THE GLOBAL GOALS

Hosting a UCI World Championships or any cycling event must be part of a global strategy to develop and promote the use of bicycle for transportation; leisure and health. Cycling is probably one of the only sports to provide so many opportunities for sustainability.

David Lappartient
President, Union Cycliste Internationale

SPORT EVENT
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■ The International Savate Federation (FISav) is pushing hard to expand the sport in new territories.

Last year, the IF celebrated its most successful World Championships to date, with 44 countries participating and more than 20 nations picking up medals. Highlights included a medal for Peru and strong performances from Senegalese and Guinean athletes at the event in Bulgaria.

The 'Savate Bien' project is spearheading the sport's expansion plans, according to FISav President Julie Gabriel.

"For continental development, our Savate Bien project introduces the sport of savate, its skills and its values

to new communities," Gabriel told **The Daily**. "International-level coaches have joined the project to visit Asian countries and South American countries.

"Although this is a FISav project, some of our National Federations are now participating. We have a new and fast-growing Federation in India, which has signed up to the project, and is offering free training to underprivileged children and adults.

"We have begun a training programme to increase the number of women and non-Europeans involved at the highest levels, and have offered financial support to enable them to gain experience."

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THE DAILY: How excited are you as we approach one year to Tokyo 2020 and the landmark debut of Olympic surfing?

BK: “It has been an incredible, long-term journey for us, led by the tireless efforts of our President, Fernando Aguerre, who has dedicated over 20 years to the mission of Olympic surfing. For so many years, not many people believed in Fernando’s vision, but he persisted and in 2016 our dream became reality. From that moment we have put in a huge effort, working alongside both the IOC and Tokyo 2020, not only ensuring everything is in place and ready to go, but also to showcasing the fact that surfing will add amazing value to the Olympic Programme.

“The ambition for Olympic gold is now real for all of our athletes, and it has been an exciting period for our sport as competition heats up and we begin the Olympic qualification process. The world’s best surfers are all stoked about their Olympic opportunities, and the excitement is growing every



Q&A Barbara Kendall, Vice President, International Surfing Association (ISA)

With just over a year to go before surfing’s Olympic debut at Tokyo 2020, the sport’s global governing body is ramping up preparations

day in the wider surfing community. Now, with our inclusion at Paris 2024 even closer than ever, we hope to transform that momentum into inevitability.”

THE DAILY: What will surfing bring to the Olympic Programme?

BK: “Traditionally, Olympism has been built on mindfulness, wellbeing and healthy living, and we strongly believe surfing represents the new age of the Olympic spirit. Surfing is more than a sport – it is a complete lifestyle experience that embodies the convergence between a healthy mind and body.

“Surfing also celebrates human expression, individuality and our close connection to the environment, which are all

themes that especially resonate with millennials and the youth of the world. Sharing our world, conserving our natural resources and oceans, and promoting peaceful connections between people through surfing are all values that we cherish and a window to the future.

“In Tokyo, at our venue at Tsurigasaki Beach, we are planning to celebrate and showcase all of these values and cultural elements of our sport, through competition, but also through the Olympic Surfing Festival, which will be something truly unique and innovative for the Olympic Family. Plans are coming along really well, so stay tuned!”

THE DAILY: How has the inclusion of surfing on the Olympic Programme helped to grow the sport?

BK: “Surfing has always been a global sport, underpinned by a deep sense of exploration and discovery in those who practise it. With modest resources, the ISA has worked extremely hard over the past decade to grow our membership base and expand the sport’s development into new territories and regions.

“Olympic inclusion gave us immediate recognition and visibility with national governments and NOCs, which has had an amazing and positive impact on our National Federations, bringing new resources, credibility and opportunities. This has been clear for many of our top surfing nations, whose athletes are benefiting, but also in non-traditional regions around the world. Just recently we welcomed both Oman and, more notably, the land-locked country of Mongolia as new ISA Members where there are real and fledgling surfing communities.

“Possibly the biggest growth we’ve seen has been in Asia, with remarkable progress in Japan, both in terms of performance

and organisation, but also China, Indonesia and Korea, and even countries like Afghanistan and Mongolia. We will also see surfing included in the 2020 Asian Beach Games in Sanya, China, where we held successful editions of both the ISA World Longboard Surfing Championship and ISA World StandUp Paddle and Paddleboard Championships in 2018.”

THE DAILY: What impact do you think Tokyo 2020 will have on the ISA?

BK: “Of course, it was amazing to see Paris 2024 include surfing on its list of new sports, which is an important testimony to the added value we bring, not only to the Games in Paris, but also to the wider Olympic Movement. The ISA is humbled to have this opportunity and we are working every day to ensure we operate at the highest professional standard, as is expected of an Olympic IF.

“We were thrilled to see the IOC Executive Board support the Paris proposal and look forward to the IOC Session approval in June, but we’re not taking anything for granted. We will continue to work hard through the Tokyo 2020 Games and the final decision by the IOC Executive Board on the Paris 2024 Sports Programme in December that year. We’re confident, but conscious of the fact we have to deliver an amazing experience in Tokyo.

“Our journey does not stop there, however. Long term, our ultimate aim is to see surfing become a permanent member of the Olympic Programme, while we are also working tirelessly on the development of StandUp Paddle worldwide and our dream is to also see the sport at an Olympic Games in the future. Tokyo really is just the beginning!”

■ Barbara Kendall will participate in today’s SportAccord Summit Panel Session on wearable technology from 15:00-15:40 in Conference Room 3

GOLF REACHING OUT

Golf is claiming a groundswell of support among younger generations as a reward for taking the game to the masses, rather than waiting for new players to find the fairways.

At the same time, the sport is working to look after older enthusiasts who have demonstrated staying power and spending power, and who have the spare time to participate.

According to Matt Kamienski, a Vice President with the PGA Tour and Executive Director of the Presidents Cup, the combination adds up to a bright future for the game.

Kamienski (pictured) told **The Daily**: “Golf’s fan base is expanding overall as our younger players are gaining traction and interest. We are pushing very hard to meet our fans where they want to be.”

That content is increasingly innovative, with Kamienski revealing that the 2019 Presidents Cup at the Royal Melbourne Golf



Club will offer 20 video boards that will not only show the competition, but also real-time fan content and engagement through social media.

“Golf fans have always tended to skew somewhat older,” he said. “In part, that is a strength, because golf is a sport that you can play for life and participating in the sport generally leads to increased interest and fan engagement levels.

“Their incomes are the highest in sport, making them an attractive target for sponsors and offering the disposable time and money to enjoy everything we have to offer.

“We are focused on ensuring that we grow engaged fans and have built key metrics around the amount of interaction and time our fans spend with us, rather than just looking for reach.

“We monitor this continuously and are seeing double-digit percentage growth in engagement.”

■ Matt Kamienski will participate in today’s SportAccord Summit Panel Session, ‘Marketing and Customer Behaviour’, from 14:20-15:00 in Conference Room 3

■ Nick Hockley, the Chief Executive Officer of the ICC T20 World Cup 2020 Local Organising Committee (LOC) in Australia, has outlined bold ambitions to attract the largest ever attendance for a women’s sports event in history with the 8 March final of the Women’s T20 World Cup.

The final of the women’s cricket showpiece will take place at the Melbourne Cricket Ground on International Women’s Day, with the men’s T20 World Cup taking place later in the year.

“Whilst we have seen an upward trend, a crowd of over 90,000 for a standalone women’s cricket match would represent a quantum leap compared to current attendances,” Hockley told **The Daily**.

The LOC’s fan-engagement strategy across the two tournaments is underpinned by a “broad national footprint”, with matches taking place across 13 venues in eight host cities.

“Our vision is for the T20 World Cup to be a spectacular celebration comprising music, dance, food, art and culture of all the competing teams,” Hockley added.

■ Nick Hockley will participate in today’s SportAccord Summit Panel Session on fan engagement from 11:45-12:30 in Conference Room 3

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Design is everywhere, even though we do not necessarily tend to realize this. It is in the way we navigate through an application, the way we recognize a product or the way we interact with something.

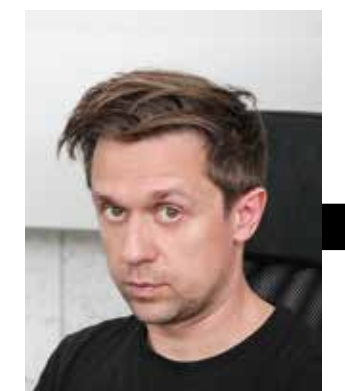
Design goes far beyond the style and color of an object; it deeply affects the entire user experience from start to finish. It also allows people to recognize you, and to connect the dots between your different channels and touch points. With the right amount of branding and design, your audience will recognize your brand before even seeing your logo.

This concept of branding and identity cuts across all areas digital and offline, whether we are talking about a print publication or a mobile app, or even social media for that matter. It is important that your organization has a deep understanding of who you are and of how you want to interact with your audience. This will allow the user experience to be consistent and hereby recognizable, something extremely important.

What else will give your audience a sense of belonging when they interact with your federation, organization or sport? If you want to be an industry reference, you need to let the power of branding work in your favor.

www.penceo.com

Jacek Kamiński
Creative Director



Jacek is Creative Director at Penceo, he has over 15 years of experience in the space of Branding and Design, having worked with many renowned sport organizations. He has a passion for simplicity through design and a sharp eye for detail.

DATA IS KEY IN BATTLE TO ENTICE NEW FANS

International Federations should do more with data if they want to cultivate their fan base, according to data analytics expert Andrew Reid.

The General Manager of TEG Analytics and TEG Insights, which also incorporates Ticketek, TEG Live and TEG Dainty, said greater insight into customer behaviour can help IFs understand – and act upon – the differences between fans.

He told **The Daily**: “Some fans are highly engaged in their passion, others much less so, and are prepared to substitute that sports experience if something else competes for their time.

“This competition for time and social engagement, especially amongst younger age groups, is a challenge to sports ‘tribes’. These insights into customer behaviour should better prepare marketing for a fast-changing consumer market.”

Reid said TEG’s activities, which span different types of live entertainment attractions, highlight some of the sectors that compete with sport. However, he added that they also reveal opportunities for data partnerships between non-competing enterprises. “These enriched CRM assets



■ Meanwhile, Y Sport Managing Partner Sally Hancock, who will participate in a SportAccord Summit Panel Session today on Marketing and Customer Behaviour alongside Reid, believes the data outlook for IFs is continuing to evolve.

“The sports industry now has access to data and insight on fans and participants that could only be dreamt of 10 years ago,” Hancock (pictured) told **The Daily**.

“The sector has had to evolve rapidly, and is, in my opinion, in a period of huge transition. The winners will be those that can translate this insight into loyalty and revenue.”

Hancock added that sports are increasingly recognising the value of having the right sponsors and “not just those with the biggest budget or the greatest political leverage”.

She added: “These brands recognise the unique value that the right sports partnerships bring, in amplifying reach, providing greater depth and delivering personalised value-adding content, to their customer bases and beyond.”

■ Andrew Reid and Sally Hancock will participate in today’s SportAccord Summit Panel Session, ‘Marketing and Customer Behaviour’, from 14:20-15:00 in Conference Room 3

– more specifically, improved product recommendations, pre-emptive offers, closed-loop sponsorships and smarter loyalty programmes – will influence the customer experience, as well as product and event design,” he added.

“Marketers need to be forearmed with better data points on their fans. How engaged are they? What’s their perception of value? Can the brand be extended into ancillary products and services?”

“Added to this, what is the latest data on media consumption and is this feeding into a framework that evaluates media rights? I don’t feel the fan is evaluated as a consumer with a broad range of interests, which may be very different at a local level compared with national and international sports affiliations.”

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WHERE SPORT MEETS

THE BIG INTERVIEW

UNITED BY SPORT

H.E. Ban Ki-moon, the 8th Secretary General of the United Nations, has first-hand experience of sport’s transformative powers



Growing up in a war-torn Korea, H.E. Ban Ki-moon admits that he was never much of an athlete.

Unlike today, opportunities for children to participate in organised sports in Korea were rare.

“My father always urged me and my siblings to take an interest in sports such as taekwondo or judo,” he told **The Daily**.

Many years later, as Secretary General of the United Nations (UN), Mr Ban was given an honorary 10th dan black belt by the World Taekwondo Federation, giving him food for thought.

“After being awarded this honour, I contemplated deeply about the sport and realised that taekwondo is an inexpensive, year-round activity that appeals to people from all walks of life, regardless of background, while teaching self-discipline and respect for oneself and others. I regret that I didn’t take my father’s advice sooner,” he said.

Like many Koreans, Mr Ban’s appreciation of sport’s potential to drive change is underlined by memories of the 1988 Summer Olympic Games in Seoul, whilst the Winter Olympic Games in PyeongChang three decades later has provided a timely signpost.

“I am a firm believer in the transformative power of sports,” he added. “Throughout my life and my career, I have seen first-hand how sports have changed the lives of so many people for the better.

“Back in 1988, the Olympic Games was the first-ever international multi-sport competition to be hosted by Korea. It was an occasion that brought global attention to an Asian country until then known as the hermit kingdom. Aware of such international exposure, Koreans reinvented ourselves into a mature democracy and a vibrant economic powerhouse.

“The 2018 Winter Olympics marked a new period of rapprochement between the two

Koreas after the years of intense hostility.”

The sight of Mr Ban’s compatriots from the Republic of Korea being joined side-by-side at the Winter Olympics by their neighbours from the north proved beyond doubt that sport can break down barriers like little else.

According to Mr Ban, by marching together under a unified Korean flag at the opening ceremony, the athletes illustrated how sport can “transform mankind for the better”.

He added: “I know that the two Koreas have now launched a joint bid to host the 2032

‘Throughout my life and career, I have seen first-hand how sports have changed the lives of so many people for the better’

summer Olympics. I do hope that the experience of 2018 will serve as a good reminder that if the transformative power of sports for peace can benefit anyone around the world, millions of Koreans on both sides of the border should be considered at the top of the list.”

During his time at the helm of the UN, Mr Ban witnessed sport’s positive contributions to the lives of young people around the world. He vividly remembers travelling with Jacques Rogge and Thomas Bach – the former and current President of the IOC, respectively – to open Olympic youth facilities in Lusaka, Zambia, and Port-au-Prince, Haiti.

“Experiences like these and so many others gave me the conviction that sport can be a powerful agent to bring about positive transformation in communities around the world,” he added.

The UN launched an office for Sport for Development and Peace in 2001. Then, in 2009, Mr Ban worked with the IOC and the General

Assembly of the UN to officially designate the IOC as an observer of the UN General Assembly. The close working relationship led to the establishment of an agenda focusing on peace and development through sports, designed to strengthen social ties and networks, and “promote the ideals of peace, fraternity, solidarity, non-violence, tolerance and justice”.

Having driven significant changes in ethics guidelines at the UN, Mr Ban is currently the Chairperson of the IOC Ethics Commission and is also the Honorary President of the 2019 World Martial Arts Masterships. The event, under the patronage of GAISF, will take place in his home town of Chungju in the Chungcheongbuk-do province, with about 4,000 participants from 100 countries set to compete across 20 disciplines.

Here in Gold Coast, Mr Ban will deliver the Opening Welcome Address at the SportAccord Summit this morning, as well as taking part in the United Through Sports Youth Conference.

Through his participation at SportAccord, he is keen to stress how the values of sport can have an impact on lives far away from the Olympic podium.

“Competing fairly in sport is more important than victory, money and prestige, and sports organisations should be operated in accordance with social responsibility,” he said.

“It is a recognised fact that there are some challenges facing the sporting community.

“In this regard, SportAccord can play an important role in solving the problems and developing and promoting a sporting community through Conferences, Summits, Sports Festivals and other events, helping to disseminate the values of sport and a healthy community to people worldwide.”

■ H.E. Ban Ki-moon will provide the Welcome Address at today’s SportAccord Summit, from 11:00-11:10 in Conference Room 3

A SOCIAL OCCASION

Delegates who are looking to wind down after a busy day at SportAccord should head to the Exhibition Hall later today, with a number of Partners and Exhibitors hosting relaxed networking events.

SportAccord Silver Partner Edmonton Events is inviting delegates to join the team at Stand 64 for an ice-cold Canadian lager and an authentic 'shrimp on the barbie' experience from 16:00-17:30.

Meanwhile, as has become tradition at SportAccord, Silver Partner EventScotland will host whisky tasting from 16:30 at Stand 50. Delegates will be able to sample a 'wee dram' of some of the finest single malts from The Scotch Malt Whisky Society, as well as hearing about EventScotland's plans.

SportAccord Host City Partner Tourism & Events Queensland is offering 'Happy Hour in Queensland' from 17:00 today with a selection of drinks from the state's leading craft brewers, distillers and wine producers available at Stand 120.

On Stand 109, Hurricane is giving attendees a chance to meet Logan Martin, one of the best BMX riders in the



Local children addressed delegates at the United Through Sports Opening Conference

world and a native Queenslander. Martin, who lives in Gold Coast, will arrive at 16:00, with beers available from 17:00.

An Exhibition Showcase Cocktail reception will also be held from 17:00-18:30 before the United Through Sports Youth Gold Coast Sports Festival Opening Ceremony takes place at Kurrawa Park in Broadbeach from 18:30-19:30.

The SportAccord After Hours Bar will once again be open at the Garden Bar at The Star Grand Hotel from 19:00-23:30.

TODAY AT A GLANCE Wednesday, 8 May

MEETINGS:

- IMSA General Assembly (08:00-12:00)
- IOC/ASOIF Joint Meeting (09:00-10:30)
- GAISF Council Meeting / IOC (11:00-12:00)
- IOC/ARISF Joint Meeting (12:10-13:10)
- IOC/ARISF Workshop (14:00-16:00)
- AIOWF/ASOIF Council Meeting (14:30-16:00)
- SportAccord Executive Committee Meeting (16:00-16:45)
- SportAccord General Assembly (16:45-17:30)
- IWGA Council Meeting (17:00-20:00)

CONFERENCE:

- SportAccord Summit (10:50-12:30, 13:30-18:00)

CONVENTION:

- Exhibition (08:30-18:30)

WORKSHOP:

- Yutang Sports (07:30-08:30)

SOCIAL:

- Morning Activity: Muaythai (06:30-07:30)
- Lunch (12:30-14:00)
- Exhibition Showcase – Cocktail (17:00-18:30)
- Sports Festival – Opening (18:30-19:30)
- SportAccord After Hours Bar – Garden Bar at The Star Grand Hotel (19:00-23:30)
- Host City VIP Function (invitation only – from 20:00)
- Hats Off Party (invitation only – from 21:00)

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