

## 43<sup>RD</sup> ASOIF GENERAL ASSEMBLY GOLD COAST CONVENTION AND EXHIBITION CENTRE, GOLD COAST, AUSTRALIA 7 May 2019

#### **PRESENTATIONS**

- 1. ASOIF Governance Task Force: Page 2-9
- 2. Future of Global Sport: Page 10-25
- 3. Tokyo 2020 Presentation: Page 26-55
- 4. **IOC Presentation**: Page 56-75
- 5. Paris 2024 Presentation: Page 76-102
- 6. WADA Presentation: Page 103-118



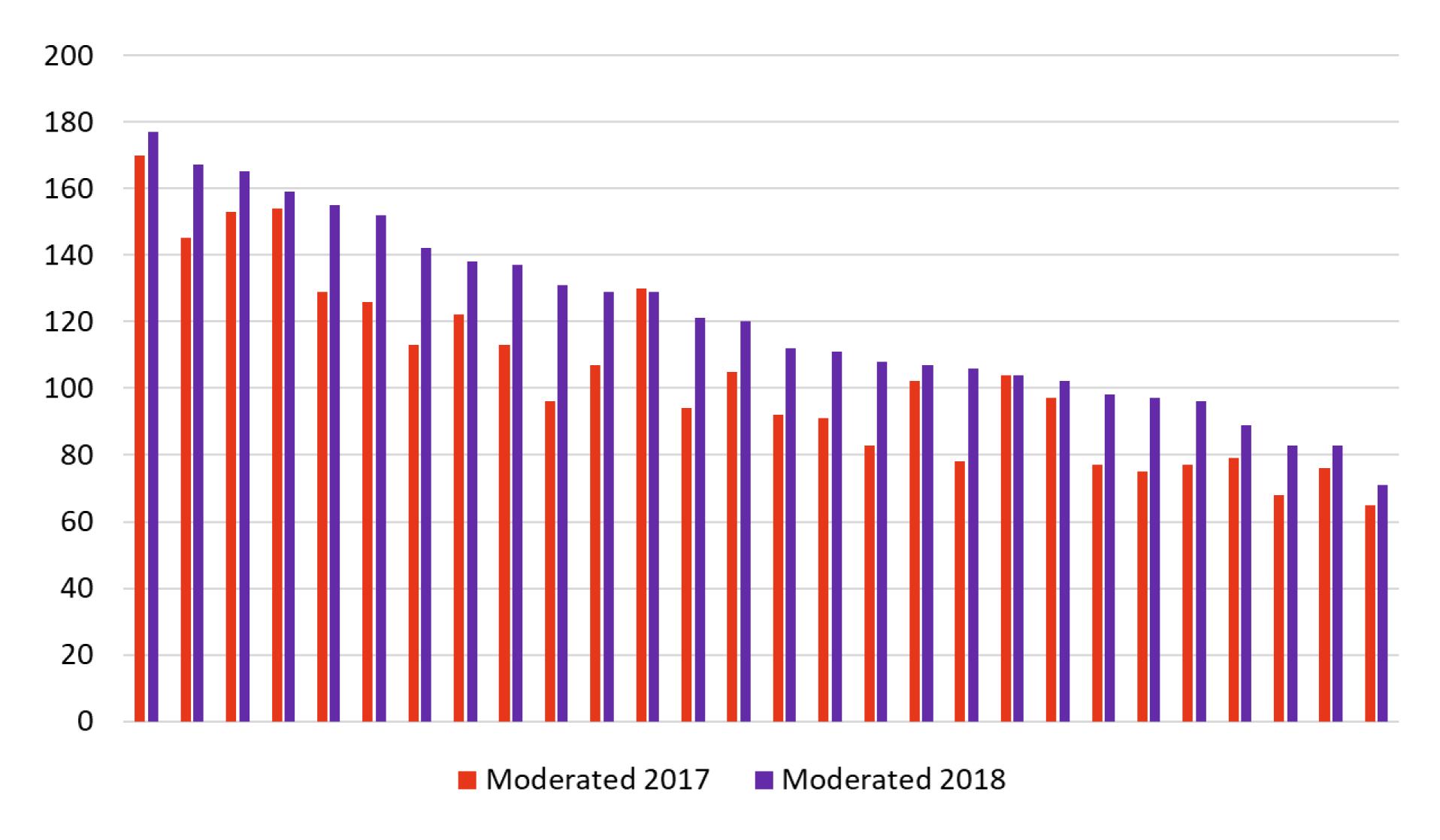
# Background



- ► Governance Taskforce established in 2015
- > 50 indicators based around 5 key principles
  - Transparency
  - Integrity
  - Democracy
  - Development and Solidarity
  - Control Mechanisms
- Second report presented at 2018 General Assembly

## Improvement In Scores (28 IFs) 2017 - 2018





# 2020 Objectives



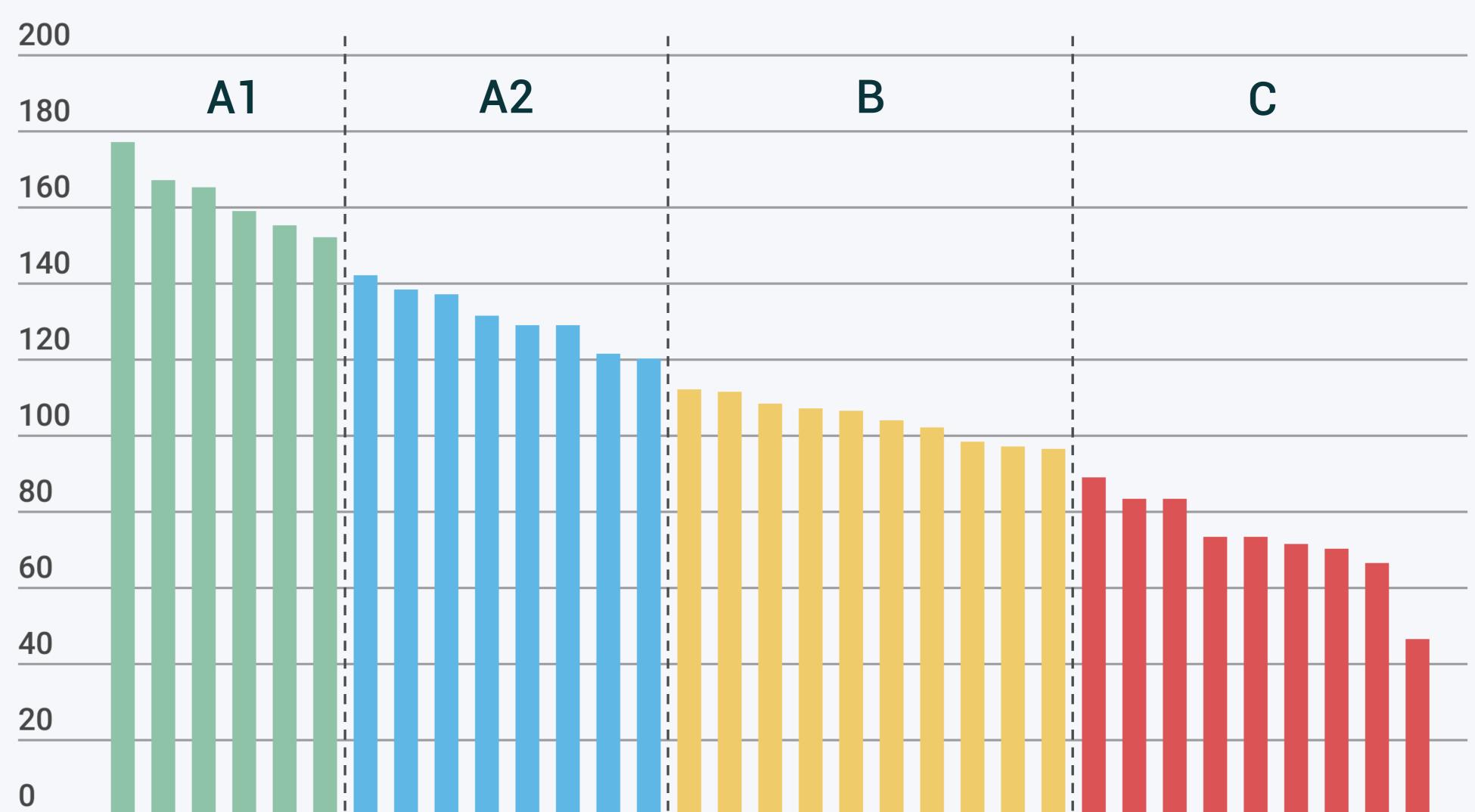
► At least 26 of the 28 ASOIF Full Members should score 120 or more in the third assessment

The five ASOIF Associate Members should score 100 or more

# Moderated Scores (33 IFs) 2018







# Governance Support & Monitoring Unit



- Fully operational
- Provided support and advice on constitutional amendments, election and financial rules, harassment issues and term limits
- Produced list of best practices and governance "Quick Wins"
- Published guidance notes on Codes of Ethics and Ethics Committees

## Next Steps



- ► Governance workshop in late 2019
- Revise questionnaire to keep up to date and take account of feedback received and topical issues
- Request limited financial information regarding development investment
- ► Third self-assessment November 2019 January 2020
- ► Third report published at 2020 ASOIF General Assembly
- Greater transparency around publication of results
- Continued involvement with International Partnership Against Corruption in Sport





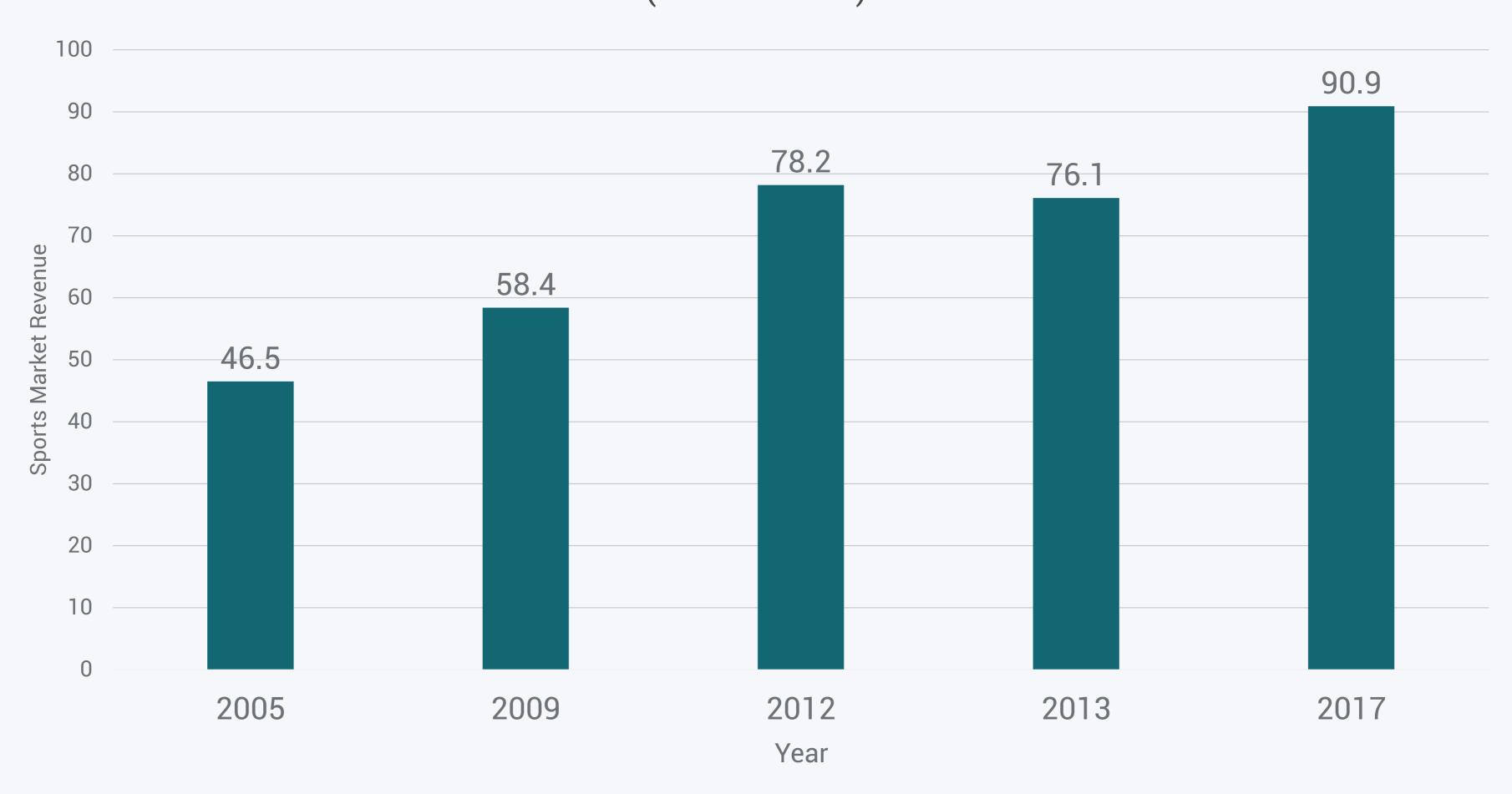


#### **Future of Global Sport**

# Global Sports Market



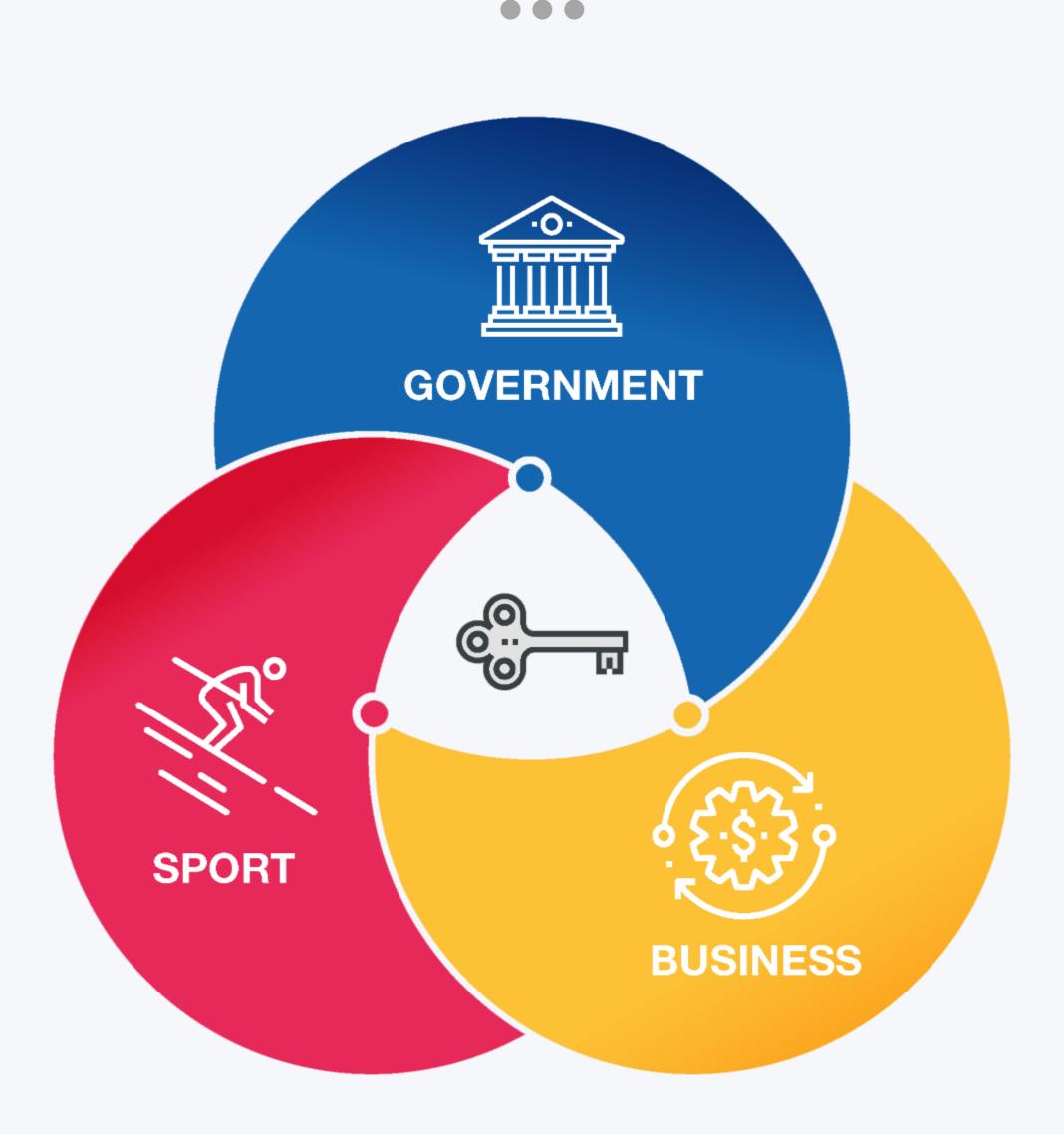
Total Revenue of Sports Market Worldwide 2005 – 2017 (in USD billion)



Source: A.T. Kearney, "Winning in the business of sports"

# Key Players in Sports Governance Ecosystem





#### **Future of Global Sport**

## Interviews with Focus Group

















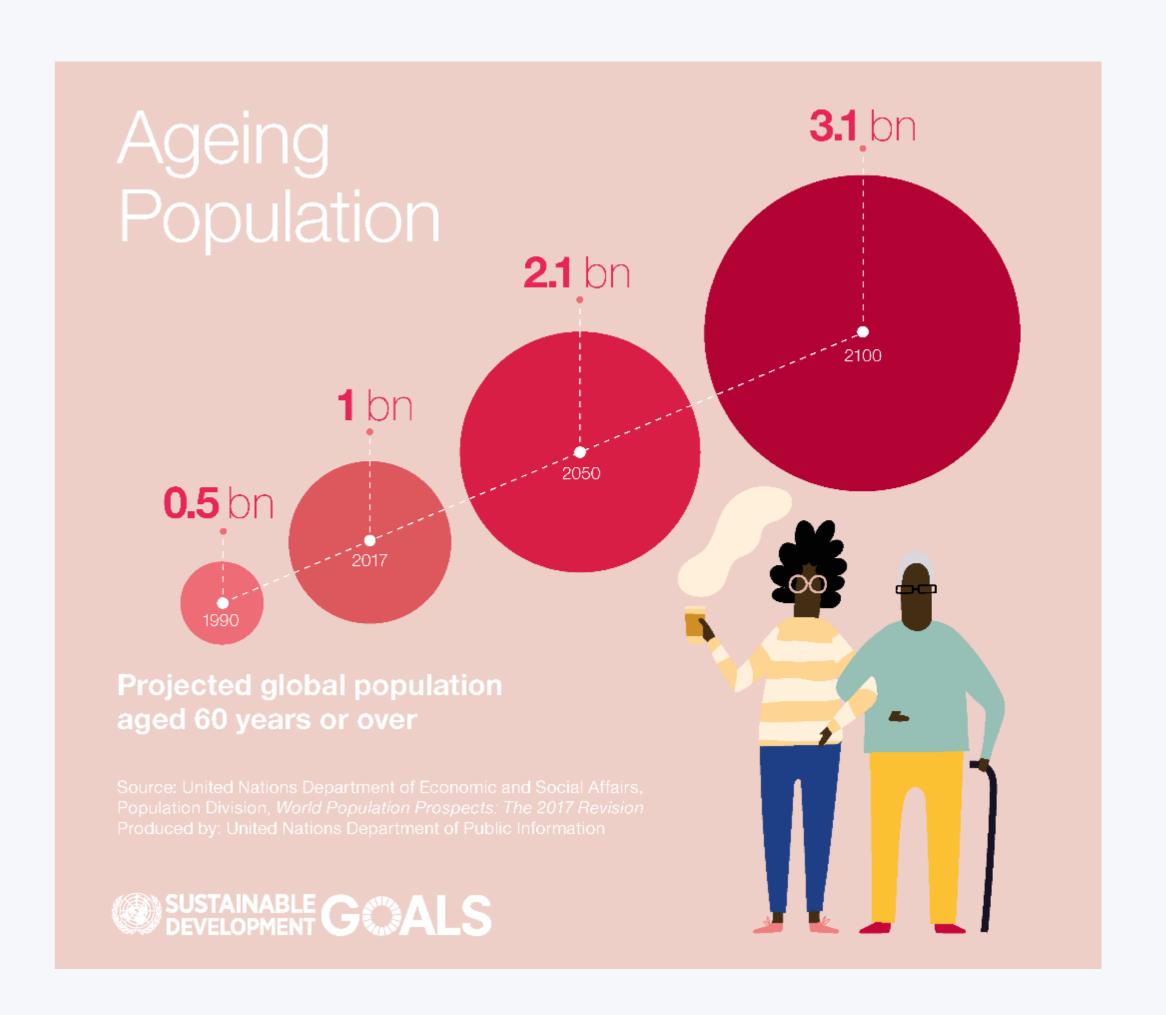




# Global Trends Impacting the Sports Sector



- Urbanisation, population growth, climate change and resource scarcity
- Shift in global economic power
- Demographic, social and technological change



# Current Challenges for the World of Sport



- Changing consumption behaviours
  - Engaging the modern fan
  - Digital transformation of media
  - Evolution of sponsorship
  - Esports as a means to engage younger fans
- □ Staging mega-events
- Athlete autonomy
- □ Private investment and public sector involvement in sports
- Governance/integrity

#### **Future of Global Sport**



## Yiannis Exarchos – CEO, Olympic Broadcasting Services

There are misunderstandings around the concept of digital transformation. The big mistake is this: Digital transformation is not about embracing digital tools. We all have laptops and iPhones, we use 4G and data services, but this has nothing to do with digital transformation.

Digital transformation, at an organisational level, is about velocity, about early decision making, about empowering people to test things and learning from mistakes.

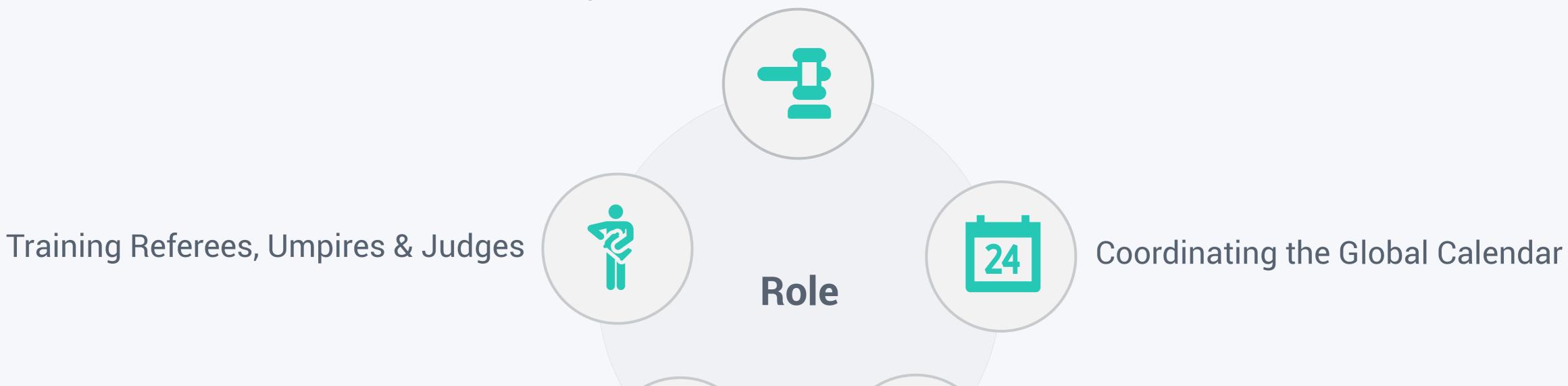
This is how the major digital technology disruptors of our world operate, and these are principles which are very difficult to digest for the sports administration community. But digital transformation is really understanding the importance of embracing disruption, before being disrupted, through empowering people, especially younger people, to take ownership of things. This goes against the way most of our sports are structured. And I think that sometimes it will be easier to see meaningful and effective change in smaller IFs where there is less cultural resistance.

#### **Future of Global Sport**

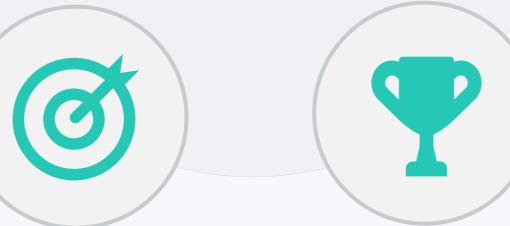
## Role of IFs



Custody & Enforcement of the Rules of the Game



Development at Global Level



Deciding World Champions (Team & Individual)

# as oifations

## Simon Morton – COO, UK Sport

"If NFs and IFs don't assert themselves then business will naturally move in. They have to think more like businesses. A protectionist approach is not going to provide a solution. Federations cannot rely on a historical entitlement to regulate sport simply because they have a wider social objective. Their leadership position has to be earned in the face of commercial challenge."

# Future IF is the "Entrepreneurial IF"



## Professionalism



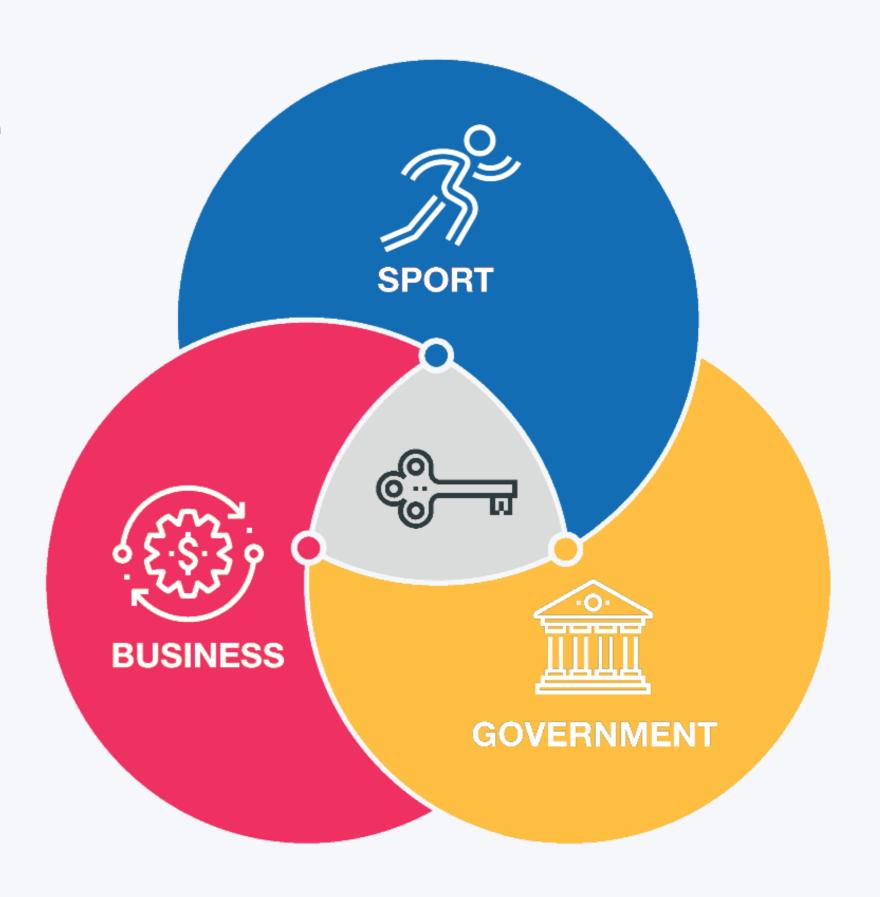
State of the Art Governance

**Collaboration & Partnership** 

# Cooperation & Partnership



- □ Recognising that the world of sport cannot tackle many new challenges alone, the IF should:
- establish/improve interaction and cooperation with other two main actors of the sport ecosystem
- make our partners aware of the importance of IF as an effective umbrella promoting both private and collective public interest in sport



#### **Future of Global Sport**

## Professionalism



- ► Utilise technological advancements to grow global fan base
- Utilise data to enhance sporting activities
- ► Flexibility in innovating their competition and broadcast formats
- Adapt their culture to embrace creativity and experimentation
- Collaborate with private and public sector

## Governance



- ➤ Defend their right to establish world ranking, world championships and qualification pathways
- Defend role as administrators through exemplary governance
- ► Review constitutions to ensure compliance with laws
- Maintain and strengthen oversight roles in regard to global development of their sport



## Craig McLatchey - Lagardère Sports and Entertainment

"Two of the three major actors in the growing sports space, governments and sport governing bodies are, as institutions, appropriately considered and relatively slow to act. This means that the evolution of the roles of IFs and NFs will be slower than many might predict. Nevertheless, this evolution will most surely come including as a result of the impacts of the third major actor, business. We, therefore, face a rapid evolution rather than a revolution but there will be winners and losers."





## **Tokyo 2020 Presentation**

to the ASOIF General Assembly 2019

7 May 2019





## Koji Murofushi

Sports Director, Tokyo 2020



One Year to Go



Convey the passion and inspiration of sport

Collaborate closely with the IFs

**Deliver the Games safely and steadily** 



Convey the passion and inspiration of sport

Collaborate closely with the IFs

**Deliver the Games safely and steadily** 



**Competition Schedule** 



## **Competition Schedule**



Ticketing — The Power of Spectators —

#### **Residents of Japan**

- ✓ TOKYO 2020 Official ticketing sales website opened
- ✓ The number of TOKYO 2020 ID registration exceeded 2 million\*

Coming up

9 May – 28 May

20 June 2019

Autumn 2019

Spring 2020

Lottery application period for residents of Japan

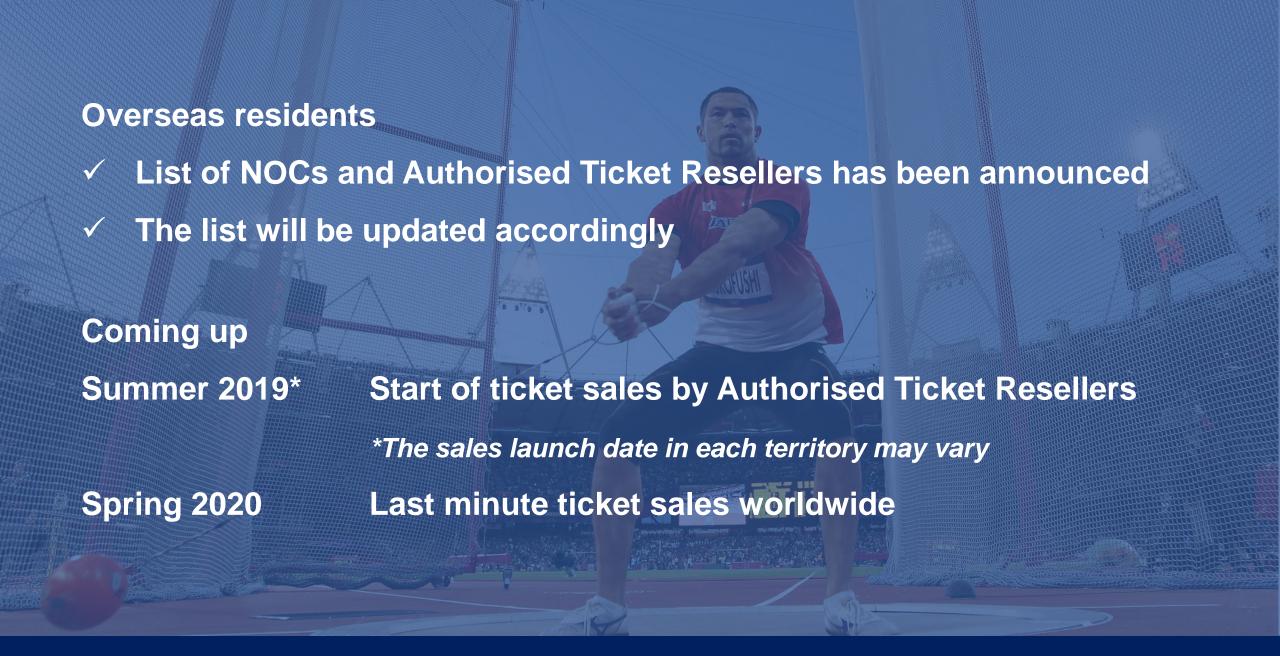
Lottery results to be made available

First-come, first-served sales for residents of Japan

Last minute ticket sales worldwide

\*As of 31 March 201

### **Ticketing Timeline**



### **Ticketing Timeline**



**Sport Presentation** 



**Sports Value / Essence** 

**Social / Audience Insight** 

**Tokyo / Japan Uniqueness** 

#### **Sport Presentation**



Convey the passion and inspiration of sport

Collaborate closely with the IFs

**Deliver the Games safely and steadily** 





Archery



**Artistic Gymnastics** 



**Artistic** 



Handball







Judo





3x3 Basketball



Swimming



**Athletics** Badminton



Golf



Hockey



Karate Kata



Karate Kumite



Baseball/Softball Baseball/Softball Softball



Basketball



Beach Volleyball



**Boxing** 



Marathon Swimming



Modern Pentathlon



Rhythmic **Gymnastics** 



Rowing



Sailing



Baseball

Canoe Sprint



Cycling **BMX Freestyle** 



Cycling **BMX Racing** 



Cycling Mountain Bike



Cycling Road



Canoe Slalom

**Cycling Track** 



Shooting



Skateboarding



**Sport Climbing** 



Swimming

Rugby



**Table Tennis** 



Diving



Equestrian Dressage



Equestrian **Eventing** 



Equestrian **Jumping** 



Fencing



Football



Taekwondo



Tennis



Trampoline **Gymnastics** 



Surfing

Triathlon



Volleyball

Water Polo



Weightlifting

Wrestling

**TOKYO 2020** 

2020 2019

January / February

**Confirm Final Allocation** 

 March **ACM Accommodation Allocation Agreement** (AAA) December TRA **Detailed Service Level** Agreement (DSLA) February November **FNB Service Level Requirements IOC Approval of Menus** for IF and Athlete May April Confirmed Initial Allocation

(Additional tickets for own sport and others)

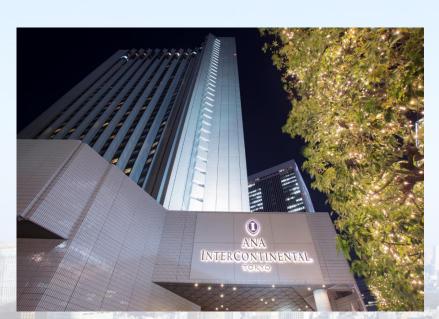
Additional Request

TKT

**Proposed Initial** 

Allocation

#### IF Services – Key Milestones



ANA InterContinental Tokyo
(OFH2)



Hotel Okura Tokyo (OFH)



Tokyo Prince Hotel (OFH3)

#### **Olympic Family Hotels**



**Transport Privileges** 

2019 2020

 March **ACM Accommodation Allocation Agreement** (AAA) December TRA **Detailed Service Level** Agreement (DSLA) February November **FNB Service Level Requirements IOC Approval of Menus** for IF and Athlete May April Confirmed Initial Allocation January / February TKT **Proposed Initial**  Additional Request **Confirm Final Allocation** Allocation (Additional tickets for own sport and others)

#### IF Services – Key Milestones



- In the Olympic Capital of Lausanne
- Autumn 2019
- Information session for IF working level staff
- IF Services-related FA members to attend
- Individual meetings can be arranged on request

More to come...

#### **Tokyo 2020 IF Seminar (TBC)**



**Tokyo 2020 Test Events** 



#### Test, Learn and Refine Games-time Operational Capabilities

2019							2020				
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
WAVE 1			WAVE 2				WAVE 3				
Focus on Outdoor sports			Focus on Indoor sports					Focus on Games Operational Flow			

#### **Test Event Schedule**









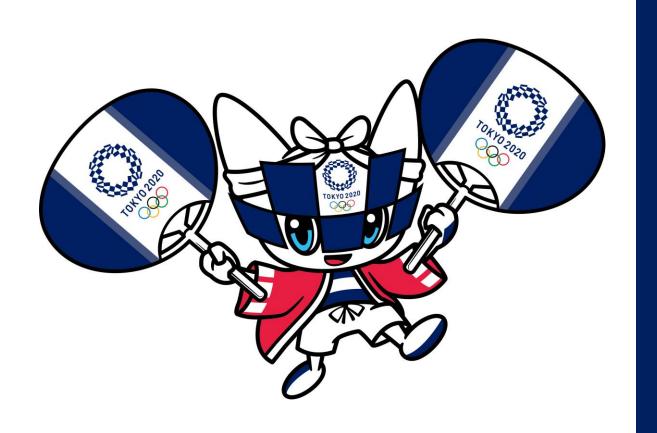
#### **Sport Initiation**



Convey the passion and inspiration of sport

Collaborate closely with the IFs

**Deliver the Games safely and steadily** 



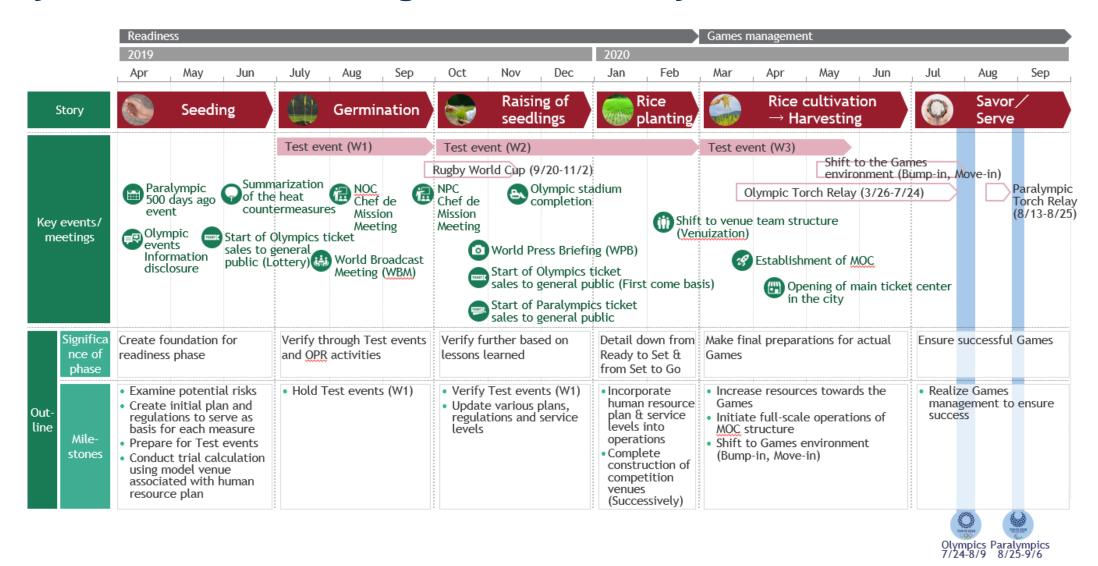
#### Hide Nakamura

Games Delivery Officer, Executive Director of Sports Bureau Tokyo 2020



Transition to the Operational Readiness Phase

#### Ready for the Games – Big Picture of Tokyo 2020 –





#### Other initiatives

- ✓ Appointment process of VGM was commenced in December 2018
- **✓** Games Delivery Office was created in January 2019
- ✓ Weekly MOC meeting and MOC Forum started in February 2019
- ✓ Special task forces for specific projects were created
   (e.g. counter heat measures, transport, urban sports etc.)



#### 2019/2020 Key Milestones

2019

June Test events to start in earnest

July 24 One year to Go until the Olympic Games Tokyo 2020

**August** Chef de Mission Meeting

October Tokyo 2020 IF Seminar in Lausanne (TBC)

**November** IF Forum in Lausanne

2020

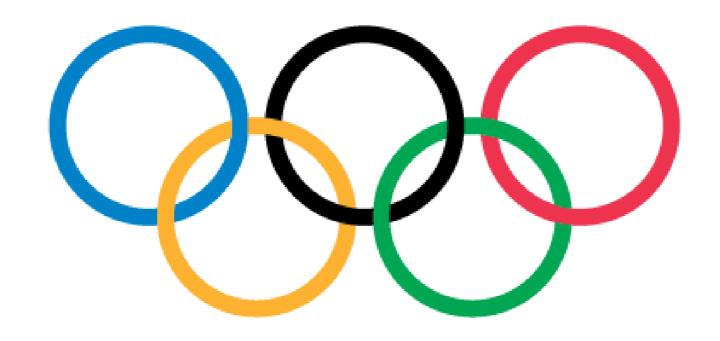
March Grand Start of Torch Relay in Japan (J-Village)

**April** ASOIF General Assembly 2020 in Beijing

July 24 Opening of the Olympic Games Tokyo 2020



#### Thank you



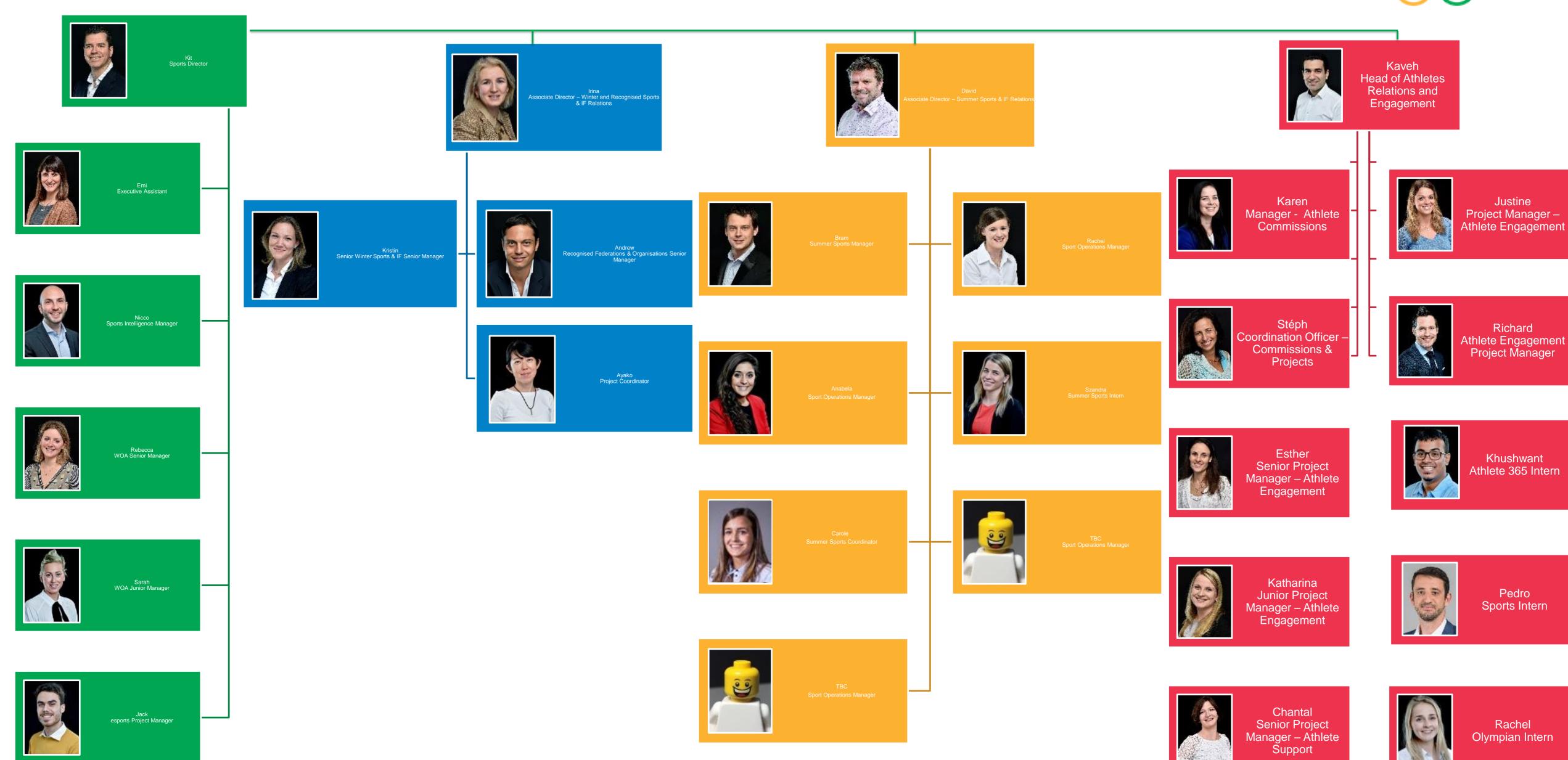
#### INTERNATIONAL OLYMPIC COMMITTEE

# ASOIF General Assembly IOC Sports

Thursday 7 May

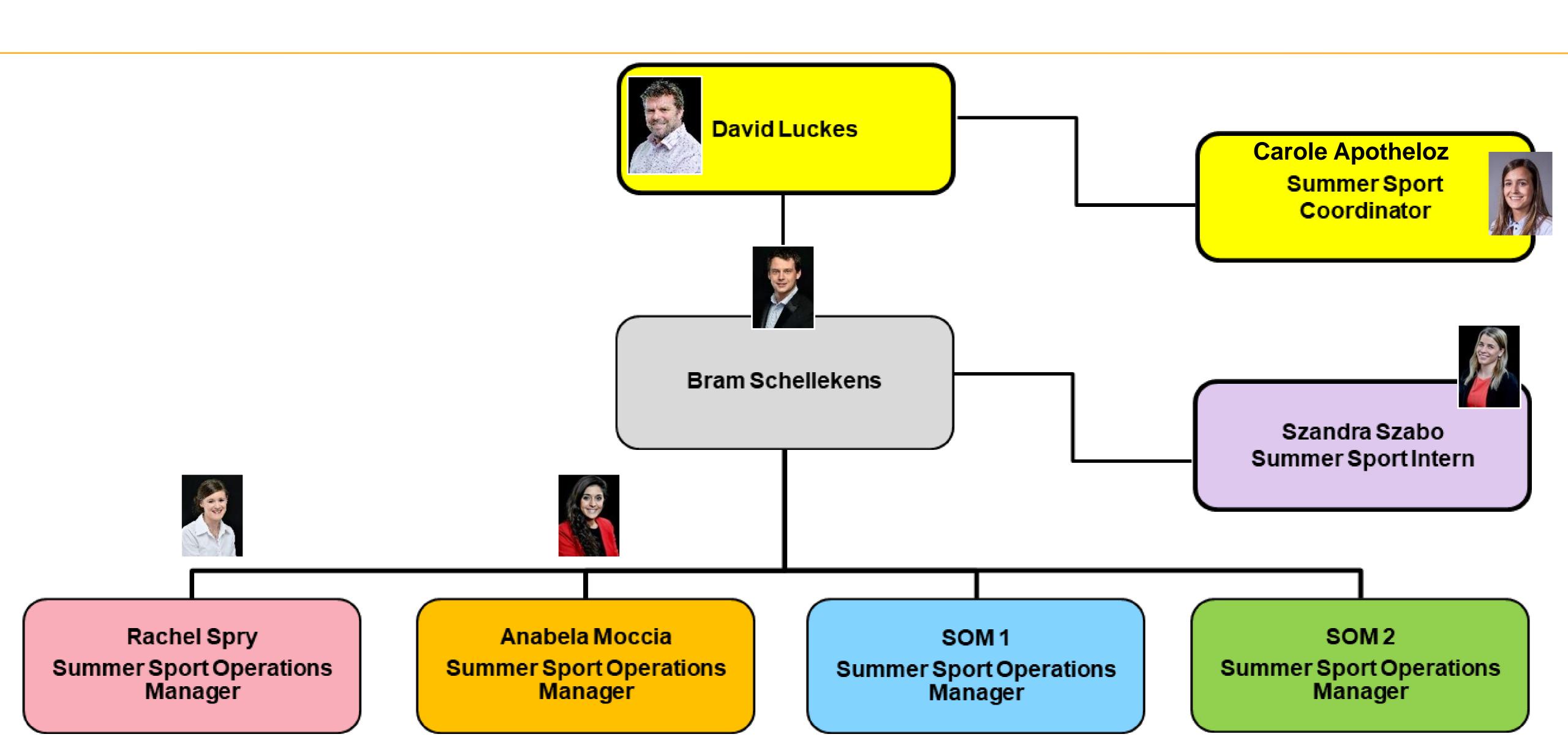
## Meet the Sports Department





### Summer section





## Update on Youth Olympic Games Dakar 2022





#### Context

- Re-election of President Macky Sall
- IOC & Senegal in discussion on the formation of YOGOC
- Revised event delivery model

#### Dates of the YOG

- Dates identified clashed with many school exams
- Potential health issues if too close to rain season
- Senegal to come back with preferred option of either July or October

#### Next steps

- Signature of host city contract by June 2019
- Finalisation of event programme by December 2019

## Update on Olympic Games Tokyo 2020





Test events and the transition to an event delivery organisation

Issue resolution

- Empowerment of Sports Managers and wider venue level decision making
- Preparations for construction on track and progressing steadily (permanent ~60% completed)
- Adverse weather conditions

## Update on Olympic Games Paris 2024



Event programme timelines:



- October 2019 IOC questionnaire released to IFs
- February 2020 Event proposals received from IFs
- October 2020 Tokyo 2020 Games-time research data provided to IFs
- November 2020 Olympic Programme Commission meeting and recommendations
- December 2020 IOC Executive Board decision on the 2024 event programme
- Paris 2024 OCOG proposal
- Event delivery approach

## Olympic Charter principle of non-discrimination



- Fundamental principles of the Olympic Charter relating to non-discrimination and integrity of competition
- Equal treatment must be guaranteed for all participating athletes and sporting delegations at international sports events, without any form of discrimination or political interference from the host country
- Clear written guarantees should be obtained from the local organiser/highest government authorities



## **Gender Equality**



- Implement strategy to drive change across the Olympic Movement
- Sharing best practices at the 4<sup>th</sup> IF Gender Equality Forum co-hosted by AIOWF, ASOIF and the IOC
- There was a 100% survey response rate
- Each IF received key recommendations based on the feedback of the survey and suggestions for which IFs to work in order to facilitate the implementation of change



## **OLY honours Olympians**



- Approx. 100,000 living Olympians
- 14,500 + Olympians globally, across all sports, have applied for OLY
- Targeting 20,000 by Tokyo
   2020
- WOA is presenting OLY in collaboration with IFs





## OLY Use OLY to engage and inspire



Recognise and engage your Olympians through OLY

Brings an inspiring connection to the Olympic Games at domestic and international events

Receive support from the WOA administration within the Sports Department



## International Athletes' Forum





































## Recommendations from the Forum 1/2





1. To strengthen athletes' representation



2. To strengthen the solidarity funding model



3. To strengthen direct financial support for NOC Athletes' Commissions



4. To strengthen the support for career transition

## Recommendations from the Forum 2/2





5. To strengthen the protection of clean athletes and the fight against doping



6. To focus on athletes' mental health



7. Support for the Athletes' Declaration



8. To invite athletes to be ambassadors for the Olympic Movement



 To foster engagement and communication among the Athletes Commissions' network

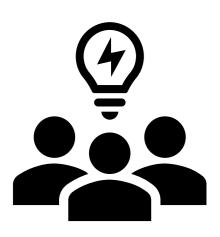
## Rec 2: Strengthen the solidarity funding model



Working group between IOC and ASOIF



Develop the set of principles and guidelines



Understand the current landscape and defining athlete support



## Next steps and timeline



Engagement with IFs ASEDG seminar May 2019

Initial report
June 2019

Presentation to the IOC Jan 2020

Mapping exercise of current work
May and June 2019

Develop the set of Principles
June to Dec 2019

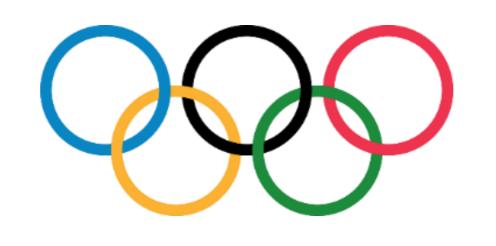
Implementation Tokyo onwards





Since it's adoption by the IOC Session, a number of organisations have expressly endorsed and supported the Declaration







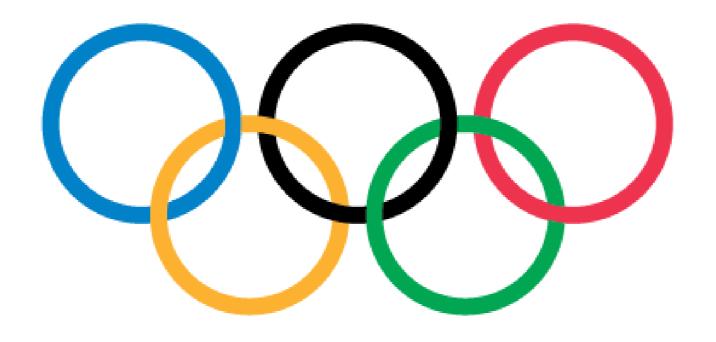












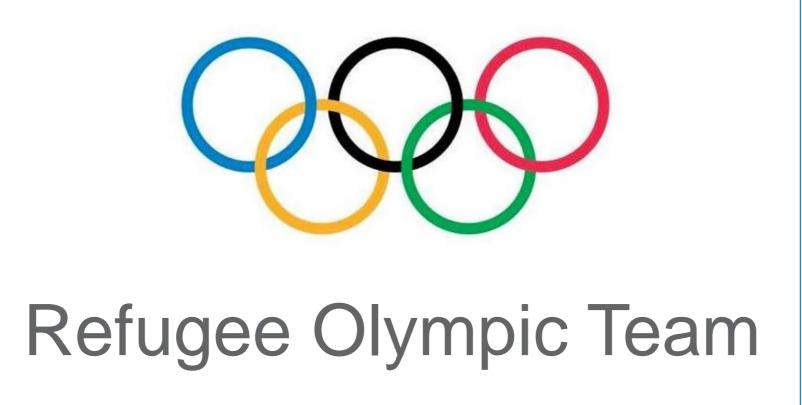
#### INTERNATIONAL OLYMPIC COMMITTEE

## Migrants and Refugees

## Overview of different programmes





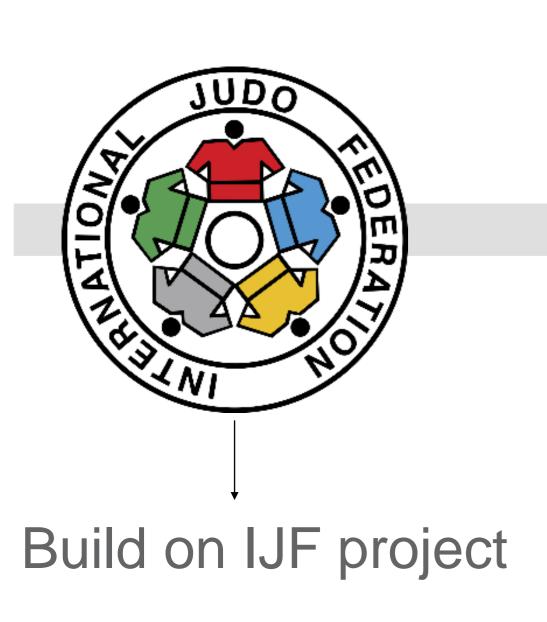


Migrant Athletes Project

## Migrant Athletes project



Develop a set of Guidelines with IFs and NOCs for NFs



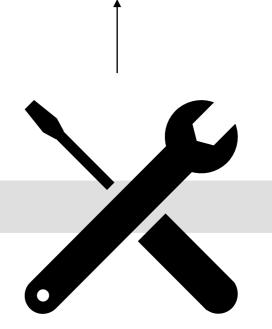


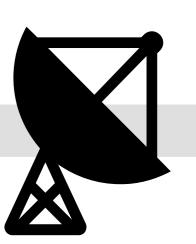


Endorsed and coordinated by NFs at local level

**Project proposal** 

Implement the Guidelines & develop best practice guide





Promote the best practice across Olympic Movement

**Implementation** 

# Key timelines



#### **Institutional dates**

22 May	IOC Extraordinary Executive Board		
19-21 June	IOC Executive Board		
23 June	Opening of the Olympic House		
24-26 June	134 <sup>th</sup> IOC Session		
3-5 December	IOC Executive Board		

#### **Games dates**

21-23 May	8 <sup>th</sup> Tokyo 2020 Coordination Commission		
11-12 June	2 <sup>nd</sup> Paris 2024 Coordination Commission		
30–1 November	9 <sup>th</sup> Tokyo 2020 Coordination Commission		
3-4 September	Lausanne 2020 Chef de Mission Seminar		
26-27 September	4 <sup>th</sup> Lausanne 2020 Coordination Commission		
9-22 January	Lausanne 2020 Youth Olympic Games 22		



#### **Etienne Thobois**

**Paris 2024 CEO** Olympian



#### **Aurélie Merle**

**Paris 2024 Associate Sports Director** 



#### **Denis Masseglia**

French NOC President

**Paris 2024** Vice-President (Board)



# Vision for PARIS 2024

A Belief

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Sport changes lives

An Ambition

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Awaken the « athlete » within each of us

A Promise

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Inclusive Games: the energy of the Games for the benefit of all

A Desire

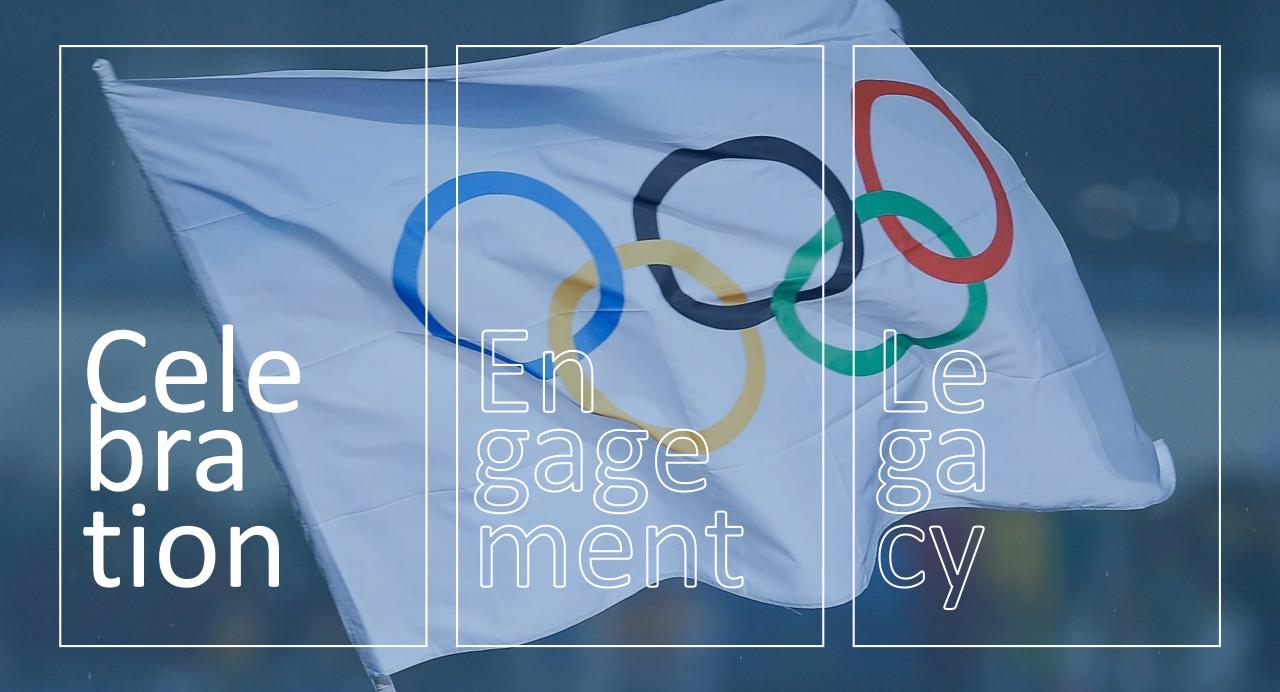
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Revolutionary Games : Spectacular & Sustainable

An Attitude

\_\_\_

Invent Excel Share













# Common vision and objective

Develop an optimal and cost efficient event delivery model and organisation, maximising use of existing expertise for each sport/discipline









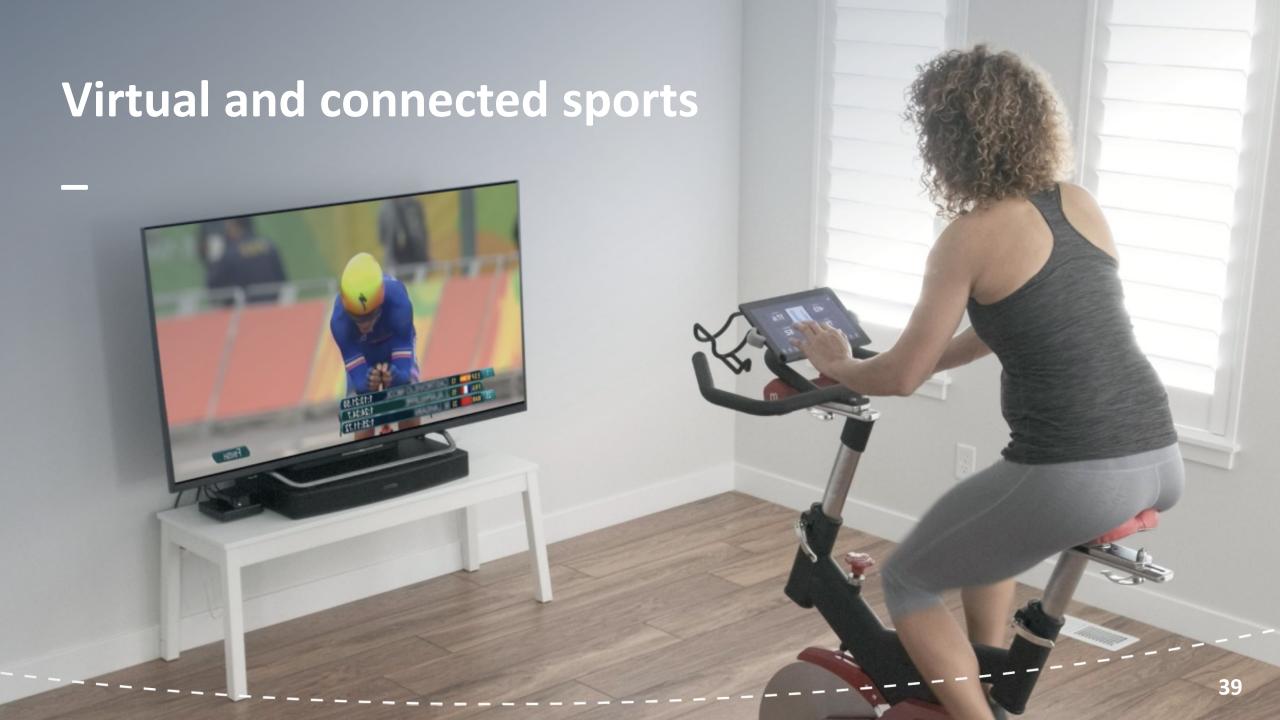








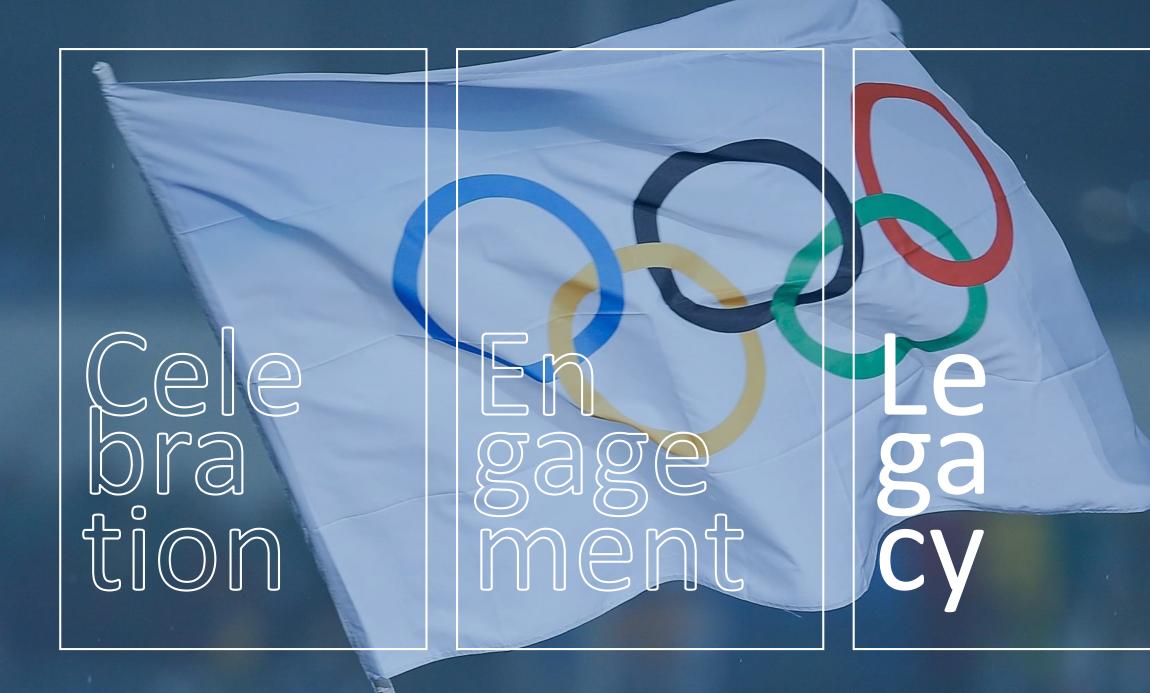




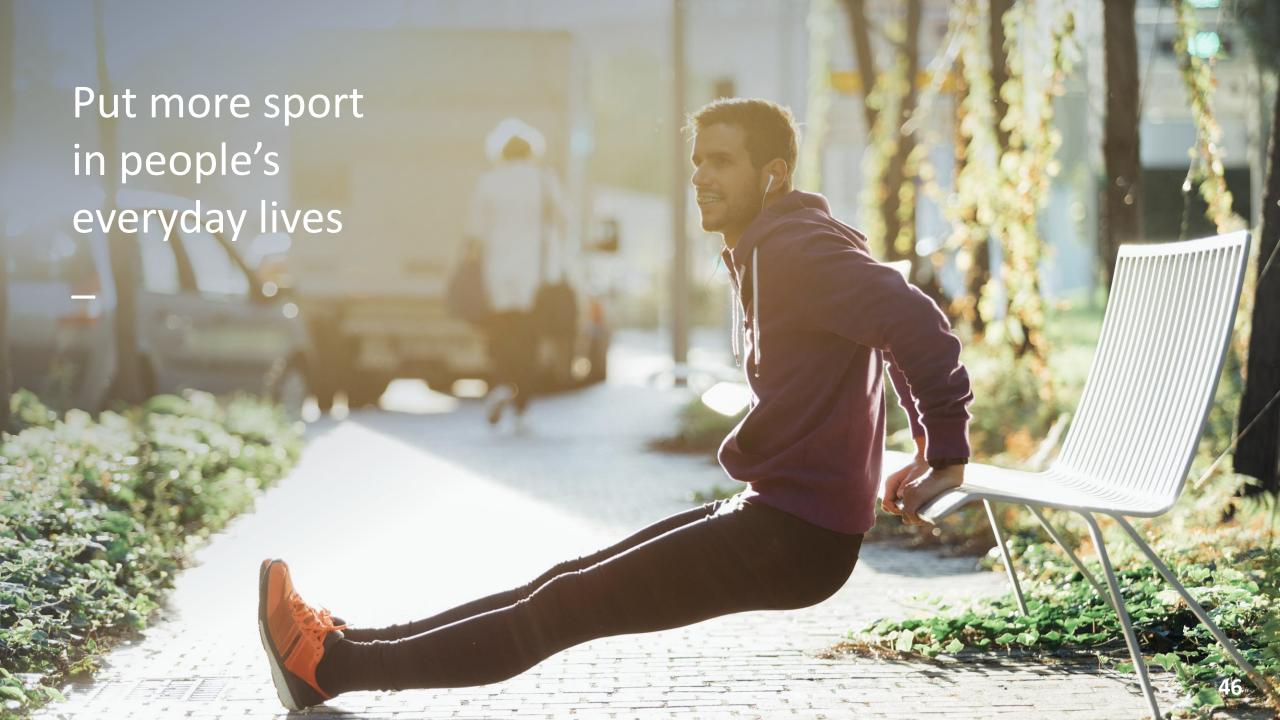


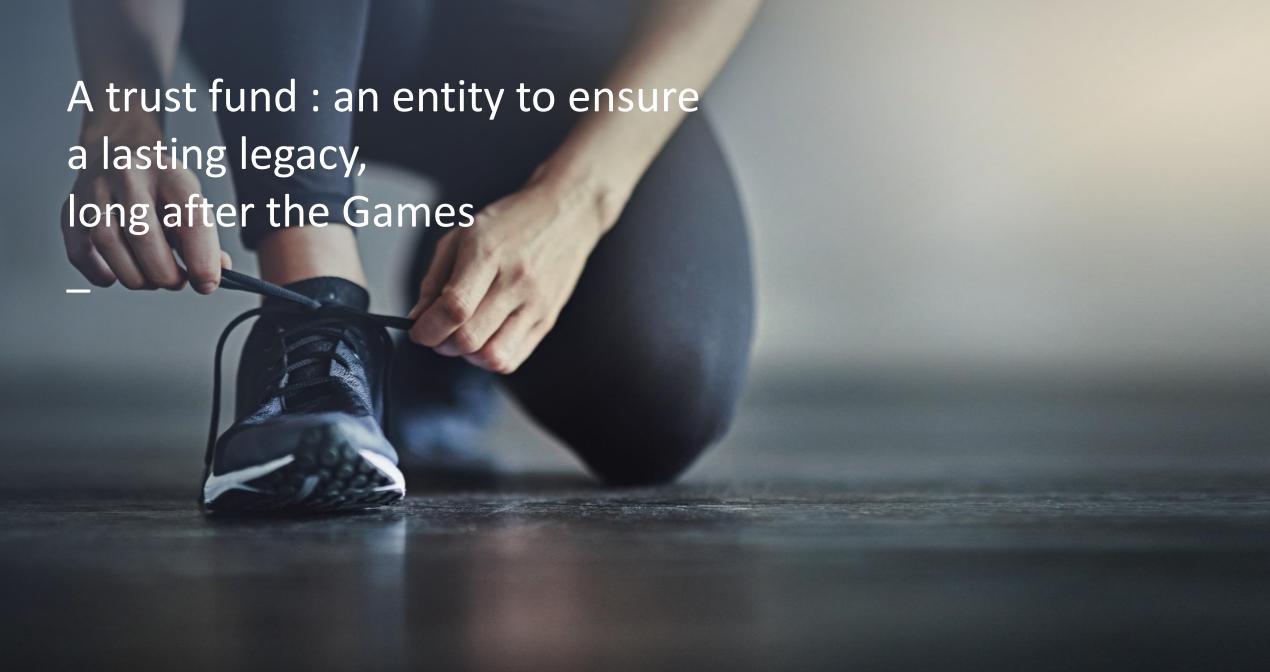














PARIS 2024
PARALYMPIC GAMES

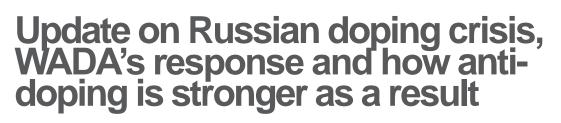


#### The Right Way Together!

SportAccord – 5-10 May 2019, Gold Coast, Australia

Sir Craig Reedie, President, WADA







### WADA is managing outcomes of its various investigations related to Russia (McLaren, LIMS)



- On 10 January, WADA I&I gained access to the former Moscow Laboratory and retrieved the 24 terabytes of analytical data and an authentic copy of the LIMS
- Intelligence & Investigations Department is close to concluding the data authentication process
- Last month, WADA I&I returned to Moscow and extracted 2,262 samples from the Moscow Laboratory to strengthen cases against those who cheated
- I&I will provide support to IFs or other ADOs in bringing those cases forward

#### WADA is strengthening its governance structure



- In early 2017, WADA formed a Governance Working Group to study what was working well and what might be improved to ensure greater independence
- A Working Group was assembled comprised of:
  - One Independent Chairperson
  - Five from the Public Authorities (one per region)
  - Five from the Sports Movement
  - Two from NADOs
  - Two Athletes
  - Two independent experts (appointed by WADA)



#### WADA is strengthening its Governance Structure (2)



- In November 2018, the Board approved wide-ranging reforms that included:
  - —An independent President and Vice-President with remuneration for the President
  - Formation of a Nominations Committee for senior governance roles
  - Addition of two independent seats with full voting rights to the ExCo
  - A limit of three, three-year terms (nine years in total) for all members of the Board,
     ExCo and Standing Committees
  - Formation of Independent Ethics Board
  - One seat each at a minimum for both athlete and NADO representation in all Standing Committees
- First in a series of reforms that are being implemented
- ExCo and the Board agreed with recommendation that the voice of the athletes be strengthened

#### WADA is developing and maintaining a strong Compliance Monitoring Program



- In early 2017, WADA launched ISO-9001 certified Compliance Monitoring Program
  - Mainly Code Compliance Questionnaire (CCQ) and Signatory Audits
- In February 2017, WADA sent CCQ to 307 IFs and NADOs
- To date, WADA has:
  - issued Corrective Action Reports (CARs) to these 307 Code Signatories; and
  - conducted approx. 30 audits of Anti-Doping Organizations
  - There are 19 audits planned for 2019
- 10,000+ corrective actions were identified by the CCQ and the audits

### WADA is developing and maintaining a strong Compliance Monitoring Program (2)

- To date:
  - over 3,700 corrective actions have been implemented by Signatories re. CCQ
  - over 540 corrective actions have been implemented by Signatories re. audits
  - several countries have introduced/amended legislation
  - only five Signatories have been declared noncompliant and three have been reinstated
  - several Signatories have entered into partnerships with other Signatories

#### CCQ – Where are we today?

IFs	103	CCQ CAR completed	CCQ CAR outstanding
ASOIF	28	21	3
AIOWF	7	5	1
ARISF	41	7	34
AIMS	17	1	16
IPC + IPC Members	10	1	9

Note: for IFs that were notified of an audit before completing the CCQ CAR, the CCQ CAR process was suspended.



#### CCQ and Audits – Where are we today?



- Amongst ASOIF Members
  - 417 Corrective Actions identified
    - 76 Critical
    - 253 High Priority
    - 88 Important
  - 98% implemented
- 7 IFs audited (handball, football, gymnastics, judo, wrestling, rowing and triathlon)
  - 3 have already completed their CAR
- 4 additional audits to be conducted in 2019

### WADA is developing and maintaining a strong Compliance Monitoring Program (3)



- When the Russian doping crisis erupted, there were no defined sanctions that could be applied nor clear delineation of responsibility
- In May 2017, the Board approved development of the new International Standard for Code Compliance by Signatories (ISCCS)
- This ISCCS, which was subject of a two-phase stakeholder consultation process, came into force on 1 April 2018
- The ISCCS:
  - Ensures strong, Code-compliant rules and programs are applied and enforced consistently/effectively across all sports and countries;
  - Outlines Signatories' rights and responsibilities; and, a process for determining noncompliance and consequences; and, a range of graded, predictable and proportionate sanctions
  - Provides anti-doping community with a robust tool to deal with major cases of cheating

### WADA is developing and maintaining a strong Compliance Monitoring Program (4)



- There was no clear dispute resolution mechanism in place when the Russian scandal erupted
- Had the ISCCS been in place at the time:
  - The possible sanction would have been known to all
  - There would have been a mechanism for having an independent body, the Court of Arbitration for Sport (CAS), decide upon sanctions
  - CAS decision would have been recognized by all and applied to the Signatories
- ISCCS creates a lot more legal certainty around roles and responsibilities, sanctions, and mechanisms
- There is agreement from all that CAS deals with these matters and that CAS decisions will be recognized by all



### WADA is developing the 2021 Code and International Standards framework



- On 16 November 2017, WADA initiated a two-year 2021 Code Review Process, which has involved simultaneous review of International Standards
- 2021 Code and International Standards framework is primary focus of Symposium's agenda
- WADA's Athlete Committee is developing an Anti-Doping Charter of Athletes' Rights which will be referenced within the 2021 Code
- At the World Conference in November, the Board will approve the 2021 Code that will enter into effect on 1 January 2021

### WADA is developing the 2021 Code and International Standards framework (2)



- Third and final phase of consultation ended in March
- 615 comments received from 66 official submissions
- All stakeholder comments have been carefully reviewed and discussed by the Code Drafting Team
- 48 amendments to the Code are proposed. Main topics include:
  - Stronger emphasis on athletes' health
  - Added flexibility for minor/juveniles
  - Creation of the category of recreational athletes
  - Added flexibility for cases of substances of abuse
  - Enhanced protection for individuals reporting Code violations
  - Higher standards for fair hearings
  - New approach to manage clenbuterol cases and ensure consistency

### WADA is developing the 2021 Code and International Standards framework (3)



- 1. International Standard for Therapeutic Use Exemptions (ISTUE)
- 2. International Standard for Code Compliance by Signatories (ISCCS)
- 3. International Standard for Education (ISE) (New)
- 4. International Standard for Results Management (ISRM) (New)
- 5. International Standard for the Protection of Privacy and Personal Information (ISPPPI)
- 6. International Standard for Testing and Investigations (ISTI)
- 7. International Standard for Laboratories (ISL)
- As is the case for the Code Review, each Standard has dedicated drafting teams comprised of senior WADA staff and external experts that act as the review secretariat



#### The Right Way Together!





