

14th FIS Youth and Children's Seminar

Ski and Snowboard Club Development

**Best practices to support their work as the starting point
for winter sport athletes**

Hotel Hilton Zurich Airport, Hohenbühlstrasse 10, 8152 Zürich, Switzerland
27th – 28th September 2016

14th FIS Youth and Children's Seminar

Programme

Tuesday, 27th September 2016

Room Zurich A/B

19.00 Networking Evening
Opening by Gian Franco Kasper – FIS President
Welcome by Ken Read – Chair FIS Coordination Group Youth & Children

Wednesday, 28th September 2016

Room Panorama C

14:00 – 14:15 **Introduction**
Opening by Sarah Lewis – FIS Secretary General and Josef Zenhäusern – FIS Development Programme Consultant

14:15 – 14:45 **Development of Ski Clubs**
Henna Sivenius – Coordination of Ski Club Operations, Finnish Ski Association

14:45 – 15:20 **The Programme of an Active Ski Club**
a) Alpine oriented – *Roberto Andreassich, Sci Club 70 (ITA)*
b) Nordic oriented – *Zora Honzlova, Czech Ski Association (CZE)*
c) Freestyle/Snowboard oriented - *Gerhard Schauer, Icerippers (SUI)*

15:20 – 16:00 **Panel discussion with speakers**

16:00 – 16:15 **Bring Children to the Snow Update**
Andrew Cholinski – Coordinator Bring Children to the Snow

16:15 – 16:30 **Summary and Conclusions**
Ken Read – Chair FIS Coordination Group Youth & Children

Organisation: Ken Read, Chairman of the Coordination Group Youth & Children
Josef Zenhäusern, FIS Development Programme Consultant
Andrew Cholinski, Coordinator Bring Children to the Snow
Stefanie Gerber, FIS Development Programme Coordinator

Please note that the seminar will be conducted in English only.

14TH YOUTH & CHILDREN'S SEMINAR

Ski and Snowboard Club Development

28th September 2016



PROGRAMME

Ski and Snowboard Club Development

- 14:00 Welcome – *Sarah Lewis and Josef Zenhäusern*
- 14:15 Coordination of Ski Club Operations – *Henna Sivenius*
- 14:45 The programme of an active ski club
 - Sci Club 70 - *Roberto Andreassich*
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Josef Zenhäusern

FIS Development Programme Consultant



Sarah Lewis

FIS Secretary General



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Henna Sivenius

Coordination of Ski Club Operations,
Finnish Ski Association





**Suomen
Hiihtoliitto**



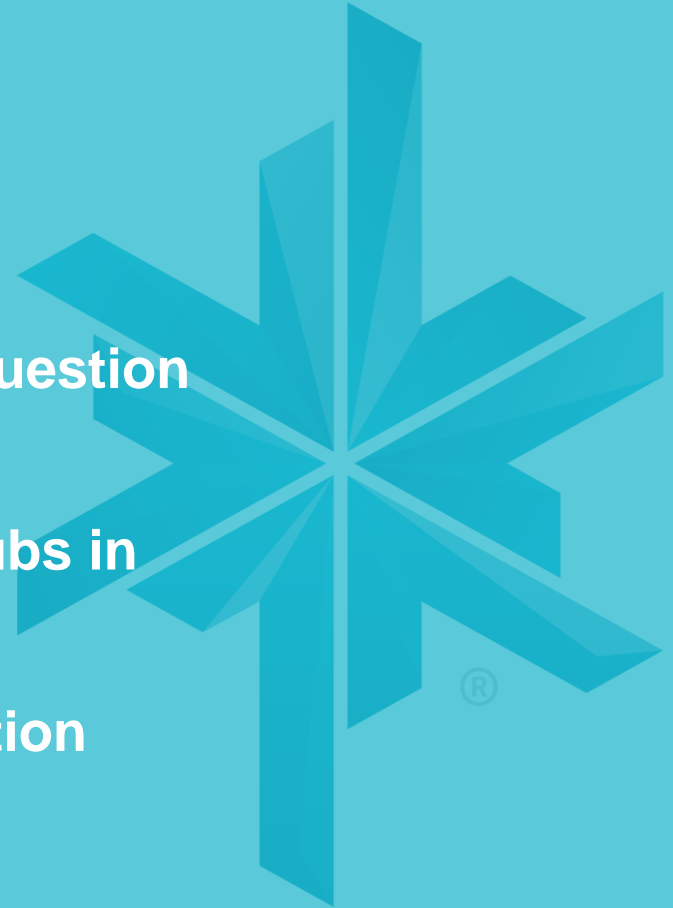
Development of Ski Clubs

Youth seminar, Zurich 28.9.2016 Henna Sivenius



»» Agenda

- **Who am I**
- **What is my thesis about; the question and the results**
- **How should we educate ski clubs in the future**
- **Recommended ski club education systems for the Finnish Ski Association**



» Who am I

- 33-year-old ski club developer in the Finnish Ski Association
- Former cross-country skier
- Professional cross-country coach
- A becoming community educator



» Who am I

- 6 years work experience in the Finnish Ski Association
- For the past 2 years the role has focused on all of the disciplines and working more with the clubs. Earlier the role focused on cross-country youth activity.





» I am currently studying to become a community educator. I will finish my studies by the end of this year





» My thesis aims to provide an answer to the question:

What kind of support and tools ski clubs need in order to develop in the 2010s?





**»» Why should this research
be conducted?**



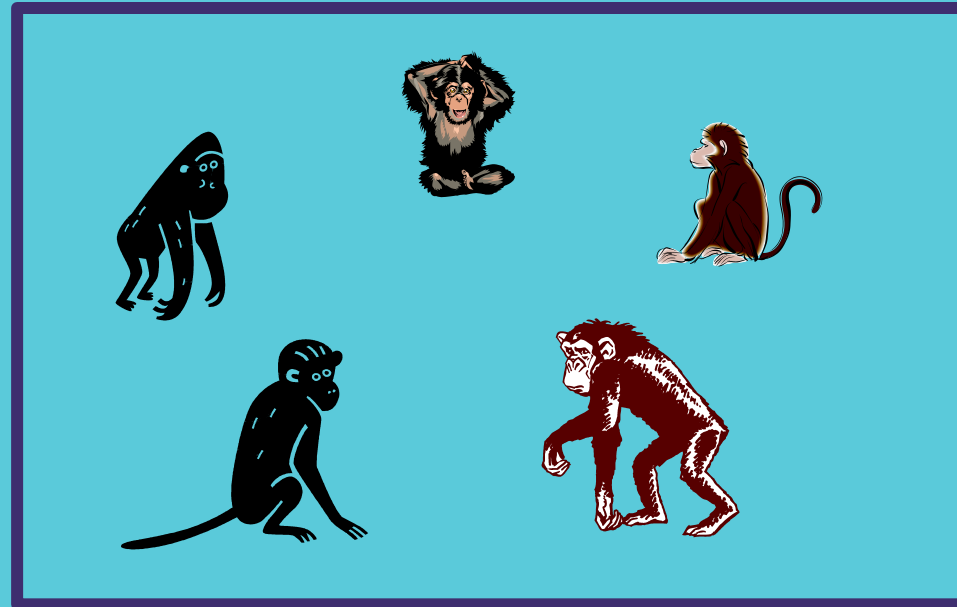


Building a community culture



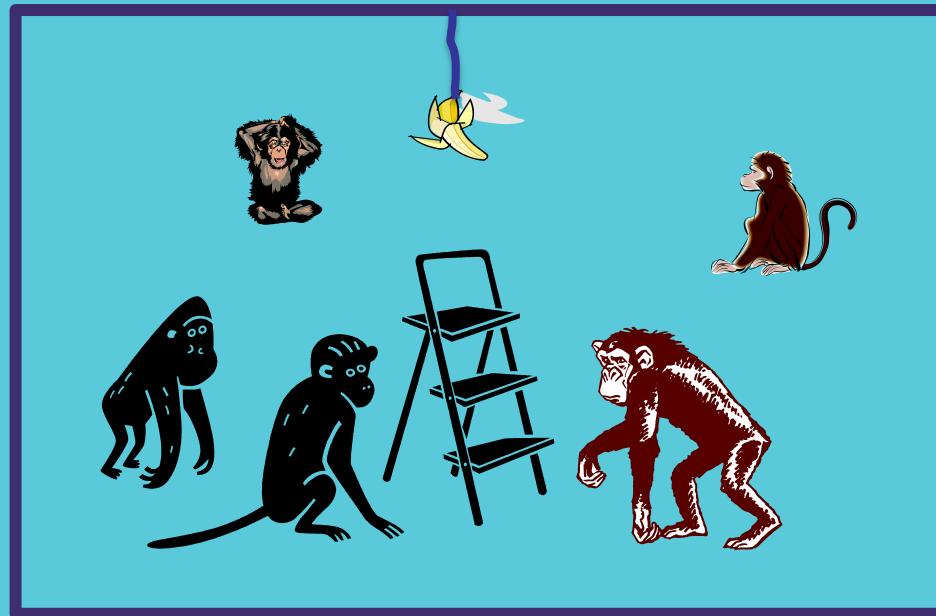


» Get 5 monkeys and put them in a cage....



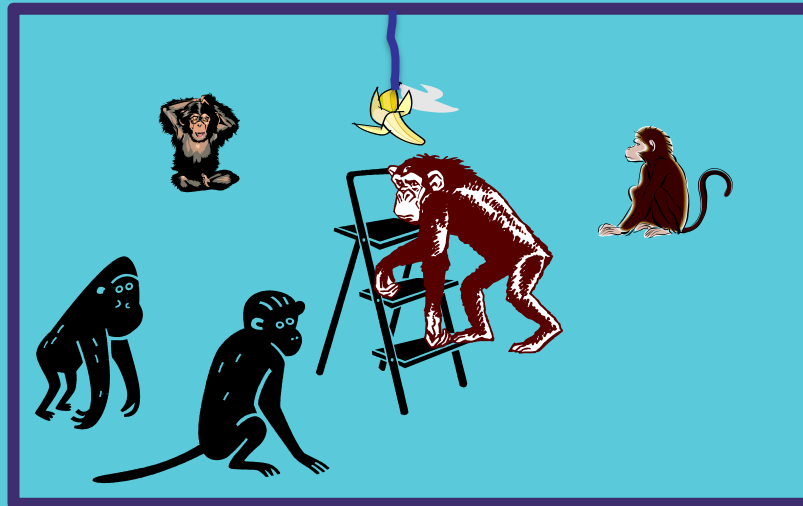


» Hang a banana from the roof on a string and place stairs under it



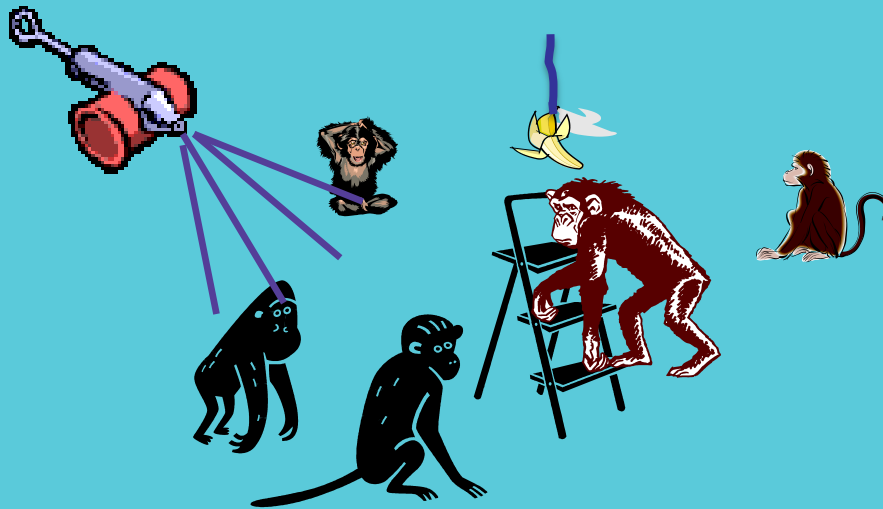


» After a short while, one of the monkeys will start to climb the stairs to reach the banana

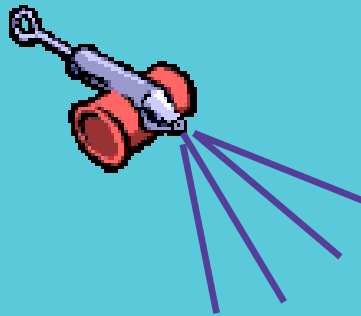




» As soon as the first monkey touches the stairs, hose the other monkeys with cold water...



» As another monkey makes an attempt to get the next banana, repeat the same thing (hose others)...



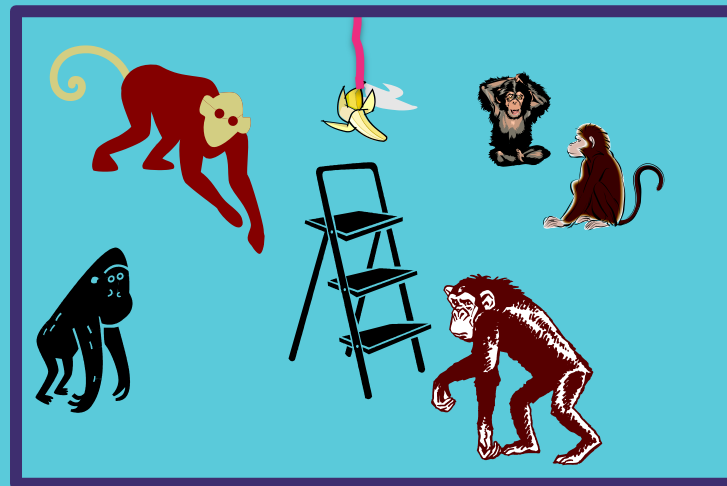


»» **Soon, the monkeys will learn to prevent the one making the attempt**





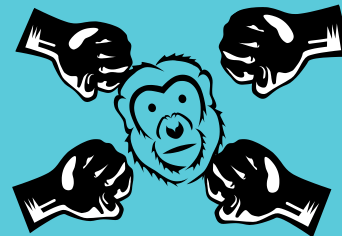
»» Now we stop the hosing and replace one of the monkeys with a new one...



»» Now the new monkey makes an attempt to get the banana, but soon realizes in amazement, that the others attack as a result

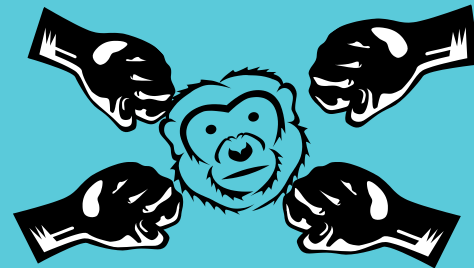


»» After a couple of attempts, the new monkey realizes that after every attempt, an assault quickly follows



» Next, another monkey is replaced with a new one...

» The previous new monkey is now keen on participating the assault of his follower



»» And so all of the old monkeys are replaced with new ones

»» Every time a new monkey makes an attempt towards the stairs, others assault



»» Most of the monkeys do not have a clue why they should not climb the stairs or why they assault the new monkey...



»» As soon as all of the old monkeys have been replaced with new, none of the monkeys have been hosed with cold water.

»» Furthermore, none of the monkeys have tried to reach the banana





»» Why not...?



**»» ... Because they all think
that this is the way things
have always been done**



- »» **Should the clubs operate differently?**
- »» **In terms of quality, is the current level of operation high?**
- »» **Are the ski clubs educated in the right way?**
- »» **Should Ski Associations change their education systems?**





»» What did the research include / what did I want to investigate?

1. Organizing and operating principles
2. Training and competition
3. Communication and interaction
4. Attractiveness
5. Recommendations to support club development towards the direction of Ski Associations





» 65 clubs participated in the survey

- > 55 cross country clubs
- > 3 ski jumping&nordic combined clubs
- > 7, all the three disciplines are represented

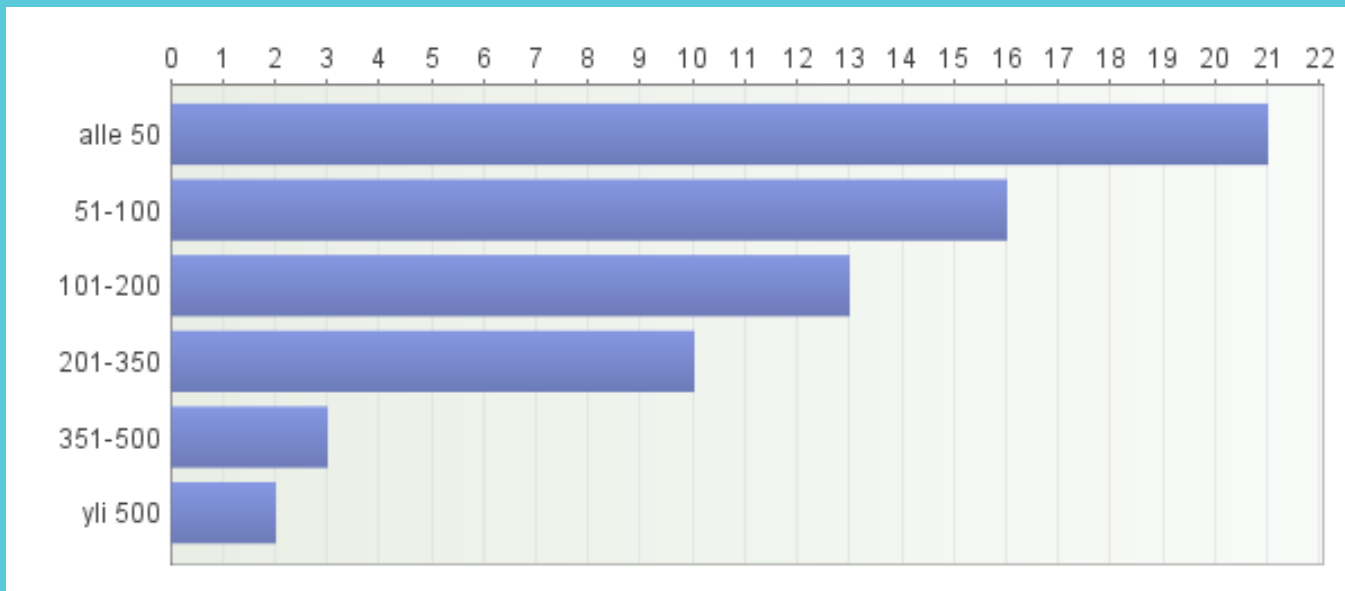
» The person answering the questions in most cases was

- > Chairman of the club
- > Secretary of the club





» Membership count of participated clubs





»» What did the research reveal?





» Results...

- Clubs are relatively small in terms of the membership count
- Clubs are poorly organized and roles weakly identified
- Clubs would like to have more volunteers participating
- Value the existing participants to the highest
- Clubs have not made a volunteer recruitment plan
- Clubs focus only on athlete involvement. Other members are not targetted.
- These circumstances are both a challenge and an opportunity for club development





» Results...

- In majority of the clubs, there is a chief of coaching, but the club has not identified what type of coaching, instructing and competitive activities should be supported
- Clubs offer activities ranging from 5-6 year olds to youth level
- Competition operations have remained relatively similar from the past to present including intervalstart, weekly competitions only for clubmembers and ski jumping competitions
- Only some clubs have a communication plan
- Clubs do not have a clear view about the desired services/support they seek from the Ski Association. Some clubs seek for financial support, others material support and a large number do not know what they want





- » Club operations are volunteer based
- » In two clubs, a part-time employee is hired





»» The changing nature of volunteer work

- In Finland, the amount of volunteer work has not changed
- The nature of volunteer work has changed
 - Commitment towards more project-based activities
 - Commitment towards more specified activities
- This change means that new kind of approaching is needed when club members are asked to participate in volunteering activities





» Basic psychological human needs

COMPETENCE

AUTONOMY

RELATEDNESS

Deci & Ryan





»» In a well-operating club...

- Each person has a clear role
- People feel that their work is a part of something that really matters
- Development is constantly on the table and small enough steps are taken. Some things are included, others are excluded
- Creating a right type of atmosphere; culture of thanking and permission to fail





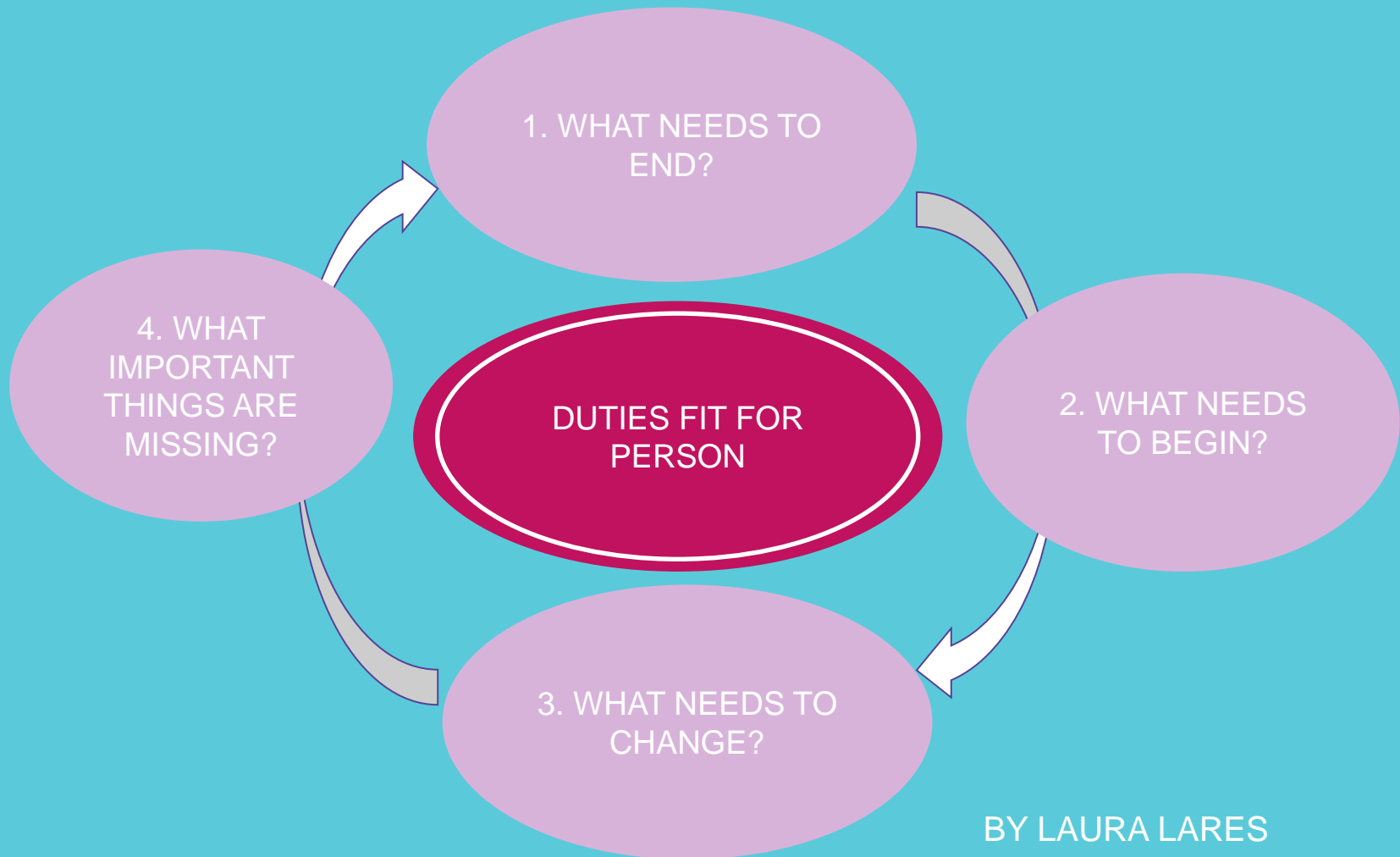
»» How should we develop clubs in the future? Are we doing it right?

- Improve the quality of materials
- Increase the amount of meetings and the sense of involvement of the Ski Association
- Create a club educating system
- Strengthening the role identification inside the club. Role must be fit for the person.
- Make education accessible for clubs.
- Not only educate coaches, leaders of the clubs are as important as the coaches are



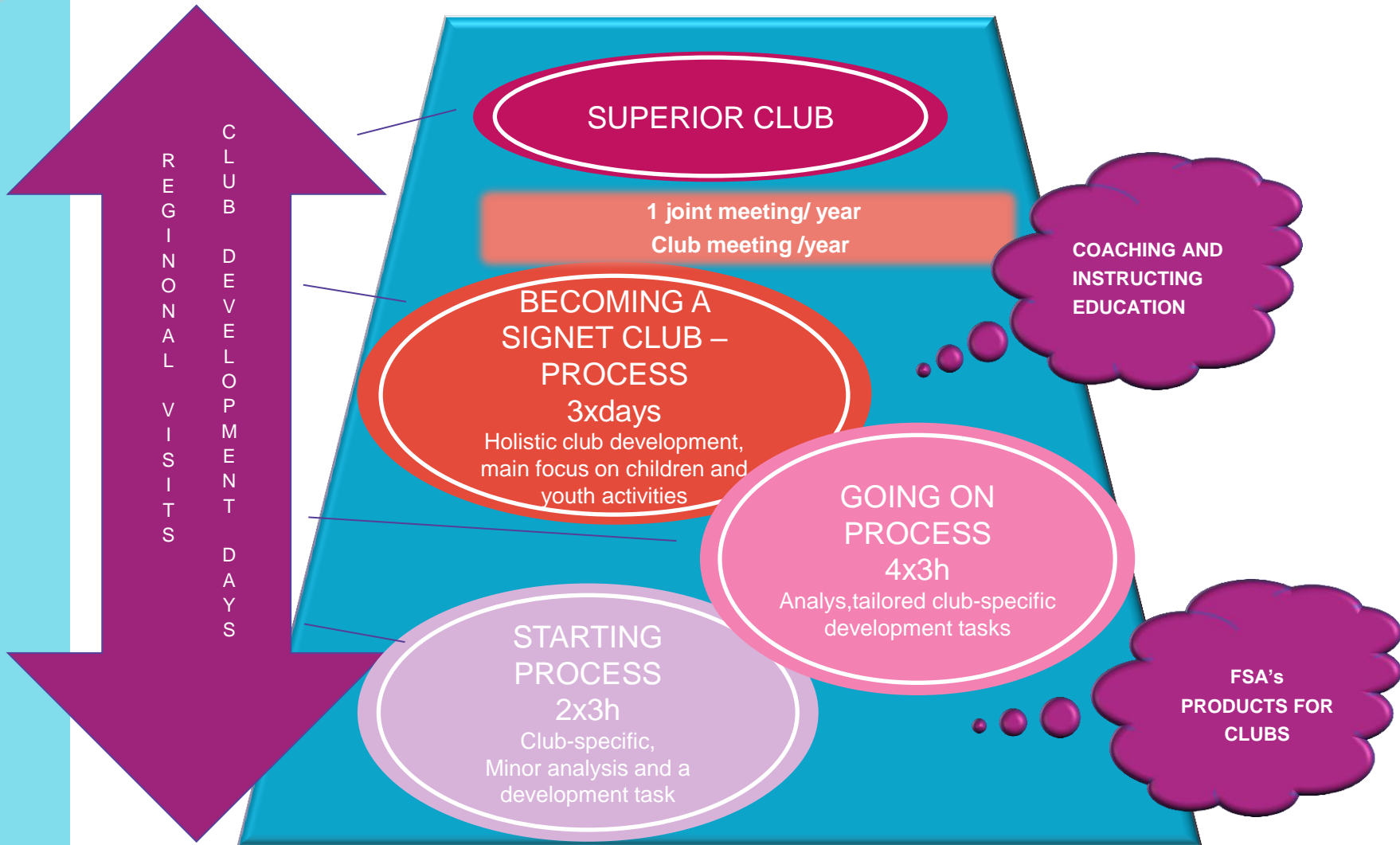


»» How are the operations developed



BY LAURA LARES







»» RECOMMENDATIONS

Together with ski clubs

Encouragement for trying out new

Accessible educational for clubs and make the material easy to reach





THANK YOU



PROGRAMME

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Max Vergani on behalf of Roberto Andreassich
Sci Club 70





Ski Club Seventy

14th Youth & Childrens Seminar 2016

Roberto Andreassich

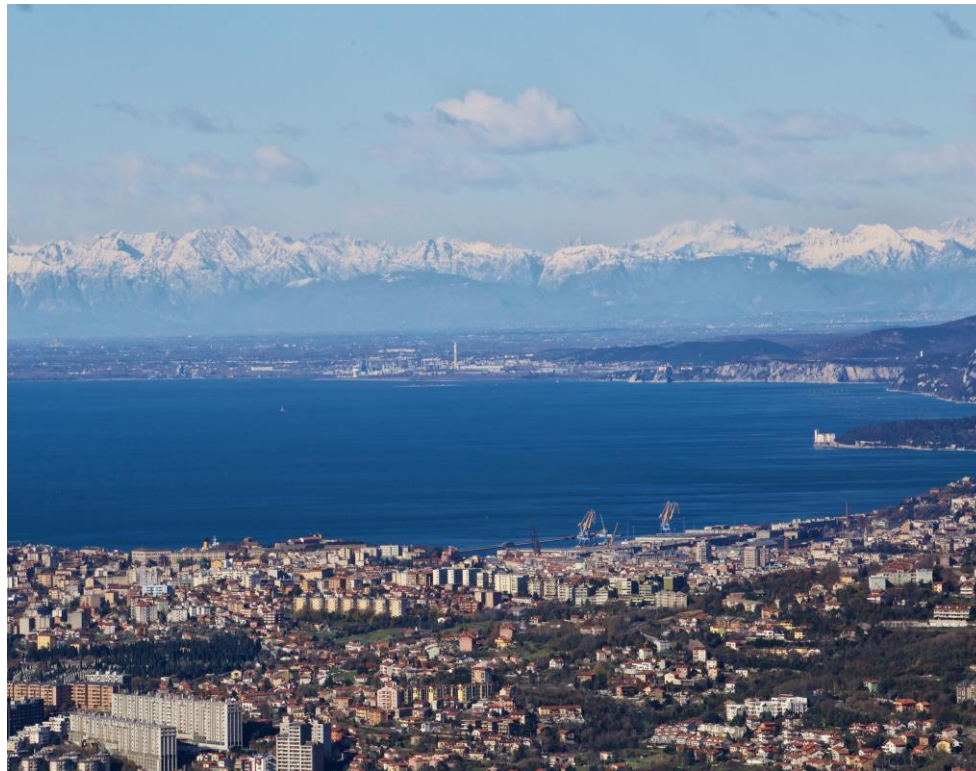
Zurich, 28th September 2016

www.sciclub70.com



Who is Ski Club 70?

Founded in 1970 in Trieste (Italy)



www.sciclub70.com



Our Headquarters

Ski Club 70 asdr
2 Felice Venezian St.
TRIESTE 34126
Friuli Venezia Giulia
ITALY

Monday to Friday from 17.00 to 19.30

info@sciclub70.com

*Affiliated to the Association
Federazione Italiana Sport Invernali
(F.I.S.I.)*

*Centro Nazionale Sportivo Libertas
(LIBERTAS)*



“NEVESOLE” Sport Center

54A Aurisina Stazione

AURISINA 34011

TRIESTE

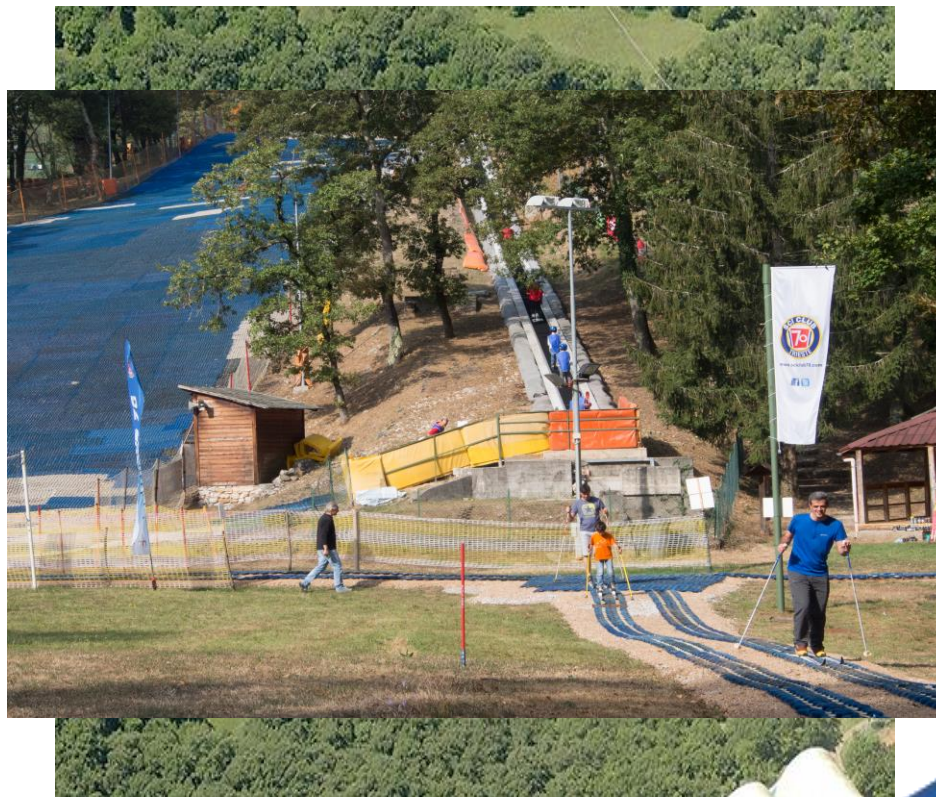
Friuli Venezia Giulia

ITALY

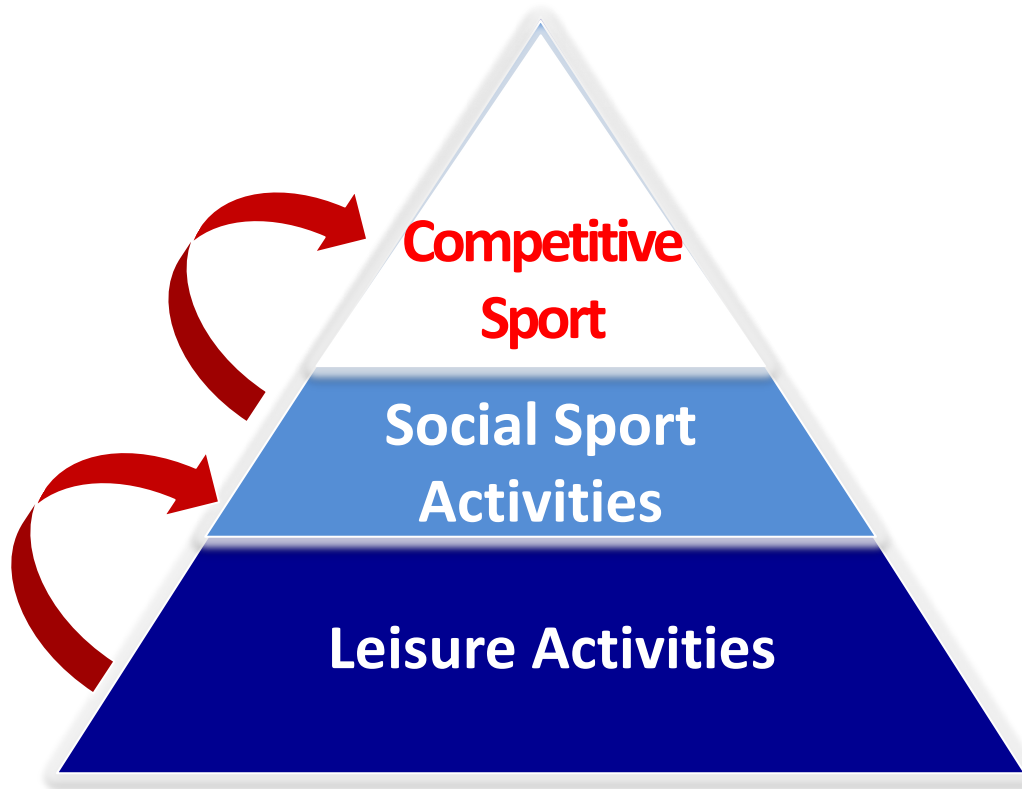
google earth

45°44'45.22"N - 13°41'28.47"E

- Artificial slope for the alpine skiing and snowboarding
- Length of 180 m and 40 m in width. Inclination from 18 - 33%
- 114 m magic carpet lift. Donated by Aurisina Municipality.
- Cross Country trail 1.6km with 35m vertical
- All the slopes and tracks are illuminated.



Our approach



Our mission

- Leisure Activities
- Social Sports Activities
- Competitive Sport



Leisure Activities

LET'S PLAY WITH THE STARS

- Multisport Event
- Staged in summer
- Organised in the heart of Trieste
- Objective: To share our initiatives with the community



Leisure Activities

SKIING WITH THE STARS

- Open Day at NEVESOLE Sport Center
- To organize **free skiing practice with free lift passes, equipment rental and lesson.**
- Athletes are invited to connect with the children and provide testimonials



testimonial 2016: “Dada” Merighetti, Lucia Mazzotti, Walter Bormiolini

Leisure Activities

STAGE

- Meetings days with other ski clubs for the Cross - Country activities



Social Sports Activities

AUTUMN PROGRAM

- Kids

- Conducted in NEVESOLE Sport Center
- Designed for children 3 – 6 years
- Operated from October to December
- Participants do alpine skiing & cross country
- Participants receive
 - diploma
 - photo
 - gadgets



Leisure Activities

FINAL AUTUMN CELEBRATION

- Staged at the NEVESOLE Sport Center
- Organised every 8° December
- Aim is to have fun



Fact:

Estimated annual participants: 500

50% will attend snow activities in Friuli Venezia Giulia

30% will attend snow activities in other Italian regions

20% will not do further snow activities

Social Sports Activities

WINTER PROGRAM

- Conducted in Forni di Spora, Udine.
- Activities for children three years and above
- From January to March
- Participants receive
 - Diploma
 - Photo
 - gadgets



Social Sports Activities

CLUB RACE

- Special club races in alpine and cross country with the focus on enjoyment rather than competition



Competitive Sport

BEGINNERS

- Divided into two age groups - Aquilotti 5 -8 years and funski 9 - 14 years
- From May to September in athletics local centers.
- From September to December in the NEVESOLE sport center.
- From January to March in the regional ski resorts



Competitive Sport

ADVANCED

- Various programs
- Athletics training for all the categories all year round
- Summer/Autumn - training and skiing in the glaciers and indoor ski domes
- Races - participation to the FIS and FISJ circuits (various categories)



Why do families choose Sci Club 70?

- Local sport center for the beginners
- 7 day office including social media
- To have a personal sport center which is the perfect venue to improve the relationships between the families and the ski club
- Instructors involved in the club
- Partnerships with technical partners
- Enough staff to handle events and trainings professionally

Why are children passionate about skiing?

- The kids start the activity in a professional environment
- Groups are divided by age enabling new friendships easily
- The youngs approach the sport with fun and our activities are fun
- Activities designed for families -
On Sunday kids ski from 10:00 to 16:00 with 1 hour lunch break.
This gives the opportunity for the family to spend time together.
- Professional events such as the **Biberon Trophy**

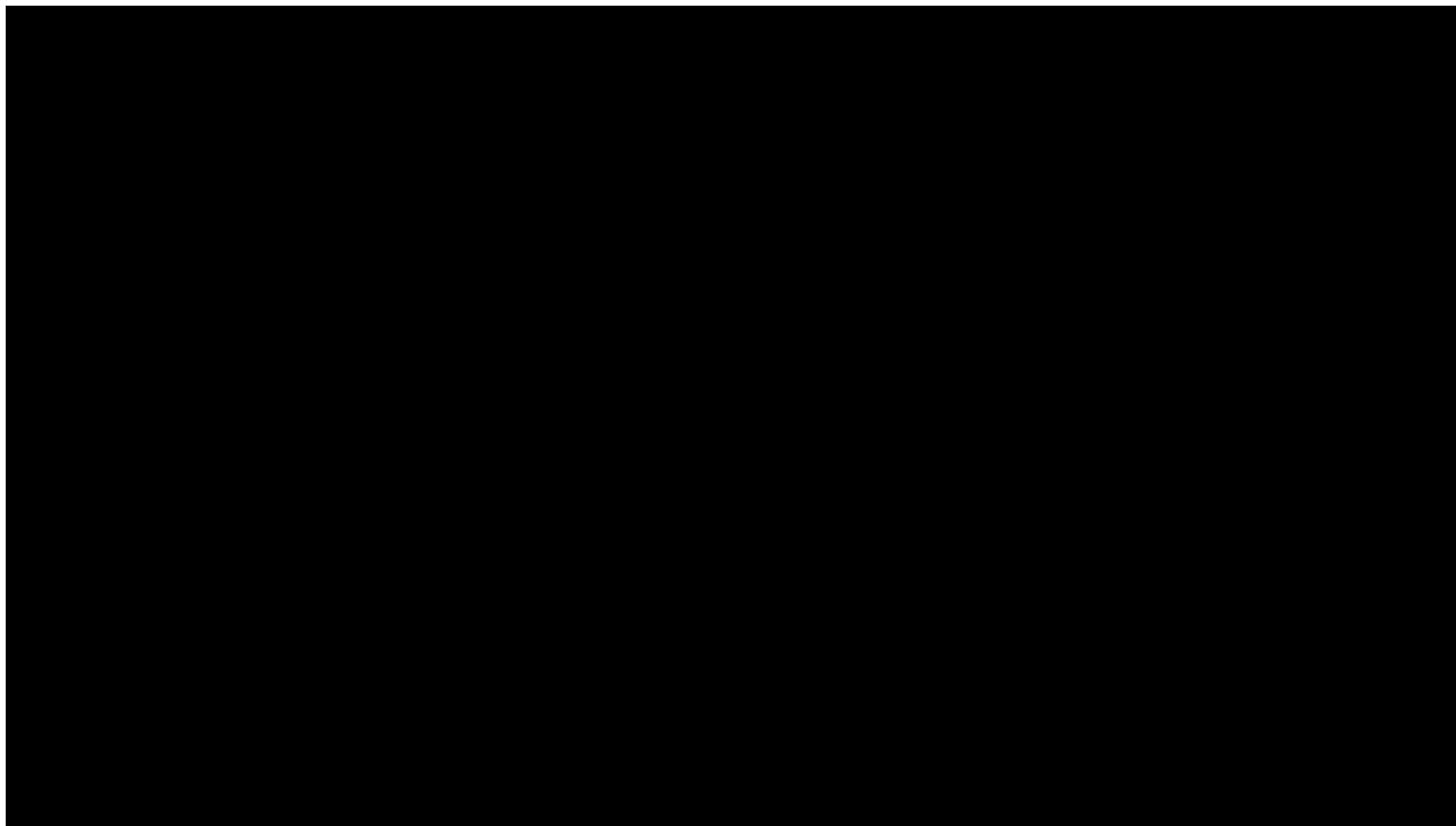


The Biberon Trophy

- The Biberon Trophy is an international kids race open to all children 5 – 10 years old
- The focus is FUN
- Lots of side activities including training, torchlight relay, opening ceremony and fireworks
- All the activities combined give the children enthusiasm at the starting gate. This improves the passion for the race.



Emotion + passion = BIBERON TROPHY



How we overcome the challenges

- Good inclusion in the community life
- Good relationships with the public institutions
- Good relationships with the private foundations
- Good relationships with technical partners
(current are: Rossignol, Swix, Shred, Extreme, Podhio)
- Full Communication tools about our events and initiatives
- Live streaming of our events
- Good relationships with all the external collaborators

How we overcome the challenges


- The Dream Team: great group of volunteers and full time staff
- Competent coaches with excellent social skills to build relationships between our ski club and the families.

SCIA con il SETTANTA



CONI



www.sciclub70.com   

Thank you for your attention

Jakub Cerovsky
Czech Ski Association





14th FIS Youth and Children's Seminar

28th September 2016



Who you are and what is your position

Jakub Cerovsky - Secretary General of the Czech Ski Association



Status of Ski Clubs in the CZE

- Non-profit organizations
- All nordic clubs are members of the Czech Ski Association
- Total number 171 clubs:
 - CC - 143 clubs – 2'656 registrated children
 - SJ - 18 clubs – 205 registrated children
 - NC - 10 clubs – 98 registrated children

Conduct of the ski clubs to develop

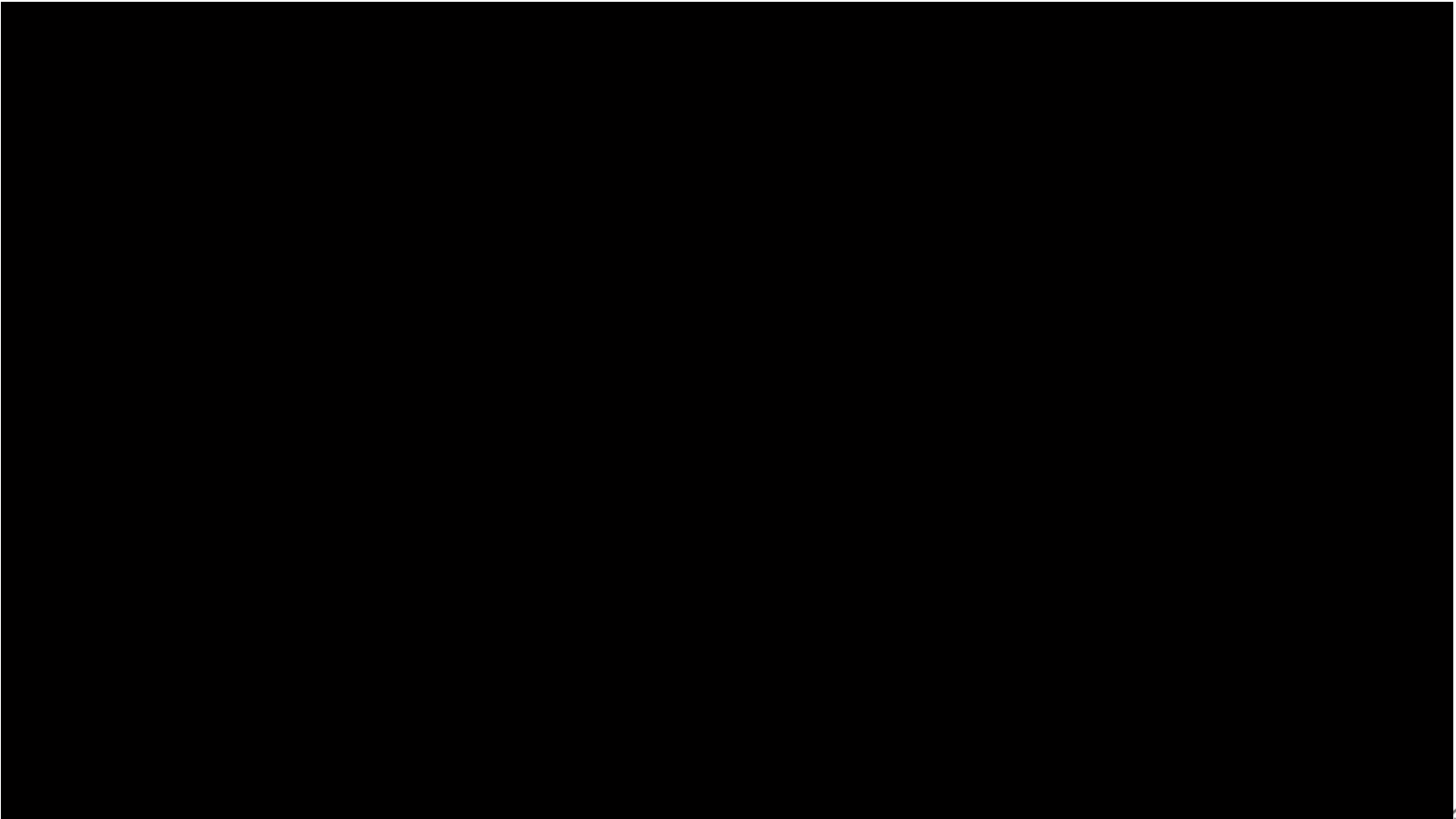
- Special Support of Government („Ministry of school, youth and sport“)
- Sports centres for children 6 – 15 years old (CC 25, SJ 7, NC 6)
Total number 38 (salaries of coaches)
- Sports centres for youth 16 – 19 (23) years old (CC 11, SJ 4, NC 5)
Total number 20 (salaries of coaches, material)
- Financial support from CZE (organization of competitions, material, training camps)
- Czech Olympic Committee (Winter Olympic Game for children till 16)
- ~~Special offers from NSA partners (cars, material, sportswear etc.)~~

Challenges faced by the ski clubs

- Lack of money from Government and from marketing
- Teenagers´ drop out
- Climate conditions (lack of snow)
- Modern technologies (tablets, smartphones, TV, video games etc.)
- New modern sports
- Ambitious Parents (but at all we need parents 😊)

Advice to other countries

- Keep on going!



Thank you.



Gerhard Schauer

Icerippers





iceripper



me & **iceripper**

- board addicted since 1984
- father of two sons
- \$ in digitalization industry

**„Work in Zurich but
stay connected to
Mountains“**

- iceripper allows me to implement this idea
- member of the board

snowboard clubs in CH

- sb and freedom
- sb and lifestyle
- sb and identity

- cultural differences
- creativity vs conformity
- need for agile structures





challenges

- logistic
- fluctuation
- quality
- partners
- professionals
- selection





develop

- digital reach
- real events
- network digital & real

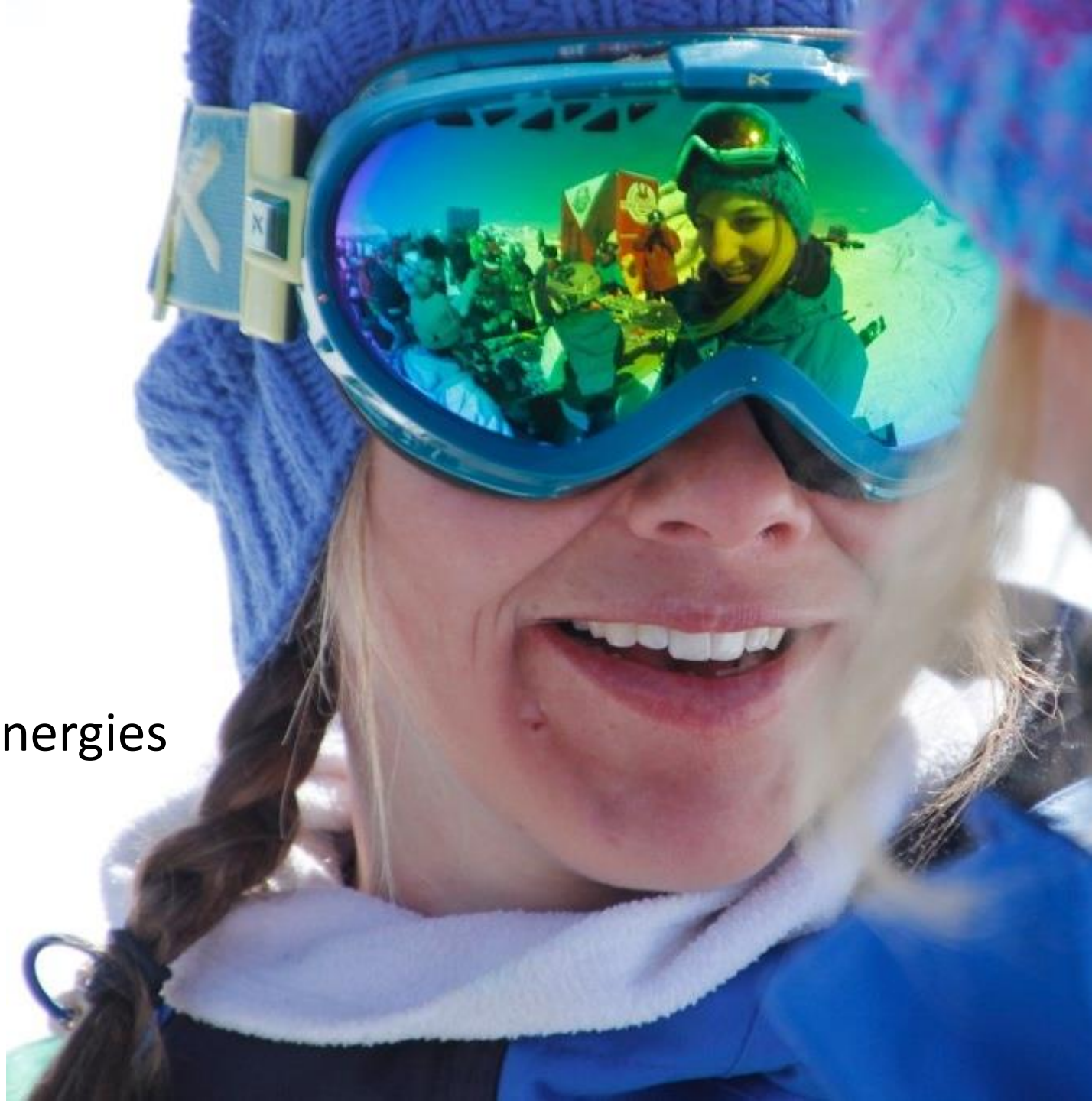
- www.iceripper.com
- world rooky fest
- facebook.com/iceripper.team



advice

- spirit
- partner
- team

- just do it
- leverage synergies
- build on existing assets





iceripper



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Panel Discussion



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Andrew Cholinski

FIS Coordinator Bring Children to the Snow





Skiverband Sachsen e. V.

BRING CHILDREN TO THE SNOW

HOPE RICHIE
75
SAYDA
FISCHER

Sport Richi
71
SAYDA

THE MODEL

Bring Children to the Snow

Shared Target Group: 4 - 14 years of age



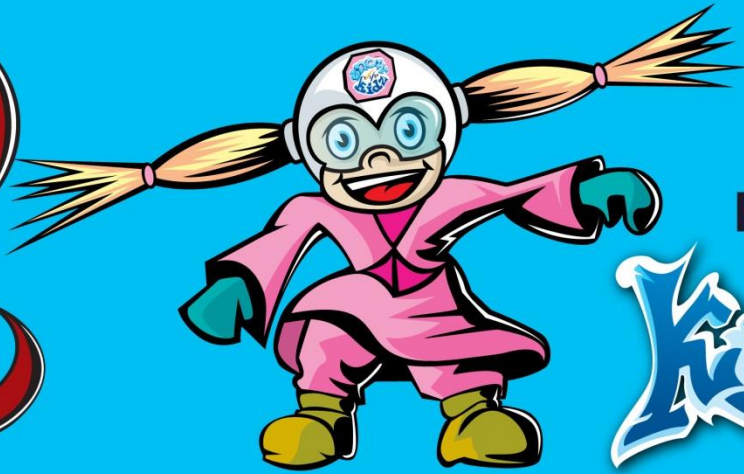
Unique Features – FIS SnowKidz

- Flexibility – Activities can occur anytime
- Global communications platform to promote National Ski Associations programs to Bring Children to the Snow
 - Seeks to motivate and encourage participation in snow sports
 - Primarily driven through National Ski Associations and their clubs,organisers etc.
 - Biennial FIS SnowKidz Award presented to best national efforts to bring children to the snow



Unique Features – FIS World Snow Day

- 3rd Sunday in January
- Specific communications platform designed to engage those not normally participating in snow sports
- A means to unite snow industry stakeholders to do something special/extra for just one day
- Seeks to initiate new participants to snow sports
- Targets children in urban locations as well as ski resorts
- Aimed at mass participation in a focused time frame resulting in easier promotion to the media.



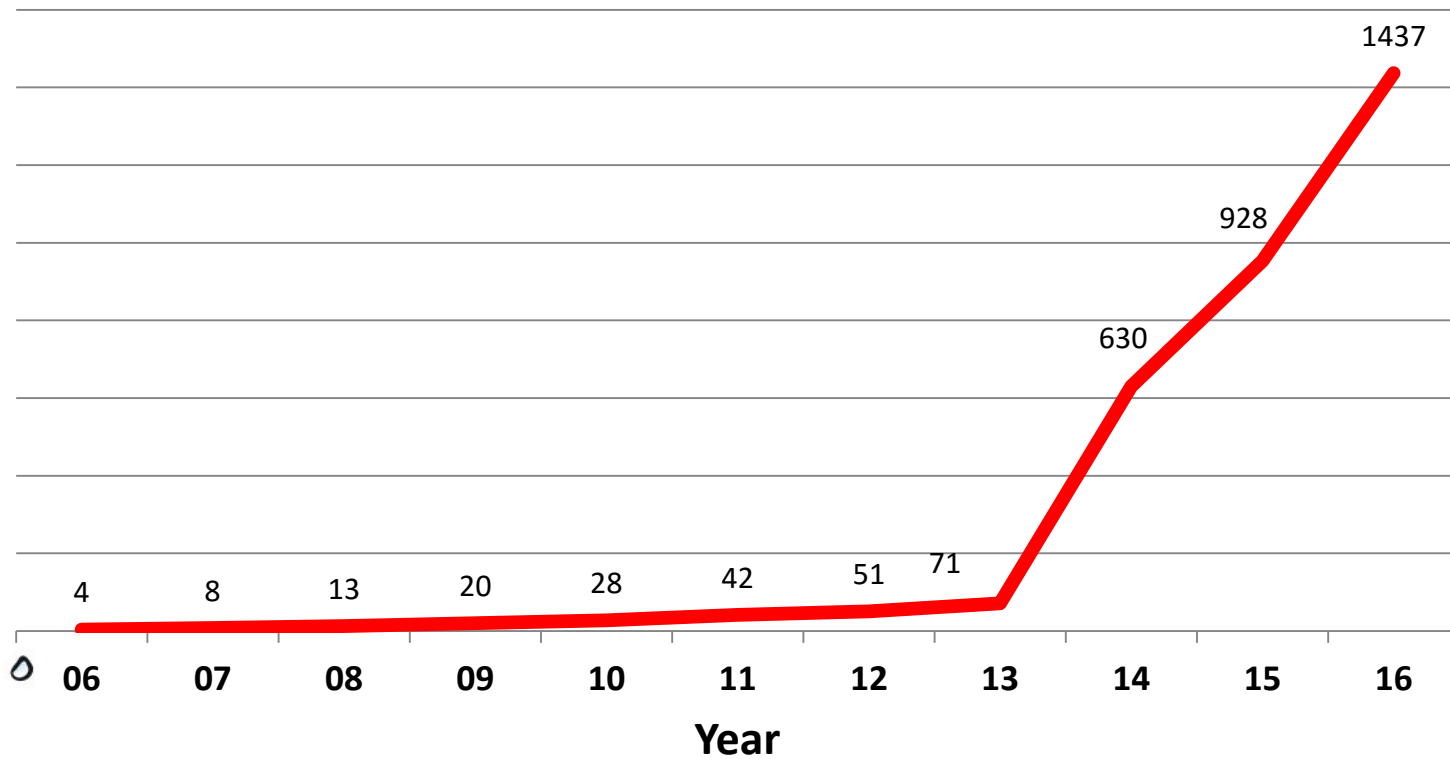
FIS[®] SNOW Kidz



Any where, any time.

1437 Events
378 Organisers
47 Countries

Growth of Events



Benefits:

- Enhanced Public Relations
- Connection with the community
- Establish new partnerships
- An investment in the clubs future



Support:

- **International Communications** - 3'222 views
- **Event ideas** – *Cook Books*
- **Free event consultation** – *cholinski@fisski.com*
- **Event themes** – *World Snow Day Digital Toolkit*
- **Preferred Suppliers**
- **Event Support Offers** e.g. *Audi World Snow Day Toolkits*
- **SnowKidz Awards**



17th January



EXPLORE
EXPERIENCE

ENJOY



F I S[®]

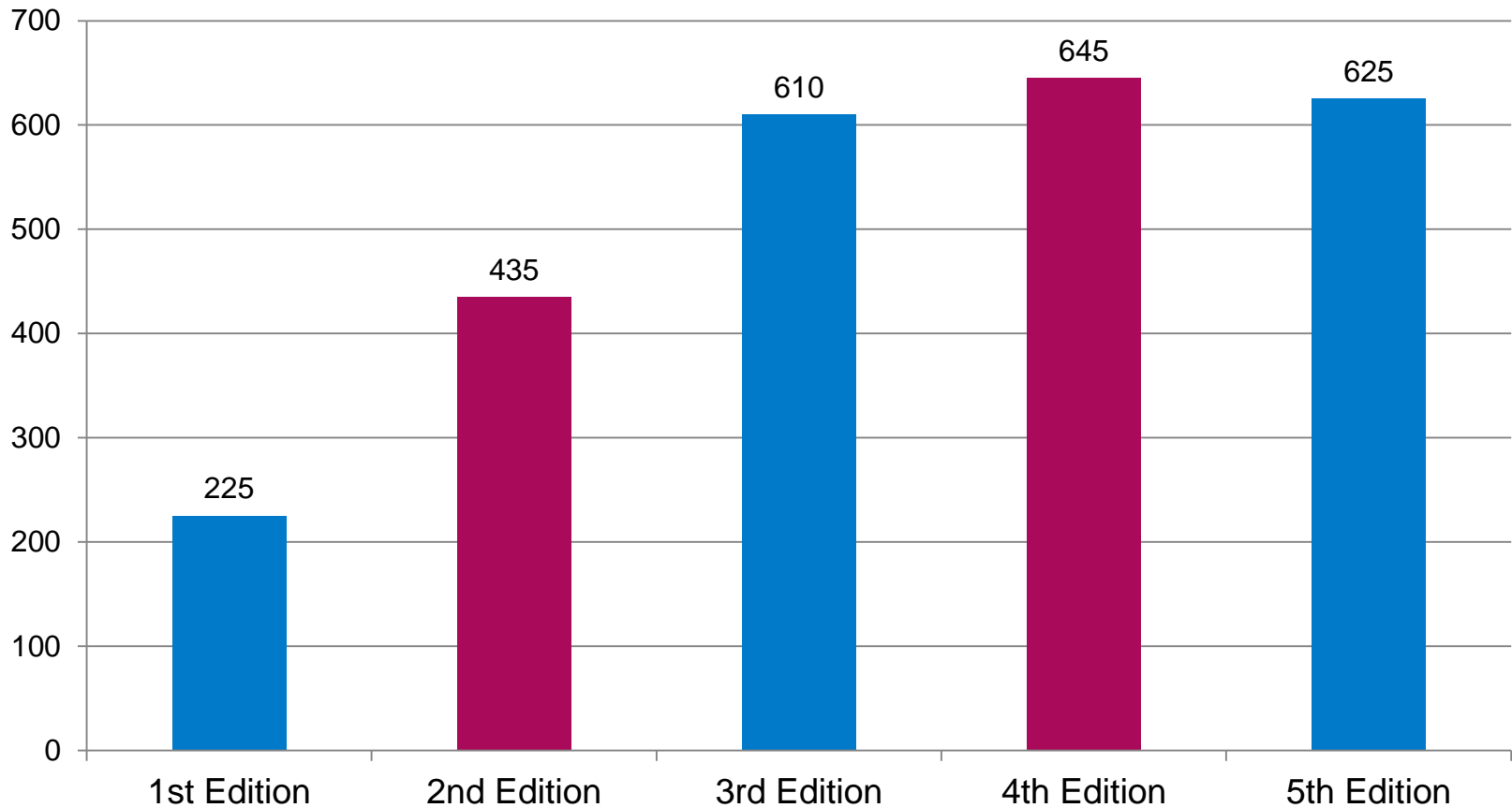
World[®]
SNOW
Day



15th
January 2017



Number of Events

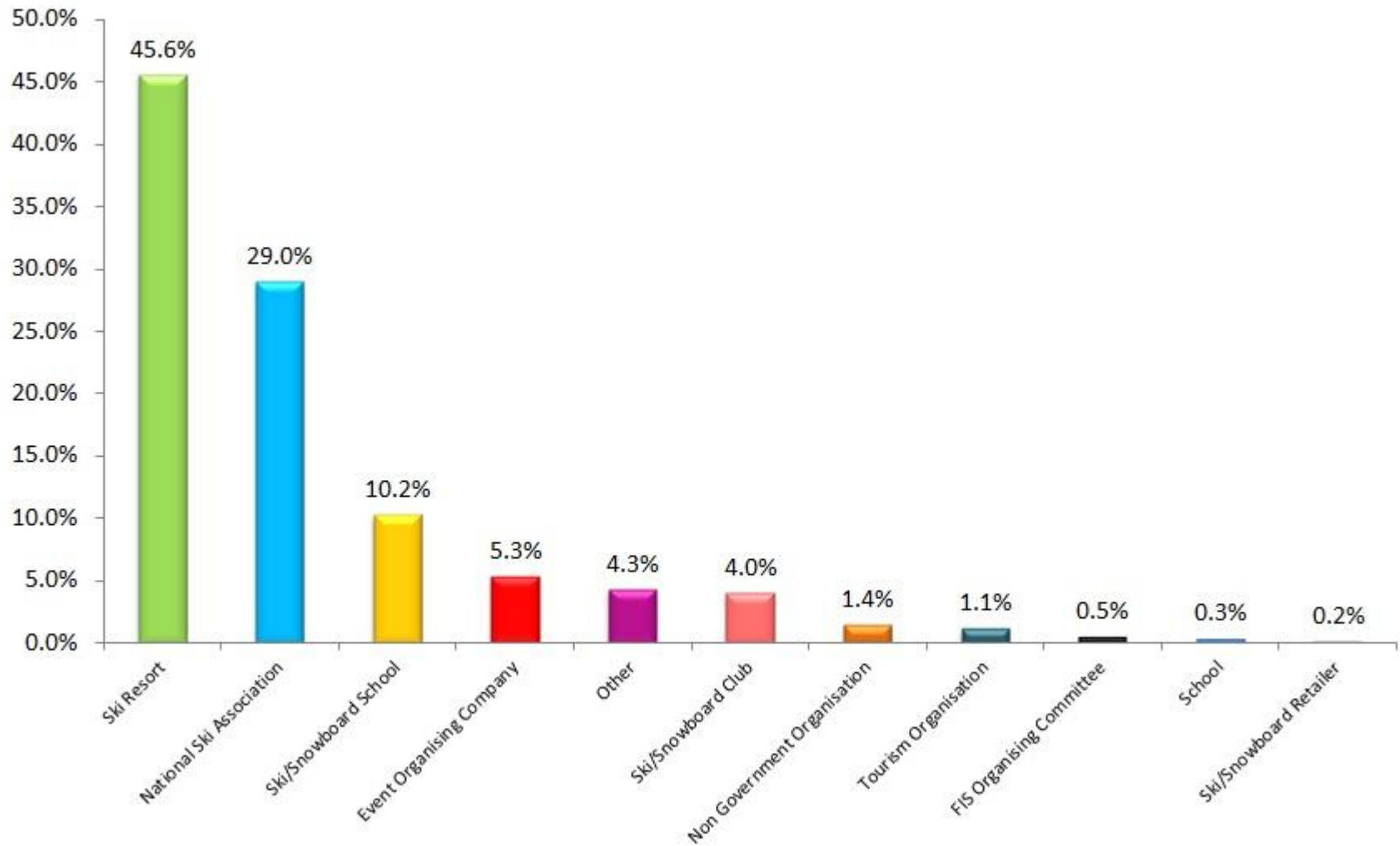


15th
January 2017



78 Events
28 Countries

15th
January 2017



15th
January 2017



Benefits

- **Enhanced Public Relations**
- **Connection with the community**
- **Establish new partnerships**
- **An investment in the clubs future**



15th
January 2017



Support Provided

- **International Communications** - 5'413 views
- **Event ideas** – *Event Ideas Guide and Case Studies*
- **Free event consultation** – *cholinski@fisski.com*
- **Event themes** – *World Snow Day Digital Toolkit*
- **Preferred Suppliers**
- **Event Support Offers** e.g. *Audi World Snow Day Toolkits*

15th
January 2017



World Snow Day Awards

- **Best Large World Snow Day** – For events over 500 participants

Prize – 10'000CHF

- **Best Small World Snow Day** – for events under 500 participants

Prize – 2'000CHF

- **Most creative events** – unique activities to promote one of the four pillars of World Snow Day

Prize – Camera crew

- **Line Honors** – First event to register

Prize – 1'000CHF – **WINNER OBERSTDORF**

15th
January 2017



Next World Snow Day,
15th January 2017 !



THANK YOU



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Ken Read

FIS Chairman of the Coordination Group Youth
and Children



THANK YOU!

