

10th FIS Youth and Children's Seminar

Benchmarking

Learning about recruitment across sports' borders

Hotel Hilton Zurich Airport, Switzerland
3rd October 2012

FISA and recruiting young athletes

(Fédération Internationale de Ski)

3 October 2012

**By Sheila Stephens
Desbans**

FISA Development Manager

Phot: Detlev Seyb 2012



One of oldest Olympic Sports in Summer Games, currently 137 members of which over 100 are active. Based in Lausanne, former neighbours to FIS! Budgets mainly supported through IOC and sponsorship. Different disciplines in the sport with national, regional, continental and international championships.

Challenges for Rowing

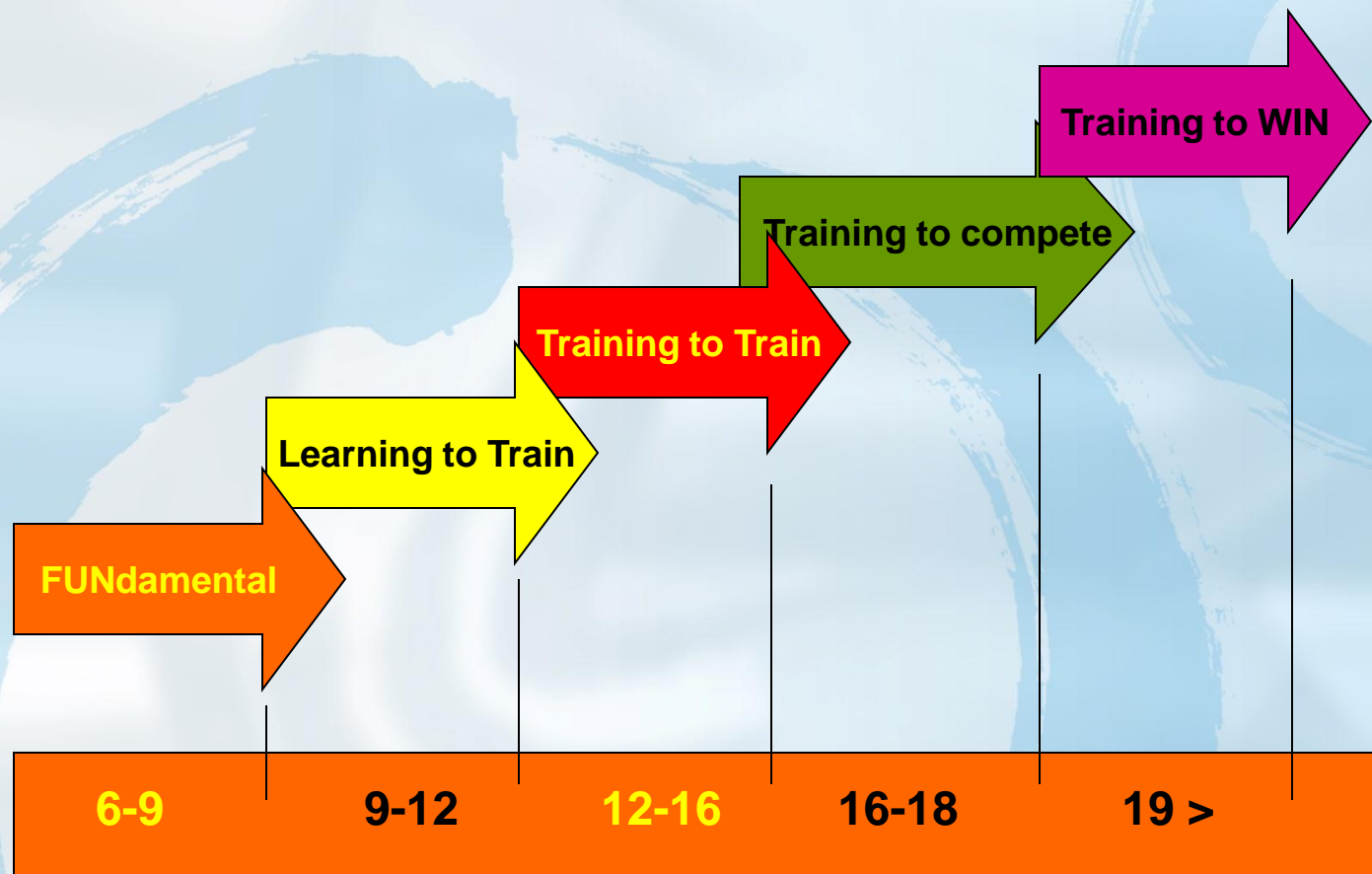
- **Boats for young children do not exist – or retrofitted other equipment. Expensive equipment. Certain size (kg) as well as a certain coordination.**
- **Creating a ‘tradition’ for a sport in a country that does not have one is a challenge.**
- **NOC and Sport Ministries have limited budgets and rowing is very expensive compared to sports like athletics and football.**
- **Difficult to access and is seen as being elitist and expensive (Which it can be!!!) How do we change that...how do you?**

Life long participation in the sport (our development philosophy)



The six phases of LTPAD

- 1. FUNDamental** - build overall motor skills
- 2. Learning to Train** - learn all fundamental sports skills
- 3. Training to Train** - build 'the engine' and consolidate sport-specific skills
- 4. Training to Compete** - fine-tune 'the engine', skills and performance
- 5. Training to Win** - maximise performance, skills and 'engine'
- 6. Retirement / Retainment** - adjustment, retain players, athletes for coaching; administration



From Istvan Balyi Ph.D

What is a young athlete?

Young of age?

- *6 to 9 years old?*
- *10-14 years old?*
- *14-16 years old?*
- *16-18 years old?*
- **Young in experience** – *“late starter”?*

Phot: Detlev Seyb 2012



The “FUNdamental Stage (6-9 years)”

- **Should be the responsibility of the community, but as long few countries or communities operate with sufficient programs we should convince the clubs to start activities program in line with the described “FUNdamental Stage”.**

What to do?

- Fun games that teach good running, jumping and throwing techniques. Also balance!
- Short duration activities and games that support experimentation and creativity.
- Demonstration of correct technique (not rowing technique).
- Strength training using bodyweight.
- Create club-feeling – have FUN
- Time; 5-6 hours a week. (three to four sessions)

The “Training to Train Stage” (9-14 years)

Should be the period we learn basic rowing technique (sculling technique) and continue to learn how to train.

What to do?

- **Focus on learning basic sculling technique**
- ***Use 75% of the time to general training and 25% for competition and competition specific training.***
- **Strength training that improves the stability of shoulders, elbow, core (torso), spine and ankle.**
- **Time; 8 to 10 hours a week. (five to six sessions)**

The “Training to Compete Stage”(12/14-16 years)

**A year-round activity with individual and rowing specific training and competition.
Introduction of rowing technique (sweep-rowing).**

What to do?

- **Continue development of rowing and sculling technique.**
- **Use 50% of the time to general training and 50% for competition and competition specific training.**
- **Development of knowledge in hydration and nutrition, recovery and regeneration, mental reparation, pre-competition routines and post-competitive recovery.**
- **Time; 10-14 hours a week (7 to 9 sessions)**

“The Training to Win Stage” (16-18 years)

Here the rowers physical, technical, tactical and mental capacity should be well established and she/he ready to prepare for high international competitions.

What to do?

Continue to control and develop/maintain rowing technique.

Use 80% of the time for rowing specific training (high volume) and 20% for competition specific training (high intensity).

Frequent, scheduled short rest periods to prevent physical and mental burnout.

Further improvement in all aspects of training and competition related subjects.

Time: 10 to 25 hours a week (8 to 12 sessions). Depends on the time of the year and the training system.

Schools that offer rowing are normally private institutions.

Universities in certain countries use rowing to meet quotas for balancing out having more female participation.

Many secondary schools in countries like Australia, Great Britain and South Africa are having an introduction to rowing as part of curriculum.

Countries like Argentina, Germany, Italy, Switzerland are exposing children via club system.

Some possible keys to success...Participation

How do we make sure this little girl wants to participate in future...
or is she already?



Phot: Detlev Seyb 2012

**Expose young children to the sport and make
it fun, as a spectator and a participant.**



Phot: Detlev Seyb 2012

- **Create a community around the sport – Friendly**

Phot: Detlev Seyb 2012



Jamie Fraser-Mackenzie of Zimbabwe started rowing at 14; he is 20 and has now competed at several World Championships and London Olympics and getting Oxford education.

Parents and dedicated coach are behind the scenes key players.

What do parents want when they are choosing a sport for their child



Phot: Detlev Seyb 2012

- Provide an entire package that is affordable and easy for parents/schools.
- Provide transport system
- Provide healthy food options when needed
- Provide alternatives for play/exercise when weather changes or unforeseen circumstances

- Positive Environment
- Cool Factor
- Sense of Belonging
- Provide opportunities for travel, Education, ...



FRIENDSHIP AND FUN!

UK Sport Case Study – Probably most comprehensive talent identification programme ever rolled out in rowing.

GB Rowing has done an extensive campaign using Talent ID, it can be seen to have been successful in that it got many more youth involved in rowing, or at least exposed but they have had very few of these athletes actually reach an elite level. This project received significant funding from Lottery.

The ‘intangible’ knock on effect of having more people simply ‘touched’ by the sport cannot be easily measured, but is seen to be generally a good thing.



Case Studies – Hong Kong and South Africa

- Hong Kong and South Africa as well as several other countries are using 'rowing campaigns' where they go to schools with an erg and get children to try out to see if they have potential and also just to introduce them to a rowing machine.
- Again – funded by government and has had some success and some failures.



Thank You for the Opportunity!



10th FIS Youth & Children's Seminar



an initiative of



The Question Mark

- Sailing is perceived to be a rather complicated sport?
- Access to sailing is limited?
- Sailing needs water and at least a boat and other equipment/material?
- How to overcome perceived Yachting Clubs walls?



an initiative of

The Idea

- To „transport“ sailing to kids
- Create perception of an easy, attractiv and close to nature sport
- To offer trial sailing outside „traditional“ Clubs
- Attract kids to a sport which might be believed to be far away and unaccessible
- To ascertain next generation sailors

an initiative of



The Offer

- **Swiss Sailing Youth makes available a trailer equipped with 6 fully rigged OPTIMIST incl. Safety vests and materials for trainers**
- **If not available, Swiss Sailing sends a licensed trainer and „operating instructions“ for a 3 hrs introduction program**
- **Promotion material (posters, flyers, media material)**
- **Reservation via Internet**
- **Easy to fetch and return**



an initiative of

The Program

- To be used by Sailing Clubs, schools and community (city, village) youth & kids sports initiatives
- Swiss Sailing to organise 3-4 events annually in different cities in Switzerland with guests and media coverage
- Outside these events equipment available easily

an initiative of



The Small Print

- Not available for commercial sailing schools or other institutionalised organisation taking place anyway
- Legal and Youth & Sports safety rules must be obeyed to (licensed trainer / Youth & Sports guide obligatory)
- Keep to agreed timetable for fetching / returning equipment
- Loss of material or damages to be paid for by organiser
- Deposit and daily fee asked for



an initiative of

The Kick Off Event

- The initiative was launched with an event on a public open water pool inmidst of the city of Berne
- Close cooperation with the city's sports authority
- View the following slide show for some impressions

... there is no such thing as bad wheather in sailing, unless there is no wind !

an initiative of



Learning Points

- Clubs are quite lethargic to organize events
- Ideas for venues and potential organising partners to be generated by Federation
- Participating kids in general become enthusiastic and wish repeat events, some join clubs for full sailing school and training
- Partners outside the sailing community find the program attractive



an initiative of

IIHF Recruitment Program

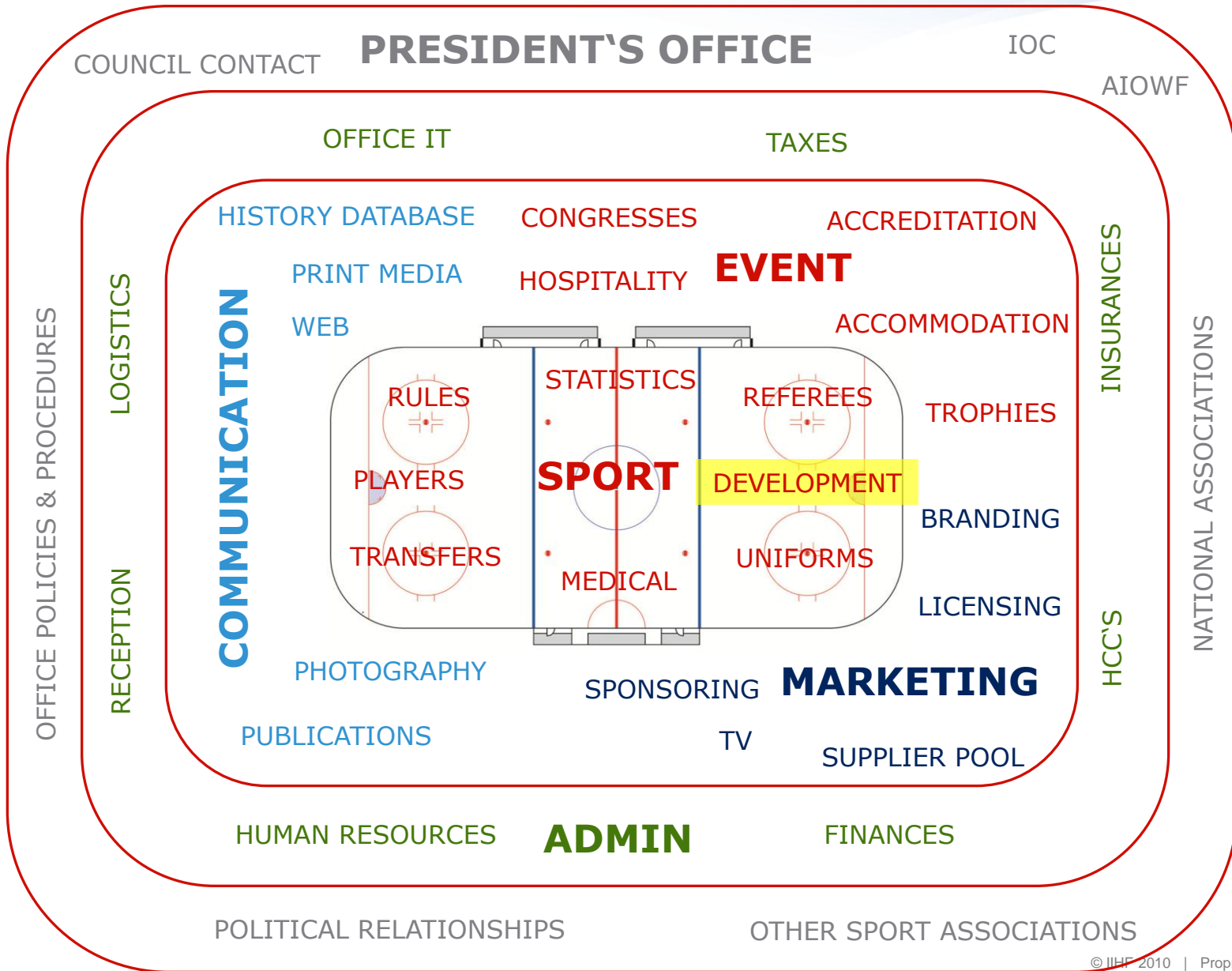


INTERNATIONAL
ICE HOCKEY
FEDERATION

10th FIS
Youth and Children's Seminar
3rd October 2012



IHF Organisational Philosophy





Steps for Building Hockey Development

- Leadership (vision)
- Education
- Programs
- Recruitment
- Facilities
- Levels of Play
- Elite Role Models
- National Programs
- International Programs

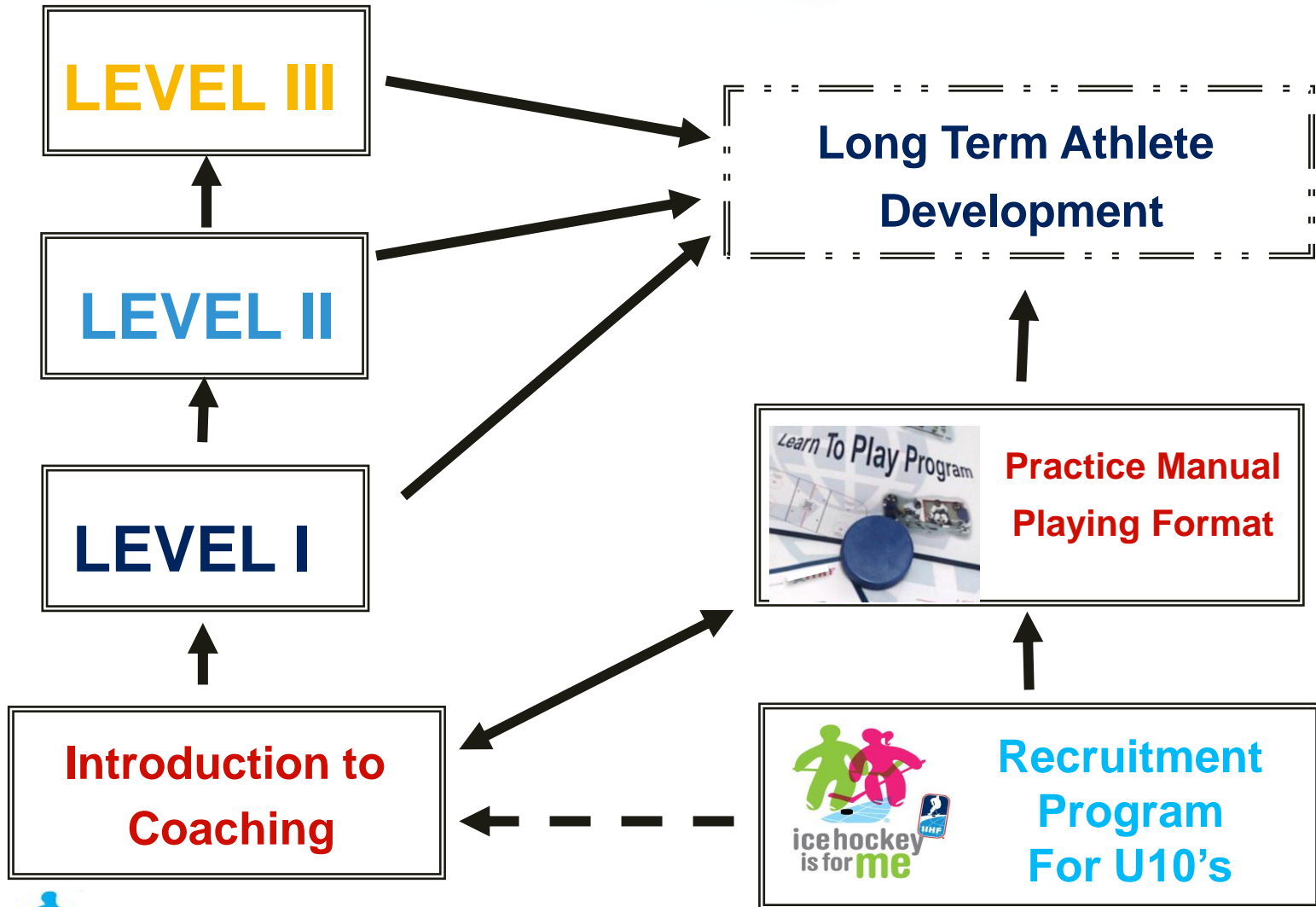
**Begins
at
Home**

International Program Principles



- Support and be supported by National Association Development Programs
- Must be operated in consultation with the National Association's
- Benefits development both nationally and internationally

Player and Coach Development



Why Recruit?

- Children have a large choice of activities they can participate in
- This includes sports - meaning that associations and clubs need to find children to play ice hockey
- No more osmosis - put very simply:

Players don't come to you!!



Challenges

- Getting National Associations to be active
- Financial constraints
- 50/50 agreement implications
- Arenas and equipment
- Number of participants required for a team
- No hockey culture in many countries
- Dealing with the General Secretary



Statistics Worldwide



- Over **1.5 million** registered ice hockey players; **88%** of those come from **6 nations** (Canada, US, Czech Republic, Russia, Finland and Sweden)
- There are approx. **1,000,000 junior** players and **175,000 female** players in the world
- The same 6 nations account for **90%** of junior players and **2 nations** account for **86%** of *female* players
- Of the 72 IIHF National Associations combined country population, only **0.03%** are registered hockey players
- A lot of opportunity to Recruit!!!



Recruitment Program is based on:



WHY? – do children participate

WHO? – makes the final decision

HOW? – to promote, inform and try

BALANCE – retention



IIHF Audit Objectives



Evaluate the current status of a nation by utilizing an external perspective

Helps the IIHF to:

- understand the operations, needs and requirements of its members
- identify who the National Association is and how they operate
- create meaningful resources to meet specific needs of its members

Helps National Associations to:

- discover new ideas and areas that may have been overlooked in the past
- identify a plan of action and plan their development programs
- evaluate their progress



IHF Audit



Player Registration Averages

Player Registrations	DIV I.	DIV II.	DIV III.	Section AVERAGES
Senior Players	2297	169	163	876
U20	662	141	56	286
Youth	2524	478	134	1045
Female	448	84	54	195
DIVISION AVERAGES	5690	891	386	2137

- Only 13 % of National Associations have a Marketing and Promotional strategy targeting the promotion of the sport in their nation

	DIV I.	DIV II.	DIV III.	TOTAL AVERAGES
Marketing and Promotional Strategy	36 %	0 %	4 %	13 %



IIHF Recruitment Program



The IIHF decided to build on the success of the 2010 Olympic Ice Hockey tournaments by initiating a project to recruit more players into ice hockey.

This Program has enabled National Associations to be proactive in recruiting children to play ice hockey. By making the game more accessible to everyone, it gives every girl and boy the opportunity to experience hockey.

The Program Features:

1. A Worldwide Campaign to recruit players
2. An Educational Program showing how to operate the recruitment program



1. Campaign - Ice Hockey is for Me



To generate an awareness of ice hockey as a sport and to broaden its appeal to new audiences.

Campaign includes:

- “Ice Hockey is for Me” leaflet
- Parents brochure
- Posters and banners
- Interactive video
- Stickers and pucks
- Parents and Players information sessions



1. Campaign Materials



Campaign includes:

- “Ice Hockey is for Me” leaflet translated into 13 languages
- 6 logo’s
- Interactive video
- “Welcome to Ice Hockey” parents brochure is available in 6 languages
- Stickers, posters and banners
- Players and Parents information session



IIHF will subsidize 50% of printing costs for a NA



2. Education Program



Works with the “Ice Hockey is for Me” campaign by offering material and information to assist the National Association to start and operate a recruitment program.

- Recruitment Program Manual and presentations
- National Association Recruitment Seminar
- Parents and Players information session
- Event Operations Manuals
 - Ice Hockey Day (Girls and Experience)
 - Demo
 - Hockey Camp



Why Players Play



1) First and foremost: To have FUN

Excellence: *To be good.* Players want to master the skills and excel at hockey

Affiliation: *Make friends.* Players want to be accepted and appreciated by their team-mates

Sensation: *Experience;* Players want enjoyable and exciting experiences

Success: *To receive recognition.* Players like acknowledgement for their achievements



Ultimately Who Decides?

Up until the age of 12 it is the parents who make the final decision as to which sport their child will play.

The Ice Hockey is for Me campaign was designed to be attractive to children but is intellectually directed towards the parents.

The mother is vital because she will have the final say!!! This is extremely important to remember when it comes to the recruitment of female players.



Promotion of Ice Hockey



- Promote as a mainstream sport for children
 - especially for girls
- Provide better hockey awareness and publicity within the community
- Word of mouth
- Recruit new players all the time, organise “Try Ice Hockey Days” all year long
- On-ice demonstrations
- “Bring a Friend” event - players and families bring friends to try hockey



Balance!!!!



- Best defence is a good offense
- Every action has an equal and opposite reaction
- Easiest way to increase your numbers is by keeping the ones you had last season
- Retention
 - Contact those that don't re-register to find out why
 - **2 x 2 Challenge** – Recruit 2 more players and retain 2 more players than you did last season
 - Next stage in the Recruitment Program



2012 Youth Olympic Games



- 1999 IIHF Testing Program begins, operated at all HDC's
- 2008 Program updated for IIHF 100th Anniversary celebrations
- 2010 Testing Program used for YOG SC Global Qualification beginning September
 - Provided all registered NA's with testing toolkit
- 2011 Competitive Program for Skills Challenge Final developed based on Testing Program
- 2012 YOG Skills Challenge Qualification Phase and Final in Innsbruck
- Encouraging NA's to use Competitive Tests as an on-ice demo
 - also use on "Try Hockey Days"
- NA's will be notified of the use of the Testing Program at next years Camp
 - They will need to run the tests during this season
- Plan to operate Skills Challenge again at 2016 YOG



Sponsor Equipment Support



- The Netherlands - 3rd February 2011- Eindhoven



- Spain – November 2011 Majadahonda



- Australia – Oct, Nov 2011 and March, 2012 Adelaide, Canberra and Queensland



Romania



- Long hockey history - became a Member in 1924
- Competed in OG – 1964 to 1980 (finished 8th)
- 2009 new board elected and set out on new direction
- May 2010 Ranking 31st - Total Players 767
 - Male Players 164
 - Junior Players 559
 - Female Players 44
- 2011 increased development activities and cooperation with IIHF
- Begin planning of Recruitment Program including translation of all resources
- Nov 2011 - March 2012 Program in Bucharest, Buzau, Brasov and Braila
- May 2012 World Ranking 27th - Total Players 994
 - Male Players 171
 - Junior Players 756
 - Female Players 67



Development Programs



222,000chf



25,000chf



70,000chf



45,000chf



450,000chf



IIHF

2,000,000chf



600,000chf



60,000chf



75,000chf



125,000chf



300,000chf



Information



- Recruitment Page – www.iihf.com/sport/recruitment
 - Information for parents
 - Interactive video and downloads
 - Children's specific page
 - National Association activities and events
- IIHF Hockey Centre – www.hockeycentre.org
 - Education Program downloads
- World Girls' Ice Hockey Weekend – <http://www.iihf.com/iihf-home/sport/women/world-girls-hockey-day.html>
 - 13-14 October 2012
 - 28 Nations registered



Back –up Slides



Finances and Costs



- Initial set-up and roll-out of the project was between March and November 2010

Task	Profile (in Hours)		Total Cost (@150 CHF Per Hour)	
	Design	Project Management	Design	Project Management
Campaign Concept	40		6,000 CHF	
Graphic/Material Proposals	33		4,950 CHF	
ID Guidelines (update)	2		300 CHF	
Recruitment Leaflets	23		3,450 CHF	
Welcome to Hockey Guide	26	72½	3,900 CHF	10,875 CHF
Mood Board	14.5		2,175 CHF	
Recruitment Logo + Alterations	45.5		6,825 CHF	
Puck Design (stickers)	4.5		675 CHF	
Posters	11		1,650 CHF	
Banners	6		900 CHF	
TOTAL			30,825 CHF	10,875 CHF
GRAND TOTAL			<u>41,700 CHF</u>	



Experience (Girls) Ice Hockey Day



- An Event that Club organises

- Planning and commit
- NA and IIHF assist them to do



- Make it FUN!

- should be an enjoyable experience for the children (atmosphere, colours, environment, coaches etc)

- Make it easy

- Just need skates (rental or figure skates are ok) and some gloves
- Club offers - helmet, stick, assistance and coaching

- Explain about Ice Hockey

- Fresh, sporty image helps to build attractiveness
- Advertising – make it accessible



Operations

- Promote early and often
- Use Posters, Leaflets
- Try Skills
- Welcome to the rink – meet the families (mothers)
- Offer a helping hand (skates, sticks)
- National Team or Senior players on the ice
- Diploma, jersey, stickers



After the Hockey Day first 2-3 times are free of charge or organise initiation Hockey Camp



Demo - Objectives



This is a four-minute demonstration that gives the maximum exposure for ice hockey. It is a good recruiting tool as it hi-lights the development and future growth of the sport

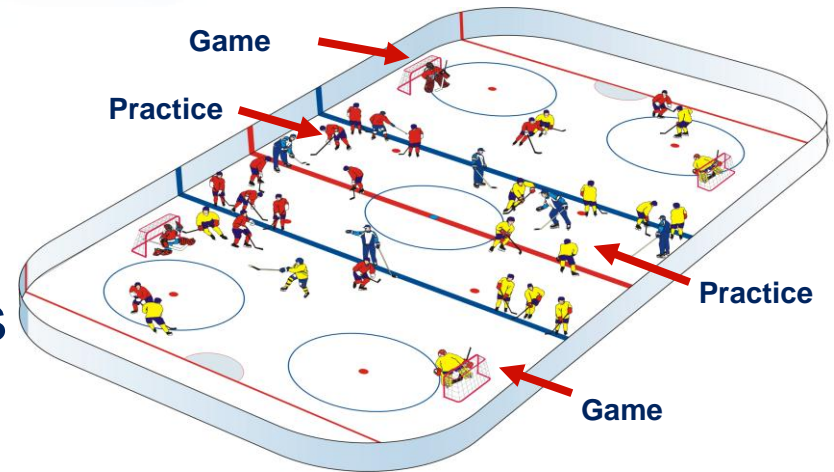
- Promote and help the growth ice hockey
- Recruitment of the next generation of players
- Explain the operations of the Learn to Play and Hockey program
- Operated during the break between periods of a game with a voice over explaining the program
- Need between 15 and 30 players plus 3 Coaches



On-ice Operations



- Coaches lead the players on the ice and everyone goes to their pre-arranged zone
- The players play in their zones for two minutes



- The audio explanation is read out over the PA system
- The players change zones and play in the new zone for two minutes
- At the conclusion, the players and coaches wave to the crowd then leave the ice



Beginners Hockey Camp



- Duration: One week - half day's
- When: As a follow-up after a Recruitment Ice Hockey Day.
 - Other effective times are during Easter and Summer Holidays
- Ice Time: 2 hours per day
- Number of participants: Ice Hockey 30 - Skating 30
- Age group: 6 – 12 year
- Number of coaches: Ice hockey 6 - Skating 6



On ice Organisation



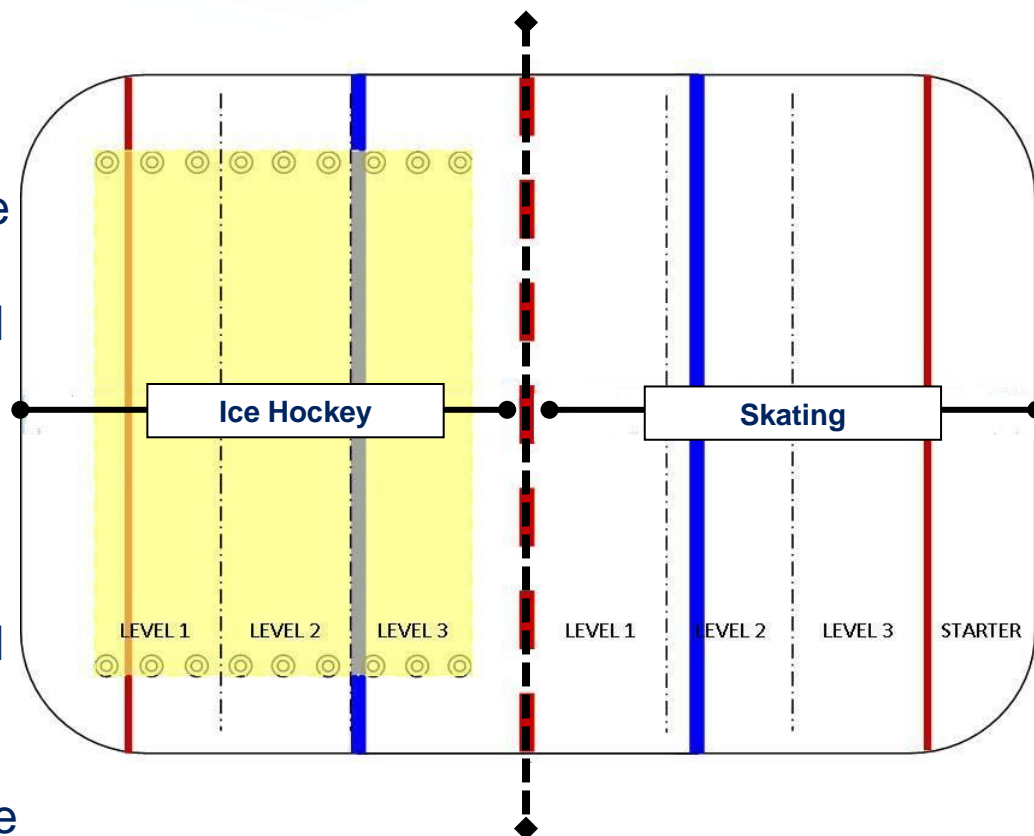
Separate ice in half

Skating:

- The ice is divided into zones
- Depending on the skill level there can be 3 to 4 zones
- The games will be played with all children on half ice

Ice Hockey:

- There should be 3 zones depending on the skill level
- The games will be played with all children on half ice
- The matches will be played in 2 zones - End zone, blue to red line



In both ends of the ice a child can move up the skill zones as their ability increases during the week. This must be monitored by the instructors.



Bring Children to the Snow

10th FIS Youth and Children's Seminar



TODAY'S AGENDA

- Bring Children to the Snow Overall
- World Snow Day Status
- SnowKidz Status

THE MODEL

Bring Children to the Snow

Shared Target Group: 4 - 14 years of age



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.



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

20th
January
2013



EXPLORE
ENJOY
EXPERIENCE



F I S[®]

World
SNOW
Day



Biggest Day on Snow All Year !



20th
January 2013



109 Days

20th
January 2013



63 Organisers
(43% increase)

18 Countries
(50% increase)

20th
January 2013



					
Armenia 0	Australia 0	Austria 3	Belarus 0	Bulgaria 0	Canada 4
					
China 2	Cyprus 0	Czech 0	Estonia 0	Finland 0	France 2
					
Georgia 0	Germany 2	Greece 0	Hungary 1	Iceland 0	India 2
					
Ireland 0	Italy 8	Japan 0	Kazakhstan 0	Latvia 0	Lithuania 0
					
Macedonia 0	Netherlands 0	Norway 1	Pakistan 0	Poland 2	Portugal 0
					
Romania 1	Russia 6	San Marino 0	Slovenia 1	South Africa 0	Spain 6
					
Sweden 4	Slovakia 0	Switzerland 10	Turkey 0	UAE 0	Ukraine 2
					
UK 1	USA 3				

20th
January 2013



Locations and Events

- Quebec City (CAN): Mountain in the city
- Beidahu (CHN): Free lift tickets, lessons and equipment use for children
- Chamonix (FRA): SOS Children's Villages
- Verbier (SUI): Discounted ski passes, equipment and lessons
- Sextner Dolomiten (ITA): Snow shovel race
- Obertsdorf (GER): Nordic Festival
- Rosa Khutor, Sochi (RUS): cccc
- Gulmarg (IND): Snow festival in the shadow of the Himalayas
- Vatra Dornei (ROM): Free lessons for children

20th
January 2013



Partners

Confirmed: 5 of 6

- Milka
- Eurosport
- European Broadcasting Union
- Infront
- Best of the Alps



Exploring: 2 additional partners

- Shhhhh.....secret



20th
January 2013



Communication

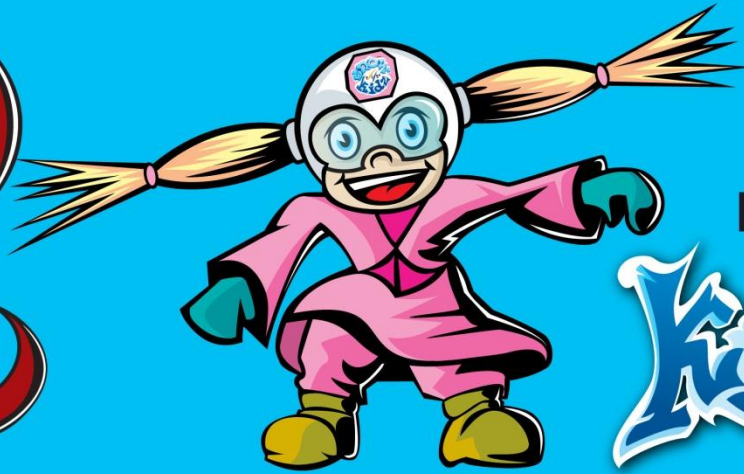
Throughout the Year

- Youtube Video Campaign
- Facebook Activation
- FIS Newsflash Section
- World Snow Day Newsletter



1st January 2013 – 20th January 2013

- Launch of World Snow Day Promotional Trailer
- Launch of Virtual World Snow Day



F I S[®] SNOW
Kidz



Anywhere....anytime

Enhanced Program

- Event Planning Manual
- ‘Cookbooks’ – first draft completed



Enhanced Website

- Toolkit constructed – including 11 initial tools
- Registration System
- Live Profile System
- Image and Video Gallery
- Reporting System
- NSA Notification system

Enhanced Digital Presence

- Launch of Facebook
- Launch of Twitter
- Launch of Youtube Channel





15 organisers from 9 different countries



Lets Bring Children to the
Snow together

Thank you





Charlotta Bürger Bäckström

The best day of my life on skies

Huvudsponsor





EVERYONE ON SNOW





Swedish Ski Association

Vision: *“Best in the world – Everyone on snow”*

Values: *Clarity – Openness – Respect*

Education philosophy

We, the Alpine education team of the Swedish Ski Association, believe in active learning and people’s unique abilities.

We want to represent positive, reflective and humble leadership with the ambition to stimulate an increased curiosity for the Alpine sport and training.

We have the ambition to create an environment that stimulates safety, joy and learning.

Huvudsponsor



What new target groups did we reach through Everyone on snow?

For 2011-2012, the statistics look like following:

Direct target groups:	Persons
• Students in 4 th grade	10 000
• School teachers	120
• Add-on education for Sports Teachers 25-65 years	150
• Gymnasium students as leaders during <i>Everyone on snow</i> 18 -19 yrs	400
• Snow Safe - ski weekend for high school students 16-18 yrs	200
• Students GIH, 7.5 hp Skiing in school, <i>Everyone on snow</i>	30
• World snow day, visitors	2000
Total:	10 900

Huvudsponsor



Indirect target groups:

For 2011-2012, the statistics look like following:

Indirect target groups:	Number
•Municipalities, political line	7
•Schools, school principals	240
•Parents and siblings of students in 4 grades	24 000
•Articles in newspapers and websites, Expressen, Nacka Värmdö	10
•Lecture and stand at the Stockholm International Ski- Fair, December 2011, visitors	22 000
•Exhibitors at Public Health Meeting via entries April 2012, participant	2500
Total:	48 757

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The turning wheels of EDUCATION



Exhibition Visitors
To learn about education forms and *Everyone on Snow*

School Teachers
To learn to lead on snow on a school day.

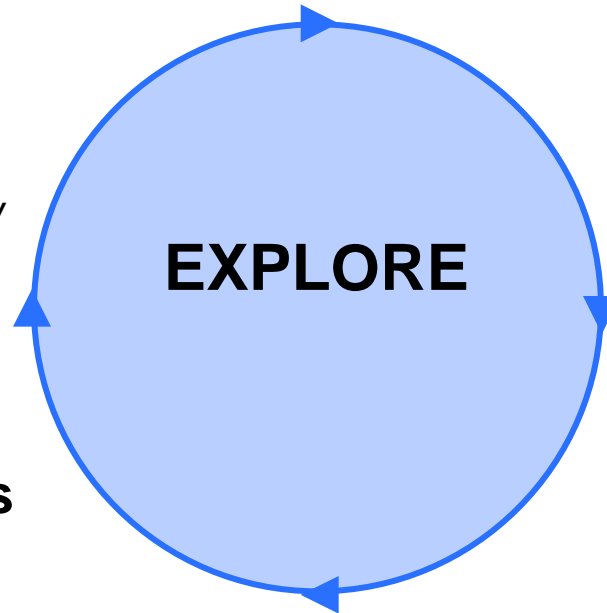
10-year olds
To be able to ski and have fun, also after *Everyone on Snow* and *World Snow Day*

Ski Clubs

To learn to develop gymnasium students and work on *Everyone on Snow* and *World Snow Day*.

Gymnasium Students

To learn to lead on snow on *Everyone on Snow*



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The turning wheels of EDUCATION

Ski Clubs

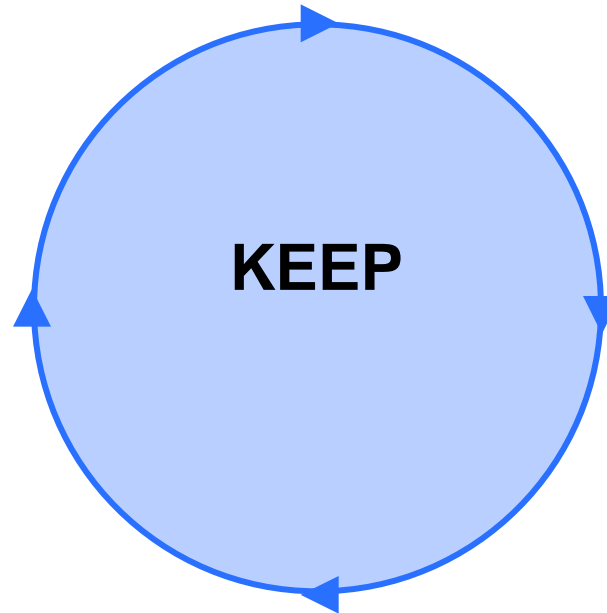
To learn to manage free try out of 10-year olds

Municipal Reps'

To learn about how to make glide on snow available and possible for everyone

Young trainers

New program for trainers 15-18 year old. SATU 1



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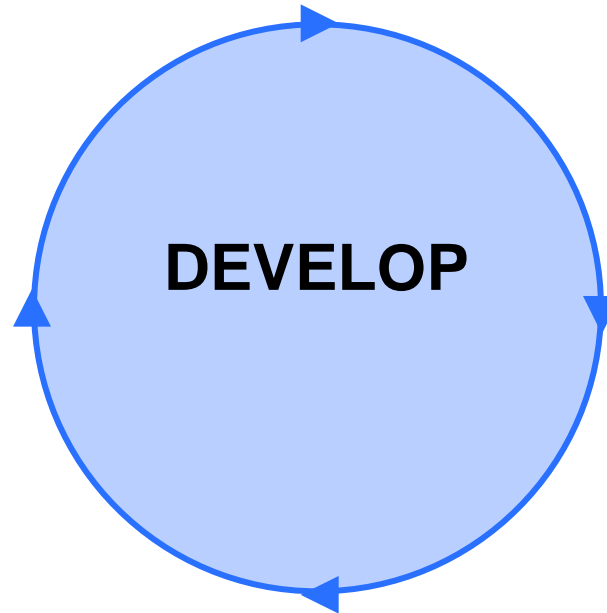
The turning wheels of EDUCATION

Ski Clubs

New coach program to be able to develop own trainers

Ski Gymnasium Students

New training program for young trainers. SATU 1



Our training program is guided by *The best day of my life on skies* through life style and public health.

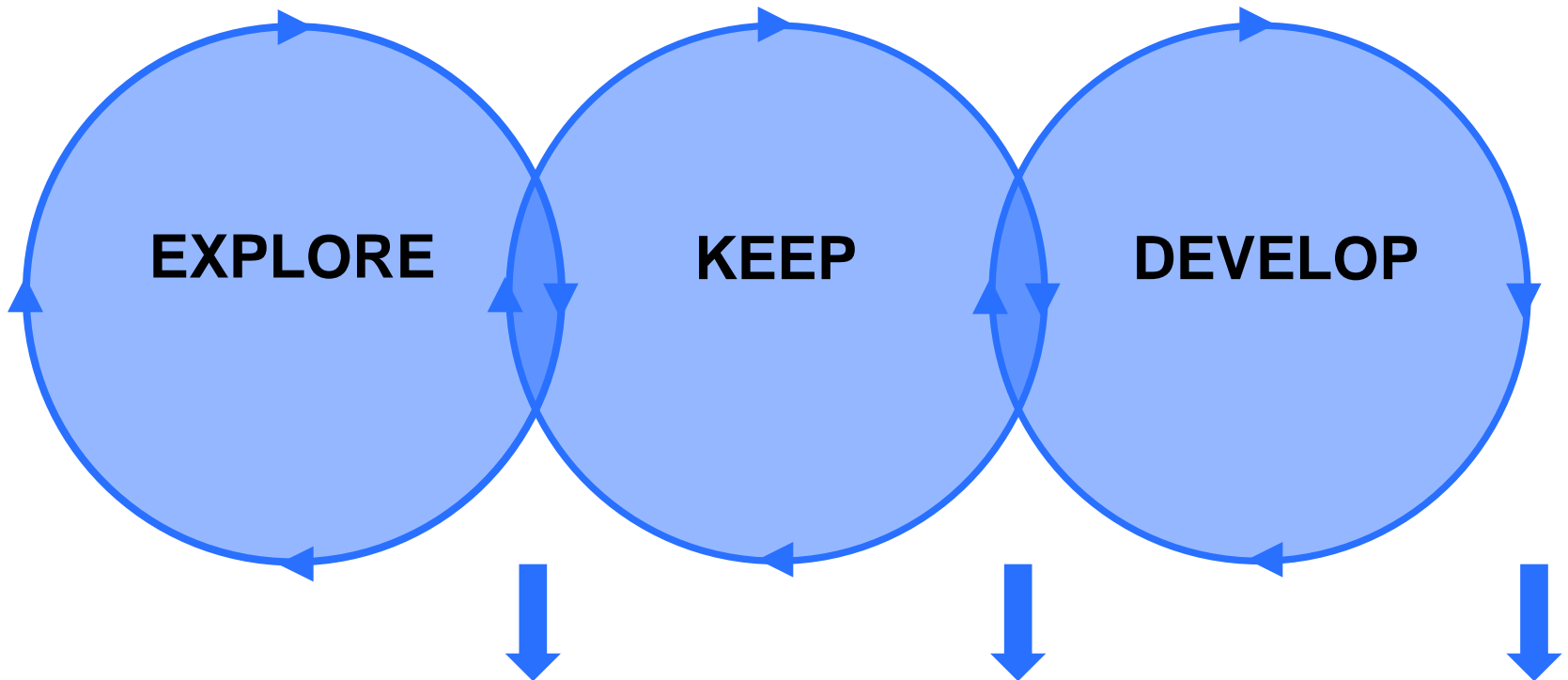


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The turning wheels of EDUCATION



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Overall Goal: A Life Long Interest in Snow Sports

Project Goal: All Young People on Snow sport

Method: **"The good mirror of snow sports"**

Many senses
are activated

*Good body
control*

Many impressions
and new
experiences



To succeed in the
activity

*Positive
reactions from
adults and other
children*

Positive self-image,
security, increased
social skills

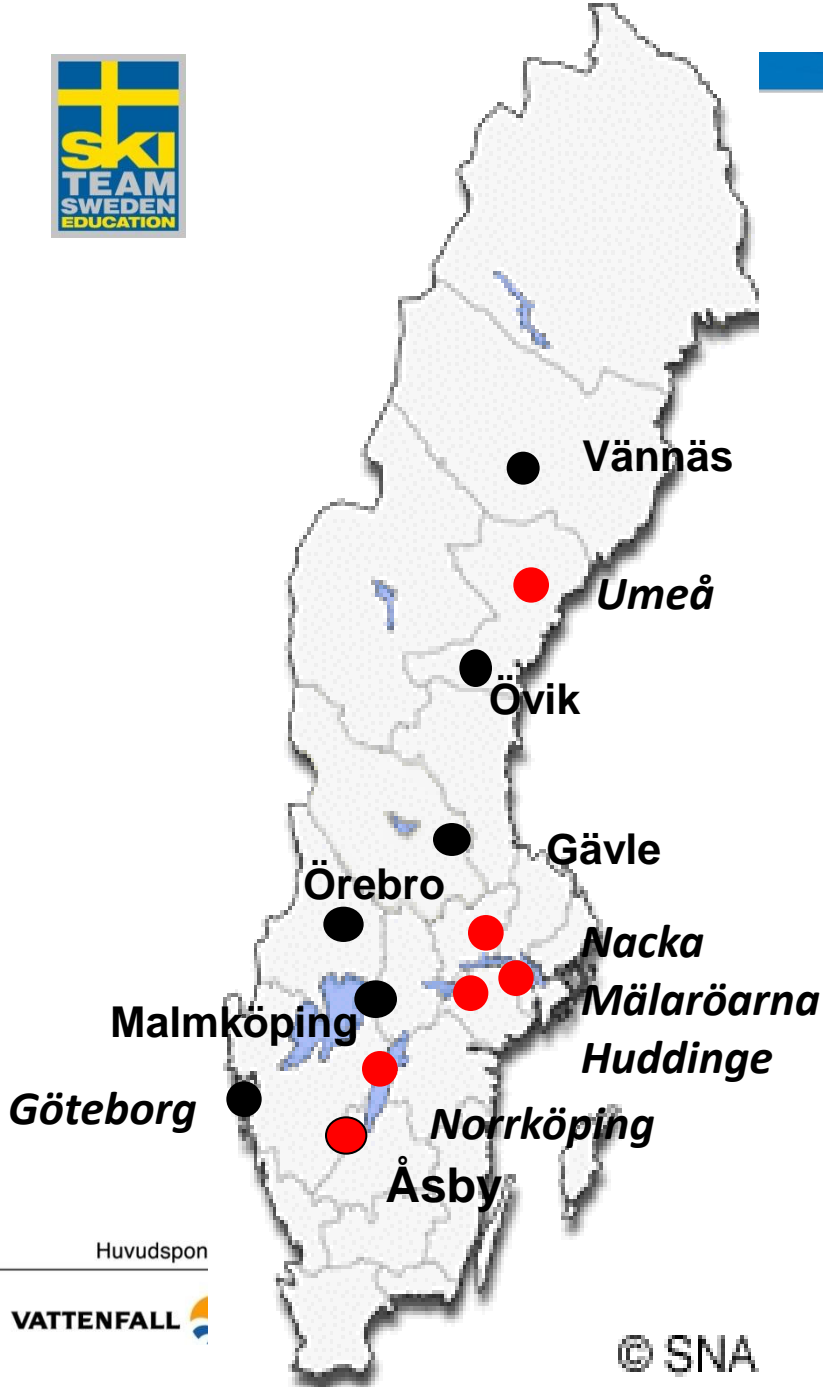
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END OBJECTIVES 2015

- 20 municipalities are an Everyone on Snow municipality
- 32 000 10-year olds have been on an Everyone on Snow day.
- Pupils of upper secondary schools (Gymnasium students) in respective municipality has got education in leading on snow and been manager for $20 \times 100 = 2000$
- Teachers that teach 10-year olds that got education in Everyone on Snow for $20 \times 50 = 1000$
- 20 clubs have through the “sport money” implemented Everyone on Snow and train further in leading on snow for beginners.
- 20 places have implemented a World snow day

Huvudsponsor



12 municipalities are an Everyone on Snow municipality in 2013

22-January
2012



EXPLORE
ENJOY
EXPERIENCE



F I S[®]
World
SNOW
Day



ZAKOPANE

World Snow Day

SUMMARY

22.
January 2012



HOW DID IT STARTED?

MAY/JUNE 2011 - The FIS Calendar Conference in Portoroz (SLO)

Let's make **WORLD SNOW DAY**
in **ZAKOPANE!!!**



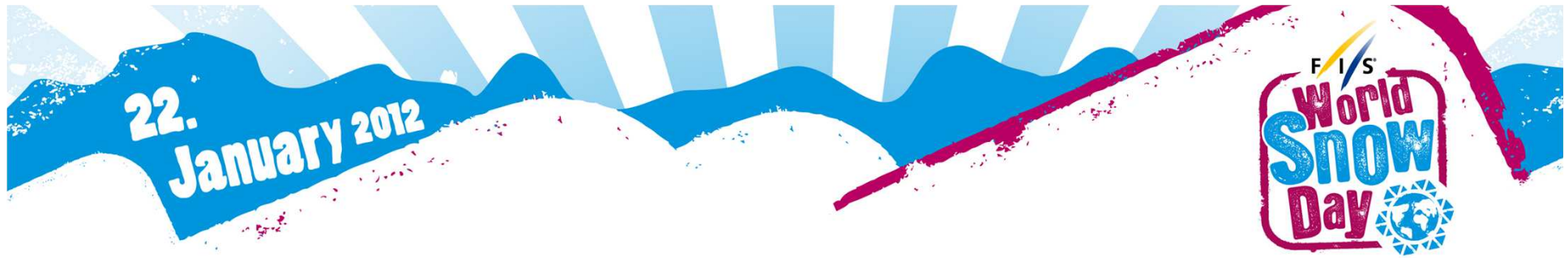
22.
January 2012



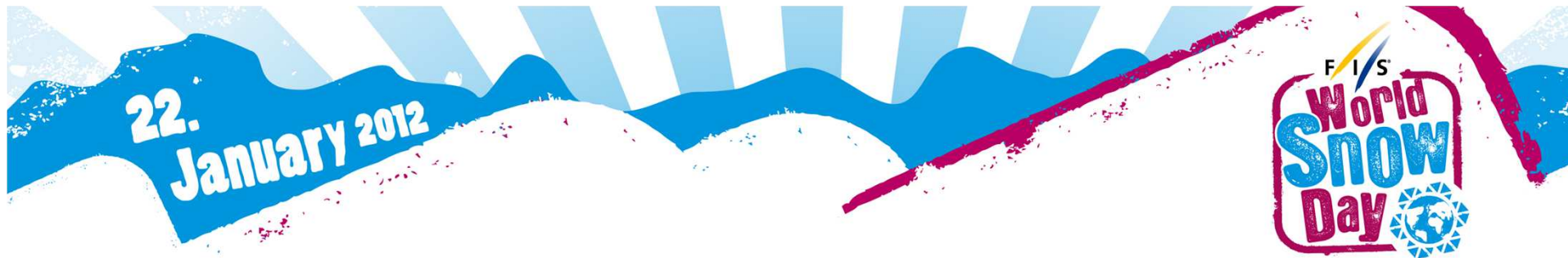
Hey, hey, hey
WORLD SNOW DAY!
Enter!!

JUNE 24, 2011



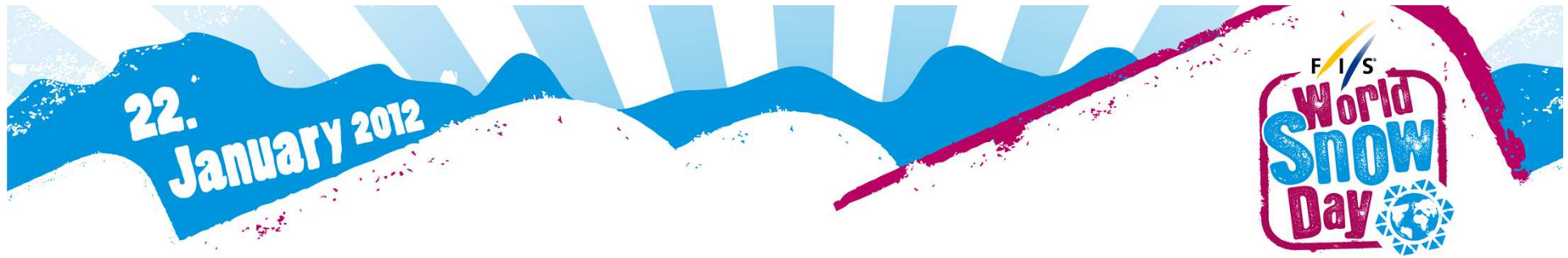


- Zakopane was in the **TOP TEN** among 225 Organizers (we were the 9th)

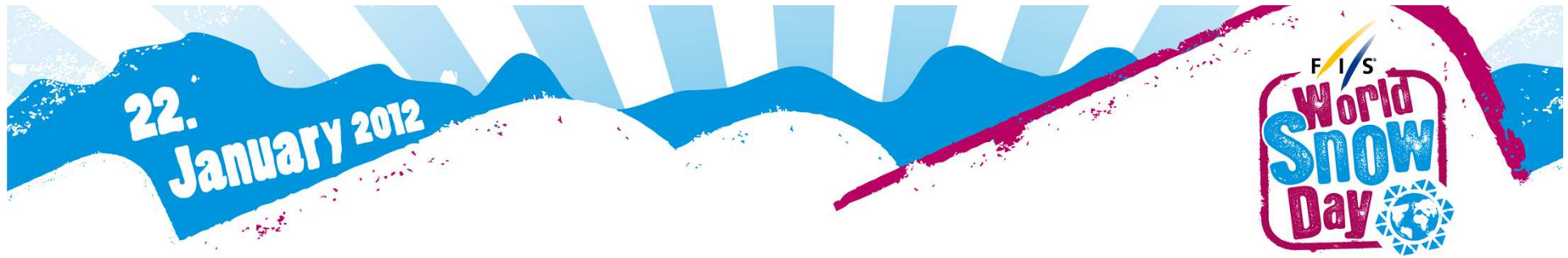


THE NEXT STEP – WSD PROJECT PRESENTATION IN ZURICH



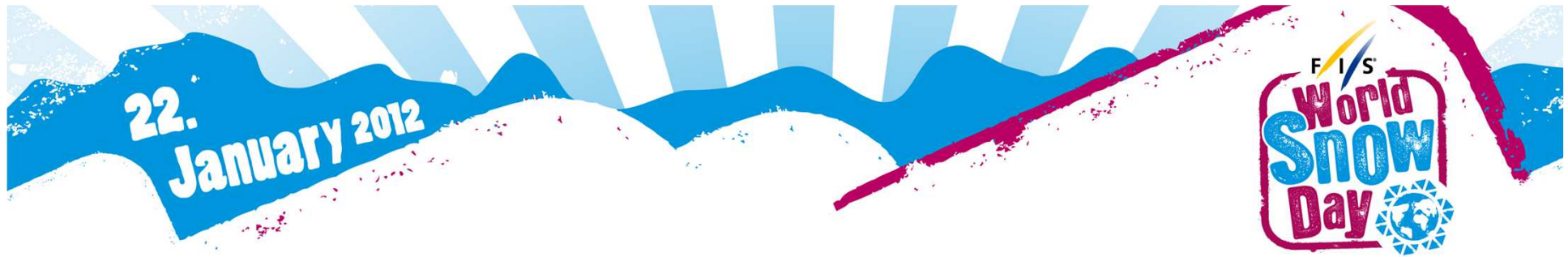


PROJECT REALIZATION



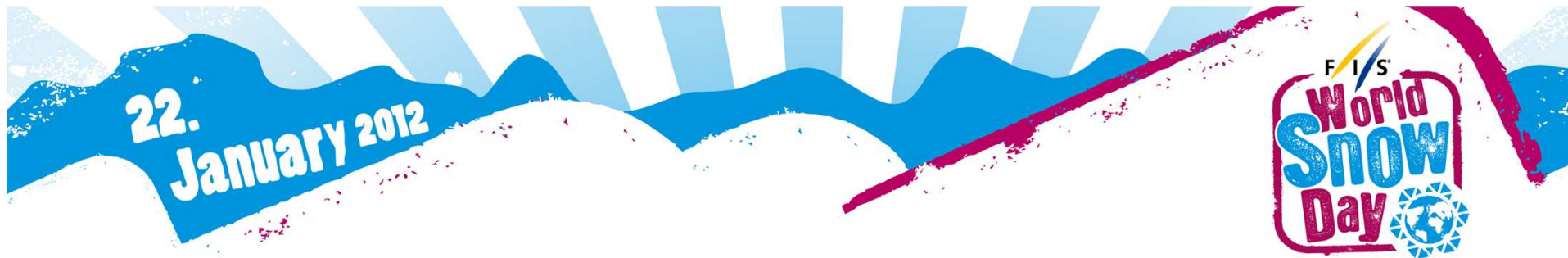
THE ORGANIZERS





HOW DID WE INFORM THE PEOPLE ABOUT WORLD SNOW DAY in ZAKOPANE?

- Weekly press conferences
- City Hall official website
- Polish Ski Association official website
- Facebook profile
- Meetings with the Directors of schools
- Meetings with the Directors of Kindergartens



WORLD SNOW DAY CELEBRATION 20 – 22 JANUARY 2012

DAY I

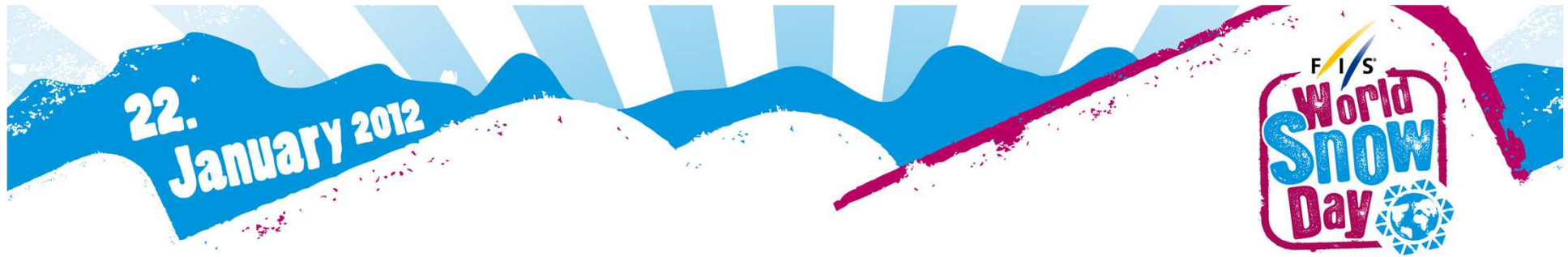


DAY II



DAY III





DAY I - Introduction to the Celebration

- **The Opening Ceremony of the FIS Ski Jumping World Cup in Zakopane and winner decoration** (first & second day of the competitions) was held under the aegis of the **WORLD SNOW DAY!**
- The first day of the event was watched live by **15 000 supporters!**
- On the second day **19 000** ski jumping fans were with us!

They all saw our volunteers dressed in shirts with **WORLD SNOW DAY** logo & many beautiful beach flags







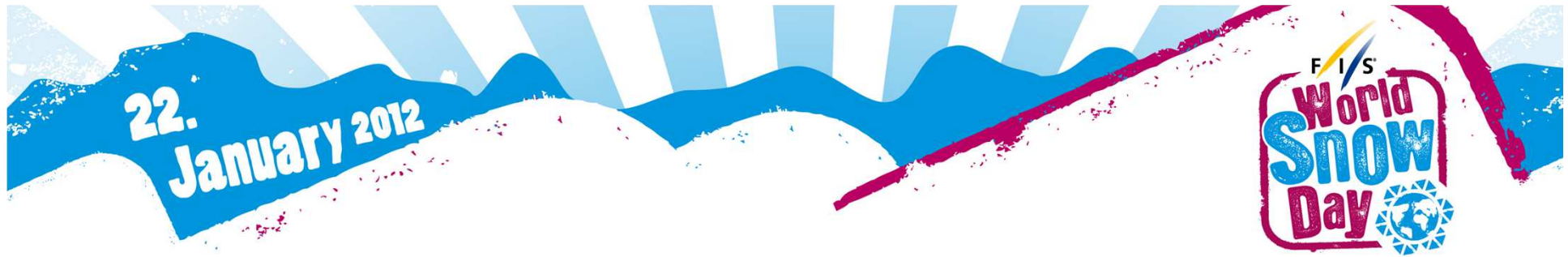












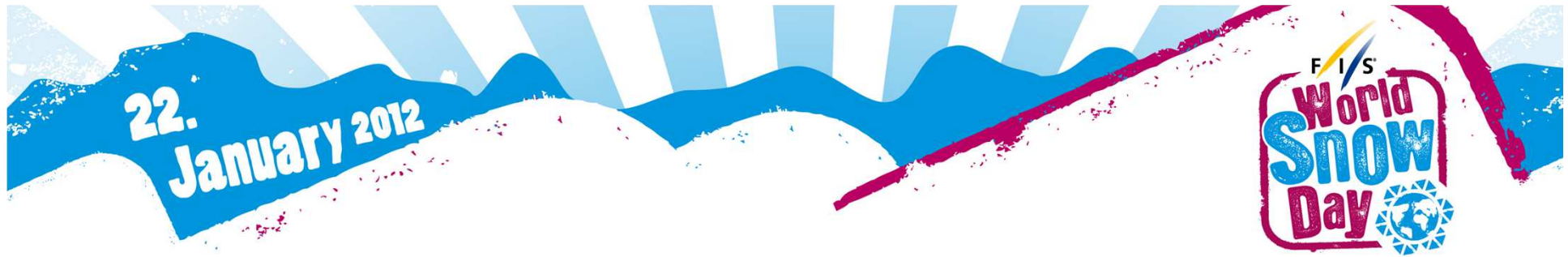
DAY II – OFFICIAL OPENING and first day of the COMPETITIONS

- Official opening of the World Snow Day in Zakopane was carried out by **WALTER HOFER, Race Director Ski Jumping** himself!!
- It was a great surprise not only for the youngers, but also for their parents 😊







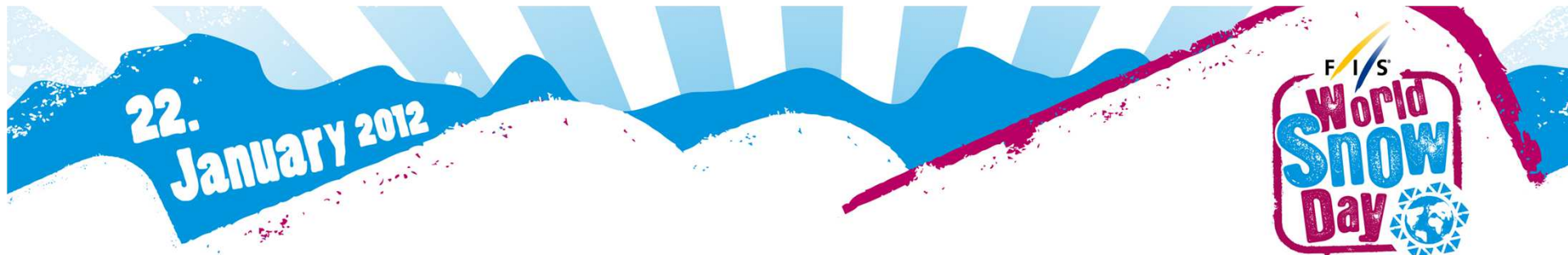


How did we implemented the **WORLD SNOW DAY** project in Zakopane?

For us WSD meant **continue the tradition.**

-1946 The First Memorial of Kornel Makuszynski „Koziolek Matolek” took place (the idea was to take children to the fresh air and encourage the to the winter sports)

We adapted an existing event to World Snow Day idea.



**FOLLOWING THE MOTTO WORLD SNOW DAY,
WE WANTED TO :**

ENJOY

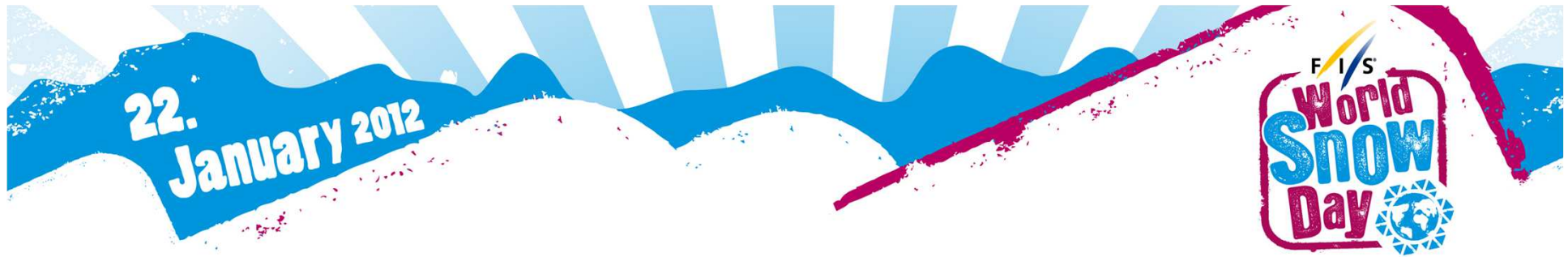


EXPLORE



EXPERIENCE





Kornel Makuszynski Memorial = Winter Sport Competitions

- Alpine Skiing and Snowboarding Competitions
- Cross-country Skiing Competitions
- Ski Jumping Competitions
- Skating Competitions

22.
January 2012



So, the KIDS

EXPERIENCE



...How to be a competitor





...How to lose..



...How to be the winner







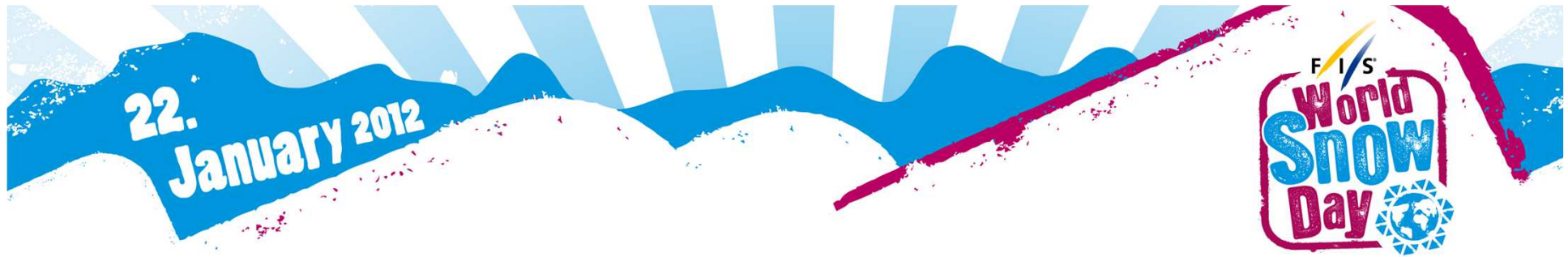




...How great is to be with the FRIENDS



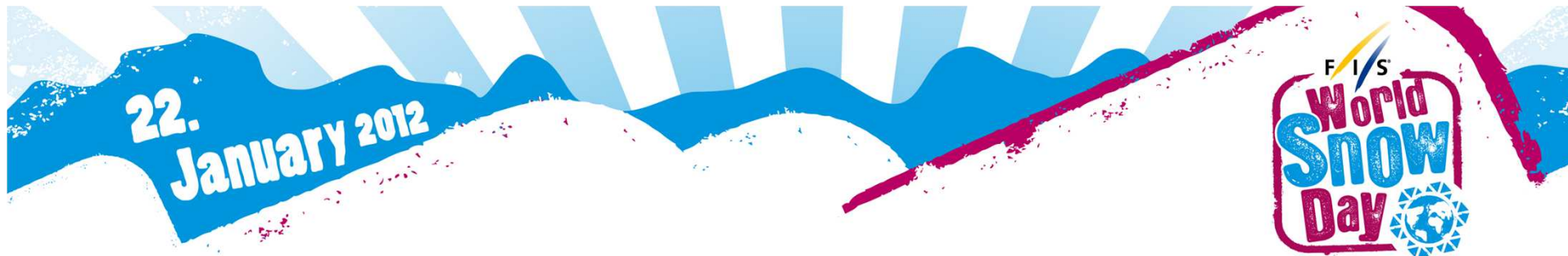
...and with **FAMILIES**



WE WANTED OUR CHILDREN TO...

EXPLORE





EDUCATIONAL STANDS - TATRA NATIONAL PARK

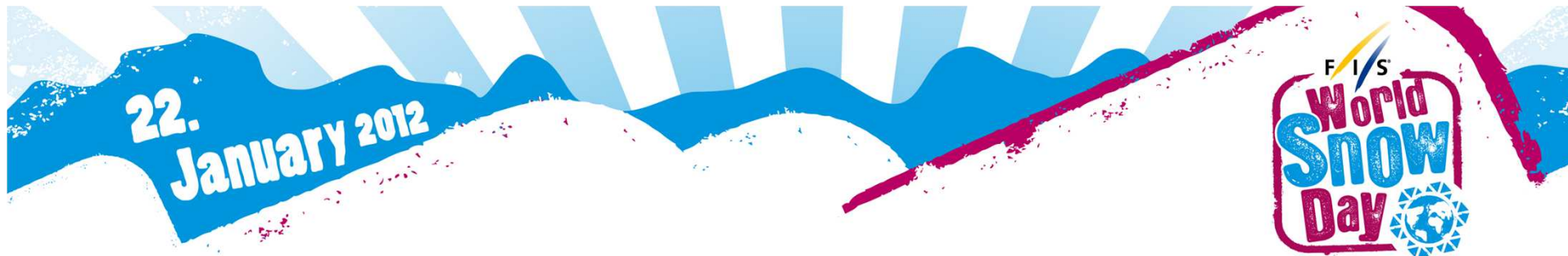


Tatrzański
Park Narodowy









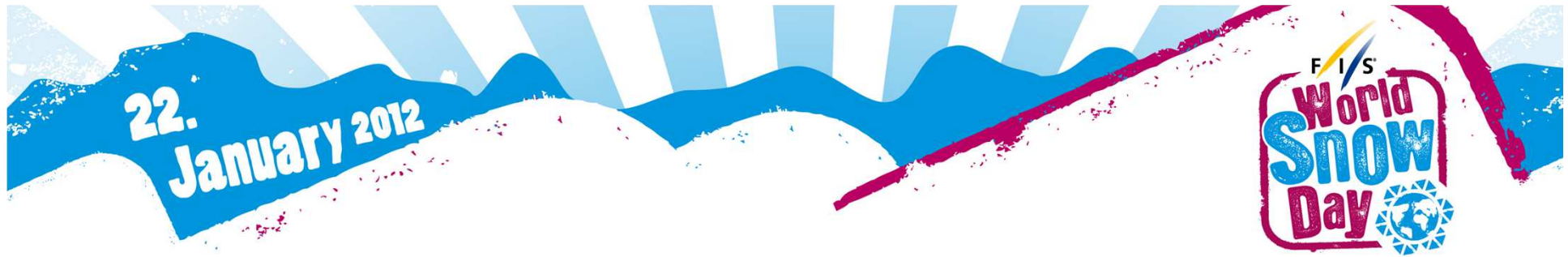
EDUCATIONAL STANDS

- TOPR – Tatra Mountains Rescue Team









Free Professional Trainings with qualified instructors SITN - Association of Ski Instructors and Trainers

- SITN is the largest national non-governmental organization dedicated to train future skiers and snowboarders
- 17 000 Members



22.
January 2012



AND FINALLY....

ENJOY























22.
January 2012



FOTO





22.
January 2012



THE STARS



GWIARZDY











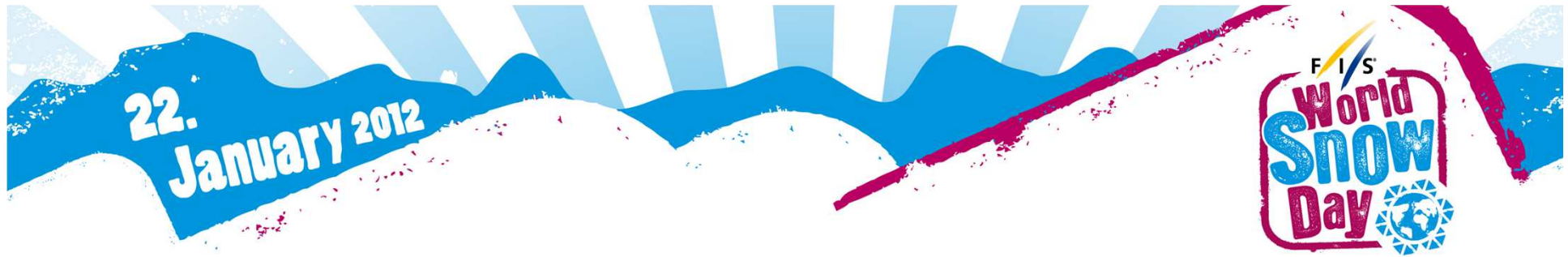












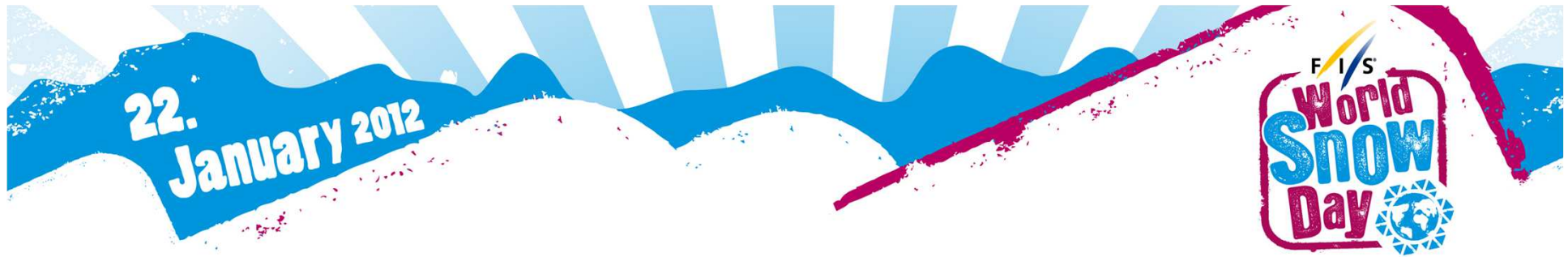
SUMMARY

- **15 000** spectators watch Opening Ceremony (WC SJ)
- **19 000** spectators watch the competitions on second day (WC SJ)
- **341** young competitors started on Saturday
- **331** children started in the competitions on Sunday
- We estimate that approx. **1600** people celebrate WSD during these two days
- More than **30 000** saw the logo and started to think what the WORLD SNOW DAY is..



OUR VOLUNTEERS





BENEFITS....

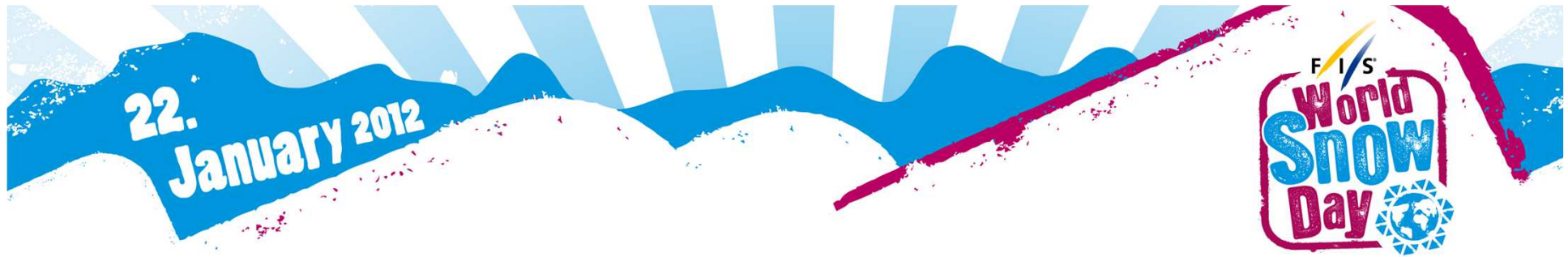
- The great honor to take part in Opening Ceremony during the FIS World Cup in Ski Jumping
- Great time spent with the youngsters and participation in huge, worldwide project
- Additional points in the school (all Volunteers got special certification)
- The opportunity to get an autograph from world-known ski-jumpers











DIFFICULTIES..?

PROBLEM:

-How to provide the real STARS?

RESOLUTION:

-To go and ask them on TCM!

- Walter Hofer, Race Director Ski Jumping
- USA Women Skijumping Team
- Russia Women Skijumping Team
- Polish Men Skijumping Team

MEMORIAL KORNELA MAKUSZYŃSKIEGO



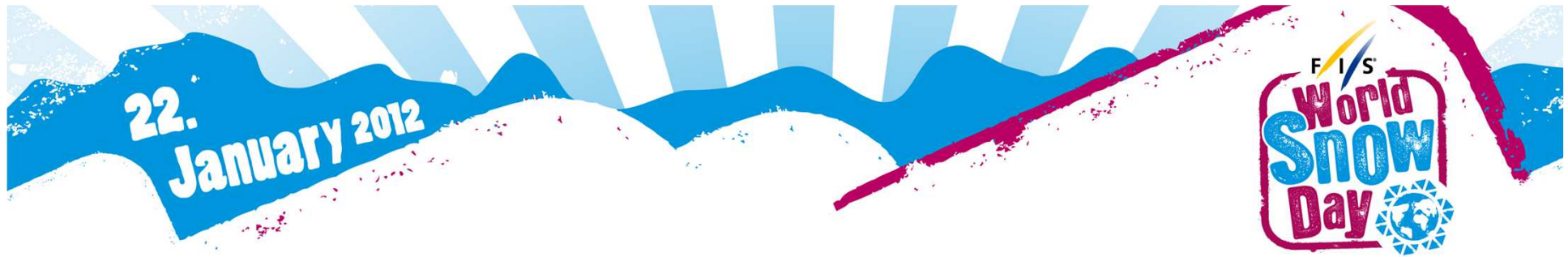
invitation
zaproszenie

Enjoy with us!
Baw się z nami!



www.koziolekmatolek.pl

22.01.2012 ZAKOPANE



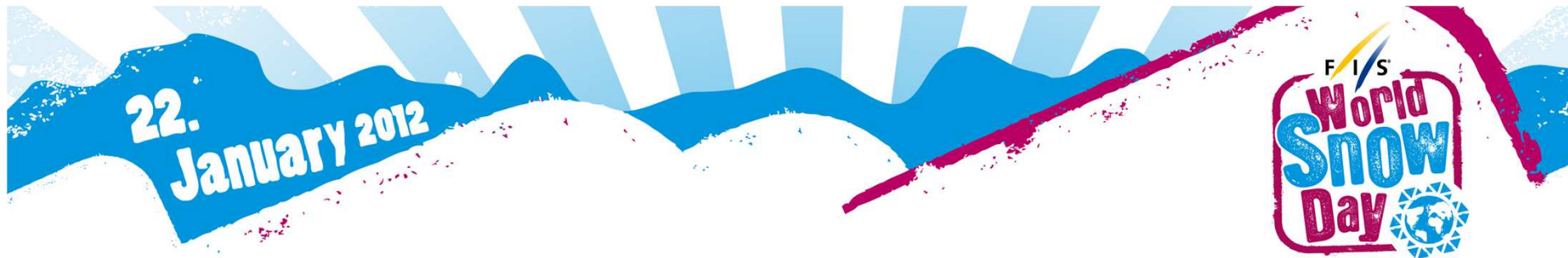
PROBLEM:

- How to make the SNOWMAN if the snow doesn't want to stick?

RESOLUTION:

- Just let the children play..
*and.. always be prepared for unforeseen circumstances..
(shovels)*





SPECIAL THANKS GOES TO..





EXPLORE ENJOY EXPERIENCE

World Snow Day

PODZIĘKOWANIE

dla
Jem Swoje! Polskie Fermy
 Za pomoc w organizacji 1 edycji WORLD SNOW DAY w Zakopanem
 22 stycznia 2012 r.

Janusz Majcher
 Janusz Majcher
 Burmistrz Miasta Zakopane

EXPLORE ENJOY EXPERIENCE

World Snow Day

PODZIĘKOWANIE

dla
Beata Rzankowska – Cukiernia Samanta
 Za pomoc w organizacji 1 edycji WORLD SNOW DAY w Zakopanem
 22 stycznia 2012 r.

Janusz Majcher
 Janusz Majcher
 Burmistrz Miasta Zakopane

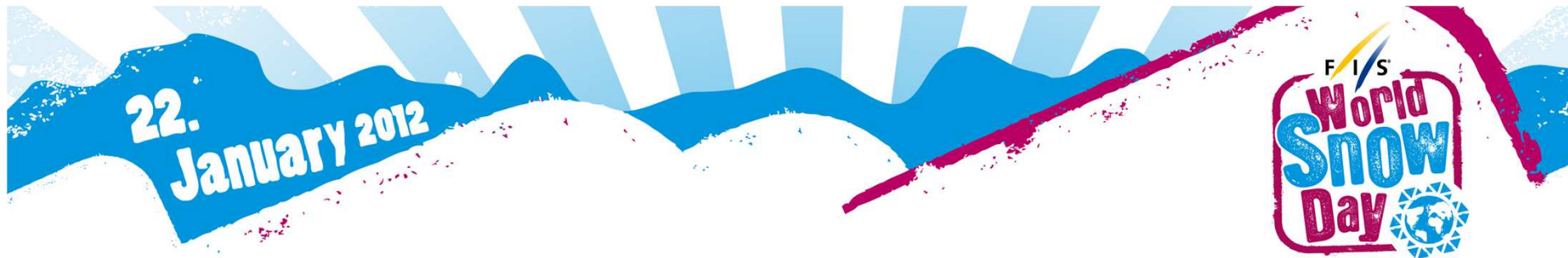
EXPLORE ENJOY EXPERIENCE

World Snow Day

PODZIĘKOWANIE

dla
Spółka TESKO
 Za pomoc w organizacji 1 edycji WORLD SNOW DAY w Zakopanem
 22 stycznia 2012 r.

Janusz Majcher
 Janusz Majcher
 Burmistrz Miasta Zakopane



AND ESPECIALLY TO:

ANDREW

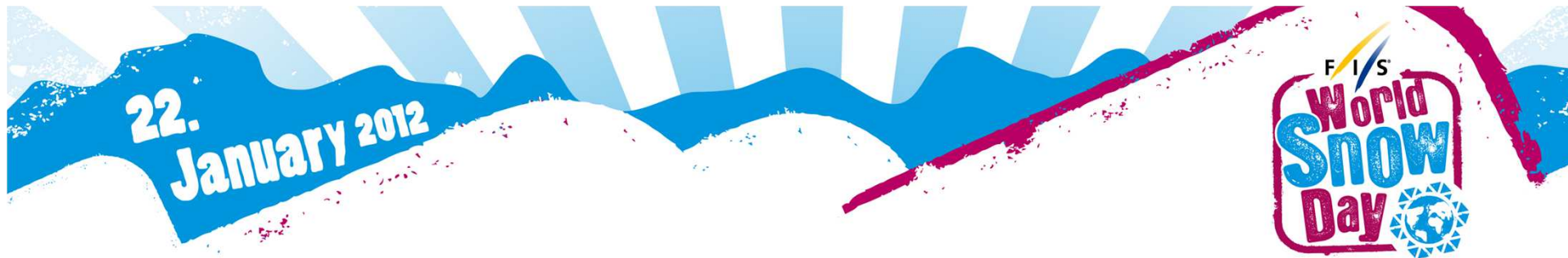
ZOFIA



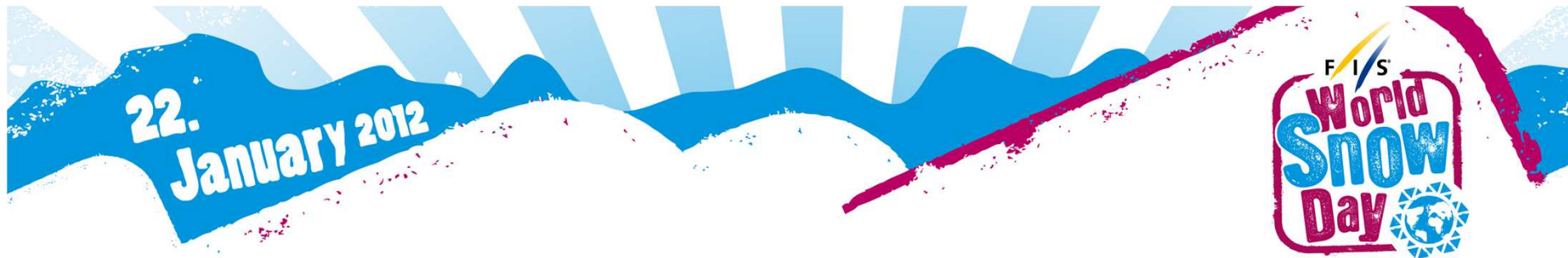
22.
January 2012



PARTNERS & SPONSORS



Many thanks to
Mr PAWEŁ MURZYN
and
Ms AGATA PACELT
for great photos taken during the
WORLD SNOW DAY in Zakopane



**THANK YOU VERY MUCH FOR YOUR ATTENTION
LOOKING FORWARD TO SEEING YOU
IN ZAKOPANE
ON JANUARY 20TH, 2013!!**

Presentation prepared by:

Agnieszka Adamczyk, City Hall of Zakopane



YOG
DNA

SPRIT OF THE
YOUTH OLYMPIC GAMES





YOG
DNA



SPIRIT OF THE
YOUTH OLYMPIC GAMES

Youth Olympic Games

Mr. Antoine GOETSCHY, Head of YOG Coordination
10th FIS Youth and Children's Seminar
3rd October 2012

In less than five years...

5th July 2007

GUATEMALA
2007
119th IOC SESSION



15th August 2010



14th January 2012

“The level of competition has been very good. The technical level has been excellent”

Chef de Mission



“An amazing experience for athletes and officials”

Chef de Mission



Successful first editions



Many sold-out sessions in Singapore and in Innsbruck



The Youth Olympic Games are...

a journey

a catalyst for
youth strategy

a learning
experience

about Culture
and Education

spontaneous

sport at the
highest level





Innovative sports programme



Young Ambassadors



YOG
DNA

SPIRIT OF THE
YOUTH OLYMPIC GAMES

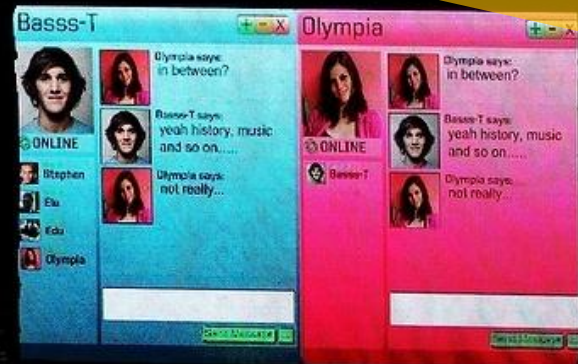
Non-athlete participants



Young Reporters

YOG fans on social media

local youth





Culture & Education Programme



Welcome Session



World Mile



Athlete Role Models

Catalyst for youth strategy



Vision
“The Youth Olympic Games will inspire young people around the world to participate in sport and adopt and live by the Olympic values”



Existing Venues



Reasonable scope



Shared services



Moderate capacities





Innsbruck 2012
"superbly refreshing"





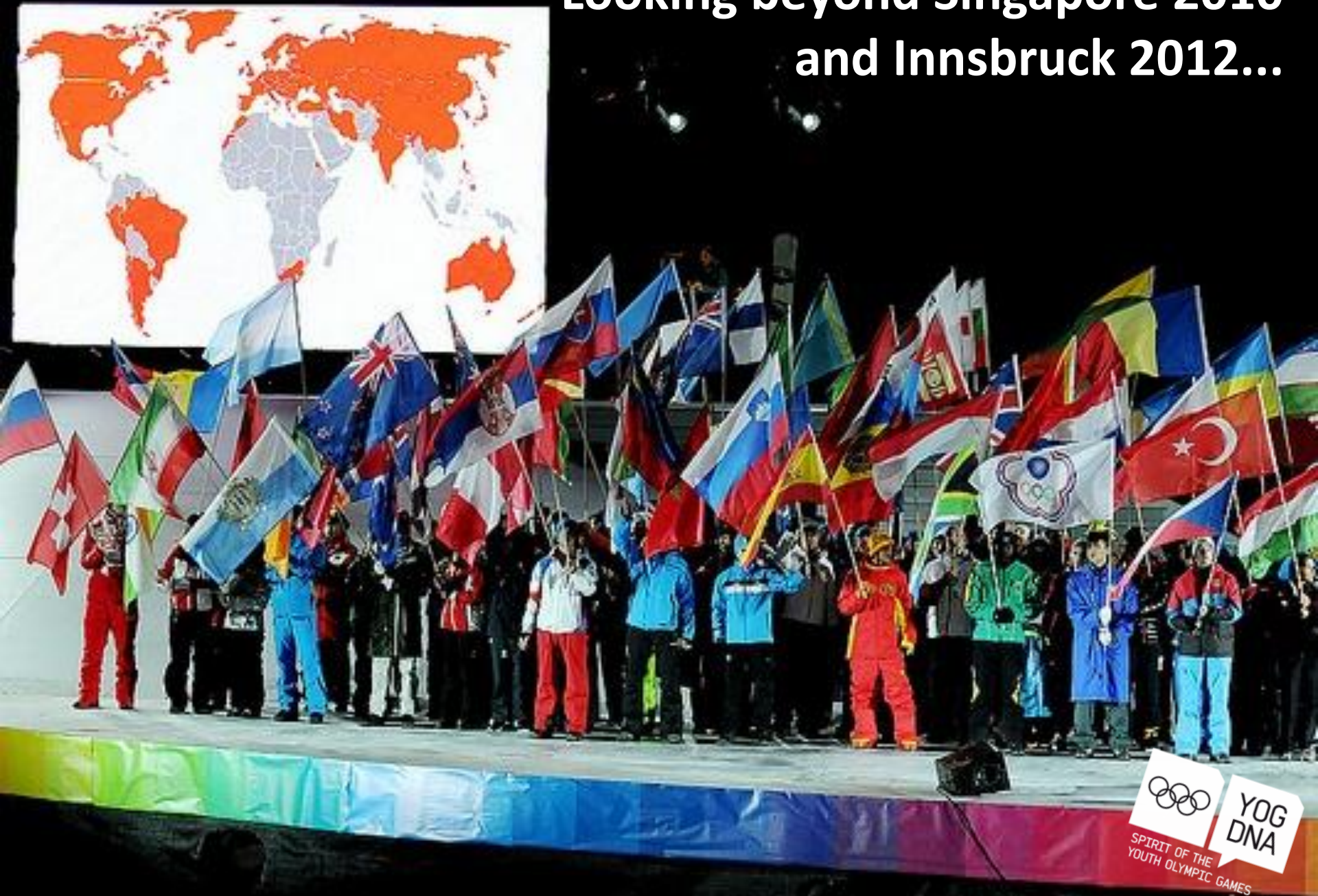
Best of Innsbruck 2012



Passing the baton to Lillehammer 2016



Looking beyond Singapore 2010 and Innsbruck 2012...





**YOG
DNA**

**SPIRIT OF THE
YOUTH OLYMPIC GAMES**

FIS Youth and Children's Seminar

Experiences at Youth Olympic Games 2012

Dr. Klára Kaszó

E. President

Hungarian Ski Association

“Superbly Refreshing”

Jaques Rogge

Zürich

3rd October 2012

1. What is the purpose of the Youth Olympic Games?

1.1. What is the philosophy of the YOG how would you define it?

- **IOC's vision** and dream came true and the young representatives of the Summer and Winter Sports gained a **huge opportunity** to prove their willingness **to become a champion**.
- The YOG aims to **inspire and engage a young generation** that is increasingly spending less time on sports and more time on internet and watching television.
- This mission **breaks down barriers and foster friendships** among the athletes from different nations
- In addition to all the topics relating to sports and **moral** the youngsters experience the **philosophy of sustainability** during the Games

1.2. What kind of impact can the YOG give to the young athletes?

- It **unites youth from all over the World**, connects them, and celebrates their **dreams and hopes** of success.
- The participants got a **interstitial stop on their long way** to the adult Games and get in touch with the Olympic Movement and the **Olympic Values**
- The YOG helps the young athletes to **prepare themselves for the life of the professionals**. It is a perfect exam for them.
- It is a **festival of culture and sports** and through the Olympic values the young athletes learn that **they don't have to become a winner to be a champion**.
- Young athletes **learn to respect** each others and **appreciate cultural differences**
- The youngsters can experience the circumstances and the fact that **the language of sports is the same all over the world**.
- The workshops are also very important since they **focus on** how to **balance between school and training** the importance of **time management** as well as life after professional sport.

1.3. Is there anything that can jeopardize the youngsters' career relating to the YOG? Is there any real danger?

- We have to be aware of the fact that our athletes can waste their talent without a professional **care and attention**.
- A young athlete can be **burned out** after having early success at the YOG
- It could be also a **negative impact** if the athletes are unsuccessful during a YOG
- A tight and professional **talent management** is necessary to maintain the development of the youngsters.

2. The general results of the Youth Olympic Games 2012

2.1. The impact on community

- YOG helps to create a new worldwide Youth Olympic Movement. It is a **perfect transmitter** of the main **Olympic Values** “*Excellence, Respect, Friendship*”
- It is a perfect occasion to render every participant a philosophical and moral surplus. During these days the importance of **sustainability** and the **responsibility** for the environment and **for the future** can be easily conveyed
- The freedom in the world provides us the opportunity to recognize that **learning and growing together is just as important as competing together**. In my point of view YOG is a vital station in the life of each young athlete.
- The common experience through the heroic competition is an unbreakable connection between athletes and makes easier **to bridge the cultural differences**.

2.2. The impact on athletes

- During the competitions the athletes can face several things at this level which were solely a notion prior for them. The **respect of the rivals**, the value of the others has a different meaning during an Olympic Games.
- This quality strengthens their connection to sports and even they won't become an Olympic champion or afterwards a professional athlete they will be **hopefully committed to healthy life**.
- Through the fact that their participation is alone a success the youth athletes **gets more motivated** to be a participant of the next Games.
- We reckon that during the YOG2012 the **Culture and Educational Programme** simultaneously with the Olympic Games was a perfect way to engender the interest of young people in the thrill of sports and in the other cultures.
- Eventually I think that **the brand YOG has now a solid ground** on what the Olympic Movement can build in the future. The connected values to it have a positive message; and through it all ages can be reached.

3. The results of Innsbruck for Hungary



- Hungary is a small country with huge handicaps in most of the winter sports however on the other hand comparing to our possibilities we have in total a remarkable sports history.
- Our athletes as a part of our Youth Olympic educational program were part of a **mental health project** relating to the sports. It included topics of **anti-doping, lifestyle and nutrition**.
- The Hungarian team had 9 athlete members out of which 5 athletes are from our federation. In Innsbruck Hungarians **earned two silver medals in the Ice Hockey skills challenge discipline**.
- In the aspect of **high level competition experience** the gap between the adult champions and the Youth champions is narrowed by the YOG.
- The fact that during the Games our athletes experience not solely the sports competition but even gain **cultural** influences what makes us proud to be a part of such a complex event.
- Our 9 athletes become a very good team and built up a great friendship among us. To have the opportunity to **contact with different sports** was also a big experience.

- In our point of view the YOG is huge advantage for our athletes for the upcoming years since they had **the opportunity to taste the miracle of the Olympic Games**. It provided them a **big impact and enthusiasm to gain a quota for the next Games**
- For us every Olympic Game is a celebration. **Celebration of sports, celebration of equality**, celebration of an event where athletes from all over the world represent their country and talent.
- It is a fantastic opportunity to be a part of the multicultural festival and sports event where we can **present to the world who we are and how talented we are**.
- All of these facts give us positive expectations for the future.
- **To summarize** our team's results we can say that **all of our athletes** earned great positions and **proved their willingness and ability to become a real champion one day**. We also saw that our athletes kindly participated in the Cultural and Educational Programs and as we were told the topics and were perfect.

4. The results for the Hungarian Ski Association

- In Hungary the Hungarian Ski Association has the exclusive right to organize and regulate all the Alpine and Nordic disciplines pursuant to the international regulations of FIS and IBU. The HSA organize the professional work in the relating disciplines at nationwide tier as well. We were **involved into** the competitions of the discipline **Alpine, Ski Jumping, Cross-country and Biathlon**.
- Like every team leader we also had **great expectations** before such enormous events. I can say that we are very proud of our team and the gained results give us hope for the Sochi Games.
- We have to be aware the fact that such event provide **enormous experience** for the children which is **great addition to their career** and which should be transformed into an asset for them.
- A few months after Innsbruck we can say that all the circumstances and the **atmosphere strengthened** the Hungarian young athletes to evolve and **continue their sports career**.

- It is a vital **assistance to their ambition-, and motivation management** to have the chance to recognise personally the opportunity to become a real Olympic champion. Such an event incorporates their dreams and goal. To be close to the medals **motivates them in the participation in Sochi.**
- The YOG is a perfect occasion to **face the professional competitors** and experience the professional **circumstances**
- I hope that **YOG prolongs our racers active sport career.** It is huge plus since there is a great invisible danger for the young athletes. The burn out factor.

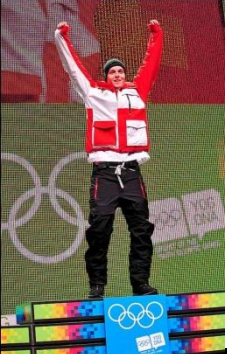
5. Summary

- The YOG is a **great impact** not solely for the youngsters but **for everyone in the Olympic Family**.
- Fantastic asset for the **talent-management** and for the **educational purposes**
- Unique opportunity for young athletes and a **unifying force** for everyone.
- We hope that with these **solid grounds** the **sustainability**, the **healthy lifestyle** and the **respect to other cultures** will strengthen in the World.

Thank you very much for your kind
attention
Have a nice day

Dr. Klára Kaszó
Hungarian Ski Association

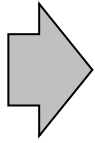
SWISSski+



SWISS-SKI @
YOUTH OLYMPIC GAMES INNSBRUCK

Gary Furrer
Zürich, 3. Oktober 2012

CONTENTS



Basic Information

Preparation

Experiences

Conclusion



BASIC INFORMATIONS

Swiss Team

Swiss Delegation

5 Officials / 16 Coaches

29 Athletes

9 Medals (4x Gold / 5x Bronze)

13x Top 8

Disciplines:

...plus Figure Skating, Skeleton,
Luge, Curling,



Swiss-Ski Participation

13 Coaches

19 Athletes

7 Medals (2x Gold / 5x Bronze)

9x Top 8 finishes

Disciplines:

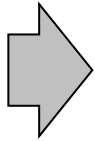
Alpine Skiing, Biathlon, Cross Country,
Freestyle (Skicross, Halfpipe),
Snowboard (Slopestyle, Halfpipe), Ski
Jumping and Nordic Combined



SWISSski

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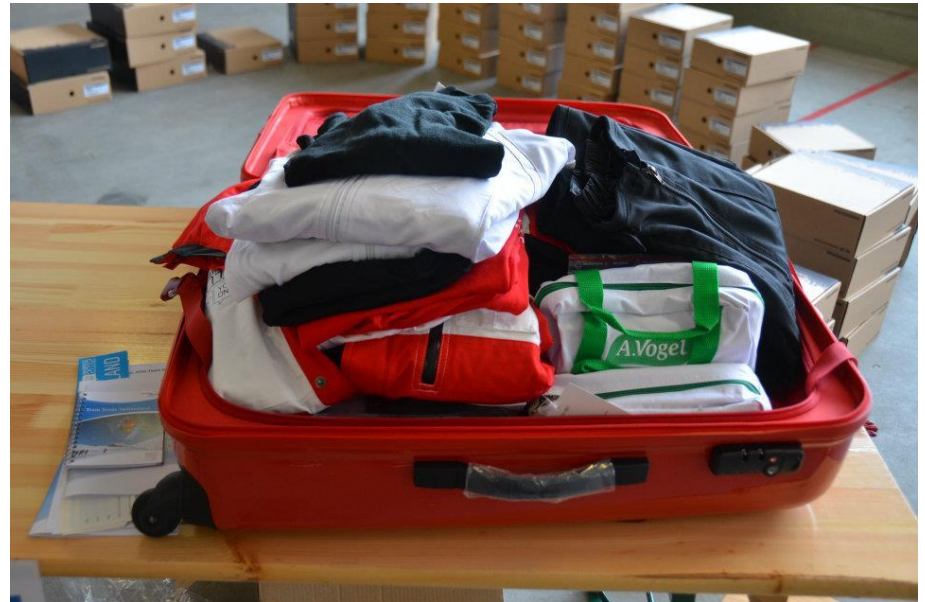
Basic Information



Preparation

Experiences

Conclusion



PREPARATION

Delegation

- Two meetings with Team Captains (June / November.)
- No pre-event for Teams/Athletes
- Fixed date for distribution of the Official Outfit
- Kick-Off Meeting in Innsbruck: 12.01.2012



Teams

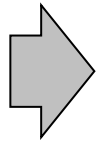
- Freeski: special big air training / special training camps
- Alpine: planned training on the competition slope had to be cancelled
- Snowboard: special support with board-service-program
- Cross-Country / Biathlon: special training camps
- Skijumping / NC: no special training camp



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Basic Information

Preparation



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Conclusion



EXPERIENCES

Delegation

- First time Olympic Spirit was a great experience
- Typical Olympic experiences ... like accreditation, internationality, unfamiliar environment, special rules (Rule 50), enforced security had to be approached differently when working with younger athletes
- Intensive special programm left not much time for participating or visiting side events (CEP)



Teams

- Individual transfer of the Teams from Switzerland to Innsbruck
- New Disciplines:
 - Nordic Mixed Event: why different distances?
 - Alpine Team: ☹ ...not enough tactical opportunities
- Generally good organisation of the competitions and good preparation of the competition facilities

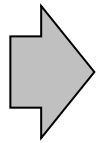


CONTENTS

Basic Informations

Preparation

Experiences



Conclusion



CONCLUSION

General

- Prefer a pre-event (Informations, Meet @ Greet, Creating Team-Spirit, Informations about medias, YOG, controls, rule 50)
- More focus on sport in comparison to the side events
- Better information about CEP in advance → better planning of side activities to combine with sport schedule
- Most Teams will fix the YOG in future planning for winter preparations

Specifics

- Alpine: More athletes from top nations
- Alpine / Skicross: athletes are too young



CONCLUSION



- Good Experience on a real Olympic Platform
- Good organisation of the YOG
- Good support from National Olympic Committee
- Good 'apprenticeship' for athletes (media, processes, rules, pressure, ...)
- Higher Pulse at the start than at a normal competition
- Perfect Teamwear (Alpin, CC, SJ)



- Deadline for selections too early → not the best athletes at the start
- YOG staged too early in the season
- Coach – 10 days is a large block of time for one (or two) athletes in the middle of the season
- Athletes and Coaches in same Appartement
- Only one age-groupe
- Uncool Teamwear (Snowboard / Freestyle)



YOG
DNA

SPIRIT OF THE
YOUTH OLYMPIC GAMES

YOG from a Young
Ambassador's perspective

Who am I? Ana Jelušić



Athlete



FIS Media Coordinator
Alpine



Young Ambassador
Innsbruck 2012



IOC Sports Department
Olympian intern

1st Winter Youth Olympic Games



- 1020 Athletes (9 Athletes)
- 15 Disciplines (6 Disciplines)
- 7 Sports (4 Sports)
- 15 – 18 Age range



SPIRIT OF THE
YOUTH OLYMPIC GAMES



- Structure and organization
- Preparing for “the” event of the season
- Attire, branding
- Ceremonies, media
- Interaction with other sports (rooming, sharing staff, meals)



- International environment (athletes and officials)
- First “big” event
- First NOC involvement
- Doping tests

The spirit of the YOG





YOG Ambassadors & Athlete Role Models

5 YOG Ambassadors
34 Athlete Role Models (ARMs)



- Promote YOG and its values
- Engage with young athletes
- Share their experiences and values
- Motivate young athletes

Choosing ARMs



Summer Athletes – Winter Games

Choice of relatable and known ARMs

Talking “athlete” vs. talking “corporate”

Sport and/or Education

What is the role of the YOG in an athlete's career?

Cultural Education Programme (CEP)

- Access from the Youth Olympic Village
- Timing of activities

Duration of stay

- Effect on best athletes participation
- When are exceptions needed?

Athletes' Priorities

- Catering to different needs
- Helping both groups maximize the experience



Combined events?



- Mixed gender and mixed NOC events were popular with both competitors and spectators
- What happens if athletes need to compete in various events in order to medal?



13 March 2012

I know at the YOG my athletes learned about fairness, hard work, time management, friendship and team spirit. They learned that sometimes it's not about how hard you fall, it's about who is there to help you overcome the struggles of getting right back up on your feet.

Those are the lessons we all brought home from the YOG, and I believe that's what is going to make those young athletes excel in their sports and lives.

It's official: after Innsbruck they all got infected with YOG DNA and it's the best thing that could possibly have happened.

Ana



Next stop...



- Build on positive experiences in Innsbruck 2012
- Review some aspects as to better tailor them to the athletes

Thank you!



ski sport  finland



FIS Youth Seminar 2012

How we are organised in Finland ?

Main federation is Finnish Ski Association ry

Ski Sport Finland ry: alpine skiing and freestyle skiing in Finland

Ski Jumping Finland ry: ski- jumping and nordic combined

Finnish cross- country Ski Association: cross- country



Who am I ?

- Development and education manager , since 2006
- Sportchef for B- , C- and U 16 teams
- Coaches education, competition system

- Master of Education
- Level IV coach

- Headmaster
- B -and C- teams coach

YOG 2012

- Alpine: Juho Sattanen and Olivia Schoultz
- Freestyle: SX Niki Lehikoinen, MO Lauri Kivari



YOG 2012

- Preliminary long list 30.6.2011
- Long list 15.12. 2011
- 30.1. 2012 final team
- Very challenging to qualify... cancelled races...
poor conditions...

YOG 2012

- Two medals: SX gold and MO silver
- Alpine 13. and 15. places
- Good experience for athletes and coaches
- Quite a long time to be in Innsbruck...
- Good event to make connections both athletes and coaches
- NOC preparation camp; Finnish Sport Institute

YOG 2012

- Costs for Federation or NOC?
- One girl from freestyle with out FIS- points...
- Time window for races...
- Media intrest in Finland about YOG
- YOG 2012 – EOYF 2013 both 1995- 1996
- Way to Sotshi...

YOG 2012

- Main question: How does this kind of events support youngsters way to adult age elite sports?



YOG 2012

Thank you!

Let's have a good season 2012- 2013!