

11th FIS Youth and Children's Seminar (Leaders' Seminar)

Recruiting and Retaining Keeping children in competitive snow sports

Hotel Hilton Zurich Airport, Switzerland
1st October – 2nd October 2013

11th FIS Youth and Children's Seminar

Programme

Tuesday, 1st October 2013

Room La Place A/B

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

Wednesday, 2nd October 2013

Room Panorama C

08.30 – 08.45 **Introduction**
Opening by Josef Zenhäusern – FIS Development Programme Consultant

08.45 – 09.45 **Attention**
Dr. Timothy Armstrong – World Health Organisation - Quantifying Inactivity
Pascale Vögeli – Snow for Free – The ease of bringing children to the snow

09.45 – 10.15 Coffee Break

10.15 – 10.30 **Bring Children to the Snow**
Andrew Cholinski - FIS Coordinator Bring Children to the Snow

10.30 – 11.30 **Group Discussion**
 Topic *'What are the National Ski Associations actions to bring children to the snow?'*
Group A : Alpine – Gert Ehn
Group B : Nordics – Satu Kalajainen
Group C : Freestyle and Snowboard – Denis Giger

11:30 – 12:00 **Presentation of Group Discussion**

12.00 – 13.00 **Lunch**

13.00 – 14.00 **Retention**
Klaus Leistner - Austrian Ski Federation – The Austrian Experience
Casey Peirce – Fast and Female – Keeping females in sport

14.00 – 15.10 **National Ski Associations methods to retain children in sport**

- Norway – Helen Ingebretsen
- Argentina – Stefania Carluccio
- Slovenia - Vlado Makuc
- Greece - Timoleon Tsourekas
- Armenia – Gagik Sargsyan
- Czech Republic – Zora Honzlova

15.10 – 15.30 **Round Table with Speakers on Retention**
 Speakers from afternoon session and FIS Secretary General Sarah Lewis

15.30 – 15.55 **Information about FIS Development Programme**
 FIS Council Member - *Roman Kumpost*

15.55 **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
Julia Raths, FIS Development Programme Coordinator

Location: Hotel Hilton Zurich Airport, Hohenbühlstrasse 10, 8152 Zürich, Switzerland

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



Partnering To Promote Physical Activity and a Healthy Lifestyle

Dr Timothy Armstrong

Prevention of Noncommunicable Diseases Department

FIS, Zurich, 2 October, 2013

The World Health Organization (WHO)

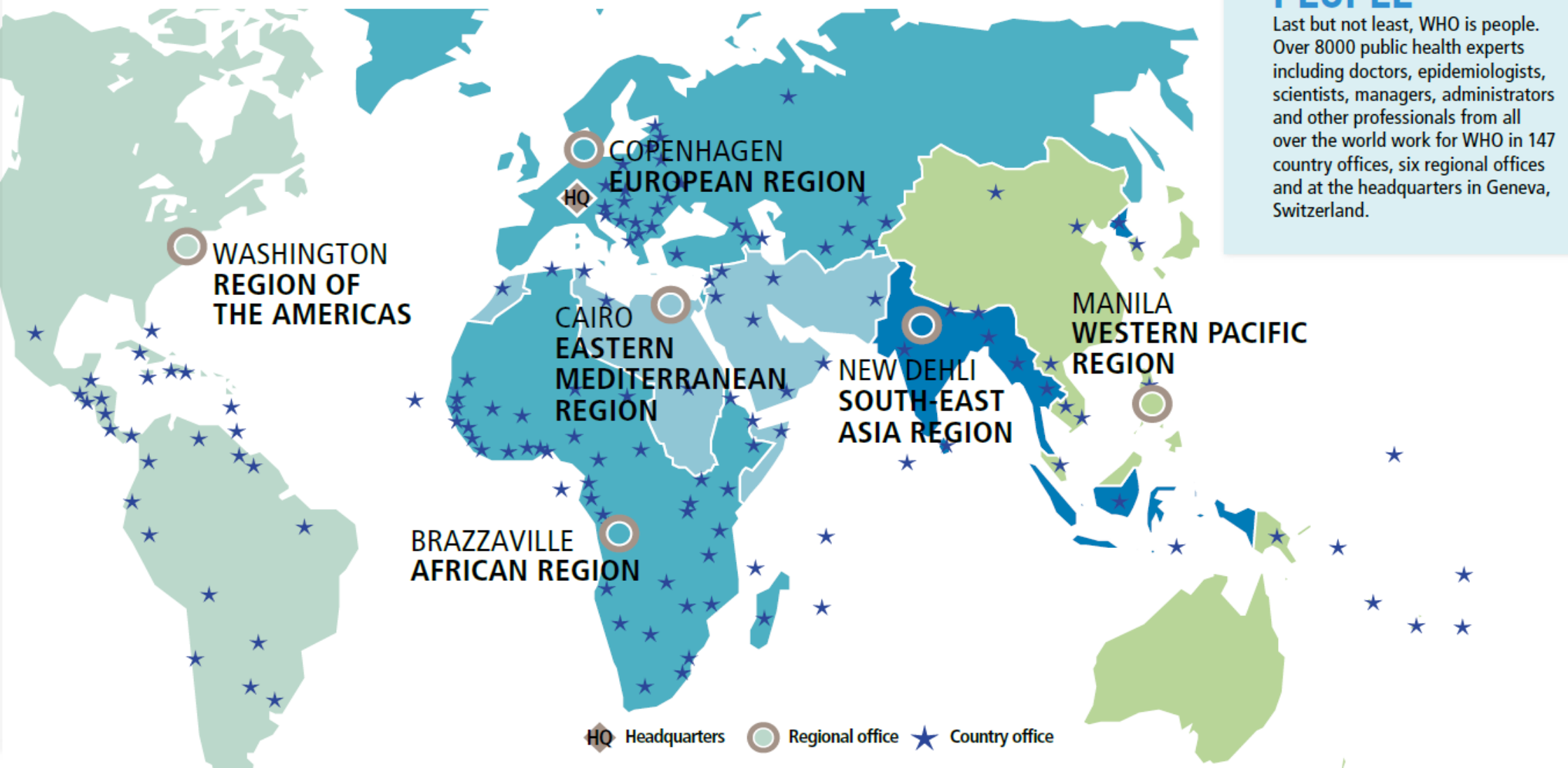
- Specialized agency within the Charter of the United Nations (1948)
- 194 Member State
- One WHO, but decentralized structure
- Governing bodies
 - World Health Assembly
 - Executive Board

WHO's objective:

Attainment by all peoples of the highest possible level of health



WHO Regional Offices

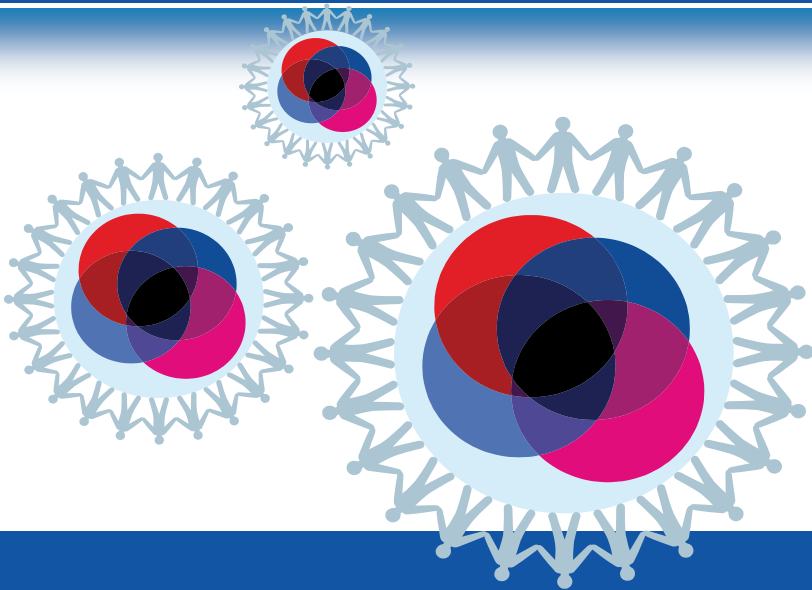


PEOPLE

Last but not least, WHO is people. Over 8000 public health experts including doctors, epidemiologists, scientists, managers, administrators and other professionals from all over the world work for WHO in 147 country offices, six regional offices and at the headquarters in Geneva, Switzerland.

WHO is primarily responsible for:

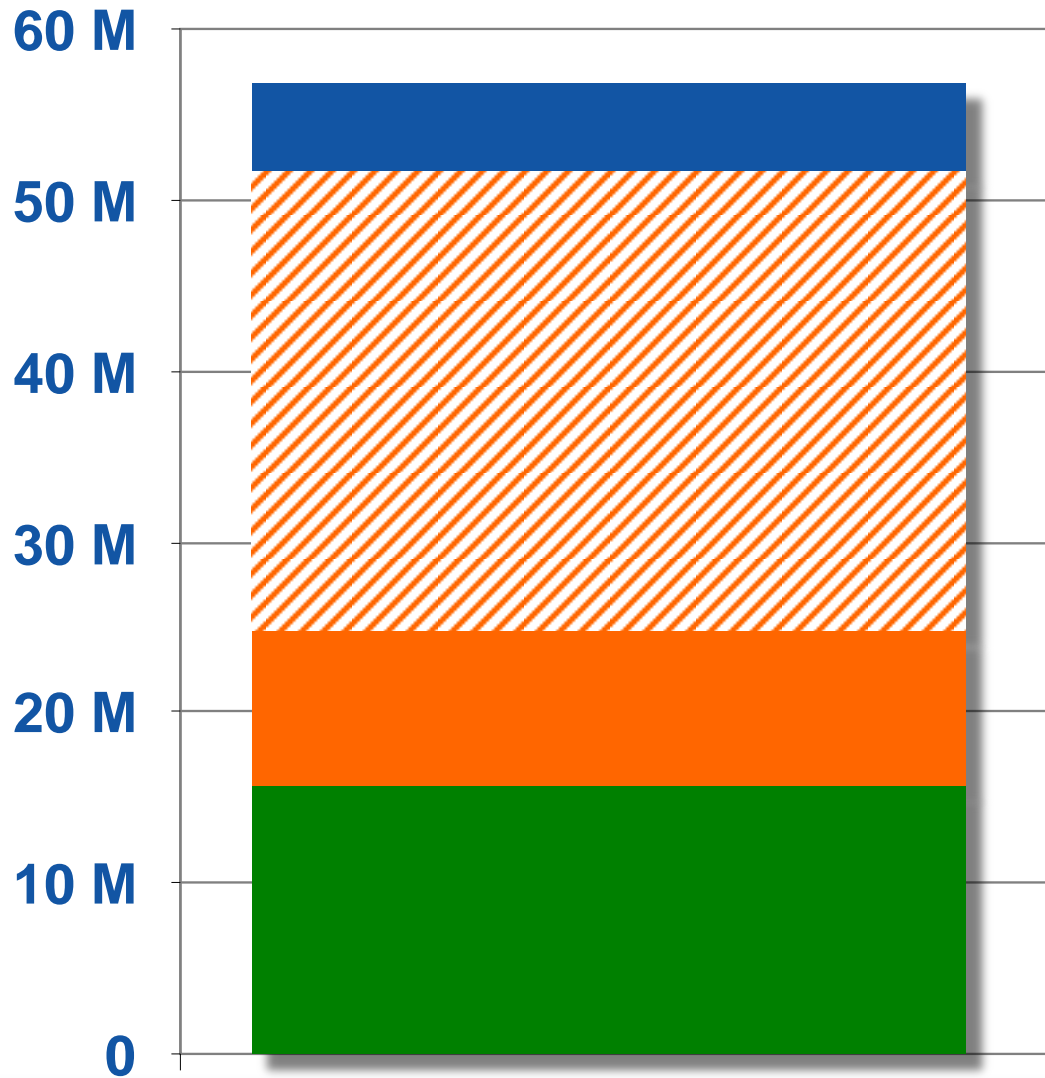
- providing leadership on global health matters,
- shaping the health research agenda,
- setting norms and standards,
- articulating evidence-based policy options,
- providing technical support to countries and
- monitoring and assessing health trends



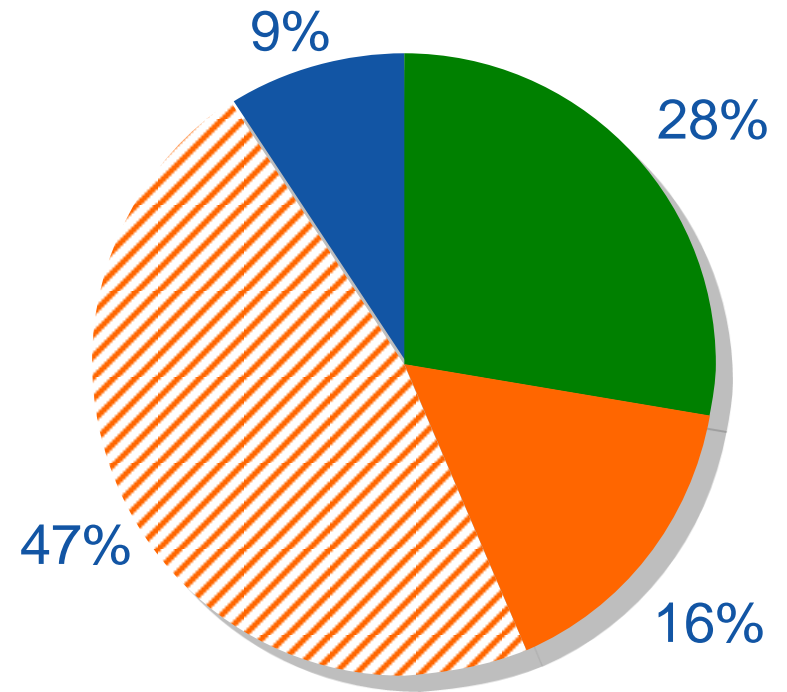
Why are governments seeing NCDs as the new frontier in the fight to improve public health and socio-economic development?

In all developing countries, and by any metric, NCDs now account for a large enough share of premature deaths and poverty to merit a concerted and coordinated government-led public policy response.

Global burden of NCDs (millions of deaths in 2008)



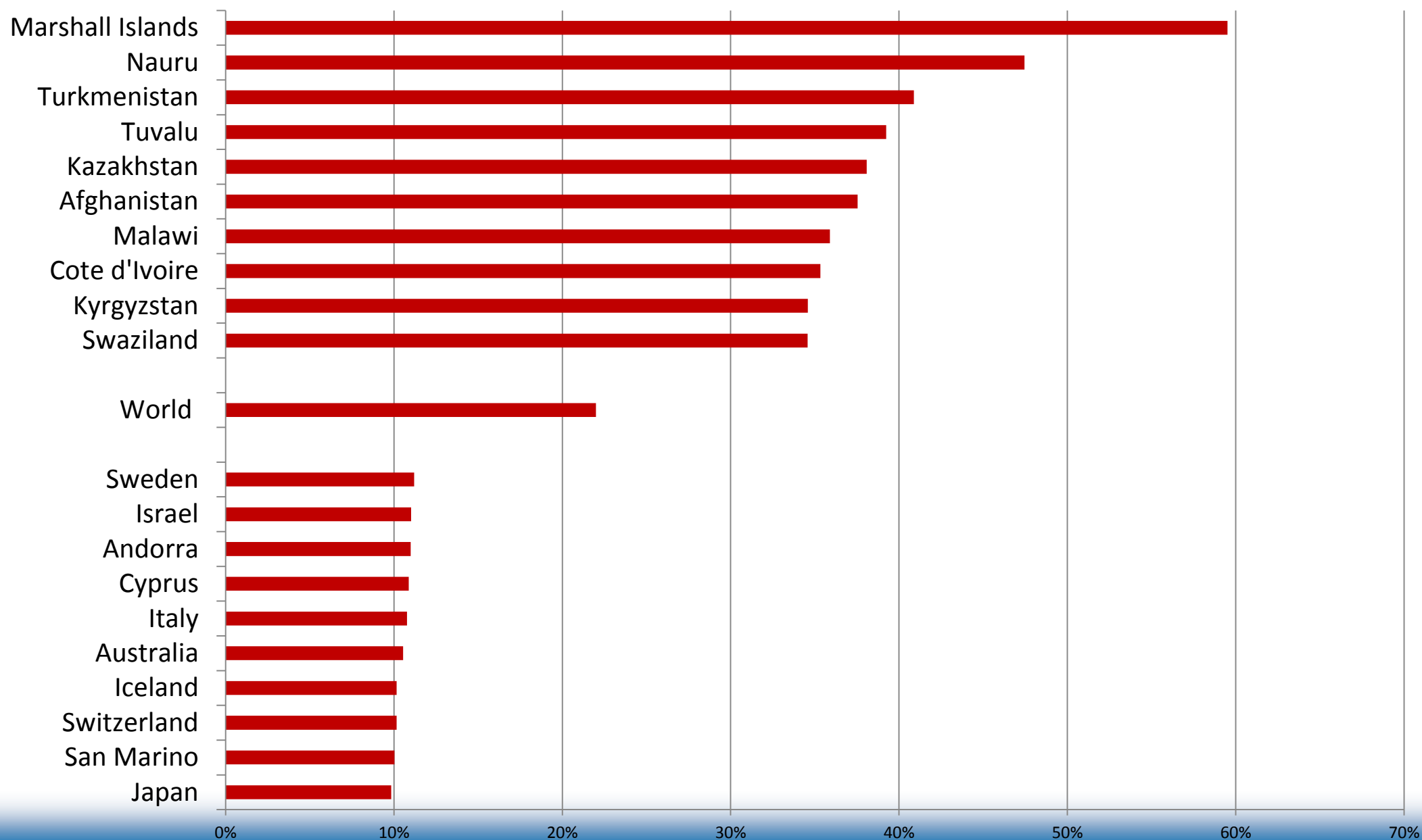
36 m. deaths due to NCDs (63% of global deaths)



Noncommunicable disease and risk factors

	Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Heart disease and stroke	✓	✓	✓	✓
Diabetes	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Chronic lung disease	✓			

Huge disparities exist across countries in relation to the probability of death from an NCD between the ages of 30-69



The cost of inaction in developing countries over the next 15 years is enormous (compared to the cost of action)



US\$ 7T

is the cumulative lost output in developing countries associated with NCDs between 2011-2025

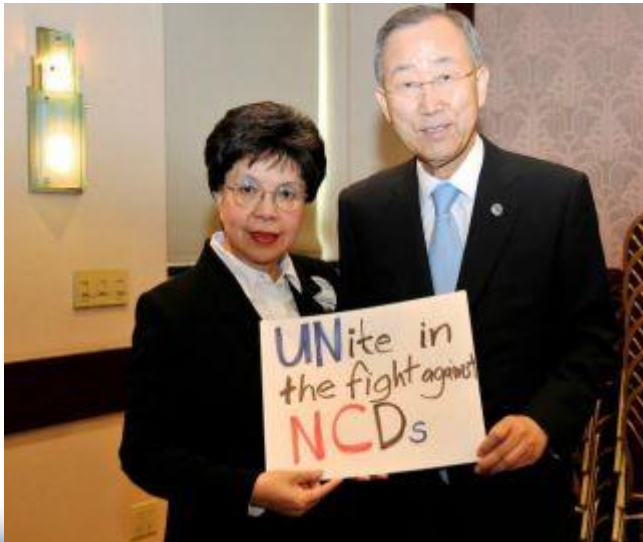


US\$ 170B

is the overall cost for all developing countries to scale up action by implementing a set of interventions between 2011 and 2025, identified as priority actions by WHO

Reports are available at www.who.int/ncd





United Nations

A/66/L.1



General Assembly

Distr.: Limited
16 September 2011

Original: English

Sixty-sixth session
Agenda item 117
Follow-up to the outcome of the Millennium Summit

Draft resolution submitted by the President of the General Assembly

**Political declaration of the High-level Meeting of the
General Assembly on the Prevention and Control of
Non-communicable Diseases**

The General Assembly adopted by consensus the resolution titled "Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases" (document A/66/L.1).

Action Plan for the prevention and control of Noncommunicable Diseases 2013-2020

Vision:

A world free of the avoidable burden of noncommunicable diseases

Goal:

To reduce the preventable and avoidable burden of morbidity and disability due to NCDs by means of multisectoral collaboration and cooperation at national, regional and global levels, so that populations reach the highest attainable standards of health and productivity at every age and those diseases are no longer a barrier to well-being or socioeconomic development



World Health Organization

SIXTY-SIXTH WORLD HEALTH ASSEMBLY
Agenda Item 13

A66/A/CONF./11 Rev.1
25 May 2013

Follow-up to the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases

Draft resolution proposed by the delegations of Australia, Bahrain, Barbados, Belgium, Brazil, Canada, Chile, China, Colombia, Costa Rica, Cote d'Ivoire, Denmark, Djibouti, Finland, Ghana, Iraq, Libya, Malaysia, Mexico, Monaco, Mongolia, Nigeria, Norway, Pakistan, Panama, Russian Federation, Singapore, South Africa, Spain, Suriname, Sweden, Switzerland, Thailand, United Republic of Tanzania, United Kingdom of Great Britain and Northern Ireland, Uruguay, United States of America and Zimbabwe

The Sixty-sixth World Health Assembly,

PP1 Having considered the reports by the Secretariat to the Sixty-sixth World Health Assembly on noncommunicable diseases;¹

PP2 Recalling the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases,² which acknowledges that the global burden and threat of noncommunicable diseases constitutes one of the major challenges for development in the twenty-first century and which also requests the development of a comprehensive global monitoring framework, including a set of indicators, calls for recommendations on a set of voluntary global targets, and requests options for strengthening and facilitating multisectoral action for the prevention and control of noncommunicable diseases through effective partnership;

PP3 Welcoming the outcome document of the United Nations Conference on Sustainable Development (Rio de Janeiro, 20-22 June 2012), entitled "The future we want",³ which commits to strengthen health systems towards the provision of equitable, universal health coverage and promote affordable access to prevention, treatment, care and support related to noncommunicable diseases, especially cancer, cardiovascular diseases, chronic respiratory diseases and diabetes, and commits to establish or strengthen multisectoral national policies for the prevention and control of noncommunicable diseases;



Action Plan for the prevention and control of Noncommunicable Diseases 2013-2020

Objectives

1. To raise the priority accorded to the prevention and control of noncommunicable diseases in global, regional and national agendas and internationally agreed development goals, through strengthened international cooperation and advocacy.
2. To strengthen national capacity, leadership, governance, multisectoral action and partnerships to accelerate country response for the prevention and control of noncommunicable diseases.
3. To reduce modifiable risk factors for noncommunicable diseases and underlying social determinants through creation of health-promoting environments.
4. To strengthen and orient health systems to address the prevention and control of noncommunicable diseases and the underlying social determinants through people-centred primary health care and universal health coverage.
5. To promote and support national capacity for high-quality research and development for the prevention and control of noncommunicable diseases.
6. To monitor the trends and determinants of noncommunicable diseases and evaluate progress in their prevention and control.



Action Plan for the prevention and control of Noncommunicable Diseases 2013-2020

For each objective there are:

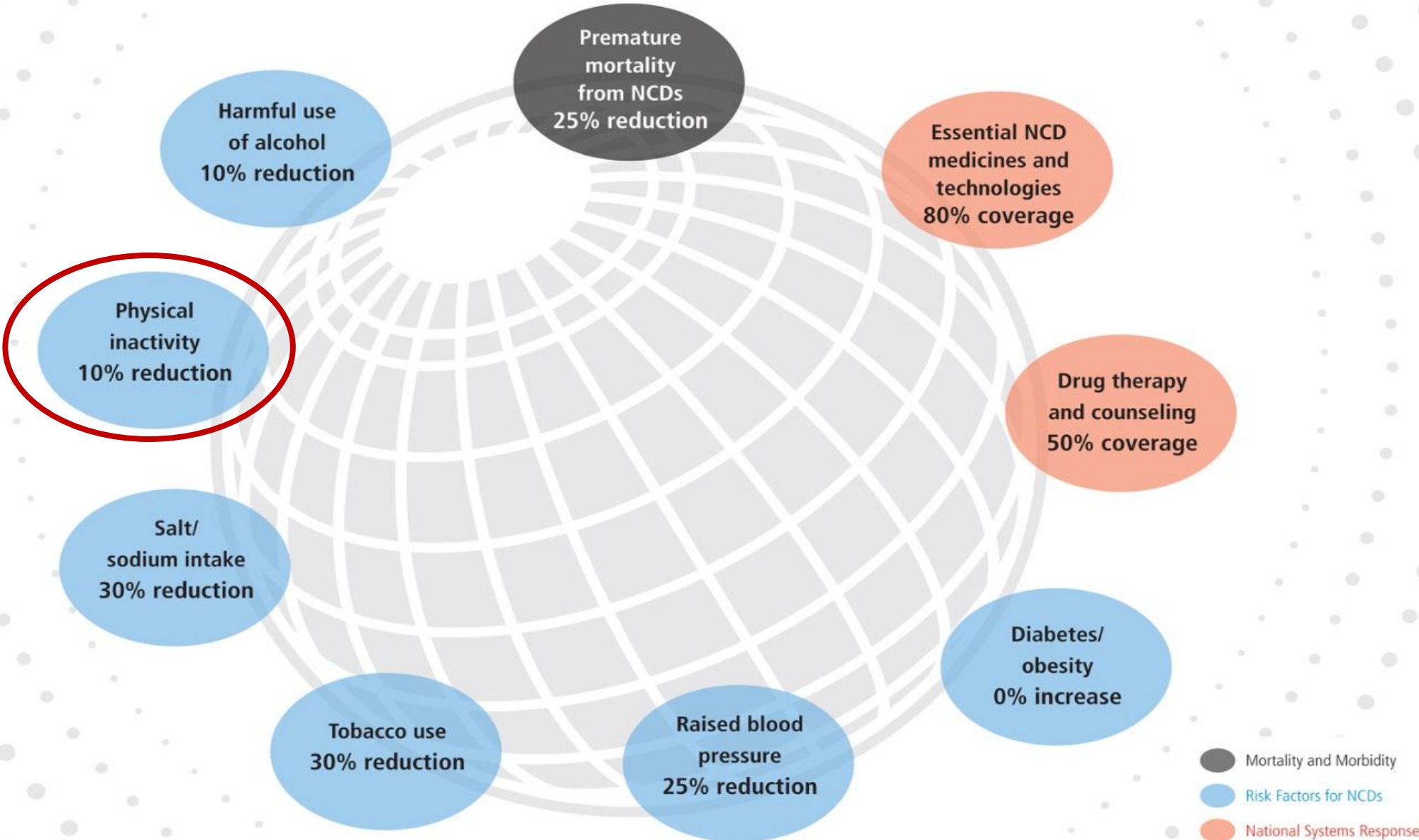
- Policy options for Member States
- Actions for the Secretariat
- Proposed actions for international partners

Menu of policy options and cost-effective interventions for prevention and control of NCDs to assist Member States in implementing, as appropriate, for national context, actions to achieve the 9 targets

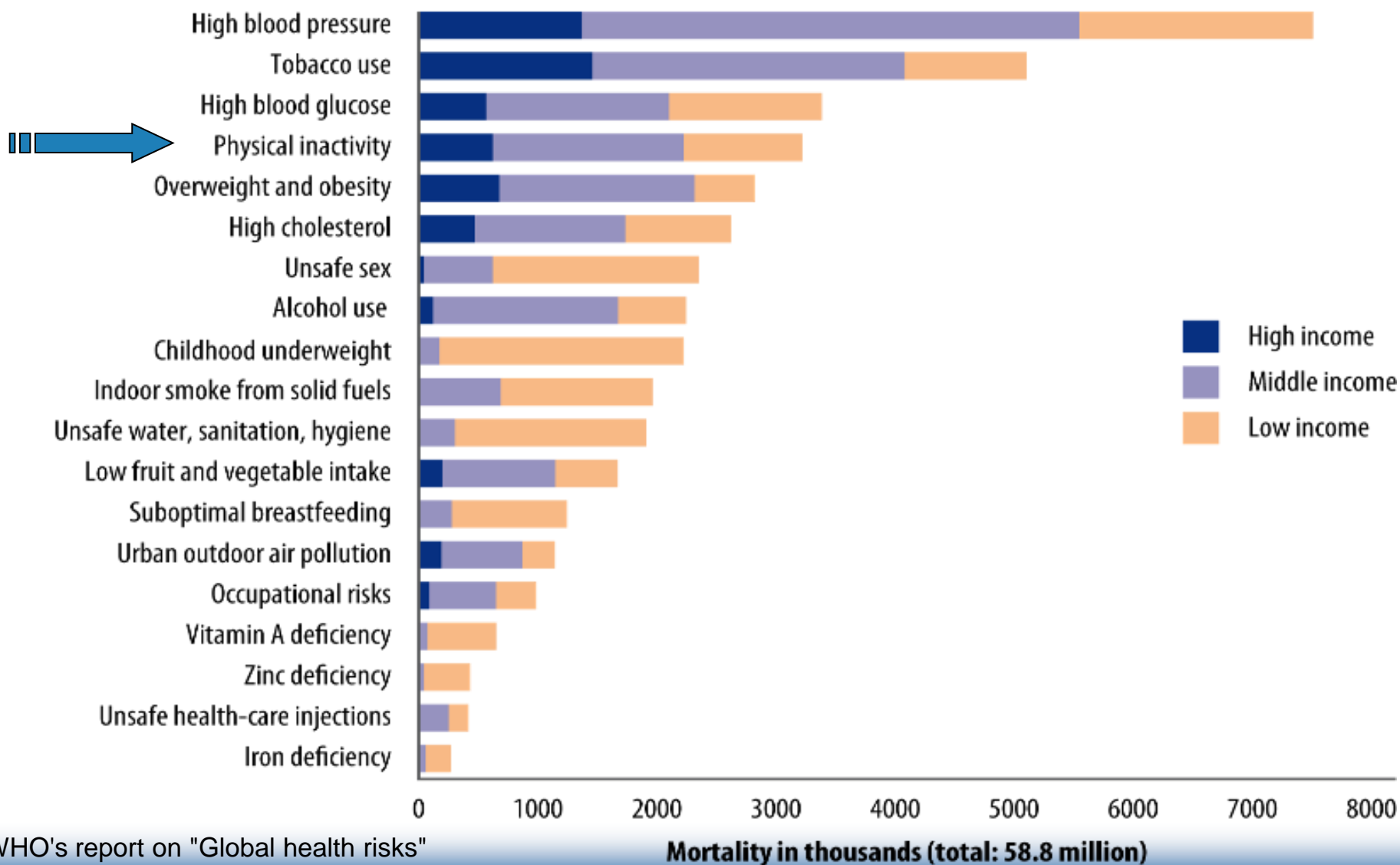


Formal Meeting of Member States to conclude the work on the comprehensive global monitoring framework including indicators and a set of voluntary targets for the prevention and control of NCDs

Set of 9 voluntary global NCD targets for 2025



Physical inactivity 4th leading risk factor for death

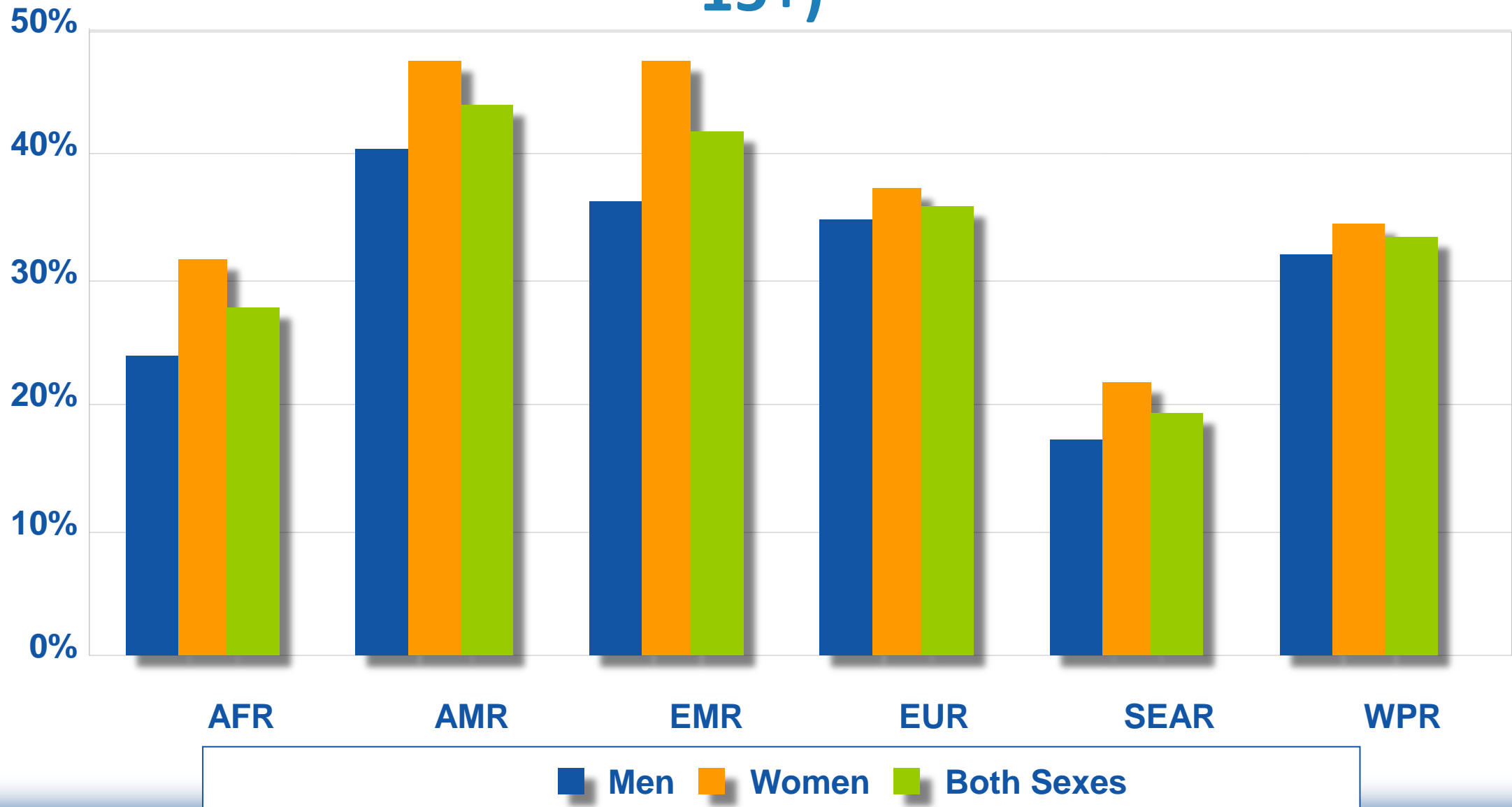


Source: WHO's report on "Global health risks"

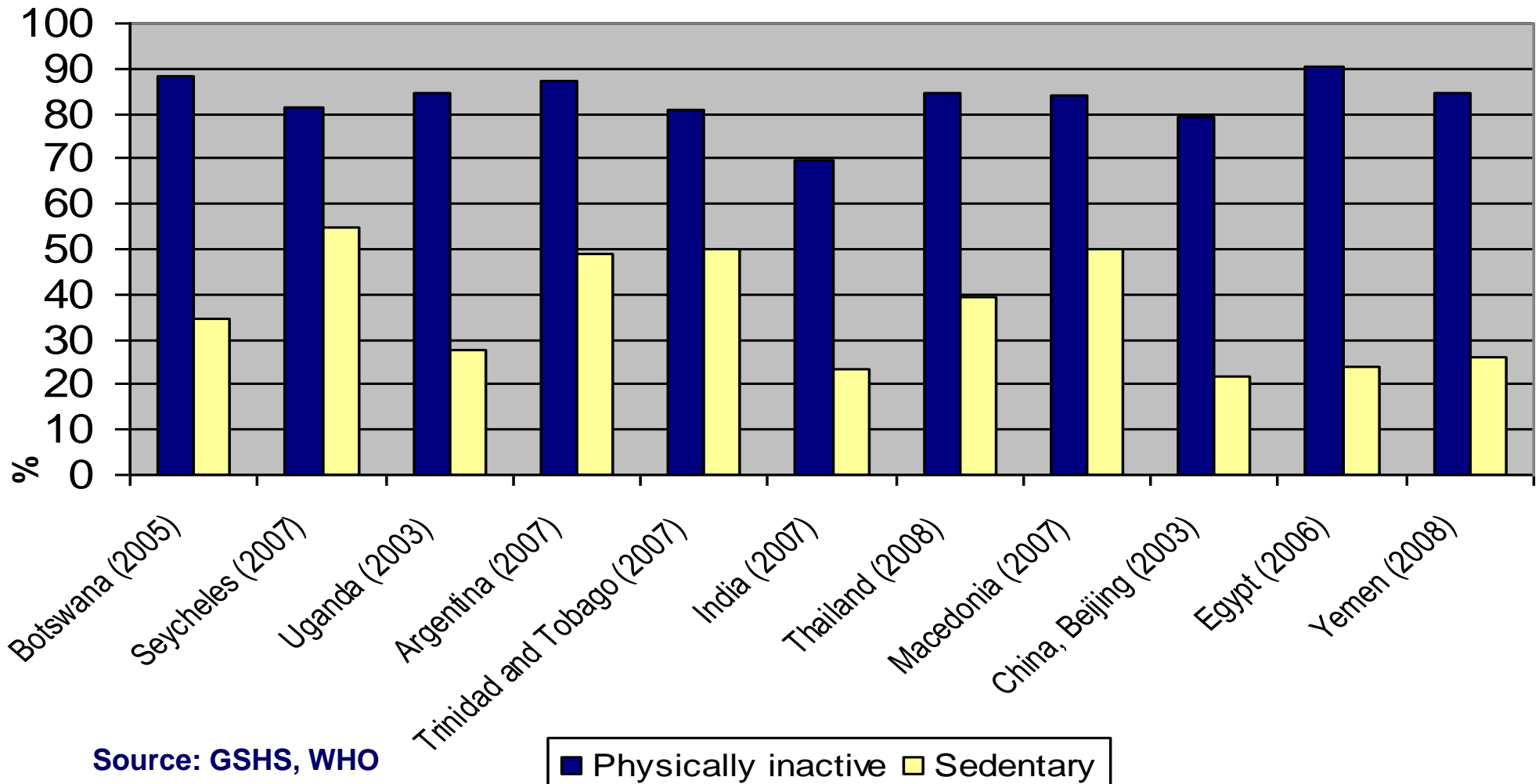
Mortality in thousands (total: 58.8 million)



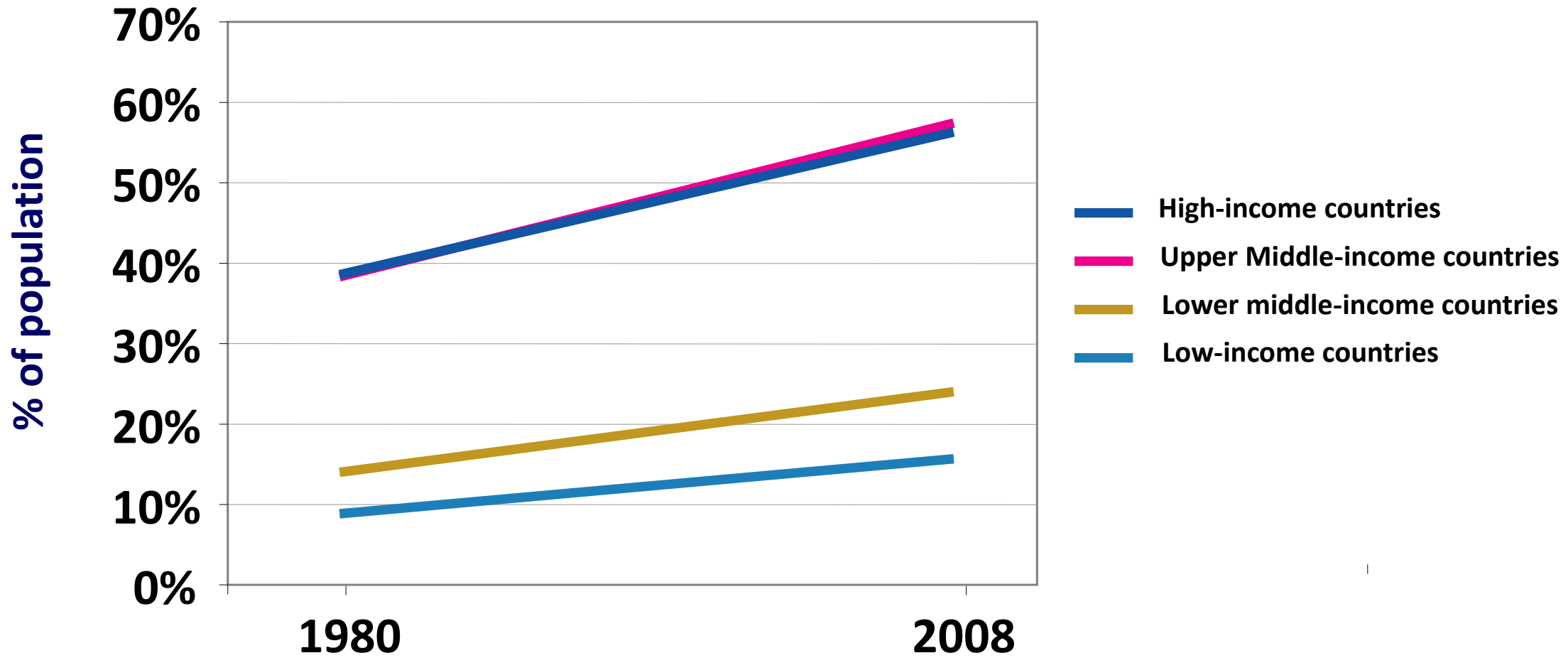
% of insufficient physical activity (2008 estimates, 15+)



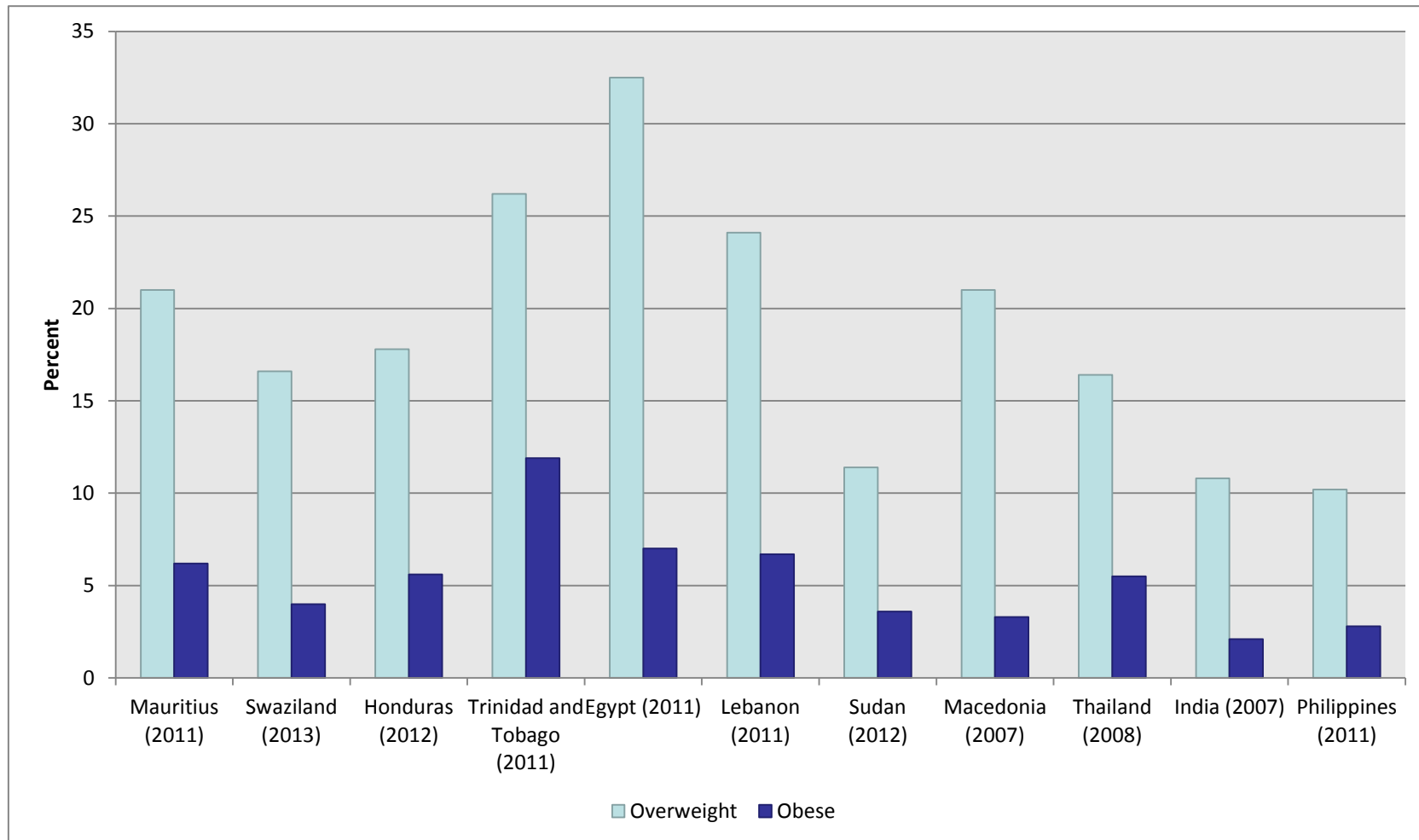
Physical inactivity in students aged 13 to 15 yrs old in selected countries across the 6 WHO Regions



Overweight continues to increase



Overweight and obese students aged 13 to 15 yrs old in selected countries across the 6 WHO Regions



Source: GSHS, WHO



2013-2020 NCD Global Action Plan

- Actions are to advance the implementation of the Global Strategy on Diet, Physical Activity and Health and other relevant strategies with a focus on policies and actions across multiple settings and emphasis on a life course approach.
- Interventions to increase participation in physical activity in the entire population for which favorable cost effectiveness data are emerging should be promoted.
- Aim: progress in achieving the voluntary global targets

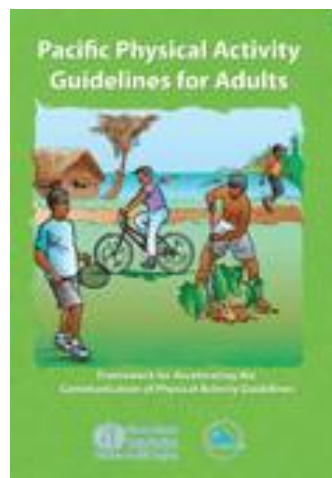
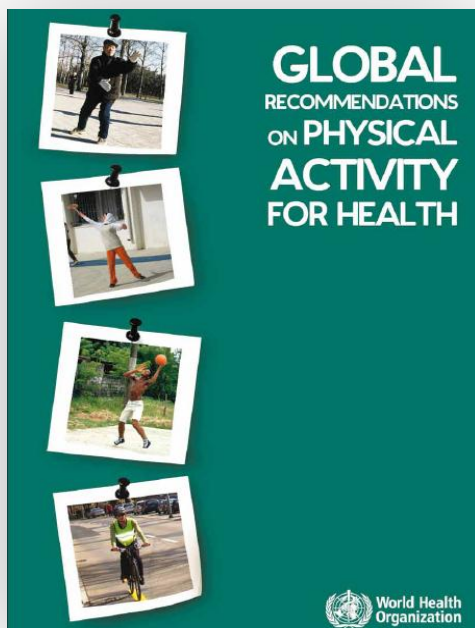
2013-2020 NCD Global Action Plan

- Promote physical activity through activities of daily living, including through “active transport” as well as through **recreation, leisure and sport**
- Develop **partnerships** with agencies outside the health sector
- Create and preserve **built and natural environments** which support physical activity in schools, work sites, clinics and hospitals, and in the wider community with a particular focus on providing infrastructure to support active transport, active **recreation and play, and sports**

2013-2020 NCD Global Action Plan

- Initiatives to support and encourage “**sports for all**” initiatives for **all ages**
- Develop strategies to foster **community involvement** in developing and implementing local solutions and actions aimed at increasing physical activity
- Conduct **public campaigns** through mass media, social media and at the community level, and social marketing initiatives to inform and motivate adults and young people about the benefits of physical activity and to facilitate healthy behaviors

WHO Global Recommendations on Physical Activity (2010)



Partnership for action



Partnership for action



" ...agree to work together in our respective countries and areas to accelerate the implementation of national NCD strategies with particular focus on strengthening joint initiatives to increase participation in sport."

Partnership for action



Partnership for action



Partnership for action





“Snow for Free” - A Project for Kids in Switzerland

Organisation



Cleven Foundation

- Founded: by Hans-Dieter Cleven in Switzerland (Baar) in 2004
- Funded: through sponsorships, donations and charity events
- Main focus: promoting health and physical activity
- Projects:
 - “fit4future”: 130,000 school children, their parents, 5,000 teachers
 - “Sport camps”: 10 activity weeks during holidays (1000 kids)
 - “Sport + stars 4 kids”: 500 children practice with sport stars
 - “Snow day 4 kids”: winter games for 700 children
 - “Snow for free”: 36 days of events per winter (2000 kids)**

History of “Snow for Free”

General background

- One out of every five children in Switzerland is overweight. The main reasons for this are a lack of activity and ineffective nutrition.

Hurdles for winter sports (CH)

- 50% of children aged between 10 and 14 never go skiing or snowboarding. This is due to the following:
 - a lack of interest in winter sports (36%) or snow (21%);
 - their parents do not get any exercise during winter (19%);
 - they have never been taught any winter sports (13%);
 - the cost of equipment (11%).



Foundation congress in 2004

- Here, figures such as Bernhard Russi discussed ideas about how to get engaged in promoting physical activity for children in Switzerland.

Bernhard Russi & the Cleven Foundation launched the “White Bus”.

Implementation

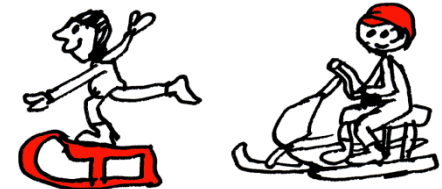


Registration

- 4 dates throughout January/February (on Wednesday afternoons).
- Participants register via the website.
- Program is provided free of charge.

Cities/Ski resorts

- | | | |
|----------------------------|----|--------------------|
| ➤ Zurich | -> | Sattel-Hochstuckli |
| ➤ Winterthur | -> | Wildhaus |
| ➤ Luzern | -> | Engelberg |
| ➤ Bern | -> | Wiriehorn |
| ➤ St.Gallen | -> | Pizol |
| ➤ Fribourg | -> | Le Moléson |
| ➤ Lausanne/Morges/St. Prex | -> | Villars-sur-Ollon |



Philosophy



Goals

- Children from all the different areas of society will have the opportunity to experience winter sports in the Swiss alps.
- Children from all over Switzerland will enjoy an unforgettable afternoon in the snow, which should motivate them to do the same at weekends and during the holidays.
- Nowadays, relationships with nature and other children are often lost somewhere between watching TV and staring at computer screens; the project aims to stimulate these relationships.
- The program will be provided to participants free of cost.

Target groups

- Children aged between 9 and 13.
- Children from geographically disadvantaged regions, such as the larger cities in Switzerland.
- Socially disadvantaged children.

Implementation



The different stages:

- Children apply for their dates and preferred sport (skiing/snowboarding/sledging) via the website; one destination only. They indicate their height and shoe size.
- If too many people register, lots will be drawn to decide upon participants.
- The day before the event: children rent equipment for free from the Intersport shops in their cities.
- The day of the event: leaving at 12am, two buses transport the children to the ski resort. Lunch.
- Local snow sport schools welcome the children and provide lessons (3 hours).
- 5:30 pm: arrive back at the various cities.



Communication



- Website: www.snowforfree.ch / www.cleven-stiftung.com
- Flyers / posters (for schools and social institutions)
- Advertisements courtesy of media partners
- Media releases
- Communication through various authorities (education/sport/school)
- Media event with Bernhard Russi

Schneesport & Spass

Bist du zwischen 9 und 13 Jahren alt und hast du Lust auf einen coolen Schneespport-Nachmittag der Cleven-Becker-Stiftung? Dann meld dich an bei «snow for free» und geniesse kostenlos einen Nachmittag auf Skis, Snowboard oder Schlitten. Melde dich jetzt an unter www.snowforfree.ch.

Abfahrtsorte & Destinationen

- Bern → Winihorn
- Lausanne → Villars-sur-Ollon
- Lucerne → Engelberg-Brünnli
- St. Gallen → Pizol
- Winterthur → Wildhaus
- Zürich → Sattel-Hochstuckli

Daten

11.1., 18.1., 25.1. und 1.2.2012

Sponsoren

INTERSPORT ALPIQ Blick

Medienpartner

Swissinfo

Transportpartner

Swissair, Swissair Cargo, Swissair Express, Swissair Cargo, Swissair Express, Swissair Cargo, Swissair Express

www.snowforfree.ch

ANMELDUNG

NAME

Vorname: _____ Nachname: _____

ADRESSE

Strasse: _____ PLZ: _____ Ort: _____

TELEFON & ZUFINDEN

Handy: _____

DATEN

geboren am: _____ geburtsort: _____

ABFAHRTSORTE & ZIELORT

Abfahrtsort: _____ Zielort: _____

INTERESSEN

Skifahren: Snowboard: Schlitten:

ALLE KINDER IN DEN SCHNEE

Dieses Jahr können die Kinder der Cleven-Becker-Stiftung einen coolen Schneespport-Nachmittag erleben. Melde dich jetzt an unter www.snowforfree.ch.

Sponsoren

INTERSPORT ALPIQ Blick

Medienpartner

Swissinfo

Transportpartner

Swissair, Swissair Cargo, Swissair Express, Swissair Cargo, Swissair Express, Swissair Cargo, Swissair Express

Schnee, Sport und Spass mit «snow for free»!

Bist du zwischen 9 und 13 Jahren alt und hast du Lust auf einen coolen Schneespport-Nachmittag?

Ja? Dann meld dich bei «snow for free» an und geniesse einen gratis Sport-Nachmittag mit Skifahren, Snowboarden oder Schlitten.

Anmeldung jetzt unter www.snowforfree.ch

Die Plätze sind limitiert! Melde dich so schnell wie möglich an und wir geben dir rechtzeitig Bescheid, ob du mitmachen kannst. Weitere Infos findest du auf der Website. Bei zusätzlichen Fragen erreichst du uns unter 041 766 63 84.

Sponsoren

INTERSPORT ALPIQ Blick

Medienpartner

Swissinfo

Transportpartner

Swissair, Swissair Cargo, Swissair Express, Swissair Cargo, Swissair Express, Swissair Cargo, Swissair Express



"Snow for Free" 2013 Facts & Figures



Number of participants (2122 children in total):

Sport	Beginners	Medium	Advanced	N/A
Skiing	643	447	211	
Snowboarding	501	192	95	
Sledging				33
Total	54%	30%	15%	1%

Division of sports:

Sport	No.	Total
Skiing	1301	61%
Snowboarding	788	38%
Sledging	33	1%

Equipment needed:

Sport	No.
Skiing	503
Snowboarding	348
Total	851



Development



Year	Number of Children
2005	300 (pilot project, one destination)
2006	990 (50% cancellations due to lack of snow)
2007	1450
2008	1918
2009	2114
2010	2061
2011	2093
2012	1945
2013	2122 (9 destinations)



15,000 kids have enjoyed an afternoon of “snow for free”

Hurdles & Highlights

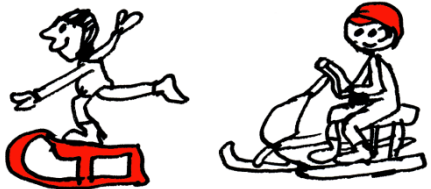


5% "no-shows"

Large number of applications from school classes

One afternoon is not sustainable enough

No proof of effects as yet (an extensive evaluation would be required)



Ongoing interest since the beginning

Available to participants free of charge

Accessible to children thanks to other projects

Working in close cooperation with Swiss-Ski

Project has a good image

Wealth of support from partners (transport, material rental, ski resorts, sponsors)

Partners 2013



Main sponsors



Media partner

Transport partners



Regional partners



With the kind support of

- Schmid Unternehmerstiftung
- HUG
- Wander AG



Thank you!



Any questions?



Bring Children to the Snow

11th FIS Youth and Children's Seminar



TODAY'S AGENDA

- Bring Children to the Snow Overview
- SnowKidz
- World Snow Day
- Next Steps



Bring Children of the Snow Overview



THE MODEL

Bring Children to the Snow

Website: www.bringchildrentothesnow.com



Website: www.snowkidz.com

Social Media: Facebook, Youtube, Twitter and Flickr

Newsletter System

National Ski Association Notification System



Website: www.world-snow-day.com

Social Media: Facebook, Youtube, Twitter and Flickr

Newsletter System

National Ski Association Notification System



F I S[®] SNOW
Kidz



Anywhere....anytime

78 Events
45 Organisers
16 Countries

Event Examples



Throughout Switzerland: Rivella Family Contest

Lahti (FIN): Kids events during Cross-Country World Cup

Davos (SUI): Kids events during Cross-Country World Cup

Kvitfjell (NOR): Kids events during Alpine World Cup

Throughout Germany: Sport for Schools

Throughout Czech Republic: 7 SnowKidz parks

Pokljuka (SLO): Children's school marathon

19th
January
2014



EXPLORE
EXPERIENCE

ENJOY



F I S[®]
World[®]
SNOW
Day



3rd Edition of World Snow Day
Sunday, 19th January 2014

19th
January 2014



108 Days

19th
January 2014



225 Organisers

39 Countries

200,000 participants

19th
January 2014



435 Organisers

39 Countries

430,000 participants

19th
January 2014



82 Organisers
20 Countries
?? participants

19th
January 2014



Fast Numbers

1 Day around the world.

2 Events in the Southern Hemisphere.

7 Global Partners: Eurosport, European Broadcasting Union, Infront, Intersport, Milka, Sanetta and Best of the Alps.

39 Participating countries.

More than 100 resorts with free skiing and snowboarding.

435 Event Organisers.

660 World Snow Day events over two editions.

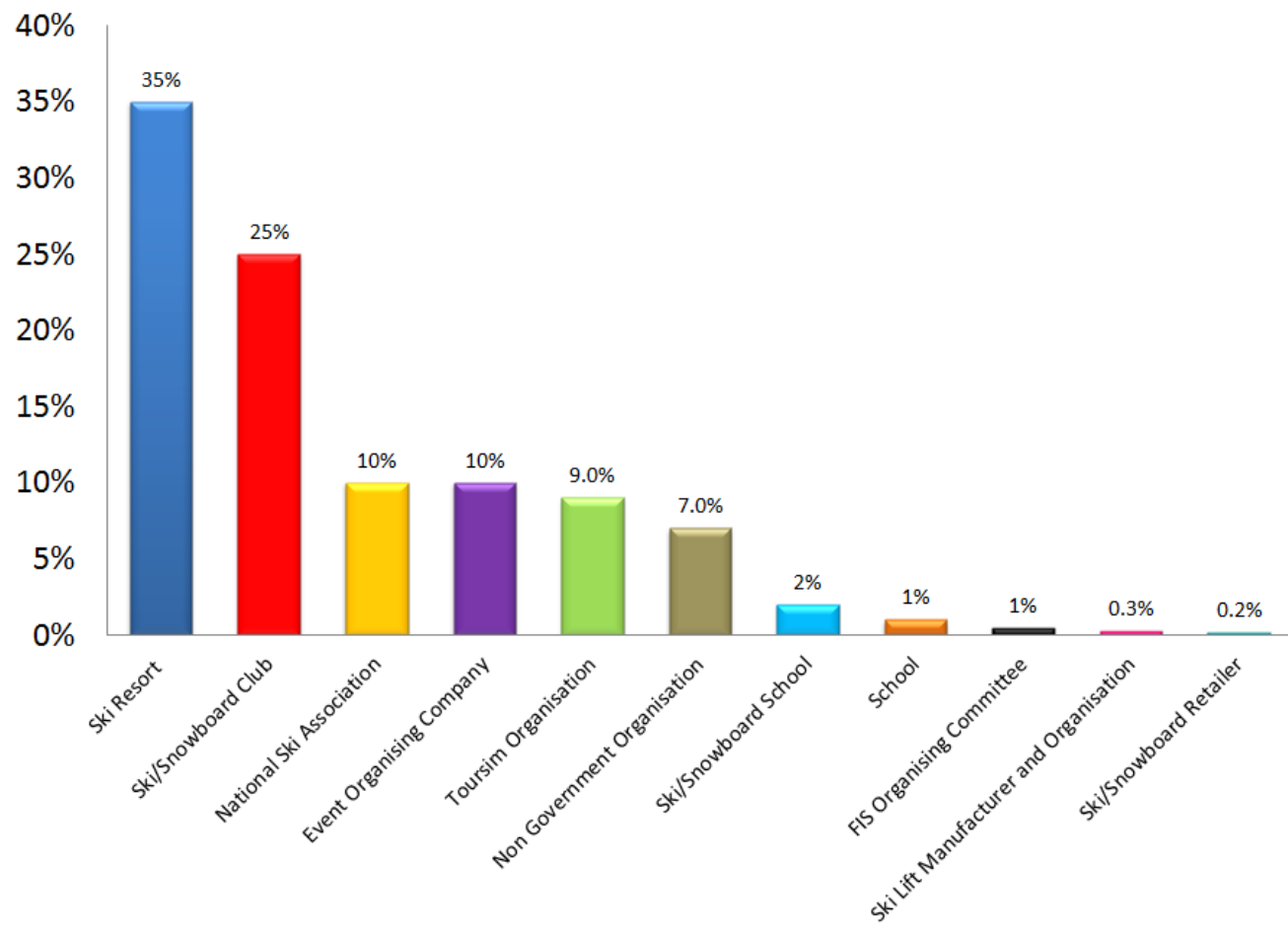
52,920 people reached with a single Facebook post.

More than 120,000 participants at the largest event.

More than 194,000 Website visits since November 2012.

More than 430,000 participants in the 2nd Edition of World Snow Day!

19th
January 2014



19th
January 2014



Event Examples

Zakopane (POL) : Children's Winter Carnival

Beidahu (CHN): Children's Snow Festival with free lessons and discounted tickets

Wengen (SUI): Free entrance for children to World Cup

Cortina d'Ampezzo (ITA): Children's Carnival for World Cup

Sky Tavern (USA): Children's snow festival

Astana (KZA): Cross Country festival for children with free lessons, games and entertainment

Vatra Dornei (ROM): discounted lessons ofr children and children's games

Le Sauze (FRA): Children's Freestyle competition

19th
January 2014



Confirmed

- Infront Sports & Media
- Eurosport
- Best of the Alps
- Sanetta

Discussions

- European Broadcasting Union
- Milka
- Intersport

Future

- 1 new partner*shhhh*





Benefits

- To reverse the general decline in youth snow sports participation
- A chance to unify various stakeholders
- An opportunity to reach new target groups



Next Steps

FIS SNOWKIDZ

- Speak to Ski Clubs
- Discuss with Ski resorts
- Deliberate with local governments
- Encourage local companies to partner with events
- Inform local media including family media
- Ensure organizers register

WORLD SNOW DAY

- Speak to Ski Clubs
- Discuss with Ski resorts
- Deliberate with local governments
- Encourage local companies to partner with events
- Inform local media including family media
- Ensure organizers register: Deadline - 15th December 2013 !



Let's Bring Children to the
Snow together

Thank you



GROUP DISCUSSION - ALPINE

Actions to Bring Children to the Snow



In your opinion who in each country is responsible to bring children to the snow?

e.g. National Ski Associations, resorts, tourism organisations, transport companies

All are responsible

- Schools
- Parents
- Teachers
- Instructors
- Ski resorts
- Tourism organisations
- National Ski Association

What are some of the actions these stakeholders can take to bring children to the snow?

- Discounted tickets
- Free tickets
- Family days
- School trips
- Ski with a professional

Provide examples of bring children to the snow events in your countries?

- Macedonia: Children ski Festival
- Norway: free tickets throughout the country
- Spain: Disabled and abled skier together in competition
- Portugal: Children's school trips and ski with a professional

THANK YOU

Actions to Bring Children to the Snow



GROUP DISCUSSION - CROSS COUNTRY AND NORDICS

Actions to Bring Children to the Snow



In your opinion who in each country is responsible to bring children to the snow?

e.g. National Ski Associations, resorts, tourism organisations, transport companies

- CH sports authority in co-operation with ski resorts + tourism ,
- IT family with school, ski school, clubs
- DE parents, federation (prepare concept) –regions, clubs, tourism
- RO ski fed , schools plus clubs
- CA family, biggest interest - parent buying into it, great family sport, follow-up individual disciplines. nordic
- PL polish federation, local schools
- HU parents clubs
- GR nsa local ski clubs
- EE no single entity, FSA , school, resorts
- BR one project national ski federation non governmental
- AR clubs
- CZ parents, ski association
- SE ski association together with sports and school government
- FI clubs
- NO city with local clubs to maintain facilities
- AT parents, schools, ski clubs

Provide examples of bring children to the snow events in your countries?

- CH 8000 per winter cc skibuses to resorts
- IT diff regions mixing clubs and summer camps for 12-15 yrs old
- DE nsa youth project 5 diff projects 1000 kids, Roller Ski
- RO govermemnt led school porject bu NSA
- CA plastic jumping, 98% SECOND COMERS TO clubs are form summer camps 1500 kids
- PL TATRA ski fed summer 6 cities ski jumtping project m some 2000 kids
- HU NSA summer trining camp 20-30 only Nordic sport
- GR free material free access to resorts five ski clubs 100 kids
- EE skibus schools, 65 scools, summer camp former athletes coacing on the camp 200 kids
- BR roller ski Favela project, SAO 20, non-proft org together with nsa
- AR nsa also mountaineering organisation
- CZ summer camp alls now sports incl. lathlon 9-15yr old, sOcial aspect 45 led by ski fed
- SE crossover project, 10 yrs old all kind of snowsoport, 13.000 kids, 12 communities, fed led
- AT ski jump promotion to Vienna for recruit purposes
- NO 1150 clubs dolocal events but guidelines NSA Telenor Karusellen, 75.000 kids, cc skicross, acitivity bank online
- Fi ski equipment hire/loan for schools - clubs
- SA Roller Ski introduced leadintg to cc

What are some of the actions these stakeholders can take to bring children to the snow?

THANK YOU

Actions to Bring Children to the Snow



GROUP DISCUSSION - FREESTYLE AND SNOWBOARD

Actions to Bring Children to the Snow



In your opinion who in each country is responsible to bring children to the snow?

e.g. National Ski Associations, resorts, tourism organisations, transport companies

- The parents are the first in charge
- Ski and Snowboard schools
- Ski clubs
- The problem for the clubs is on the money
- The clubs have a big potential to raise money from the community
- The Ski resorts should be engaged
- Parents think that terrain park is not safe
- Leading the resorts – Know how min. 10. Years of experience
- Adventure ride... Example sierra nevada – not only Snowpaks
- Pista del Mar – „the Sealife slope“

What are some of the actions these stakeholders can take to bring children to the snow?

- Free or discount tickets
- Discount equipment
- Professional instructors so as to keep the parents sure about the result
- To change the unsafe image of snowboarding
- Rental material of a good quality, so they don't need to buy
- Demo material
- Decoration on the slopes

Provide examples of bring children to the snow events in your countries?

- Rusia: Ski Carnival
- Denmark: Three camps and ski play for 900 children
- Japan: Events organized together with the Ski Industry
- Lithuania: To bring the children using the school buses
- Norway: Portable jump hill to build anywhere
- Switzerland: Family competition
- Ukraine: Friendly family event „mother, father and me“
- Italy: Lesson for free organized by the ski-instructors association (one day) Similar in Lithuania
- Spain: Organize activities for snowboarders and freestyle together

RETENTION OF THE CHILDREN

To keep people on the snow you need to do more

- To involve children in other activity programs
- ...like Skating or Acrobatics (Trampoline) School teachers are an important point
- To convince the parents
- The process from arrival to the ski-resort to the moment the people hit the snow is long and difficult (only 15% of beginners keep on the snow)

THANK YOU

Actions to Bring Children to the Snow



Children, Youth and Snowsports

The Austrian Experience

Mittwoch, 2. Oktober 2013



**SKI
AUSTRIA**



Pia Meusburger, Snowboard



Sabrina Filzmoser, Judo



Viktoria Schwarz, Kanu



- **ÖSV – engine of snow sports in Austria**
- **Stakeholders**
- **Winter sports weeks in schools /
ÖSV service for schools**
- **ÖSV service and initiatives for ski clubs**
- **Best practice**

**ÖSV -
Engine of Snowsports in Austria**

The logo for Ski Austria, featuring the word "SKI" in a stylized red font above the word "AUSTRIA" in a red serif font, all contained within a white ribbon-like shape with red borders.

**SKI
AUSTRIA**

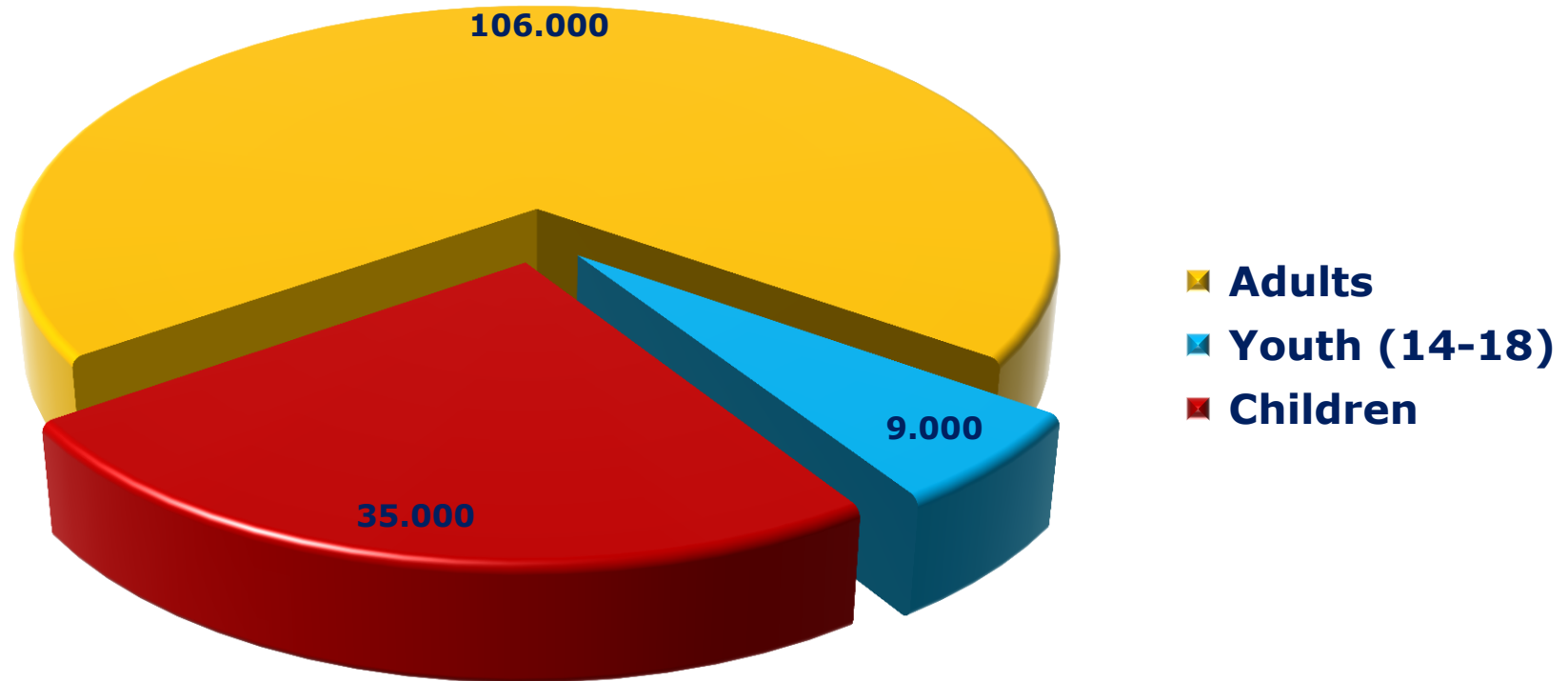


ÖSV – Engine of Snowsports

- **9 regional ski federations**
- **1.200 ski clubs**
- **App. 150.000 registered ÖSV members**
- **App. 300.000 additional members in clubs**
- **Activities on all levels to bring children and young people to snowsports and to retain them**

Age Structure among ÖSV-Members

ÖSV-Members



Stakeholders



Stakeholders



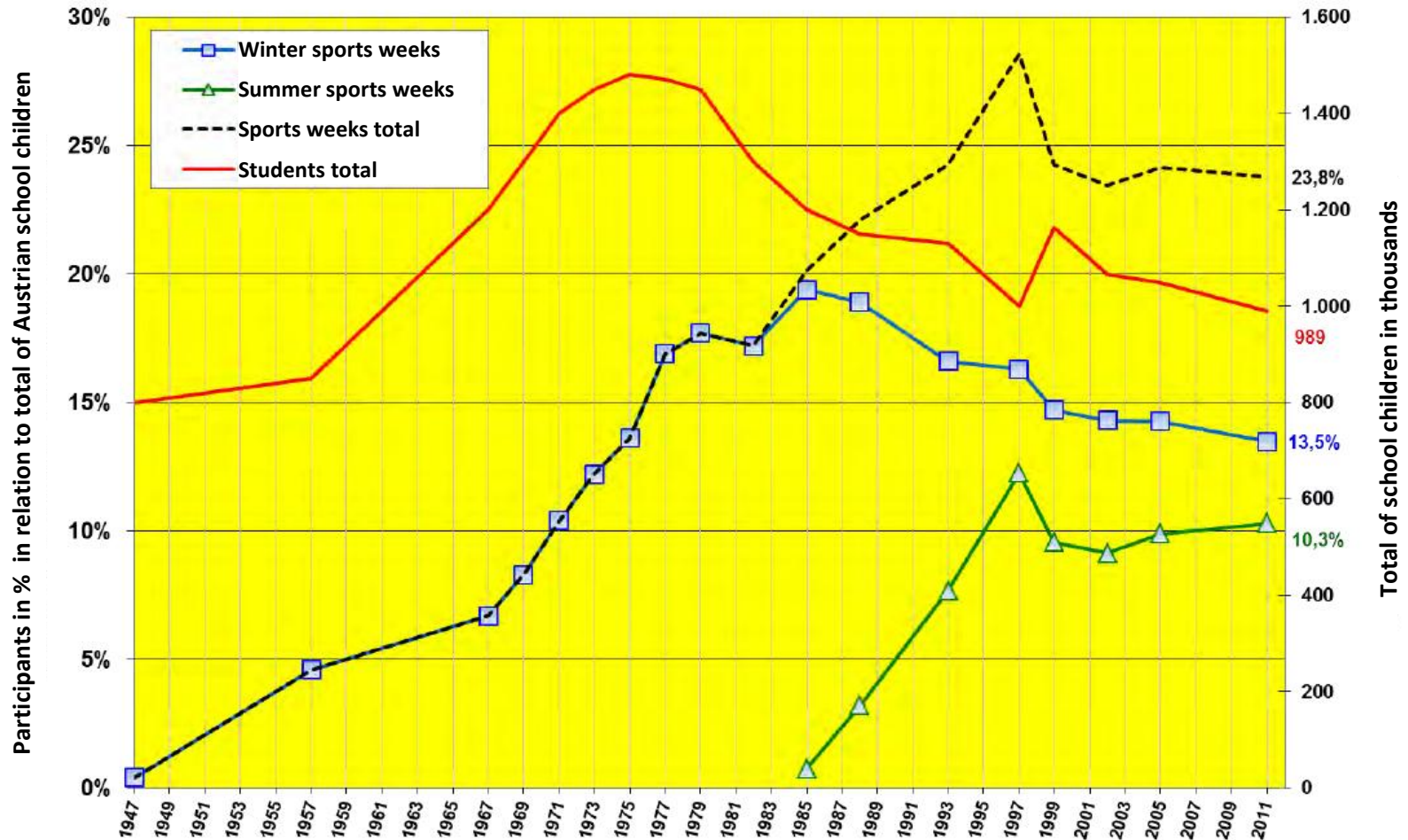
Winter Sports – Weeks in Schools An Austrian Speciality

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**SKI
AUSTRIA**

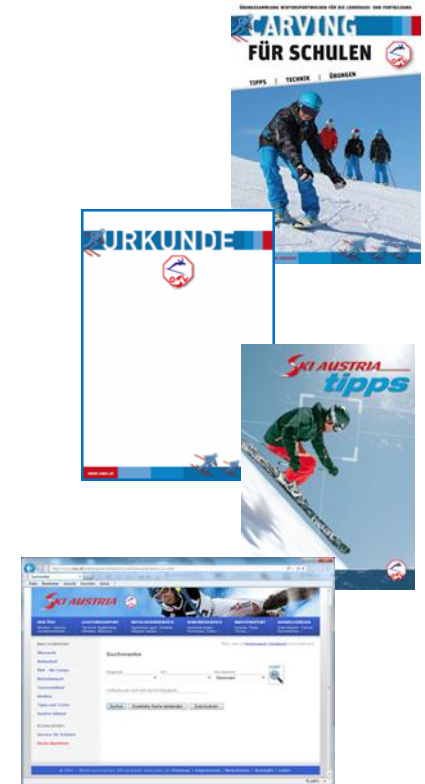


Winter Sports Weeks - Development



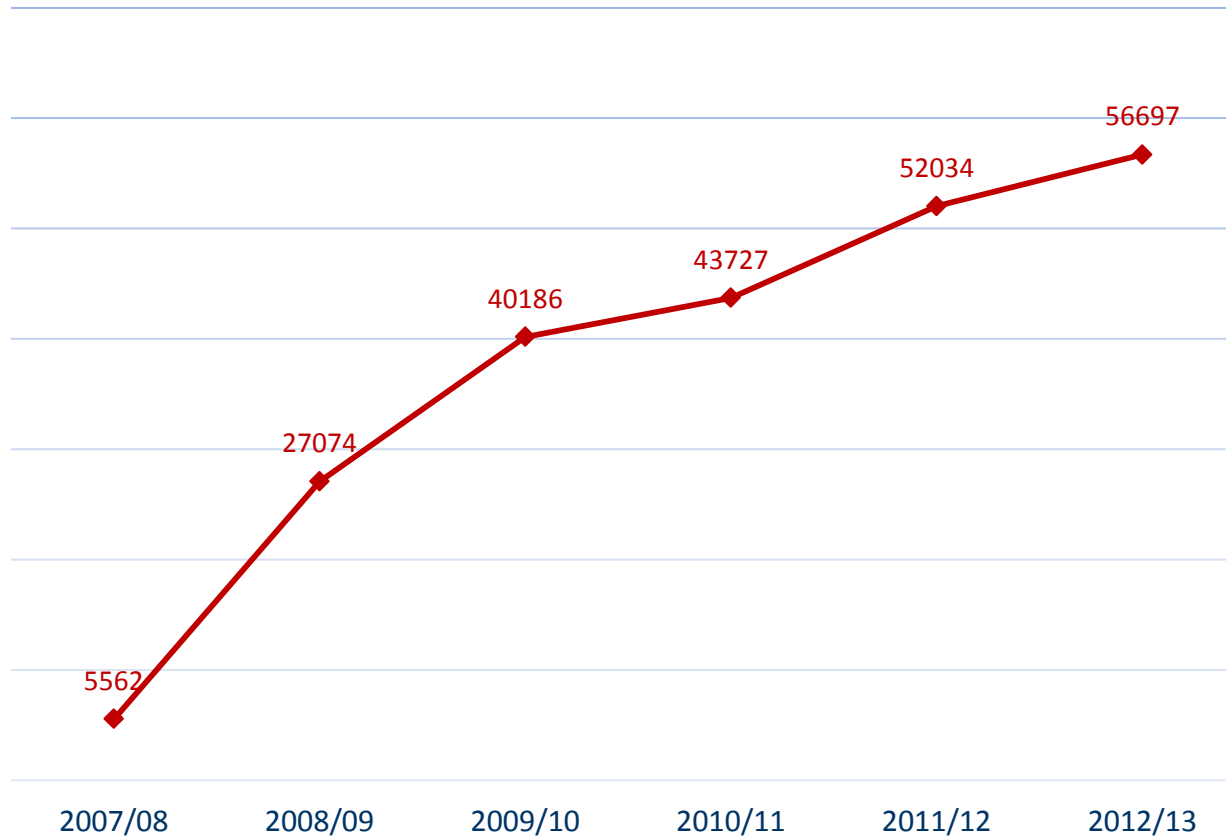
ÖSV-Service for Schools

- Insurance „ÖSV Schülerschutz“
- Booklet „Carving für Schulen“
- Booklet „Ski Austria Tipps“
- Certificates
- Database Accomodation for winter sports weeks
- Cooperations and institutional measures



- At only € 1,30 students or teachers are eligible to the same insurance as a regular ÖSV - member during the school's winter sports week,
- Among other benefits, this insurance covers cost of helicopter rescue up to €15.000,-.
- During the 2012/13 season, roughly 57.000 students and teachers were insured.

ÖSV-SchülerSchutz Insured Persons



Carving für Schulen

Booklet for teachers

- Developed by ÖSV and experts of the educational staff
- Printed in cooperation with the Ministry of Education
- Exercises in text and photos to enhance skills and techniques of students of all ages
- Free order at ÖSV
- Distribution in the season 2012/13 :
ca. 5.000 booklets



Booklet for children and teachers covering a wide variety of information on snow sports – skiing, snowboarding and cross country

- Free order at ÖSV
- Distribution in the season 2012/13 : ca. 10.000 booklets



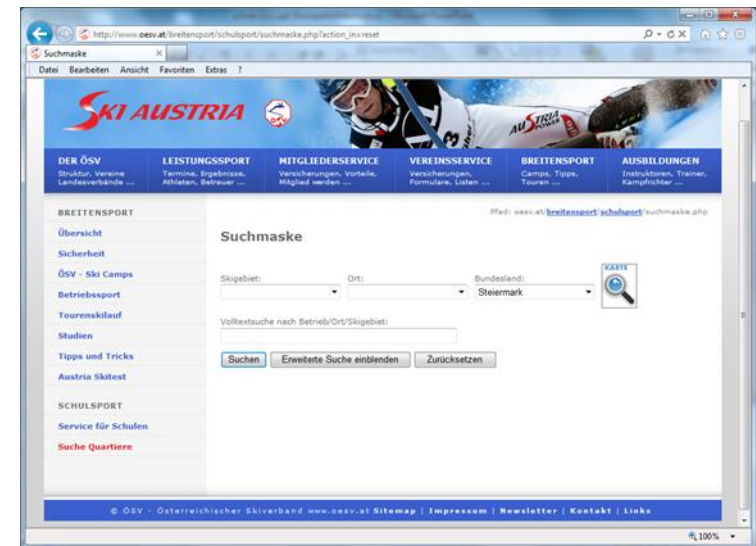
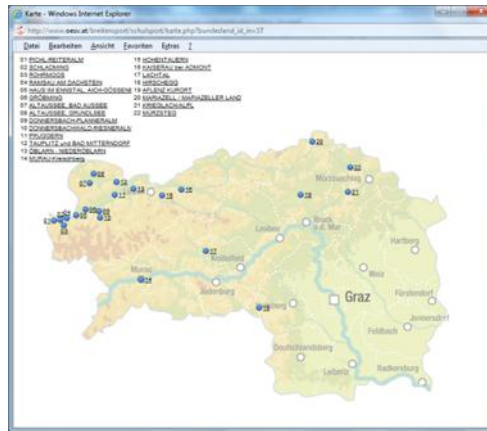
Certificates for alpine skiing, snowboarding and cross country

- At schools' disposal as certificate of participation, for winners' ceremonies, or any other award
- Free order at ÖSV
- Distribution in the season 2012/13: ca. 5.000 certificates



Accommodation for winter sports weeks

- Database on the ÖSV's website www.oesv.at with a vast choice of hotels, guest houses and hostels offering accommodation for schools' winter sports weeks
- Additional information on local infrastructure and skiing facilities



Cooperations and Institutional Measures

- **„Service Point Winter Sports Weeks“**
 - Full time employees,
 - funded by the Chamber of Commerce and the Ministry of Sports, guided further by ÖSV, Ministry of Education, Interski Austria and „Allianz Winter“
 - Information, PR, Best-practice-projekts, reporting, teachers' advanced training
- **Support of schools' National Championships**
 - Financial and organizational support of these primarily leisure-sports oriented events (alpine, nordic, snowboard)
- **Carving – Seminars for Teachers**
 - Instructors and Trainers of the Ski Austria Academy teach skiing techniques as well as practical exercises to further childrens' skiing abilities.

Activities and Support towards Ski Clubs

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„Alpine Basics“

- Description of sport skills necessary for a fundamental training in alpine ski racing
- Developed by the ÖSV's youth department
- Available on the ÖSV's website as pdf-download or as videos



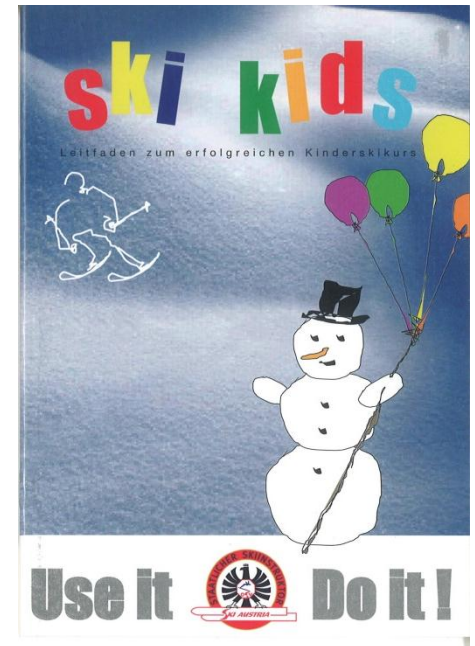
„Spielend Skaten“

„easy skating“ - a DVD for trainers and children with a variety of methods for teaching and learning how to skate

- More than 150 exercises and models in detailed description, video, images and graphics
- A sophisticated programme offers the composition of individual training units and programmes



- Booklet for basic and advanced education of ski-instructors
- Developed by the ÖSV's department of ski-instructors
- Guide to successful skiing lessons for children
- Description of exercises, patterns of movement and techniques



Stars as crowd pullers





- Race series including 8 regional children championships, ÖSV-children's test race, Austrian Children's Championships and Kids Cup Finals.
- Races for children in form of a „mini cross“ (various elements such as SL, GS and jumps)
- ca. 1.600 starters
- National Sponsors
- Testimonial Stefan Eberharter
- Professional preparations and races with the look and feel of a world cup race
- Fun, action and screening



Best Practice Examples

The logo for Ski Austria, featuring the word "SKI" in a stylized red font above the word "AUSTRIA" in a red serif font, all on a white ribbon.

**SKI
AUSTRIA**

A large, stylized red letter 'S' on a white ribbon, which is part of a larger graphic element at the bottom of the slide.

S

„Auf die Piste, fertig, los“ and „Skifahren mit Flocke“

Organized by Vorarlberg Ski association in cooperation with the regional government and ski lift companies

Target group: Nursery schools, Primary Schools and High school kids up to 14 years

- Free 1-day lift passes,
 - Free rental material.
 - Free lunch.
 - Free guiding by ÖSV ski instructors
 - Free ski lessons for school- and kindergarden-teachers
- **Ca. 10.000 children / season**

„Tiroler Schulskitage“ – low cost ski days for Tyrolean schools

Organized by regional school board, ski lift companies, ÖSV, Sponsors

Target group: school kids up to 18 years

- Free lift passes for children up to 15 years¹⁻⁹
- 1-day Lift passes at € 5,- for students aged 15-18
- Rental material at € 5,- per day

- **Ca. 39.000 children / season**

Best Practice - Oberösterreich

- **Platform Schools and Snow Sports**
 - Cooperation of regional ski association, school board, ski lift companies, regional government, Partens' association regional tourist board, sport articles business and bus companies.
- **Winter sports days for nursery and primary schools**
 - Ski lessons
 - Free lift passes
- **„ÖSV Ski Instructors for Hire“**
 - Instructors of the regional ski association can be hired for free as guides on winter sports days
 - E.g. Skiclub Steyr: ca. 800 children in 10 days
- **Winter sports weeks Oberösterreich**
 - Free lift passes for children on regional school's winter sports weeks
- **Ca. 30.000 children/season**

Best Practice - Niederösterreich

- **„Ski4free“ and „Volksschulen zum Schnee“**
all inclusive ski days for primary schools at € 25,- per kid
 - Bus transfer
 - Ski equipment, lift passes
 - Coupon for an additional 1-day-ticket for each participant
- **Skikids**
Organized by regional government, regional ski association and ski instructors association
 - Free ski/snowboard/cross-country lessons during 2 days incl. Lunch lift passes and instructors.
 - Free ski helmet, free season's pass for the respective ski area, free ÖSV-membership
- **Ca. 26.000 children/season**

Thank you for your attention

Dr. Klaus Leistner
leistner@oesv.at

Tomas Woldrich
woldrich@oesv.at

The logo for Ski Austria, featuring the word "SKI" in a stylized red font above the word "AUSTRIA" in a red serif font, all on a white ribbon background.

**SKI
AUSTRIA**





and



EMPOWERMENT THROUGH SPORT





“When girls are empowered, they gain the confidence and self-esteem they need to reach their full potential as women, students, athletes, coaches, leaders, moms, and as contributing members of society.

The seeds of empowerment we sow in youth through sport at all our Fast and Female events are ever-lasting!”

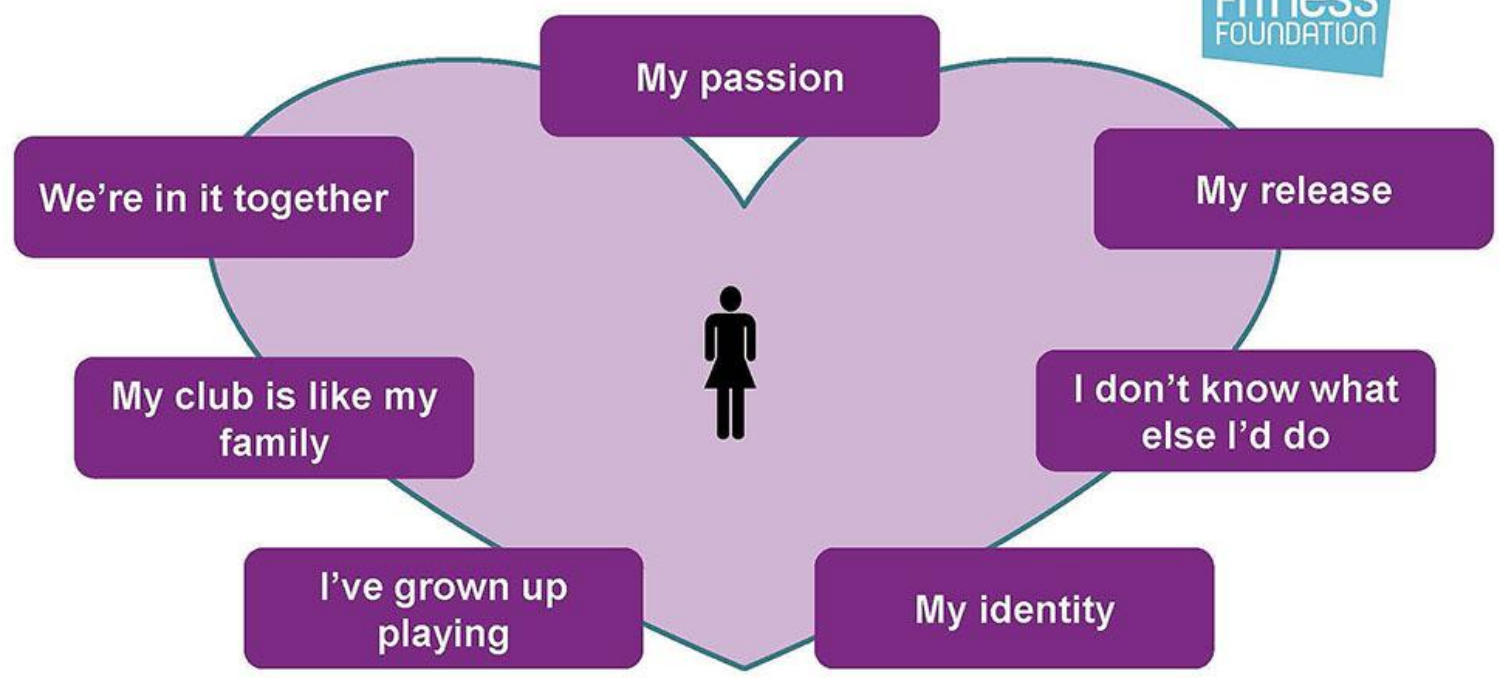
Chandra Crawford
2006 Olympic Gold Medalist in Cross-Country Skiing
& Fast and Female Founder



Fast and Female's vision is to deliver Canada's most inspiring, innovative, and impactful programming for the positive personal and athletic development of young female athletes. In doing so, Fast and Female also hopes to increase the attraction, retention and success rate of female athletes in those sports.



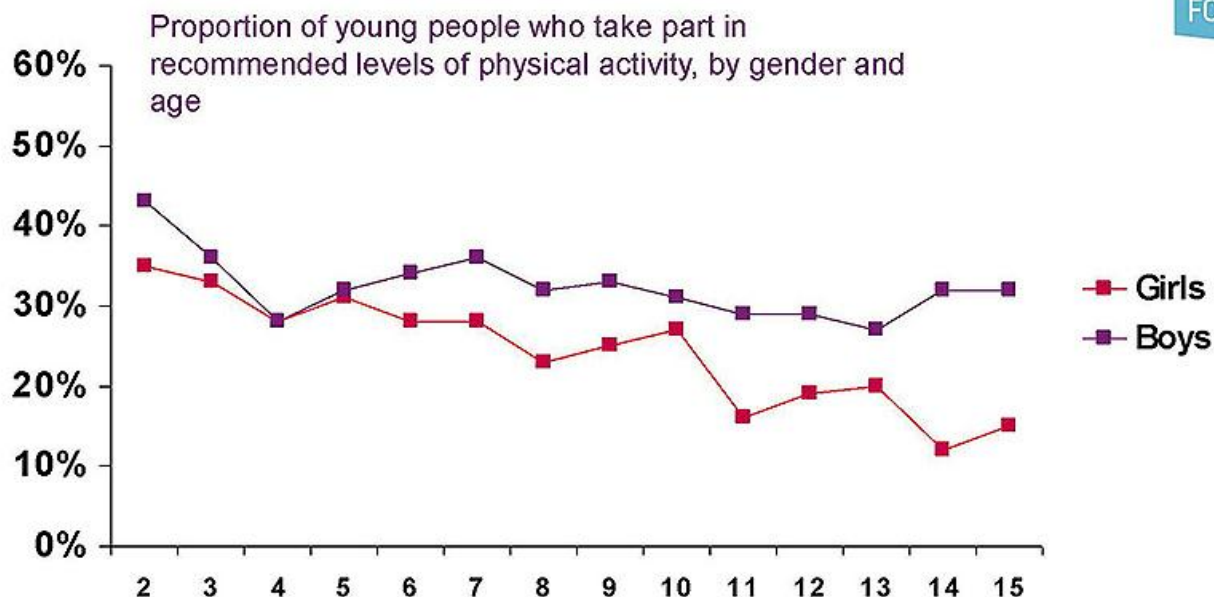
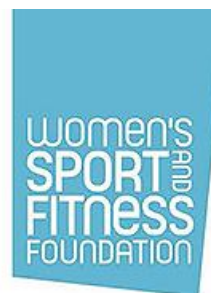
Girls who don't drop out of sport tell us they feel a powerful sense of belonging



- Safety and Escape
- Friends & Socialising
- Challenges & Achievements
- Enjoyment
- Fitness & Opportunities
- Team spirit and support



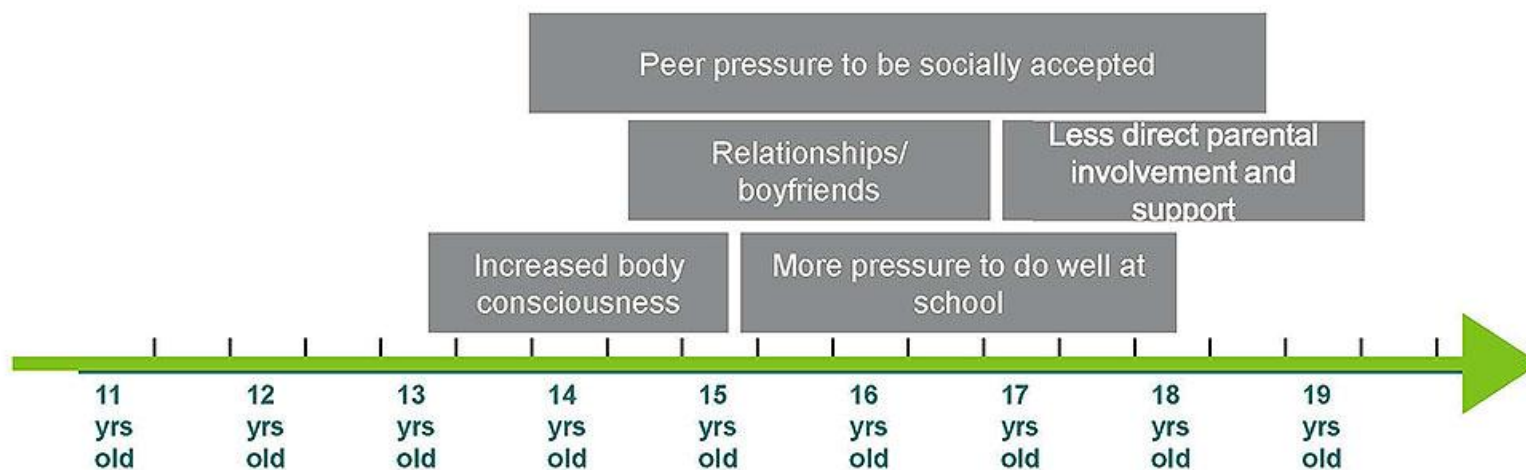
Teenage drop-off – the problem



In all sports, almost half as many 16 – 24 year old women take part in sport as men of the same age



Teenage years can be challenging as girls experience a number of competing pressures and go through many personal and lifestyle changes

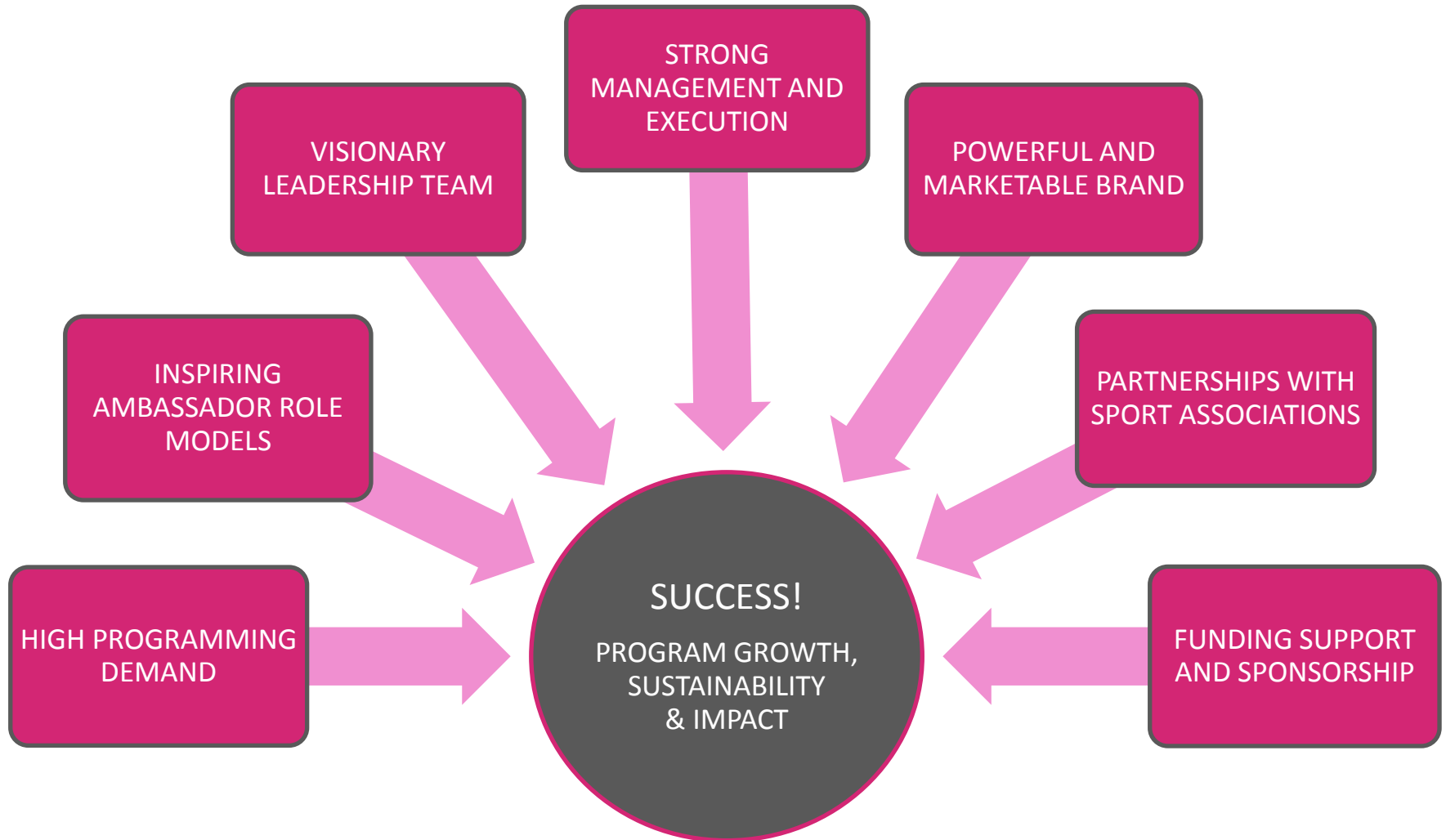


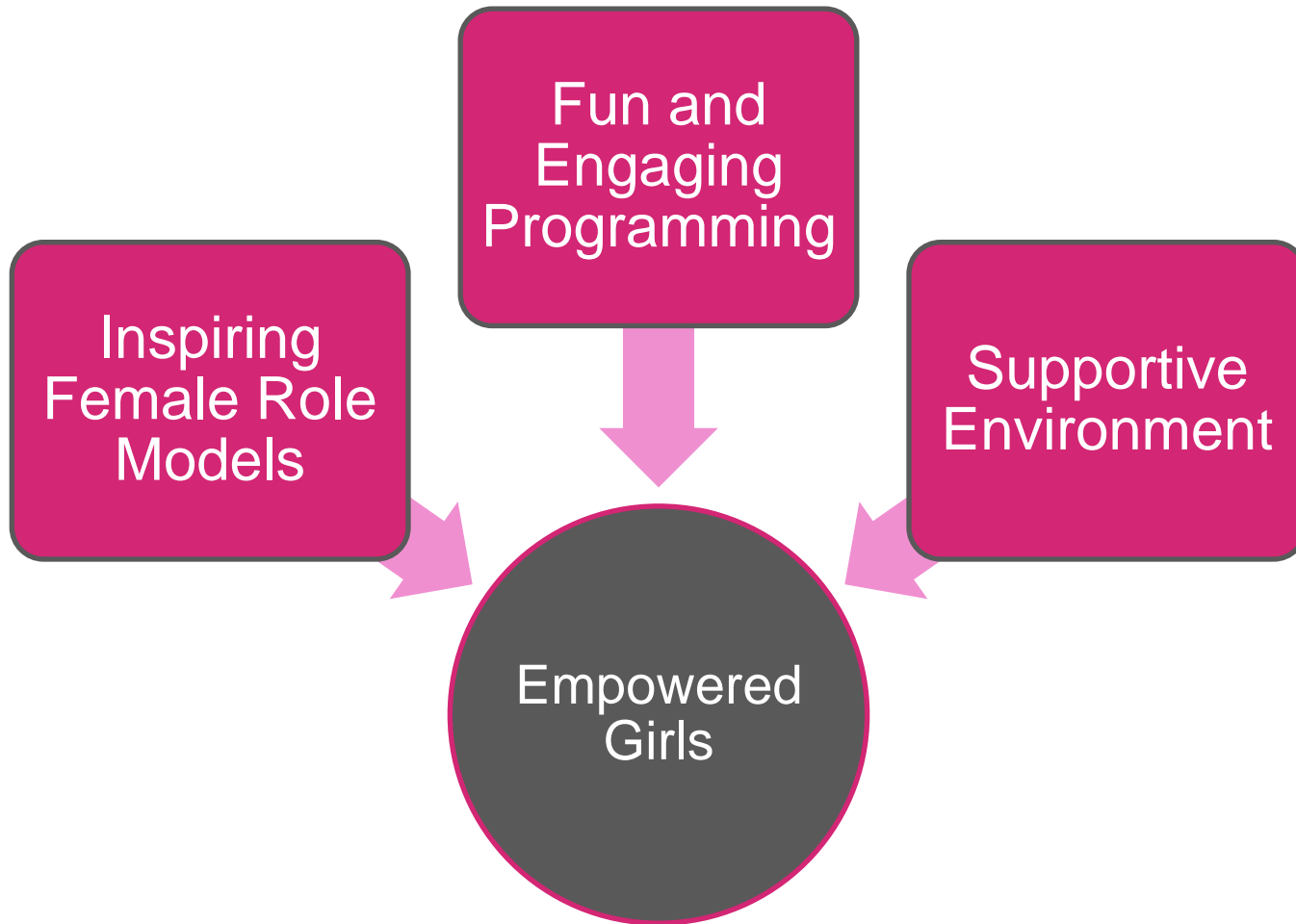
Understanding the pressures and demands of being a teenager is critical to understanding the role of sport in their lives.





WHY FAST AND FEMALE WORKS







Increased Female Retention



Increased Female Participation



HIGH PERFORMANCE: The number and caliber of female elite level athletes grows as a function of more female participation at grassroots levels.

THE SPORT SYSTEM: Sport organizations benefit from females' lifelong sports participation and involvement resulting in more athletes, coaches, officials and volunteers.

SOCIETAL: Health and wellness benefits stemming from girls' increased involvement in sports. Healthy lifestyles positively impact preventative healthcare and medical expense.



- Engaging sport programming
- Inspiring athletic role models
- Knowledge and skill sharing
- Team building activities
- Goal setting sessions
- Motivational messaging
- Tools to overcome challenges



- Champ Camps
- Power Hours
- Parent & Coach Seminars
- Fast and Female TV
- Facebook
- Twitter



X-Country Skiing

Chandra Crawford

Sadie Bjornsen

Holly Brooks

Jessie Diggins

Perriane Jones

Kikkan Randall

Sara Renner

Beckie Scott

Liz Stephen

Anna Haag

Snowboard

Maelle Ricker

Sarah Conrad

Alex Duckworth

Biathlon

Rosanna Crawford

Megan Imrie

Zina Kocher

Alpine Skiing

Marie-Michèle Gagnon

Anna Goodman

Britt Janyk

Kelly VanderBeek

Kerrin Lee-Gartner

Ski Cross

Ashleigh McIvor

Kelsey Serwa

Julia Murray

Marielle Thompson

Georgia Simmerling



- National Sport Federations
- Provincial Sport Organizations
- Sport Venues
- Suppliers
- Sponsors



- Goal Setting
- Sport Activity
- Motivational Talk
- Dance Routine
- Yoga Session
- Autographs



- Safe
- Fun
- Engaging
- Inspiring
- Team Building
- Skill Enhancing
- Non Competitive



- Nutrition
- Fitness
- Balance
- Team
- Goals
- Dance
- Yoga



- Physiology
- Body Image
- Mental Training
- Coaching
- Overtraining
- Pressure
- Nutrition



and



FAST AND FEMALE PRESENTS:

An afternoon of athletic inspiration for girls ages 9-19 with Olympic and National Team Fast and Female Ambassadors including the successful U.S. Women's Cross Country Ski Team featuring World Champions Kikkan Randall and Jessie Diggins.

SUNDAY, MAY 26TH, 2013: 2-5PM

AT THE ATHLETIC CLUB OF BEND, OREGON

\$20/YOUTH PARTICIPANTS

\$10/EDUCATIONAL SEMINAR FOR PARENTS & COACHES



EVENT SCHEDULE:

Registration from 1:30 - 2:00 pm

2:00 - 5:00 pm

- Introduction and Welcome
- Fitness stations with Athlete Ambassadors
- Inspirational stories and healthy snack
- High Energy Dance
- Autographs and Farewell

For more information and registration please visit www.fastandfemale.com

Follow Us! Fast and Female @FastandFemale



CLARINS



KARBON



KOMBI



AMERICAN CANOE BOAT

Eventbrite

Create an event

Find events

Email

Share

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Event Details

Fast and Female Winter Extreme Champ Camp - The First Ever!



Fast & Female is Proud to Partner with the Canadian Ski Patrol to Present an Afternoon of Athletic Inspiration and Fun Hosted by 2010 Canadian Ski Olympian Georgia Simmerling and Isabella Bertold, Professional Sailing Athlete.

WHEN: October 20, 2013 from 12:30-4pm

WHERE: The Pacific National Exhibition of Vancouver, in conjunction with the 2013 Winter Extreme Ski and Board Swap

SCHEDULE: Welcome activities, Group Bonding, Ambassador Intros, Athletic Fun, Inspirational Stories, Yoga Presented by Lululemon and a goodbye hug!

WHO: Girls 9-19 who love skiing, snowboarding or sports! All abilities welcome, invite your friends too! Wear comfy clothes for doing sporty stuff and bring your best positive attitude!

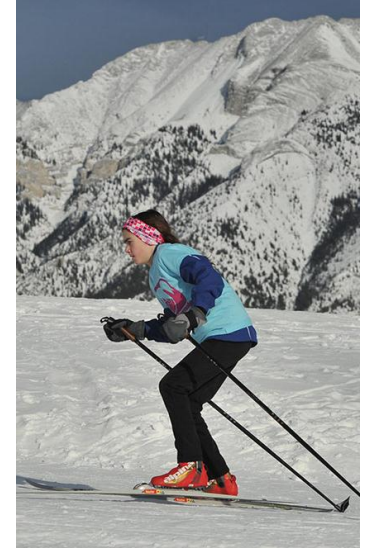
HOSTS: Georgia Simmerling, 2010 Winter OLYMPIAN who competed in Alpine Skiing, now on the Canadian Ski Cross National Team AND Isabella Bertold, Professional Sailor who is currently ranked 3rd in the WORLD!

RSVP: Register here on eventbrite to let us know you'll be coming. All pre-registered participants will take home a limited edition Fast & Female Winter Extreme Champ Camp T-shirt!

Some day of Registrations will be available but we'd love to know that you are coming :)











- Cycling
- Speed Skating
- Athletics
- Sliding Sports
- Canoe / Kayak
- Soccer
- Water Polo
- Swimming
- Sailing
- Hockey



- Audience Participation and Repeat Attendance
- International Growth
- Success Stories / Testimonials
- Repeat Events
- Sport Partnerships
- Sponsor Engagement
- Retail Sales
- Elite Performance Improvement



www.fastandfemale.com

www.facebook.com/fastandfemale

www.youtube.com/fastandfemaletv

www.twitter.com/fastandfemale



*Girls in Sports are
Empowered For Life.*



NORGES
SKIFORBUND



Facts and Figures – The Norwegian Ski Assosiation

- 1 150 ski clubs
- 178 300 members (80% Cross Country)
- 78 000 (6-12 year), 27 000 (13-19 year)
- 10 500 license athletes (13 year +) – six diciplines
- The ski clubs are important social meeting places in the local community
- The coaches are mostly parents and young athletes





The Norwegian Ski Assosiation

CHILDREN AND YOUTH – Recruiting – Retaining – Trainer Education –

Cross Country



Alpine



Ski Jumping



Nord.comb.



Telemark



Freestyle



Randonnee

Freeski
Moguls
Ski Cross



Ski Clubs

'Children sport is getting more serious than top level sport'

- 'It was no fun anymore'
- Children have to play more! They need more disorganized activity

- For mye alvor i barneidretten

større vitetstsm



Flaue tv-debutant

Talenter. Disse tre kommer til å skape spennende TV-øyeblikk om noen år.

Mye alvor i barneidretten

- Det er plass til mer moro

Spillerutvikling | Frivillig og uorganisert

MER FRIVILLIG OG UORGANISERT AKTIVITET

Lengst, flest og mest var utfordringen til panelet i Hemninghallen - mer aktivitet var svaret!



Kjetil Andre Amundt, Sig Inge Bjørnrebe, Jølle Ambø

Statoc

KOMMENDE KAMPER

fredag 07.09.12

Norge Menn Senior A Island - Norge

Se alle kamper

«Det var ikke gøy lenger»

ser vi barn og ungert idrett, setter frafallet inn.

Debut

Amehsen Røff, Jo Helle-Valle

«Det er veldig kult for Mathias, sier barn Serien»

«Morgensdagens idretts»

Mathias, Nora og Marcus er idrettsheiter i ny dokumentar

det er spesielt å se seg selv, det er jo lenge siden det ble tatt opp, sier han. Og innrammer et barns farte litt ekstra press til å prestere siden kameratene fulgte etter ham.

«Det ble mange kamrater og mye ekstra ut av det. Jeg tror kanskje mine fikk føle det litt også. Noen av verdens beste har spurt om ikke det var skummelt, men jeg synes det gikk fint, jeg, sier Mathias.

Nora er en gutt og jenter sitter i et møterom på Olympiatoppen. De har to ting til felles: de er Norges største idrettskoleter og akkurat nå er de veldig nervøse.

For første gang skal de se klipp av seg selv i den nye dokumentar «Morgensdagens idrettsheiter» som har premiere på TVNorge i kveld.

På skjermen ser vi far Sveere Kristiansen og sønnen Mathias Eckhoff fra Østerdalen.

Snowboarder Mathias kjører European Open, men det går ikke helt etter planen. På Olympiatoppen vrir 13-åringen seg i stolen, mens pappa ler nervøst. Han har gruet seg lenge til å se seg selv på tv. Så ser vi Nora. Må ukvold (14) fra Høy under EM i turn fire et år siden. Heller ikke det går helt som planlagt. Nora har en hoesetter planer. Nora har en hoesetter skade, men puben ble vel hardt sa pappa at jeg kom til å angre på treneren. I møterommet er det blitt varmt. Nora im-

Nå er jeg spent på hvordan vi blir for til Mathias Eckhoff, er blant de som er mest spennende.

«Det er veldig kult for Mathias, sier barn Serien»

«Morgensdagens idretts»



Sport Documentary Program on TV: *'Win or Disappear'*

- Different sports, 12-15 years old athletes
- Alpine and Cross Country

NRK TV Se TV direkte Programmer TV-guide

TIDLIGERE NRK

00:02 / 39:04

1. Resymé 1. eps 2. Alpint: Fia. Kostbar sport. Treningsleir Sölden. Trener referer. 3. Cheerleading: Camilla. Tøff trening for Paris. Mentale sperrer.
4. Langrenn: Sivert trener for mye? Testkjøring Holmenkollen. 5. Alpint: Fia på treningsleir, Sölden. Trener og mor om kosthold.
6. Cheerleading: Siste trening før "European Open", drar til Paris. 7. Langrenn: Sivert er syk. Går ungdomsbirken.
8. Langrenn: V-cup sprint Drammen mars-13. Sivert ser på. Rulleski. 9. Kommer i 3. eps.

'How to deal with over zealous parents?

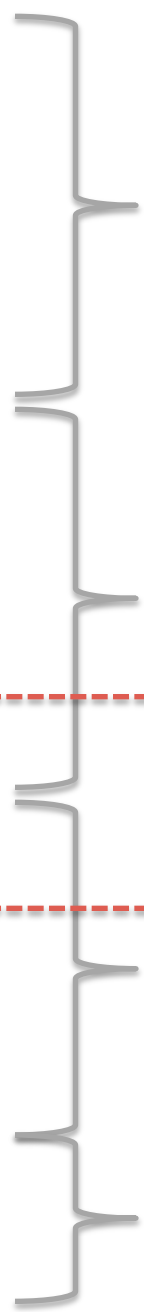
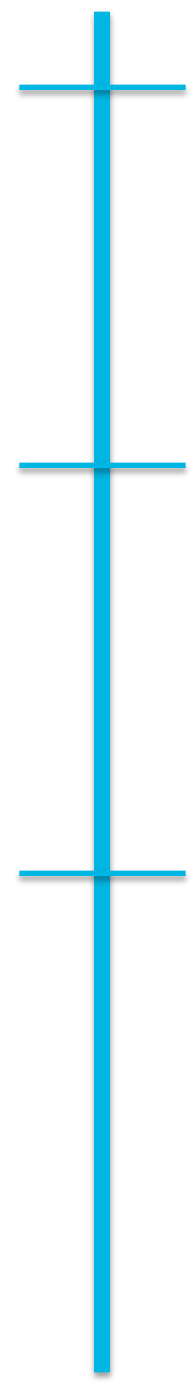


Bilde 1/1 - TAILPRESS ELLER FORELDREPRESS: Twintipsporten er i ferd med å bli det nye alpint og fotball. Vil vi egentlig
Illustrasjon: Jan Petter Aarskog

Age groups in Sport



”Tweens”
10 – 12 år



19 - 25 år
Young adults

13 - 19 år
Yongsters

Drop Outs

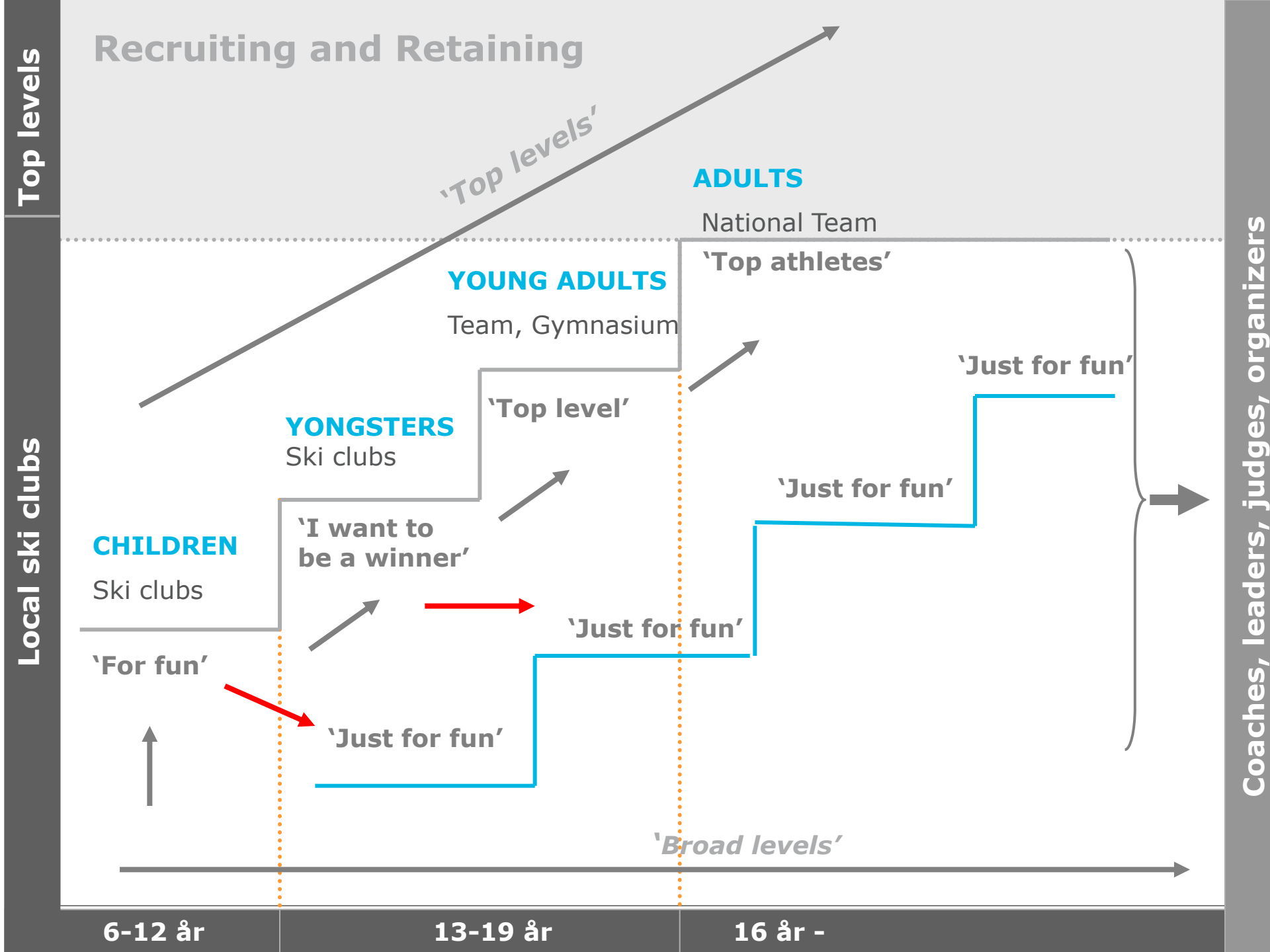


6 -12 år
Children

Earlier Drop Outs
the next 10 years?



0 - 5 år

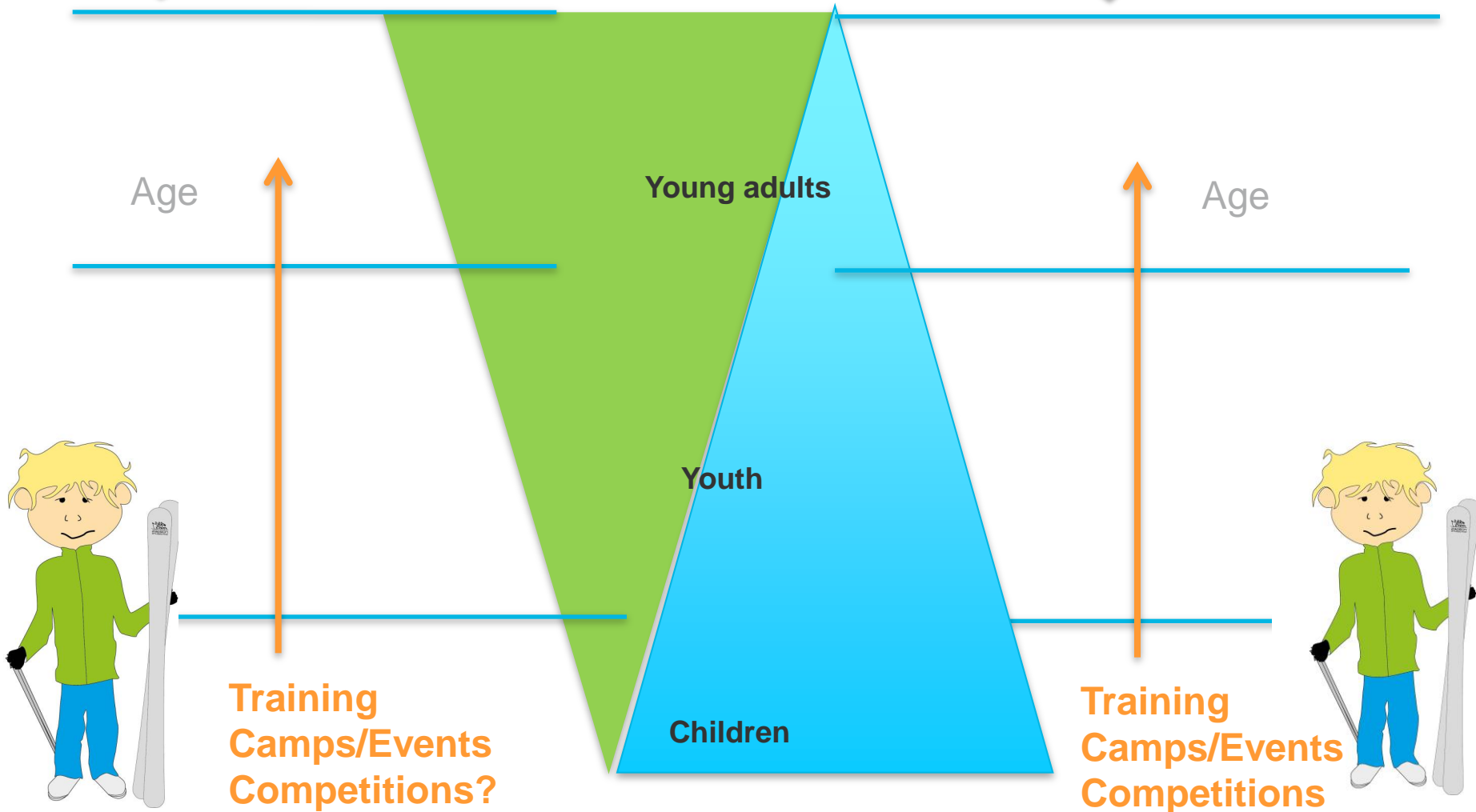




Recruiting and Retaining

'I love to do skiing with my friends in the ski club'

'I want to be the best'

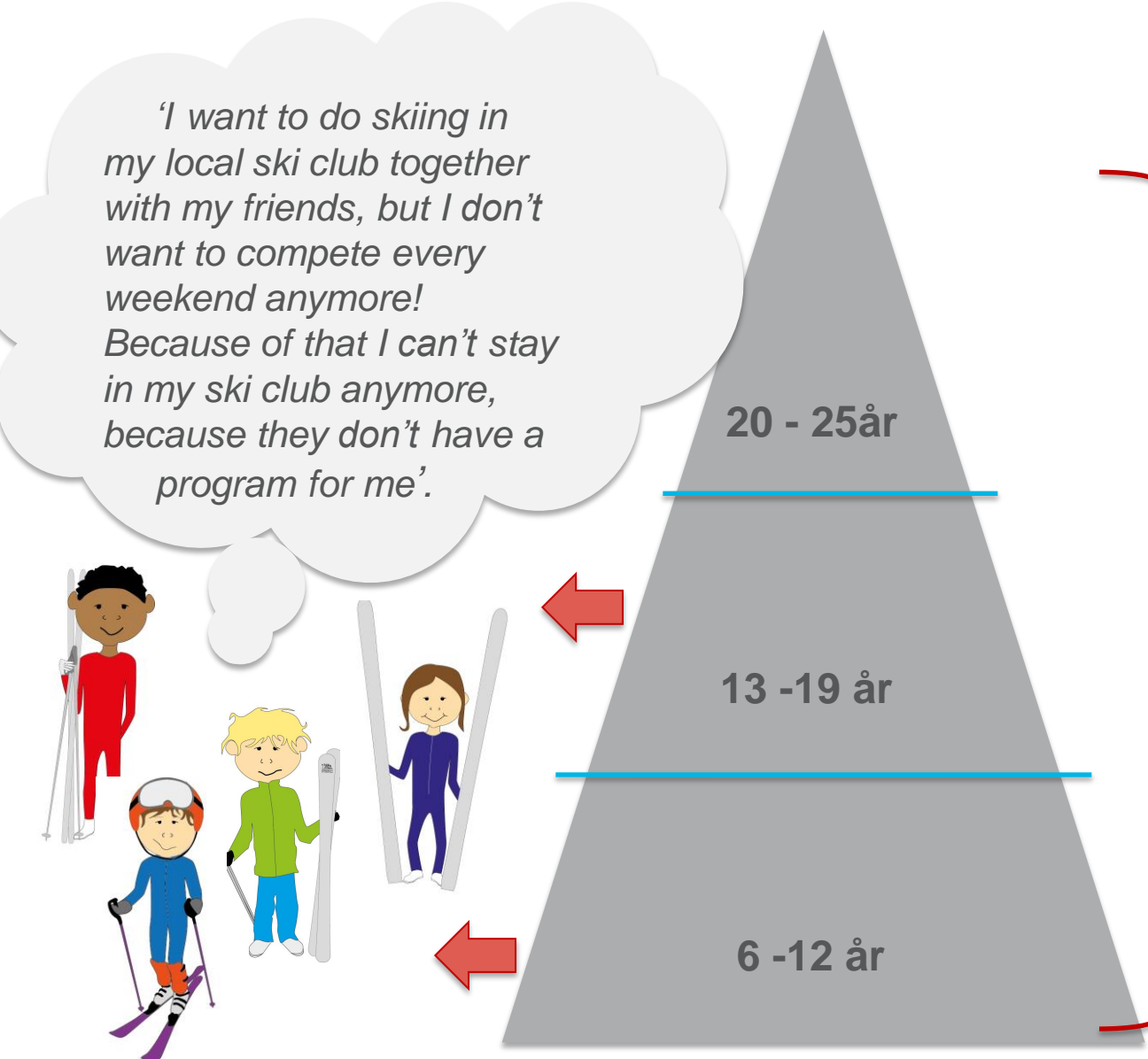


'Drop Outs'



"This is NOT OKEY"

"This is OKEY"



Coach, leader, organizer

Other Skiing activities

Other Sports

Other activities

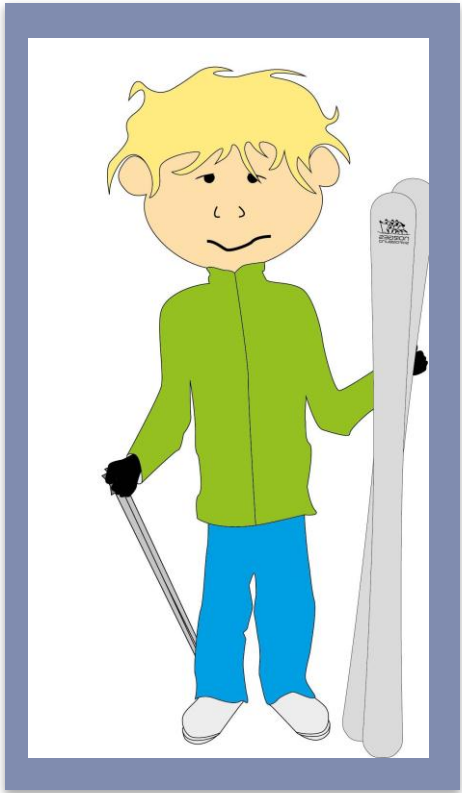
'Sport is not for me'



How can we offer 2. div. to recruit more children and youngsters, and to keep them stay in our sport?

'I love to do skiing with my friends in the ski club'

'I want to be the best'





'Pilot project' in Ski Clubs 2014- 2016

- Founding from the Norwegian Sport Federation (NIF)
- Founding from the Norwegian Ski Assosiation
- Ski Clubs apply – we choose the best project/program
- 2-3 years project
- The Norwegian Sport University (NIH)  will follow som of the ski clubs in a 3 year study
- The results of the study will be presented by NIF and NIH at Youth Olympic Games in Lillehammer 2016.

This will be a great basement for us in further work with theese matters...



‘Pilot project’ in Ski Clubs 2014 - 2016

‘How to manage to offer children and youth both 2.div. program and top level program in the same ski club?’

Pilot projects:

1. *‘2.div. program ‘ for skiers who don’t want to compete, but love to ski and train with friends in the ski club.*
 2. *Program for collaboration between different ski sports in the same club or other clubs (girls, summer training etc.)*
 3. *Program – athletes who compete
‘How to get more athletes to compete longer’*
-



Hedda Berntsen

- Ski Cross Athlete. Former alpine and telemark skier and wakeboard athlete
- Olympic medals in both Alpine and Ski Cross
- She will start her PhD education (after Sochi) at The Norwegian Sport University
- She will also work with us in Recruiting and Retaining matters



Rollemodeller med fult og fart. F.v. Hedda Berntsen, Astrid Uhrenholdt Jacobsen, Sara Nordenstam og Helene Olafsen. Så enkelt som en trampoline i Frognerparken. FOTO: METTE BUGGE



Hedda Berntsen
Ski Cross
Uten snø -
Ingen skiglede!

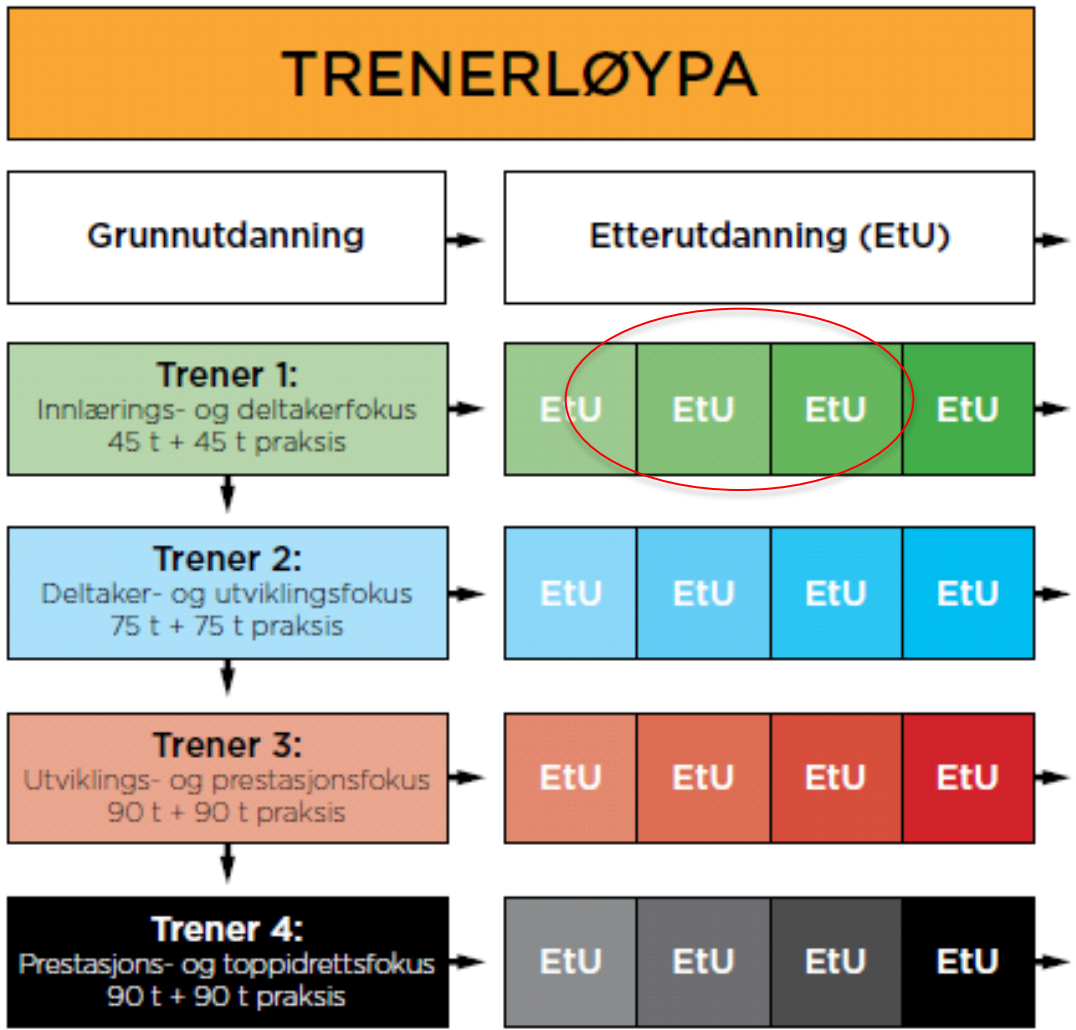


Vil unngå at jenter hopper av

Disse stjernene hopper til vær's og håper å dra med seg yngre jenter. Må ikke bli er å snu frafallet.



- New litteratur all disciplines
- Hedda is writing the 'Coaches Role'
- New program in the ski clubs – we need to develope new trainer courses?



Philosophy behind BSK's offering



- The offering is developed in order to meet BSK's goals:
 - Training for children and teenagers at all levels
 - Attractive program for those who want to succeed in alpine skiing
 - “Produce” top level skiers
 - Positive environment for athletes, coaches and parents
- Athletes are not expected to participate in all offered training or camps, or to compete in all races where the coach is present
 - Parents are encouraged to communicate with coaches regarding each individual child's level of participation
 - BSK encourages athletes to participate in more than one sport
 - BSK encourages athletes to select alpine skiing as their number 1 winter sport by the age they enter TL. Participation in other sports, especially summer sports, is encouraged.
- Creating good groups is a key success factor:
 - It should be fun to ski. Skiers who have fun, ski more often, and become better skiers.
 - Everyone is included in the group, regardless of ability and level of participation at camps and races
- Integration between groups is critical to the continued success of the program
 - Joint camps with other groups inspire and motivate



BSK's philosophy on overall skiing skills



- Ski in all conditions:
 - Soft and hard snow
 - Groomed and off piste
 - Cold snow and spring snow
 - All weather conditions
- Ski all events
 - Slalom
 - GS
 - Super G
 - Downhill (when relevant)
 - Twin tip
 - Versatile on skis

Extra skiing in addition to organized BSK training



- Have fun on skis!
- Ski with friends and family as often as possible
- Frequent free skiing and twin tipping makes you a better skier
- BSK recommends that no more than $\frac{1}{4}$ of the athletes skiing outside organized training is gate training
 - Free skiing on GS skis is a good alternative to gate training





NORGES
SKIFORBUND

- Video:
- Skifi-gutta, Youtube
- RealSkifi – episode 7*





HELLENIC SKI FEDERATION

ΕΛΛΗΝΙΚΗ ΟΜΟΣΠΟΝΔΙΑ

ΧΙΟΝΟΔΡΟΜΙΑΣ



Thursday, October 05, 2013



HELLENIC SKI FEDERATION

102 Ski clubs are the mainly made core action and development of skiing

50 Active ski clubs, seasons 2008-2013

Disciplines:

Alpine, Cross Country, Snowboard, Biathlon

Jumping, Freestyle

National Calendar

Summer (for all classes)

Rollerski: 3-5 events

Sum. Biathlon: 1-2 events

Winter (for all classes)

Alpine: 6-10 events

XC: 6-8 events

SB: 4-6 events

Biathlon: 2-4 events

Ski Cross: 1-2 events



Thursday, October 03, 2013



Homologate courses

Alpine: 70 slopes in 13 different ski resorts

CC: 12 courses in 4 different ski resorts

2008-2013

No of Competitors

Total number in all disciplines: 1845

Alpine: 1209 (45 ski clubs)

611 Youth (42 ski clubs)

CC : 415 (14 ski clubs)

SB: 364 (28 ski clubs)

Biathlon: 91 (9 clubs)

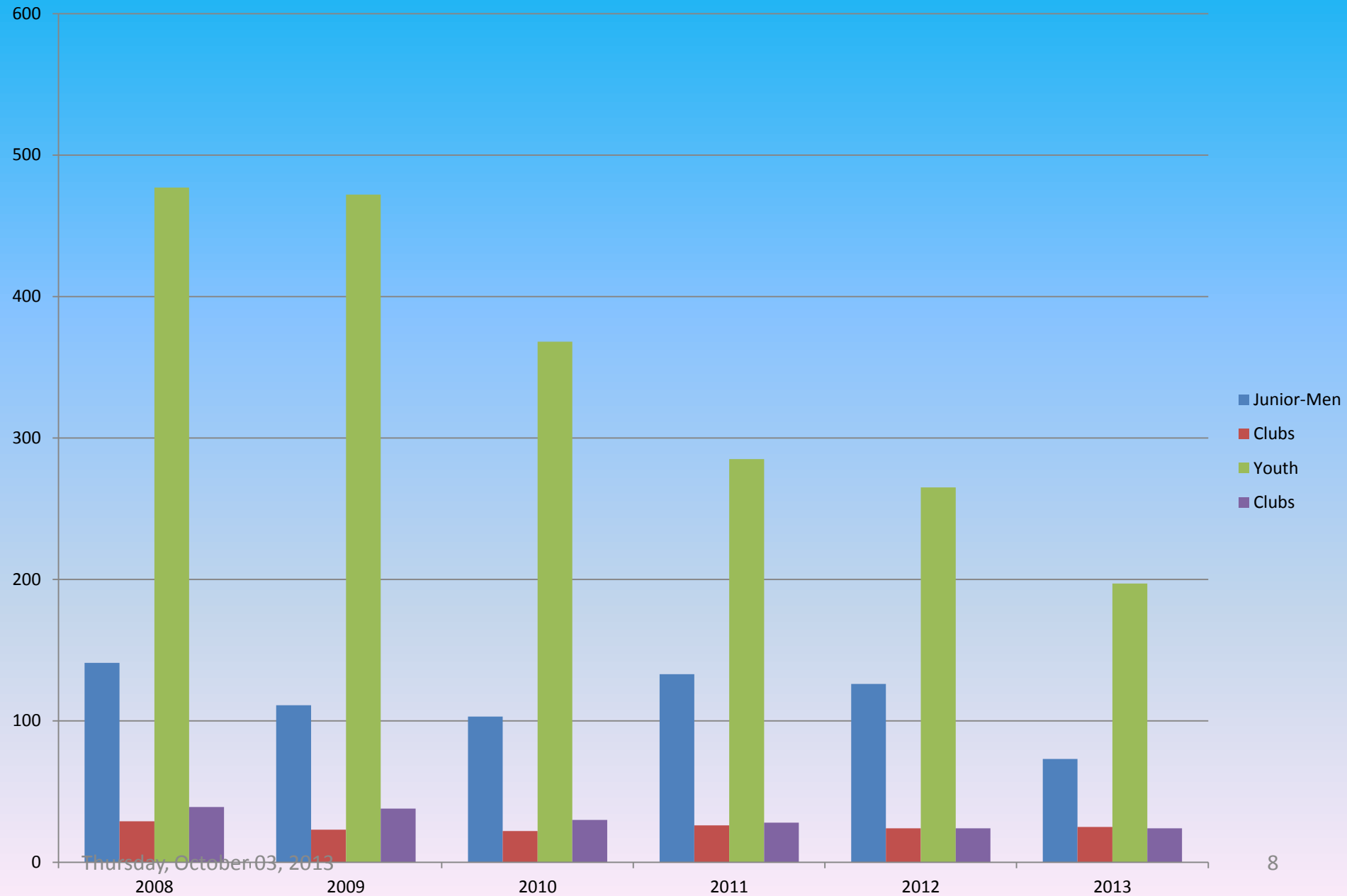
Alpine



Alpine participants

Season	Junior-Men	Clubs	Youth	Clubs
2008	141	29	477	39
2009	111	23	472	38
2010	103	22	368	30
2011	133	26	285	28
2012	126	24	265	24
2013	73	25	197	24 ⁷

Alpine Participants



Thursday, October 03, 2013

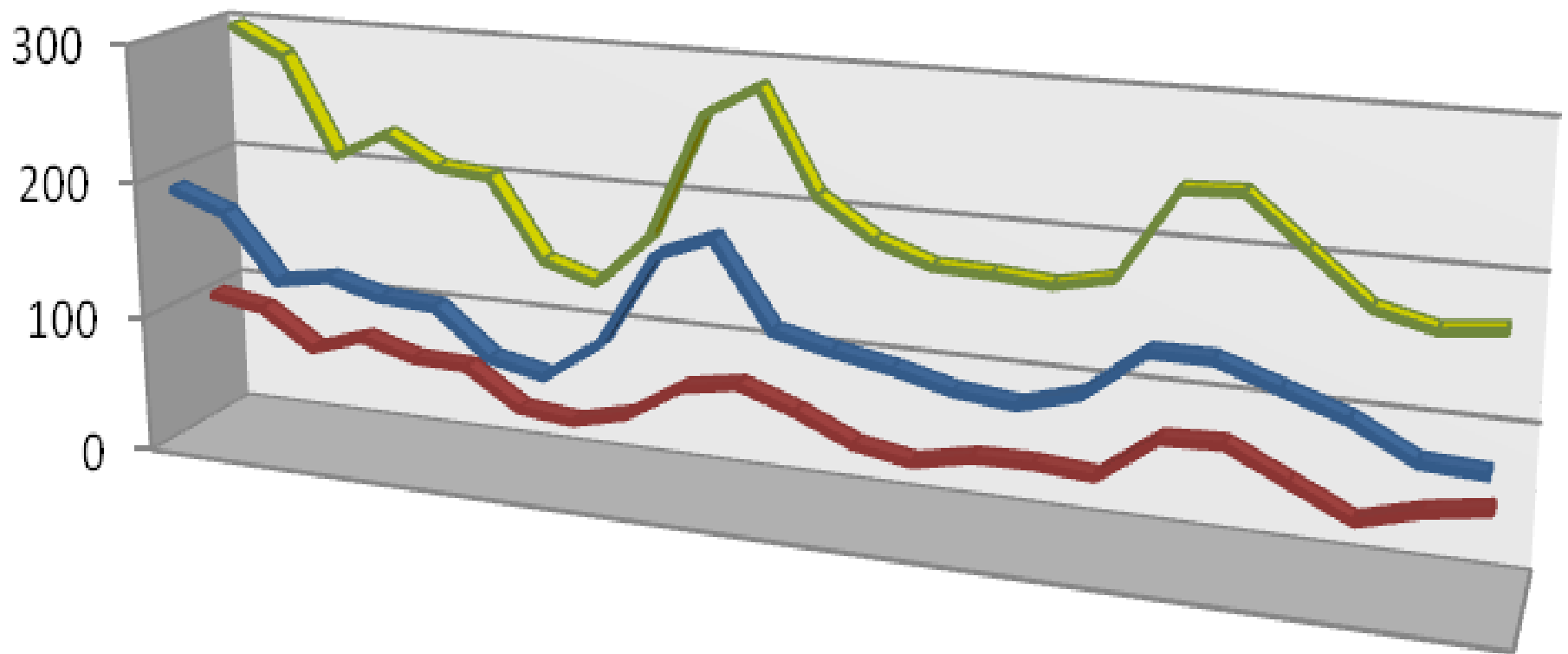
Cross Country Skiing



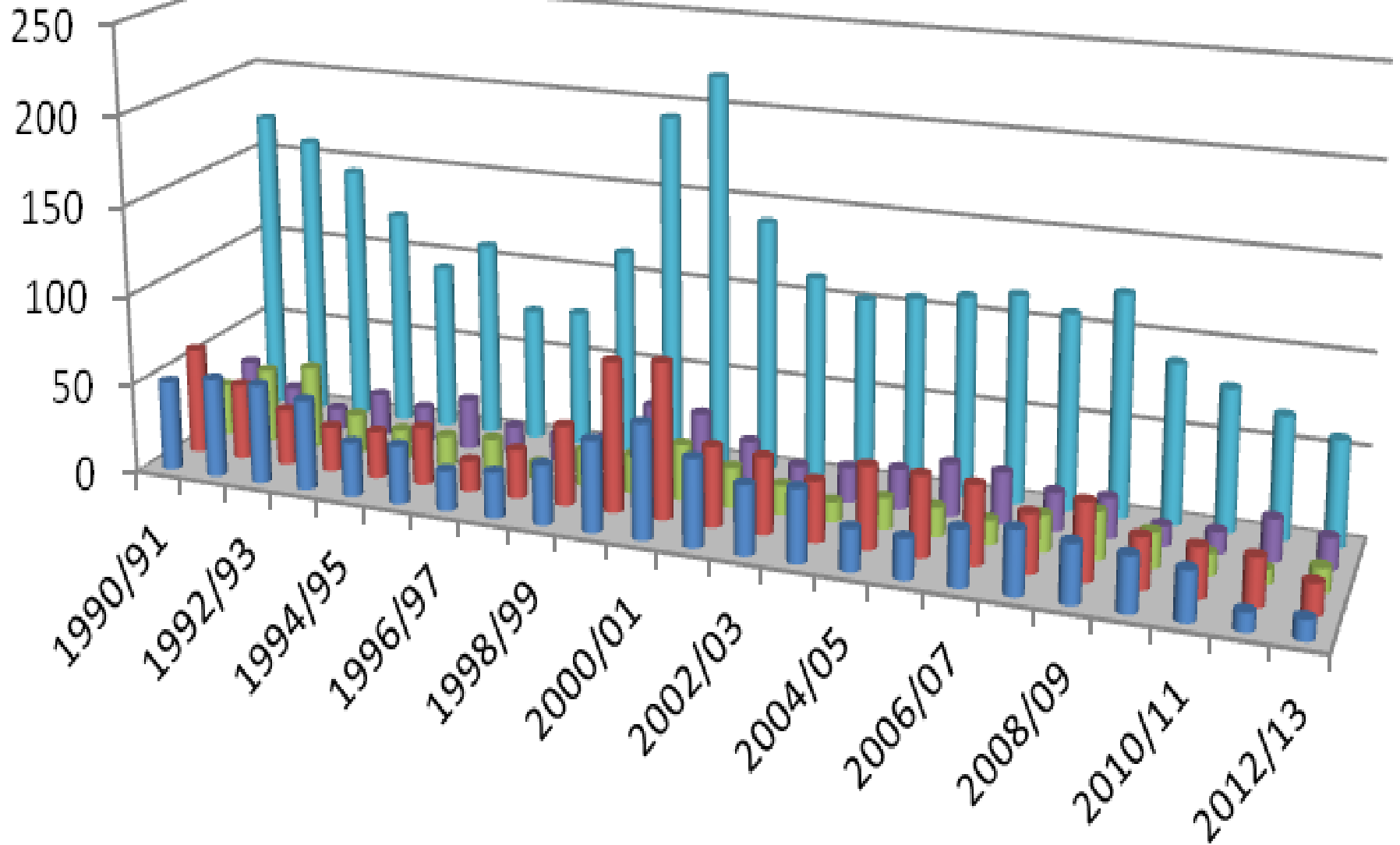
XC participants

Season	Male	Female	Total
2000/01	199	84	283
2001/02	140	70	210
2002/03	131	52	183
2003/04	124	45	169
2004/05	114	54	168
2005/06	110	55	165
2006/07	122	52	174
2007/08	155	83	238
2008/09	155	85	240
2009/10	141	65	206
2010/11	127	45	172
2011/12	105	57	162
2012/13	105	64	169

No αθλητών Participants



Αριθμός Π-Κ Youth



Snowboard

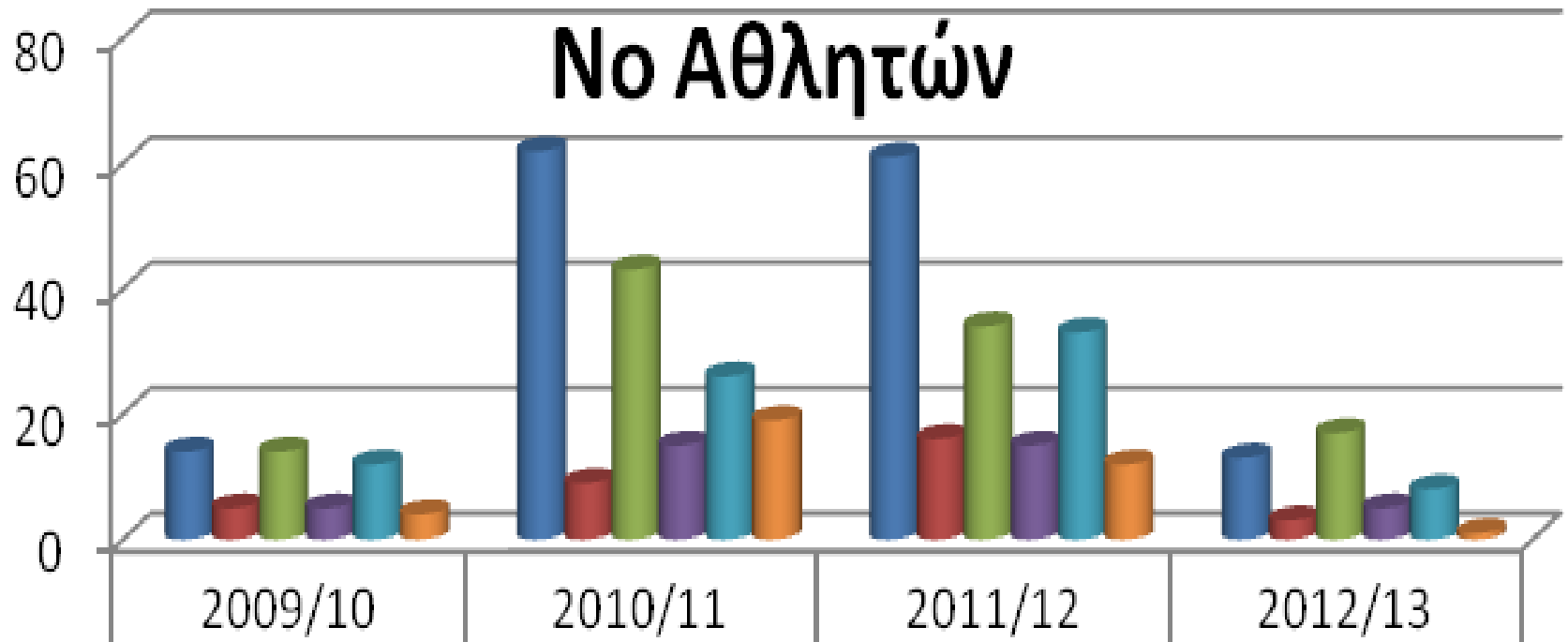
S.X.O. KASTORIAS
PARALLEL
GIANT SLALOM



Kastoria – Vitsi

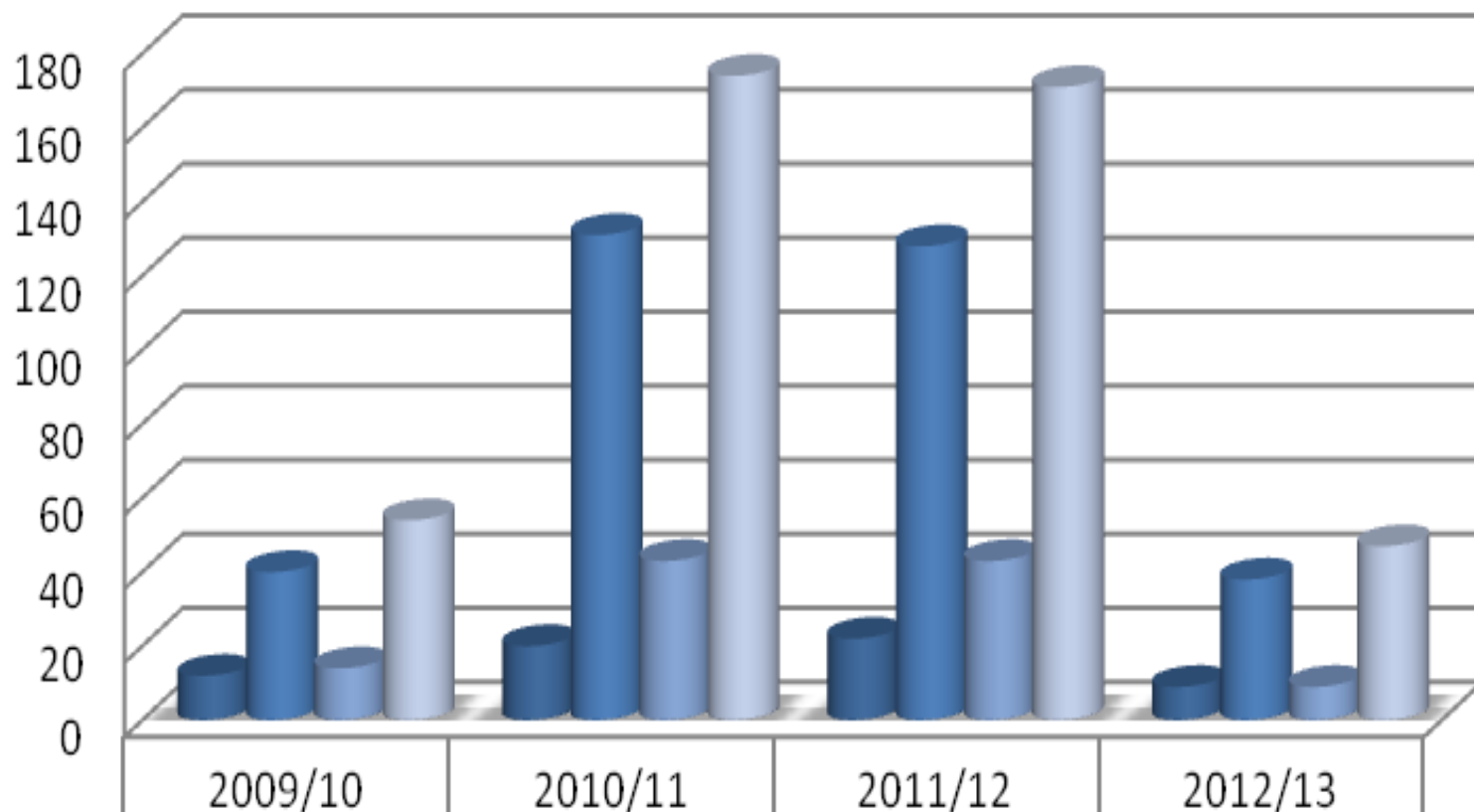
2&3 FEBRUARY 2013

Νο Αθλητών



	2009/10	2010/11	2011/12	2012/13
A	14	62	61	13
Γ	5	9	16	3
Ε	14	43	34	17
Ν	5	15	15	5
Π	12	26	33	8
Κ	4	19	12	1

Νο αθλητών/σωματείων



	2009/10	2010/11	2011/12	2012/13
Σωματεία	12	20	22	9
Αντρες	40	131	128	38
Γυναίκες	14	43	43	9
Σύνολο αθλητών	54	174	171	47

The last 10 years

- the youth participants in the NC were supported financially
- the organizers of events were supported financially
- the clubs were supported with material
- the ski clubs trainers were educated (seminars)
- Invests heavily in the race organization
- The active clubs were supported by Ministry of Sport (extra)
- Operating 5 ski schools (high schools)

After 2010

- The reduction of the budget was from 50 to 100%.
- HSF are not supported financially
- The clubs are not supported financially
- The ski schools were abolished
- The competitors have to pay a fee in order to participate to the competitions

What's the reaction of the HSF

Action plan

- **Administration**
- **Marketing , including**
 - **Services**
 - **Price**
 - **Promotion**
 - **Communication channels**

In fact, the success is that 80% of the budget is invested in the sports activities

Action plan in progress

- Introduce **new formats** (Ski cross, kombi SL & GS)
- Less demanding but more skilled competitions
- Introduce more **fun & happenings** during competitions
- Organize **common race** for all classes in the some day and place including public races.
- Prize the **participation**

Action plan in progress

- Reduces the **administrative personnel**
- Increase the number of **regional trainers** for the main disciplines
- New **committees** for development are formed and
 - the number of **working groups** have increased
- Invests heavily in **Education = increases the number of seminars**

In fact, the success is that 80% of the budget is invested in the sports activities

•

Action plan in progress

- Provides in the clubs **materials** on the **special prices**
- *Cooperate with **ski resorts** in order to provide in the clubs tickets of **the lifts** in a **special price** and in some cases **free access** in totaly.*
- Organize with the resorts **special price packages** during the competitions, including accommodation, food and access to slopes. The reduction of cost has arrived in 30% of the original cost.

Action plan in progress

- It is in progress a **promotion project**. The goal is to promote skiing activities and present the skiing heroes.
- The main **promotion tool** is the **internet**. There are approximately 10 skiing websites in Greece.

Action plan in progress

Develop **partnership** with: **Ski resorts**

Mountain municipalities

Universities

Scientific organization

The new partners have started to cooperate very closely and prepare common projects.

Challenges

for the immediate future

- The financial crisis
- The social problems
- To motivate the young skiers
- To motivate ex-competitors
- To improve the level of sport events particularly in youth classes
- To increase the number of volunteers
- To improve the image of winter sports

Thank for your attention!

Some of the major challenges for retaining children in snow sports in Slovenia

11th FIS Youth and Children's Seminar

mag. Vlado Makuc

Zurich, 02. 10. 2013



Key programs provided by SAS in previous years :

1. LEARN TO SKI
2. GOLDEN SKIER
3. SLOVENIA HAS A SKI TALENT (project)
4. FIS SNOWKIDZ / SNOW DAY

5. SYSTEM OF TRAINING AND COMPETITIONS by SAS



11th FIS Youth & Children's Seminar, Zurich 2013

1. PURPOSE:

- To bring skiing to children and young people
- Encourage and develop the multiplicity of skiing for children and young people
- Doing skiing more accessible and interesting to a large number of children and youth
- Contribution to education and the safety on the slopes
- To revitalize and promote the participation of teacher -trainers, sports educators
- Co-operation and implementation of sports days, winter holidays and school competitions
- Organized and gradually guiding children in Alpine schools and selection

2. ACTIVITIES:

- Organization and implementation of sports days
- Organization and implementation of ski lessons in the context of school activities
- Organization and implementation of school and inter-school competitions
- Learning and training skiing during extra -curricular activities organized by the ski clubs from the municipality (in kindergartens,schools and high schools). In the event that there are no SC to organize activities can be organized by Ltd.

3. IMPLEMENTATION

- Sport teachers and educators at kindergartens, primary and secondary schools
- Ski instructors and coaches at ski clubs
- Ski school Slovenia

4. FINANCIAL SOURCES

- Ministry of Sport
- Municipalities
- donors, sponsors



Project Learning to ski

Established at the national level, a new program of learning to ski pre-school and school children, which will include:

- Draw up a plan ski literacy at national level
- The inclusion of ski literacy at clubs that are members of the NSA
- The inclusion of ski literacy levels in schools and kindergartens as part of the compulsory curriculum (in cooperation with MS, Faculty of Sport and education faculties in Ljubljana, Maribor and Koper)
- Operators of the national program in kindergartens and schools need to become a ski club
- To contribute to greater recognition of Slovenian national ski school
- Contribute to the increase in the number of children in societies, clubs, and consequently the competitors in children's category.



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Platform :

- downward trend in the number of competitors continues , the reasons are well known
- underestimation of the width of skiing skills
- well-trained coaches work in practice as opposed to professional ideals - applies to all levels, from the ski clubs to the National Team
- athletes education in terms of acquisition of work habits primarily and their attitude to sport
- financial support program (parents, clubs, NSA, country)
- systematic monitoring (and directing) of competitors development



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Nomenclature Global	YOB 2012-13 Ages	Principles	Competition & Rankings
U 21 FIS Junior	92 – 94 18, 19, 20	4 event focus, mastering all domains	FIS WJR and COC FIS Points
U 18 FIS Junior	95 – 96 16, 17	4 event focus, skill perfection	FIS WJR, COC and U 18 National Jr. Championships FIS Points
U 16 FIS Kinder	97 – 98 14, 15	Introduce speed elements, skill acquisition DH, SL,GS,SG	FIS (FIS Children) U 16 Regional Jr. Champs Domestic Points
U 14 FIS Kinder	99 – 00 12, 13	Introduce terrain elements SL,GS,SG, Combi	U 14 State and Divisional Jr. Championships
U 12 National Children	01 – 02 10, 11	Leagues, teams, combi races – instill love of sport SL,GS, Combi	U12 State and Divisional Festivals
U 10 National Children	03 and later 9 and younger	Play and games – innovative motor and technical skill focus SL, GS, Combi	State and Divisional Council Festivals

2/6/2011 FIS Youth and Children Worksession

•Tabela kategorij po starostnih skupinah U 8 do U 21
Količine in razmerja med disciplinami za delo na snegu po starostnih kategorijah.
(klubski, regijski in državni nivo skupaj)

17	30%	30%	20%			10%	100%
MM U18					25+	TREN.+UČ.+OAS =	120
16					0		
Starostna kategorija	VSL	SL	SG	↑ DH KOM ↓	∑ DR RR	Skupno št. Državni starti Regijski starti	Priporočeno Število dni na snegu v % in dnevih
15	35%	35%	20%			10%	100%
SD U16					24	TREN.+ UČ.+OAS	110
14	6	6	4		16		
	4	2	2		8		
13	30%	30%	20%			20%	100%
MD U14					21	TREN.+UČ.+OAS =	90
12	6	5	2		13		
	4	2	2		8		
11	40%			20%		40%	100%
CI U12					12	TREN.+UČ.+ OAS =	70
10	6				6		
	4			2	6		
9	20%			20%		60%	100%
CI U10					6	TREN.+UČ.+ OAS =	50
8	4			2	0		
					6		



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IMPLEMENTATION OF CHANGES IN CHILDREN PROGRAM ADOPTED ON THE ALPINE DISCIPLINES ASSEMBLY, 17 MAY 2012

ONE TYPE OF SKIS (1 PAIR) IN U 12 CATEGORY - TWO TYPES OF SKIS (2 PAIRS) IN U 14 CATEGORY

The amendment is aimed, in particular, that children of this age learn to ski on GS skis, since they thereby forcing the mastery of basic movement coordination skiing.

It is also designed to simplify the early years of children in ski sport and they are not saddled with the equipment, which is not essential in this age.

GYM IN NATURE

Appropriate training ground and affordable ski passes and equipment are required.

For media cooperation is needed to make a specific plan and strategy (which reporters have affinity -skiing with them must be immediately contacted, which have a negative attitude-if so, how to obtain them).

Preparation of thematic meetings in the regions with the aim to give the relaunch of social activities. Such meetings shall be presented to the project "Learning to ski" (basic and advanced school - club). Presentation of the project must take place on several levels: the heads, mayors, pods (here I mean: the ski resort, ski workers in clubs and at private ski school), the Regional Chamber of Commerce.

SELECTION OF ATHLETES FOR CHILDREN FIS COMPETITIONS

At the conciliation meeting was concluded compromise agreement, which was to change, such as a pair of skis for the category of U-12 and two pairs of skis for U-14 category as well as a selection of international competition, which selects on the basis of three criteria (won points from Cup races, won points from knowledge of skiing, the results of psychophysical tests).

The model will be based on the fact that in each case the best in the Cup standings will not be able to be locked out of the other two criteria. Will the two criteria (knowledge of skiing and motor tests) help to sort 1 to 2 threshold candidates. The results of the model will be available in October 2012.

Its aim is to promote a comprehensive approach to the development of children's skiing.



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Predlog modela preverjanja sklopov dejavnikov uspešnosti za mlade tekmovalce v alpskem smučanju

OCENA USPEŠNOSTI

- └─TEHNIKA SMUČANJA
 - └─ZAČETNE OBLIKE SMUČANJA
 - └─Zavoj s klinastim odrivom/vbod
 - └─Zavoj s klinastim odrivom/izpeljava zavoja z dvigom notranje smučke
 - └─Osnovno vijuganje z dvigom notranje smučke
 - └─Osnovno vijuganje po robnikih
 - └─NADALJEVALNE OBLIKE SMUČANJA
 - └─Vijuganje v ožjem hodniku (kombinirana tehnika)
 - └─Vijuganje v širšem hodniku z dvigom notranje smučke
 - └─KOORDINACIJSKE OBLIKE SMUČANJA
 - └─Vijuganje po eni smučki (kombinirana tehnika)
 - └─Poskoki iz smučke na smučko
- └─MOTORIČNE SPOSOBNOSTI
 - └─MOČ
 - └─Troskok z mesta-enonožno
 - └─10-skok sonožno
 - └─Zgibe z nadprijemom
 - └─HITROST/AGILNOST/VZDRŽLJIVOST
 - └─Šprint 4 x 15 m
 - └─Tek 300 m
 - └─KOORDINACIJA
 - └─Vzpenjanje in spuščanje po klopici
 - └─Osmice med 9 kiji
 - └─Taping z levo nogo (15 sekund)
 - └─Taping z desno nogo (15 sekund)
 - └─Kordinacija obratov in poskokov
 - └─RAVNOTEŽJE
 - └─Ravnotežje na T deski - prečno
 - └─Ravnotežje na T deski - vzdolžno
- └─ANTROPOMETRIJA
 - └─Telesna teža
 - └─Telesna višina



11th FIS Youth & Children's Seminar, Zurich 2013

KRAJŠI ZAVOJI

		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	MŽ	BL	BB	VM	MV	RŠ	povp. oc.
SLOKAR Andreja	uravnoveženost	4	3	4	5	5	4	3	3	3	3	4	3	3	3	2		3,5
	koordinacija gibanja	4	3	4	4	4	4	2	3	4	3	4	3	3	4	3		3,5
	odklon	3	3	5	4	4	4	4	4	3	4	3	3	4	4	3		3,7
	nagib kolen	4	4	4	5	5	4	4	4	3	3	4	3	5	3	2		3,8
	izvedba zavoja	4	4	4	4	4	4	3	4	2	3	4	3	4	4	2		3,5
	koordinacija vboda	2	2	2	2	3	3	2	2	2	3	5	3	4	4	2		2,7
VSOTA:	21	19	23	24	25	23	18	20	17	19	24	18	23	22	14	0	230	

DALJŠI ZAVOJI

		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	MŽ	BL	BB	VM	MV	RŠ	povp. oc.
SLOKAR Andreja	uravnoveženost	4	3	4	5	4	4	4	3	4	3	4	4	4	4	2		3,7
	koordinacija gibanja	4	4	5	4	3	4	4	4	3	4	4	4	4	4	3		3,9
	odklon	4	3	4	4	4	5	4	4	4	4	4	4	5	3	2		3,9
	nagib kolen	4	4	5	5	4	5	5	4	2	4	4	4	5	4	2		4,1
	izvedba zavoja	4	4	5	4	4	4	5	4	4	3	4	4	4	4	2		3,9
	koordinacija vboda	4	3	2	3	2	4	4	3	1	3	3	4	3	3	2		2,9
VSOTA:	24	21	25	25	21	26	26	22	18	21	23	24	25	22	13	0	253	

TERENSKO SMUČANJE

		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	MŽ	BL	BB	VM	MV	RŠ	povp. oc.
SLOKAR Andreja	uravnoveženost	4	4	4	3	4	3	5	4	3	3	5	4	3	3	3		3,7
	koordinacija gibanja	3	4	4	4	3	4	3	4	3	3	4	4	3	4	3		3,5
	odklon	3	3	5	4	4	4	3	3	2	4	4	3	4	3	4		3,5
	nagib kolen	4	3	4	4	4	4	4	4	3	4	4	4	4	3	3		3,7
	izvedba zavoja	4	3	4	4	4	3	4	4	2	3	4	4	4	4	4		3,7
	koordinacija vboda	4	2	3	3	3	4	4	3	1	2	4	4	3	3	3		3,1
VSOTA:	22	19	24	22	22	22	23	22	14	19	25	23	21	20	20	0	231	

KOORDINACIJSKA NALOGA

		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	MŽ	BL	BB	VM	MV	RŠ	povp. oc.
SLOKAR Andreja	uravnoveženost	3	3	3	4	4	4	3	3	3	2	4	3	4	4	2		3,3
	koordinacija gibanja	4	3	3	4	4	4	3	3	3	3	3	2	3	3	2		3,1
	odklon	4	3	3	4	3	3	3	3	3	3	4	4	4	3	2		3,3
	nagib kolen	3	4	4	4	4	4	3	3	2	3	4	3	4	3	2		3,3
	izvedba zavoja	4	3	4	3	3	4	3	3	1	3	4	3	4	4	2		3,2
	koordinacija vboda	3	2	2	4	3	3	4	3	3	2	4	3	3	3	4	1	
VSOTA:	21	18	19	23	21	22	19	18	15	16	23	18	22	21	11	0	215	

SKUPAJ: 929

Real solutions.....

- Ensure that the system has a complete operation NSA as stable institutions - the time spent by managers and coaches at the national level and related technical changes (programs, criteria, screening).
- Regional branch centers must be representative of the youth organization of skiing.
- Way of working with homogeneous groups of athletes, should be replicated in children's category at the club and regional level.
- Adapt racing system so that the shift in the category of U-18 training programs promote knowledge and not just by the number of repetitions achieved skills



11th FIS Youth & Children's Seminar, Zurich 2013