



Ice Skating Australia Incorporated

Incorporated in the ACT
Affiliated to the International Skating Union
ABN 92 108 686 740

12 April 2017

Report to ISA – ISU Members Conference – Helsinki, Finland 28th March 2017

At the 2016 ISU Congress the Members resolved that an intermediate 'ISU Conference' of members be held during the intermediate year between congresses. The conference was held on March 28th, the day before the World Championships started. The Conference was focused on the future of ISU and seeking ideas from Members. ISA had nominated as delegates the President together with Mark Lynch and Debbie Noyes. Debbie Noyes interest came after the nominations closed, and was unable to attend as numbers were restricted, although we attempted to gain the extra position at the venue. Debbie was updated during the following days. A lucky bonus for Debbie, and Australia, was that she subsequently was drawn to judge, and did, both the Men's Short and Long events.

Business of the meeting – see attached.

The meeting was conducted in a less formal way than Congress, and there was no voting.

There were a number of presentations – see slides attached which are summarised as follows:-

Development Program

The ISU development program is available to all ISU members and is now managed by a Development Commission with 3 ISU representatives who will evaluate all projects in a transparent and systematic manner. ISA are encouraged to present development projects and the ISU had individual meetings with members the following day. I met with them together with our NZ counterparts to discuss a project. See later information.

The projects should be measurable, should involve a number of ISU members and look towards the establishment of a centre for excellence in each region.

In addition to the Federation program there are Junior Athlete scholarship grants available:

Individuals:	US\$ 6,000
Pairs/Dance couple:	US\$ 7,200
Coaches/Sports Administrators:	US\$7,200

We should be encouraging our athletes, with ISA's endorsement, to apply via ISA.

The presentation showed the ISU financial budgets in this area and how the funds are allocated including seminars, championships and competitions. Communication 2052 spells out the budgets and processes for application inc. reporting.

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ISA should commence immediately start preparing an application to the Development Commission, and at this weeks meeting we should formalise this.

It is important to remember that it was Australia's Development Funding proposal to the 2016 Congress that triggered the ISU to willingly adopt a broad funding approach to Members.

IMG presentation

IMG are the global partners and responsible for building the ISU brand and the promotion of figure and speed skating across the globe.

They gave an update report on how our sports are rating across the globe, where the fan base is the highest, from which markets the ISU receives the greatest revenues in regards to media rights, and how they position the ISU to adapt to the changing global appetite for skating.

The ISU channel, through the ISU, are providing a 3-camera crew for all JGP events to ensure the coverage of the events so that the events are available via YouTube live streamed which helps to deliver and guarantee an audience and coverage for the local event sponsors.

The ISU, its Members and its partners need to continue to develop the fan base via the various mediums to engage the audience to grow the interest and popularity. The Millennial's are the young audience to engage and they increasingly only use smart phones to view content. The ISU are again redoing their website to focus on its primary engagement via smart phones.

Changes in ISU rules – Vice President Figure Skating, Alexander Lakernik, presented a number of upcoming changes.

- 1: Commencing next season GOE's will be evaluated from +5 to -5
- 2: Reviewing the SOV so there is consistency in regards to element execution.
- 3: A proposal to be developed for presentation at 2018 congress where there are 2 programs - one with technical focus (similar to now) and one with as artistic program to encourage creativity and excite the event audience. The 2 programs would be different events and could be different skaters. This also gives more events/medals.
- 4: Three new pattern dances will be added.
 - Rhumba D'Amour
 - Maple leaf March
 - Tea-time foxtrot
- 5: Change the name of the short dance to Rhythm Dance.
- 6: Ice Dance - Delete the list of illegal elements that limit creativity.
- 7: Synchronised will consider introducing new choreographic and creative elements to excite the audience and media.
- 8: Consider the possibility of a World champs for Advanced Novice dance, singles/pairs and a grand prix or challenger series.
- 9: Consider the introduction of Team results in all levels of competition for the purpose of promoting all disciplines.
- 10: Already the split judging panels has been trialled so half the panel focus on program components and the other half on technical.

11: By the June Council meeting come up with alternative proposals for the conduct of ISU championships, with a view to having a proposal for 2018 congress.

Workshops

The ISU used a working groups approach and sat the members in small groups at round tables so that ideas could be developed in a team environment. Delegates from the same country were separated and placed with different groups. The ISU choose the countries that were grouped together in what appeared a fairly random manner.

The discussions related to media – how to better engage fans and the media, when to give access to media. Various ideas were delivered group by group and the work put onto butcher's paper and then spoken on by each group. The ISU collected the sheets and will produce a summary report of the collective ideas.

Initiatives

From the workshops one of the primary needs according to the groups was coach development due to the huge part they play in the overall outcomes.

The Conference as a whole was very refreshing and the ISU have evolved into an open and member centric organisation where the wants and needs of members become the focus of delivering their goals. This was very refreshing.

Both Australia's delegates were chosen to speak at their relative groups and contributed substantial input into ideas and needs.

Development Committee Meeting

Myself and the NZ President met with the Development Committee to briefly discuss the proposition of a development competition for the region that would be supported by the ISU.

The countries proposed were Malaysia, Singapore, Indonesia, NZ, South America, Australia, Philippines, Vietnam, Hong Kong.

The competition would run over 3 days and cover all levels and then a camp would run over the next 3 days. It would involve high level coaches from Australia and brought into the camp.

The ISU would like to see the funding reduce over the years and that it become self sustaining after 3 – 4 years.

Timing suggest is April/May and the ISU would require 6 months before proposed commencement.

Suggestion was the first 2 years in OZ and then the 3rd year in NZ, and that this cycle be repeated.

For this to Develop as a proposal the Board would need to flesh out the proposal with Budgets etc.... and submit using the ISU forms as per Communication 2052.

ISA International Relations

I would like to comment on an asset that ISA has at ISU events that most would not be aware of. That is, the international network and friendships Mark has built within ISU management and Member federations management over the last 14 years of constantly travelling to international events with Susan, at ZERO \$ cost to ISA. His alliances have lifted

Australia's international presence and respect to high levels. As we all know, trust is only built over time, and he has invested the time and earned the trust.

Mark was granted a special meeting with the Development Commission to discuss a confidential future reshaping of the sport project, that he has been working on with several other persons. The IMG presentation clearly showed that figure skating is declining in advertising revenues and that the events format need "re-invigorating".

Through ISA's proposals, and Mark & Susan's efforts, Australia is seen as an innovator and contributor in actively influencing shaping of the sports future.

Conclusion

The best part of the week was seeing our wonderful skaters perform at the highest level with magnificent and largely flawless performances.

It seems that 'Team Australia' is excelling in skater performance, in judging and contributing to the future direction of the sport.

This report has been jointly compiled and written by the delegates, Peter & Mark Lynch.

Sincerely,
Peter Lynch
President – Ice Skating Australia Inc.