

PRESIDENTS' CONFERENCE

Frankfurt

18 January 2014

Welcome

- **German Triathlon Federation**
 - Martin Engelhardt
- **ITU President**
 - Marisol Casado

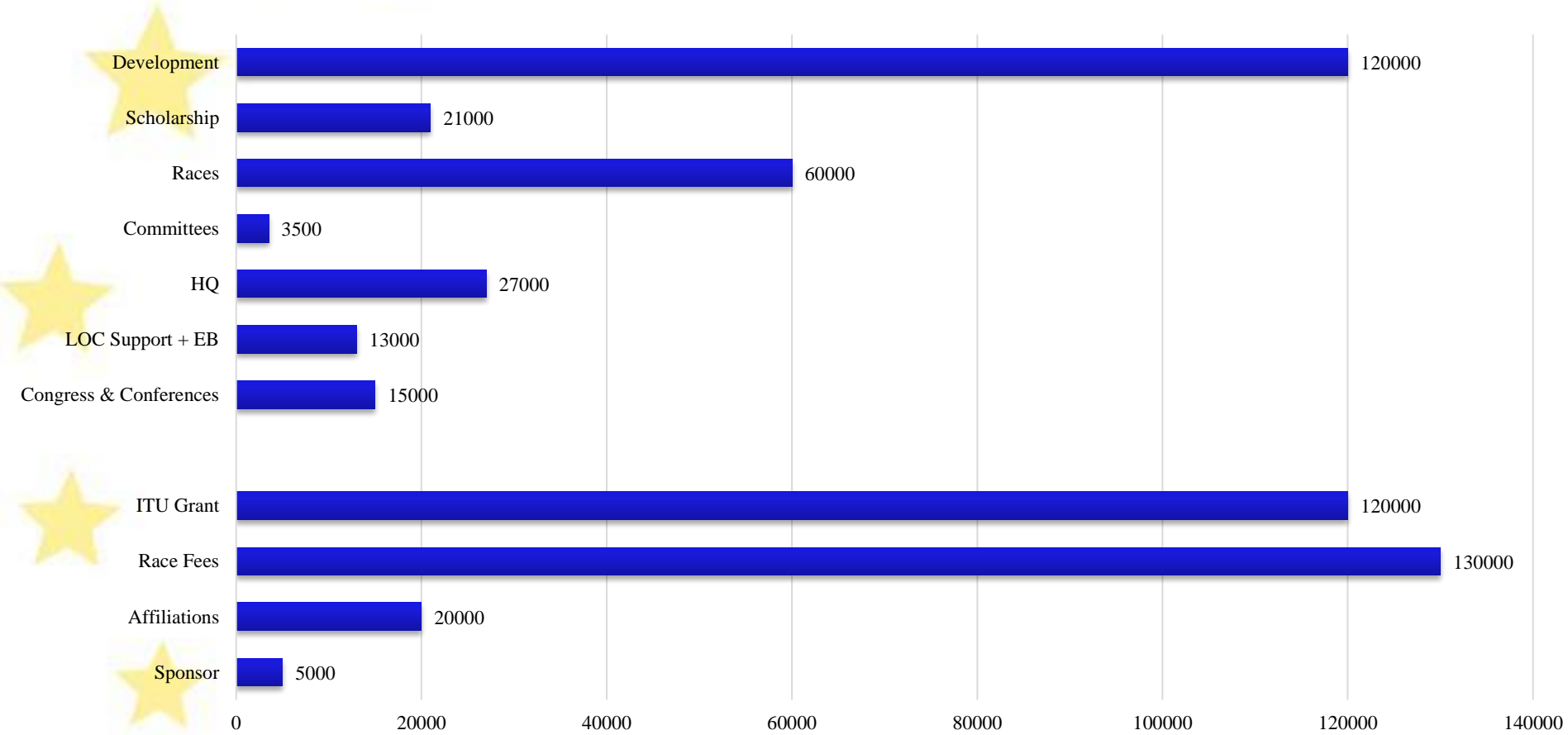
Introduction & 2013 update

Renato Bertrandi- ETU President

Agenda

- Introduction and update
- Finance 2013
- Development
- National Federation Governance
- Events
- ITU Strategy and challenges

INCOME/OUTCOME





ETU mission

- Maintain European athlete leadership
- Help new flags to join the Olympics
- Create beneficial status for stakeholders

Background information turnaround after difficult years

YEAR	BUDGET	ACTUAL
2010	+29	-20
2011	-9,5	-29
2012	+30	+58
2013	-31,7	+?

How we did it?

- Process under control
- No waste
- Administration cost reduction

Years	Salaries	Office rent	HQ travel	TOTAL
2010	23K€	3K€	20K€	46K€
2011	26K€	5K€	7K€	38K€
2012	12,6K€	0	0	12,6K
2013	16,2K€	0	0	16,2K€



2012

- Rebuild economical reserve and recover credibility
- Focus on development

2013

- Consolidate our account
- Customize ETU development programme
- 25k€ pool prize money

2013 Development

- A well structured centralised development programme was in place but we felt that, due to ETU peculiarity it could be improved
- Top down Bottom up
- ITU agreement
- NFs divided in Categories (1-5), focus on 2-3 (20NFs), face-to-face meetings, trust with control, process monitoring

2013 Development

- Due to financial recovery in 2013 we invested more in development, in addition to the ETU grant (120k€) our own resources (30k€, 50% of 2012 gains)
- All projects had a maximum capacity of 8k€
- Exposure on ETU website (success stories)

2014 Development

- Categories review
- New 2014 submitted project evaluation
- Carry-over from 2013
- 120k€ will cover the NFs projects and the continental coordinator salary (12k€)
- Directly from the ETU resources: scholarship, grant to attend Presidents' Conference for Cat 2-3 NFs and for new LOCs to attend LOC Seminar

Events

- Events represent 80% of our income
- It is the only product we have leverage on
- The ETU cups are the third level of events
- The LOCs are moving East
- Events are getting more and more expensive to organize
- Because of the Economical situation some LOCs dropped out

HOW TO FACE THESE THREATS?

Events

- Race Commission fully operative
- LOC seminar mandatory for new LOCs
- Existing contracts review
- Strategic (non opportunistic) partnership with professional LOCs; Challenge (2014-2015-2016), TNatura (2014-2015) and IPA (2014)
- European Games Baku (2015)
- European sport Championships (2018)

**AT PRESENT WE HAVE MORE QUESTIONS
THEN ANSWERS TO BE ABLE TO CREATE
A STRATEGY ON EVENTS**

Finance 2013

Development

Bernard Saint-Jean – ETU Development
Committee Chair

2013 Flash Back

- ✓ During the year 2013, ETU spent on development an amount of
 - ✓ 108.000 € on National Federation Projects
 - ✓ 12.000 € on Coordinator fee
- ✓ 20 NFs involved : Armenia, Belarus, Bulgaria, Croatia, Cyprus, Estonia, Finland, Greece, Israel, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Norway, Serbia, Slovenia, Slovakia and Turkey

2014 – Development programme

- 5 Categories -



Changes to the original definitions and classification of National Federations

✓ Category 1: no NF in place :

- Albania, Andorra, Bosnia-Herzegovina, Moldova, Montenegro, San Marino

✓ Category 1+: started process or only affiliated to ITU, no programme in place :

- Gibraltar

2014 – Development programme

- 5 Categories -

- ✓ Category 2: NF in place but lacking in Athlete Development Programme and/or no National Education Programme in place and no Elite Athlete (ETU ranking) and/or no Event Calendar :
 - Armenia, Azerbaijan, Cyprus, FYR Macedonia ,Georgia , Greece , Iceland, Latvia, Liechtenstein, Lithuania, Malta, Romania

2014 – Development programme

- 5 Categories -

✓ Category 3:

- a) NF in place and start of an Athlete Development Programme without advanced pipeline programme and/or coach education programme to an elite level
- b) Category 2 + Elite athlete
 - Belarus, Bulgaria, Croatia, Estonia, Finland, Israel, Luxembourg, Serbia, Slovenia, Turkey

2014 – Development programme

- 5 Categories -

- ✓ Category 4: NF, Athlete Development Programme and coach education programme and event calendar but still need of advanced programme to ensure sustained competitive excellence
 - Austria, Czech Republic, Hungary, Ireland, Monaco, Norway, Poland, Portugal, Slovakia, Sweden, Ukraine

2014 – Development programme

- 5 Categories -

- ✓ Category 5: NF that are self-sufficient in terms of sport development and fully functional in all aspects of the athlete development programme through to High Performance with a sustained level of competitive excellence
 - Belgium, Denmark, France, Italy, Germany, Great Britain, The Netherlands, Russia, Spain, Switzerland

2014 – Development programme

ETU will again spend 160,000 US \$ (app. 120,000€), provided by ITU, for the development of Triathlon and Multisport in Europe

In Cooperation with ITU, ETU will organize coaches' courses and Technical official courses where needed

ETU will organize again an athlete scholarship programme

National Federations listed in Category 2 and 3 will have the opportunity to present projects

2014 – Development programme

Subject to the project and programme being approved for funding by the ETU Executive Board, the amount of support will be between 0-6,000€ per NF

ETU also invites NFs in categories 4 and 5 to make offers of development help, and under what conditions they are able to do so.

2014 – Update Development programme at the time of President Conference in Frankfurt

17 NFs involved for 2014 : Armenia, Belarus, Bulgaria,
Croatia, Estonia, Finland, Georgia, Israel, Latvia,
Liechtenstein, Lithuania, Luxemburg, Macedonia, Malta,
Romania, Serbia, Slovenia

4 NFs in discussion to carry over 2013 project : Cyprus,
Greece, Norway, Turkey

2014 –Development process

- ✓ Final Decisions will be made by the end of January
- ✓ ETU will :
 - ✓ Ensure all projects are clearly planned
 - ✓ Outline the content and outcome of each project
 - ✓ Check that funds and resources are managed in a transparent way

2014 – Athlete development

Athlete scholarship-ETU team

Purpose:

Giving talented athletes the opportunity to race an ETU elite event in order to be able to gain ETU/ITU points. They will function as a team and ETU will provide a Coach. ETU will pay for travel and accommodation of the athlete and ETU coach. The personal coaches are invited to participate as well but on their own expenses.

2014 – Athlete development

Athlete scholarship-ETU team

For whom:

Talented athletes aged 17-21 coming from Cat 2/3 NFs. Athletes must have shown their capacity during events and/or test that show they have the capacity to finish within the top 20 of an elite event. Each athlete can be invited for a maximum of 2 events unless places are not used. ETU will use a combination of invitation and application by NF. ETU will select 4 events for this purpose.



2014 – Athlete development



Athlete Development Camp



Purpose:

Education camp for young athletes and their coaches. ETU will organize 2 times a 1 week camp, one in North East and one in South East Europe. Maybe in conjunction with an ETU event.



For whom:



Athletes aged 15-19. Application through National Federation only.

Governance

Ian Howard – BT President & ETU
Executive Board member

Events

1. ETU 2014 Event calendar
2. ETU Events – Future perspective
3. ETU cooperation with Powerman, Challenge and TNatura
4. 2015 Baku European Games

1. Events 2014

Kathleen Smet-ETU Secretary General

Winter Triathlon

- European Championships
- European Cup
 - Sigulda (LAT) – 26 January

Youth Olympic Games Qualifier

- Weert (NED)
 - Born 1997-1998
 - 16, 17, 18 May
 - 11 slots for Youth Olympic Games Nanjing (CHN), date:

European Championships

- Triathlon-

- Kitzbühel (AUT): elite, juniors, paratriathlon, Age Group & Mixed relay
 - 20, 21 and 22 June
- Penza (RUS): U23 (individual event and mixed relay) & Youth relay
 - 26 and 28 June

European Championships

- Challenge Long Distance Triathlon-

- Almere (NED): Full Distance
 - 13 September
- Paguera-Mallorca (ESP): Middle Distance
 - 18 October

Entry procedure and slots

- The National Federations (NF) need to register all athletes (Elite and AG) no later than 4 month prior to the event trough the ITU online entry system
- 500 slots (elite + AG) will be reserved by every organizer for the NFs up until 4 month before the event
- The athletes already registered have the option to join the LD European Championships besides the 500 reserved slots but they have to be selected by their NF, within the limit of the quotas. If the NF do not authorise these athletes then they will remain in the open race.

Race suits

- Elite athletes: national uniform is recommended. NFs who do not want to impose the national uniform can allow the athletes to compete with their own uniform. Only the “Country Codes” are compulsory. The NFs control their Elite Athletes themselves and need to ask the ETU technical Official for exception no later than 30 days prior to the event date
- AG athletes the national uniform is recommended but not compulsory. Only the country code is compulsory

European Championships

- Powerman Duathlon-

- Horst (NED): Long Distance & Sprint
 - 12-13 April
- Weyer (AUT): Standard Distance, Juniors & Mixed relay
 - 22-23-24 August

Entry procedure and slots

- All entries (elite, paratriathlon and AG) must be processed through the ITU online entry system (or an ITU approved system) and managed by the relevant National Federation

Race suits

- National Uniform is mandatory

European Championships

- TNatura Cross-

- Sardinia (ITA)
 - 1 June
 - Part of TNatura Cross Triathlon Series

TNatura Cross Triathlon European Series (1)

- 4 events, European Championships +
 - Přední Výtoň (CZE), 22 June
 - Schluchsee (GER), 13 July
 - Pokljuka (SLO), 14 September

TNatura Cross Triathlon European Series (2)

- Prize money:
 - European Championships: 15,000€
 - Each of the series: 5,000€
 - Overall ranking: 20,000€

TNatura Cross Triathlon European Series (3)

Registration through the ITU entry system only for
both the Series as the European Championships

ETU Triathlon European Cup - ETU Triathlon Series

= New ranking system:

- 1 year only
- 5 Events counting
- Double points EC and Final event (Madrid)
- 25,000€ bonus pool prize money

ETU Triathlon European Cup

- Sprint Distance-

- Bratislava (SVK), 18 May
- Dnepropetrovsk (UKR), 25 May
- Tartu (EST), 13 July
- Riga (LAT), 10 august

ETU Triathlon European Cup

- Antalya (TUR), 4 May
- Kiev (UKR), 28 June
- Banyoles (ESP), 27 July
- Istanbul (TUR), 3 august
- Karlovy Vary (CZE), 17 August
- Constanta-Mamaia (ROM), 6 September
- Madrid (ESP), 21 September (Grand Final)

ETU Triathlon European Cup & Junior European Cup

- Quarteira (POR), 12-13 April
- Holten (NED), 5 July
 - Premium European Cup
- Geneva (SUI), 20 July
- Koper (SLO), 13 September

ETU Triathlon Junior European Cup

- Vierzon (FRA), 11 May
- Brno (CZE), 24 May
- Kupiškis (LIT), 7 June
- Nottingham (GBR), 20 August

ETU Triathlon Junior European Cup With ITU World Cup

- Tiszaújváros (HUN), 9-10 August
 - Semi-finals/final
- Alanya (TUR), 28 September

A decorative graphic of yellow stars of various sizes arranged in a curved path from the top left towards the bottom left of the slide.

Penza U23 & Youth European Championships

Logistics

Zoya Yaroz

Andrey Gudalov

2. ETU Events – Future Perspective

Denis Jaeger-ETU Vice-President



**Within your National Federation,
you have 2 core tasks**

Within your National Federation, you have 2 core tasks

1. Development

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1. Development
2. Access to high-level sports for athletes with potential (high level athletes)

Your course of action into high level sport

- National Championships
- National Series (in some NF)
- Detection programme (in some NF)

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1. Development
2. Propose races for your elite athletes

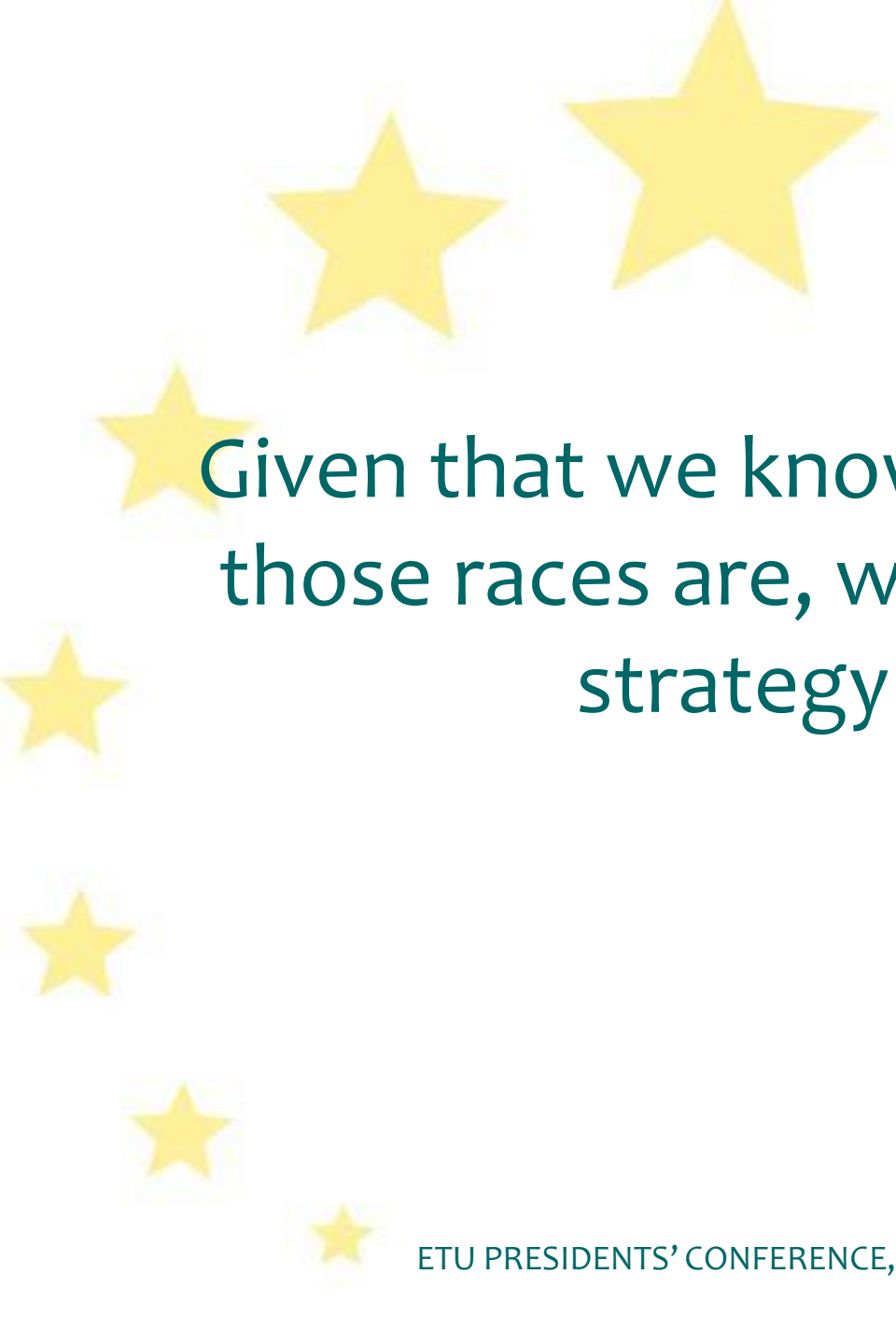
Races for elite athletes

- ETU junior European Cups
- ETU European Cups
- ETU European Championships

Races for elite athletes

- ETU junior European Cups
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- ETU European Championships

THESE RACES PROVIDE ACCESS TO ITU
LEVEL EVENTS

A decorative pattern of yellow stars of various sizes is scattered across the slide, primarily on the left side and top.

Given that we know how important those races are, we need to create a strategy on races

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It is not easy but we need this strategy to prepare the future of our sport

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- Depending on ITU for points system

Our goals

A. Increase the global level of ETU events

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- B. Propose events across Europe
- C. Maintain our financial income
- D. Propose new races, new concepts

Our goals

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- Creation of ETU race commission
 - Members: Kathleen Smet, Eugène Kraus, Jul Clonen, Matthias Zöll, Hamdi Günes, Margus Lepik and Denis Jaeger

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- Initiate partnership with professional LOCs

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B. Propose events across Europe

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- We have to incite good events to candidate for ETU sanctioned events

Our goals

B. Propose events across Europe

- Not easy we depend on candidacies and so far we do not have enough in certain levels of events
- We have to incite good events to candidate for ETU sanctioned events
- You, as NF, have to encourage good events to candidate for ETU sanctioned events.

Our goals

C. Maintain our financial income

- Events represent 80% of our income

Our goals

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- Events represent 80% of our income
- These resources are important for continuing to finance our development

Our goals

D. Propose new races, new concepts

- TNatura ETU European Cross Triathlon Series (2014-2015)

Our goals

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- From 2014 our rankings will be more readable

Our goals

D. Propose new races, new concepts

- TNatura ETU European Cross Triathlon Series (2014-2015)
- European Games (Baku, 2015)
- European Sport Championships (2018)
- From 2014 our rankings will be more readable
- Junior Nation Team ranking based on ETU Junior European Cup results

At the planning stage

At the planning stage

- Champions league for clubs (2015)

At the planning stage

- Champions' League for Clubs (2015)
- Age Group events

Our prospects

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- We have to find new ideas to help the LOCs
- We have to find new ideas to sell our events

All your ideas are welcome

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Thank you !!!

3. ETU Cooperation

- Powerman – John Raadschelders
- Challenge – Felix Walshöfer
- TNatura – Sandro Salerno

4. 2014 Baku European Games

Azer A. Maharramov – President Azerbaijan
Triathlon Federation

Media

David Peddie

NEWSLETTER

- Monthly newsletter/round up
- Used for press release – news, race reports etc

To help spread our message I would like your contacts from your country – magazine, press, tv, triathlon community

3. FACEBOOK/TWITTER

- Social media numbers continue to grow
 - Facebook (3,883)
 - Twitter (3,687)

All important tools in our coverage of
Triathlon across Europe.

MOVING FORWARD IN 2014:

New Age Group section on the website – dedicated to the ‘life stories’ of our Age Group athletes

[Age Group page](#)

[Featured Athletes](#)

National Federation Spotlight – [Example](#)

You Tube Channel - [Example](#)



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ITU Strategy & Challenges

Antonio Arimany – CEO ITU