

## **Report template for XL ICF Congress Antalya, Turkiye, November 2024**

ICF Vice President  
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### **Activities 2023-2024: Participation at Competitions:**

2023 :

- ICF Slalom Ranking event. Penrith. AUS. Feb23
- ICF Sprint World Cup. Szeged. HUN. May23
- ICF Wild Water World Championships. Augsburg. GER. June23
- ICF Sprint Junior/U23 World Championships. Auronzo. ITA. July23
- ICF Sprint Senior World Championships. Duisburg. GER. August23
- ICF Slalom Senior World Cup. La Seu d'Urgell. ESP. August23
- ICF Slalom Senior World Championships. London. GBR. September23
- ICF Freestyle World Championships. Columbus. USA. October23
- ICF Ocean Racing World Championships. Perth. AUS. November23

2024 :

- ICF Sprint World Cup. Szeged. HUN. May24
- Paris 2024 Olympic Games. Paris. FRA. July/August24
- Paris 2024 Paralympic Games. Paris. FRA. September24
- ICF Slalom Senior World Cup. La Seu d'Urgell. ESP. September24
- Palma de Mallorca Sprint Regatta. Palma. ESP. October24

## Development activities and Key achievements 2023 – 2024:

### Olympic Movement:

#### ▪ Paris 2024

During 2023/2024, I have been in direct communication with our Secretary General and President regarding Paris 2024. In 2022, we reported on our first meeting with Tony Estanguet in Paris to define the key aspects of cooperation. Since then, we have been in regular contact with Paris 2024 through Cyril Nivel, who has been a valuable link, thanks to his knowledge of our organization.

We are pleased with the results of the games, but there is still much room for improvement. These games were the first delivered by the new team following the elections, and we have learned a lot. We are confident these learnings will help improve our approach for the upcoming Olympics in LA and Brisbane.

To support this, I have been appointed chair of a working group to evaluate the games and provide feedback to the Board. The group will analyze aspects such as:

- Competition Schedule
- Technical organization
- Sports presentation
- Broadcast quality and media reach
- Athlete and stakeholder experience
- Inclusivity and accesibility
- Sustainability and innovation
- Conclusions for the Boad of Directors

#### ▪ Los Angeles 2028

Over the past two years, I have had several meetings with key stakeholders in LA, including the LA28 organizing committee and the Oklahoma City (OKC) venue and town council.

We successfully secured the program and guaranteed the inclusion of 16 medals, with a major milestone being the discussions with OKC to ensure the participation of Slalom and Kayak Cross.

In June of this year, it was officially announced that Slalom will be held in OKC and Sprint in LA.

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Additionally, the Mayor of OKC and the LA28 organizing team visited the Paris Olympics, and discussions have begun on how to make canoeing a highlight at the LA28 Games.

This is an ongoing task, and after the Congress, we will plan further steps in conjunction with the evaluation of the Paris Games and the vision for the next Olympics.

We also need to define the next steps for the Paralympics in LA and continue building on the momentum of the Paralympic discipline.

## ▪ **Brisbane 2032**

We have had various meetings with stakeholders in Australia, including Paddle AUS. The team there has been very supportive. In February 2023, we became the first International Federation (IF) to visit the newly appointed CEO of Brisbane 2032.

We participated in several workshops in Redlands to develop the best possible whitewater venue and visited potential sprint venues.

During this period, we signed an MOU with Paddle AUS and Redlands City Council to develop a whitewater venue for the Olympics. The goal is to create a venue that is sustainable for the next 50 years.

We are now in a strong position in Brisbane but need to maintain close connections to continue the development of our sport in Australia, Oceania, and Asia.

We also maintained close cooperation with the IOC in recent months, with regular communication through the contacts each of us has within the Executive Committee. I firmly believe we need to continue working closely with the IOC.

Finally, regarding the Olympic movement, the President appointed a commission to produce the Olympic qualification system for LA28. I chair this group, and our objective is to create a transparent process involving all National Federations (NFs). We are conducting ongoing consultations that will conclude with a proposal to the IOC in early 2025.

## **ICF Events:**

Since the beginning, our goal has been to increase participation, and we have consistently pursued this objective. Together with Development VP Cecilia Farias, we have been focusing on two key areas: running Training Programs (TIPs) at every World Championship and involving organizers in this strategy.

We have also been working on how to make our events more sustainable, both environmentally and economically. While there is still work to be done, we have started to see results, and sustainability will be a priority for the new ICF team. In the past three years, we have gained a clearer understanding of how to make events more effective. Over the next four years, it will be important to implement the following:

- Increase participation
- Support events that prioritize sustainability (both economically and environmentally)
- Focus on event legacy
- Develop merchandising for ICF events
- Enhance inclusivity across all ICF events
- Support more events across all continents

We deliver World Championships and World Cups every year without major issues, thanks to the incredible work of our committees. I would like to extend my thanks to all the volunteers who have made these events possible.

## **TV:**

TV production and distribution have been a key priority from the start, requiring significant efforts to create an effective model.

Our aim has been to reshape the concept while keeping the product engaging for our fans. We are currently reevaluating costs and determining the best ways to present our events.

Key aspects validated in the past two years include:

- TV broadcasters remain interested in our product and are willing to pay (even if in small amounts) for broadcasting rights.

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- It is important to maintain a high-quality TV product, as it provides a clear pathway every four years to the pinnacle of our competitions: the Olympic Games.
- TV reinforces both our Olympic and non-Olympic disciplines.
- We have developed a pay-per-view model (at basic costs) that generates revenue and helps offset production expenses.
- We have demonstrated that it is possible to maintain quality TV production while reducing costs.

We have also launched an RFP to identify new potential partners for production and distribution, preparing for the next Olympic cycle.

### **Strategic plans for future implementation:**

In my view, the ICF is in a healthy economic position and well-regarded within the Olympic movement. Since the Olympic movement is one of our key stakeholders, it is essential that we strengthen this connection and work closely with the IOC to promote Olympic values.

Additionally, we need to identify new sources of income beyond those provided by the Olympic Games. Potential areas for improvement include:

- TV revenues
- Developing new offices and hubs as potential income sources
- Creating a department to manage projects and generate income
- Developing a clear model to attract new sponsors

If we can generate additional income, we will be able to support new projects that increase our sport's visibility and provide greater support to our stakeholders. Some of these projects include:

- Supporting events across all continents
- Using hubs as development tools to increase future participation
- Promoting all canoeing disciplines through TV and social media
- Increasing the quality of our events
- Creating content to raise the visibility of canoeing

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The new budget should also allow us to pursue innovation projects that will help position our disciplines at the forefront of the sports world.

In closing, I would like to express my deepest gratitude to all those who have contributed to the progress we've made over the past cycle. Together, we have laid a solid foundation for the future of canoeing, and I am confident that with continued collaboration and determination, we will achieve even greater success in the years to come.

Lluís Rabaneda