

AGENDA

- 1. Approval of Minutes
- 2. Presidents Introduction
- 3. Paris 2024 Preparation Report
- 4. President's Report
- **5. Vice Presidents Reports**
- **6. Treasurer Report**
- 7. Secretary General Report

- 8. Russian and Belorussian statement
- 9. 100 years of ICF discussion and working group appointment
- 10. Name change proposal
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- 18. Fit for Future Update
- 19. Any other business

PRESIDENT'S INTRODUCTION

Mr. Thomas Konietzko

PARIS 2024 PREPARATION REPORT

Video Presentation from Paris 2024 Sport Director

Q&A with Sport Manager

Decision

PRESIDENT'S REPORT

Mr. Thomas Konietzko

PRESIDENT'S REPORT

Mr. Thomas Konietzko

<u>Latest President Letter – April 2023</u>

- ICF annual financial statement 2022
 - saving of around 600k Euros
 - Around 16k Euros in reserves
- Recent discussion with other IF presidents
 - World Rowing
 - UCI
 - Taekwondo

PRESIDENT'S REPORT

Visit to China

- Two new sponsors
- CCTV Memorandum of Understanding
- Application for future Slalom events
- Personal situation

Visit to Korea

- Recreation project in Seoul
- Slalom courses

Visit Italy

- Discussions with NOC President
- Mediterranean Games

Ms. Cecilia Farias

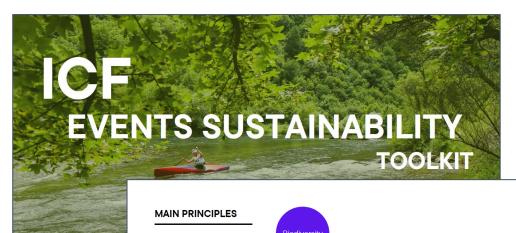
Women's Symposium

Ms. Cecilia Farias



- Date: 26-27th September
- Programme
 - Women coaches
 - Leadership bootcamp
 - Bridge the gap workshop
 - Update of ICF gender equity chart

Current registration: 56

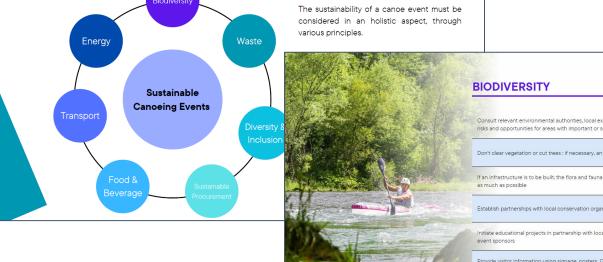


Sustainability toolkit

fauna and flora found at the venue

Specify measurable targets, that reflect the biodiversity goals set for the event

- Specific actions (checklist)
- Need Continental Associations to promote it
- Post events assessment with some organizers
- Start implementing some requirements (2024+)



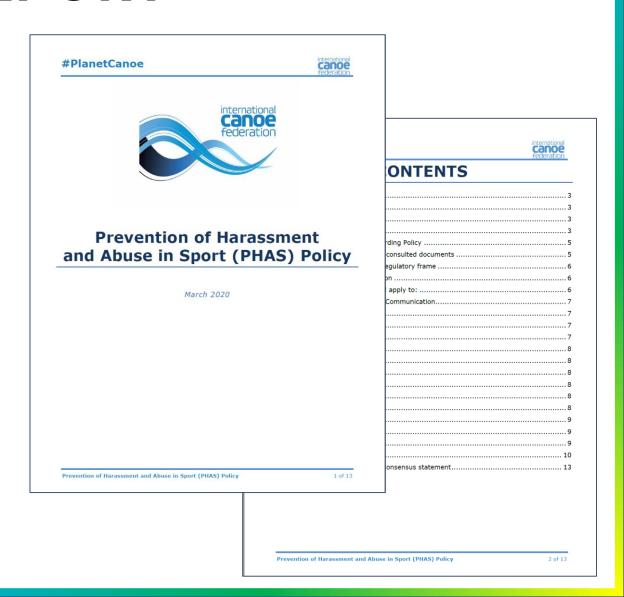
Sustainability workshop in Lee Valley

- Funded by UK Sport
- Date and logistics set
- Programme under preparation



Safeguarding

- NFs should also have safeguarding policies
- Need to educate Safeguarding officers
- Need to have a safeguarding officer at each ICF event
- Continents should have its own certified safeguarding officer



Ethics commission

- Code of Ethics was developed by the Chair of the Ethics commissions Mike Chambers
- Should be approved at the Congress

Mr. Lluis Rabaneda

Mr. Lluis Rabaneda

Visit to Australia

- Relationship with Paddle Australia
- Penrith 2000 Olympic Venue
- Brisbane 2032



Paris 2024

- New Norm
- Sport Presentation
- Innovation



- . Sports Commission
- Wildwater new category
- . YOG format
- Partnership / Merchandising Programme
- . TV Rights

Mr. Luciano Buonfiglio

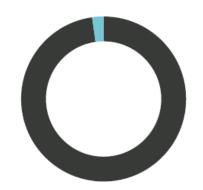
→ Closing 2022 in a good financial situation

Investments

As per February 2023

Total value: EUR 15'925'835

Asset allocation, By asset class

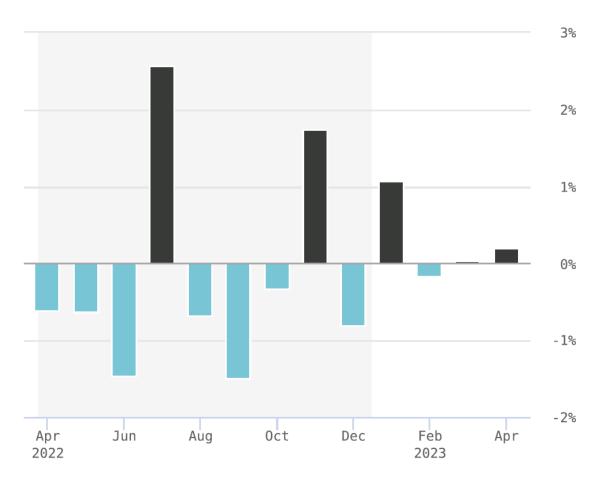


	Asset class	Percentage	Total in EUR
•	Bonds	97.78%	EUR 15.57M
	Short-term investments	2.22%	EUR 353.98k

2022 Investment performance: -4.5%

2022 Balance

Budget 2022	4 235 500
Actual situation end of 2022	3 624 399
Remaining 2022	611 101



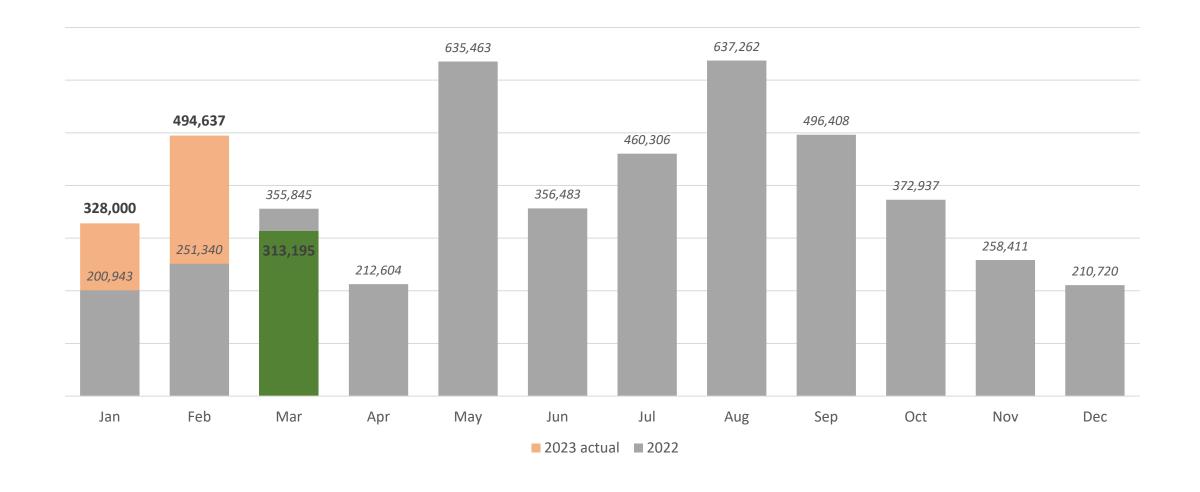
Investment 2023 so far:

As of 21/04/2023

- Performing relatively well
- Need to reduce slightly our investment for
 - Reducing risk
 - more available fund

Performance YTD: +1.14%

• Cashflow: Spendings: 2023 vs. 2022



- 2023 onward: Leaner finance workflow
 - New Finance and insight Lead
 - Challenge the current finance IT tool for more efficiency
 - Strong follow-up with unpaid invoices

SECRETARY GENERAL REPORT

- Establishing new culture
- New IT Systems (Asana, WhosOff, Microsoft Suite)
- Digital Asset Management
- Esports
- Slalom Report
- Preparation and Timelines of decision making
- Statutes



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RUSSIAN & BELORUSSIAN STATEMENT

Discussion on proposal

Discussion on Neutral Athlete Status Rules

 Proposal and discussion of candidates for the Neutral Athlete Eligibility Commission

VOTE

• Do you approve the ICF Statement regarding measures for Russian and Belorussian athletes?

100 YEARS OF ICF

Discussion on project for the 100 years

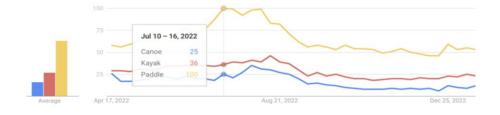
VOTE: Do you agree to appoint the proposed working group?

NAME CHANGE PROPOSAL

Why change from International Canoe Federation?

- Only reflects the sport of canoeing and doesn't include kayaking or stand-up paddling.
- 2. Paddle is a more popular and inclusive term on Google trends and hashtags.
- **3.** Logo doesn't stand out, the text is often too small and design too intricate to be legible.















NAME CHANGE PROPOSAL

Branding recommendations

- Blue and yellow are associated with trust and responsibility and energy and optimism. They can symbolise the water and the sun, which connects all outdoor paddle sports.
- **Gradients and transparencies** can give a sense of movement and energy as well as represent diversity and inclusivity.
- **Circular graphics** can portray global representation, unity, and the motion of paddling.
- Rounded sans-serif fonts are highly legible, providing clarity and professionalism while also feeling friendly.





NAME CHANGE PROPOSAL



+



+



World emphasises the global governance and unites all stake holders.

Paddle represents the sport and covers all disciplines our organisation represents.

Sport demonstrates the responsibility for all levels of participation.

WORLD PADDLE SPORT

VOTE

Do you approve to proceed with the name change process?

INDEPENDENT REVIEW PANEL FOR SPORTING NATIONALITY CHANGE

Current procedure:

Nationality change regulations included in discipline rulebooks

Nationality change requests sent to ICF until 30 November each year

ICF Staff to validate / refuse requests

ICF to publish decisions annually

Proposal:

ICF to set up Independent Review
Panel

ICF to create Sporting Nationality Change Request form, Confirmation Letter (NF) template

Nationality change requests sent to Independent Review Panel until 30 November each year Independent Review Panel hold annual meeting, discussing egulatory matters and nationality change requests

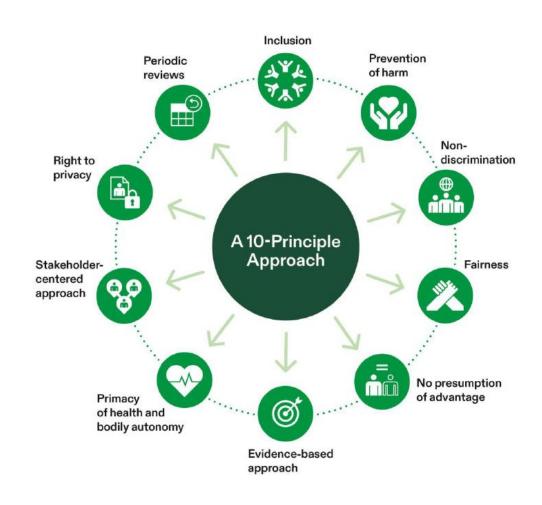
Independent Review Panel to validate/refuse requests

ICF to publish decisions annually, signed off by Independent Review Panel

TRANSGENDER POLICY

Led by Medical committee:

- Poland Board Meeting Dr Heffernen presented
- Need to consult current and retired athletes – Survey (from university)
- Drafting the policies



DISCIPLINE SUPPORT CONTRACTS

• Guidelines for revenue generation opportunities

OLYMPIC QUALIFICATION SYSTEM

Working groups - four main objectives:

- Ranking system linked to the Olympic qualification process
- Simplify the current Olympic qualification process
- Increase the global appeal of our sport
- Improve opportunities to fund high performance programmes

ICF COMPETITION JURY APPOINTMENTS

2023 ICF Wildwater Canoeing Sprint World Championships - Augsburg (GER) 8-10 Jun

- Lluis Rabaneda (Chair of Jury)
- Ahmed Mahamoud Abdoulkader

2023 ICF Wildwater Canoeing JUN & U23 World Championships - Roudnice nad Labem (CZE) 5-9 Jul

Terry Best (Chair of Jury)

2023 ICF JUN & U23 Canoe Sprint World Championships - Auronzo (ITA) 6-9 Jul

Jean Michel Prono (Chair of Jury)

2023 ICF Canoe Sprint/Paracanoe World Championships - Duisburg (GER) 23-27 Aug

- Cecilia Farias (Chair of Jury)
- Luciano Buonfiglio
- Lluis Rabaneda

2023 ICF Canoe Slalom World Championships - Lee Valley (GBR) 18-24 Sept

- Lluis Rabaneda (Chair of Jury)
- Cecilia Farias
- Maree Burnett

2023 ICF Canoe Marathon World Championships (and masters) - Vejen Kolding (DEN) 27-3 Sept

- Colin Simpkins (Chair of Jury)
- Terry Best

2023 ICF Freestyle Canoeing World Championships - Columbus (USA) 9-14 Oct

- Lluis Rabaneda (Chair of Jury)
- Ruud Heijselaar

2023 ICF SUP World Championships - Pattaya (THA) 15-19 Nov

- Greg Smale (Chair of Jury)
- Ruud Heijselaar

2023 ICF Canoe Ocean Racing World Championships - Perth (AUS) 30 Nov - 3 Dec

- Lluis Rabaneda (Chair of Jury)
- Greg Smale
- · Andrej Jelenc



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CONTINENTAL REPORTS

CONFEDERATION OF AFRICAN CANOEING

- Tunisia Beach Games
- NGR Admiral's African Competition (May 2023)
- ICF World cup in Spain: designated African Canoe Slalom competition
- African CSP Championships in Nigeria in November 2023

CONTINENTAL REPORTS

EUROPEAN CANOE ASSOCIATION

- Coordination of the Development activities ICF-ECA
- Organisation of the Continental Development camps
- Future system of the Olympic Qualification

CONTINENTAL REPORTS

PAN AMERICAN CANOE FEDERATION

- 2024 Qualification event for Paris 2024
- Continental Manager for America
- 2027 Pan American Games

CANOE SPRINT COMMITTEE

- Future of Olympic Games program
- Ranking system
- The fair and attractive Olympic Qualifications WCH, Continental Qualifications
- The Sports Presentation and the new technology

CANOE SLALOM COMMITTEE

- Deliver great and fair Olympic Games qualifier competitions (Global in London then Continentals in 2023 /2024)
- Finalise the Paris 2024 O.G. Canoe slalom competitions preparation
- Monitoring with all stake holders the CSL rules evolution beyond Paris 2024

Rule n° 3.9.5 Onboard device

EXISTING WORDING	PROPOSED WORDING
New rule	A boat or an athlete may be equipped with a device which provides real time feedback on arbitration and performance for use by referees, broadcast and/or sport presentation.
	The ICF chief official must validate the use and the positioning of the device considering fair conditions for all the athletes.

CONTEXT

Alignment with CSP Olympic rules and to meet the needs of OBS and the timing & scoring Olympic partners

Rule n° 12.7.1 and 12.7.2 Course tuning

EXISTING WORDING	PROPOSED WORDING
The final Olympic course configuration for both course including the obstacles tuning, will be completed by the ICF two (2) months before the opening of the Olympic Village.	The final Olympic course tuning for both course (Canoe, Kayak and Kayak Cross) will be completed by the ICF two (2) months before the opening of the Olympic Village.
New rule	For Kayak Cross, the competition course design will be provided by the ICF course design committee at the beginning of the official training period and set by the HOC for each dedicated Kayak Cross training slot.

CONTEXT

Specifity of kayak cross events to ensure the consistency and the quality of the course design

Rule n° 12.2.5 and 12.2.5.a Kayak cross boat color

EXISTING WORDING	PROPOSED WORDING
New rule	At the Olympic Games, the Kayak Cross boats must be only one color.
New rule	The ICF will determine the Kayak Cross boat color code 8 months previous to the Opening of the Olympic Village

CONTEXT

Better sport presentation and easier follow up of the competition by spectators. Unify the color of the boats to ease the identifications of the coloured bibs worn by the athletes

PARACANOE COMMITTEE

- West Africa Development Project
- Asian Paralympic Games
- Universal Boat Development

WILDWATER CANOEING COMMITTEE

- Revision of the bidding process and review of the technical deliverables
- Introduction of the class380 –pathway between recreational paddler in downriver and the "formula 1 class"
- Rules revision

CANOE MARATHON COMMITTEE

- High-level commentary for live streaming
- Lower the costs for the athletes
- Target audience from countries where the marathon is not so well known yet
- World Cup races on all continents, appoint regional marathon advisors

CANOE POLO COMMITTEE

- Development coaching camp in Poland, prior to the 2023 European CAP championships
- Coaching and Referee courses
- Date for 2024 World Champs
- Site visit to Germany re 2026 WC
- Appointment of Technical Delegates

CANOE FREESTYLE COMMITTEE

- Manage a successful World Championships in 2023 and secure World Championships and World Cups for the future
- ITO Seminars
- Athlete Development Camps
- To create a 4-year development plan.

OCEAN RACING COMMITTEE

- Ocean Racing World Championships = open event
- World Championships in Australia
- World Cup race in Mauritius
- Multi sport events

ICF COMMISSION

STAND UP PADDLING COMMISSION

- Focus on high level events & raising the number of participating NFs
- Updating the ITO seminar educational material
- Developing stand up paddling at NFs (e.g. preparing a beginner level instructor certificate)

ICF COMMISSION

DRAGON BOAT COMMISSION

- Continue the progress with the World Games
- Encourage NFs to organize future world cups or leagues
- Continue to discuss best strategy of DBR boats and paddles for continued growth of the discipline.





1. Support athletes

Continentally strengthen opportunities and support for athletes on and off the water through an athlete-centred approach across all aspects of paddle sports.

2. Strengthen governance

Build trust through good governance that ensures diversity, transparency and inclusion at all levels of paddle sports.

3. Maximise synergies

Work with National Federations and key stakeholders to develop synergies that support the global growth of paddle sports.

4. Develop globally

Strengthen support and opportunities for athletes, coaches, and officials globally and innovate to improve opportunities to increase impact of development programmes.

5. Climate positive

Activate the paddle sport community to take climate positive actions and ensure elite events and organisational practices are optimised to support global sustainability goals.

6. Celebrate emotions

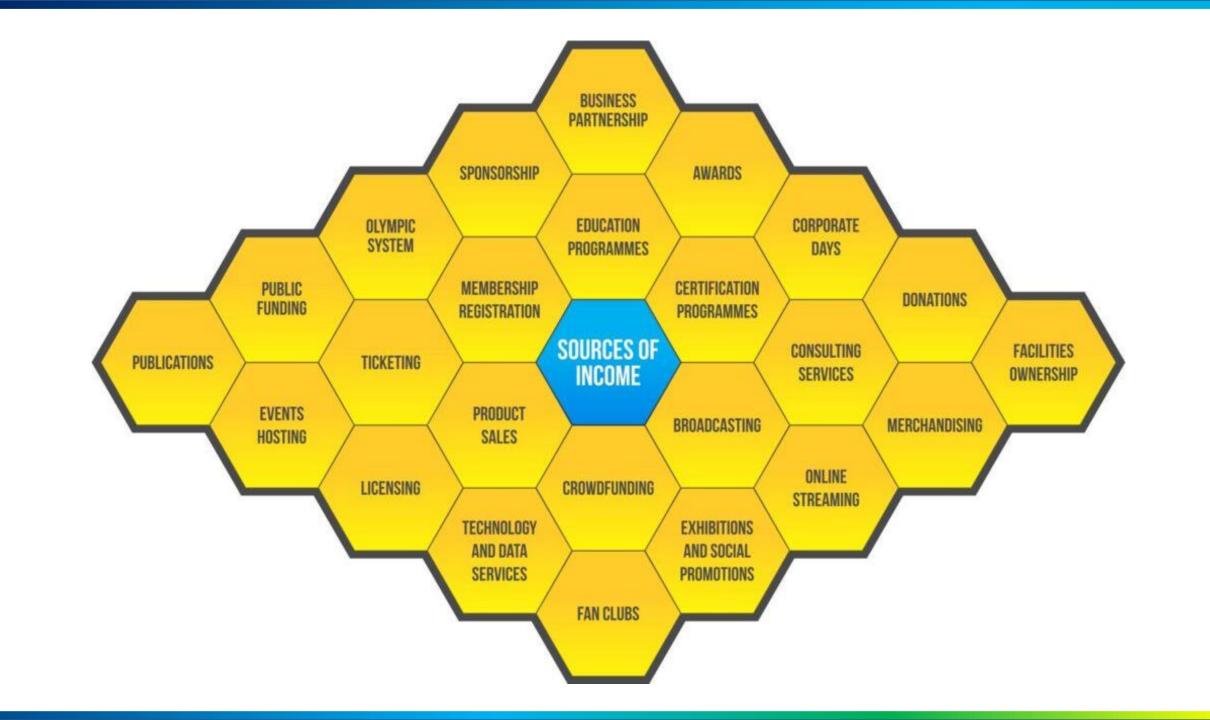
Engage fans directly with athletes through powerful stories and invest in the digital growth of paddle sports.

7. Elevate competitions

Build an economically and environmentally sustainable competition calendar that maximises opportunities for all disciplines.

8. Generate revenue

Develop a commercial strategy that drives investment and partnerships that generate revenue to invest in the growth of global paddle sports.



Richard Pettit Secretary General

Membership & Executive Support Marion Dannaoui Executive Office Manager Benjamin Despont
Global Lead: Finance & Insight

Narelle Henderson Head of International Services Maternity Leave (Returns January 2024)

Stakeholder Relations & Sustainable Development

Michel Alarcon Head of Sport Development & Games Operations

Sebastian Cuattrin Global Lead: Flatwater

Thomas Rosset Global Lead: Whitewater

Laetitia Cavin Sport Development Intern

TBC America Continental Lead: America

TBC Asia Continental Lead: Asia

Amr Temraz

Amr Temraz Africa Continental Lead: Africa International Events

Balint Vekassy Global Director: Events

David Bugar Event Operations Officer

Hoichan Kwon Event Operations Officer Growth and Communications

Stuart Roach Global Director: Growth & Communications

Adam Collins Global Lead: Brand & Communications

Ross Solly Global Lead: Editorial & Event Communications

Guang Yang (Nicholas) Global Lead: International Relations & Distribution

Charlotte Fighera Communications Intern Digital Asset management

Name change

Project management and how we run the team

Stakeholder Relations & Sustainable Development

Education

Development initiatives

- Athlete perfectioning camps
- Coach Course
- Athlete scholarship (OS)
- Athlete scholarship (OS)
- Equipment
- Domestic Boat production

Sustainability, Inclusion

Stakeholders Relationships

- IOC / IPC
- ITA / WADA
- Paris 2024

Games Operations

- Paris 2024
- Dakar / LA

Technical Development

Education

- Becoming the main search for people wanting to develop in the activity
- Central point of information
- Not only for High level competition
- Not only on performance (Safeguarding, safe sport...)
- Not only for athletes (for coaches, ITOs...)



Sustainable development

- Long term engagement
- Stakeholders' involvement
- Education
- Event participation
- Combined actions



Sustainable development

Impactful & sustainable actions For the NFs / for the region

Education

- **Educational content**
- OLY Technical Course for Coach
- ICF Coach course (online)
- OLY Coach Scholarships

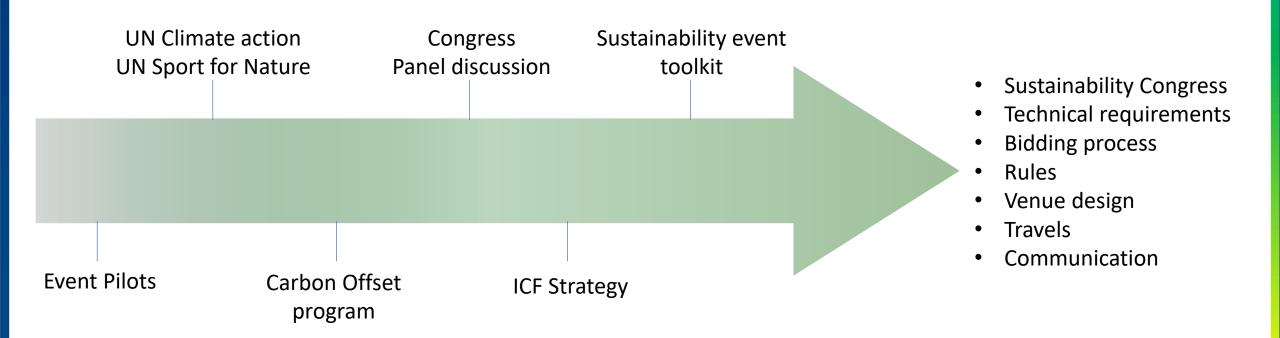
Development of Sport System

- DNSS (Olympic Solidarity)
- Officials' courses
- Governance workshops
- Domestic boat production
- Equipment

Performance

- Training camps
- OLY Athletes scholarship
- Training hubs
- Collaboration with NFs

Climate & nature conscious Sport



STAKEHOLDER RELATIONS

• Paris 2024

- Accommodation Survey for Board members:
 - Need of accreditation?
 - Need of accommodation? Dates?

Tickets



Who am I? What's my background?



Fit for Future - #7 Elevate competitions

- Optimise the international events calendar
- Define results and ranking system requirements and streamline service providers
- Develop a long-term strategy for virtual physical sports with the aim of becoming part of the Olympic Virtual Series

2023 Season Challenges

- Calendar Conflicts
- Enhancing the Look & Feel
- Service provider agreements
- Host agreements
- Events Team tasks Event Evaluation
- Sustainability and its Communication

Longer Term Goals

- Planning two seasons ahead
- Target the practicality of the bidding process
- Improved host agreements and other contractual commitments
- Consistency across our disciplines with standardized timelines, bulletins etc.
- Professional look of ICF events
- Develop a multi-discipline event strategy

GROWTH AND COMMUNICATIONS

A BRIEF INTRODUCTION

My background

 Driven development of Digital and OTT platforms and programming from scratch for numerous global outputs.

- Olympic Channel
- Formula One
- Discovery
- BBC Sport
- BT Sport
- What do I bring:
 - Broad knowledge of broadcast workflows
 - Not just communications. Strategic and editorial
 - Contacts
 - An alternative view
 - A full-time approach.



AIMS AND OBJECTIVES



VISION: ALL BOATS
RISE TOGETHER

2 REACH

Broadcast and social media reach and exposure is key to growing our sport at all levels across the globe 3 REVENUE

Bringing sponsors on board, selling our live rights and developing new revenue streams

1 ANALYTICS

We want to become the mostinformed federation and make datadriven decisions. Measurable.

THE YEAR SO FAR

Already made great progress:

Broadcast rights agreements in:

- China
- Australia
- New Zealand
- Europe

Broadcast partnerships

- Created 'black book' directory
- Incorporated rights sales pipeline

ICF OTT platform

- Launched Recast platform
- Invested in Grabyo

WHY WE MOVED TO RECAST

RECAST

Generates potential new revenue stream from live ICF events Builds communities and encourages fan engagement Opportunity to be seen as early adopter of platform

YOU TUBE

Free for our users to view live events not on TV Established base for regular ICF events and content

Potential for revenue share from YouTube ad opt-in

CONSIDERATIONS

- YouTube has never generated money for us. Complications around how we start to monetise content
- Canoe fans resistant to moving to paid platform service. Need strong messaging to underline reasons
- Recast a transactional platform. Fans can buy credit but can also earn for free by sharing or watching ads
- 'Explainer' content critical for National Federations and fans (existing and potential newcomers)

OUR BROADCAST PARTNERS

SPRINT WORLD CHAMPIONSHIPS

- Globo (Brazil) *
- CCTV (China) *
- CT Sport (Czech Republic)
- DR (Denmark)
- FTV (France)
- ARD, ZDF (Germany)
- MTVA (Hungary)
- RAI (Italy)
- LRT (Lithuania)
- Sky NZ (New Zealand) *
- TVP (Poland)
- RTP (Portugal)
- ICM (Romania)
- RTS (Slovakia)
- RTVS (Slovenia)
- RTE (Spain)

SLALOM WORLD CHAMPIONSHIPS

- Globo (Brazil) *
- CCTV (China) *
- CZCT (Czech Republic)
- FTV (France)
- ARD, ZDF (Germany)
- MTVA (Hungary)
- RAI (Italy)
- Sky NZ (New Zealand) *
- TVP (Poland)
- RTP (Portugal)
- ICM (Romania)
- RTS (Slovakia)
- RTVS (Slovenia)
- RTE (Spain)

SPRINT WORLD CUP

- ORF (Austria)
- CCTV (China)
- CT Sport (Czech Republic)
- France TV (France)
- ARD (Germany)
- RTS (Slovakia)
- RTVS (Slovenia)

+ All Eurosport territories outside of these regions

SLALOM WORLD CUP

- ORF (Austria)
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- + All Eurosport territories outside of these regions

*DENOTES ICF DEAL (OUTSIDE OF EBU WORLD CHAMPIONSHIP AGREEMENT)

- Signed MOU with CMG to secure China coverage
- Australia breakthrough with Fox Sports
- Sky New Zealand partnership

THE YEAR AHEAD

Our stepping stones to success – to Paris and beyond:

Strategic

- Partnership opportunities and Joint Ventures
- New platforms and new tools
- Content collaborations. Educational and instructional

Think local to own global

- Localisation. Regionally-relevant content
- Build relationships with Broadcasters and NFs

Invest in tech

- Grabyo allows us to increase output
- DAM partnership and re-imagined website
- Create the time to improve the quality

Communications plan

- Daily/weekly/monthly editorial planning
- Analytics and data reporting
- Benchmark and make data-driven decisions
- Same Tone of Voice across all teams

CONTENT STRATEGY

• Review and create new content opportunities in planned and focused areas

Review

1. Content

Review:

Carry out an audit of our current content offering. What is our uniform offering? What are we missing? What new thematic and episodic content could we create?

2. Live content

Alternative:

We will move our live event streaming to the Recast platform in a bid to generate a new income stream that can be reinvested in content creation and amplification. On Track

3. Non-live verticals

Ideate:

Generate new episodic content series and focus on educational, travel and equipment review opportunities to help migrate our audience from watching to participation.

Work Needed

4. Social Media

Strategise:

Create a new social media strategy to help us amplify our new and existing content and create onward user journeys throughout our digital eco-system.

5. Localisation

Partnership:

Work with National Federations and broadcast partners to create regionally-relevant content that focus on the personality and human story elements.

Work Needed

6. Branded Content

Revenue:

Elevate our offering to attract new partnership opportunities and work in conjunction with brand partners to create new series opportunities, including travel.

Review

Work Needed

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ANY OTHER BUSINESS

• 14-16 March 2024 Board Meeting / London