



# STRATEGIC OPERATION PLAN FOR ICF CANOE MARATHON 2017-20

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ICF Canoe Marathon Committee  
February 2017

# 1a. DEVELOPMENT OF CANOE MARATHON COMPETITIONS

## IMPROVING AND CONTROLLING THE QUALITY OF EVENTS

### 1. OBJECTIVE

The quality of ICF CAM competitions is depending on

- a. The preparations and management of the organizer
- b. The working relationship between the ICF and the organizer
- c. The availability of high level ICF Technical Officials

#### ***a. The COR document***

With the purpose of improving and controlling the quality of the preparations and management of our events the CAM Competition Operational Requirements document (COR) has been produced.

This document describes the frame work of cooperation between CAM and the organizer and CAM and the organizer, and it has sections for each of the following operation areas defining the requirements:

1. Venue and race preparation
2. Public presentation of the event
3. Communication and information
4. Transportation
5. Accommodation
6. Food services
7. Accreditation
8. Ceremonies and protocol
9. Medical services and anti-doping

For each sections the requested actions by the organizer are summarized, and to support the organizer's work checklists, guides and manuals are listed in the COR document.

An overall countdown schedule for the actions is attached. The countdown schedule is a list of deadlines for requirements to be fulfilled by the organizer and documented/reported to CAM.

#### ***b. Working relationship between the ICF and the organizer***

The COR document clarifies the frame of the working relationship, and the organizer must confirm in writing that they will comply with the requirements in the COR document as compulsory for CAM to recommend the bid to the ICF Board.

CAM appoints one of the committee members as liaisons between the committee and the organizer in order to support the cooperation between the two parties. The relationship is supported by venue inspection/visits and general communication.

#### ***c. Availability of high level ICF Technical Officials***

To seek to have the best possible ITOs at our events an education plan is established. This is described in another section of this Strategic Operation Plan.

After the World Championships of each year CAM will evaluate the performance of the ITOs to conclude if they meet our expectations for being selected for our events.

## **2. OPERATION PLAN ACTIONS**

1. The ICF Canoe Marathon Competition Operational Requirements document is the key document to improve and secure the quality of our events.
  - It will have checklists, guidelines, and manuals. This document must be made available for download at the ICF website.
  - The document and guidelines/manuals will be subject to a yearly update if necessary. This will be based on experience gathered from the organizers, the ITOs, and CAM.
2. CAM appoints one of the committee members as liaison between the committee and the organizer to securing the working relationship between the two parties.

The task of the liaison is to ensure that CAM take ownership of the event by controlling that the organizer comply with the requirements and deadlines.
3. Continuous education and evaluation of the ITOs is essential to securing the best possible ITOs at the ICF events. Actions in this respect are defined later in the Strategic Operation Plan.

# 1b. DEVELOPMENT OF CANOE MARATHON COMPETITIONS

## IMPROVING SPORT PRESENTATION

- The Competition Format
- The Field of Play
- The Presentation
- Medal Presentation
- Result Management

### THE COMPETITION FORMAT

#### 1. OBJECTIVE

- The competition format must be dynamic, exiting, and broadcast friendly.
- It is important to aim for having paddlers insight for spectators at the competition centre (start/finish/portage). This could be achieved by having shorter laps for the normal distance, but only if it does not make it more difficult to follow races because of lapping or mixing with other classes.
- The program should be less compressed with longer breaks than it is today to allow for interviews and medal presentations before next session starts.

##### ***a. Competition format***

The Committee is working with a variety of race concepts the meets different interests from our stakeholders.

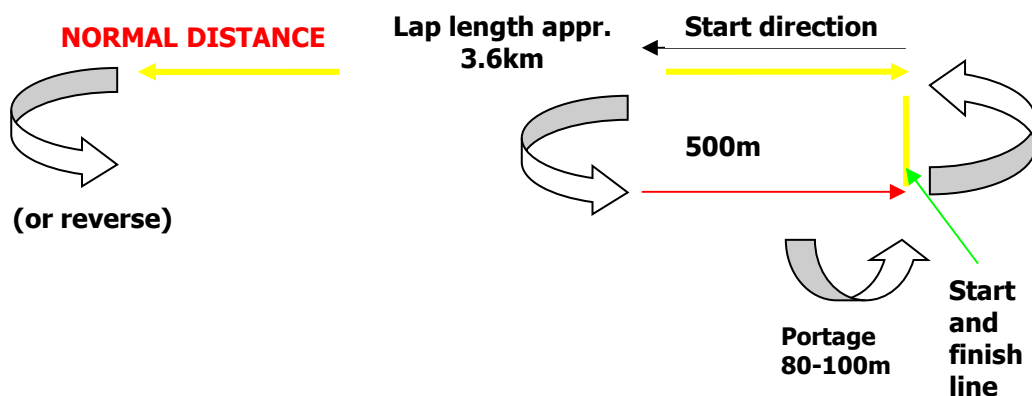
#### **THE WORLD AND CONTINENTAL CHAMPIONSHIPS COMPETITION CONCEPT**

For World Championships and Continental Championships, the **Normal Distance Events** are used.

The course concept for the Normal Distance Events is a lap course. It will have start, finish and portage at the same place. Distance: The length of each lap is approx. 3.6 km. The number of laps and portages will be according to the table below.

There will be an additional last small lap. The distance from the last turn to the finish will be approximately 500m. There will be a portage on each lap except the first. First portage is after appr. 7 km. Distances in brackets are approximate.

<b>NUMBER OF LAPS</b>	Junior	U23	Senior
Women Canoe	4 (14km)		5 (19km)
Women Kayak	5 (19km)	6 (23km)	7 (26km)
Men Canoe	5 (19km)	6 (23km)	7 (26km)
Men Kayak	6 (23km)	7 (26km)	8 (30km)

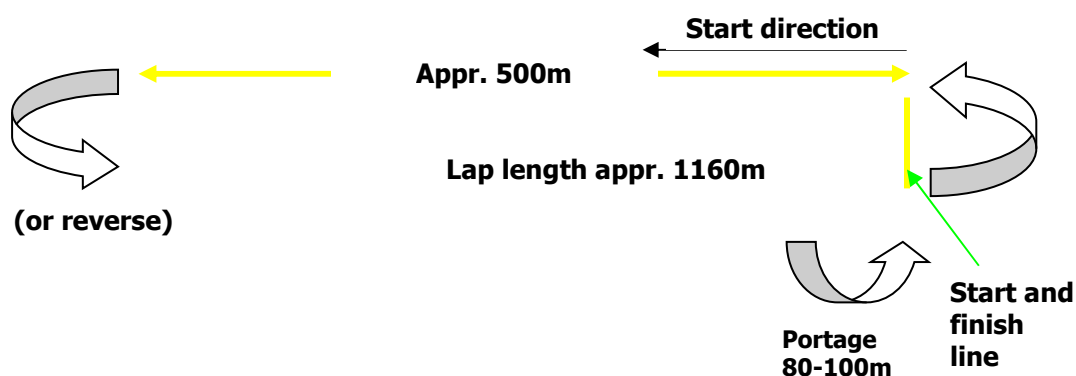


### THE WORLD CUPS COMPETITION CONCEPT

World Cup events have **Short Distance events** on the first 2 days and Normal Distance events on the third day, and only in single boat classes.

#### **Course:**

Distance: 3 laps and 2 portages of a course with a portage producing a total distance of approximate 3.4km with an approximate distance of 500m between the turns. The first portage is after appr. 1 km.



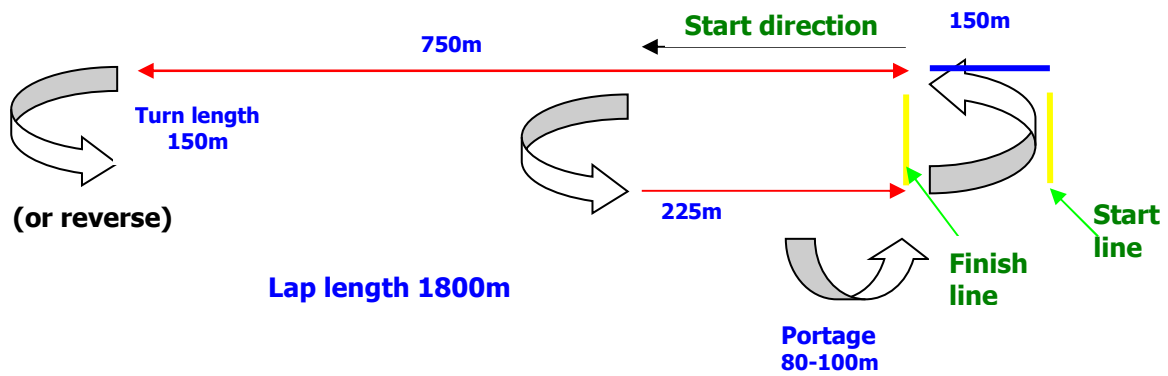
#### **Competition concept:**

There will be 2 heats provided entries are more than 10 boats, with 10 or less direct final. The first 3 from each heat go through to final automatically plus the 4 next best times from the two heats.

### THE GAMES COMPETITION CONCEPT

When we were asked to provide our idea of Canoe Marathon as an Olympic Discipline we developed the following idea:

1. K1 men and K1 women
2. Use the sprint venue
3. Lap course with portages with smaller laps than we normally have (see below)
4. Same distance, 15 km for men and women, which is shorter than we use in World Championships. This will give a competition time around 1 hour. ***The distance could be even shorter subject to special requirements.***
5. 1800m laps (8 laps)
6. Last small lap 600m
7. Portages



For Games like the World Games classes and distance could be adjusted subject to requirements.

## 2. OPERATION PLAN ACTIONS

- An idea to shorten the lap length for the normal distance from 3.6 km to 3 km, and instead increase the number of laps by 1 and have 2 laps with no portage should be investigated, and we should consult teams for input before making any conclusion.
- A competition time schedule with longer breaks should be tested at the 2017 World Championships to see if that brings a better solution.
- The committee should continue to look for possible improvements to the competition format.

## THE FIELD OF PLAY

### 1. OBJECTIVE

- The course should be designed to be presentable and nice looking
- Markings easy to understand for spectators
- Sponsor friendly
- Bring the spectators close to the Field of Play



Example of a portage on grass (with line to delimited the areas). All the fences are covered. World Cup 2016



## **2. OPERATION PLAN ACTIONS**

- a. There should be a colour coding of the portage with different colours for pontoons, running areas, feeding areas, penalty box etc. where possible. This has been practised at ICF events in Portugal which should be used as an example for other events.
- b. The fences should be covered preferably with sponsor banners and ICF/organizer banners.
- c. There should be "Laps to go" markers. If two races would need two boards marked with the class. To be made clear that this is info for spectators and paddlers use it at their own risk.
- d. The venue plan must be designed in a way that you can see start, finish, portage and part of course from grandstand.
- e. The venue plan must be arranged to allow for practical handling of post-race boat control, preparation for medal presentation and mixed/media zone. This needs to be developed with the competition time schedule and to be approved by ICF as part of the venue plan presentation.

## ***THE PRESENTATION***

### **1. OBJECTIVE**

- Must be entertaining
- Supported by a big screen
- Experienced television production
- Ensuring maximum exploitation and dependable use of ViewLaps (time track system)
- It must be a good experience for the spectators
- The athletes must be in focus



## **2. OPERATION PLAN ACTIONS**

- a. The presentation of the competition should be a type “Show Calling” where an experienced and knowledgeable announcer leads the show and engage the public. The selection of local announcer(s) is an issue to be clarified with the organizer at an early stage of preparation.
- b. Suitable music supporting should be used, controlled by the ICF.
- c. Each session of competition should open with an inspirational video provided by ICF, and the full session introduction could be like this:
  1. Intro with video, welcome and highlights – 4 min
  2. Pre-produced interviews with athletes – 6 min
  3. Course presentation by video graphics - 4 min
  4. Start list – camera following paddlers warming up – 6 min
  5. Stop introduction 2 min before start.
- d. We must ensure that a big screen with readable graphics, showing course by graphics etc. is available according to the requirements an organizer must comply with.
- e. A television production to allow for live streaming is part of the operational requirements organizers have to provide to be approved for our events. Experienced production team for producing the footage is essential, and when there is a shortcoming with this we need to have a backup plan with someone who can intervene to help with this. Designing of the television coverage concerning camera positions and numbers is equal essential to be done for each individual venue.
- f. We must ensure that our time track system (ViewLaps) is being exploited to its maximum and is dependable. It means that we must have full control of the system and that the necessary signals are secured. A high-quality connection to the big screen must be secured, and the graphics should be according to the presentation examples shown to the committee.
- g. The presentation of the athletes is a priority to be introduced with relevant graphics on the big screen. At the start line the athletes or a relevant selection of these should be presented on the big screen.

## ***MEDAL PRESENTATION***

### **1. OBJECTIVE**

- The medal presentation is the time where we honor the performance of the athletes, and it should be made at a time and in a way which is best possible for giving the athletes maximum exposure.

## **2. OPERATION PLAN ACTIONS**

- a. In the competition time schedule, which should be tested at the 2017 World Championships medal presentations immediately after the end of the race will also be tested. The reason for this is that it is expected that the stands are still full which would meet our objective.



b. The competition time schedule including the medal presentations would be like this:

***Thursday***

09:00 K1 Women jun  
09:05 C1 Women jun  
10:30 Medal presentations

11:50 K1 Women u23  
12:00 C1 Men jun  
13:30 Medal presentations

14:45 K1 Men jun  
16:15 Medal presentation

***Friday***

09:00 K2 Women jun  
09:05 C1 Mu23  
10:50 Medal presentations

11:50 K2 Men jun  
11:55 C2 Men jun  
13:20 Medal presentations

14:45 K1 Men u23  
16:30 Medal presentation

***Saturday***

09:00 C1 Women  
10:40 Medal presentation

11:50 K1 Women  
12:00 C1 Men  
14:00 Medal presentations

14:45 K1 Men  
16:45 Medal presentation

***Sunday***

10:00 K2 Women  
10:05 C2 Men  
12:00 Medal presentations

14:30 K2 Men  
16:30 Medal presentation

## ***RESULT MANAGEMENT***

### **1. OBJECTIVE**

- Need to have instantaneous publication of the results to publish on the screen, press/media. Even if provisional and subject to change. The ideal would be instantaneous as the boats cross the line.
- Systematic video replay for judges. Access to TV replay is needed as a standard.

## **2. OPERATION PLAN ACTIONS**

1. CAM should develop procedures and tools whereby immediate results will be possible to publish even if they are provisional and subject to change due to protest etc. Preferably, this will be introduced during 2017.
2. Availability of systematic video replay should be a target to achieve and to introduce in the Operational Requirements contract with organizers. Alternatively, we could have ITOs using GoPro and filming. Both options should be examined.

# 1c. DEVELOPMENT OF CANOE MARATHON COMPETITIONS

## HELP DEVELOPING CONTINENTAL CHAMPIONSHIPS AND ICF EVENTS OUTSIDE EUROPE

### 1. OBJECTIVE

It is a part of the committee's mandate to support the Continental Associations to help develop Canoe Marathon in their region that should lead to an overall development of Canoe Marathon worldwide.

The aim is to support the Continental Associations in trying to establish Continental Championships where they are not there already, and to help develop ground for having World Cup/Series competitions outside Europe.

The status concerning Continental Championships:

- Europe: A Championships program has been established over years, and there is a close cooperation between ECA and CAM.
- Africa: Championships in a modified form has been held previously.
- Oceania: Do not have Championships.
- Asia: Asian Championships are known to be held, but we are not involved apart from the combined Asian and World Championships in Singapore 2011.
- America: Do not have Championships.

Only a very few times we have been able to stage World Cup events outside Europe. The obvious reason is that currently the majority of National Federations entering ICF Canoe Marathon events are European, and with the limited funds available for the marathon teams, entries for World Cup events Outside Europe have not been given priority.

The committee has previously decided to establish contact to the Continental Associations by asking for contact person with whom CAM can discuss development possibilities. Tim Cornish has been our contact to Africa. For Oceania and Asia contact persons have been appointed. Discussion is taking place between CAM and the Panamerican Canoe Association on how to establish cooperation in this respect.

Singapore 2011 and Oklahoma 2014 combined World Championships with Continental Championships, and we would like to see this combination for the World Championships held outside Europe.

### 2. OPERATION PLAN ACTIONS

1. Developing the cooperation with the Continental Association through the contact persons and engaging in discussions with them on how CAM can support staging Championships and ICF events in their continent. CAM members to be appointed to be contacts to each continent.
2. Continue with the concept of combining World Championships with Continental Championships when World Championships is held outside Europe. 2017 in South Africa/Africa and 2019 in China/Asia.

# 1d. DEVELOPMENT OF CANOE MARATHON COMPETITIONS

## DEVELOPING THE WORLD SERIES

### **1. OBJECTIVE**

We introduced the Classic Series to try to meet needs for our athletes wishing to have ICF competitions using the "old" concept of competition format like A to B races, but also to meet needs for organizers for ICF recognition and increase the opportunities for Marathon Athletes to be recognised World wide for their skills to manage challenging races.

The main problem is that events and NFs are not taking their inclusion in the series seriously and not marketing their event as part of the series. The series needs to be promoted more, but to do this we need the events to make this happen.

Some competitions have withdrawn from the series giving the reasons that they do not feel they get value for the fee they pay and that the ICF does not market their competition despite they do provide the information we request from them to be able to make it happen.

Another issue is that the prizes to those athletes who top the lists are not possible to present in a good way. The result is being published and the money prizes being transferred to the athletes' accounts, but it is not seen as a good promotion of the series, the events and of Canoe Marathon.

The objectives will be

- to meet the expectations of our stakeholders by dealing with
  - the fee for organizers,
  - marketing of the events,
  - the money prizes,
  - and the honoring of the best athletes of the year.

### **2. OPERATION PLAN ACTIONS**

- Prize money is essential for attracting athletes to these competitions.
- Instead of requesting a fee to the ICF from the organizers towards overall prize money we require money prizes in each individual competition in the current prize money classes, K1 Men and Women of minimum an equal amount as the previous fee.
- The current Classic Series races, the World Cups and the World Championships will be combined into a World Series for K1 Men and Women, C1 Men and Women, with a point system leading to the World Ranking with World Championships as the final event where the winners of each of the 4 classes will receive an ICF Trophy. The point system to be identical to the current World Ranking system.
- A way of marketing the events in a better way should be exploited and executed by CAM as part of our digital media strategy. Social media may be an option.

## Appendix to 1d:

The World Ranking Point scoring system:

Final classification in the event	World Championships	World Cup events	Classic Canoe Marathon races
1	200	100	20
2	180	90	19
3	170	85	18
4	150	75	17
5	140	70	16
6	130	65	15
7	120	60	14
8	110	55	13
9	100	50	12
10	90	45	11
11	85	43	10
12	80	40	9
13	75	38	8
14	70	35	7
15	65	33	6
16	60	30	5
17	55	28	4
18	50	25	3
19	45	23	2
20	40	20	1
21	35	0	0
22	30	0	0
23	28	0	0
24	26	0	0
25	24	0	0
26	22	0	0
27	20	0	0
28	18	0	0
29	10	0	0
30	5	0	0

# 1e. DEVELOPMENT OF CANOE MARATHON COMPETITIONS

## INCREASING THE NUMBERS OF NFs IN WORLD CHAMPIONSHIPS

### **1. OBJECTIVE**

#### ***ICF Canoe Marathon Talent Identification Program (TIP) 2017 to 2020***

In the framework of the ICF Development Program a Talent Identification Programme for selected athletes should be organized in connection with the Junior/U23/Senior World Championships at Pietermaritzburg (South Africa) 2017 and at each World Championships through to 2020.

The principal target of the TIP is to identify and select young talented women and men in Canoe Marathon from National Federations without a tradition of competing at the World Marathon Championships.

The project will provide priority an opportunity for the selected paddlers to improve their Marathon Racing skills and preparation as increase canoeists' participation at the World Championships.

#### ***The intended program***

The intention of the plan is to facilitate participation in a Training Camp and in the Junior/U23/Senior World championships on an annual basis.

At Pietermaritzburg/RSA - 21 August to 3 September 2017, and then at Prado Vila Verde/POR in 2018, Shaoxing/CHN in 2019 and Oslo/NOR in 2020.

#### ***Application for participation***

in the TIP in South Africa will be accepted from invited national federations active in Marathon with the agreement of the relevant Continental Association or from National Federations recommended by the Continental Associations.

#### ***Participants***

If juniors are proposed they must be accompanied by a senior nomination from the same country for travel safety reasons. Applications will not be considered for accompanying National Federation delegates unless they are also competitors. Any other National Federation delegates attending would have to be fully funded by the National Federation concerned.

The age limit of the athletes in the project is 15 to 25 of years in the year of the event. (Date of Birth: 1992-2002 for 2017)

The criteria of athletes' selection is basing on their physical level, known performance and potential for Marathon Competition.

Athletes who start in the program will be encouraged to continue in the TIP in the following years depending on their progress and cooperation with organization, coaches, team members and officials.

Priority of invitation will be given for the best athletes from those federations, which would otherwise not able to participate in the World Championships without the ICF/Continental financial assistance!



***Financial condition***

- Full Board Accommodation expenses including boat rental and accreditation fee will be covered by the host federation and the ICF
- Travel expenses from origin city should be paid by the National Federation or the participants.

**2. OPERATION PLAN ACTIONS**

1. CAM will seek approval of this development program with the ICF Board of Directors.
2. Once approved, CAM will contact the organizers of the World Championships to agree the conditions and start the preparations:
  - Identify and approach potential NFs for the program
  - Make arrangements for the training camp

# 1f. DEVELOPMENT OF CANOE MARATHON COMPETITIONS

## DEVELOPING MASTERS COMPETITION IN ICF EVENTS

### 1. OBJECTIVE

#### **Competition concept**

A questionnaire put out 2016 had indicated that the current system is preferred and racing should remain as it is.

- Staying with the present format
- Staying with the present distances:

Categories	Laps/portages	Distance
K1/K2 Masters men (35-39, 40-44, 45-49, 50-54,)	6 laps/5 portages	22,6 km
K1/K2 Masters men (55-59, 60-64)	5 laps/4 portages	19 km
K1/K2 Masters men (65-69, 70-74, 75-79, 80-84, etc.)	5 laps/0 portages	19 km
K1/K2 Masters women (35-39, 40-44, 45-49, 50-54, 55-59, 60-64)	5 laps /4 portages	19 km
K1/K2 Masters women (65-69, 70-74, 75-79, 80-84, etc.)	5 laps /0 portages	19 km
C1/C2 Masters men (35-39, 40-44, 45-49, 50-54)	5 laps /4 portages	19 km
C1/C2 Masters men (55-59, 60-64)	5 laps / 4 portages	19 km
C1/C2 Masters men (65-69, 70 +)	5 laps / 0 portages	19 km

- Portages for age groups under 65, no portages above 65)
- No enforcement of wash hanging rule
- Staying with 5-year age groups, also 71-75
- Staying with the age group definition for doubles as per our rules, unless the Congress decides otherwise.

#### **Controlling entries and taking ownership of the competition**

Either the ICF system should be used in an open way with a common log in and entries checked with the NF or the organizer establish their own system and check the entries with the NF. It is essential that the entry system allows for individual entries, is web-based and easy to manage.

We need to have the same standard of event as the World Championships and make the masters not feel that they are just a test for the main event. The COR document should also apply for the Masters competition except for the live streaming.

We need to appoint key ITO positions and facilitate medal presenters.

## **2. OPERATION PLAN ACTIONS**

1. The master competition shall be part of the event days at Championships and called World Cup (European Cup etc.). A long-term objective could be to have World Championships for Masters.
2. The CAM Operational Requirements Document shall also apply for Masters competition except for live streaming.
3. The number of entries in Masters event per country follow the entry quota for other World Cups and is without maximum.
4. Either the ICF system should be used in an open way with a common log in and entries checked with the NF or the organizer establish their own system and check the entries with the NF. According the ICF rules, always a paddler paddle abroad a permission is required by the national federation.
5. The following key ITOs are appointed by CAM;
  - Chief Official
  - Chief Course Umpire
  - Chief Finishing line judge
  - Chief Portage
  - Chief Raft marshal/boat control
  - Sport presentation officer
6. The national organisation will appoint minimum 10 officials (preference International Officials or experienced national officials).
7. Entry fee should be simple and should always be without meals. An extra fee for paddlers who enter later than 4 weeks before the first racing day should be allowed.
8. The racing days of the competition is so that there will be minimum 1 day free before the first racing day of the World or Continental championships to allow a training day on the course for the Championships paddlers.

## 2. CAM DIGITAL MEDIA STRATEGY

### 1. OBJECTIVE

The World must know that Canoe Marathon is a great sport, and consequently we must promote the sport the best way possible. In today's World, digital media is one of the most important ways to exposing products, and we must exploit this media to achieve our goal. The ICF already has a website with a section for Canoe Marathon, and ICF is also on social media via the Facebook channel. These windows must be exploited by CAM as far as possible.

Items to publish in random order

- News
- Videos/Photos
- Stories about athletes
- Database of results
- Database with events
- The website of the World Championship and preferably also World Cups must have an application for android and apple
- Short video as promotion for any ICF event to come, Short video just prior to the event, Video after each day of the event, Video after the event with highlights
- Rules including clarifications
- Guidelines for ICF event organizers
- ... etc.



*Figure 1 – The portage – an element which defines Canoe Marathon*

We understand that not all ideas may work well, but we must try to be able to discover what can be used with the purpose to create a platform which will be an attractive window to our stakeholders, but also to the World.

The main idea of this Digital Media Strategy is:

- Keep good things on the website
- Improve the website where it could be better
- Continually update the website

- Eliminate what does not work
  - Increase usage of social media like Facebook and Instagram for fast and viable communication, using the web-page for all basic information and back up to the flashes on social media
  - Implement new strategies
- in order to ***ALWAYS MOVING FORWARD.***

An important objective would be to make the ICF website and social media sites more interactive giving CAM the necessary space to publish information as listed above.

## **2. OPERATION PLAN ACTIONS**

1. Taking into account the items presented above, we can start by making small changes. Here, some examples will be presented as ideas.
2. First step should be to change some chapters of our website with the purpose of making available 6 subpages for Canoe Marathon, and create easy managed linkage to Social Media (Facebook and Instagram) to create interactions. The 6 subpages would be:

### ICF Canoe Marathon Sub Page (1/6), VIDEO-page

#### VIDEO PAGE

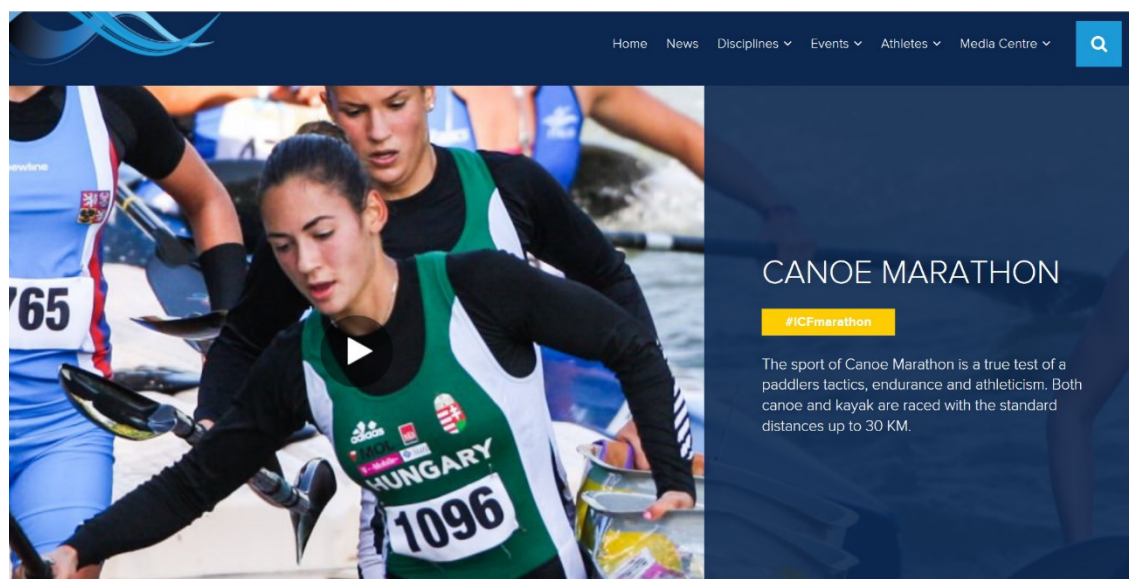


Figure 2 - <http://www.canoeicf.com/discipline/canoe-marathon> 1 of 6

**Action:** Change the video (about 2 min) every month

**How:** Using Promotion video utilizing highlights from:

- World Cup (WC), Continental Championship (CC) and World Championship (WCM) (Bid, before race, highlights, ....)
- Other World Series races
- Informing ICF headquarters two weeks
- The video should be published in ICF Facebook at the same time

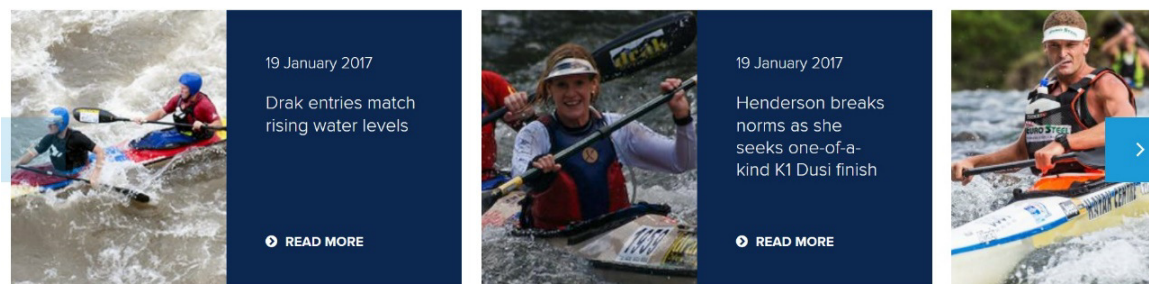
**Needs:**

- Ask WC, CC, WCM, and other World Series races for past videos
- Ask ICF headquarters the requirements of the videos



## Latest News

BROWSE ALL NEWS

Figure 3 - <http://www.canoeicf.com/discipline/canoe-marathon> 2 of 6Actions:

- Change the news at least every 15 days

How:

- Storytelling news from the events:
  - WC, European championship, World Championship, Bid, important dates;
- Other World Series races
- Canoe Marathon Training plan
- Athletes' bios, updates, photos (example: Portuguese federation Facebook)
- National teams
- Informing ICF headquarters each two week (or doing it ourselves)
- The news should be published at ICF Facebook at the same time

Needs:

- Ask National Federations for some news and photos
- Ask trainers to provide a general training program for marathon paddlers (with competing in the major events as the main object)
- Ask ICF headquarters for the technical requirements of the videos
- Ask permission from athletes to publish their photos, using their Facebook....

**What is Canoe Marathon?**

Competition in distance canoeing has a long history, with famous national races including the Sella Descent in Spain which was first held in 1929 and the Devizes to Westminster race in England that began in 1948. It was not until the 1960s that international competitions began to develop, and in 1975 the first steps were taken to have canoe marathon recognised by the International Canoe Federation (ICF). It would be a further nine years until the ICF congress in Sofia, Bulgaria, approved a separate committee for canoe marathon including the introduction of a world championships.

Canoe marathon would traditionally have seen competitors race from one point to another across possible combinations of river, lake, estuary and sea while having to navigate around any obstacles, having to carry the boat at times if necessary. This format has developed to encourage a more spectator-friendly approach to the discipline with courses created to be covered in laps with a number of portages (artificial or real). The 2015 World Championships in Győr, Hungary, consisted of six to eight laps with up to seven portages (22.2km to 30km) depending on the class of event.

Those world championships were contested by two types of boat, canoe (C) and kayak (K). Men and women have singles events in C1 and K1, and doubles events in K2, while there is also a men's C2 category. The world championships has been held every year since 1999, having initially been a biannual event since the inaugural edition in Nottingham, England, in 1988. Canoe marathon can feature different ways of starting the race, but at the world championships a held start is used, where the back of the boat is held by a boat holder on the pontoon until the starter lets them go.

Hungary have dominated canoe marathon, with their tally of 52 world titles more than double that of next-highest Spain (25). In 2015 they became the first country to win more than four events at a single world championships when they claimed five of the seven titles on offer. Unsurprisingly the three paddlers with most world titles are all Hungarian, Edvin Csabai (17), Renáta Csay (16) and Attila Györe (11). All 11 of Györe's world titles came in C2, a joint-record for a single event with Csabai. Györe and Csabai won the event in 10 consecutive years from 1999 to 2008, with both going on to win their 11<sup>th</sup> C2 world title with a different partner, Csabai with Peter Nagy in 2009, and Györe with Márton Kóvér in 2011.

The most successful non-European at the world championships is South Africa's Hank McGregor. Only Csay (16) and Spain's Manuel Busto (10) have won more world titles in kayak disciplines than McGregor's six.

Figure 4 - <http://www.canoeicf.com/discipline/canoe-marathon> 3 of 6

Action: Move this information to a chapter in 'Canoe Marathon Information' (see figure 5).



### Canoe Marathon Information

- Canoe Marathon Committee
- Canoe Marathon Rules
- Canoe Marathon History
- Current ICF Competitions
- Results
- Development of the Masters Competition

### Newsletters

- March 2016
- January 2016
- December 2015
- September 2015

### ICF Canoe Marathon Classic Series

#### 2016

- Classic Series 2016 Details Summary
- Final Classic Series 2016 - Rules and Entry

#### 2015

- Classic Series 2015 Details Summary
- Final Classic Series 2015 - Rules and Entry

Figure 5 – <http://www.canoeicf.com/discipline/canoe-marathon> 4 of 6

### Actions:

- Increase the number of items:
  - Canoe Marathon Committee
  - Canoe Marathon Rules
  - .....
  - What is Canoe marathon
  - Training programs / advices
  - Ensure results are published under the Result section; allowing also for large races included in the calendar but not in the series. Would help a lot creating interest!
- Changing the name ICF Canoe Marathon Classic Series to ICF Canoe Marathon World Series
  - Insert a table with the first 5 athletes:
  - Example:

#### RANKING NACIONAL (TROFÉU JOGOS SANTA CASA)

P	Clube	
1	CNPLima	689
2	CNPrado	519
3	CNCrestuma	492
4	CCAmora	421
5	GCDRGemeses	365
6	DarqueKC	334
7	CFVilacondense	333
8	Liga-DuraCEC	328
9	CNMilfontes	318
10	CNMarecos	316

1 2 3 4 5 6 7 8



#### RANKING MEDALHAS CAMPEONATO NACIONAL

P	Clube				
1	CNPLima	33	24	28	85
2	CNCrestuma	23	13	12	48
3	DarqueKC	16	11	9	36
4	CNPrado	15	14	15	44
5	ÁBravasC	11	6	6	23
6	CCAmora	8	5	9	22
7	KCCArade	8	4	5	17
8	ACRSGuedes	8	2	3	13
9	CFVilacondense	7	5	4	16
10	Liga-DuraCEC	6	7	2	15

1 2 3 4 5

JN

- Photo-Library: Put photos of the World Championship winners

	K1 senior women	C1 senior	C1 senior women
	K2 senior women	C2 senior	Etc.

#### How:

- Informing ICF headquarters to make changes (or make changes ourselves)
- Each time we change the training program it should be published as news
- The news should be published at ICF Facebook at the same time
- For example: Our meeting must be published as a news

#### Needs:

- Making the training plan (or ask someone)

### ICF Canoe Marathon Sub Page (5/6)

#### Upcoming Events

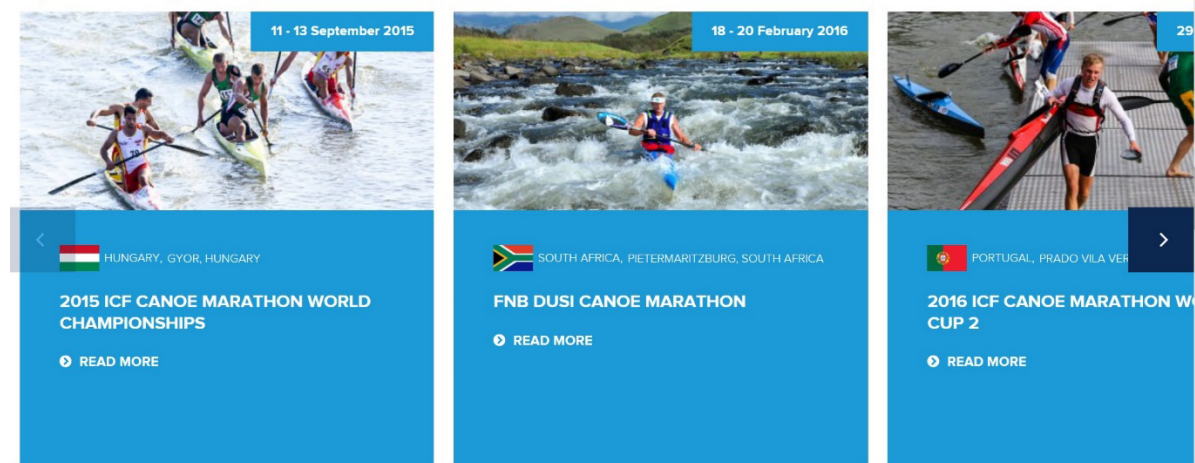


Figure 6 –

#### Actions:

- Change the image
- Put the event logos
- Ensure links to organizers webs.



#### How:

- Informing ICF headquarters to make changes (or make changes ourselves)

#### Needs:

- Ask to WC, CC, WCM, and classic races the logos
- When we click on the logo we must enter on event website

#### Media



Figure 7 –

#### Action:

- Change the table
- Photo-library

World championship	World Cup	World series
History photos	History videos	Other competitions

#### How:

- Informing ICF headquarters to change (or do it ourselves)

#### Needs:

- Ask to WC, CC, WCM, and other World Series races for the photos
- Ask ICF headquarters of the requirements for the photos

# Digital Strategy – event

Word Series

World Championship

European Championship

World Cup

Other races

Under construction.....

## **2. OPERATION PLAN ACTIONS**

3. The organization of the work to deal with this task will be a priority once the Strategic Operation Plan has been approved. The committee is committed to establish the Digital Media Strategy Plan independently of the amount of support that can be achieved from the ICF office.



***Group racing and  
Wash hanging -  
elements which define  
Canoe Marathon***



### 3.

## INTERNATIONAL TECHNICAL OFFICIALS

### **1. OBJECTIVE**

The objective is to have international technical officials to ensure that our competitions are run in a fair way and in accordance with the ICF Rules. For that reason, we must have a program for continuously training and updating ITOs.

The program shall ensure that we have high quality technical officials, and give us a tool to be able select the best possible ITOs for our events.

The education starts with an examination and will be followed up by frequent educationally seminars usually in connection with some of our major events.



### **2. OPERATION PLAN ACTIONS**

#### ***a. Examinations***

Examinations will be held as a seminar with a program based on rule art. 11.1.3 of the Canoe Marathon Rules

- Knowledge of the actual ICF Marathon Rules
- Knowledge of the actual ICF Statutes
- Practical knowledge of the Marathon Rules

Seminar content

Part 1

- Lecture in ICF history and organisation by CAM member
- Lecture in Canoe Marathon Rules with scenarios by CAM member

Part 2

- Examination Questions about the ICF Statutes
- Examination Questions about the Marathon Rules

Those who passed the examination are now trainees and continue to

Part 3

- Attend the Team Leaders' meeting
- (most often examinations are held at our events, but if this is not the case then the candidates will have to do these parts at the next possible event)
- At the following ITO briefing the trainee will be allocated a mentor who will explain the next part of the training.

Part 4

- During the racing days, the trainee will follow a mentor in various ITO areas to get practical knowledge of procedures according to a circulation plan.

The mentors report to the responsible CAM member on the performance of the trainee, and after the last race Chairman of CAM announce if the candidate has been successful and joins the ITO family.

***b. ITO educationally seminars***

Usually, seminars for ITOs should be held the day before the start of the World Championships. Various current experience from our events and practical scenarios will be discussed in terms of how to interpret the rules, and how to improve officiating in general.

***c. Evaluation of ITOs***

After the World Championships of each year CAM will evaluate the performance of the ITOs to conclude if they meet our expectations for being selected for our events.



## 4a. CAM OPERATIONS

### DELIBERATION PROCESS

#### **1. OBJECTIVE**

The back ground for meetings of the committee is defined in the ICF Statutes, byelaw to article 32:

***For the sake of fulfilling their working plan the ICF Standing Committees shall hold at least one session a year.***

Meetings face to face allow for detailed debate and to a large extent make sure that there is no disagreement or misunderstandings, especially those that might come from the fact that English is not the first language of most of the members. To this end there is a real need to make sure the meetings take place.

Meeting functions are;

- Competition planning
- Rule planning
- Calendar planning
- Development planning
- Reaction to problems.
- Co-ordination with the ICF

#### ***Face to face meetings***

Traditionally there have been two meetings each year. The first in the spring to make preparation prior to the ICF Board meeting that also takes place at that time. The second meeting of the year usually takes place at the World Championships. With the work that has to be done there is no need to have more than these two face to face meetings.

The inspection of courses at the same time as meetings has not always proved useful and should only be done if CAM is controlling the agenda and time set for the inspection.

#### ***Alternative deliberation meetings***

Consideration should be given to use Skype meetings to deal with specific items. This should be used for small group discussions for dealing with delegated tasks or meeting preparations, not full committee meetings.

More use to be made of email on single subjects (i. e. based on the above-mentioned type of group work/delegated tasks) with the Chairman controlling the debate to arrive at a decision. In this case, it would normally be from a paper issued with a choice of decisions to be taken.

#### ***Meeting preparations***

For the meetings to be effective there is an obvious need for effective preparation. To enable the debate to proceed effectively, all papers being prepared by the members should be sent to the chairman at least three weeks before the meeting. The chairman should send out the papers and agenda at least one week before the meeting.



## **2. OPERATION PLAN ACTIONS**

1. There should usually be a main planning meeting in the early part of each year.
2. Meetings should not usually be connected to venue inspections.
3. There should usually be a meeting the day after the World Championships each year where there will be an agenda of the calendar and any emergency items that cannot wait.
4. Skype-meetings should be used when appropriate.
5. More use to be made of email on single subjects with the Chairman controlling the debate to arrive at a decision. In this case, it would normally be from a paper issued with a choice of decisions to be taken.
6. All papers to be dealt with at a meeting should be sent to the chairman at least three weeks before the meeting. Such matters should be presented with an explanation of the case and with a clear recommendation for decision. If more than 3 pages, it should conclude in a short resume before the recommendation.
7. The chairman should send out the papers and agenda at least one week before the meeting.

## 4b. CAM OPERATIONS

### CAM MEMBER PROFILE

#### **1. OBJECTIVE**

The committee sees the value of establishing a plan for the continuity of a high-level quality committee in order to fulfill the tasks expected to be carried out by the committee.

It is understood that in any case it is depending on nominations coming from the National Federations and on the approval of the ICF Board when composing the committee. However, rather than being reactive to nominations coming in we should be proactive by keeping our eyes open for potential candidates and encourage such to seek nomination via their respective National Federation.

The background for the work as a member of the ICF Canoe Marathon Committee is defined in the ICF Statutes, byelaw to article 33:

*The duties of the ICF Standing Committee of the competitive disciplines are:*

- a) To prepare the ICF Competition Rules of their discipline in a ready-to-print form;*
- b) To issue regulations for the enforcement of the ICF Competition Rules and submit proposals for their changes, including the setting of standards for the organisation of international competitions, for boats, courses etc.;*
- c) To express an opinion on the applications for World Championships submitted by National Federations;*
- d) To express an opinion on the motions submitted by National Federations concerning their Competition Rules;*
- e) To help the preparations, and organisation of World Championships (and of Olympic Games in the case of Olympic disciplines);*
- f) To make proposals to the ICF Board of Directors as to the programme for World Championships (and for Olympic Games in the case of Olympic disciplines);*
- g) To approve competition courses;*
- h) To establish an International Competition Calendar for each year;*
- i) To submit proposals for the officials of World Championships (and of Olympic Games in the case of Olympic disciplines);*
- j) To propose and help the organisation of international coaches' and officials' seminars and courses;*
- k) To organise and conduct examinations for International Officials candidates in their disciplines;*
- l) To submit proposals for the development of their discipline;*

## **2. DEFINITION OF PROFILE OF A CAM MEMBER**

The ICF will benefit from having Canoe Marathon Committee members of all kinds that are dedicated to canoe sport.

The strength of CAM is the knowledge and experience that its members bring to the problems of development of the discipline.

Their ability to apply this knowledge and experience is essential to gaining the trust and support of federations worldwide.

The CAM member should have the motivation to put in the time and effort necessary to contribute to the intense work of the CAM. This motivation must be accompanied by the member having the time and facilities to complete the work effectively.

### ***Competence***

The CAM member needs a range of abilities.

Language skills are important. All ICF officials must have a sufficient understanding of English that makes it possible to understand and participate in spoken and written discussions.

### ***Experience***

The CAM members need to have an international canoeing background in marathon.

This will have come from a number of activities. All of these are not essential, but some should be there in the person's CV:

- Team Leader
- ICF Official
- Experience of organising international marathon competition
- Officer in national federation with relation to the international arena
- Paddler at high level
- Experience from leadership in a professional organisation

## **3. OPERATION PLAN ACTIONS**

1. The work description and profile suggestion should be used by committee members towards people who stand out as potential candidates for becoming members of the committee when time is appropriate.
2. Advice should be given to those identified persons – when interested - on what the work involves and how to seek nomination.