

Always moving forward

ICF Board of Directors, Manchester, UK 23rd - 25th March 2017

Full Name: Jorn CRONBERG

ICF Position: Chair Canoe Marathon Committee



The Canoe Marathon Committee 2016-20 - Ready to “take the bull by the horns”

From left: Begoña Rodriguez, Jorn Cronberg, Stefan Gustafsson, Tim Cornish, Ruud Heijselaar, Jose Sousa

1. Visits and Meetings since last Board Meeting

9-11 December 2016 – Venue inspection 4 venues near Oporto /POR

26-30 January 2017 – CAM meeting Ponte de Lima /POR

15-17 February 2017 – Venue inspection Pitesti /ROU

6-7 March 2017 – Venue inspection Decize /FRA

2. Tasks undertaken for this period

During this period the following tasks have been undertaken:

- Inspecting venues bidding for ICF events
- Assessing the bids together with the committee
- Following up on all arrangements for the 2017 World Cup in Hazewinkel, Belgium
- Following up on all arrangements for the 2017 World Championships in Pietermaritzburg, South Africa
- Following up on all arrangements for the 2017 World Cup in Shaoxing and Shanghai, China
- Preparing and conducting the January meeting of the Canoe Marathon Committee
- Preparing the ICF Canoe Marathon 4-year Strategic Operation Plan 2017-20
- Distributing Canoe Marathon Newsletters to our stakeholders

3. Issues and Main Points of Report

The priorities for the committee in the short period since last Board meeting has been to establish its operation basis by preparing the 4-year Strategic Operation Plan and following up on the organizers of the ICF events for 2017.

a. The Strategic Operation Plan 2017-20 (enclosed this report)

The process for preparing this plan has been a good opportunity for the committee to improve the relationship between each other, and the plan is of course – as intended – a good and relevant tool for the work of the committee.

The items of the plan are:

1. DEVELOPMENT OF CANOE MARATHON COMPETITIONS
 - a. Improving and controlling the quality of events
 - b. Improving Sports Presentation
 - c. Help develop continental championships and ICF events outside Europe
 - d. Develop the Classic series / World series
 - e. Increase the number of NF's in World Championships
 - f. Develop Masters' competition in ICF events
2. CAM DIGITAL MEDIA STRATEGY
3. INTERNATIONAL OFFICIALS (ITOs)
 - a. Examination and education
4. CAM OPERATIONS
 - a. Deliberation process
 - b. CAM member profile

Compared to last CAM Plan we have now included a plan for Digital Media Strategy. This focus point together with focus point 1, Development of Canoe Marathon Competitions are targets with high ambitions, but we believe that is what we should strive for and only hope that – despite being voluntaries with little support – we are able to get closest possible to our targets.

b. Following up in the organizers of the ICF events for 2017

World Cup in Hazewinkel, Belgium

We have a close relationship with the Belgium organizers of the World Cup in Hazewinkel in May.

They are striving with the funding of the event, and we have challenges with potential shortcomings for the overall presentation of the event, but we are working hard to advise them on how to overcome the problems. The good thing is that the competition itself should be secured a high level which in the end is the most important issue.

World Championships in Pietermaritzburg, South Africa

We have also been very close with the organizers of the World Championships. The committee was there for its meeting in April last year, and with Tim Cornish on our committee we have been kept well informed about the preparations.

Unfortunately, the organization had a set back due to the sudden resignation of their Chief Executive. We were quite worried for a while, but the good news is that they are reorganizing. We are monitoring the situation and offering our assistance, and we are confident that the event will go as planned.

Pre-World Championships/World Cup in China 21-26 October, 2017

The World Cup is planned to be using a combination of 2 venues near each other, Shaoxing which is chosen for the 2019 World Championships and Shanghai. The event schedule will be

19/10: Arrival day to Shanghai and transport to Shaoxing

20/10: Training day

21-23/10: World Cup and Pre-World Championships in Shaoxing – normal distance

24/10: Transport to Shanghai

25-27/10: World Cup in Shanghai – short distance

28/10: Departure

The organizers offer to pay travel and accommodation including local transportation for 40 top paddlers to come on the conditions that they take part in both events. The paddlers will be selected from the 2016 World Championships results. Boats will be provided by the organizers.

We welcome this initiative by the Chinese Canoe Federation indicating that they take the choice of China as host for the 2019 World Championships very seriously. It is our hope that in 2019 the World Championships can be combined with Asian Continental Championships.

c. Other issues

I wish to refer the minutes of the recent meeting of the Canoe Marathon Committee concerning other issues which we have dealt with in the recent period.

4. Future Initiatives and Tasks

The most important tasks are

- a. The implementation of the Strategic Operation Plan, and
- b. Following up on our event organizers

5. Recommendations to the Board

My recommendations to the Board of Directors are to

- Approve the 4-year Strategic Operation Plan 2017-20
- Approve the recommended ITOs for the 2017 World Championships



Jorn Cronberg