

6th IOC International Athletes' Forum – Recommendations
27-29 June 2013, Singapore

Athletes' Commissions

Question 1: How can we create stronger links between the various Athletes' Commissions?

More in-person meetings (during the IOC International Athletes' Forum or at other events like World Championships, Olympic Games, etc.). Also, facilitate an opportunity for the various Athletes' Commission representatives to meet to discuss common matters outside the official Forum programme.

The IOC to create a database of Athletes' Commissions (NOCs, IFs, etc.) and their members which can be shared. The structure of each Commission should also be included.

The IOC to provide guidelines regarding the specific roles and structure of an Athletes' Commission.

When providing information to athletes, the Olympic Movement stakeholders must ensure that it is athlete-friendly.

Question 2: What should organisations do to ensure the integration/development of their respective Athletes' Commission?

For an athlete to be put forward as a candidate for the IOC Athletes' Commission, the IF and NOC must be in good standing. Good standing means the IF and NOC must have an athlete representative on their Executive Board who has voting rights.

A questionnaire to be completed by the IFs following each edition of the Olympic Games to be more specific on structures, roles and responsibilities of their Athletes' Commissions.

Question 3: How can the IOC Athletes' Commission better support the work of your Athletes' Commission?

During the IOC International Athletes' Forum, a day should be allocated to organising practical information sessions.

IOC Athletes' Commission IF liaisons to actively assist and mentor their respective IF Athletes' Commissions.

Communications

Question 1: How can Athletes' Commissions, IFs, NOCs and the IOC use social media and web presence to reach athletes?

The IOC is encouraged to create a private Athletes' Commission Facebook group which enables the Commissions (of IFs, NOCs, Continental Associations, IPC, WADA, etc.) to share information regarding their activities and continue the conversation in-between Athletes' Forums.

The Athletes' Commissions are encouraged to use social media to create a push and pull dialogue using features such as polling and questions to engage directly.

The IOC to develop a mechanism to obtain email addresses, possibly through accreditations, of all athletes during Games time. IFs, NOCs, etc. are encouraged to do the same during major events and share email addresses with the IOC.

While fully respecting the autonomy of all stakeholders, the IOC to create a reference document including a framework encouraging IFs, NOCs and the IOC to assess who, how, and what content and platform should be used before launching social media communications. The document should also include guidelines with best practices and preferred platforms on social media use for athletes and their entourage.

Question 2: How can Athletes' Commissions contribute to developing content and information for athletes?

The IOC, IFs and NOCs should use major competitions and other events to engage in face-to-face dialogue with athletes and to encourage real-time interaction and promotion of social media platforms.

Question 3: Outside Games time, the IOC Athletes' Commission primarily communicates with its peers via the IOC International Athletes' Forum and *For the Record*? What improvements (reach, content, etc.) should be made to *For the Record*? What other mechanisms should be put in place to connect effectively with athletes outside Games time?

To reach athletes outside Games time on a continual basis, the IOC should look into developing a mobile application.

In order to formalise a presence on Twitter, the IOC Athletes' Commission should establish a common hashtag #iocac.

To reach a larger audience, *For the Record* should be shared through the official IOC social media channels.

To increase readership, the IOC is encouraged to segment content within *For the Record* so that individual articles can be shared. The newsletter should also look into having guest editors, allowing athletes to act as contributors to the publication.

Games-Time Experience

Question 1: How can the Opening and Closing Ceremonies be improved for athletes?

OCOGs are recommended to adjust the Opening and Closing Ceremonies to optimise the athletes' experience, including improving the athlete holding area, maximising the experience in the Olympic Villages through live sites, and further investigating the possibility of athletes being able to be in the stadium from the very beginning.

The OCOGs are recommended to identify ways to enforce the rule regarding the number of officials participating in the Opening and Closing Ceremonies.

Question 2: What information should be provided during Games time and how?

Key information should be delivered in an electronic, interactive mechanism including live updates given to athletes and the entourage in advance of Games time. Specific information should be designed for the entourage in how best to support their athletes during the Games.

The information delivered must be designed in an athlete-friendly format. Special consideration should be given to information for first-time Olympians, members of the entourage and other administrators.

Question 3: How can the overall Games-time experience be improved?

The IOC Athletes' Commission is recommended to establish an Olympic Village Code of Conduct to be signed by all parties (e.g. the Entry Form) in the Olympic Village to protect the privacy of and respect for the athletes.

Tickets must be available for the athletes' friends and family for their specific events. The ticketing model should be implemented using a best practice example. The programme must be communicated directly to the NOCs and athletes.

To support athletes' friends and families, the Olympic Reunion Centre should be further developed to make it available to friends and families as well. In addition, pending the legal context and security, if conditions allow, a home host programme should be put in place to assist and support athletes' families.

With regard to Olympic Village life, Wi-Fi needs to be available in all areas of the Olympic Village. In addition, the Team Welcome Area should be transformed into a live site to add to Olympic Village life. Continued improvements should be made to the food menus offered.

OCOG Athletes' Commissions are encouraged to invite a member of the former OCOG's Athletes' Commission to their meetings. A representative from each OCOG Athletes' Commission should be invited to the IOC International Athletes' Forum and they should also take part in the Observer Programme for the Olympic Games held prior to theirs.