Report of the FAI Secretary General
Susanne SCHÖDEL
WHAT FAI IS DOING

-Sanction FAI World and Continental Championships and International Events-

-Ratify FAI World and Continental Records-

-Promote Air Sports-

1) Airsports Statistics
2) Membership
3) FAI HO
4) Communication
5) Marketing
6) FAI Partners
7) Finances in FAI
1) AIR SPORTS STATISTICS – REVIEW 2016

• *71* FAI member countries participated in *51* FAI Category 1 events, with a total of *4009* competitors.
• Results received at the shortest after 0 day, and at the longest after *20* days!
  Thank you for providing all results for Cat 1 events.

• 8 Events in the Red Bull Air Race World Championship took place in 7 different countries - in Europe (4), Asia (2) and in North America (1).
1) AIR SPORTS STATISTICS - DEVELOPMENTS

2017
2016
2015
2014
2013
2012
2011
2010
2009
2008
2007
2006
2005
2004
2003
2002
2001
2000

World
Continental
Others

Linear (Total)

CIG
CIMA
CIVL PG
CIVL HG
CIVA
IPC
CIAM
IGC
GAC
CIA
Total
1) AIR SPORTS STATISTICS – FAI CALENDAR 2017

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1) AIR SPORTS STATISTICS – FAI CALENDAR 2018

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<td>8</td>
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<td><strong>740</strong></td>
<td><strong>41</strong></td>
<td><strong>17</strong></td>
<td><strong>4</strong></td>
<td><strong>678</strong></td>
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1) AIR SPORTS STATISTICS – FAI SL

Aerobatics 325
Aeromodelling 13200
Experimental 16
Ballooning 925
FPV Racing (Special Drone permissions) 160
General Aviation 1140
Gliding 6750
Hang-gliding and Paragliding 7440
Microlights and paramotors 910
Parachuting 6400
Rotorcraft 130
Universal (valid for all disciplines) 1100

• nearly 40,000 FAI Sporting Licenses
1) AIR SPORTS STATISTICS

“Thank you” to all FAI event Organizers around the world!
1) AIR SPORTS STATISTICS – RECORDS

International Records in 2016

• 267 International Records have been ratified, 71.54% of them being World Records

• Also, there have been 409 Attempts during this period and FAI HO received 356 dossiers

International Records until August 2017

• *147* records accepted, *137* dossiers received
2) MEMBERSHIP DEVELOPMENT

Current Membership
Active Members 88
Associate Members 14
Temporary Members 3
International Affiliate Members 2
FAI Recognized Organisations with regional scope 5
TOTAL 112

New Members in 2017:
• Lybian Air Sports Federation (LBA) – Active Member,
• Fédération Tunisienne Des Sports Aeronautiques Et Activités Associées (TUN) - Active Member
• Asociación Uruguaya De Parapente (URU) – Associate Member
• Malaysia Sport Aviation Federation (MAS) – Active Member (Reinstated)

Air Sports and its national entities are developing and changing. FAI Membership will continue to expand.
2) MEMBERSHIP – FAI COMMISSIONS

<table>
<thead>
<tr>
<th>WHAT WE DO</th>
<th>WHO WE ARE</th>
</tr>
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<tbody>
<tr>
<td>CELEBRATE AIR SPORTS AND ATHLETES</td>
<td>FAI Air Sports Commission (CASI)</td>
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<tr>
<td>FAI World Air Games</td>
<td>FAI Aerobatics Commission (CIVA)</td>
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<tr>
<td>Events &amp; Competitions</td>
<td>FAI Aeromodelling Commission (CIAM)</td>
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<tr>
<td>Awards</td>
<td>FAI Amateur-Built and Experimental Aircraft Commission (CIACA)</td>
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<td>PROMOTE AIR SPORTS</td>
<td>FAI Astronautic Records Commission (ICARE)</td>
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<td>FAI Young Artists Contest</td>
<td>FAI Ballooning Commission (CIA)</td>
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<td>FAI General Aviation Commission (GAC)</td>
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<td>Women with Wings</td>
<td>FAI Gliding Commission (IGC)</td>
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<td>SERVICE THE COMMUNITY</td>
<td>FAI Hang Gliding and Paragliding Commission (CIVL)</td>
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<tr>
<td>Athletes’ Space</td>
<td>FAI Microlight and Paramotor Commission (CIMA)</td>
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<td>Event Organiser’s Space</td>
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<td>Record Breakers’ Space</td>
<td>FAI Rotorcraft Commission (CIG)</td>
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<td>Members</td>
<td>FAI Environmental Commission (EnvC)</td>
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<td>Sporting Licences</td>
<td>FAI Medico-Psychological Commission (CIMP)</td>
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</table>

FAI CIVL Plenary 2018, Sao Joao de Madeira, POR
3) FAI HEAD OFFICE - WORKLOAD

Proliferation:

  An increase of 54% in regard to the number of events.

- FAI Medals: 579  
  FAI Medals: 1300 (including WAG 2015, however years before and after are similar)  
  An increase of 124% in regard to medals.

- FAI record claims received in 2011: 163  
  FAI record claims received in 2015: 391  
  An increase of 139%.

- FAI HO staff 2005: 5.5 FTE  
  FAI HO staff 2015: 9 FTE (plus 1 FTE for WAG until end of 2015, so not counted)  
  An increase of 63%.
3) FAI HEAD OFFICE – THE TEAM

- Secretary General: Susanne Schödel
- Cosette Mast: Office & Accounting Manager
- Finance & Legal: Accounting & Audit Insurances
- Office Management: FAI Office / HR Logistics

Members Services:
- Members relations
- Tech Comm / Expert Groups
- General Conference
- Anti-doping Awards
  - Ségolène Rouillon: Members and Services Manager Anti-Doping Manager

Communication:
- Media Relations
- Public Relations
- Website
- Social Media
- Branding / Merchandising
  - Faustine Carrera: Communication Manager

Sports:
- Support & coordination with ASCs and Event Organisers
- ASC Meetings – Competitions / Records
- Sponsors & Partners – Event & Business Development
  - Markus Haggeney: Sports and Marketing Director
  - Christine Rousson: Competition Manager / Record Officer
  - Annick Hauser: Assistant Sports Manager

IT:
- IT Infrastructure & Services
- Records
  - Visa-Matti Leinikkä: IT Manager
  - Tony Webb: Marketing Consultant

Marketing:
- Marta Schötz: Team Assistant
- Paola Lopez: Internship 6 months on FAI Finances
4) COMMUNICATION

The simple recipe

From the FAI Sports and Branding Strategy 2015
4) COMMUNICATION PLAN 2017

- 15th FAI World Paragliding Championship – Monte Avena, ITA
- The World Games 2017 – Wroclaw, POL
- FAI Swoop Freestyle World Championship 2017 – Copenhagen, DEN
- 61th Coupe Aéronautique Gordon Bennett – Gruyères, SUI
- 29th FAI World Aerobatic Championships – Malelane, RSA
- Red Bull Air Race World Championship Season Finale – Indianapolis, USA
- 2nd FAI World Indoor Skydiving Championships – Laval, CAN
### 4) COMMUNICATION – ONGOING EVALUATION

#### 2016 ANALYSIS ON BRAND VISIBILITY AND MEDIA VALUE (EXCERPT)

<table>
<thead>
<tr>
<th>Event</th>
<th>Visibility</th>
<th>Number of sequences</th>
<th>Ø Sequence Duration</th>
<th>100% Media Equivalency</th>
<th>Sponsorship Impressions</th>
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<td>19th FAI World Glider Aerobatic Champs</td>
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<td>824</td>
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4) COMMUNICATION – NEW WEBSITE
MARKETING – BRIDGE THE GAP

The World of Sports Marketing

Promoters
Agencies
Licensees
Host Cities
Sponsors
RBAR
WAG
AGT
Drones
Swoop Freestyle
WChs
WChs
WChs
WChs
Indoor Skydiving
GB
WACL
SGP
6) FAI PARTNERS
7) FINANCES

a) For a few years now, FAI is running on deficit (except for the ASCs through their sanction fees), and the past and current partnerships were not able to close that gap. Opportunities to raise revenues are coming from

• Events
• Membership

b) The current presentation of the FAI Budget with a split between FAI HO and Sports operations is not representing the FAI activities correctly.
FAI – THE SKY IS OUR STADIUM

CONNECT ACROSS AIR SPORTS

CONNECT ACROSS NACs
Thank you