



Workshop Outputs - 21.&22.01.2019

IPC Strategy Workshop

Lille; 21. and 22. January 2019

Why did we do this?

- When we first took office we realised that although we meet each year for 5 days for our Plenary, we never take the time to look at the whole big picture of IPC but tend to work in our numerous silos.
- We decided that a one-off workshop with the extended bureau and a few guests run by a professional facilitator would enable to take this broader view.
- One day was insufficient so we asked the participants to dedicate an extra day to IPC and spent Monday afternoon and Tuesday all day working on four themes.
- We hoped to identify key factors that could improve IPC, not only in the way we function internally but also the service we provide to our stakeholders, the visibility we give to our sport and the way we keep ourselves up to date with the evolution of our sport.

Themes

- **Communication**
- **Governance IPC / Relationship FAI & IPC**
- **Disciplines**
- **Indoor**

How did it work?

- We used a technique called World Café. Four groups circulated successively around 4 tables moving the subject forwards but with the ideas of the previous group.
- For each Theme, we identified Key Challenges, Key Priorities and Action Plans
- For two of the subjects we identified a mission statement
- We ended up with a list of 69 actions in total and the two Mission Statements

Communication - Top Priorities

- Key challenge: make FAI.org the main source/choice for information
- Ensure the FAI.org is adapted to our needs and information is easier to find and updated.
- Identify target audience: General public, competitors, officials
- Have to choose how and with what to reach targets
- Hire a community manager? Webmaster?
- Generate money, optimise the budget
- Create heroes and put a face to the athlete
- Involve event organisers (they need to provide a person who would feed photo and information to the community manager
- Faster Scoring for athletes and teams or for the audience?
- Use our Gold - use for outsiders or competitors?
- Image IPC - Old School - with tech changing so rapidly, who do you marry yourself to any?
- Resources - where should we focus?
- Reactivate the Media and Promotion Working Group with set targets.

Communication - Next Steps

□ Identify 1 - 2 year scope of communication effort:

- what needs to happen
 - Identify stakeholders through different channels (target audience)
 - curation of material, sorting and making information available
 - Determine key sources o/w the FAI Web page is key (+social media, forums,etc...)



"FAI Webpage must be the reference point for skydiving"

□ Identify personnel

- who we need to do it
 - Community Manager, Webmaster, officials at competition site, bureau, etc..

□ Quick wins:

- Reactivate the Media and Promotion Working Group to develop a communications strategy document and communication plan within a set time frame
- Define needs for FAI Website navigation and get it sorted / or decide and implement alternative

Governance IPC - Key Challenges

- ❑ IPC is a complex organisation, almost exclusively run by volunteers
- ❑ Modernise but respect tradition
- ❑ Some rules need to be redefined and implemented or re-communicated and enforced in order to support the efficient functioning of committees
- ❑ Not enough delegates to fill all the roles generated by 15 active Committees and WGs
- ❑ Size of the Committees - too big, too small ?
- ❑ Quality of delegates in those roles (on-boarding, mentoring, coaching,..)
- ❑ Role & Responsibility of Chair - Manager or Leader ?

Governance IPC - Next Steps

- Create tools/Handbook to help newcomers (new delegates, new Committee members, Chairs)
- Look at Internal Regulations to better define Committees (selection, composition, responsibilities)
- Improve communication between Bureau and Committees
- Cross fertilisation between Committees

NO QUICK FIX

- ACTION PLAN TO BE DETERMINED



Governance is not too bad – we should use it better!

Relationship IPC / FAI - Key Challenges

- General conference does not represent airports well enough
- Delegates to G.C. do not represent / consult all airports properly
- FAI EB does not take ASCs decisions into consideration enough.
- Could we re-organise the FAI hierarchy to assure better representation of the airport?
- How do we as a Commission gain leverage / influence?
- IPC decisions should be included in FAI strategic plan.
- Some NACs do not have the resources to attend G.C. so only attend ASC Plenaries. Their voice is not heard at G.C. level.
- IPC delegates do not communicate sufficiently with their G.C. delegates to ensure parachuting voice heard.
- How can we benefit better from FAI services? i.e. Website, Media Coverage



Should stay with
FAI who should
offer a better
service

Relationship IPC / FAI - Next Steps

- Seek improvement of FAI service to Communications and Media
- Share G.C. Agenda with IPC delegates
- Ensure that IPC delegates feedback IPC decisions to their NAC for support.

IPC creates exciting events and increased participation in selected disciplines for the best athletes, spectators and media interest.

Disciplines - Top Priorities

- Clearly identify what disciplines are worth focusing on (high visibility, adaptable rules, high participation)
- Simplify the rules
- Share best practice
- Adapt the number of officials with the number of teams
- Let a discipline die rather than kill it but stick to 4 NACs mini with no exceptions.
- Introduce (improve) Live Judging and improve the presentation of results
- “Modern Need” - Identify disciplines to support and complement existing rules
- Find ways to increase participation

Disciplines - Next Steps

- “Professionalise” the disciplines
 - Bidding and events selection (enforce existing rules or adapt)
 - Enforce rules for officials and support
- Focus on making disciplines more spectator friendly to attract more participation
 - Adapt rules or events (competition formats) to be more spectator friendly / more attractive for organisers
 - Live Judging & instant scoring
 - Combine events to include more disciplines
- Support less lucrative disciplines to increase participation
- **Quick wins:**
 - Agree on which 2 - 3 disciplines to focus on and identify relevant activities to generate higher levels of participation
 - Improve communication between Bureau and Committee Chairs



“Promotion
requires
funds”

IPC leads the way in indoor skydiving competitions by encouraging partnerships with operators and offering its expertise.

Indoor - Top Priorities

- Keep indoor inside IPC
- Keep Tunnels interested in what IPC can offer
- Prevent private interest from compromising the IPC integrity
- Tunnel owners / organisers (manage the relationship and educate them)
- Determine framework for Judging (rules) and Judges (education, availability)
- Increase Participation in our competitions
- Give tunnel operators a home
- Focus on operators not flyers
- Benchmark rules and specs (Certificates of Proficiency for Indoor ?)
- Maintain volunteer status for Judges, ..

Indoor - Next Steps

- Develop Indoor
 - Terms of reference for Indoor committee
 - Identify, lobby and establish the role of IPC / Indoor Committee in the developing sport
 - Bidding process and support
 - Education / communication / lobbying with operators and manufacturers
 - Clarity around rules and education of key players
 - Create a "Certificate of Proficiency" for tunnel fliers
- Act as a pace setter / mentor / direction setter / visionary of the sport
 - Get FAI to hold a Wind Tunnel conference - bring all tunnel stakeholders together (as was done with Drones)
 - Competition calendar
- **Quick fix: developing a terms of reference for the indoor committee to clarify their role UNDERWAY**

Where do we go from here ?

- Workshop outcomes:
 - Use one of the Extended Bureau Meetings to set up an initial overall Action Plan
 - Identify owners for key actions
 - Provide a complete list of all relevant material to Committees/WGs and Owners
 - 2 month check in with Owners to tighten up actions and set targets
 - 6 months: meeting with Bureau to update on actions
 - 1 year: report back to Plenary

- Tools:
 - Forum to exchange more easily
 - Zoom Conferencing to hold meetings
 - Mails

Feedback from participants

- Running the IPC workshop with a cross-section of representatives from countries and disciplines has identified the key priority areas for change and focus for future direction.
- The IPC Bureau can be confident in the knowledge that there is consensus from the workshop on the direction and that the bureau has the mandate to take key priorities forward accordingly