

**FAI Strengths**

<b>Image</b>	<b>FAI benefits from the strong and prestigious image of flying</b>
	<i>The positive image conveyed by aeronautics and astronautics</i>
	<i>The fascination for flight</i>
	<i>FAI's international status</i>
	<i>FAI's new, modernized and well-accepted visual identity</i>
	<i>The world of air sports is open to a wide range of ages ("7 to 77+")</i>
	<i>Olympic federation recognized by the International Olympic Committee</i>
<b>Heritage</b>	<b>The patrimony of a century-old international federation</b>
	<i>FAI's Archives (World Records, World Championships, History)</i>
	<i>Traditions</i>
	<i>Heroes and Athletes who made aviation history</i>
	<i>FAI Medals &amp; Awards</i>
<b>Intellectual Property</b>	<b>The unique know-how gathered throughout FAI's history</b>
	<i>The FAI Sporting Codes governing air sports at international level</i>
	<i>FAI World Records - heroes, pioneers and adventurers</i>
	<i>FAI World Championships – elite athletes and World Champions</i>
	<i>The knowledge accumulated by FAI and its Commissions</i>
<b>Communication</b>	<b>A central source of information on Air Sports</b>
	<i>Internet - A modern communication tool</i>
	<i>An international communication network</i>
<b>Dedication</b>	<b>An international community dedicated to flying</b>
	<i>Dedicated leadership</i>
	<i>A wide, international network of committed volunteers</i>

**FAI Weaknesses**

<b>Structures</b>	<b>Decision-making process not suited to a fast-changing world</b>
	<i>Structures and decision-making processes do not allow for fast reactions to an ever changing environment</i>
	<i>Slow reactions to the emergence of new sports, trends and technologies</i>
	<i>Limited financial and professional resources to achieve new tasks</i>
	<i>Inadequate opportunities to establish direct contact with individual Air Sport Persons</i>
	<i>Difficulties for some members in complying with their statutory duties towards FAI</i>
<b>Rules</b>	<b>The best rules do not guarantee high attendance at competitions</b>
	<i>Sporting Codes are too rigid and too complicated</i>
	<i>Sporting Codes are made only for top-level competitors</i>
	<i>Rules are "Eurocentric" because championships mainly centred on Europe</i>
<b>Culture</b>	<b>Conservatism</b>
	<i>Difficulty in agreeing amongst stakeholders on a common vision of the future</i>
	<i>Tendency to resist change</i>
	<i>Vested interests</i>
	<i>Elitism – Concentration on top-level competitors, neglect of grass-roots</i>
	<i>Inadequate cooperation between FAI, NACs and Competition Organizers</i>
	<i>Insufficient attention to public image of air sports</i>
	<i>Difficulties in achieving agreement on strong, decisive positions on critical issues</i>
<b>Products</b>	<b>FAI lacks high-profile events, products and services</b>
	<i>The public impact of FAI competitions is diluted by their high number and diversity</i>
	<i>Many competitions are not attractive enough for public and media</i>
	<i>FAI centrally does not control any well-established event of its own</i>
	<i>FAI does not have enough to offer the public and "recreational" Air Sport Persons</i>
<b>Communication</b>	<b>The potential of disseminating information world-wide is underexploited</b>
	<i>The content of the FAI Website is mainly aimed at specialists</i>
	<i>No attractive and easily understandable presentation of air sports (Web, leaflets)</i>
	<i>Insufficient internal and external exposure of FAI events, products and services</i>
	<i>Difficult to collect information, professional photos and films</i>
	<i>The potential of the international network of FAI is not sufficiently exploited</i>
	<i>Limited resources prevent FAI from improving the quality and quantity of information</i>
	<i>Low penetration in certain parts of the world</i>

**FAI Opportunities**

<b>A New Culture</b>	<b>An open and proactive attitude</b>
	<i>Creativity, flexibility, curiosity about new ideas and open-mindedness will help combat acquired habits</i>
	<i>Act decisively instead of reacting.</i>
<b>Products &amp; Services</b>	<b>Attractive, high-quality and reliable</b>
	<i>A customer-oriented behaviour (quality, reliability, professionalism)</i>
	<i>To seek a better awareness of FAI products &amp; services by “inside” (ASCs, NACs, Competition organizers) and “outside” customers (public, recreational APs, partners)</i>
	<i>FAI eSHOP : a tool to commercialize products, to disseminate values and image</i>
<b>Events</b>	<b>More FAI centrally controlled events</b>
	<i>To help convey values and image (WAG, Awards Ceremony, Records, etc.)</i>
	<i>To help share know-how (seminars, congresses, handbooks, on-line support)</i>
	<i>To strengthen FAI’s position</i>
<b>Communication</b>	<b>Visibility brings recognition</b>
	<i>Communication &amp; Recognition : A prerequisite for future projects and developments</i>
	<i>Promotion of FAI as a central, reliable source of information on air sports for specialists and media</i>
	<i>Make better use of public’s general interest and fascination for flight</i>
	<i>Internet : More attractive information on air sports for public and aviation enthusiasts</i>
	<i>Better promotion of FAI’s know-how, products, services and events</i>
<b>Synergies</b>	<b>To widen FAI’s field of action</b>
	<i>... in terms of public awareness (aviation museums, airshows, media, etc.)</i>
	<i>... with specialized organizations (ICAO, EASA, EAS, IAOPA, etc.)</i>
	<i>... with commercial companies</i>
	<i>... to capture interest of younger generations (space agencies, universities,...)</i>
	<i>... while focusing own resources on our core activity, sport !</i>
	<i>To encourage development of synergies within FAI (ASCs, TCs, NACs, Competition Organizers) in order to share know-how and resources.</i>
<b>Development</b>	<b>To constantly adapt to new trends</b>
	<i>“Branding” of FAI products, services and events</i>
	<i>Inclusion of new activities (virtual flight, jet aeromodelling, kites, ...)</i>
	<i>Adaptation of rules to new competitions, new challenges</i>
	<i>Encouragement and support for the development of new technologies and projects</i>
	<i>Support and coaching of air sports in “non-FAI” countries</i>

**FAI Threats**

<b>Restrictions</b>	<b>No air sports without sufficient airspace and airfields</b>
	<i>New, restrictive and complicated national and supranational air laws</i>
	<i>Pressures of environmental organizations to limit aircraft movements</i>
	<i>Development of commercial aviation needs more and more airspace</i>
	<i>Closing of airfields (environment, financing, land-use planning)</i>
<b>Competition</b>	<b>Emergence of new sports and new organizations</b>
	<i>New sports and leisure activities tend to reduce the “market share” of air sports</i>
	<i>New competing organizations might challenge FAI’s authority to govern air sports and fill-in gaps, meeting obvious needs</i>
	<i>Air sports tend to split into independent organizations, thus weakening the position of FAI and of its national members</i>
<b>Recruitment</b>	<b>No air sports without volunteers and “air sport persons”</b>
	<i>Air sport persons are ageing</i>
	<i>Fading interest of youngsters for “real” flying</i>
	<i>Difficulties to recruit volunteers</i>
	<i>Insufficient identification with FAI, individualism</i>
<b>Popularity</b>	<b>Air sports need more recognition</b>
	<i>Air sports are not popular enough</i>
	<i>Low-profile activities/sports are more vulnerable to critics and attacks</i>
	<i>High rate of fatal accidents in some air sports</i>
<b>Risks</b>	<b>Some of FAI assets incur risks</b>
	<i>Low protection of FAI intellectual property (logos, Sporting Codes)</i>
	<i>Insufficient control on FAI rights (image, TV, ambush marketing)</i>
	<i>Insufficient physical protection of FAI Archives</i>