

Leibnitz Convention Orienteering as a “Public Sport”

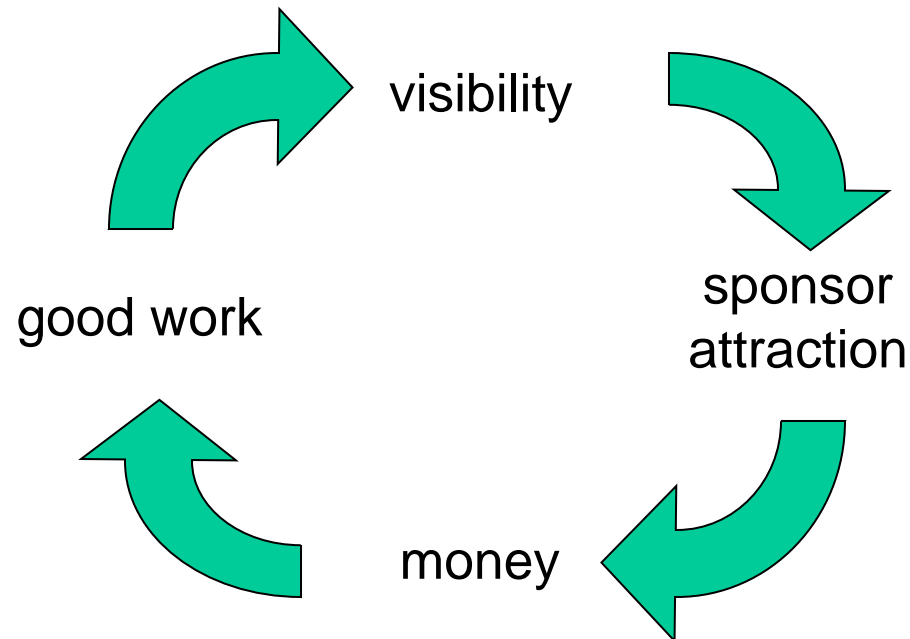
Agenda

- Background
- Content of the Leibnitz Convention
- Conclusions

Goal of the session: to know about the consequences of the Leibnitz Convention for elite orienteering

Background

- Orienteering shall become a discipline at the Olympic Games
 - Stipulated at the IOF Congress in 1996, confirmed again in 1998 and 2000
- Visibility of IOF major events can be improved



Content of the Leibnitz Convention (1/2)

We, the Members of the IOF, attending the 20th IOF General Assembly in Leibnitz, Austria, on the 4 August 2000, hereby declare that

- It is of decisive importance to raise the profile of the sport to further the spread of orienteering to more people and new areas, and to get orienteering into the Olympic Games. The main vehicles to achieve this are:
 - to organise attractive and exciting orienteering events which are of high quality for competitors, officials, media, spectators, sponsors, and external partners
 - to make IOF events attractive for TV and Internet

Content of the Leibnitz Convention (2/2)

- We shall aim to:
 - increase the visibility of our sport by organising our events closer to where people are
 - make our event centres more attractive by giving increased attention to the design and quality of installations
 - improve the event centre atmosphere, and the excitement, by having both start and finish at the centre
 - increase television and other media coverage by ensuring that our events provide more and better opportunities for producing thrilling sports programmes
 - improve media service by better catering for the needs of media representatives (in terms of communication facilities, access to runners at start/finish and in the forest, continuous intermediate time information, food and beverages, etc)
 - pay more attention to promoting our sponsors and external partners in connection with our IOF events

Conclusion

- In the past orienteering events were „we for us“ productions
 - Fairness as the absolute maxim
 - Focus on maps and courses

Result: orienteering was not attractive enough for public, media and sponsors

- New approach for **elite orienteering**
 - Fairness is still important
 - But on the same level are requirements from media, sponsor partners, public, etc.
 - Focus on good arenas, attractive working conditions for media
 - New exiting competition formats

Expected result: raised profile of orienteering as a media and sponsor friendly sport, suited for incorporation into the Olympic Games