

## **2020 Olympic Sailing Competition**

### 11<sup>th</sup> Medal Request

A submission from the Formula Kite Class Association and US Sailing

#### Purpose or Objective

To request the International Olympic Committee to grant World Sailing an 11<sup>th</sup> medal for a kiteboarding event.

#### Proposal 1

World Sailing shall propose to the International Olympic Committee an 11<sup>th</sup> medal for a women's kiteboarding event, subject to World Sailing retaining the existing quota of current athletes.

The format should be based on the successful short-track format as demonstrated at the Sailing World Cup in Melbourne, with a high number of short races in small groups of sailors.

#### Proposal 2

If an equipment selection is necessary at the same time as the decision about Proposal 1, then the Formula Kite Class shall be the selected equipment.

#### Current Position

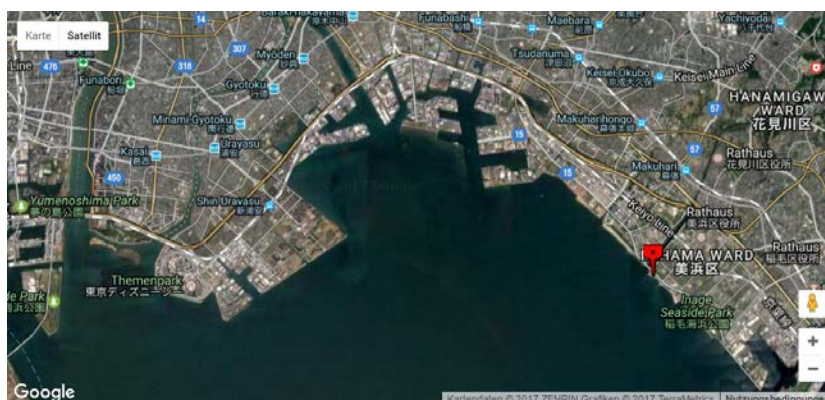
Currently World Sailing has 10 events in the 2020 Olympic Games.

#### Reason

1. Before the (now reversed) June 2016 Council decision, the Regulations included a provision that if the IOC would grant World Sailing an 11<sup>th</sup> medal, then this medal would go to kiteboarding.
  2. Requesting an additional medal for kiteboarding does not affect or endanger the existing guaranteed events or the overall quota, in contrary an additional event within the same athlete quota would improve the athletes-to-event-ratio as criticized by IOC (see December Board minutes).
  3. During the 2016 November Annual Conference, the IOC Head of Summer Sports made very positive comments about kiteboarding in general and its youth appeal during the presentation at the 2016 World Sailing Annual Conference.
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- a. Review the full IOC presentation at the Council Meeting on 12 November 2016:  
<https://youtu.be/GeQmKhjkb7o?t=2849>
  - b. Specific comments on the IOC key criteria "Youth Engagement" program evolution:  
<https://youtu.be/GeQmKhjkb7o?t=3774>
  - c. Specific comments about how excited IOC is about introduction of kiteboarding in the Youth Olympic Games:  
<https://youtu.be/GeQmKhjkb7o?t=4156>
  4. Other IOC and ASOIF sources have also reported being very positive about kiteboarding and World Sailing's ability (and chances for success) to bring a truly new event to the Olympic Games.
  5. A women's only kiteboarding event would achieve gender equality in events and athletes as requested by the IOC.
  6. Kiteboarding fulfils the IOC Agenda 2020 main criteria:
    - a. Youth Appeal: IOC has specifically applauded World Sailing for adding a kiteboarding event to the Youth Olympic Games and has granted World Sailing as the only sport with an additional medal to allow boys and girls to compete in separate events.  
Note: the 2016 Formula Kite World Champion (Daniela Moroz, USA) was 15 years old, the Vice World Champion (Elena Kalinina, RUS) 19 years old.
    - b. Universality: Kiteboarding can be found at every beach of the world and especially in developing and emerging countries. Adding kiteboarding to the Olympic Games would for a first time give emerging and developing countries equal chances to the sailing heavyweight countries. Kiteboarding is not an expensive sport compared to other events.
    - c. Gender Equality: The IOC has commented about how positive they see an event where men and women compete together for one medal (i.e. mixed Nacra 17). A mixed kiteboarding event would achieve this goal and actually promote women's sailing as MNAs are required to invest in women's sailing the same way they do into men's sailing in order to achieve Olympic medals.
    - d. Media Appeal: Kiteboarding attracts a completely new audience (from the beach, not from the harbour) and due to its media appeal boost the total media impact of sailing at the Olympic Games. This objective has also been outlined in the recent World Sailing board minutes from Dubai.
  7. Kiteboarding has been successfully included in the Sailing World Cup for years. The last showcase at the Sailing World Cup Final in Melbourne has demonstrated that kiteboarding is ready for the Olympic Games.
    - a. The Formula Kite Event was one of only two events that completely filled the assigned quota.
    - b. The Formula Kite event was the most "universal" event after the Laser event in terms of participating nations.
    - c. Virtually all entries were self-funded without any financial support from MNAs.
    - d. 24 races were completed in all conditions from 5 to 35 knots
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- e. Spectator interest was increased during the kiteboarding event especially during the medal rounds.
  - i. Watch and listen to the commentary for the final medal race at Sail Melbourne at <https://youtu.be/Mrr8kwvXLWU?t=10>
  - ii. Watch and listen to the remarks in the recent World Sailing Show by Sunset and Vine: <https://youtu.be/ihFzjuUb7pA?t=913>
8. World Sailing has a unique chance to comply with the clear IOC wishes and there appears to be an excellent chance to succeed with the request for an additional medal.
  - a. The IOC is looking to add “urban” sports, boardsports, as shown with skateboarding and surfing. Kiteboarding perfectly fits the boardsports scheme and the IOC wishes.
  - b. Other traditional Olympic Sports are rather limited in renewing their programme at the Games. World Sailing has a completely new discipline to add and increase its value to the IOC.
9. An 11th medal, especially for a discipline which attracts a new audience, will significantly increase World Sailing’s media coverage and in return World Sailing’s revenue from the Olympic Games.
10. Participation levels in women’s only kiteboarding events are currently below the men’s equivalent, but that would be the case for any new women’s only event. Once an event is Olympic, there will be no problem with participation. As an example, after the selection of kiteboarding as Olympic event in 2012, the participation in the following world championship grew by 300% (from 80 to more than 200) within 2 months, and that for both the men’s and the women’s fleet.
11. Kiteboarding is a very popular sport in Japan and would attract public and media interest. There are several public beaches in Tokyo Bay and in Enoshima. It would be possible to have a kiteboarding event together with the other sailing events in Enoshima, but it would be also possible to bring a sailing event to the heart of the Olympic Games into Tokyo Bay.
  - a. Public Beach / Launching places in Tokyo Bay:
    - i. Kemigawahama



See <http://se.kiteforum.com/kitesurf/959/region/Area+Tokyo>

- b. Public Beaches / Launching places around Enoshima:

- i. Enoshima
- ii. Nishihama
- iii. Kamakura



See <http://se.kiteforum.com/kitesurf/64/region/Area+Honshu>

12. In case an equipment selection will be made at the same time:

- c. Formula Kite has been included in the Sailing World Cup for the past few years.
- d. The class has existed since 2012 and, with this history, the equipment is well controlled and stable.
- e. The equipment is high performance and would be the first fully hydrofoiling class that World Sailing has proposed for the Olympics.
- f. Only hydrofoiling kiteboard equipment can guarantee competition and results in a range of 5 to 35+ knots (as proven at the recent event in Melbourne).
- g. The class rules which will be in force from 31 January 2017 select a one-design hydrofoil and kite model for the Olympic Games, Qualifier events as well as for regional games through an evaluation process. This prevents an "arms race" and gives MNAs an easy, transparent, cost effective and reliable solution.