



THE RELATIONSHIPS BETWEEN THE OLYMPIC MOVEMENT AND ITS STAKEHOLDERS

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ORIGINAL TEXT IN ENGLISH

The primary goal of the Olympic Movement is to spread its Fundamental Principles throughout the world using the Olympic Games as the quadrennial expression of those principles. The Olympic Charter sets out the Fundamental Principles of the Olympic Movement. Those principles can be summed up as fair play and mutual respect. Adherence to the Olympic Principles is necessary for membership in, partnership with or being a stakeholder of the Olympic Movement.

It is clear that for the Olympic Movement to continue and thrive, the relationship between the International Olympic Committee (IOC) and its stakeholders must be based on mutual respect and commitment to the Fundamental Principles of the Olympic Movement.

The athletes comprise the most important group of stakeholders in the Olympic Movement. Athletes are the heart and soul of the Olympic Movement. The Olympic Ideals are a necessary element in the athlete's preparation for and competition in the Olympic Games. It is the story of the athletes' determination to become an Olympic champion that inspires the world.

In order for the athletes to become members of the Olympic Movement, the International Federations (IFs) have joined with the IOC to provide competitions leading up to and during the Olympic Games that challenge the athletes to compete at the highest level. Each IF is an independent organisation that has gained the right to govern the sport on an international basis. An IF can exist without the International Olympic Movement. In fact, two IFs, Rowing and Gymnastics had created international governing bodies for their sport prior to the creation of the modern Olympic Movement. Today, there are 67 IFs that are recognised by the IOC to govern their sport. Thirty-three are sports on the Olympic programme and the rest are sports recognised by the IOC and may or may not become Olympic sports.

The National Olympic Committees (NOCs) exist primarily because the IOC exists. In many aspects, the NOCs are structured as franchises of the IOC. The NOCs must have their governance structures approved by

the IOC. An NOC is the only organisation in each of the 205 Olympic countries or territories that has the authority to enter an Olympic team at the Games. NOCs are also supported by the IOC through the Olympic Solidarity fund.

The NOCs and the IFs have a long relationship with the IOC. It is these two organisations that operate the programmes that develop the athletes as well as the structures that lead to an athlete becoming an Olympian and an Olympic medallist. These stakeholders are partners with the IOC in presenting the Olympic Games and the Olympic Ideals to the world. Along with the Olympic Games organisers and the thousands of volunteers who work tirelessly on behalf of Olympic sport, they are members of the Olympic family. The contributions made by the members of the Olympic family make it possible for the continuation of the Olympic Movement.

The other major group of stakeholders is the general public. Every athlete, coach, sports administrator or sports planner is first a member of the public. Through one of the many pathways, individuals come to be a supporter of the Olympic Ideals and the Olympic Games. Although there are no means to address all of the public on a matter before the IOC, it is the general public that concurs that the Olympic Games and the Olympic Ideals are important for the world.

The IOC has the responsibility of ensuring that the fundamental principles are respected by all of our stakeholders. Given the intersection of the athletes with the NOCs and the IFs, it is essential that those two organisations be committed to serving the Olympic Ideals.

The athletes are stakeholders with both the IFs and the NOCs and comprise the prime elements in the one property we hold, the Olympic Games.

The world media is a stakeholder in the Olympic Movement because its function is to inform the general public. The media has the responsibility for reporting and the power to portray our efforts. The media is interested in all aspects of our relationship with our stakeholders. The IOC may develop many strategies for working with the media. The key to a successful relationship is to remain transparent with all stakeholders, including the media.

Finally, we have the increasing interest of the Olympic sponsors, licensees and other financial partners. In many ways, this group also represents the public in the assessment of our leadership. The sponsors join with us in our mission because it is wholesome and involves the world in a celebration of human excellence. It is very difficult to buy inspiration. By sponsoring the Olympic Games, the association with the celebration of human excellence is thought to increase sales for their products and other positive outcomes. To keep the sponsors engaged in supporting the Olympic Movement, it is essential that we maintain our fundamental principles.

The health of our relationships with our shareholders is clearly dependant on our ability to stay grounded with the Olympic Ideals. If we fail to do that, the world will lose interest in the conduct of the Olympic Games, which is central to mission of the Olympic Movement.