



**INTERNATIONAL
CANOE
FEDERATION**

*This newsletter is published by the ICF
and dedicated to President and Secretary General of National Federations.
All information delivered in this newsletter is official and only published in E-Canoeing Express.
All E-Canoeing Express are available on the ICF Website under Publications.*

TABLE OF CONTENTS

COMMUNICATION – SPECIAL ICF HEADQUARTERS MOVING TO SWITZERLAND!

COMMUNICATION – SPECIAL ICF HEADQUARTERS MOVING TO SWITZERLAND!

After Board members voted a proposal made by the President, it has been decided that the ICF Headquarters will move to Lausanne (SUI).

Maison du Sport International

The ICF Headquarters are moving to Lausanne (SUI) between July 7th and 13th 2006. The Headquarters will be located in a building made especially for International Federations (Rowing, Fencing, Boxing, Archery) and International Sports Organisation (ASOIF, WADA European office, IOC...), called “Maison du Sport International” (House for International Sport). More info on the website of the city of Lausanne [here](#) (in English, Sportive city > Olympic Capital > International Sports federation (second)).

Thanks for support

ICF had been relocated from Budapest (HUN) to Madrid (ESP) in 2000 and we would like to take the opportunity to thank the Real Federacion Española de Piraguismo (Spanish Canoe Federation) for their support all these years as well as the Consejo Superior de Deportes (Council of Sports).

Office closed between July 7th and 13th

The ICF Headquarters will be closed from the morning of the 7th of July and will reopen at its new location Avenue de Rhodanie 54 on the 13th July. Since we need to shut down all of our IT services except the ICF website, the regular email, phone and fax services will not be operational during this period.

Message@canoeicf.com to be cancelled

Furthermore, note that the e-mail address message@canoeicf.com won't exist after July 15th 2006.

ICF new details as from July 13th 2006

You can now reach us at:

International Canoe Federation
Avenue de Rhodanie 54
1007 Lausanne
Switzerland

Phone : +41 21 612 02 90

Fax: +41 21 612 02 91

Website: www.canoeicf.com

Please note that the post won't be redirected after September 30th.

ICF Secretary General speaks about the moving

Mr Goetschy, ICF Secretary General, has been recently interviewed by “Olympic Capital Quarterly”, which is a newsletter published by the city of Lausanne and sent to all International Federations all over the world and also to all media organisations dealing with Olympic sports. This newsletter promotes Lausanne as the Olympic Capital.

You can read this interview below.

More info : segolene.paquet@canoeicf.com



In the Manager's Seat

Balancing technical and administrative skills in sports management.

In each issue, the Olympic Capital Quarterly gains insight on the actual issues sports managers face on a daily basis in their own organisations. Today, we asked Antoine Goetschy, Secretary General of the International Canoe Federation about his ideas on managing an international sports federation.

- 1. As Secretary General of a truly global International Federation, what would you say is your main daily managerial challenge?**

The biggest challenge is to remember that our job is to provide service to our national federations. We are a small office and it is difficult to know if we should be focusing on providing services to the strongest national federations or to support our weak federations. We often feel like we are split with one leg in our most advanced federations and one leg trying to help our weaker federations. It is extremely difficult to know how to balance our services and resources.

- 2. As the head of a Federation with about 140 members competing yearly in eight different disciplines, what would you identify as the most important skill a sports administrator like you needs to perform efficiently?**

It is essential that sport administrators combine their technical and administrative skills. Due to our size we can not afford to have specialised people solely on the technical side of the sport and others on the administration side. We need to be able to play both sides of the field. It is important that we remember that we are here to make things easier for our members and not to make things more difficult by imposing administrative burdens. We are here to make things work faster and better - Citius, Altus, Fortius. We need to be flexible and remember that the bosses are really the National Federations.

- 3. You have recently announced that your organisation is moving its headquarters from Madrid to Lausanne. What inspired this move?**

In Madrid we are good but we will not improve unless we make a change to something bigger and better. It is like making a move from a local club to a national training centre. In Lausanne, we will have access to better coaches (IOC, ASOIF, WADA) and be surrounded by high-level training partners (other IFs).

The services provided in Lausanne and Switzerland are very good as well. All the promises made by the City of Lausanne and Canton de Vaud have been respected. They set high expectations but so far they have met every promise they have made. We are due to settle into Lausanne on July 10th, which is right in the middle of our competition schedule. Moving at this time would normally be a nightmare, but because of the support we are receiving, it allows us to make this move in an easy and efficient manner.

- 4. The International Canoe Federation will be placed in the new House of International Sport in Lausanne. What do you expect from such a concept of gathering the international sports organisations?**

I expect that it will allow all of the federations to manage their sports in a more efficient way. The simple fact that we will share resources already makes our lives much easier. Rather than spending time on accounting, travelling arrangements, computer problems and the like, we can now simply focus on developing added value for our members. The efficiency of the entire building will be good for everyone. I was appointed Secretary General in April of 2005, and in two months of organising the move to Lausanne I managed to solve many of the administrative problems our office has been having for years.

- 5. Do you think that being together with other federations will positively affect the administration of your federation?**

One of the most important things will be the opportunity for the staff. At the top level we often have an opportunity to discuss with other CEO's of federations at meetings or events. The collaboration between the rest of the staff and other federations, however, is not very high. This interaction will be really valuable to improve the running of our office and the knowledge of our staff. Some Secretary Generals may think that it is their privilege to interact with other sports and that this should be reserved for them, but I really believe that it should be an inclusive relationship and that all levels should be interacting.



6. In general do you believe that there is enough exchange of ideas and knowledge between the managers and administrators working in all areas of international sport?

In business, many companies would not be happy to sit beside their competitors in the same building, but as sport is different it is beneficial to be close to one another. At the moment, there is not enough transfer of knowledge and this should be developed further. I think sharing ideas can be done informally amongst federations, but sharing knowledge in sport management should be done in an organised and structured way.

7. There are a growing number of students graduating from various new sports management MBA programmes around the world. What would your one piece of advice be to a student wanting to get into sports management today?

I am one of these students as I am a graduate from an MBA course in Lyon who had an agreement with IMD in Lausanne. The sport management degrees are extremely useful, but you need more if you want to be successful. If you just take what you learn in school and try to apply it, you will not find your place. It is not enough to simply know the administrative side, but rather you need to know about sport not on a literature level but you need to feel it in your blood and guts from your own experience. Sport managers first of all need to be sportsmen.