



# 30 Years of IF Sport Development

IF Forum, 21 October 2024, Lausanne

Andrew Ryan, Executive Director

The Association of Summer Olympic International Federations



# WHAT I'VE LEARNT ABOUT INTERNATIONAL FEDERATIONS (IFs)

“You cannot get where you want to go unless you know where you’ve come from”

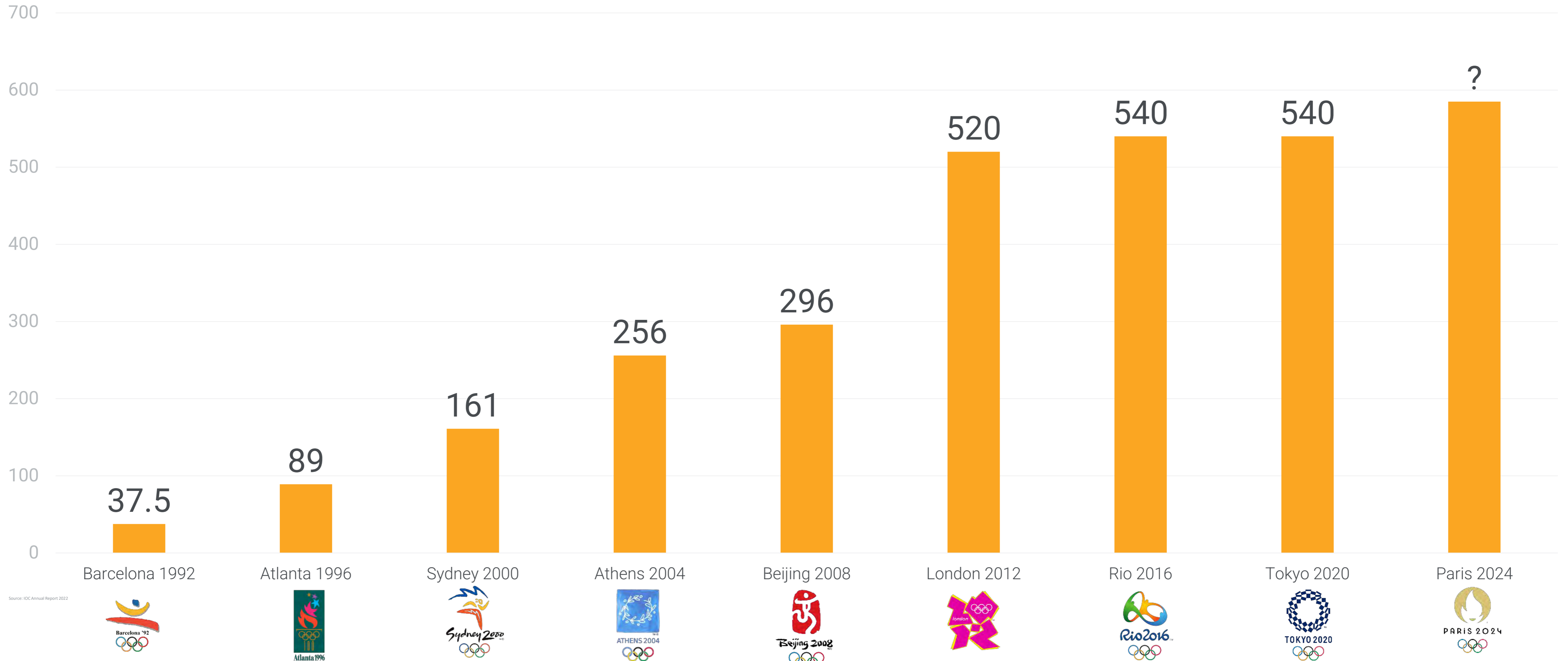


# GROWTH OF OLYMPIC REVENUE SHARE FOR IFs

# GROSS OLYMPIC REVENUES TO IFs

(in USD millions)

● ● ●  
 ■ Summer IFs



Source: IOC Annual Report 2022

# IF DEPENDENCE ON OLYMPIC REVENUE



Rio 2016

33%



London 2012

34%



Beijing 2008

39%

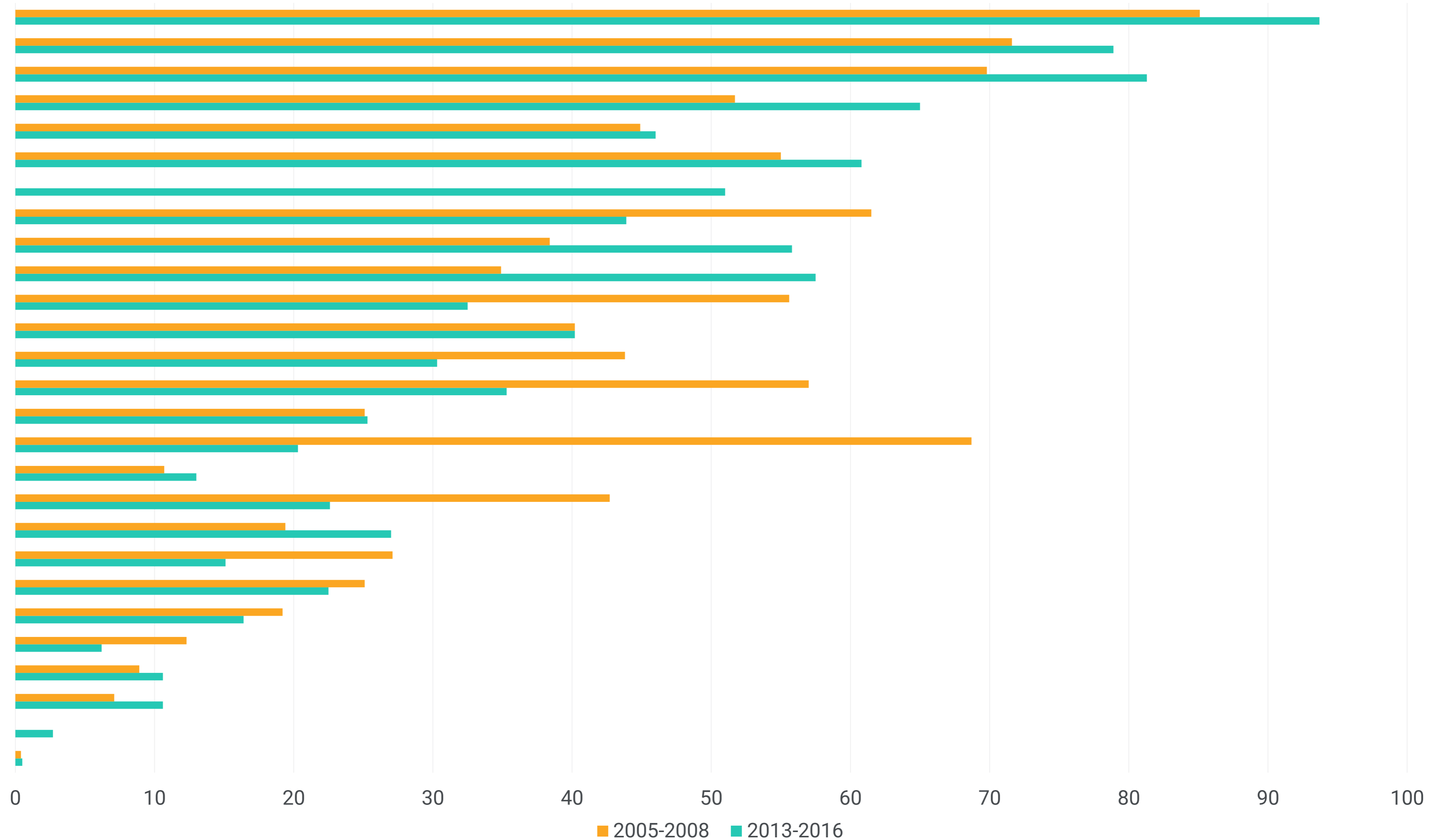


Athens 2004

41%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

# IF DEPENDENCE ON OLYMPIC REVENUE (INDIVIDUAL)

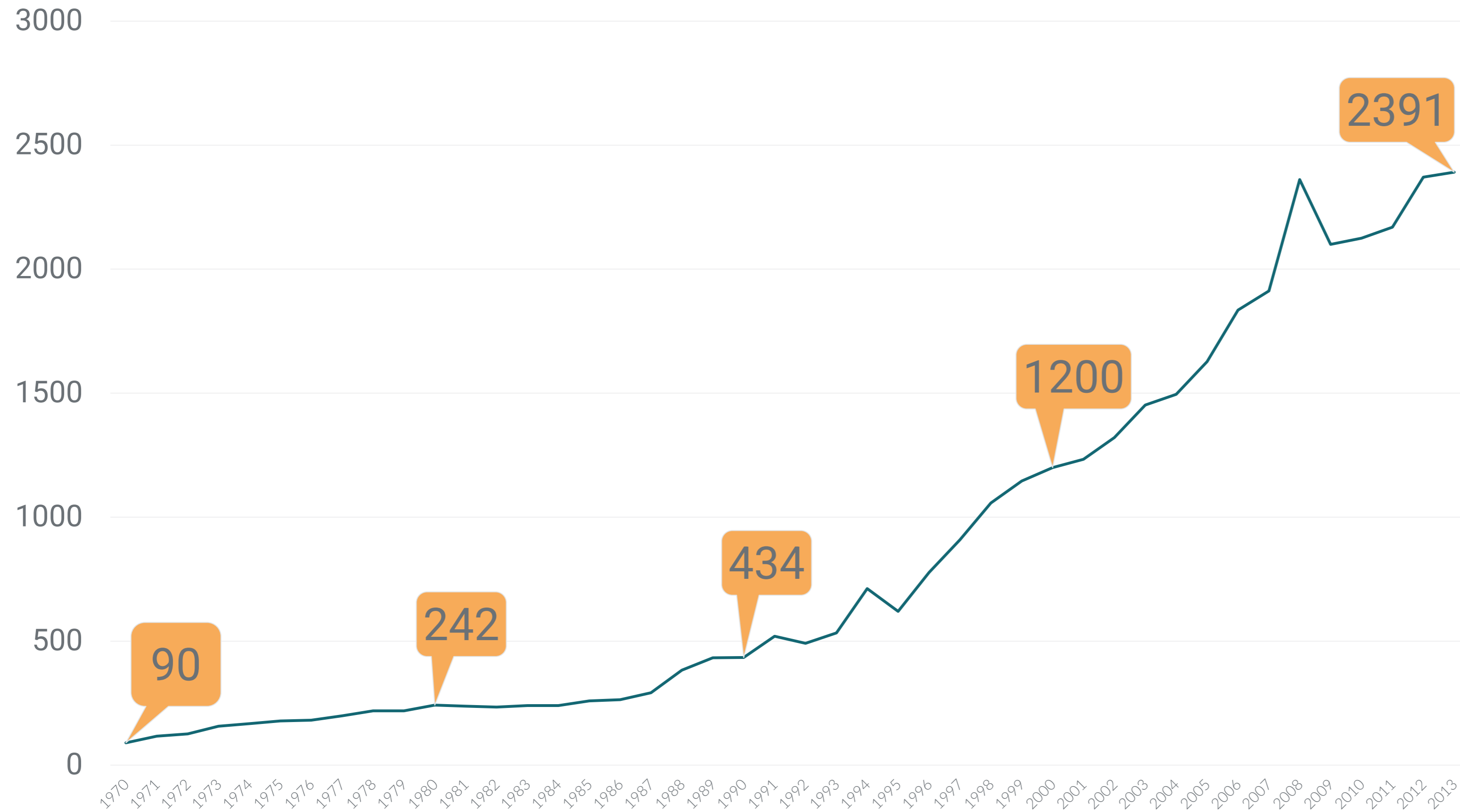




# GROWTH IN NUMBER OF IF COMPETITIONS

PARIS 2024

# EVOLUTION IN NUMBER OF IF COMPETITIONS



Source: ASOIF, Future of Global Sport Report



A skateboarder wearing a blue helmet and a blue t-shirt with 'SW' on the back is performing a trick on a ramp. The skateboarder is wearing black knee pads and is holding a skateboard with a colorful graphic of a creature. The background is a blurred ramp with a blue and pink stripe. The text 'PARIS 2024' is visible on the ramp's surface.

# INCREASING COSTS OF DEFENSIVE EXPENDITURE

# INCREASING COSTS OF DEFENSIVE EXPENDITURE



- ▶ Anti-Doping: \$27.7 M (2015) → \$51.4 M (2022)
- ▶ Anti-Corruption;
- ▶ Illegal & Irregular Betting;
- ▶ Event Security & Cyber Security;
- ▶ Sustainability & Environment;
- ▶ Event Medical Provision;

A tennis player in a red shirt is lying on their back on a clay court, celebrating with their arms raised and fists clenched. A tennis racket lies on the court to the right. The scene is dimly lit, with the text overlaid in the center.

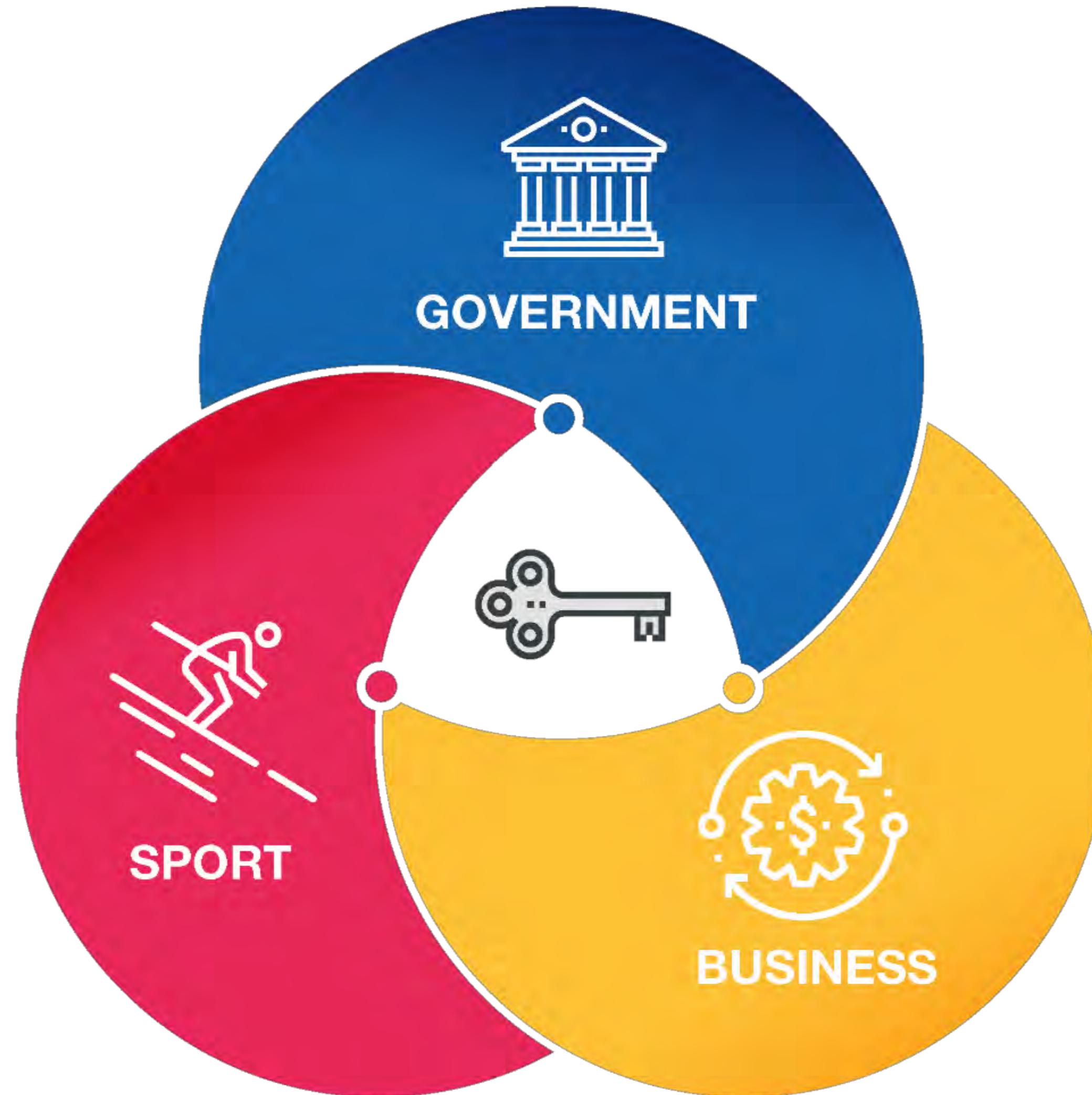
# INVESTMENT IN DEVELOPING YOUR SPORT

# INVESTMENT IN DEVELOPING YOUR SPORT



- ▶ **Good Governance;**
- ▶ **Coaching & Training for Athletes (National Standard);**
- ▶ **Athlete Scholarships & Prize Money;**
- ▶ **Training of Coaches, Judges & Referees (Global Standard);**
- ▶ **Junior and Emerging Competition Calendar;**
- ▶ **Athlete Safeguarding, Well-Being & Mental Health;**

# SPORTS ECOSYSTEM – THE PLAYERS





# ROLE OF A MODERN INTERNATIONAL FEDERATION

# FUTURE ROLE OF IFs



Maintain Exclusive Control of  
Rules & Regulations

Own World Championships  
as Primary Rights Holder

Secure a Name  
Reflecting Position in  
Sport Hierarchy



Control the Global  
Competition Calendar

Secure the Right to Name  
World Champions & Establish  
the World Ranking

# CHARACTERISTICS OF A MODERN IF



- ▶ **Unique Governing Body, Administering its Sport Worldwide;**
- ▶ **Entrepreneurial & Professional;**
- ▶ **Commercially Driven;**
- ▶ **Proactive & Creative;**
- ▶ **Develops Own Routes to Market & Audience (e.g. Digital);**



# CHARACTERISTICS OF A MODERN IF



- ▶ Prepared to Take Risks with Acceptance of “Fast Failure” (e.g. Esports);
- ▶ Multiple Partnerships with Event Hosts, Business and Governments;
- ▶ Partnerships Based on Shared Risk Balanced with Benefit Up-Side;
- ▶ Maintains Exemplary Governance Standard;
- ▶ Leadership of Global Development Programmes;



**NO TIME TO WASTE**

**“In the long run**

**we are all dead”**

***John Maynard Keynes***



association of summer olympic international federations

asoif



asoif.com

THANK YOU!