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## **The First Vice-President**

To the Delegates to the  
2012 Annual General Meeting of the  
World DanceSport Federation (WDSF)  
in Berlin, GERMANY

Zurich, Switzerland, May 1, 2012

### **First Vice-President Report to the 2012 WDSF Annual General Meeting on June 17, 2012 in Berlin, GERMANY**

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Dear Fellow Delegates,  
Ladies and Gentlemen,

I am pleased to submit my Report as WDSF First Vice-President to you in accordance with Article 16.4 of the WDSF Statutes to cover the period May 15, 2011 (end of the period of my last Report to the 2011 Annual General Meeting) until April 30, 2012.

## **1. Activities inside WDSF**

### **1.1. World DanceSport Federation (WDSF) / Vision 2012**

#### **1.1.1. Introduction**

VISION 2012 is the plan for WDSF to evolve into the World DanceSport Federation (WDSF) and to do away with the fragmentation in the DanceSport community.

As per VISION 2012, WDSF aims to

- establish the new body WDSF as the cohesive force between all stakeholders in sporting activities that involve dance;

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- improve DanceSport through synergies resulting from the combined knowledge base and expertise;
- promote the sport on the strength of a greater constituency and of benefits arising from economies of scale.

#### **1.1.2. Name change and ratified new Associate Membership Agreements**

At the Annual General Meeting of the International DanceSport Federation (IDSF) held in Luxembourg City, Luxembourg, on June 19, 2011 our Member Bodies agreed to change the name of our Federation to the World DanceSport Federation (WDSF). This historic decision reflects the successful implementation of the first part of our Vision 2012 strategy to incorporate all DanceSport disciplines into one combined World DanceSport Federation. With the acceptance by the Annual General Meeting of renewed or new Associate Membership Agreements, the WDSF represents not only the traditional Standard and Latin disciplines but also several different sports disciplines of

- the World Rock n' Roll Confederation (WRRC)
- the United Country Western Dance Council (UCWDC), and
- the World Baton Twirling Federation (WBTF)

In addition to the above Federations, the (new) WDSF is proud to continue our close cooperation with the International Paralympic Committee (IPC) Wheelchair DanceSport based on our Agreement of Co-operation signed in October 2008. Continuing close collaboration with the International Dance Organisation (IDO), which includes amongst other styles, Hip Hop, Salsa, Show Dance and Street Dance.

#### **1.1.3. First Meeting under the new VISION 2012 organisational structure**

Together with the President I have prepared and organised the first full meeting under the new VISION 2012 organisational structure with the representatives of the WDSF Associate Members and the other Members of the WDSF Presidium on January 21, 2012 in Barcelona, SPAIN. During that Meeting we received detailed information from each Associate Member relating to the work performed by them from June 2011 until December 31, 2011.

#### **1.1.4. Closing remark**

These are exciting and challenging times and I am extremely happy to have been able to finalize this main work of my portfolio (as promised at 2010 WDSF Annual General Meeting in Vienna) in such a short time. At the request of our President, I have already



started my work on the next stage of our Vision to incorporate over time all Associate Members as Divisions of the WDSF. In January 2013 a Meeting will be held with WDSF Associate Members to discuss progress (in particular to integrate their disciplines into each WDSF Member Body by that time).

I look forward to continuing good and closer co-operation with all the stakeholders of this ambitious project in the best interests of DanceSport worldwide.

## **1.2. WDSF Ethical Codes**

### **1.2.1. Introduction**

The WDSF President has asked me to introduce and propose the Presidium's motion to modify the Statutes, the Athletes' / Adjudicators' Code of Conduct and Standards of Ethics (the "Ethical Codes") and the Code of the WDSF Disciplinary Council. I was authorized by Mr. Freitag to lead the process of producing the Motion. In particular, I was asked to seek external legal advice with regard to the question of WDSF-non-registered Events. This was one of my major and time-consuming tasks in the last period.

### **1.2.2. External Legal Advice by Carrard & Associées, Lausanne (SWI)**

We asked Carrard & Associées in Lausanne ([www.carrard-associes.ch](http://www.carrard-associes.ch)) for legal advice in this matter. They are a firm of independent attorneys founded in Lausanne in 1885 und currently specializing in Business Law and Sports Law. They have a high profile both in Switzerland and abroad, and owe their reputation to the highly personalized services they provide and their culture of trust and loyalty towards their clients. May I take this opportunity to thank both of the Lawyers, Mr. Ross Wenzel and Mr. Jean-Pierre Morand for the outstanding services they provided to us so that we could benefit from their very valuable experience in this field.

### **1.2.3. Presidium's Motion to the 2012 WDSF Annual General Meeting regarding the Ethical Codes**

Many Olympic Sports seek to control participation in non-registered events in some way. Therefore it will certainly be difficult for anyone to argue that controlling participation in unauthorised events is unusual in the sports world and, in particular, amongst Olympic International Federations. Consequently, I strongly believe that we have done our utmost to present a fair and balanced regulation with respect to non-registered events. The proposals



respect the national autonomy of our Members, place the Codes under the direct supervision of the highest authority, the General Meeting, and ultimately aim to promote a continued positive development of our sport of DanceSport at a national and international level. I therefore urge you all to vote in favour of the Motion and to support all our efforts.

### **1.3. WDSF Strategic Planning**

#### **1.3.1. WDSF Strategy Meeting**

The Presidium decided to continue with the strategic planning in order to prepare the future of WDSF. It was agreed to reduce the members of the Strategy Group to make it as efficient and productive as possible. The first Meeting in this new composition was held on April 14, 2012 in Barcelona, SPAIN. The next Meeting of the Strategy Group is scheduled for September 15, 2012 in Barcelona.

#### **1.3.2. Members of the WDSF Strategy Group**

The (new) Strategy Group is made up of 3 Presidium Members and 3 outside advisers as follows:

- Mr. Carlos Freitag, WDSF President
- Mr. Lukas Hinder, WDSF First Vice-President
- Mr. Shawn Tay, WDSF General Secretary
- Mr. Richard Bunn, rbi network Geneva, WDSF Media Advisor
- Mr. Roland Hilfiker, WDSF Communication Director
- Mr. Jean Laurent Bourquin, CEO of ADVISPORT, and former Senior Executive of the IOC Sports Department

#### **1.3.3. Topics and Action List for Strategic Planning**

The agenda for the first Meeting has been prepared as the starting point for our future deliberations and consequently was long and comprehensive. In many ways it represents a "shopping list" of the different items and subjects that we will have to consider in our overall strategic thinking. Many of the items are there more for reference than for action but contribute to providing a full picture of what the WDSF will have to manage in the immediate and long-term future.

I have established a new Action List for the WDSF Strategy Group which will be regularly updated and members of the Strategy Group will report on several items relating to

- How WDSF is perceived by its member bodies, athletes and the public



- Sports competition structure and formats
- Communication and Brand development
- WDSF Academy

#### **1.3.4. First Results**

Our discussions had both policy and operational implications and following my request we identified the main strategic goals and limited number of operational activities that will be the catalyst to achieving those goals. This will mean that many items on our "shopping list" will have to wait until the main objectives are put in place. As a result of the work of the Strategy Group many positive results were achieved. The Group will be proposing a range of initiatives to the next WDSF Presidium meeting to be held in June 2012, in Berlin, GERMANY.

#### **1.4. TV and New Media activities**

##### **1.4.1. WDSF Media Advisor**

The WDSF has continued to work with Mr. Richard Bunn as Media Advisor in all matters affecting TV and New Media.

I thank Mr. Richard Bunn for his very valuable contributions. For the future I strongly believe in the need for WDSF to use experienced experts in areas where we do not have the appropriate skills and knowledge in general and in the TV and New Media activities in particular.

##### **1.4.2. Contractual partnership between IEC in Sports AB and WDSF for 2012 - 2016**

Since 2007, IEC in Sports AB is the WDSF television partner entrusted with distributing coverage of the premier WDSF DanceSport Championships in all broadcast formats (live, tape, highlights etc.). The contract with IEC in Sports AB to exploit the TV rights on the WDSF World DanceSport Championship Standard, Latin and Ten Dance, and the WDSF European DanceSport Championship Standard and Latin has been renegotiated and extended until 2016 and gives a minimum financial guarantee the WDSF.

In 2011 these highlight programmes were distributed in 18 different countries, including the USA where the World Championships are shown on American Public Television. No audience figures are provided by broadcasters, but the potential TV households that receive the programmes number 300 million worldwide.



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### **1.4.3. Grand Slam Series 2013 - 2017**

#### **1.4.3.1. Bidding Procedure finalised**

Together with the WDSF Media Advisor, Mr. Richard Bunn, I have prepared a comprehensive Bidding Document for the new WDSF DanceSport Grand Slam Series 2013 – 2017 which was distributed to all our Member Bodies on October 14, 2011.

Eight applications were received which I regard as a great success and shows the interest of our Member Bodies in this project. As the number of applications received was significantly greater than the five qualifying and the final competitions that will be staged, some difficult decisions had to be made by the WDSF Managing Committee. The selection was made by applying the principle conditions that were included in the application process, particularly the desire of the Managing Committee to favour organisers seeking to host both Standard and Latin competitions at the same venue and during the same period. In addition, the management of the overall annual calendar of DanceSport competitions was considered to take account of the interests of athletes and to create a regular offer of high quality televised events for the broadcast and new media markets.

The venues chosen for the six events (including the finals) with fixed dates within the WDSF calendar 2013 – 2017 are:

- Barcelona (Cambrils), SPAIN
- Hong Kong, CHINA
- Stuttgart, GERMANY
- Beijing, CHINA
- Moscow, RUSSIA
- Shanghai (finals), CHINA

All organisers have signed the corresponding contracts and at the WDSF Managing Committee on April 15, 2012 the final granting was completed by signing all of the agreements by WDSF.

It should be remembered that the Agreement and the Contract have been produced:

- to help ensure consistency in the presentation and promotion of the WDSF events,



- to give assurances to the WDSF and its television partners that essential facilities and services will be delivered,
- to avoid uncertainties in the organisation of the event and,
- to ensure that both parties are aware of the legal situation should any major problems arise.

#### **1.4.3.2. Launch of tender for media rights to Grand Slam Series 2013 – 2017**

WDSF seeks to increase the awareness and popularity of DanceSport, which has become an important leisure activity. By increasing the exposure in those countries where the sport is little known, WDSF will create greater awareness of the value of bringing together physical effort, artistry and music. Advances in technology and opportunities to exploit new means of distribution to the viewing public will be an important part of exploiting the rights and in helping WDSF achieve its goals. Mr. Richard Bunn and I prepared a tender document (ITT) which was sent at the end of February 2012 to potential agency partners. A deadline for reply of April 11, 2012 was given, and the Managing Committee was informed of the responses. It was agreed that clarification was needed and Mr. Richard Bunn was instructed to contact potential media partners to determine the most effective ways of developing the product and exploiting the rights. The Managing Committee would decide the next steps by the beginning of August.

It is planned to hold an organiser seminar to develop common ideas and ways of working that can maximise the potential of this new product.

#### **1.4.3.3. Procedures for all other competitions (category 3)**

It is recognised that at competitions in addition to those included in the IEC in Sports package, organisers have obtained TV coverage for national distribution. This coverage is a potential source of promotion for DanceSport in other countries.

To help in creating consistency in the presentation of these events, procedures are being prepared that will offer organisational guidelines including the presentation of the event and the exploitation of any TV production that is available. A pilot initiative has been developed with the German Member Body that will make available limited TV rights without cost to broadcasters outside



the country where the event takes place in return for showing these events. The possibilities of distributing available television images through the internet and the WDSF website are to be considered within these guidelines.

A first draft of the planned new procedures for these competitions of the category 3 will be presented to the WDSF Presidium in June 2012.

#### **1.4.3.4. TV Guidelines**

The current TV Guidelines were approved by the General Meeting in 2007 and since that time the WDSF policy with regard to the exploitation of television rights has changed in line with technological developments. Consequently, these Guidelines are being revised and will be presented to the WDSF Presidium in June 2012 for approval.

#### **1.4.3.5. Use of Music**

The WDSF has extended its contract with Casa Musica until 2017, and the contract covers only those music tracks for which rights can be cleared. Organisers receive instruction on how to access music for which clearance can be granted, but regrettably these procedures are not followed. This causes extra work and in a few cases as made it impossible to obtain the necessary clearances. Member Bodies are requested to ensure that all future organisers follow strictly the procedures that have been established.

#### **1.4.3.6. WDSF Website**

The communications group has been producing a significant amount of competition and interview material from many events which has been both streamed and uploaded on the WDSF website, providing rich content for the DanceSport fan. I would like to thank the group for their excellent work.

### **1.5. Representation at WDSF DanceSport Championships**

At the request and direction of the WDSF President, I officially represented WDSF at the WDSF World DanceSport Championship Ten Dance on November 12, 2011 in Shanghai, CHINA. Due to the serious illness and death of my mother I was obliged to cancel my trip to Singapore to attend the World DanceSport Championship Latin in September 2011.





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## **2. Activities outside WDSF**

### **2.1. International World Games Association (IWGA)**

#### **2.1.1. The World Games 2013 in Cali, COLUMBIA**

The overwhelming success of DanceSport in The World Games 2009 will most likely have a positive influence on our status within the World Games family for years to come. Two sell-outs in Kaohsiung established historic benchmarks in attendance figures as well in income from ticket sales. I have no doubt that as a result of this success, WDSF has generated significant goodwill from the IWGA. It has also resulted in making DanceSport one of the standout sports for the 2013 Cali organisers.

The Colombian city prides itself as being recognised as the capital of Salsa. Cali was tipped among the top ten travel destinations in 2011 by no less than the New York Times, "Salsa remains Cali's lifeblood," was how the staff writer put it.

Given this local fascination with music and dance, the desire of the Cali organisers to showcase DanceSport in The World Games 2013 is easily explained. When they proposed to include Salsa competitions, it was not only in line with their self-perception but also compatible with the WDSF Vision 2012.

WDSF is now challenged to ensure that the Salsa event in the next World Games is of the highest calibre, with top couples from different countries competing at the same levels of excellence as can be expected from the Colombian entries. We need to establish selection and qualification criteria for Salsa accordingly, and we will need to monitor the entire process of nominating this contingent of athletes as closely as we do for Latin and Standard. "Salsa Rueda" exhibitions will also be incorporated into the 2013 Cali (cultural) programme.

To accommodate our line-up of medal events and exhibitions – and certainly with a view to generating maximum revenues – the organisers had proposed WDSF its largest indoor sports venues. Built for the 1971 Pan-American Games in Cali and with a seating capacity of 10,000, the Coliseum "El Pueblo" was immediately discarded for a variety of reasons, acoustics being one of them. A modern velodrome, even though adaptable and with a very similar spectator capacity, was ruled out too.

One of the other venues the WDSF Sports Director inspected during his 2010 visit in Cali was the bullfighting arena "Canaveralejo" proposed very tentatively for its exceptional acoustics and an even higher seating capacity (15,000+). The



bullring had hosted the World Salsa Festival in 2009 as well as countless concerts and performances. It was found appropriate as the DanceSport venue provided that key infrastructure is added (air-conditioned gazebos adjacent to the floor, canopies above parts of the ring, etc.). The Cali organisers have committed to provide whatever is required to ensure that athletes and spectators will be able to enjoy DanceSport's premiere outdoors.

The "staging" has always been of particular importance for our events. The décor and the appropriate atmosphere can make not only for an impeccable presentation or a unique spectator experience, but can also enhance the performances by our athletes. It is my belief that the arena in Cali provides us with an opportunity to refine our traditional concepts and to up the bar in terms of competition setting, atmosphere and presentation.



Arena "Canaveralajo"

The scheduling of our events on the third and fourth day, Saturday and Sunday, of The World Games is due to DanceSport's expected draw at the gate and impact in the media. The IWGA President himself suggested the choice as a measure to get the competitions off to a powerful start. "After an excellent opening



ceremony we need our strongest sports to build up momentum for the second week," Froehlich said.

A host broadcaster was appointed in January 2011. The National Television Commission has entrusted regional public channel TELEPACIFICO with the production of up to 300 hours as an international HD feed going out to 200 territories. If that is achieved, it would establish yet another record for World Games broadcasting. Even though production planning has not yet started, DanceSport should feature very prominently in live and highlight packages. And given the singularity of our venue, the coverage promises to be more compelling than ever!

The IOC Sports Director, Christophe Dubi, has confirmed already that IOC President Jacques Rogge will attend the Cali Opening Ceremony on 25 July 2013.

### **2.1.2. The World Games 2017 in Wroclaw (POLAND)**

At its meeting on Thursday, 12 January 2012, on the occasion of the awarding ceremony in the Olympic Museum in Lausanne, the IWGA Executive Committee had noted that Cape Town (RSA) had withdrawn its bid for financial reasons. A final assessment of the Bids from Wroclaw and Budapest (HUN) were made before deciding to award the 10th edition of The World Games to Wroclaw (POL).

The agreement with the next host city will be signed in Quebec, CANADA, on 21 May 2012, in the context of the IWGA Annual General Meeting.

Wroclaw offers all prerequisites to stage The World Games. This does not only refer to the required sporting venues and infrastructure. The city also has a record as a host of big sports events and can count on the support of the city administration, the government and the National Olympic Committee. Wroclaw is also one of the host cities of the European Football Championship in Poland/Ukraine this year.

Just recently representatives of IWGA met in Warsaw with Poland's President, Bronislaw Komorowski, the Head of the Presidential Chancellery, Jacek Michalowski, and the Minister for Sports and Tourism, Joanna Mucha.

May I take this occasion to congratulate our Polish WDSF Member Federation and wish all the best in the organisation of the DanceSport events during the World Games 2017.



### **2.1.3. IWGA Executive Committee**

As you probably know, I have been serving as a member of the IWGA Executive Committee (ExCo) since 1997. Made up of seven members, the ExCo co-ordinates and supervises all matters related to The World Games on behalf of the IWGA Member Federations. The ExCo's tasks include making recommendations for the selection of suitable host cities and serving as permanent liaison between the IWGA and the Local Organising Committees.

Since the 2011 IWGA General Meeting on May 5, 2011 in London, GBR the IWGA ExCo has met three times. The first meeting was on August 26/27, 2011 in Cali, COL, and the second meeting was held on November 11/12 in Lausanne, SUI. The last meeting was held on January 11/12, 2012 in Lausanne, SUI.

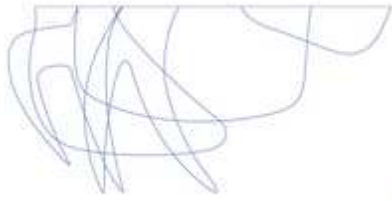
Under the direction of President Ron Froehlich the main working-fields of the board have been the ongoing preparation of The World Games (TWG) 2013 Cali and the analysis of the Bid Applications for TWG 2017 as well as the adequate finalization of the Bidding Process according to the timelines. The ExCo prepared the CoCom- and ExCo-Meeting for Cali 24 and 25 respectively 26 and 27 August 2011. With regard to the Bidding Process for TWG 2017 the board discussed and confirmed the criteria for the evaluation and sent a questionnaire to the Member Federations as part of a comprehensive forming of opinion prior to the final decision.

My IWGA ExCo responsibilities and my workload are significant already, but I am also certain that both will continue to increase even further over the coming years.

Further information is available on the IWGA website  
<http://theworldgames.org>

### **2.1.4. European National Olympic Committee Meeting 2011 in Sochi, RUS**

IWGA representatives joined the European National Olympic Committees' Meeting in Sochi, Russia, in November 2011. The assembly was given a presentation informing them about current developments in the IWGA and The World Games event. IWGA President Froehlich asked for further support of the National Olympic Committees for the World Games Athletes of their respective countries during the preparation for the event and the Games themselves. The lecture was received well and in the individual meetings that followed, the NOC representatives showed their deeper interest in working more closely together with the IWGA and Local Organizing Committees.



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## **2.2. Association of IOC Recognised International Sports Federations (ARISF)**

ARISF unites all sports eligible to be on the programme of the Olympic Games. The mission of ARISF is to secure for these sports a voice within the Olympic Movement and to assist them in the pursuit of their objective of getting onto the Olympic Sports Programme.

On May 22, 2012 I will attend the ARISF Annual General Meeting in Quebec, CANADA, as the Delegate of WDSF. In this regard I refer to the Report of the WDSF President who is also ARISF Vice-President.

With the positive work of ARISF in general and the great support for WDSF I am very happy. ARISF provides excellent input on many important questions worldwide in the field of international sport development.

I take this opportunity to congratulate Mr. Carlos Freitag for his good work in this important position as ARISF Vice-President and I wish him great success for the future in this very valuable work within the Executive of ARISF in which he plays an important role.

## **2.3. SportAccord and IOC**

The WDSF President and I will attend the SportAccord and IOC Meetings from May 19 – 25, 2012 in Quebec, CANADA, I will report at a later stage.

## **3. Teamwork and relationships**

Let me finish my report by thanking our President, Mr. Carlos Freitag. It was a great pleasure and privilege for me to discuss and manage the day to day business of WDSF in close cooperation with him. As in previous years, several times during the year we met for face to face meetings where we discussed all pending items of WDSF business and found good solutions in a short time.

Carlos, please accept my deep appreciation and recognition for your hard work and I thank you and your lovely wife Evelyn on behalf of all Presidium Members. In addition to that, I express my sincere thanks to all my colleagues in the Presidium for their contribution and their care and cooperation and it has been a pleasure to work with them. I strongly believe that our work as the Presidium is important and we have been going in the right direction under the leadership of our President.

Finally, the gratitude of all of us in the WDSF Presidium should be expressed to the WDSF Member Federations and Delegates for the trust and the honour that has been given to us to serve on the WDSF Presidium.



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Please do not hesitate to contact me if you have any questions or suggestions with respect to this Report. I would be pleased to provide you with additional information.

Submitted with respect.

Yours faithfully,

**World DanceSport Federation (WDSF)**

Lukas Hinder  
WDSF First Vice-President