



Recognised by the IOC · Member SportAccord, ARISF, IWGA and IMGA



The First Vice-President

To the Delegates to the
2013 Annual General Meeting of the
World DanceSport Federation (WDSF)
in Shanghai, CHINA

Zurich, Switzerland, May 1, 2013

First Vice-President Report to the 2013 WDSF Annual General Meeting on June 16, 2013 in Shanghai, CHINA

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 April 30, 2012 (end of the period of my last Report to the 2011 Annual General Meeting) until April 30, 2013.

In order to provide you with the best possible overview of activities during the last period, I have provided you with a table of contents at the end of this report (pages 22 and 23).

1. Activities inside WDSF

1.1. World DanceSport Federation (WDSF) / Vision 2012

1.1.1. Introduction

As you would know and understand, 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.



Under VISION 2012, WDSF aims to

- establish the new body WDSF as the cohesive force between all stakeholders in sporting activities that involve dance;
- 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. Meeting between WDSF Managing Committee and representatives of WDSF Associate Members

On January 18, 2013, the WDSF Managing Committee met with the representatives of the WDSF Associate Members

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

We discussed the common WDSF Associate Member agreement, preparation for the Associate Members' participation in the 2013 WDSF World DanceSport Games (see report of WDSF Sport Director), and other future work.

In addition to the above Federations, 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.

During that Meeting we received detailed information from each Associate Member relating to the work performed by them from June 2012 until December 31, 2012.

The restructure of the World DanceSport Federation is in full progress. The target is defined: establishing DanceSport as an encompassing brand uniting all forms and styles of competitive dance practised as sport under a single umbrella.

1.1.3. Cooperation between the National Member Bodies of WDSF and Associate Members / Integration into one WDSF national body unifying all DanceSport Disciplines

WDSF and each Associate Member will invite and actively encourage each of their respective National Member Bodies to cooperate with the other party's Member body in the same country.

WDSF will not cooperate with any person or organization who seeks to bypass the Associate Member Body in the relevant country with respect to such integration.

WDSF will actively discourage its Member Bodies from working with any other person or organization outside the Associate



Member Body in the same country with respect to such integration.

The Associate Member and WDSF agree to achieve unification into one WDSF Member Body in the correspondent countries, of 75 % of WRRC national member federations (for UCWDC: 50 %, for WBTF: 25 %), not later than August 31, 2015.

1.1.4. New WDSF Associate Membership Agreement

The Presidium did not want to proceed with an extension of the current terms and conditions of these agreements which expire on August 31, 2013. As a result, the Presidium decided to offer all Associate Members similar but expanded terms and conditions in a new Associate Membership Agreement. On April 3, 2013 I provided all our Associate Members with the updated draft (new) Associate Membership Agreement. The new agreement includes a new item 3.6.3 regarding cooperation as described in 1.1.3 of this report. As for the previous agreement the new agreement shall come into force on September 1, 2013, subject to the approval of the respective Presidia and General Meetings of the respective parties by August 31, 2014. Currently I am waiting for the final confirmation from Associate Members in order that the final version can be mutually signed. I plan to present the signed agreements to the newly elected Presidium during its first meeting on June 17, 2013 in Shanghai, CHINA.

1.1.5. Closing remarks

With these new agreements we have started our work on the next stage of our vision to incorporate over time all Associate Members as Divisions of WDSF.

This is a long and ambitious project and may take 10 to 15 years until it is finalised but it is important that all stakeholders share the same vision, passion and determination to achieve this goal for the benefit of the worldwide growth of DanceSport.

Each of these Divisions will be responsible for their sports disciplines and will enjoy a certain degree of autonomous freedom with respect to the administration of their sports discipline within the WDSF structure. On the other hand, as an integral part of WDSF, these divisions must respect the fundamental principles and rules of WDSF.

During this long process WDSF will internally change and open its structure to incorporate all the different divisions for each discipline. Of course, there needs to be a great deal more discussions and mutual understanding over the long term. When all stakeholders share the same passion and vision, I believe that



we will be able to move to a very prosperous future, a future where we have laid the foundation stones in the present.

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

1.2. Round Table with WDSF Member Federations

I took the initiative and proposed to the WDSF Managing Committee on December 1, 2012 in Melbourne, AUSTRALIA, to invite WDSF Member Federations to meet for a roundtable discussion with representatives of the WDSF Managing Committee. The WDSF Managing Committee approved this proposal and invited all Member Federations to attend the meeting on March 2, 2013 in Barcelona for such an open discussion.

The main purpose of the open discussion was to better understand the expectations of the WDSF Member Federations and to discuss with them any future plans and expectations. The meeting took place in a very friendly atmosphere and the participants had the opportunity to discuss any and all issues in a very open and constructive way. It was very interesting to learn about the different points of view of recent developments and all participants had the opportunity to address expectations and concerns directly to the WDSF Presidium.

The round table started without any agenda. In a first "tour de table" the most important topics which the participants wanted to discuss during that day were exchanged. After the first round it was quiet obvious that five main issues would be at the heart of the round table discussion:

- The relationship between the WDSF and IDO as well as WDC
- WDSF Professional Division and further developments
- The decision-making processes during WDSF Annual General Meetings
- Rules and Regulations
- Continental Federations

The round table discussions were a very enriching experience for all participants, for the Managing Committee Members as well as for the participating representatives of WDSF Member Federations. We had a great exchange of experiences made by the WDSF Member Federations and I believe that everybody accepted many new ideas from this meeting of how to think outside of the box to develop DanceSport.

Personally, it was evident to me that we should use this format more often and after our Shanghai meeting, I would like to organise such meetings at least in the month of March 2014. I believe that these meetings provide the opportunity to work together in a unique and constructive way that unifies and aligns the interests of DanceSport, our Member Federations and WDSF.



I thank Mr. Marc Schäfer, President of the Swiss DanceSport Association, for the perfect moderation of the Meeting and personally I strongly believe that this format of meeting will become an important milestone in the future development of DanceSport in the WDSF family.

1.3. TV and New Media activities

1.3.1. Resignation of WDSF Media Advisor

Mr. Richard Bunn resigned from his role as WDSF Media Advisor in all matters affecting TV and New Media with effect from January 1, 2013. When first appointed as adviser, his principal tasks were to find ways of increasing the amount of exposure that was given to DanceSport on television networks, manage the relationship with the agency that was appointed to sell the rights and to develop the Eurovision Dance Contest (EDC).

I thank Mr. Richard Bunn for his long and very valuable contributions. It has been a great pleasure for me to work with him.

1.3.2. Responsibility for TV, Sponsoring and the WDSF DanceSport Grand Slam Series 2013 - 2017

The WDSF Managing Committee decided during its meeting held on September 24, 2012 in Beijing, CHINA, that I will be the responsible person in the WDSF Presidium for all matters related to TV and Sponsoring and for the WDSF DanceSport Grand Slam Series 2013 – 2017.

The WDSF Communication Director (see item 1.3.3 of this report) and the (new) WDSF Marketing Director (see item 1.4.2) will report directly to me.

1.3.3. WDSF Communications Director

The management of television matters fits well into the activities currently being undertaken by Mr. Roland Hilfiker regarding Internet and web distribution. Mr. Hilfiker has extensive experiences in television and can provide valuable operational input in the different relationships that the former WDSF Media Advisor has developed.

The WDSF Managing Committee appointed Mr. Roland Hilfiker as WDSF Communications Director in all matters affecting TV and New Media with effect from January 1, 2013. 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.



I can confirm that a smooth handover from Mr. Bunn to Mr. Hilfiker was finalised at the end of January 2013 covering the principal operational activities relating to the preparation and distribution of the highlights programmes from major WDSF DanceSport Championships.

1.3.4. Contractual partnership between IEC in Sports AB and WDSF for 2012 - 2016

Since 2007, IEC in Sports AB has been 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 provides a minimum financial guarantee for WDSF.

In 2012 these highlight programmes were distributed in 20 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 270 million worldwide.

1.3.5. WDSF TV Strategy

WDSF has had a long standing belief that DanceSport and television can "make a powerful duo" has long been a claim made by WDSF. In fact, our television partner IEC in Sports continues to use this line as its marketing pitch to distribute the five-part "Best of DanceSport" series to broadcasters around the world.

However, WDSF has over recent years been observing that DanceSport, just like many other sports with the exception of a select handful, have struggled to secure exposure through traditional broadcasting. With the world economy experiencing a downturn, rights fees were eroding. As a consequence, generating revenue through the sale of television rights even to our top-tier properties became more and more of a challenge.

DanceSport coverage continues to reach sizeable audiences in a number of countries – and it still brings direct income to the WDSF's coffers. That is indeed good news and something that not too many IOC recognised sports can report!

What is important is that DanceSport has been able to adapt to the fundamental changes that have affected television itself, as well as the relationship it has with sports such as ours.



From 2011, WDSF assumed an even more proactive role in securing outlets for coverage from premier events other than the World Championships distributed by IEC.

For the reformatted Grand Slam Series, WDSF had sought to find a partner for the pitch to the international market. But an invitation to tender circulated to a number of companies failed to produce results. Therefore, WDSF opted to launch its own trial "balloons" by distributing 52-minute highlights of 2011/12 Grand Slam Series events directly to broadcasters in:

- Austria (ORF)
- Czech Republic (CESKA TV)
- Denmark (dk4)

With the footage obtained from host broadcasters of certain Grand Slam events, and with additional footage recorded by a WDSF Communications crew, nine international highlights were produced and made available to the above channels on a free-to-air basis!

In November 2012, the opportunity arose to have a tenth Grand Slam programme aired live on the Eurosport network. No rights fees were levied, but Eurosport assumed the costs for transmission.

Novel concepts in terms of production were successfully introduced at the same time: instant replays during the walk-off of the couples, the "kiss & cry zone" – just to mention two.

The experience from these productions, as well as direct dialogue with broadcasters carrying the free-to-air coverage during 2012 confirmed that airtime for DanceSport – specifically, for the Grand Slam Series – can be secured directly by WDSF, i.e. without intermediaries, provided that:

- Such programming is of unquestionable quality and produced to internationally accepted standards.
- A distinct, coherent and international DanceSport (i.e. Grand Slam for the moment) brand is developed for such programming.
- Support is provided to the broadcasters through documentation.
- Rights fees are foregone and only technical costs are charged to broadcasters.
- To achieve this, WDSF must commit a budget and assumes the lead in the production of the Grand Slam Series coverage, providing the organisers' host broadcaster with the necessary expertise and assistance.



From 2013, WDSF has entered into direct contact with the appointed host broadcasters. It provides guidance in a set of guidelines, backed up by a small team of experts, and it ensures that an international signal is produced to exact specifications.

WDSF monitors the coverage's performance in the different markets and continues to revise and update its television strategy as well as the standards of production based on the monitoring and feedback.

WDSF also endeavours to look very closely at the trends and the emerging technologies that are bound to make television evolve rapidly over the years to come. There is no doubt whatsoever that media convergence between television and the Internet is only accelerating, and that the broadcasting landscape will be reshaped dramatically in the not too distant future.

DanceSport has already established itself firmly in the new media and it stands poised to adapt further. Be it Smart TV, Connected TV, Internet TV, Second Screen, IPTV – whatever – WDSF, as well as its partners, will certainly continue to deliver DanceSport coverage to audiences around the globe. It can make a powerful duo with them too!

1.3.6. General revision of the Regulations of the WDSF for Electronic Media, New Media, Advertising and Sponsorship

The current TV Regulations were approved by the General Meeting in 2007 and since that time WDSF policy with regards to the exploitation of television rights has changed in line with technological developments. Consequently, and based on the new strategy for TV and marketing these Regulations are being revised and will be presented to the WDSF General Meeting in June 2013 for approval [see item 21.3 of the Agenda of the 2013 WDSF Annual General Meeting (Presidium's Motion no 3)]. I urge you all to vote in favour of this Motion and to support all our efforts in this ambitious project.

1.3.7. WDSF DanceSport Grand Slam Series 2013 - 2017

1.3.7.1. Letters to Organisers

With separate letters dated September 3, 2012, December 23, 2012 and February 28, 2013 we informed the correspondent WDSF Member Federations organising Grand Slam Competitions regarding the process of refining the Grand Slam formula further and securing the widest possible media exposure for each leg and the overall series.



1.3.7.2. Eurosport

We have been able to enter into an agreement with a renowned broadcast organisation: the pan-European sports network Eurosport and its division Eurosport Asia that services the Asian-Pacific region. Between them, they reach nearly 100 countries and territories on three Continents.

The agreement calls for the five regular Grand Slam legs to be covered live by Eurosport and Eurosport Asia, as well as for the Grand Slam Finals to be made available on Eurosport channels as delayed broadcasts.

Through such unprecedented exposure, WDSF, our National Member Federations and Grand Slam organisers should be significantly increase the profile of DanceSport and their respective events, and ensure that athletes will benefit from performing on such a prominent stage.

1.3.7.3. Guidelines

I believe that opportunities for the marketing of the Grand Slam Series events are bound to increase as a result of the potential windfall from the landmark agreement with Eurosport. Sponsors of the organisers and of WDSF are now able to present themselves on a far more international platform. The impact will be greater and the sponsorship values multiply.

WDSF has taken the initiative to "inventory" the range of opportunities so that partners at all levels can be associated with a series of premium events taking place throughout the year at different locations.

I confirm that we have already conducted promising advanced conversations with well-known companies that could become international partners to the Grand Slam Series 2014 – 2017 are at advanced stages already. An announcement could be made as early as June 2013 and the partner(s) could be presented during the Grand Slam events in Stuttgart in August 2013. The later thus becoming a trial run for an even more comprehensive marketing programm attached to the 2014 Series!

WDSF has released comprehensive guidelines covering three areas that are key to the success of the Grand Slam Series. On February 28, 2013 we sent to all



organisers of the Grand Slam Series a synopsis with explaining the key points as follows:

- Brand and Visual Identity
- Braodcasting
- Marketing and Promotion

As you can see, WDSF is committed to working in close partnership with the respective organisers and WDSF Member Federations to attain the ambitious objectives that make the Grand Slam Series events a standout among DanceSport competitions. I am convinced that by joining forces with the organisers and Member Federations, we will be able to bring our sport to the next level. Together!

1.4. Marketing

1.4.1. Agreement with SESC�

The Presidium believes that WDSF requires expert marketing support to develop new sponsorship opportunities. Accordingly, in January 2013, WDSF signed an agreement with Sport & Events Senior Consultants Network (SESCN), a group of consultants, to obtain services in a framework of commercial services projects (sponsoring, TV, media and new media, business opportunities, licensing programmes, contract management, administration and reporting).

SESCN consists of:

- Mr. Jean-Laurent Bourquin (a former senior Official in the IOC Sports Departement), Managing Partner & Coordinator of the project, in charge of sports and competition areas; and
- Mr. Stefan Kleine-Efkamp, Commercial Services Activities Project Leader.

1.4.2. WDSF Marketing Director

The WDSF Managing Committee has also appointed Mr. Stefan Kleine-Erfkamp as the new WDSF Marketing Director.

1.4.3. WDSF Marketing Strategy

The main goals for the successful future WDSF Marketing Strategy have been also considered in the General Revision of the WDSF Regulations (see item 1.3.6 of this report). I identify the following points:

- The participation of one or more international partners to ensure the international standard of the WDSF DanceSport Grand Slam Series as well as the international standard of



each Event of the WDSF DanceSport Grand Slam which will provide incredibly valuable exposure for Dance Sport!

- Partnership between LOC and WDSF based on:
 - structuring of the inventory
 - having clear and coherent Sponsorship Categories
 - creating a hierarchy of Sponsor Categories.
- Pan European and Pan Asian TV Exposure with additional TV Exposure national and regional in the Host Country.
- Sustainability through coherent WDSF DanceSport Grand Slam Series Branding.

The above main goals have defined our activities in the first half year of 2013.

Basic work has also been effected as the New Marketing Concept has been based on an Inventory of WDSF DanceSport Grand Slam Events, and a definition of hierarchies of Sponsor Categories. This concept has been integrated into the Official Organizers' Guidelines which have been provided to the WDSF Grand Slam Organizers on 31 March 2013. I believe that this concept has and will produce a profound restructuring of the basis for the new Marketing & Promotion Guidelines.

Apart from this basic work, the Screening of potential partners on an international Level for the WDSF Series 2014-2017 has immediately started. Based on a selection of well-known companies in the Product Categories Airline, Car Manufacturing, Computer Games and Health Care some potential well-known companies with an international reputation have been identified as being excellent potential partners for DanceSport and a successful dialogue has been commenced. WDSF expects to officially announce the partnership for two companies in this report and in coming weeks.

It is our intention to use the WDSF DanceSport Grand Slam Stuttgart in August 2013 as the initial event for an integration of a WDSF Sponsor into the existing local Event Structure. This integration has been discussed in Stuttgart with the LOC in March 2013 to underline the focus on a partnership between WDSF and LOC in the marketing of rights with reference to the WDSF DanceSport Grand Slam Program.

WDSF is very pleased to immediately announce our first partnership being with the company "Pandina AG", a Textile Manufacturer based in Kloten near Zurich, intending to start as Licensee in the Product Category "Apparel" beginning in Stuttgart in August 2013.

As the Marketing Director Mr. Stefan Kleine-Erfkamp has a long working relationship with Sport & Markt Ltd. in Cologne, WDSF is



also very pleased to announce the collaboration with this German Company in terms of TV Market Research.

The tasks for the 2nd Half of 2013 are already determined. Apart from finalizing the agreements which are actually in advanced discussions, the screening of potential partners will continue with a focus on the Product Categories "Health Care" and "Consumer Goods". I also explain that WDSF Marketing considers it very important to attract Chinese Companies to invest into DanceSport with a Brand Story both in Asia and Europe.

The growing Media Exposure which will be created by a larger TV & Media Platform will support the acquisition of new international partners.

1.4.4. General Revision of the Regulations of the WDSF for Electronic Media, New Media, Advertising and Sponsorship

See item 1.3.6 of this report.

1.5. WDSF Strategic Planning

1.5.1. WDSF Strategy Meeting

The Presidium decided to continue with our strategic planning in order to prepare for 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 including with this new composition of members was held on April 14, 2012 in Barcelona, SPAIN. The next Meeting of the Strategy Group was originally scheduled for September 2012 but then (due to other urgent activities – in particular the World DanceSport Games) this had to be postponed until after these Games. Personally I believe that strategic planning should be one of the first priorities of the newly elected Presidium.

1.5.2. Members of the WDSF Strategy Group

The Strategy Group is made up of three Presidium Members and two outside advisers as follows:

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



1.5.3. Topics and Action List for Strategic Planning

The agenda which we have used as the starting point for our deliberations is 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 WDSF will have to manage in the immediate and long-term future.

The Action List for the WDSF Strategy Group 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

1.5.4. Further procedure

Our discussions had both policy and operational implications and following my request we identified the main strategic goals and limited the number of operational activities that will be used as 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 have already been achieved. It is planned that the Group will be proposing a range of initiatives to the next WDSF Presidium meeting to be held in January 2014.

1.6. Data Protection

On January 19/20 I reported to the WDSF Presidium about WDSF’s systematic work to protect the data collected in general and for our ID Cards in particular. On November 30, 2012 I received a written report from our lawyer of Carrard & Associés that the security of information, from a technical perspective, is good. The WDSF Managing Committee agreed that we will not go further as it is a reasonable compromise bearing in mind the risks involved and, in particular, the sensitivity of the data (see item 17 of the WDSF Managing Committee Meeting Minutes, December 1, 2012, Melbourne, AUSTRALIA and item 5 of the WDSF Presidium Minutes, January 19/20, 2013, Barcelona, SPAIN).



Recognised by the IOC - Member SportAccord, ARISF, IWGA and IMGA



1.7. Change of Legal Residence of WDSF to Lucerne, SWITZERLAND

I drafted a retainer agreement for a Contract of Domicile with a firm of Swiss lawyers having its registered domicile at Zinggendorstrasse 6, 6006 Lucerne, Switzerland. In June 2013, this contract was mutually signed by both parties. Please note that from January 1, 2013 the legal residence (legal seat) of WDSF will be:

World DanceSport Federation (WDSF)
Zinggendorstrasse 4
CH-6006 Lucerne
SWITZERLAND

The government of the Canton of Lucerne granted WDSF tax-free status and the WDSF Presidium unanimously decided to transfer the legal residence of WDSF under Swiss law from Lausanne, Switzerland to Lucerne, Switzerland, as of December 31, 2012.

The former contract of domicile with the Federation de Equestrien (FEI) four our former domicile in Lausanne, Switzerland, has been terminated by December 31, 2012. All authorities in the Canton of Vaud and in the Canton of Lucerne have been informed in writing about this change of domicile. The same applies to all our business partners (such as banks) and all World Sport Organisations.

1.8. Representation at WDSF DanceSport Championships

At the request and direction of the WDSF President, I officially represented WDSF at the following events:

- WDSF DanceSport Grand Slam, August 17/18, 2012, Stuttgart, GERMANY,
- WDSF World DanceSport Championship Freestyle Standard and Latin, September 22/23, 2012, Beijing, CHINA,
- WDSF World DanceSport Championship Latin, November 17, 2012 in Vienna, AUSTRIA.



Recognised by the IOC - Member SportAccord, ARISF, IWGA and IMGA



2. Activities outside WDSF

2.1. International World Games Association (IWGA)

2.1.1. The World Games 2013 in Cali, COLUMBIA



DanceSport will have another opportunity to excel in Cali – to stand out from among 30+ other sports on the programme of The World Games. And let's not forget, some of them are currently in the shortlist for the 2020 Olympics!

While WDSF had established the most impressive benchmarks with its events during 2009 Kaohsiung, these could actually get shattered on 27 and 28 July. At the *Plaza de Toros*, the bullfighting arena, in the self-proclaimed "Capital of Salsa!" For the first time, Salsa will be part of the competition programme. The inclusion of Salsa is a direct consequence of the World Games being held in South American.

Maybe not in terms of another record gate, because the seating capacity of the venue is limited, but certainly in terms of atmosphere and vibes, the DanceSport events are capable of generating enormous exposure and interest. WDSF and its contingent of athletes should be ready to seize the moment, to take advantage of what could easily be the most picturesque backdrop ever to a DanceSport competition, and to play up to the crowds that have music and movement flowing through their veins.

Already in Kaohsiung, although DanceSport was one of many sports competitions, it produced a very special radiance. Over 15.000 spectators saw the Latin American DanceSport finals in the sold out Kaohsiung Dome. This was a truly exhilarating



experience for the couples as well, who had never before danced in front of such a big audience.

The choice of the venue in Cali and the inclusion of the extremely popular Salsa tournament will once again place DanceSport in the spotlight during the 9th edition of The World Games.

Unlike Kaohsiung, where DanceSport was scheduled for the second half of the Games, the competitions in Cali will take place at the beginning of the event. The dates: Standard: 27.07.2013, Latin, Salsa: 28.07.2013, The TV production undertaken by a national TV channel will concentrate on the finals in each discipline. UFA Sports from Germany will take care of the international TV marketing on behalf of the IWGA. Live streaming via Internet through the websites of the IWGA and the host is also planned.

For the competitions in the disciplines Standard, Latin and Salsa, WDSF qualified a total of 148 athletes according to the regulations of the IWGA. One positive statement we have made even prior to the start of our competitions is that together with gymnastics, WDSF fields the greatest number of international entries of any IWGA Sports Federation with almost 40 nations represented between Latin, Salsa and Standard.

WDSF and its officials are now challenged to ensure that these athletes will be able to perform perfectly in an environment that is new and untried. In particular, that they will be able to benefit from all the recent advances that our Sports Department has made when it comes to the adjudicating and scoring of their performances, and that they will be able to shine at their brightest on this global stage in Cali.

I explain that tickets have been deliberately structured to only cost between 4 and 10 US dollars. The local organizers plan on selling 80 percent of the tickets via cooperation partners and sponsors. The remaining 20 percent go on sale to the public. Tickets can be purchased via the host's website. The IWGA works together with VIP Sportstravel from Switzerland, a specialised travel agency that offers package deals including tickets, flight and hotel accommodation.

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

The agreement with the next host city was 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 is not restricted just to the required sporting venues and infrastructure. The city also has an impressive 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.

In the last year 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.

On January 20 and 21, 2013 a first meeting with the Polish Organizer of TWG 2017 took place in Wroclaw. The representatives of the Wroclaw Organizing Committee (WOC) and the IWGA established and confirmed a timeline for WOC's essential operations and activities in 2013.

On February 22, 2013 the IWGA ExCo appointed the Co-Ordination Committee (CoCom) for TWG 2017 Wroclaw consisting of Mr. Ron Froehlich, Chairman, Mr. Max Bishop, Mr. Achim Gossow and myself. The next CoCom Meeting is scheduled for December 2 and 3, 2013 in Wroclaw.

May I take this occasion to wish our Polish WDSF Member Federation all the best in the organisation of the DanceSport events during the World Games 2017 and I am also looking forward to a good cooperation during the period of preparation.

2.1.3. IWGA Executive Committee

Since the 2012 IWGA General Meeting on May 21, 2012 in Quebec, CAN, the IWGA Executive Committee (ExCo) met twice. The first meeting was on September 29 and 30, 2012 in Cali, COL, and the second was held on January 22 and 23, 2013 also in Cali.

Under the direction of President Ron Froehlich, the Board's main field of work has been the ongoing preparation of The World Games (TWG) 2013 Cali. The signing of the contract with UFA Sports GmbH was the most important business step taken in the process for establishing professional international media distribution and selling, as well as international marketing for the World Games Event. Both partners agreed in principle to, and



look forward to having a long-term partnership, which will be negotiated after analysis of TWG 2013, for the period following TWG 2017.

The WDSF President believes that it is imperative and important for WDSF to have a person inside this growing international multi-sportive organisation. Therefore, the WDSF President agreed that part of my job as WDSF First Vice-President will be the representation within IWGA.

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. CoCom-Meetings CLOC – TWG 2013

The second CoCom Meeting in 2012 with the Cali Local Organizing Committee (CLOC) was held on September 27 and 28, 2012 in Cali, Colombia. The chairman of the CoCom, President Ron Froehlich, and CLOC's President, Rodrigo Otoyá, welcomed the new CEO, Mrs. Susana Correa and some new staff, and held a two-day meeting with an agenda in which the CLOC mainly gave information about the progress achieved through CLOC's internal and external work. The preparation of the General meeting with all IF's Competition Managers (former Technical Delegates), interested NOCs and National Sport Organisations held on November 26 and 27, 2012 was another key area for the working group.

The most recent CoCom-Meeting on February 22 and 23, 2013 was attended by the Colombian Sports Minister, Andres Botero, as well as representatives from the Colombian Olympic Committee and the City of Cali, who showed great interest in the progress of CLOC's project work. The Minister gave some valuable advice for CLOC's collaboration with his Ministry as well as with the other involved Colombian Authorities. Additionally, he announced he would support CLOC with experienced staff from Coldeportes to ensure a successful final period of preparation for the Games.

2.1.5. IWGA Partners and Supporters – IOC, El Pomar Foundation and USOC

President Ron Froehlich congratulated IOC President Rogge on another successful 2012 Summer Olympic Games, and during further meetings the IOC President repeated his confirmation that he would attend the Opening Ceremony of TWG 2013 Cali and



Recognised by the IOC - Member SportAccord, ARISF, IWGA and IMGA



continue to give his support to the very good relationship with the IWGA. An additional indication of the mutual respect between the organizations was the increase in the IOC's financial contribution to IWGA, which was designed to strengthen the IWGA's efforts to become more professional in organisational terms, as well as to improve the World Games event itself.

In meetings on December 6, 2012 in Colorado Springs with Mr. Bill Hybl, former USOC President and CEO of the Ele Pomar Foundation and Mr. Scott Blackmann, CEO of USOC, IWGA successfully renegotiated successfully existing arrangements with regard to the IWGA Office in Colorado Springs, USA, and organisational support (financial support and value in kind for travel arrangements).

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

I do not believe that WDSF can be isolated in the world of Sport. The World of Sport is getting more and more complex and it is imperative for the future of WDSF and its ambitious goals to be represented at the highest possible levels in international sports management.

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 gaining entry to the Olympic Sports Programme.

In 2009, as part of our strategy to engage with the world of Sport, we were successful in a campaign to have our WDSF President elected as Vice-President to the executive of ARISF. It was also part of our plan to seek elected representation for our President in SportAccord at the next opportunity (see item 2.2.1 of my First Vice-President Report to the 2010 WDSF Annual General Meeting, June 13, 2010, Vienna, AUSTRIA). During recent meetings in the past year with President's of other International Sport Federations, I have commenced working on this initiative including the corresponding lobbying campaign.

On March 23, 2013 and on behalf of the WDSF Presidium I officially nominated Mr. Carlos Freitag as the next President for ARISF and have submitted all relevant documents to the ARISF General Secretary. The election of the new ARISF President and its further Council Members will be on the Agenda of the next ARISF Annual General Meeting in May 2013 in St. Petersburg, RUSSIA, which I will attend as a Delegate of WDSF.

Being responsible for the lobbying campaign and the presentation of Mr. Freitag's candidature to the 2013 ARISF Annual General Meeting in St. Petersburg, I am very happy and proud to be able to offer in such a short time our President as a candidate for ARISF President.



The ARISF President is an ex officio Member of the SportAccord Council. SportAccord is the umbrella organisation for both Olympic and non-Olympic international sports federations as well as organisers of international sporting events.

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 all best as a candidate for ARISF President in the forthcoming election. I also wish him the greatest possible success for the future in this very valuable work within the Executive of ARISF in which he will continue to play an important role if elected as ARISF President.

In conclusion, I want all Member Federations to clearly understand that it will not be easy for Mr. Freitag to be elected to this very prestigious position. But even if we are not successful, I believe that it will be a major achievement just to have been able to nominate Mr. Freitag as the current President of WDSF and a representative of DanceSport.

2.3. SportAccord and IOC

The WDSF President and I will attend the SportAccord and IOC Meetings from May 26 – 31, 2013 in St. Petersburg, RUSSIA, and I will report on these meetings at a later stage.

3. Outlook

For the future I strongly believe in the need for WDSF to use even more 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. In this regard, we have made great progress in the field of TV and Marketing, but I believe that a restructure of the WDSF Office in the next term should be one of the first priorities of the newly elected Presidium. As part of such a restructure, I believe that WDSF must consider appointing a CEO to assist in dealing with the exponential growth and development of WDSF.



Recognised by the IOC - Member SportAccord, ARISF, IWGA and IMGA



4. Thank, teamwork and relationships

First of all I wish to thank my team consisting of Mr. Roland Hilfiker and Mr. Stefan Kleine-Erfkamp for tremendous and professional work they have performed in the past year, and for the very positive and promising results which we have already achieved in the areas of TV, Marketing and the Grand Slam Series.

Our President, Mr. Carlos Freitag, is a great leader who dares to dream a future for DanceSport which of course is difficult for all of us, but one which we need to confront and achieve for the benefit of the Sport and those that come after us.

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. 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.

I also wish to highlight Mr. Freitag's extraordinary commitment to DanceSport worldwide and WDSF. Having this in mind, I am standing for re-election in order to assist our President in the next term and to continue to work under his direction in the best interests of DanceSport.

Carlos, please accept my deep appreciation and recognition for your hard work and I thank you on behalf of all Presidium Members. In addition I wish to thank all my colleagues in the Presidium for the great support and the friendly atmosphere as the necessary base for fruitful cooperation.

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.

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 all relevant information.

Let me thank you all for your support.

Submitted with respect.

Yours faithfully,

World DanceSport Federation (WDSF)

Lukas Hinder
WDSF First Vice-President



First Vice-President Report to the 2013 WDSF Annual General Meeting on June 16, 2013 in Shanghai, CHINA

Table of Contents	<u>page</u>
1. Activities inside WDSF	1
1.1. World DanceSport Federation (WDSF) / Vision 2012	1
1.1.1. Introduction	1
1.1.2. Meeting between WDSF Managing Committee and representatives of WDSF Associate Members	2
1.1.3. Cooperation between the National Member Bodies of WDSF and Associate Members / Integration into one WDSF national body unifying all DanceSport Disciplines	2
1.1.4. New WDSF Associate Membership Agreement	3
1.1.5. Closing remarks	3
1.2. Round Table with WDSF Member Federations	4
1.3. TV and New Media activities	5
1.3.1. Resignation of WDSF Media Advisor	5
1.3.2. Responsibility for TV, Sponsoring and the WDSF DanceSport Grand Slam Series 2013 – 2017	5
1.3.3. WDSF Communications Director	5
1.3.4. Contractual partnership between IEC in Sports AB and WDSF for 2012 – 2016	6
1.3.5. WDSF TV Strategy	6
1.3.6. General revision of the Regulations of the WDSF for Electronic Media, New Media, Advertising and Sponsorship	8
1.3.7. WDSF DanceSport Grand Slam Series 2013 – 2017	8
1.3.7.1. Letters to Organisers	8
1.3.7.2. Eurosport	9
1.3.7.3. Guidelines	9
1.4. Marketing	10
1.4.1. Agreement with SESCO	10
1.4.2. WDSF Marketing Director	10
1.4.3. WDSF Marketing Strategy	10
1.4.4. General Revision of the Regulations of the WDSF for Electronic Media, New Media, Advertising and Sponsorship	12
1.5. WDSF Strategic Planning	12



Recognised by the IOC - Member SportAccord, ARISF, IWGA and IMGA



1.5.1. WDSF Strategy Meeting	12
1.5.2. Members of the WDSF Strategy Group	12
1.5.3. Topics and Action List for Strategic Planning	13
1.5.4. Further procedure	13
1.6. Data Protection	13
1.7. Change of Legal Residence of WDSF to Lucerne, SWITZERLAND	14
1.8. Representation at WDSF DanceSport Championships	14
2. Activities outside WDSF	15
2.1. International World Games Association (IWGA)	15
2.1.1. The World Games 2013 in Cali, COLUMBIA	15
2.1.2. The World Games 2017 in Wroclaw, POLAND	17
2.1.3. IWGA Executive Committee	17
2.1.4. CoCom-Meetings CLOC – TWG 2013	18
2.1.5. IWGA Partners and Supporters – IOC, El Pomar Foundation and USOC	18
2.2. Association of IOC Recognised International Sports Federations (ARISF)	19
2.3. SportAccord and IOC	20
3. Outlook	20
4. Thank, teamwork and relationships	20