

The President

To the Delegates to the
Annual General Meeting of the
World DanceSport Federation (WDSF)
in Lausanne, SWITZERLAND

Lausanne, 11th June 2018

PRESIDENT'S REPORT TO THE 2018 WDSF ANNUAL GENERAL MEETING ON 17 JUNE 2018 IN LAUSANNE, SWITZERLAND

Dear Fellow Delegates,
Ladies and Gentlemen,

For two decades, I submit annual reports on my activities as Treasurer, the office I was elected to in 1998, as First Vice-President after 2007 and – finally, starting in 2016 – as the President. Informing the Delegates to the General Meeting (AGM) as well as the members of the community at large about the various matters I tended to do over the course of one year was something I did with a sense of accomplishment and, yes, with outright pride.

During the past two years and in the context of consecutive elections as President, I considered these reports to be particularly focussed on my vision for this federation and on where I planned to assign the priorities for my mandates. I can do no better than to refer to my written [electoral programmes 2016 - 2017 and 2017 - 2021](#) to illustrate this point.

It is all the more surprising that nine months after my last election to the term through 2021 – by a majority of 110 votes in favour, 13 votes in blank and none against – everything that my presidency stands for in terms of values and goals is put in question by motions for a vote of non-confidence.

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I always take criticism for serious, irrespective of whether it is expressed by just one Member Federation or a larger group. In the Presidium, too, work must be comfortable for all Members.

However, I cannot just abandon strategies which I continue to believe are bringing positive change to DanceSport. All of them based on my firmest of convictions, which have been shared by my colleagues on the Managing Committee as well as on the Presidium. And most of them are even based on decisions by the Annual General Meeting.

The easy way out would be for me to resign. Believe me, the temptation was there. That this report reaches you late, after the E-Book has already been circulated, has much to do with the time I spent to arrive at what I believe to be the right decision.

By resigning ahead of the AGM I could probably have spared those who think the way I do – who have continued to work with unwavering commitment in order to make DanceSport better, fairer and more inclusive – from the worst of criticism. This debate should never be about people – not about my person nor about anyone who thinks one way or another – only about the issues at hand.

As mentioned before, some of these issues have been discussed at AGMs for a long, long time. Our Olympic aspirations were regular agenda item since the late 1980s, with particular views on what could best be described as the inclusiveness of DanceSport taken in 1995, 2004, 2007, 2009 and 2011. Last but not least, with Breaking being perfectly acceptable to the delegates in 2017 as the DanceSport discipline of choice for the Buenos Aires 2018 Youth Olympic Games (BAYOG). Consequently, the budget for realising WDSF's participation in the BAYOG was approved by the 2017 AGM with a vast majority of the votes. A separate paragraph – under "Olympic Aspirations" – provides more detail.

Another issue which only lately has become a target of criticism is the Presidential Task Force to Combat Competition Manipulation (CCM TF). This is the one project I have singled out as my foremost priority – not even three months into my first mandate – by stating that if we cannot find a solution to this, certainly the most urgent of our problems, we should not have to be overly concerned about the others.

While I would have hoped to be even further along in what I continue to consider to be a process over time, I am proud of what the CCM TF has achieved – particularly since June 2017. We have taken your criticism during our presentation at the Forum in Singapore to heart, when we – the three task force members – were reminded that tangible results would be expected in the short to mid-term. One such result has now been produced with an effective measure developed and implemented between the CCM TF and the WDSF Adjudicators' Commission. The debriefing of judges!

The debriefing events were highly appreciated by lots and lots of Athletes, However, I am always open to discuss such measures with the Delegates of our Member Federations, even if I ask myself how anyone can be opposed to something as inherently positive and productive as an in-depth analysis of scoring assessments. More on that under the CCM TF.

Also criticised for relocating our offices from Spain to Switzerland, where over 60 other International Sports Federations have their headquarters, I must once more emphasise that this decision, too, was taken – unanimously – by the members of the Managing Committee and the Presidium. It was not the spur of patriotism or a solitary quest. As most everything else, it was arrived at by sound reflection and consensus of opinion.

Important to add: the opening of the Swiss office was never intended to bring our presence in Spain to an end. That the Sant Cugat branch office was eventually closed down came as the result of unilateral decisions taken by the Spanish staff and their legal representation. I expand on that in continuation.

1. Lausanne Headquarters / Staff

The decision to open up a staffed headquarters in Lausanne was taken by the Managing Committee and Presidium in spring 2016.

When the 2016 AGM approved the budgetary allocation, it did so on the premises that there would be specific benefits in the choice of Lausanne. There were! As mentioned before, the Olympic Capital is home to some 60 international sports governing bodies and similar organisations creating a highly synergetic environment between them. That we gained in status – and considerably so – over the past two years has much to do with our physical presence there. Regular exchanges between our staff and that of other organisations in, as well as of businesses associated to, international sports allowed us to steadily improve in many aspects of governance, administration and just about everything else.

Initially staffed by Chief Executive Officer (from June 2016 to September 2017) Mr Jean-Laurent Bourquin and Project Officer Mr Guillaume Felli, our premises at the House of International Sports were officially inaugurated in December 2016. Only after the branch office in Sant Cugat was closed down at the end of August 2017, did we start to consolidate our presence in Lausanne further and recruit to the current level of four staff.

- Mr Guillaume Felli, General Manager
- Mrs Géraldine Zahnd, Project Coordinator
- Mrs Cristina Swan, Project Officer
- Mr Jérémy Bachelin, Intern

The WDSF workforce in Lausanne can count on specific qualifications and hands-on experience in the running of an international sports federation. Between them, the members of staff are capable to tackle the full range of tasks assigned to them. Mr Jean-Laurent Bourquin, in the role of Senior Adviser, provides support on different files.

Until March of this year, it would have been downright impossible to assemble more expertise and competence on the 19 square metres that we had available in Lausanne. Only now, about to go into our third year, were we able to increase office space further.

In this context, I want to make mention of the former staff at the Spanish branch office too: Mrs Txus Pedraza, Project Officer, Mr German Sal, Project Assistant, and Mrs Lidia Sánchez, Administrative Assistant.

Over years and until the moment they chose to dissolve their employment contracts, all three have performed their assigned duties to our satisfaction. I sincerely hope that the settlement we reached with them brought closure, even to the most difficult periods in the employ of WDSF.

I strongly believe in the opportunities of the location Lausanne. If DanceSport continues to hold Olympic aspirations, there is no better place to pursue them from.

2. Olympic Aspirations

Allow me to address two of the key points in the criticism brought forward against my handling of the Olympic candidacy of DanceSport.

First and most importantly, even though I do assume responsibility as the President, singling out my person does not do any justice to the fact that the entire Presidium in office 2016/17 decided in this matter – exactly as is stipulated by our Statutes. In a transparent and democratic process, the members of the Presidium approved Breaking’s participation in the Buenos Aires 2018 Youth Olympic Games (YOG) with unquestionable majorities in a number of votes taken between October 2016 and May of 2017.

I understand that it looks like Standard and Latin therefore got a lower priority, but this is not the case. The whole Presidium continued its efforts to promote our traditional disciplines with unbroken passion. However I believe that the outdated wording of our Statutes has to be corrected to reflect what has already been a reality years ago. That is why I urged the Presidium to present its Motion to this AGM under the same heading as I am writing here: “Olympic Aspiration.”

Let me remind everybody that an official bid to have Latin and Standard added to the Sports Programme of the Tokyo 2020 Olympic Games was submitted by WDSF in June 2015. Even though it was considered creative and solid by the experts involved in commenting on these matters, it fell short of getting DanceSport onto the shortlist of eight and the final list of five sports. The latter was formally approved in a vote taken by the 129th Session of the International Olympic Committee (IOC) in Rio de Janeiro on 3 August 2016.

Whether our Competition Rules allowing for athletes of different nationalities to compete on the same “national team” for world and continental titles kept us from being on the ballot in Brazil, we will never know. Fact is, the long-standing practice raises quite a few eyebrows even at level of The World Games. Whenever a National Olympic Committee (NOC) would be prepared to sanction the participation of a top-ranked couple, it could find out that one of the two dancers does not hold the appropriate passport.

Virtually the same occurs with the mass media too. Journalists frequently ask about obvious differences between the world ranking and the list of entries. That we didn't have serious credibility problems in the past six editions of The World Games is a mere coincidence. Some of our world #1s in Latin and Standard had their passport situations sorted out at the very last moment, only weeks prior to Games time.

In the past, we were debating among Managing Committee as well as Presidium members how much time would be required to bring the rules governing Latin and Standard as well as our current practices fully in line with the Olympic Charter Rule 41 (Nationality of Competitors. 1. Any competitor in the Olympic Games must be a national of the country of the NOC which is entering ...). If I remember correctly, the consensus was seven years. Yes, there were some – definitely not many – who felt that it either could not or should not be done. But that is not the debate here.

My rebuttal to the criticism regarding our Olympic aspirations and the way they were handled over the past two years should not only focus on technical matters. It has to go beyond simply because there is more at stake.

That WDSF succeeded to have DanceSport putting in its first appearance in the context of Olympic Games should be acclaimed and endorsed by a vast majority of our NMBs. Certainly by all those which have obtained the recognition of their NOC: 69 of the 97 as per our updated records.

I would venture the guess that there is not one single NOC questioning the choice of DanceSport discipline for 2018. A choice that was made not by WDSF, as everyone seems to think, but by the BAYOG Organising Committee and the IOC Executive Board. We should ask our biggest NMBs – in terms of membership and activity – to make the definite statement in this matter.

But there is even more! The responses of our NMBs to the 2017 survey indicate that 70% do have disciplines other than Latin and Standard under their authority, either directly or through an association with other organisations. For more than two thirds of the respondents, DanceSport is therefore multi-disciplinary. For minimum 17 of them DanceSport is – at least for the year 2018 – OLYMPIC too.

The second point of criticism deals with the financing of DanceSport's first appearance in Olympic Games. While the fact that the 2017 General Meeting in Singapore approved the budget for 2017/2018, including the respective allocations for the BAYOG, should do away with these concerns, there is no denying that significant funds are being spent to make the YOG happen. My question: it was acceptable last year, what has changed since?

Still other critics complain that funds generated by the two traditional disciplines are suddenly credited to a third, reducing overall wealth of WDSF as the third discipline is not (yet) able to produce direct income. Taking an inclusive view on our sport should make cross-financing perfectly permissible, because reversely, it will be the visibility and popularity of Breaking that

will give us the unique chance to draw the attention of the whole world to Latin and Standard as well. In this perspective, every Euro, Dollar or Swiss Franc spent for Breaking is an investment for our traditional disciplines as well.

I provide you with additional information in the attached document “Olympic DanceSport.” As I retrace the campaigns to get dancing in whatever form into the Olympics, or other events pertaining to the Olympic Movement, I am convinced that I, just as my predecessors with their respective Presidia, acted in the best interest of this organisation and the inclusive sport it governs. I hope that after reading through the document, you, too, will agree with my assessment of the situation as of June 2018: WDSF has succeeded once. Let’s work collaboratively and in good faith to succeed again!

3. CCM TF

Did our task force find any sure-fire solutions to the problem of competition manipulation? Not yet! This does sum up, with the honesty that is called for, nearly two years of challenging work put in by Mr Harri Syväsalmi, a renowned expert in sports ethics and a pro bono contributor to the CCM TF, by Mr Daniel Stehlin, a state prosecutor and the chair of our Disciplinary Council, as well as myself. The short-form answer does not do much justice to the many small steps that were taken in the right direction: we did make progress with some of the measures that we have implemented with success.

In October 2016, the CCM TF released its “White Paper,” analysing the problem and suggesting the first corrective actions to improve the current situation. The online document was downloaded close to 5,000 times and widely [“commended for review and study for all members”](#) by the stakeholders in DanceSport.

Since November 2016 and following the suggestion of the CCM TF, WDSF makes the composition of the judging panels for its top-tier competitions public weeks prior to event dates. A rather simplistic but ultimately effective measure that has successfully counteracted what was consistent leaking of confidential information.

In June 2017, a preliminary report on progress in the work of the CCM TF was presented to the NMBs in writing as well as in speeches prior to the AGM in Singapore. Here are some of the key statements that were made:

- *Commercial interests are a reality in every sport. They do develop into a problem when used together with the privileges of a licence for the exclusive benefit of members in an association. In modern economies, such associations are often referred to as a “cartels.”*
- *To come up with measures and policies to confront the negative trend will take time.*
- *The CCM TF asks all stakeholder in DanceSport – in particular the athletes – to preserve their conviction that change is possible.*

- *The CCM TF invites all stakeholders in DanceSport to openly reaffirm their commitment to fair play.*

Finally, in August 2017, CCM TF announced substantial changes to the process of assigning judges to the top-tier events, and of holding these judges accountable for the assessments they make. This announcement was taken up by the [specialist media](#).

The CCM TF proposed that it would submit the composition of the panels of adjudicators for all major events to the members of the WDSF Managing Committee for final approval. A suitable format for the post-event debriefing of these adjudicators was to be developed too. In its meeting in September 2017, the Managing Committee stated that there might be better measures to confront competition manipulation, however the Managing Committee approved the creation of the Task Force as well as the selection process for Adjudicators and the debriefing sessions until other measures could be installed.

The debate is ongoing – currently at the level of the Presidium: whether to have a task force looking into manipulation, or not, who should define its mission, who should install it, who control it.

The International Tennis Federation had its own task force working for a period of 27 months to reach the conclusion that “serious and substantial” match-fixing is a reality today. The author of the task force’s report with the title “Independent Review of Integrity in Tennis,” Adam Lewis QC, writes about a survey of 3,200 players at all levels of the professional game finding that 14.5% had first-hand knowledge of match-fixing – that is 464 players in total.

While the match-fixing in tennis can in no way be compared to the competition manipulation in DanceSport, I – after concluding hearings with Athletes, Officials and members of the entourage – would think that 14.5% who had come in contact with varieties of undue influence on competition results would be a rather conservative estimate.

4. Thanks

On this note, please let me thank the Members of the Presidium for the work they have put in last year.

The gratitude of all of us within WDSF must be conveyed to our professional staff at the Lausanne Headquarters, our General Manager Mr Guillaume Felli, Project Coordinator Mrs Géraldine Zahnd, Project Officer Mrs Cristina Swan our Intern Mr Jeremy Bachelin for their dedicated, hard work, their reliability and the outstanding and tireless support to us all.

Then I thank Mr Jean-Laurent Bourquin, for his immense contributions and express the deepest gratitude for everything he has achieved as Senior Advisor and YOG Project Leader for this federation.

My thanks go to Communications Commission Chair Mrs Leena Liusvaara, Communications Director Mr Roland Hilfiker as well as the entire WDSF Communications Team for their tremendous effort and professional work. A special thank and recognition goes to Mr. Roland Hilfiker who made magic again not only through producing world class media content but also by rendering outstanding services through his communications expertise.

I would like to express my gratitude to the Members of the Disciplinary Council and in particular to its Chair, Mr Daniel Stehlin. Over the past year he has again outdone himself by making outstanding contributions to my Presidential Task Force to Combat Competition Manipulation and in several other areas to implement Good Governance.

This report would not be complete without thanking all the Chairpersons of the various WDSF Commissions and WDSF Ethics Committee and our IT Expert, Mr John Caprez.

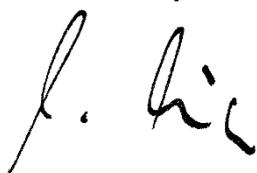
Let me also thank all those chairpersons and adjudicators who have supported the efforts of the Task Force to Combat Competition Manipulation through their actions and their high ethical standards.

Finally, on behalf of the WDSF Presidium, I thank the WDSF Member Federations and Delegates for the trust and the honour that they have bestowed upon us by allowing us to serve as their executive.

Submitted with respect.

Yours faithfully,

World DanceSport Federation (WDSF)



Lukas Hinder
WDSF President

Annexe

Olympic DanceSport

OLYMPIC DANCESPORT



THINKING OUTSIDE OF THE BOX

FOREWORD

A look at more than two decades of campaigning is in order to fully understand what was and what will be required for DANCESPORT – as it is defined per the Presidium’s Motion “Olympic Aspirations” in the Preamble to the WDSF Statutes – to become a permanent fixture on the programmes of the games and/or events of the Olympic Movement.

The erroneous perception that DanceSport consists of only the Latin and Standard disciplines must be corrected once and for all by amending the Preamble to the Statutes.

WDSF STATUTES | PREAMBLE | POINT 5

To ensure the improvement and popularisation of DanceSport, whereby the latter is expressly understood as an inclusive term comprising all the different styles and forms of dance practised as sport, either to obtain results in competitions or for the health and social benefits.

In view of the decisions taken by WDSF General Meetings since 2009 (creation of the VISION 2012 Working Group), this clarification has become necessary. For the avoidance of any doubt, it stipulates that any discipline or form of dance practised as sport falls under the genus name. Thus it does away with the persisting habit to make DanceSport the synonym of a term which is outdated since the 1990s: “ballroom dancing.”

As per the Presidium’s Motion “Olympic Aspirations,” a second amendment to the text of the Preamble to the WDSF Statutes serves to reaffirm the strong commitment of this IOC Recognised International Federation to become and to remain a Summer Olympic International Federation. Furthermore, it widens the scope for the federation’s involvement in and contribution to games and/or events of the Olympic Movement.

WDSF STATUTES | PREAMBLE | POINT 10

To ensure that DanceSport is admitted to and remains in the Medal Programme of the Olympic Games, of the Youth Olympic Games, of The World Games, as well as of other multi-sport games and/or events held under the auspices of the International Olympic Committee or organisations recognised by it.

This document, appropriately titled “Olympic DanceSport,” provides insights into the past, comments on the present and strategies for the future of dancing within the Olympic Movement. Between all of them, they should outline the course of action to be decided on by the 2018 General Meeting.

Lukas Hinder | WDSF President

THE CHRONOLOGY

1997 - 2001

When DanceSport first became eligible for inclusion into the Olympic Sports Programme in 1997, the procedure was basic: the submission of a bid file was followed up by promotion and lobby! It was in November of 2000 in Lausanne, Switzerland, when this governing body spent a six-digit figure in Swiss francs to put on Latin and Standard demonstrations in front of 100 members of the International Olympic Committee (IOC) at the Palace Hotel. An even higher six-digit figure in the same currency converted the first ever GrandSlam Finals into a spectacular and internationally televised showcase at the Sporting Monte-Carlo. His Serene Highness, Prince Albert II of Monaco, a member of the IOC himself, was in attendance, watching DanceSport as the “[Irresistible Olympic Candidate](#).”

2002 - 2013

Only after Dr Jacques Rogge had assumed the presidency, more elaborate mechanisms were put in place to consider and decide on the addition of new sports. What amounted to a periodic and systematic review of the entire programme had the IOC Sports Department analyse the Games-time performances of each Olympic sport and compare the benchmarks with information that the Recognised International Federations (IFs) had provided in comprehensive survey.

While not perfect, the system proved far superior to how matters were handled until 2004 Athens. Click [here](#)! WDSF welcomed the opportunity to factually report on its activities, providing the IOC with exhaustive and verifiable information as part of the surveys of Recognised IFs conducted at intervals of four years.

Unlike other IFs with sports vying for a place in the Games, WDSF refrained from incurring expenses for activities to promote its candidacy as an Olympic sport beyond the submission of the questionnaires. All emphasis was put on achieving excellence where DanceSport was already given the opportunity to feature on an official sports programme: in The World Games!

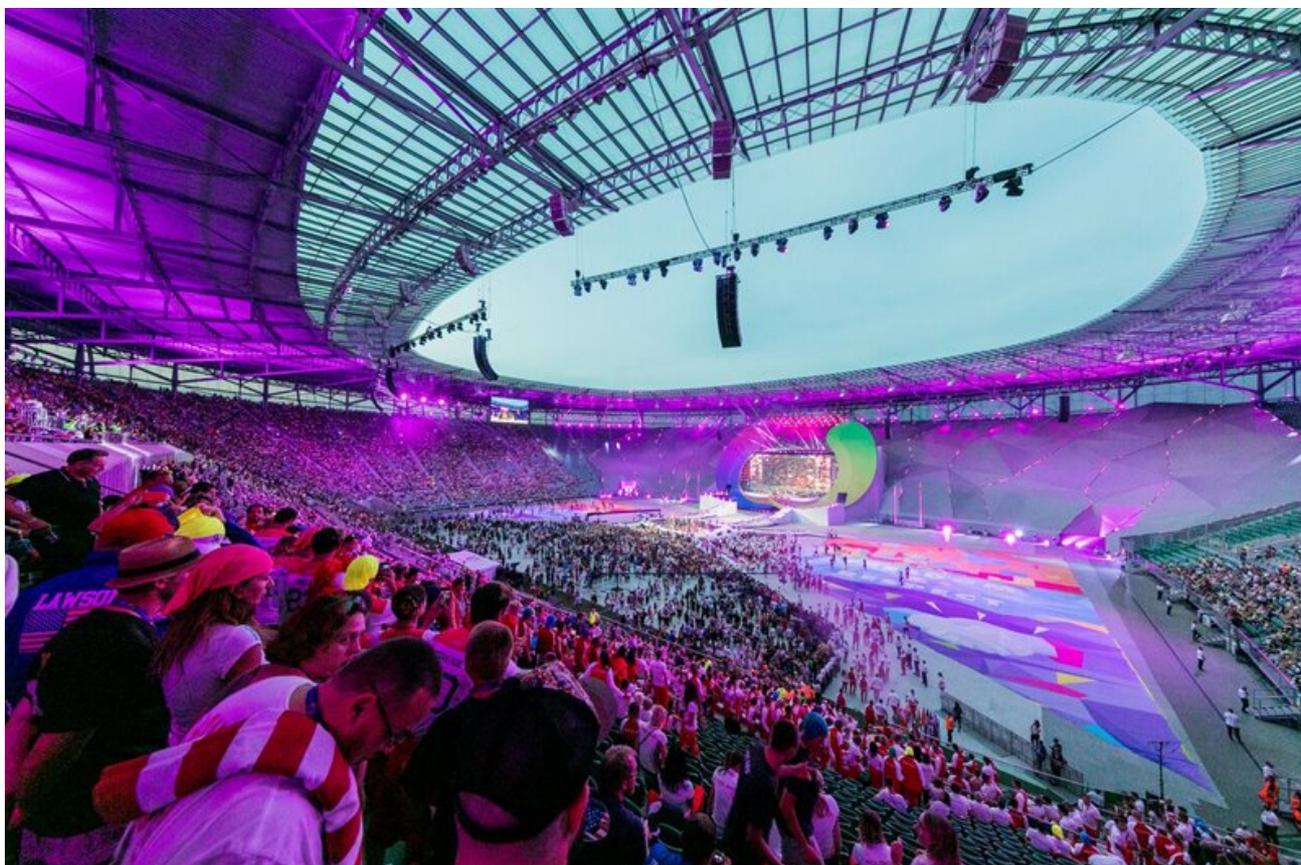
At The World Games 2009 Kaohsiung and [2013 Cali](#), it was the one sport (of more than 30 on both occasions) which generated the highest revenues to the local organising committee, selling out huge venues on the two competition days it was assigned in Kaohsiung (2 x 13,000) and in Cali (2 x 17,000).



When close to 17,000 people come to watch fine sportsmen and women perform – athletically and artistically – at a location such as the bullfighting ring in Cali, COL, the word “ballroom” is most likely the last thing that comes to mind

It happened twice during The World Games 2013.

This did not go unnoticed by the IOC, which had its own observers at all editions of The World Games from 2005, and it impacted the decision of the International World Games Association (IWGA) to further increase the number of events as well as the contingent of athletes allocated to DanceSport. 2017 Wrocław saw close to 200 dancers and officials taking part in four different medal events – in Latin, Rock ‘n’ Roll, Salsa and Standard – as well as in breaking showcases.



Music and dance were cornerstones of the Opening as well as the Closing Ceremony at The World Games 2017. On 28 and 29 July – the two days assigned to the competitions in Latin, Rock ‘n’ Roll, Salsa and Standard – both elements made DanceSport irresistible too: a draw at the gate and the focus of media attention.

The final attendance figures should be available by June 17, but capacity crowds were registered at the Centennial Hall, the DanceSport venue in Wrocław too. IOC Vice-President Uğur Erdener attended on the second day and praised the quality as well as the variety of the programme featuring the Latin and Rock ‘n’ Roll events, with short Breaking interludes.

From 2014

The development of an even more structured process to gain admission to the Olympic Sports Programme started with the presidency of Dr Thomas Bach and the adoption of the Olympic Agenda 2020, the strategic roadmap for the future of the Olympic Movement. The latter recommended that an event-based rather than a sport-based approach be taken to compose the programmes of future Games, and that local Organising Committees be given the right to propose additional events for their edition. Another relevant Agenda 2020 recommendation called for the

IOC and the IWGA to “closely collaborate regarding the sports programme composition and their respective evaluations.”

And still another Agenda 2020 recommendation urged the IOC “to consider including a ‘sports lab’ or sports initiation programmes as part of the Olympic Games or Youth Olympic Games to trigger youth involvement and benefit the host community.”

With the altogether 40 recommendations adopted by the 127th IOC Session on 7 December 2014, and with a new pathway to the Olympic Sports Programme open to candidate sports, WDSF immediately prepared an official bid to the Tokyo 2020 Organising Committee to have DanceSport with the events Latin and Standard included. Despite the unquestionable [quality of the bid](#), DanceSport narrowly failed to get selected for the shortlist. Baseball/softball, karate, skateboarding, climbing and surfing were ultimately the successful candidates from the 26 presenting bids, bringing the total for Tokyo 2020 to 33 sports – with 324 events between them.

It is worth noting that skateboarding as well as climbing had already featured as part of the “[Sports Lab](#)” at the Nanjing 2014 Youth Olympic Games. Their positive experience plus a popular quote of Dr Thomas Bach, “I can well imagine that a gymnast and a hip hopper will first meet at the Youth Olympic Games,” which he had made prior to his election as IOC President, were at the origin of DanceSport presenting yet another formal bid to take part in the Buenos Aires 2018 Youth Olympic Games (BAYOG). “In whatever role that would suit the BAYOG stakeholders and give DanceSport a visible platform to perform on,” was the underlying philosophy for the [all-out campaigning](#) which the WDSF embarked upon in late March 2016.



Under the title *“Buenos Aires – It Loves All Dancing!” (BAILAD – DANCE)* as well as the tag line *“DanceSport unites art, culture and sport – and it brings people together!”* WDSF presented its comprehensive bid file on nine projects featuring all different dance styles during the BAYOG to the Organising Committee on 14 September 2016.

That DanceSport would get selected, and subsequently approved by the IOC, for the Sports Programme – with three medal events: Breaking Mixed Team, B-Boy, B-Girl – was definitely not a foregone conclusion at the time. And that it would be able to showcase some of its other disciplines in programmes closely associated with the BAYOG came as a welcome surprise as well.

Obviously, several other candidates for places on the Paris 2024 and Los Angeles 2028 programmes got onto the bandwagon too. Roller sport – with three speed skating events counting as one and an athletes’ contingent of 12 men plus 12 women – managed to get into the BAYOG several months after DanceSport, karate and sport climbing.

In 2018

The abridged history of Olympic DanceSport should make it abundantly clear that this governing body has successfully managed to adapt to the ever-changing scenarios which its campaigns for inclusion into the Sports Programmes of the Games of the Olympiad were faced with. From the lavish campaigning in the early years to the pragmatic approach taken as an IF building up its credentials through a process of self-improvement (VISION 2012, 2020 VISION), WDSF had manoeuvred DanceSport into an enviable position. A stand-out among 30-plus sports at three consecutive editions of The World Games, a first-time Olympic sport at the BAYOG this October, and a sport which has proven, time and again, that one of its strongest assets is the diversity.

Neither WDSF nor any of its opponents in the race towards the Olympics have ever been in the driver’s seat when it came to the decision as to whether a particular sport, a discipline or an event would get included into the programme or not. The decisions were taken by others. For the Games of the XXXII Olympiad they were taken by the Tokyo 2020 Additional Event Programme Panel first and by the IOC Session in 2016 last.

The five sports added for Tokyo are definitely not fixtures beyond the 2020 Olympics. It could well turn out to be a “once-in-a-lifetime” experience for some of them. Whether their IFs will get a share of the games revenues – as do the other Summer Olympic IFs governing the 28 core sports – is not at all certain. What is known at this time is that Paris 2024 and Los Angeles 2028 will be offered their own opportunities to propose new sports, disciplines and events that best fit their Olympic vision. However, in the organisers’ selection, there is another important consideration which counts just as much: the potential for medals to be won by the host nation.

For DanceSport to come anywhere close to matching the medal potential of some of the other contenders for 2024 and 2028, it needs to be as creative as it was when it proposed – amongst other things – breaking events with a total contingent of only 24 athletes. That a unique YOG rule – the one allowing teams made up of athletes representing different National Olympic Committees – will need to be invoked only exemplifies such creativity. And it possibly establishes a precedent that could have other DanceSport disciplines, such as Standard and Latin, benefit in the future.

2018 – 2028

As of today, DanceSport is more firmly established within the Olympic Movement than ever before, and with virtually all of its disciplines. In fact, it is in a very privileged position when it comes to its future aspirations. While the ultimate goal – the inclusion of DanceSport into the Games of the Olympiad – has not yet been attained, it features in the Youth Olympic Games 2018, The World Games 2021, and it is under consideration for a growing number of other multi-sports games and/or events sanctioned by the most respected organisations making up the Olympic Movement.

What needs to happen for DanceSport to attain the most elusive of goals, the participation in consecutive Olympic Games, is for it to

- *Be acclaimed as an unqualified success at the Buenos Aires 2018 YOG*
- *Be accepted as a core sport of the GAISF World Urban Games*
- *Award the second and third edition of the WDSF World DanceSport Games to organisers*
- *Be showcased on the fringes of 2020 Tokyo, maybe through participation on the cultural programme*
- *Put in as convincing an appearance at The World Games 2021 Birmingham as in the last three editions*
- *Be a strong candidate for inclusion into the programme of the Asian Indoor and Martial Arts Games 2021 (as in the last two editions)*
- *Be a strong candidate for inclusion into the programme of the YOG 2022, proposing (a) popular discipline(s) that best suit the local preferences*
- *Be a strong candidate for inclusion into the programme of the Asian Games Hangzhou 2022 (as in the Asian Games Guangzhou 2010)*
- *Convince the Paris 2024 organisers as a highly valuable addition to the sports programme, with disciplines matching their Olympic vision as well as their expectations in terms of host nation success*
- *Be a strong candidate for inclusion into programme of the World Games 2025*
- *Be a strong candidate for inclusion into the programme of the Asian Indoor and Martial Arts Games 2025*
- *Be a strong candidate for inclusion into the YOG 2026, proposing (a) popular discipline(s) that best suit the local preferences*
- *Be a strong candidate for inclusion into the programme of the Asian Games Nagoya 2026, proposing (a) popular discipline(s) that best suit the local preferences*
- *Convince the Los Angeles 2028 organisers as a highly valuable addition to the sports programme, with disciplines matching their Olympic vision as well as their expectations in terms of host nation success*

Anything other than aiming as high as is outlined above would limit the true potential of what is one of the most diverse and multi-dimensional sports.

The rest is a matter of thinking outside of the box and of being opportunistic. However, taking decisions – now or at any time in the future – which will question the commitment of WDSF to pursue any one of these goals over the next decade could put the current status of DanceSport at risk. It is not about the word “Olympic,” it is all about our own dreams, ambitions and goals.