



ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES  
ASSOCIATION DES COMITÉS NATIONAUX OLYMPIQUES  
ASOCIACIÓN DE COMITÉS OLÍMPICOS NACIONALES

## The XXI ANOC General Assembly

Doha, 15 November 2016

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Report by  
Gunilla Lindberg  
ANOC Secretary General

Mr. President of ANOC

Mr. President of IOC

Mr. President of the Qatar NOC

Members of ANOC Executive Council

IOC Colleagues

Friends and Colleagues from 205 NOCs

Representatives from International Federations

Representatives from Olympic Organizing Committees

Invited guests

Ladies and Gentlemen,

It's a great honor for me to stand in front of you today and present my report as Secretary General of ANOC.

One year has passed since our General Assembly in Washington when I informed you that it was the biggest ever in the history of ANOC. For the third year in a row I have the pleasure to inform you that we have set a new record again. Here at the General Assembly in Doha we have the pleasure to welcome no less than 205 NOCs and with a record participation of 1.200 delegates.

Mr. President, 2016 was a fantastic year in the history of ANOC and I want to reiterate again how inspiring it is to work under your leadership for the benefit of the NOCs of the world. Your visions and new ideas for ANOC is an inspiration for all of us and I know I can talk for all NOCs gathered here in Doha for our XXI General Assembly.

Allow me also to mention the leadership of our IOC President Dr. Thomas Bach and his tremendous work of implementing the Olympic Agenda 2020 and the way he has been taken the Olympic Movement to even higher levels in the cooperation with United Nations and many political leaders in the world. And he has also a background in the NOC world in the past.

The Olympic Year 2016 has been a very busy year – both in a positive and negative way. We have just returned home from magnificent Olympic Games in Rio de Janeiro and we will tonight celebrate some of our heroes from those games. We have also under the leadership of IOC and WADA dealt with less pleasant matters and we hope that the future will bring us some good news in a way to protect the clean athletes.

Mr. President, Council Members and colleagues from the NOCs let me now present my report of activities of ANOC since we last met in Washington in November 2015.

## **1. ANOC EXECUTIVE COUNCIL MEETINGS**

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The Executive Council of ANOC has met three times since our last General Assembly

- In Lausanne on 4<sup>th</sup> of April 2016
- In Rio de Janeiro on 4<sup>th</sup> of August 2016 and
- In Doha on 14<sup>th</sup> of November 2016

During our Executive Council Meetings many important decisions have been taken. One of those decisions was to introduce an ANOC Code of Ethics and an ANOC Compliance Policy. This will be presented later on the agenda by the Chairperson of the Legal Commission, Mr. Michael Chambers.

We have also had the pleasure to welcome Mrs. Sara Rosario, President of the NOC of Puerto Rico into the Council representing PASO and that makes the number of women on the ANOC Council 10 which, Mr. IOC President, is a good proof that ANOC is working hard for gender equality and are following the recommendations of the Olympic Agenda 2020.

We have also again, as per tradition since 2005, invited 5 women delegates from each continent to be on top of the ordinary delegations to make it possible for more women to take part in a General Assembly and be inspired for the future. You are very much welcome to ANOC.

## **2. YOUTH OLYMPIC WINTER GAMES IN LILLEHAMMER 2016**

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As you all know the Youth Olympic Winter Games were organized in Lillehammer, Norway in February 2016 and it was a great success. ANOC has again made a survey among all the NOCs after the Games and we have sent the result of the survey to IOC as a part of the debriefing of the Games. On 25<sup>th</sup> of October I presented the comments of the NOCs at an official debriefing in Lausanne and the three main points for the future I presented based on the survey were:

- The quota for accreditations for officials needs to be studied and should be made transferable
- The athletes and officials should not be forced to stay for the whole Games
- The information about the sports program should be communicated much earlier

In general the NOCs were very happy with the organization for those Youth Olympic Winter Games and the debrief of the NOCs has been transmitted to the next hosts of those Games, Buenos Aires 2018 and Lausanne 2020.

## **3. COOPERATION WITH UNESCO**

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On 8<sup>th</sup> of January 2016 the Director General of UNESCO confirmed in a letter to ANOC that she had decided to establish an official partnership –consultative status – between UNESCO and ANOC.

The President of the ANOC Commission for International Relations, Mr. Julio Maglione, and Mr. Alexander Schischlik from UNESCO will present later on the agenda.

Also for the Recommendation 28 of the Olympic Agenda the cooperation with UNESCO and the involvement of the NOCs on national level has been discuss yesterday both in the Commission meetings and in the ANOC Council as per request of the President of the IOC.

## **4. RULE 40.3**

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IOC asked ANOC to be a part of a working group to study the new proposal for rule 40.3. The proposal was to open up for generic advertising for non Olympic partners to be adopted for Rio de Janeiro 2016 and onwards.

ANOC Senior Vice-President, Mr. Patrick Hickey, and ANOC Secretary General has together with the Chairman of ANOC Legal Commission, Mr. Michael Chambers, studied the proposals and have made some suggestion for change which were accepted by IOC. ANOC has informed all the NOCs about the new content and their rights to allow or not to allow generic advertising.

ANOC was represented by Mr. Martin Benson from Australian NOC and Mr. Stefan Lindeberg from Swedish NOC at a meeting organized by IOC marketing department on December 2<sup>nd</sup> 2015 in New York to study this question.

A follow up of the understanding of the rule has been made by ANOC in the debrief questionnaire from Rio de Janeiro and also through a marketing seminar organized by IOC in Madrid in October for about 20 NOCs.

## **5. RULE 50**

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ANOC has been invited by IOC to be a part of a working group to study the proposal for rule 50 regarding trademarks. ANOC has been represented by ANOC Senior Vice-President, Mr. Patrick Hickey, President of the Australian NOC and IOC Vice-President, Mr. John Coates, and ANOC Secretary General.

After some discussions regarding the trademarks on equipment and clothing for the athletes from golf, which was a new sport on the Olympic Programme for Rio, an agreement was reached which was accepted by ANOC. The rule will be studied again after the Rio Games and special attention should also be drawn for the new sports on the program for Tokyo 2018.

ANOC has also been asked by the IOC to comment on the rule 50 for PyeongChang and with some minor changes we have approved the proposal of text based on the Rio 2016 version.

## **6. OLYMPIC GAMES IN RIO DE JANEIRO 2016**

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The Olympic and Paralympic Games in Rio de Janeiro has just finished and ANOC wants to congratulate the Organising Committee to successful Olympic competitions on great Olympic Venues. Tonight we will celebrate some of the heroes from the games and we can see that the sporting results have been fantastic.

ANOC has been closely involved in the preparation and participation of the Olympic Games in Rio de Janeiro. We have also worked closely with the NOCs to put forward your questions during Coordination Commissions both before and during the Olympic Games.

Rio Organizing Committee will give their final report to the NOCs tomorrow and ANOC is at the moment conducting a debrief report among all participating NOCs which will be presented at the official debrief in Tokyo in two weeks time.

We all know that the situation in Brazil the last couple of years was very difficult with the financial crisis and the political crisis. But in spite of this and with big support and help from the NOCs, the IFs and the IOC the games proved to be a success with the highest TV-ratings ever and very high level of competitions.

ANOC will come back to you when your input has been summarized and the feedback of the NOCs will be presented to the IOC and other stakeholders at the official debrief in Tokyo on November 28-30<sup>th</sup>.

I would like to thank the Organizing Committee of the Rio Olympic Games and its President Mr. Carlos Nuzman and his team for good cooperation and as IOC President said in the closing ceremony *Marvellous Games* and we look forward to hear you report tomorrow.

## **7. UPCOMING OLYMPIC AND YOUTH OLYMPIC GAMES**

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Tomorrow you will listen to reports from the upcoming Olympic and youth Olympic games. ANOC is involved in the coordination commissions for all games and we are closely following the preparations.

Before the Coordination Commissions in Rio de Janeiro we sent out questionnaires to all NOCs asking for some specific problems to be raised in the Coordination Commission which is the place we can bring up questions and also push for solutions.

The debrief from Rio which will be circulated to all of you will include some statements for the future Organizers and also some points raised from the NOCs to the IOC. We will follow up and report back during the coming months.

## **8. OLYMPIC WINTER GAMES IN PYEONGCHANG 2018**

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It has been a big progress in the preparation work during the past year and we have 24 test events coming up in the coming 6 months.

ANOC has been asked by IOC to study the proposed qualification system for PyeongChang and comments from ANOC technical working group has been sent to IOC and most of the comments have been implemented in the rules.

The Chef de Mission Seminar will be organized the first week of February and IOC EB will also have its meeting in PyeongChang in May 2018.

After some difficult years the Organizing Committee is now working well and during the last Coordination Commission only a couple of weeks ago all the winter-IFs were satisfied regarding the quality of the venues.

PyeongChang and their new President Mr. Hee-beom Lee will give you a report tomorrow.

## **9. YOUTH OLYMPIC GAMES IN BUENOS AIRES 2018**

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The Coordination Commission has just paid a visit to Buenos Aires and are reporting good progress. As mentioned earlier the points of view coming from the debrief in Lillehammer from the NOCs are also valid for the summer edition of the games.

## **10. YOUTH OLYMPIC WINTER GAMES IN LAUSANNE 2020**

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The Organising Committee and the Coordination Commission have started their work and the very open and valuable debrief from the Lillehammer Games will help the next organizer. The recommendations given in the debrief was also to create the NOC relations department as soon as possible to be able to understand the needs of the NOCs.

## **11. OLYMPIC GAMES IN TOKIO 2020**

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The preparations for the Games are going well and there have been some changes in the concept in accordance with the Olympic Agenda 2020. The Organising Committee is now opening up for NOC visits. You will all be able to visit Tokyo in 2018 when the Japanese NOC will host the General Assembly in cooperation with ANOC.

## **12. OLYMPIC GAMES IN BEIJING 2022**

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The Organizing Committee has been established and the first Coordination Commission took place one month ago in Beijing.

All the Organising Committees will present to you tomorrow when you will have opportunity to ask questions.

### **13. OLYMPIC MARKETING SEMINARS FOR NOCs**

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Olympic marketing seminars with the theme "Understanding and creating a strong brand" has been organized by IOC/ANOC and Olympic Solidarity for all NOCs during 2016.

The feedback has been good and it has been decided to continue this activity for 2017.

### **14. OLYMPIC TICKETING**

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Two meetings have been held with the IOC/ANOC ticketing working group to discuss the procedure for the Olympic ticketing for the future. The first meeting was held in April 20<sup>th</sup> and the second on November 7<sup>th</sup> in Lausanne.

### **15. COOPERATION WITH UNIVERSITIES**

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ANOC has continued its cooperation with three universities during the past year, Russian Olympic University in Sochi, Seoul University and ISR Academy in Korea. Scholarships have been given to students through application via the NOCs and with full coverage of the costs via ANOC.

### **16. COOPERATION AGREEMENTS**

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ANOC has renewed its agreement with Around the Rings for the distribution of their electronic news to all NOCs. We have also made an agreement for Doha for the distribution of a daily newsletter.

ANOC has also renewed its contract with Inside the Games for the published of the ANOC Bulletin 3 times a year.

### **17. OLYMPIC CHANNEL**

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ANOC has established a cooperation with the Olympic Channel which was launched on August 21<sup>st</sup> which has resulted in the production from our activities here in Doha and specially from the ANOC Gala Awards tonight.

### **18. COOPERATION WITH THE CONTINENTS**

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I have, as Secretary General of ANOC, participated in the Continental Meetings for OCA in Danang, in Vietnam, in September and for EOC in Minsk, in Belarus, in November and at both occasions given an update of ANOC activities.

### **19. ANOC WORLD BEACH GAMES**

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The expert working group has had meetings in San Diego in March and July 2017 with the Organizing Committee of the ANOC World Beach Games. A joint decision was taken in August by the Organising Committee and ANOC Council to postpone the Games until 2019.

An updated report will be given later on at the agenda by the Chairperson of the ANOC Events Working Group, Mr. Timothy Fok.

## **20. ANOC COMMISSIONS**

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All ANOC Commissions have met at during the year and here in Doha. They will all give you an update of their activities tomorrow.

## **21. ANOC GENERAL ASSEMBLY IN DOHA**

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The ANOC office has been very busy with the preparations of the General Assembly in Doha. I want to thank all the NOCs for your cooperation with registrations and for respecting our deadlines. I also want to thank the NOC of Qatar and its President and Secretary General for the close cooperation and support for the organization of this biggest ANOC General Assembly in the history.

My thanks also go to you, Mr. President, and the ANOC Council for all your support. A special thanks also to the staff of ANOC both in Lausanne and Kuwait for their great work and of course also to you all NOCs, IF:s, Organising Committees and staff in IOC and Olympic Solidarity for the close cooperation.

This, Mr. President, concludes my report as Secretary General of ANOC.



Gunilla Lindberg

ANOC Secretary General

Lausanne, 7<sup>th</sup> November, 2016