



**IBU**

# **PRESIDENTS' MEETING 2023**

**01 JULY 2023**

**VIENNA AUSTRIA**







***FROM TARGET 26  
TO TARGET 2030***

# REVIEWING TARGET 26

PROCESS UNTIL PRESIDENT'S MEETING 2023



# *CONNECTING TARGET 26...*

# **TARGET**26

OUR STRATEGY FOR **FOCUSING**,  
**HITTING** AND **MOVING** - TOGETHER

**EMPOWERING  
OUR  
FEDERATIONS**

**ENHANCING  
OUR  
EVENTS**

**EXTENDING  
OUR  
REACH**

**UPGRADING  
OUR  
GOVERNANCE**

**INNOVATING  
OUR  
FUTURE**



# ...WITH THE IBU HOUSE

## VISION

WE ARE THE GLOBAL BIATHLON FAMILY, A SUSTAINABLE AND INNOVATIVE SPORT WITH INTEGRITY

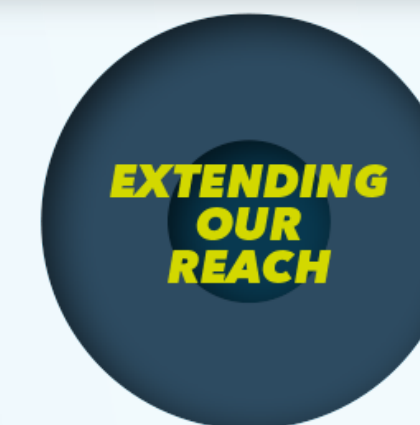
## MISSION

THE IBU SUPPORTS, EMPOWERS AND INSPIRES THE BIATHLON FAMILY TO DEVELOP AND GROW THE SPORT

## OVERALL OBJECTIVES 2030

- GROW BIATHLON BY DOUBLING THE TOTAL NUMBER OF ATHLETES, WITH FOCUS ON THE YOUTH
- ENSURE THAT THE INTEREST AND COMMERCIAL VALUE OF BIATHLON GROW - DOUBLE THE INCOME FOR THE IBU
- REDUCE THE SPORT'S CARBON FOOTPRINT BY 50% AND BECOME CLIMATE NEUTRAL

### STRATEGIC AREAS



### UNDERLYING PRINCIPLES

**INTEGRITY**

**GOVERNANCE**

**SUSTAINABILITY**





**IBU**

***FEEDBACK FROM THE  
NATIONAL FEDERATIONS***



# NF FEEDBACK AT THE WORKSHOPS

EMPOWERING OUR FEDERATIONS



From 1 to 10, **to what extent do you agree with the following?**

“The IBU academy **is already providing** practical support for our federation, athletes and coaches”

**7.8**

Average response

“Regional events and new plans for youth participation such as laser rifle support **are going in the right direction** to grow more young participants”

**8.2**

Average response

“The new financial support **is effective, tailored, fit for purpose** and **transparent**”

**8.2**

Average response



# NF FEEDBACK AT THE WORKSHOPS

EMPOWERING OUR FEDERATIONS



More financial support

Support more athletes and coaches

Provide tools for growth

Promote biathlon worldwide

More youth events

Support the flagship nations

Coaching development

## WHAT MORE COULD BE DONE TO EMPOWER FEDERATIONS?

Kids project

Coaches exchange

More courses

Coaches networking

Partnerships between federations

Improve communication

Infrastructure and equipment

# NF FEEDBACK AT THE WORKSHOPS

EXTENDING OUR REACH



From 1 to 10, **to what extent do you agree with the following?**



The **new IBU digital ecosystem** (app, web) are helping biathlon to grow its reach”

**8.0**

Average response



**Biathlon coverage** (broadcasting, streaming) is at a good level”

**8.1**

Average response



**Marketing and promotion** of biathlon internationally is at a good level”

**7.8**

Average response



## WHAT MORE COULD BE DONE TO EXTEND OUR REACH?

Broadcast of  
showcase  
events

Host national  
federation  
results & event

Broadcast IBU  
Junior Cup

Assist with  
broadcast  
partners

Create an  
international  
Biathlon TV  
channel

Help small  
teams grow

Partner with  
smaller NFs to  
help them grow  
fanbase

Invest in social  
networks/apps

Spread the EU-  
centralized  
system  
worldwide

A Netflix style  
documentary?

Support clubs  
with marketing

Geographical  
expansion to  
Asia

Equipment  
sharing

Summer  
Biathlon

# NF FEEDBACK AT THE WORKSHOPS



- Equipment for kids and youth
- Climate Change
- Access to (laser) rifles
- Lack of infrastructure
- Access to facilities
- Youth Street Biathlon

## WHAT ARE THE MAIN CHALLENGES? AND OPPORTUNITIES

Awareness of the sport

Partnerships with universities

Marketplace for used equipment

National TV stations help for awareness

Well known athletes as ambassadors

Less competitive environment for kids to practice

Recruitment at schools

Summer and Winter Biathlon

■ Challenges    ■ Opportunities



# NF PRIORITISATION OF IBU PROGRAMMES



**#1: IBU DEVELOPMENT SUPPORT PROGRAMME**

**TIED FOR #2: BIATHLON FOR ALL  
AND IBU ACADEMY**

**TIED FOR #4: SUMMER BIATHLON &  
IDENTIFYING OTHER SOURCES OF INCOME, SUCH  
AS OLYMPIC SOLIDARITY**

# SUMMARY OF REGIONAL WORKSHOPS

## MAIN CHALLENGES

1. **How to** become a biathlete
2. **How to** become a biathlon coach
3. **How to** have more opportunities to compete on a regional and national level





# TARGET 26 REVIEW CONCLUSIONS

## THE GOOD NEWS

- **Unprecedented knowledge of NF status, challenges and aspirations**  
Thanks to regional workshops and NF Online Surveys 2020 and 2022
- Many original Target 26 projects have become **everyday business**





# TARGET 26 REVIEW CONCLUSIONS

## SUCCESS OF PHASE 1

Just some Target 26 projects **that have become business as usual:**

- **NF Financial Support System:** First season in operation, continuous assessment
- **BIU:** Fully established, constantly enhancing approach to ensuring the sport's integrity
- **IBU Digital Ecosystem:** Annual development to keep up with digital media's evolution





# TARGET 26 REVIEW CONCLUSIONS

## KEYS TO MOVE FORWARD

Achieving IBU's Overall Objectives 2030 is very challenging and requires:

**1. Well-planned and synchronised approach by the NFs**

National level is where work must be done to grow participation at the youth and junior level

**2. Good coordination and support from the IBU**

IBU's role is to inspire and support national level activities with initiatives such as IBU Development Support Programme and IBU Academy





***NEXT STEPS FOR  
TARGET 26***



# FROM TARGET 26 TO TARGET 2030

## NEXT STEPS

Led by the IBU Management Team:

1. Conduct due diligence to **elaborate a new strategic plan Target 2030 as a follow-up to Target 26** with achievable 2030 business objectives **to be approved by IBU Congress 2024**
2. Implement a **15-month action plan until IBU Congress 2024** to respond to the key challenges highlighted by regional workshops





***DUE DILIGENCE OVERALL  
OBJECTIVES 2023***



# FROM TARGET 26 TO TARGET 2030

## DUE DILIGENCE FROM JULY 23 UNTIL SEPT 24

- Validating the Overall Objectives 2030
  1. Doubling the number of biathletes
  2. Multiplying the reach and doubling the income
  3. Reducing sport's carbon footprint by 50% and becoming climate neutral
- Analysis of performance data and 3<sup>rd</sup> NF Online Survey in May 2024
- Definition of new goals for all T26 targets aligned with Objectives 2030







***ACTION PLAN UNTIL  
CONGRESS 2024***



# ACTION PLAN UNTIL CONGRESS 2024

SUPPORT FOR 'HOW TO BECOME A BIATHLETE'

## EMPOWERING OUR FEDERATIONS

### *'How to become a biathlete'*

Making our sport easier to start for athletes at all levels

- 1. Expand** IBU Development Support funding for targeted programmes and NF partnerships that enable recruitment and increase youth and junior participation
- 2. Roll out** the laser rifle programme based on feedback from the ongoing pilot
- 3. Launch** “Biathlon For All” supported by an “International Biathlon Day” campaign with promotional toolkits and communications materials designed for national tailoring and implementation





# ACTION PLAN UNTIL CONGRESS 2024

SUPPORT FOR 'HOW TO BECOME A BIATHLON COACH'

## EMPOWERING OUR FEDERATIONS

### *'How to become a biathlon coach'*

Ensuring that athletes in our sport are well taken care of by trained coaches and officials

1. **Decentralise** delivery of IBU Academy's Basic level courses through development of regional educators
2. **Expand** the IBU Learning Suite (e-learning platform) to facilitate local coach education while maintaining quality
3. **Review** regional IR and TD education pathways and define a consistent training framework





# ACTION PLAN UNTIL CONGRESS 2024

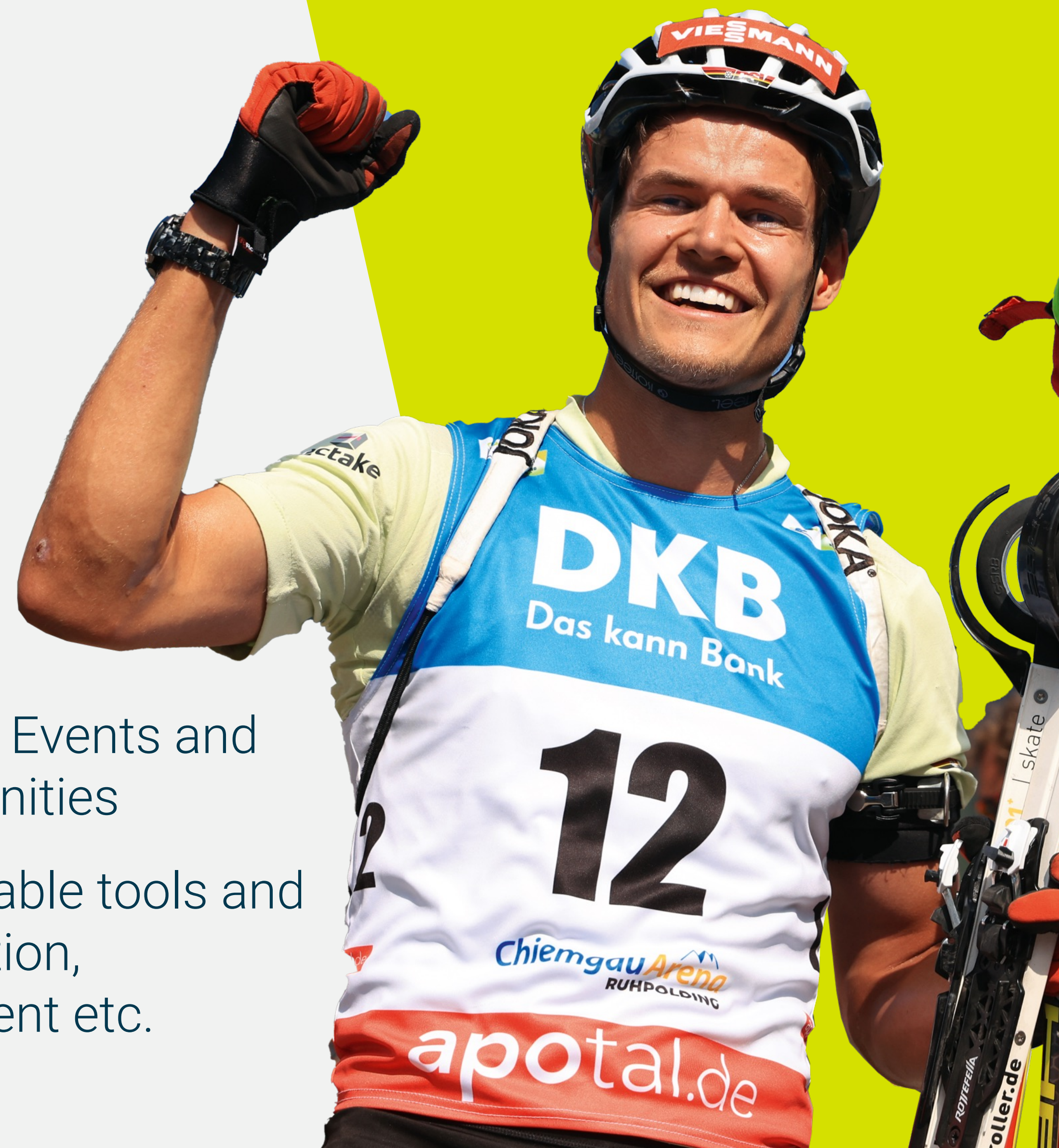
SUPPORT FOR 'HOW TO COMPETE MORE'

## EMPOWERING OUR FEDERATIONS

### 'How to compete more'

Increasing national and regional competition opportunities for athletes

1. **Provide** custom-made support for NFs to create athlete development strategies
2. **Review** IBU competition structure for Regional Events and Junior Cup to increase regional racing opportunities
3. **Create** a common IT infrastructure using sharable tools and formats for sharing calendars, athlete registration, competition delivery, results/points management etc.





# ACTION PLAN UNTIL CONGRESS 2024

DOUBLING OUR INCOME

## EXTENDING OUR REACH

The overall objective of 'Doubling our income' requires targeted national strategies for media and marketing

We still have unexploited opportunity to leverage the current EBU contract

- New **Content Hub** launched in 2022/2023 season **offers great value** for promoting NFs, OCs and particularly the athletes
- NFs need strategies **to develop relationships** with national broadcasters





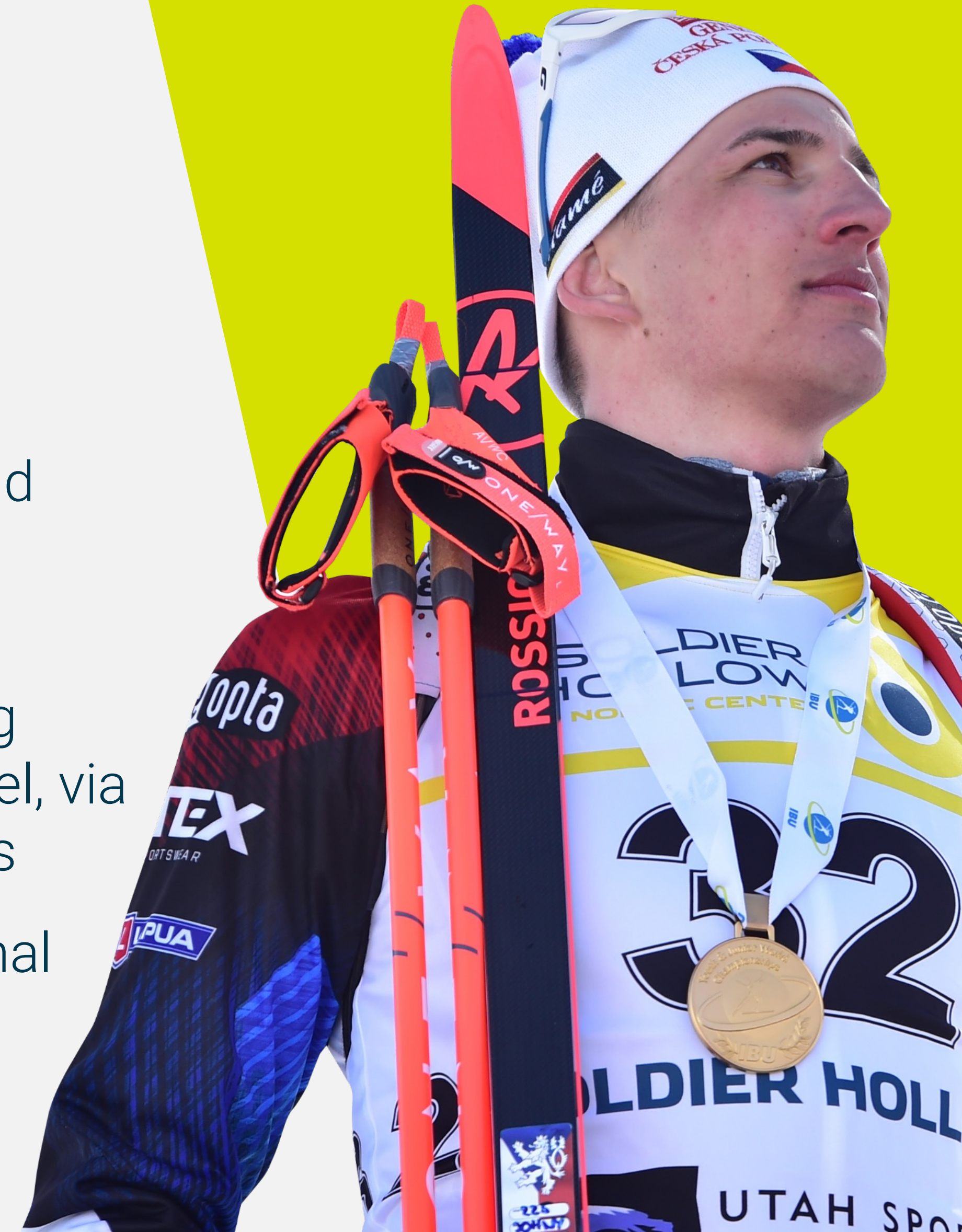
# ACTION PLAN UNTIL CONGRESS 2024

DOUBLING OUR INCOME

## EXTENDING OUR REACH

Focus on national implementation with IBU's support

- 1. Develop** a tailored series of digital media education and toolkits for targeted content delivery & national implementation of promotional activities
- 2. Define** and implement a detailed roadmap for ensuring availability of biathlon TV broadcasting on national level, via FTA or OTT delivery, in partnership with respective NFs
- 3. Develop** digital marketing capability and assess national activation opportunities together with NFs

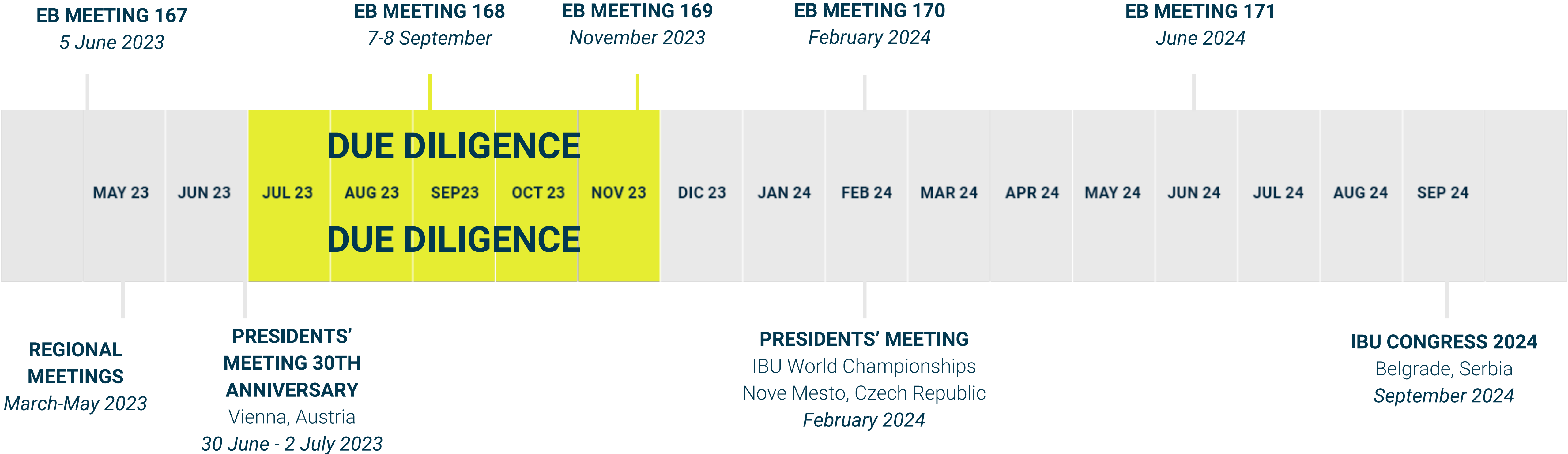




# PROCESS UNTIL CONGRESS 2024

MAY 2023 - SEPTEMBER 2024

## FROM TARGET 26 TO TARGET 2030





# IBU MANAGEMENT TEAM







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