

AC GUIDE: PROJECTS & ACTIVITIES

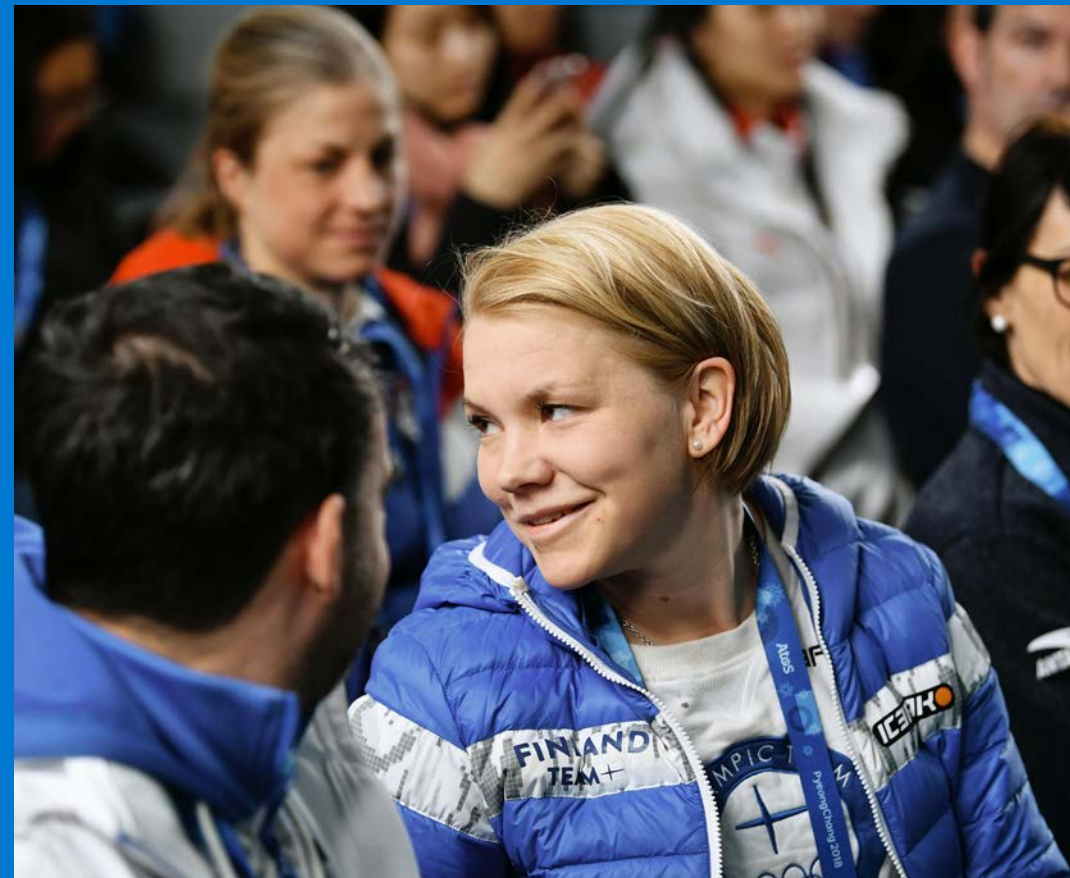
ABOUT THIS GUIDE

Athletes' Commissions (ACs) exist at all levels within the Olympic Movement, at national level such as in National Olympic Committees and National Federations, and at international level such as in the IOC, the IPC and International Sport Federations.

The one thing ACs have in common is the mission to represent the voice of the athletes within the organisation, and to support the athletes on and off the field of play. To do this, ACs need to be active and effective, and this can be through organising activities for the athletes they represent.

This guide is designed to help inspire ACs around the world on the types of projects, activities and events they can deliver for the athletes, no matter which sport, region or country the AC is in.

EMMA TERHO
CHAIR, IOC ATHLETES' COMMISSION



IN THIS GUIDE

1 AC Awareness Projects.....	03	6 AC Elections	14
2 Athletes' Forums.....	06	7 Olympic Solidarity NOC AC Activity Grant.....	15
3 Athlete Workshops.....	08	8 Resources.....	16
4 Safe Sport Policy	10		
5 Digital Athlete Engagement.....	12		

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ATHLETES' COMMISSIONS ARE KEY TO ENSURING THAT ATHLETES ARE REPRESENTED AND SUPPORTED AT ALL LEVELS OF THE OLYMPIC MOVEMENT.

EMMA TERHO
FINLAND – ICE HOCKEY
CHAIR, IOC ATHLETES' COMMISSION

1 AC AWARENESS PROJECTS

It is important for ACs to engage directly with athletes and show the athletes what the role of the AC is and how it can support them and collect their feedback. Here are some examples of how your AC can create awareness:

AC Activation Booth

In-person engagement can be a very effective way to interact with athletes and talk to them about the role of the AC. Your AC could set up an **activation booth** or stand at a sporting competition or on Olympic Day, with AC members present to engage with the athletes, talk to them about the AC and listen to their views.



TOP TIP

AC branding, such as banners, posters and t-shirts could be a good way to catch athletes' attention!



WHAT DO YOU NEED?

- Event organiser's permission to set up a stand
- Budget
- Branding of the AC and NOC/IF
- Basic equipment for the stand (e.g. table or booth-style area)
- Pick a good location where athletes are likely to pass by
- AC info to give to athletes (e.g. leaflets)
- AC members to be present – set up a timetable
- Use a survey to collect feedback from athletes
- You may want to give out goodies/freebies to athletes if they interact with you or complete a survey – pins, pens and caps are great ideas for this.



Lāsma Lapina
Sporta psiholoģe Latvijas
Olimpiskajā vienībā



Ainars Bagatskis
Bijušais Latvijas basketbola
izlases treneris, Ukrainas
basketbola valsts vienības
treneris



Lina Mūze
Olimpiete, vieglatlēte



AC Talks

Another form of promoting awareness of the AC in an in-person setting is by visiting athletes and giving a talk or presentation on the role of the AC and how it can help them. This could mean AC members visit training camps, sports schools or other gatherings of athletes to actively discuss the AC.

WHAT DO YOU NEED?

- Organisation of visit
- Availability of AC member(s)
- PPT presentation.



TOP TIP

Divide and conquer! Delegate your AC members to visit particular sports or athlete groups!

Digital Awareness

Awareness of the AC can be increased digitally and online. Social media channels, websites and email newsletters are examples of how the AC can reach athletes digitally.

These examples are good ways for the AC to update the athletes on what it is doing, to show how the AC can support them, and also to request feedback on a particular topic.

WHAT DO YOU NEED?

- An AC member(s) to manage the social media
- Content and article creation – someone to put pen to paper
- Technical support.



TOP TIP

Decide the most suitable channel to engage with your athletes. Work with your AC's administration to contact athletes by email.



CASE STUDY

LAOS: AC AWARENESS BOOTH

- ➔ The Laos AC was created in 2022, with the mission to represent and support the athletes in all sports in Laos.
- ➔ The AC met and decided the best way to promote the AC to the athletes was through an awareness booth at an upcoming multi-sport competition, in which 1,000 athletes would participate.
- ➔ Funded by the NOC AC grant, the booth had branding to attract the athletes, and had the following goals:
 - Show athletes how the AC can support them
 - Educate athletes through a fun Olympic quiz
 - Promote the AC with giveaways
 - Gather feedback from the athletes on their challenges.
- ➔ AC members were stationed at the booth to engage directly with the athletes, answer questions and give the AC as much visibility as possible.



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**OUR AC'S AWARENESS BOOTH
HELPED US PROMOTE THE AC TO
OUR ATHLETES, AND LISTEN TO
THEIR FEEDBACK.**

SILINA PHAAPHAY
LAOS ATHLETES' COMMISSION MEMBER



2 ATHLETES' FORUMS

Athletes' Forums are popular activities for many ACs, particularly at a national level. Forums offer a great opportunity to present a lot of important information on a variety of topics to a large gathering of athletes. Forums can take place between one to three days, depending on the content and format of the event.

TOPICS TO COVER

- AC awareness and how it supports athletes
- Athlete365 programmes and support for athletes
- Career transition and education
- Mental health
- Anti-doping
- Prevention of competition manipulation
- Competition preparation
- Safe Sport
- Athletes' rights and responsibilities.

WHAT DO YOU NEED?

- A venue or digital platform like Zoom
- Budget proposal
- A programme for the event
- Support from your NOC or IF
- Speakers or experts on different topics
- Invitations to athletes
- Communication and promotion of the forum
- Flip charts for breakouts
- Food, drink and coffee!



Try to make your athletes' forums as engaging and fun as possible! Although presentations are often the preferred way to get information across to athletes, think about breakout sessions and other small group activities to get the athletes actively involved.



TOP TIP

If you need support, content or PPT presentations on any of these topics, contact athlete365@olympic.org

CASE STUDY

TANZANIA: NEWLY CREATED AC & FIRST ATHLETES' FORUM

After creating their NOC AC, the Tanzania AC organised its first ever national Athletes' Forum in 2021.



THE MAIN OBJECTIVE OF THE FORUM WAS TO EMPOWER TANZANIAN ATHLETES.

KHALID RUSHAKA OLY
CHAIR, TANZANIA ATHLETES' COMMISSION
@khalidolphin

➔ The Forum was designed to firstly update the national-level athletes on the creation of the AC, but also to provide them with information on a number of important topics. The athletes were helped to discover their full potential, and by the end they had learned that the AC was there to support them and to make sure their opinions get heard at the top level of the NOC.

➔ The main objective was to empower Tanzanian athletes in areas like personal branding and sponsorship, mental health, diversity and gender inclusion in sport, integrity and anti-doping. The athletes interacted really well with the topics presented by facilitators and went home with a greater understanding of the importance of each subject.

➔ The plan is now for the Tanzania National Athletes' Forum to grow and grow each year, with more athletes taking part and realising the benefits of attending. With more promotion – through media channels and athlete word of mouth – the Forum can become even bigger and better over time.



CLICK FOR MORE INFORMATION





3 ATHLETE WORKSHOPS

A workshop or seminar can be a great way to bring athletes together and discuss a particular topic in more detail.

Workshops could gather smaller numbers of athletes together and allow for more focused discussion and to present more in-depth information, while possibly being more practical too.

TOPICS TO COVER

- Communication and public speaking skills
- Languages classes
- Social media and personal brand
- Sports nutrition
- Mental well-being
- Leadership for the AC.



WHAT DO YOU NEED?

- Topic ideas (what do your athletes want to know?)
- Workshop leader/expert
- A venue or meeting room
- Promotion and invitations.



TOP TIP

Quality not quantity! Workshops work best when there is a smaller number of people, to ensure focused learning.

CASE STUDY

PNG AC: WORKSHOPS

The Papua New Guinea AC has used the NOC AC activity grant to hold many different workshops and forums for its athletes in recent years.

- ➔ **Regional forums:** The AC held an athletes' forum in three different regions of the country, to gather as many athletes as possible and provide information on important topics.
- ➔ **AC strategic workshop:** The AC members met and invited several athletes to help them develop their priorities and strategy for the coming years.
- ➔ **Sports education workshops:** The AC organised classes on coaching and officiating in sports, to help give athletes qualifications and support in their career after competing.



OUR AC'S REGIONAL FORUMS WERE A GREAT WAY TO ENGAGE WITH ATHLETES IN REMOTE AREAS.

RYAN PINI
CHAIR, PAPUA NEW GUINEA ATHLETES' COMMISSION

CASE STUDY

GREECE AC: ENGLISH CLASSES



- ➔ The Greece AC understood from athletes' feedback that there was a need to have better levels of English.
- ➔ The AC found an online language provider and enrolled interested elite-level athletes to take the classes.
- ➔ The lessons started online during the COVID-19 pandemic, and then switched to in-person in 2022.
- ➔ The lessons were a success and the plan is for them to become full time, with the AC looking for a sponsor to help expand the project.

4 SAFE SPORT POLICY

A project that your AC could be involved with is the creation or development of a Safe Sport policy in your country or sport. As part of the AC's mission to support athletes, a Safe Sport policy is very important to protect athletes in all sports, especially the younger ones. ACs can provide support in the creation and implementation of Safe Sport policies, such as being trained in Safe Sport.



TOP TIP

Have your AC members received safeguarding training? In doing this training, your AC members can be on the front line talking to athletes who have issues to raise with people they trust.

WHAT DO YOU NEED?

- A Safe Sport expert to deliver training (to AC members and others interested)
- A Safe Sport policy in place (by NOC/IF/NF)
- Communication to athletes and entourage members on the Safe Sport policy.

CASE STUDY

BHUTAN AC: MULTI-STAKEHOLDER SAFEGUARDING POLICY

The Bhutan AC worked with the Bhutan NOC Gender Equity Committee to develop a Safe Sport policy – as it decided as an AC this was an area that needed to be worked on.



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CREATING OUR SAFEGUARDING POLICY IS JUST THE START. THE WORK MUST CONTINUE TO PROTECT OUR ATHLETES.

SONAM THINLEY
CHAIR, BHUTAN ATHLETES' COMMISSION

- ➔ The team held **consultative meetings** with the different National Federations and sports associations in Bhutan, to best understand their needs. They worked with a legal expert on drafting their Safe Sport policy before finalising it.
- ➔ Guidelines were developed to supplement the policy and ensure a **clear pathway for athletes to report any incidents** through the correct channels.
- ➔ The official launch of the policy took place at a ceremony with the NOC and NFs to ensure all sports organisations were using these new Safe Sport initiatives to **create a safe environment for athletes**, coaches and officials to participate in sport.
- ➔ The work doesn't stop there, and the team will continue to make sure more and more people are **trained as Safeguarding Officers** and deployed in different sports.
- ➔ The new Safe Sport measures will be promoted to athletes from different sports, to **increase their understanding** of the topic and show them the protections in place.

5 DIGITAL ATHLETE ENGAGEMENT

Social Media Engagement

Using your AC's (or NOC/IF) social media, members of your AC can have direct engagement with athletes. This could be through the "live" feature, where members of the AC are talking about the AC and interacting with athletes, or through the "Q&A" feature, where athletes are given an opportunity to ask questions (anonymous option too) with the AC on hand to respond.

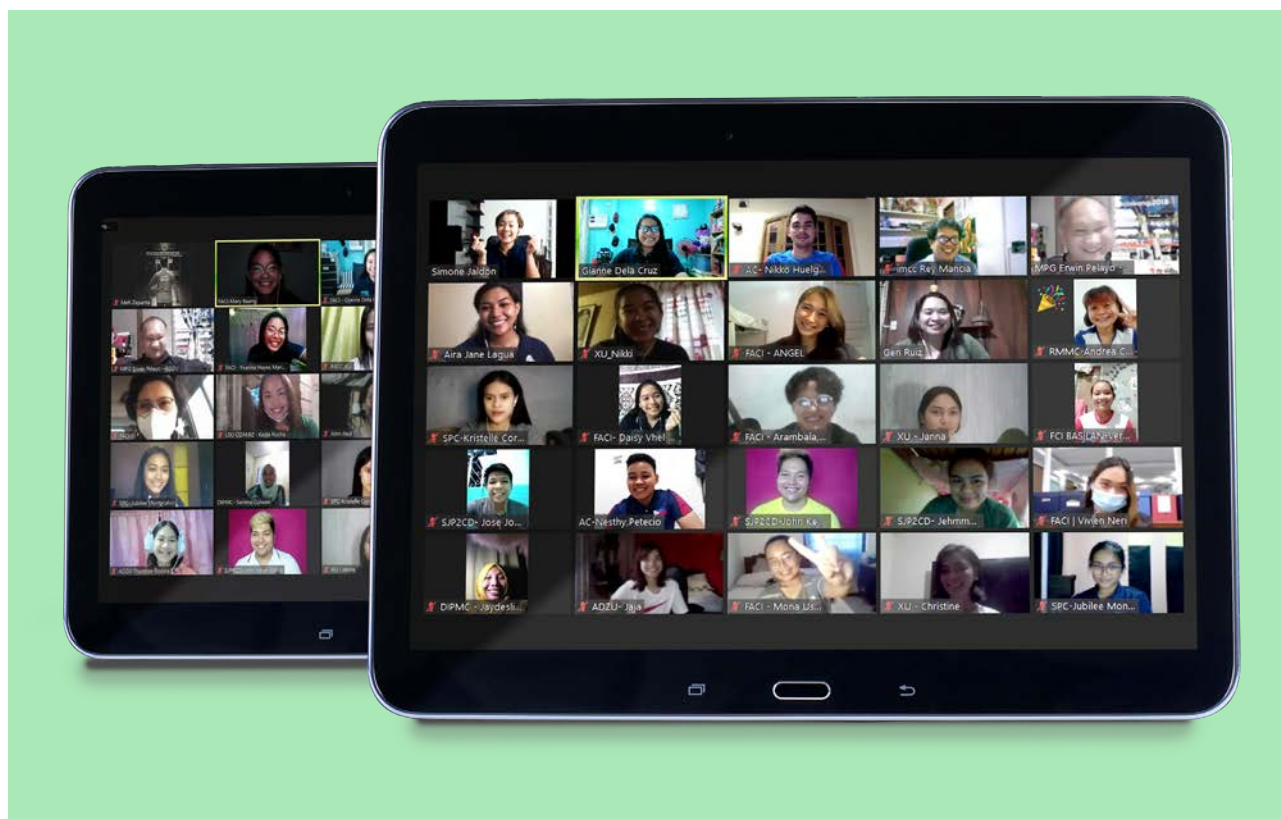
WHAT DO YOU NEED?

- An AC (or NOC/IF) social media account
- AC member(s)
- Promotion of the event
- Ideas about campaigns your AC would like to run.



TOP TIP

Engage with athletes in a place they feel most comfortable. Which social media channel works best for your athletes?



Digital Content Creation

Online and digital resources are a great way to provide athletes with information on different topics and help to make complex information simplified.

- **Videos:** topic-specific videos could be created (featuring AC members) to inform athletes about different support programmes
- **Infographics:** complex information can be displayed simply and visually using infographics.

WHAT DO YOU NEED?

- Topic idea
- A graphic design or video creation person
- A channel to share the content.



TOP TIP

Choose a topic that athletes find difficult to understand. Create some resources on this and share far and wide with your athlete community.

CASE STUDY

TEAM GB: DIGITAL ENGAGEMENT

The biggest challenge and opportunity facing the Team GB AC was connecting with the wider athlete community.

The feedback from the athletes has been really positive, but the AC is still looking for more engagement opportunities and ways to connect with its athletes.



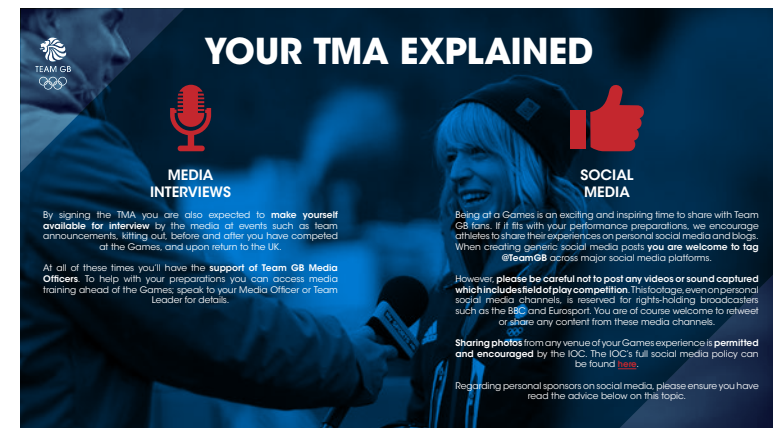
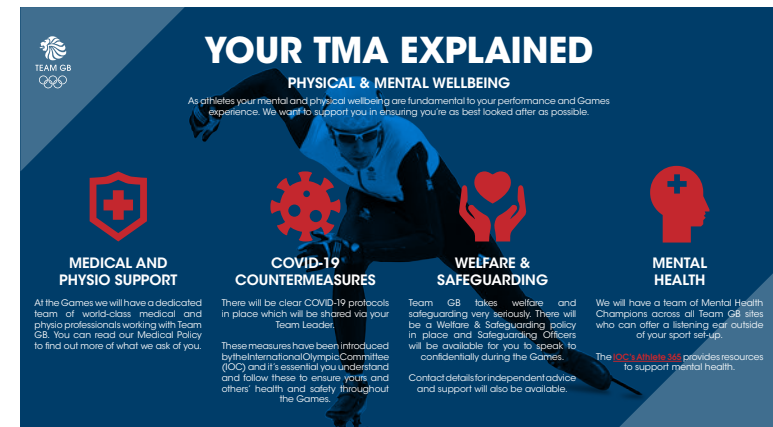
CLICK FOR MORE ABOUT

[Team GB AC](#)

[Team GB Athlete Hub](#)

[Athlete365](#)

- ➔ Its objective over the next couple of years is to continue to raise the AC's visibility and presence within the Olympic Movement, so that the athletes it represents know who the AC is, what it does, and how to get in touch if they want to share issues or concerns.
- ➔ Creating athlete-focused content and engagement opportunities was crucial to the AC's objectives:
 - **Newsletter:** to give the relevant information and updates to the athletes between Games cycles, and also to raise the AC's visibility as a group
 - **Team GB Athlete Hub:** content such as articles, offers, information and advice was produced and shared by the AC on its athlete-facing platform
 - **Webinars:** supported by the Team GB admin staff, the AC delivered webinars and workshops in the lead-up to Tokyo 2020 and Beijing 2022, so that the athletes were supported on their journey to the Games
 - **Online surveys:** the AC sent an athlete survey after the Games, which was a great way to capture the team's experience at the Games and help inform the AC on where to improve.



6 AC ELECTIONS

Your AC election could be delivered as a standalone event or attached to an existing event – such as a sports competition or athletes' forum.

The election is a great way to engage with the athlete community and promote the role of the AC.

Simple Steps to Holding an AC Election

Planning: work with your AC and administration on the various rules and procedures

Launch: raise awareness of the AC election, review candidates, promote the election

Election: organise an event for the athletes to vote for their favourite candidates

Meeting: meet with your new AC members and share the news of the results.



WHAT DO YOU NEED?

- Support from your administration
- Procedures in place (according to your AC statutes)
- A venue or stand for the voting to take place
- Ballot box and voting papers
- Communication and promotion of the event
- Platform for candidates to promote themselves.



TOP TIP

Check out the Guide to holding an AC election to find out more information about organising the best election for your AC!

7 OLYMPIC SOLIDARITY NOC AC ACTIVITY GRANT

All of these projects and activities – and many more – can be funded using the NOC AC activity grant. Every NOC AC has the opportunity to apply for up to USD 10,000 every year to spend on athlete-centred projects.

Funding

NOC ACs can receive the funding in 5 easy steps:

- 1 Discuss as an AC what projects/activities you would like to organise for your athletes
- 2 Work with your NOC to produce the application (including descriptions and estimated budgets for each activity)
- 3 The NOC submits the application to Olympic Solidarity through the RELAY platform
- 4 After the application is approved, the funds are transferred to the NOC
- 5 Your AC delivers the projects using the funding and reports back on the activities.



DOWNLOAD

Application form template.



CLICK FOR MORE INFORMATION

If you have any questions on the process to receive up to USD 10,000 for your NOC AC, then please contact athlete365@olympic.org or click [here](#).

RESOURCES



Guide to developing an effective Athletes' Commission



Guide to holding an Athletes' Commission election



Athletes' Rights and Responsibilities Declaration



Athletes' Declaration – Adoption Guidelines



AC Support & Resources page on Athlete365



IOC Guidelines on creating a compliant NOC AC



IOC Guidelines on creating a compliant IF AC



AC Stationery Templates

For more information please visit olympics.com/athlete365
or contact us at athlete365@olympic.org.

