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AUTO+ SPORT WEEK

DEVELOPING SUCCESS

To coincide with yesterday's session on building successful ASNs, the FIA launched its draft Development Manual for national sporting organisations



The FIA yesterday launched its Draft ASN Development Manual ahead of a wide-ranging discussion centred on the building blocks required by ASNs to ensure sustained success.

Andrew Papadopoulos, President of the Development Task Force, first explained the aims of the body and its new reference source.

“The aim of the Task Force is to provide a training programme and relevant tools for support, so that the ASNs are not on their own in attacking the issues that arise in day-to-day management, both in the organisational sphere and also in government and sustainability, which is an area that is becoming more prominent in our sport.”

Referencing the Development Manual he said: “There are a lot of ASNs that are well developed but there are many that are nearly there or just starting. We wanted to establish a reference manual in which we cover most of the issues that affect ASNs on a daily basis.”

Papadopoulos and Task Force Deputy Chairman Colin Hilton then outlined how the manual is structured around four key building blocks for the establishment and running of a successful ASN, with Papadopoulos highlighting structure and event organisation and Hilton pointing to the need for solid licensing, training and sport development.

Commenting on the need for sport development, FIA Deputy President for Sport Graham Stoker told delegates that the FIA needs to be in line with other major sports organisations.

“It was evident to us that all major international federations are involved in sport development. Conspicuous by its absence was the FIA and we needed to address that,” he said. “From my time at the MSA I was aware that a number of ASNs run development programmes. So the expertise was there within ASNs, it was a question of tapping into it.”

Tackling the first building block of structure, Christian Schacht of the Deutscher Motor Sport Bund (DMSB) told delegates that the German ASN has structured itself around two guiding principles – solid management and service provision.

“Motor sport is so complex that you need to have deep knowledge, and it would be impossible to run in a country like Germany with only volunteers, you



need to have a strong management team,” he said. “Delivery of service to our customers is paramount. We consider our officials and our competitors to be our customers – it’s a business..”

Dealing with block two, safety, Carlos Abella of Spain’s Real Federación Española de Automovilismo (RFEDA) said for his organisation the running of safe events is a prime motivation.

“We are working every day towards safe events and the way to do this is to constantly update systems and protocols,” he said.

Outlining how his ASN has succeeded in delivering safety, Abella said that at the end of the 1970s Spain lacked a single high-quality circuit but that now the country has a dozen, with seven being FIA homologated.

Jacques Berger, Head of the FIA’s Safety Department, added that the Federation is undertaking initiatives to improve safety at all levels, through the establishment of an accident database and through research into an affordable accident data acquisition system.

With regard to training, ATCUAE’s Sean O’Connor explained how the ASN adopted a wholly regional approach to establishing a development path, with research into the profile of local officials forming a key part of its training strategy.

Referencing the ASN’s partnership with the University of Ulster, O’Connor brought in Dr David Hassan who explained that research undertaken at the 2012 Abu Dhabi Grand Prix revealed most volunteers were college educated professionals. Knowledge of this demographic, he said, allowed organisers to target volunteers with initiatives designed to encourage them to repeat their voluntary work.

Finally Ben Taylor explained the MSA’s approach to sport development. He outlined a three-pronged plan, focused on infrastructural support, growth of participation, whereby campaigns are put in place to inform the public about grassroots motor sport and finally international success, whereby raising a young talent to the highest level has a knock-on effect in encouraging further participation. ■



RTP initiative

DMSB receives Institute award

German ASN achieves
highest training standards
and becomes latest Regional
Training Provider

The Deutscher Motor Sport Bund (DMSB) has been awarded the FIA Institute's Officials' Award for the Achievement of Excellence after demonstrating the highest standards of motor sport marshalling and training.

The award opened the way for DMSB to become an official Regional Training Provider (RTP), joining the UK's MSA and Spain's RFEDA as one of three training providers from Europe.

DMSB is now eligible to train ASNs around the world, aided by financial support from the Motor Sport Safety Development Fund.

FIA President Jean Todt said: "Germany is one of the world's leading motor sport markets and it is right that it should be at the forefront of motor sport training. We are very pleased to recognise the DMSB's excellent work in this area and for them to help others achieve this standard."

FIA Institute President Gérard Saillant added: "I would like to congratulate DMSB on demonstrating the highest standards of marshalling and training. We now have six ASNs that can deliver tailored training to the highest standards and in a variety of languages."

DMSB President Hans-Joachim Stuck said: "This accreditation represents a major milestone in the development of the DMSB. Education and training are of significant importance for our association and we look forward to helping other organisations so we may jointly improve safety standards across motor sport."

The RTP initiative is the cornerstone of the Officials Safety Training Programme. As part of this programme, ASNs can apply for grants that seek to raise the standards of motor sport marshalling in their country, and in many cases these projects can be carried out with support from an RTP. ■



Plenary session

Feeding the grassroots

The day's second session, on growing motor sport participation, heard news of exciting initiatives in karting and in single seater racing

Opening the Growing Grassroots Motor Sport plenary session, Kay Oberheide, Executive Secretary of the CIK-FIA began by pointing to karting's long history of giving Formula One drivers a start in racing but also spoke of the need for the sport to be basic in its structure in order to encourage participation.

To this end he revealed that the CIK is working on a new more cost-effective karting class designed to boost the numbers involved. Oberheide stressed that affordability is the key to keeping karting at the forefront of early racing participation and said that if support was given to ASNs and if classes are successful then it will extend to success at CIK events.

His remarks on cost-effectiveness were echoed by RFEDA's Carlos Abella who said: "Affordability is the key issue. We are in a crisis situation, with high prices for low level karting. Common regulations would help keep costs down."

The natural progression for karters is to make the step to single seat racing and Frédéric Bertrand, head of the FIA's Single Seater Department, revealed more details of the Federation's plans for F4, the new junior class being designed to take karters to the next racing level.

"F4 is a very special project," he said. "It's the first time we've proposed a product to support ASNs with a first level of single seater racing.

"The new series is based on four pillars – full technical regulations, to make it low cost; sporting regulations that will provide a level playing field in different countries [so that participants will be able to move between championships]; support in the organisation of events or championships, and finally in marketing and media."





Bertrand added that the aim is to create a large community of 15 to 17-year-old drivers with the first championships emerging next year and with an eventual target of six to 10 championships. He also revealed that the series aims to have a fixed budget of 100,000 euros per season with championships spread over seven to eight events.

Andrew Papadopoulos of CAMS noted: "Some people live a long way away from F1, the other side of the world, and the question is how do we get our young karters to the next step, as to go to Europe is a big expense. However, if we develop F4 in Australia, it will allow already developed drivers to go to Europe. The problem is people always run out of money before talent."

Surinder Thatthi of Kenya's KMSF noted that for many ASNs the grassroots

issues were much more fundamental, centring on the need for basic infrastructure.

"Africa is not at the level we're talking about, many countries do not even have tracks," he said. "The FIA needs to supply technical advice on building appropriate circuits. Obviously, it's not for the FIA to spoon feed, but more support would be good to help the grassroots improve."

Speaking of the experience in the US, ACCUS' Tim Mayer said: "We failed in the US on driver development. We should have a third of the field in F1 [given the US population] but there's no pathway. People need to see the opportunity to rise through the ranks. Kids have a short attention span, we have about 24 months to get them up the ladder."

Moving on to the recruitment of officials and volunteers, Joaquin Verdegay,

President of the FIA Volunteers and Officials Commission stressed three elements in involving volunteers.

"The Volunteers' Commission is looking at three key points – recruitment, training and retention," he said. "To recruit we need to cultivate and instill passion in people. In terms of training, the duty of office is not easy and they need technical and theoretical knowledge because motor sport is dangerous, and to retain officials we need to motivate and update people. Volunteers and officials are not paid, not because they have no value but because they are priceless,"

"We are focusing on two main projects, a new webpage and an international licensing system for officials," he added. "The website will be an online professional network showing the presence of all volunteers and officials. It will be a permanent online database for all ASNs, giving a sense of recognition."

Volunteers and Officials Commission Chairperson, Janette Tan told of her experiences with Singapore's SMSA, saying that year-round communication with officials is key to retaining their services for subsequent events.

"It is important that officials have a sense of loyalty and pride," she said. "We have a Facebook group where we interact with officials and give them a personal touch. In Singapore we have 1,200 officials and we have a very high retention rate."

She detailed a number of factors contributing to retention, including good treatment, promoting loyalty, listening to feedback and giving officials a sense of ownership. ■

"It is important that officials have a sense of loyalty and pride"

Janette Tan





Sport Week Workshops

Working Week

After yesterday morning's sessions on ASN development and grassroots motor sport, the afternoon was given over to workshops exploring the topics in greater detail, with fascinating results ▶





Workshop 1

How to run a successful ASN

CAMS President Andrew Papadopoulos, who had earlier in the day launched the FIA's Draft ASN Development Manual, joined Colin Hilton in taking charge of a group delving deeper into the subject of making ASNs successful.

"The main point of the workshop was to actually get from the participants the issues they face as ASNs," said Papadopoulos. "The FIA, through the ASN Development Task Force, can then address those issues and resolve them."

Outlining the issues raised, the ASN Development Task Force President immediately pointed to funding. "That was the main issue they highlighted," he said. "I think in that regard there was an understanding of the merits of drawing up a business plan and getting income streams from groups that capitalise on our infrastructure as motor sport organisations – the fact that promoters

have to support us in the development of our sport through income.

"After that, it was the issue of people, the ability to get and retain marshals," he added. "Infrastructure was also a big thing. A lot of the developing countries just do not have the circuits and therefore they need some advice on infrastructure. We're not talking about big build circuits for Formula One, even karting is an issue. In Africa I think there are only three or four kart circuits across the whole the continent and that's something we have to address."

Despite the problems facing the ASNs, Papadopoulos remains confident that solutions can be found. "I think this whole idea of the Task Force from Jean [Todt] and Graham [Stoker] was about seeing what is needed and whether it's through finance, resources, listening or sending people to the various regions to understand the issues, I think the FIA will help. I think that the FIA has said to the ASNs that they will be sending people to the regional conferences to understand their needs and help them communicate better with the FIA."

Workshop 2

How to stage grassroots events

Sean O'Connor of ATCUAE and Surinder Thatthi of KMSF led the second group in attempting to establish methods of successfully organising motor sport meetings.

And the outcome of the workshop was that for the group simplicity is the key, as O'Connor later explained.

"This is a problem facing every ASN. A hundred percent of them are involved in grassroots motor sport so democratically it's the number one issue," he said. "I think what came through loud and clear in the workshop is that it has to be a national solution in every country and then it's about simplicity, making it easy and above all making it fun."

Commenting on the FIA's role in aiding ASNs in the development of racing in their home countries, O'Connor added: "I think just by having this workshop it puts the emphasis on grassroots and



sends a message to the members that they've got to keep pushing ahead, they have to keep refreshing and they've got to keep it relevant to young people.

"There was great similarity in all the issues they mentioned," he concluded. "Training was one, templates of simple regulations that could be carried across regions and blanket insurance also figured. The other thing that came up again and again was access to cheap equipment. However, by putting the emphasis back on grassroots and stressing that it is a place for innovation and for fun is a step forward."

Workshop 3

How to recruit volunteers and officials

The third of the afternoon's workshops saw Joaquin Verdegay, President of the FIA Volunteers and Officials Commission and Jacques Berger, Head of the FIA Safety Department, lead a group through methods of recruiting and retaining volunteers and officials.

"For us it was a very interesting opportunity," said Verdegay afterwards. "We explained to the group the new tools we are working on, mainly the web page, as this will be an interesting resource for stewards and officials in their work around the world."

"Also we organised a survey which received more than 150 responses. That provided wonderful feedback and enabled us to define the content of our web page."

Outlining the difficulties mentioned, Verdegay said it differed by region. "In Europe, for instance, the most important thing is to retain people. The numbers are enough to carry out the work but the average age is not good. In Germany and Japan it is the same, the average age is more than 55 years of age.

"In other countries the difficulty is in building a panel of volunteers. They have people but they need to spend a lot of time and money on training. The feedback we received on this during the workshop is that the RTPs and the programmes to help ASNs in training officials are very convenient and are the best methods of training people. But the most important thing I think is retention."

In terms of solutions to aid in the recruitment of officials Verdegay pointed to a national version of international licences for officials.

"The new international licence needs to be backed up by a national licence. For us the most important work we have done in the past two years has been co-ordination. We have discovered that a lot of national authorities do not have an official licence and where they do have them, some last two years, some three. So, the licence is a very important tool for the ASN to be sure that people have training and experience, but also that they are co-ordinated by licence type and duration."

Workshop 4

How to unlock resources for your ASN

In a workshop on the availability of FIA Institute Grants, access to Regional Training Providers and Motorsport Safety Fund grants, Kate Robson, Fund Programme Manager at the FIA Institute took her group through the process of applying for aid from the Motorsport Safety Development Fund.

"We also asked them to devise an activity for which they could apply for a grant under the Officials' Safety Training Programme," she said. "I then asked them to come up with a number of deliverables, including a brief explanation of their project, a list of their goals, a list of their tasks – how they would achieve the outcome – a list of success measures to evaluate the activity. I also asked them to formulate a practice work plan in which they list the tasks and the order in which they'll be done, and finally to make a practice budget."

She added that the next round of applications for funding opens in September and that the process has been streamlined this time around.

"It was a very fruitful discussion," she said of the workshop. "There were some extremely good ideas, some very strong input and a good level of detail, which is exactly what we are looking for." ▶



In terms of the outcome of the workshop, she said: "What I try to emphasise to people is that because of the work we've done and because more ASNs are engaging with us now, the standard of applications is getting better and better, so it's not just a question of ASNs putting in applications, they need to articulate what they're trying to do, how it fits in with the scope of the fund and what their outcomes are going to be. We're really looking for strong applications."

Workshop 5

Resources from governing bodies and commercial revenues

The final workshop of the day looked at how ASNs can generate revenue, with FIA Director of Marketing and Events Alexandre Gueschir and Christian Schacht of the DMSB quizzing their group as to the areas of greatest necessity among ASNs.

"We were trying to assess the variety of ASNs around the world, what their needs are and how they can get hold of budget and resources," said Schacht. "People were talking about governmental issues, tax issues, the diversity of licence fees and membership fees. It was quite interesting to see how different they are in terms of how they gain budget."

Commenting on the scope of the workshop, Schacht said: "People recognised there were opportunities they had not thought about. It was a good exchange of information. It was good for us to learn how the ASNs work and maybe the FIA can provide some data and some models for ASNs to orientate themselves and help them change direction in order to get budget."

He added that it was difficult to isolate catch-all methodologies as ASNs are too varied in size and business model.

"Some of the smaller ASNs rely totally on governmental funding but at the same table were small ASNs that are expert at getting sponsorship and outside corporate spending, so you can't wrap it up in a neat package." ■

iPad App

Sport Week in vision

A selection of video interviews from yesterday at Sport Conference Week are available to view on the FIA iPad app, simply click below to access them





Goodwood Gala

Day two of Sport Week ended with a gourmet dinner, with some grand prix greats in attendance...

Following a busy day at the conference centre, the evening of day two gave way to a much more informal champagne reception on the front lawn of Goodwood House prior to dinner in the beautiful Regency ballroom. Delegates were joined by former McLaren racer and current FIA driver steward Mark Blundell and by two-time British Grand Prix winner and BBC pundit David Coulthard. The evening was also marked by the presentation of an FIA Action for Road Safety helmet to Lord March by FIA President Jean Todt.





CONFERENCE PARTNER FOCUS

Get to know... Magnetit Marelli

Magnetit Marelli designs and produces advanced systems and components for the automotive and motorsport industries. With a turnover of 5.8 billion euros in 2012, the group employs 36,900 people across its 83 production units, 12 R&D centres and 26 application centres in 19 countries. Motorsport Director Roberto Dalla explains how the company helps the FIA in its effort to administer racing series...

What's does it mean for Magnetit Marelli to be present at FIA Sport Conference Week?

This is a very important moment for Magnetit Marelli and Magnetit Marelli Motorsport. Since 1919 when the company was founded we have been competing in racing with great interest and this event is a great demonstration of what motor sport can offer.

What is the company's association with the FIA?

In recent years we have supported the FIA and events organised by the Federation represent some of our main motor sport activities. We provide the FIA and other governing bodies with equipment with which to control championships, such as data loggers, telemetry systems and other electronic components.

How are you enjoying the event so far?

It's very nice. The location is perfect and the group of people is the best I could wish for.





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