INTERNATIONAL OLYMPIC ACADEMY

THIRTY-SEVENTH SESSION
7th JULY – 22nd JULY 1997

ANCIENT OLYMPIA
INTERNATIONAL OLYMPIC ACADEMY
THIRTY-SEVENTH SESSION

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Published and edited jointly by the International Olympic Committee and the International Olympic Academy.

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The Atlanta Olympics marked the end of the first century of the Olympic Movement's successful development. In spite of the difficulties and problems encountered, it remains to this day a shining beacon in the international community, under the guidance of the International Olympic Committee.

Today, 100 years after the revival of the Olympic Games, as the President of the International Olympic Academy as Nikos Filaretos recalled in his opening speech, sport and culture are being constantly promoted and expanded through the Olympic Movement's activities.

The Olympic Movement's fundamental principle is the principle of kalokagathia (goodness and virtue) and its purpose is to create fulfilled human beings. It expresses man's inner desire for competition, noble emulation and creation, in the context of a peaceful society.

This was precisely the object of this year's session theme: to analyze and interpret the Olympic Movement's progress and to define, as closely as possible, its role in our contemporary society.

The Session's proceedings began with a simple but beautiful ceremony on the hill of the Pnyx, in their presence of IOC President, Juan Antonio Samaranch, who extended a warm welcome to the participants, lecturers and guests of the session.

During the ceremony, the President of the IOC awarded the Olympic Order to Mr Antonis Tzikas (former President of the HOC) and to Mrs Maria Horsch, who is responsible for the Olympic Flame ceremonies.

Following which, Mr Lambis Nicolaou, the President of the Hellenic Olympic Committee, declared the opening of the 37th Session in his cordial address.

During the work of the Session, lecturers and participants emphasized the fact that the ancient Olympic Games had allowed Hellenism to become fully aware of its identity and common cultural elements.

Today, the enlarged Olympic Games, a truly global event, are pursuing similar objectives on an international level.

The Olympic Games could be seen as an instrument of international diplomacy. In antiquity, conflicts and hostilities ceased before and during the Games. This was the Olympic Games' first diplomatic victory. This truce, however, has of
ten been violated during the modern Olympics. Nevertheless, the Olympic Movement is trying, to the best of its ability, to build a peaceful society and promote international relations, operating a United Nations-type organization in the field of sport.

The subject of women's participation in the Olympic Games was also discussed during the Session. At the first Games of 1896, there were no women competitors and even the reviver of the Olympics, Pierre de Coubertin, maintained that the Games were the highest periodical expression of male sport. However, the social reforms of the industrial era opened the doors of the Games to women. Although the number of female competitors is rising steadily, studies have shown that women's sport is still undervalued, while women are very heavily under-represented as sports administrators.

During the Session, the Atlanta Olympics were extensively analysed and thoughts and suggestions were presented for future Olympics. The Centennial Games represent a major historical event from which useful conclusions can be drawn for the organization of the next Olympiads.

It is evident that during the planning and staging of the Olympic ceremonies, greater emphasis should be placed on the promotion of Olympic Ideals, because the image of these ceremonies will remain imprinted on peoples' minds long after the event itself.

On the subject of sponsorship and marketing at the Olympic Games, there was general agreement that they are essential to the IOC's financial independence. In addition, the IOC wishes the Olympic Games to reach every single corner of this earth. For that purpose it works closely with the TV networks with which it has signed a contract to ensure the best possible world coverage and promotion of the Olympic festival. Television, the movies and audiovisual means have played and continue to play a significant part in the Olympic Movement's growth. And we should not forget that cinema and the Olympic Games were born together in 1896.

One of the priorities of the Olympic Movement today is the protection of the environment. Both lecturers and participants spoke of the leading role which the Olympic Movement plays in the field of environmental protection. Following the negative impact which the facilities built for the 1992 Winter Olympics had on the environment, its protection has become a priority.

Candidate cities are now obliged to present innovating environment-friendly practices, based on specific proposals.

At the Session, the creation, growth and basic features of the Paralympic Movement were also discussed, as well as the compatibility between the Paralympic and the Olympic Movements. In addition, the Special Olympics and their aims were presented in the context of an action plan for future cooperation between the three movements.

The subject of Olympic studies and documentation in the information society were also on the Session's programme. Olympism is an ideal laboratory for the study of the new characteristics of the information society. The Olympic Games in
Atlanta were the first Games of the Internet era.

The objectives of an Olympic Museum were also discussed. A Museum is a permanent repository where the elements of Olympism can be preserved and its value made known to the outside world, beyond the context of the Games.

The role of Olympic Solidarity is crucial in the implementation of the Olympic Movement's goals. Through Olympic Solidarity the IOC provides financial assistance to NOCs on technical matters, for their participation in the Olympics, scholarships and the development of sport in their respective countries.

Thirteen discussion groups were created during the Session: ten English speaking, two French speaking and one Arabic speaking. The Participants worked very hard and contributed significantly to the high scientific level of discussions. The conclusions and proposals of the groups were presented at the end of each cycle of discussions.

Many participants also attended the poetry and literature workshops with much interest. At two evening meetings they reflected on the concepts of "friendship" and "love". During their stay in Olympia, the participants wrote a total of 20 poems on the themes of Olympia, the games, friendship and love. These poems were evaluated by a special jury which selected the best three. The "Dead Poets Society" is an excellent intellectual activity of the Academy which gives a special character to the session.

The painting workshop is another creative activity of the Academy during the Session. As in previous years, it was attended by several students. Their paintings were judged by a jury and the best three received a prize. The painting workshop gives participants an opportunity to paint but also to get to know one another better.

Almost all participants took part in the sports events which were organized in an excellent way. Competitions and games were held in the stadium and swimming pool. This has always been a very popular activity. All teams are mixed and their members always come from different countries and continents. In this way communication among the participants is facilitated.

An information sheet was issued daily with the news of the day and details about the next day's activities. This allowed participants to be better informed about the Academy's events.

Once again we had the opportunity to hear about the Olympic experiences of participants who had competed in the Olympics. Their presentations, which are published in this Report, were warmly welcomed by the other participants.

As in previous years, our facilities in Ancient Olympia also hosted a number of other events among which the Postgraduate Seminar holds a prominent position. The 5th Postgraduate Seminar was attended by 32 students from 24 countries.

In addition to its academic part, the Seminar also included visits to archaeological sites and events to allow participants to learn about the major archaeological sites of the ancient panhellenic competition centres which were the subject of their scientific work at the seminar. The seminar consisted of four lecture cycles. The
first referred to the Olympic Games, sport in ancient Greece and physical exercise in the other civilizations of antiquity. Professors I. Weiler (AUT) and A. Kalpaxis (GRE) presented the subjects of this cycle. The second cycle was devoted to the history of the revival of the Olympic Games and the modern Olympic Movement and was developed by Professors R. Barney (CAN), K. Lenartz (GER) and J. Lucas (USA). The third cycle approached the Olympic phenomenon from the sociological viewpoint, with lectures by Professors K. Weis (GER) and R. Beamish (CAN). The fourth and final cycle was devoted to the philosophy and ethical issues of the Olympic Games and the lecturer was Professor J. Parry (GBR). There were also lectures on Olympic education, sponsorship at the Olympic Games and the environment and its relation to the Games. I. Mouratidis and A. Panagopoulos spoke to the students as invited lecturers. The scientific lectures were supplemented by the students' papers and discussions within the working groups and in plenary sessions. At the end of the Seminar and during the last plenary session, the participants divided themselves into four working groups depending on their study topic and presented the conclusions of each corresponding cycle. These conclusions, together with the abstracts of all the lectures and students' papers will be published in a special volume. For the first time, the attendance diploma was signed by the President of the IOC, J.A. Samaranch.

The 3rd Joint Session for Educationists and Staff of Higher Physical Education Institutions was held on 5-12/6/1997. It was chaired by the Dean of the Academy and the 2nd Vice-president G. Moisidis. The presence and active participation of 102 educationists at the 3rd Session was a guarantee of its high level. The Session's theme, "Ethics in sport and the Olympic Games", was particularly interesting for all participants at a time when criticism levelled against the Olympic Movement is becoming stronger and stronger. The Session was highly successful and the participants showed great interest in the lectures which were of a very high level and led to lively and interesting discussions. Participants stressed the need for the democratization of sport and the IOC. Greater emphasis should also be given to the issues of education and training in the Olympic Movement. They proposed that an "Ethics Committee" should be established by the IOA which would recommend a "code of conduct" to the Olympic Movement.

The Session's invited lecturers were:

- Dr Doris Corbett (USA), Dr Ronnie Lidor (ISR), Dr Marc Maes (BEL), Dr. Mike McNamee (GBR), Dr Dimitris Panagiotopolos (GRE), Prof. Jim Parry (GBR), Prof. Hai Ren (CHN), Prof. Thomas Yannakis (GRE) and Prof. Ioannis Zervas (GRE).

The 9th International Seminar for Sports Journalists was held on 20-25/5/1997. It was attended by 48 journalists from an equal number of countries. The President of the IOA and IOC member Nikos Filaretos chaired the Seminar which dealt with the special subject "The Olympic Games of the XXVI Olympiad and the Mass Media".

Six lecturers developed questions related to the Olympic Movement in the course of the Seminar: "The ideals of Olympism and the work of the IOA" (C.
Georgiadis), "Olympism in the 19th century and its precursors" (P. Linardos), "Mass media ethics and the role of sports editors" (Prof. Jae Won Lee). Information was also provided on "The Atlanta experience and the functions of the press at future Olympics" (A. Billouin) and "Electronic Media at the Olympic Games" (A. Metcalfe). Presentations closed with a lecture on "The evolution of journalism at the Olympic Games" (A. Lunzenfichter).

The journalists who attended the seminar were thus able to expand their knowledge on the Olympic Movement and its history and learn about mass media technology and the organization of press services for the coverage of the Olympics. Views and proposals were presented on the Sidney Games during the Seminar. Discussion groups arrived at valuable conclusions. All participants appreciated the invitation to attend the Seminar since this was a unique opportunity for them to meet colleagues from all over the world, work together and exchange views on subjects of common interest.

In all there were 33 events, 14 of them with international participation. The total number of participants at the sessions and seminars reached 2,472 people. Because of the Athens bid for the 2004 Olympics we had the pleasure of welcoming several IOC members at the IOA's facilities.

It is evident that the International Olympic Academy's contribution to the Olympic Movement is tremendous. For the realization of this goal, the harmonious cooperation and contribution of all the institutions and persons which assist it in its work is essential.

The Academy's rich programme of events could not be implemented without the dedicated efforts of its staff and those who work for the HOC.

The Ephoria of the International Olympic Academy with the support of the Hellenic Olympic Committee and the International Olympic Committee, organized all events in a most successful way. Once again it was able to show its capabilities and prove that the Academy's work can cover wider intellectual aspects of Olympism.

Kostas Georgiadis
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Participants</th>
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<tbody>
<tr>
<td>April</td>
<td>Club “Olympic Idea”</td>
<td>(46 persons)</td>
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<tr>
<td>12-13/4</td>
<td>Leontio Lyceum</td>
<td>(106 persons)</td>
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<tr>
<td>23-25/4</td>
<td>The Zinman College of Physical Education and Sport Sciences - Israel</td>
<td>(42 persons)</td>
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<tr>
<td>May</td>
<td>5th International Postgraduate Seminar for selected students</td>
<td>(41 persons)</td>
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<tr>
<td>1/5-15/6</td>
<td>Greeks' Scout Association</td>
<td>(106 persons)</td>
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<tr>
<td>2-3/5</td>
<td>Symposium of the International Weight Lifting Federation</td>
<td>(68 persons)</td>
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<tr>
<td>13-17/5</td>
<td>University of Thessaloniki Postgraduate Seminar</td>
<td>(37 persons)</td>
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<tr>
<td>19-24/5</td>
<td>Higher Institute of Physical Education</td>
<td>(35 persons)</td>
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<tr>
<td>20-25/5</td>
<td>9th International Sport Journalists' Seminar</td>
<td>(53 persons)</td>
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<tr>
<td>23-25/5</td>
<td>Hellenic Association of Sport Journalants</td>
<td>(40 persons)</td>
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<tr>
<td>June</td>
<td>University of Patra</td>
<td>(120 persons)</td>
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<tr>
<td>31/5-4/6</td>
<td>3rd Joint International Sessions for Educationans and Staff of Higher Institutes of Physical Education</td>
<td>(101 persons)</td>
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<tr>
<td>13-15/6</td>
<td>Nemea Excavations Prof. Stephen G. Miller</td>
<td>(10 persons)</td>
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<tr>
<td>20-25/6</td>
<td>Elis District Students</td>
<td>(119 persons)</td>
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<tr>
<td>26-27/6</td>
<td>Chinese Post Service</td>
<td>(14 persons)</td>
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<tr>
<td>Date</td>
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<td>Participants</td>
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<tr>
<td>July</td>
<td>8th International Symposium on Philosophy - Prof. Bargeliotes</td>
<td>(39 persons)</td>
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<tr>
<td>2-5/7</td>
<td>Volley-Ball Coaches Association</td>
<td>(167 persons)</td>
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<tr>
<td>3-6/7</td>
<td>37th International I.O.A. Session for Young Participants</td>
<td>(234 persons)</td>
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<tr>
<td>7-22/7</td>
<td>5th I.O.A.A.A. Conference</td>
<td>(48 persons)</td>
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<tr>
<td>23-28/7</td>
<td>2nd Seminar of International Institute of Political and Economic Studies</td>
<td>(76 persons)</td>
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<tr>
<td>29/7-2/8</td>
<td>Educators' Session of the Finnish Olympic Academy</td>
<td>(26 persons)</td>
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<tr>
<td>August</td>
<td>Olympic Theatre Conference</td>
<td>(50 persons)</td>
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<tr>
<td>6-10/8</td>
<td>University of Patra (Ancient Greece and the Modern World)</td>
<td>(100 persons)</td>
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<tr>
<td>15/8</td>
<td>International Seminar of Gymnastic Judges</td>
<td>(21 persons)</td>
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<tr>
<td>17-22/8</td>
<td>High School Teacher Seminar</td>
<td>(107 persons)</td>
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<td>24-31/8</td>
<td>Greek Association of Amateur Carate</td>
<td>(113 persons -</td>
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<tr>
<td>25-30/8</td>
<td>(113 persons - 2 groups)</td>
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<tr>
<td>28/8-3/9</td>
<td>Greek Association of Ancient Olympic Sports</td>
<td>(150 persons)</td>
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<tr>
<td>September</td>
<td>Greek Association of Volley-Ball Referees</td>
<td>(150 persons)</td>
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<tr>
<td>4-8/9</td>
<td>National Olympic Academy of Latvia</td>
<td>(27 persons)</td>
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<tr>
<td>7-12/9</td>
<td>Fencing International Federation</td>
<td>(60 persons)</td>
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<tr>
<td>14-19/9</td>
<td>German Olympic Society</td>
<td>(26 persons)</td>
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<tr>
<td>20-25/9</td>
<td>Greek Boxing Federation</td>
<td>(140 persons)</td>
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An overall view of the Pnyx Ceremony at the foot of the Acropolis.
OPENING CEREMONY
OF THE 37TH SESSION OF THE
INTERNATIONAL OLYMPIC ACADEMY
HILL OF THE PNYX
8th JULY 1997
Where is mankind heading on the eve of the third millennium? What are the risks that lie ahead? What will be the effects of the dramatic technological progress? Is the environment protected as it should be by the people? How can we combat unemployment and the widespread use of narcotics by youth?

What will be the future of the Olympic Movement? What are the lessons - if any - that we can derive from the centennial Olympics in Atlanta? Will sponsors - an inevitable necessity since we are promoting top performance sport — work at the service of sport or try to place sport at the service of their pursuits? Is Coubertin's statement that the important thing is not winning but taking part still valid today?

These are just a few of the questions that you will be asked to answer, dear friends, participants of the 37th Session of the IOA, with the help of the distinguished lecturers of the Session.

The Olympic Games are considered, and rightly so, as the culmination of the quadrennial period which is known as an "Olympiad". Athletes are invited to take part in fair competition; however, the winners are not content with only the wreath of victory, but reap many material rewards. This is an unavoidable consequence, imposed by top performance sport. As a result, what Coubertin defined as the "Olympic Ideal", one hundred years ago, has been inevitably altered. Maybe it was unavoidable, since without the developments we have witnessed, interest in the Olympic Games and their organization would have been dwindling steadily. This is another inescapable and difficult question.

I am extremely happy to welcome the presence of the IOC President, H.E. Mr. Juan Antonio Samaranch amongst us today. During the 17 years of his presidency, he has been absent from the opening ceremony of the IOA's session for young participants only three times. I wish to thank him for his endless support and intense interest in the work of the IOA and the assistance provided to us through the IQC's Olympic Solidarity. At this point, I also wish to extend our gratitude to the Greek state for its unlimited moral and material support to the IOA.

President Samaranch has given a new momentum, a new impetus to the Olympic Movement. He realized that in the 100 years which have elapsed since the re-
vival of the Olympic Games in 1896, in this very city of Athens, many things have changed or should have changed. With the perspicacity and realism for which he is known, he has been leading a “revolution”, unprecedented for the Olympic Movement. It is our duty to safeguard this peaceful revolution and protect the Olympic Movement from the many lurking dangers.

Dear friends, participants of the 37th session of the IOA, you will have the opportunity to discuss and analyze all these issues in the peace and serenity of Olympia. We shall be waiting impatiently for your conclusions and recommendations to the International Olympic Committee.

I wish you a pleasant stay and a most fruitful outcome for your work.

President FILARETOS addressing the audience of the Opening Ceremony of the 37th Session.
Each year, I have the pleasant duty of leading the opening ceremony which marks the start of the international session for young participants at the International Olympic Academy in Olympia.

Your are here in Greece, the birthplace of Olympism, a land rich in history which the Pnyx Hill reflects. The proposed subject at this session relates to the Olympic Movement of today, following the Games of the XXVI Olympiad, the Centennial Games, in Atlanta.

The Olympic Movement has celebrated two centenaries in recent years: that of the founding of the International Olympic Committee (1894 - 1994), and that of the Olympic Games themselves (1896 — 1996). What is more, you are in the city which hosted the first modern Olympic Games and which is also a candidate to host the Games of the XXVIII Olympiad in 2004.

The Olympic Movement is essentially an educational one. All the activities of Olympic Solidarity are linked with training, through courses or seminars for leaders, coaches, doctors and athletes.

For the young athletes of your age, selected by their NOCs, scholarships are available to allow them both to pursue their studies and to continue preparing to take part in the Olympic Games in their respective sports and disciplines.

Olympic Solidarity scholarship holders won 18 medals, seven gold, four silver and seven bronze, at the Centennial Games in Atlanta. Others improved their personal bests or beat their national records, and did very well in the events in which they took part.

Olympic Solidarity also contributes to the cost of participation by young people in the annual session of the International Olympic Academy.

In the future, we must work with the NOCs concerned to study the role of the young participants once they return to their respective countries.

I believe that your pilgrimage to Olympia and the experience you acquire at the Academy should be used to promote the Olympic ideal within your community.
By way of conclusion, on behalf of the Olympic Movement, I should like to express my sincere thanks to the Greek government authorities; to my IOC member colleagues, Messrs. Nikos Filaretos and Lambis Nikolaou, President of the International Olympic Academy and the Hellenic Olympic Committee respectively; and to the senior staff and lecturers of the Academy for their contribution to promoting the Olympic ideal.
Mr Andreas FOURAS, Secretary of State for Sports during his address at the Pnyx Ceremony.
Address
by Mr Andreas FOURAS (GRE)
Under-secretary of State for Sports

The first centennial of the revived modern Olympic Games is now a part of history. A lot has happened in the course of these hundred years.

Two world wars, the cold war, local conflicts, as well as "world-shattering changes.

It was only natural that these events would strongly affect the Olympic Movement and the Olympic Games.

As we all know, the record of the first hundred years contains many positive, but also a number of negative elements such as violence, doping and commercialization.

It is also generally admitted that the Olympic Ideal has lost the appeal and influence it enjoyed in ancient Greece.

These findings have been widely accepted by men known for their knowledge, standing and contribution to the Olympic Spirit.

On the eve of the second centenary of the Olympic Games, I believe that the time has come to give a new perspective to the Olympic Idea.

I hope that the International Olympic Committee will be able to capitalize on the opportunity offered today and take courageous and significant decisions that will open new horizons for the idea of Olympism.
Mr Nikos YATRAKOS, deputy Mayor delivering the message of the Mayor of Athens
Address
by Mr Nikos Yatrakos (GRE)
Deputy Mayor

It is a great honour for me to welcome here on the sacred hill of the Pnyx the participants of the 37th Session of the International Olympic Academy.

I bring you the warm wishes of the Mayor of Athens and the Municipal Council of Athens, the capital of Modern Olympism, for a new momentum for the World Olympic Movement at the dawn of the 21st century, which coincides with the second centenary of the life of the Olympic Games which were revived in this city 100 years ago.

The International Olympic Academy is doing a wonderful job of which we Athenians, are very proud, since the Academy is guided with dynamism and vision by a distinguished fellow citizen Nikos Filaretos.

Athens is optimistic and wishes that the world Olympic Movement may be able to respond through the widest possible dissemination and globalization of the Olympic Spirit and fair play to the challenges of our times and the major problems which youth faces today.

It would be no exaggeration to say that sport is opening the wide avenues of success in a world full of dangers and insecurity, it strengthens the soul of men, lifts their spirits and teaches by means of fair play the proper way to compete in society serving both the individual and the collectivity.

Athens stands at the forefront of the Olympic Movement and wants to prove once again to the international community, through its bid for the Games of 2004, that it can significantly contribute to the promotion of the values of the glorious past and the expectations of future generations in the course of the Olympiads of the 3rd millennium.

Congratulations and best wishes for the success of the 37th International Session of the International Olympic Academy.
Maitre Luc SILANCE addressing on behalf of the lecturers of the Session.
The Attic light and the sun have been illuminating the two hills of the Acropolis and the Pnyx since the beginning of time.

For thousands of years, these two hills have been a place of political and religious gatherings for the Athenians.

Since the International Olympic Academy was created in order to bring together young people from all over the world, the established tradition has been that a first meeting is always held in Athens, on the hill of Pnyx, before the group leaves for Olympia.

At each opening of the Academy's annual session in Athens, the light of Attica shines on the beginning of the proceedings.

The age-old hill of the Pnyx welcomes us once again today, as it did last year and the years before.

The Olympic Academy guides Olympism towards the future because the future is youth who carries the hopes of mankind.

Young people from all the countries of the world who are gathered here in Athens, before we start out work in Olympia, where you will become acquainted with the principles of Olympism, open your arms to the Attic light, as the ancient Athenians did before you.

May this light shine on our work, as the light of Olympia will be doing tomorrow.

In a few hours time the sun will set and its last rays will touch the hill that stands before us, bringing new colours to the Acropolis, the Propylaea, the Parthenon, the Caryatids of the Erechtheion, the temples of Athena and Poseidon, the small temples of Victory...

From midday gold, the rays of the sun will turn to yellow, pink, red and the dark blue of the night.

They will show you the riches of ancient Greece, in all its different aspects and all its different colours.

The light of day will return tomorrow morning and the sun will accompany us, all along our journey through the Peloponnese.
During a fortnight we will have the opportunity to work together, reflect together, run and play together under the sun, and consider the major issues and the foundations of Olympism.

The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any sort and in the Olympic spirit which requires mutual understanding with a spirit of friendship, solidarity and fair play.

The Movement's activity is symbolized by the five interwoven rings; it is universal and permanent and extends to all five continents.

We shall have the opportunity to talk about all this, to see the impact, the influence of Olympism on our modern world.

For more than one hundred years, often extolled and admired, frequently criticised and sometimes denigrated, the Olympic Movement takes part in the direction and management of modern sport, it is part of the world’s evolution and upholds its principles, in spite of the difficulties, in spite of the hardships of life.

Its principles are clear and they are the foundation of the philosophy of sport.

They are not so very different from those of the ancient Greek philosophy: they combine respect for man and humanity with the desire for action.

May the light of these principles accompany us along the way, may this light shine on our work in Olympia.

May this light also shine on your future and prepare for you a life founded on the principles of Olympism, guided by a philosophy that can bring balance to your existence.
President SAMARANCH, awarding the IOC Olympic Order to Mrs Maria CHORS, choreographer of the Olympic Flame Ceremony and Mr Antonios TZIKAS, former President of the HOC.
President SAMARANCH, awarding the IOC Olympic Order to Mrs Maria CHORS, choreographer of the Olympic Flame Ceremony and Mr Antonios TZIKAS, former President of the HOC.
The officials attending the Ceremony (from left to right)

Mr Evangelos MEIMARAKIS, former Secretary of State for Sports, Mr Theodoros ANGELOPOULOS, Mr Ioannis SCOUROS, Secretary General for Sports, Mrs NIKOLAOU, Mr Andreas FOURAS, Undersecretary of State for Sports, Mr Lambis NIKOLAOU, HOC, President, H. E. Mr Juan Antonio SAMARANCH, IOC President, Mr Nikos FILARETOS, IOA President, Prof. Helen GLIKATZIAHRWEILER, President of the University of Europe, Prof. Konstantinos DESPOTOPOULOS, Academician.
The IOC President H. E. Mr Juan Antonio SAMARANCH with Mrs ANGELOPOULOS President of the Athens 2004 Bid Committee, Professor AHRWEILER and the IOA President Mr Nikos FILARETOS.

The IOC President H. E. Mr Juan Antonio SAMARANCH with the IOA Dean, Mr Kostas GEORGIADIS on his right and with the IOA President Mr Nikos FILARETOS.
IOC members attending the Pnyx Ceremony Mr Vitali SMIRNOV (RUS), Mrs SMIRNOV, Mrs Anita DeFRANTZ (USA), Mr Nat INDRAPANA (THA), Mrs INDRAPANA, Mr René FASEL (SUI), Mr Craig REEDIE (GBR), Mr Jean-Claude KILLY

The officials during the laying of Wreaths Ceremony (from left to right)
Mr Nikos FILARETOS IOC member in Greece, Mrs Anita DeFRANTZ IOC member in USA, Mr Craig REEDIE IOC member in England, Mr Thomas Sithole IOC member in South Africa and Mr Ridvan MENTES NOC of Turkey
Laying of wreaths by the participants at the stele of Pierre de COUBERTIN where his heart has been buried and to the commemorative stele of John KETSEAS and Karl DIEM, pioneers of the IOA.
The IOA President, Mr. Nikos FILARETOS (left) with the HOC President, Mr. Lambis NIKOLAOU (on the right) during the Ceremony.
The opinions of the lecturers do not necessarily reflect those of the International Olympic Academy.

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We would appreciate it if the source of such articles were mentioned.
Already since the first Olympiads of antiquity, the Olympic Games have become established as a complex and multifaceted enterprise, well beyond the scope of a simple sports event. In the conscience of the ancient Greeks, the Olympic Games were an institution which elevated man in his quest for perfection and self-realization. To be the best, to be the first among the first, brought honour and glory to the Olympic victor, whilst breeding in him a feeling of infinite bliss.

But for the losers too, participation in the Olympic Games was an honour and a lesson. The games taught men that only through "athlos" (feat) - a concept which is at the origin of the words athlete and athletics - could they free themselves from their instincts and fully develop their endless mental and intellectual capacities, in order to enjoy recognition as free individuals.

The Olympic Games and the attitude of participants instituted the ideal of fair competition which became a sound basis for the education of youth in all Greek cities.

This is the spirit of the Olympic Games which the ancient Greek civilization has bequeathed to us and Olympia has always been our common spiritual home. At the same time, the Olympic Ideal has remained alive as an eternal, unsullied value, losing nothing of its aura, purity and distinctive traits.

Finally, with Pierre de Coubertin who revived the Olympic Games, bringing them out of their secular sleep, the Olympic Ideal was enriched with a democratic internationalism, providing an opportunity to the youth of the world to reach and embrace it.

For Pierre de Coubertin who had a deep knowledge of ancient Greek civilization which he had studied extensively, the concept of Olympism was indivisibly linked to the fundamental triptych of Greek thought, founded on the harmonious coexistence of the concepts of "ethics", "society" and the "individual". A triptych directly related to the ideals of virtue, social justice and self-realization of the individual, allowing him to contribute, in a decisive way, to the building of the community as a whole and the consolidation of a common conscience and common goals.

Coubertin, who was a visionary, firmly believed that the idea of the Olympic
Games could play the role of a catalyst and bring the world of sport and the world of art closer together, so that through this interaction they could both play a part in shaping and developing the character of youth in modern society, in a permanent way.

Today, as the Olympic Charter expressly states, the activity of the Olympic Movement is permanent and universal. It reaches its peak with the opening ceremony of all modern Olympiads. A ceremony which is steadily enriched with the contribution of top artists who, each in his own field, enhance the prestige and appeal of this great sport festival, the Olympic Games.

We are standing, dear friends, on the threshold of the third millennium and the work involved in staging each Olympics is indeed tremendous. Thousands of volunteers, qualified, administrators, sports officials, educationists, journalists, sports doctors, environmentalists and town planners - to say nothing of the athletes and their coaches - each bring their own contribution, guided at all times by respect for man and for nature, so that the organization of the competitions and the opening and closing ceremonies may be the greatest possible success and they should be commended for this.

However such spectacular results can often be misleading. Because, under the shining, glittering surface there are forces, situations and habits at play which undermine, maybe unwittingly, the genuine and life-bearing spirit of Olympism. As a result, the noble and disinterested vision of these great games is gradually weakened, becoming less and less visible, whilst their educational impact, that was once prevalent, is fading away at a rapid pace. These signs of decline can be attributed to several causes, the most important being the lack of adequate information, especially toward the young. Olympism has not been able to penetrate the educational institutions in the world and has not succeeded in overcoming socio-political differences. Strong economic interests prevail and persistently refuse to allow the establishment of a balanced sports system, for the benefit of the many.

Let us not forget, in addition to all this, that gigantism is rampant, commercialization is spreading, as nothing is being done to control it and that the use of performance-enhancing drugs is steadily increasing, hand in hand with the development of techniques preventing their detection, in spite of the IOC’s awareness and efforts.

We are deeply concerned about these negative developments, but concern is not enough. What is needed is decisive and efficient action, total commitment and dedication to principles and beliefs, so that we can first reinterpret the Olympic Games, in conformity with the initial intentions of the ancient Greeks and Pierre de Coubertin, and then readapt them to the political, social and cultural conditions of our times.

You, the young men and women who represent all the people and races on this planet, are invited to contribute, with warmth and enthusiasm, to the attainment of this important goal. I would like to encourage you, in particular, to become actively involved in the large-scale education and training process in Olym-
pism related issues which is presently under way, helped by the inspiration you are sure to find in the work of the 37th Session. You will thus be able, through your collective action and individual contribution, to built a solid set of practical principles and timeless values which incarnate a fulfilled individual, so that the vision of the Olympic Games, a vision of fraternity, fair play, aesthetic emotion and above all education of responsible and aware citizens, can become reality.

Mr Lambis NIKOLAOU, HOC President, declares the opening of the works of the Session.
The love of the ancient Greeks for competition was directly associated with their religious beliefs and ancient mythology. The ancient gods were the first to give men the two arts of gymnastics and music.

It was also the gods who established the games, according to mythology. The training sites, the gymnasia, were under divine protection. People believed that the athlete who exceeded his personal limits achieved the first and greatest victory: he was able to master his weaknesses and win "divine grace". And this different, divine attribute, in actions and words, distinguished him from the others.

In accordance with the principles of classical education, man's qualities and virtues can only be enhanced after intense competitive effort and hard intellectual work. This is an educational process where the relation between the mind and the body defines measure, balance and harmony. The individual's perfection and happiness were the result of hard physical labour and persistent intellectual effort. The object of this educational process was to build man's morality and ethical principles to allow him to become an integrated and useful member of society.

This idea, as it developed through the centuries, aimed at joining theory and practice, revealing the relationship which exists between intelligence and matter, the body and the mind. This is expressed in the classical formulation of the idea of "kalos kagathos" (beautiful and virtuous). Kalos kagathos means the union of two different worlds of human existence. "Kalos" symbolizes physical beauty which can be attained through hard work and "agathos" man's moral and spiritual perfection. The concept of kalokagathia expresses the awakening of man's feelings through athletic activity, art and music, which improve his soul and free him from violence and brutality, expand his thinking and breed in him a sense of measure, decency and nobility.

The institution of the Olympic Games was nurtured in this thought. An institution without which we could not imagine human civilization. The Olympic Idea and the Olympic Games are unquestionably among mankind's greatest achievements, no
matter when they were conceived and by whom. This idea stems from the idea of striving for excellence and perfection through comparison, competition, control, discipline, effort and joy. All the elements which make up the Olympic contest.

The Olympic Games go back more than 1200 years in the history of mankind. It is difficult, for one moment, to imagine the changes that have taken place in society, culture, the state, education, technology, religion even. But the remarkable thing is that the Olympic Idea, a theory of ideals about a certain way of life, has remained practically unchanged throughout this incredibly long period. It has remained alive and flourished through nations, cultures and ideologies, keeping its humanitarian aims which are expressed in the values of Freedom, Justice and Equality.

Now, after the Centennial Games, is a good time for us to recall and reflect on the expectations of the people who revived the Olympic Games. P. de Coubertin was a sports lover, an educationist, a historian, a philosopher, an artist and a politician. The other pioneers who were his contemporaries were, in their majority, distinguished intellectuals of their time, humanitarians in their thinking and action, extremely sensitive to the issue of peace. The revival of the Olympic Games for them meant the creation of a framework of cooperation and coexistence that would bring together, through sports events, ceremonies and festivities, all the people of the world, independent of their religious and political convictions. They wanted to launch a programme of international competitions which would combine the spirit of sport with the idea of peace. "Let us export rowers, runners and fencers gentlemen: they are the ambassadors of peace" Coubertin already stressed in 1892.

There is no question that major sports events, through the enthusiasm they generate, promote a strong interaction and, sometimes, the direct impact of sport meetings may be stronger than the rational substance of political conventions. The friends of sport organize contests between countries and readily accept democratic procedures, international trends, equal rules, relations based on merit and common goals.

The celebration of the Olympic Games also means for the peoples of this earth, a mutual knowledge of history and recognition of others. It is the political concept of respect for the fatherland that rejects any attempt to merge people together.

P. de Coubertin, the reviver of the Olympic Games deserves the title of great benefactor of humanity because by reviving the grandiose festival of the Olympic Games, celebrated every four years, he has provided our 20th century society with a strong incentive to strive for unity and harmony.

The Olympic Games today are a spectacular demonstration of the physical and intellectual achievements of human existence. The Games have prevailed in the deeper meaning and interpretation of the Olympic Movement. For those who do not deal with its philosophy and ideas they do in fact represent the Movement itself. This interpretation of the Games is a dangerous process that may lead to the failure of the Movement itself. Back in 1906, Coubertin convened a consultative session on art and sport. He wished to emphasize the harmonious association of the Games with literature, architecture, poetry, sculpture and music. In 1912, art and literature
contests were introduced which survived until 1952. After 1952, artistic events including music, dance, drama performances and art exhibitions are held during the Games. Sport should be combined with other cultural events and certainly with the arts. For only then can the Games contribute to the cultivation of man. Only then can competition be defined as Olympic. “The mission of the Olympiads”, wrote Coubertin, “is not simply to extol muscular strength. On the contrary, they should also have a cultural and artistic side”.

The future of the Olympic Games has often been on the agenda of official and unofficial institutions. It is their negative aspects which are mostly overemphasized. It is, however, true that the popularity of the Games is growing steadily and that the bidding for the Summer and Winter Olympics is harder than ever before. The Olympic city becomes an international city and the sports event, with the participation of 197 countries is becoming a universal event. There is no doubt that the Olympic Games have promoted and encouraged the organization of competitions at national, regional and continental level.

The network of major competitions, world cups and world championships is steadily expanding. International Federations continue to grow and strengthen their position by organizing and directing a number of meetings. There are about 4500 sports events organized each year, all over the world, which can peacefully coexist within the Olympic Movement.

This publicity has motivated the IOC to amend the Olympic Charter in order to include in it several principles relating to sound environmental protection, so that the host cities of the Olympic Games and other major sports events, can become models of development without any harmful effects on the environment.

The demands on host cities have increased excessively. The administrative, economic, sports, cultural and educational activities of the IOC have multiplied. At the same time, the IOC, in the promotion of its goals, is cooperating closely with the UN, UNESCO and UNICEF.

Its financial policy provides it with the necessary resources to support Sports for All wherever required. Special emphasis is given to the cultural programmes of candidate cities and to the combination of sports events and cultural activities. At the educational level, the IOA has been supporting, for the last 37 years, the academic work of the IOC, the training programmes for NOC staff and the establishment and operation of National Olympic Academies. It also supports scientific projects through Olympic Solidarity and finances the training of sports administrators in different countries and the development of sport. Could we imagine the Olympic Games today, without taking into account their close relation with the mass media? The result of this unique relation is the world coverage of the Olympic Games. The Olympic Games give to the mass media one of the best opportunities to test in practice their latest technological advances. This is certainly a characteristic example of the technological, economic and communication complexity of modern social phenomena. Athletes and journalists represent today two irreplaceable elements of the Games’ structure. Television is a valuable source of income for the Olympic Move-
ment which, via National Olympic Committees, can be channelled back to the base of sport.

The publicity which the Games enjoy, however, has also increased the tendency for politics to interfere with and become involved in sports and Olympic Games issues.

The Olympic Games of 1936 were awarded to Berlin in 1931. The rise to power of the National Socialists brought to the forefront for the first time the question of political influence on the Games. The IOC found itself in the difficult position of having to ask the host city to ensure the respect of the Olympic Charter that does not allow discrimination in any form. We know quite well, that they did not prevent the Nazis from converting the Games into a triumphant propaganda.

When the battles ended after World War 2, the Olympic Games in London, in 1948, were celebrated in a festive atmosphere, sending to all a message of peace. The IOC has taken radical steps in the past to ensure equality among all those who participate in the Olympics. It has imposed an embargo on participation, using the only weapon at its disposal, to exert pressure against those countries which practised racial and other discrimination, as part of their sports policies. The reasons behind their decision were strictly humanitarian. Whenever it decided to act in similar cases, the IOC has always been guided by the need to protect human rights.

The emergence of the two superpowers and the division of the world into influence zones, have fanned political and military rivalries which were also apparent in the field of sport. The Olympic Games were no exception; attempts to exploit them culminated in the two boycotts of Moscow (1980) and Los Angeles (1984). Rivalry led at the level of sport to the "soldier-athletes" in Communist countries who were subsidized by the state and Western athletes who received scholarships through the system of university sport. Both blocks wanted to win more gold medals than their rivals. During that same period the term "amateurism" as an ideal was gradually redefined with more emphasis on the aspect of superiority. Victory was the only important element of competition overshadowing the value of participation.

For several decades the IOC appeared unwilling to abandon the rule on amateurism and replace this concept with another, "eligibility". Money should not be allowed to dominate over any other noble motivation. Finally, at the end of the 70s, the term "amateurism" was removed from the Olympic Charter. This change was partly brought about by the request of the athletes competing in the Olympic Games to the IOC to provide them with social and moral guarantees in the context of rule 26. To avoid any new form of discrimination against athletes, the IOC decide to replace the term "amateurism". Today, the status of Olympic athletes has changed completely. No financial restrictions are imposed on athletes, apart from the fact that their participation in the Games shall not be conditional on any financial consideration (para 5). Eligibility conditions include respect of fair play, avoiding the use of substances and methods which are forbidden by the Charter and compliance with the IOC's Medical Code.

In the last decades it has become clear that the IOC attaches special importance
to doping controls. A Medical Commission was established which has introduced strict controls to prevent such incidents and severe sanctions. In Seoul 9 cases of doping were detected and Ben Johnson's exclusion caused quite a stir. In Barcelona there were only 5 positive cases and 2 in Atlanta. Today, all IFs have agreed to align their sanctions and the use of forbidden substances by an athlete may lead to his exclusion from sport competitions for 2 to 4 years. Furthermore, state legislation in many countries condemns the use, possession and sale of such substances.

Another issue, just as important, is the participation of women in the Olympic Games and the Olympic Movement. The wish to have an equal number of women taking part may be thwarted by historical, cultural and social factors and resistance to change. Nevertheless, the role of the Olympic Games in promoting the status of women in contemporary society should not be questioned. We should also emphasize, the growing number of women's events on the Olympic programme. In Barcelona there were 2,700 and in Atlanta about 3,700 female competitors. This figure corresponds to 34% of the total number of athletes. In spite of this positive change, let us not forget that women represent 51% of the total earth's population and more progress should certainly be made in this respect.

The distance between ideals and reality is another characteristic of the modern Olympic Movement. Ideals do not seem to represent achievable objectives and attainable dreams.

Can the Olympic Movement promote and achieve these ideals on its own? Of course this would be impossible. Olympism is a theoretical system of ideas. However, through the National Olympic Academies, NOCs Olympic Solidarity programmes, the Olympic Games and Olympic Education activities, it can play the role of a catalyst for change and its seeds could bear fruit.

But how can the Olympic Movement set idealistic standards when we know what is going on with all the corruption, commercialization, professionalism, anabolics, etc. at the Olympic Games and their effects? To the sceptics we shall answer that the purpose of an ideal is to establish a model of perfection. We are human beings. The gods may be able to achieve perfection. We mortals can only seek it. An ideal is always idealistic. Our objectives should exceed what we can reach. Olympism is a philosophy which defines noble and high goals.

The question is not whether the ideals can be attained. What we all have to ask ourselves is how we can contribute to bridging the gap between the noblest of goals and our best efforts.

The aim of the Olympic Games is to purify civilization; to reveal the true spirit of competition that abolishes and rejects any interested and fraudulent methods for achieving athletic superiority and guarantees the respect of fair play. The Games should convince all young people, even the most weak, to take part in sports activities and enjoy their success, without focusing on victory alone. It is only through participation that the individual can discover and improve his or her abilities.

As we move to the end of the 20th century, we see many new and older nations who try to reclaim their identity. But sport has been able to overcome all language
and cultural barriers today and stands predominant in the world community.

As I do every year, I will close this introductory speech with the words spoken here in Olympia, on 17 April 1927, by the reviver of the Olympic Games, Baron Pierre de Coubertin, at the inauguration of the monument commemorating the revival of the Games. I do not think there are more appropriate words than those which he sent out to the youth of the world.

Pierre de Coubertin said the following:

"We have not worked - my friends and I - for the purpose of bringing back the Olympic Games so that you could turn them into museum or film objects or to see them taken away from our hands by commercial or political interests. By reviving a twenty-five century old institution, we wanted to initiate you to the religion of sport as it had been conceived by our great ancestors. In our modern world, with its tremendous potential, but still threatened by destructive compromise, Olympism can be a school of chivalry and purity, of physical endurance and energy. On the condition, however, that you will constantly elevate your perception of sporting honour and disinterestedness to the same level as your muscular strength. The future depends on you".
ANCIENT ELIS: THE CRADLE OF THE OLYMPIC GAMES
by Prof. Nikos YALOURIS (GRE)

The Games which were staged in Olympia in ancient times are known throughout the world. Very few people know though, that it was the city of Elis, situated at about 60 km to the North at the Sanctuary of Olympia, which was responsible for organizing and staging the games. Elis was the capital of the state of Eleia, in the Northwest of the Peloponnese. When, in the 11th century B.C., it was entrusted with the supervision of the Sanctuary in Olympia, it decided to enhance the games which were held there already for many generations. This enhanced status was also linked to the new significance of the sports contests which were now open to all the citizens of Greek cities and not reserved only for aristocrats as had been the case in the past.

For Mycenaean heroes, in older times, contests and excellence were reduced to the attainment of victory and fame; "you must always excel and surpass all others" was Peleas' admonition to his son Achilles at the young hero was leaving for Troy (II.6, 208); victory was of course accompanied by magnificent material rewards. In post-Mycenaean times, on the other hand, the importance of the games was directly linked to the beneficial influence which athletic achievements could have on men and society as a whole.

The main representative of this new ideal is Hercules. His labours are something more than simple acts of bravery and excellence. They have a beneficial impact on men and the community, helping them move away from "bestiality" (Isocr. Pan. 6,28). Hercules, the best symbol of bravery, tenacity and endurance, killed wild animals and beast-like men and subjugated the frenzied, chaotic forces of nature to the will of the gods and the laws of society.

After completing his labours intended to help men, Hercules was admitted to Olympus, in the palace of the gods, while Achilles, the great hero of the previous Mycenaean period, became king of the shadows in Hades.

This new perception of the games, of extraordinary historic significance, was adopted by Iphitos, king of Elis in the 8th century B.C. He introduced athletic
contests in the stadium of Olympia, starting with foot races, in contrast to Myce-naeian times where contests were mostly equestrian and therefore open only to aristocrats.

It was then that the great panhellenic centres of Olympia, Delphi, etc. grew in importance; this was also the time - and certainly not by chance - that the city-state was established and citizens became aware of their role and responsibility concerning the fate and progress of their city. These new social changes are corroborated by the ancient testimony that the first Olympic victor in 776 B.C., the Elean Koroebos, was a simple cook.

The Elean archons, complying with the Delphic oracle, ruled that the victory prize would no longer be sheep or some other material reward, but the "Kotinos" a plain wild olive wreath (Strabo, 8, 3, 30).

Pausanias’ (V4, 6ff) story about Iphitos is fully in line with this new athletic spirit. According to his story, behind which there is some element of historic truth: "At this time Greece was being ruined by civil war and by plague; it was Iphitos who asked the god at Delphi for a cure for these troubles and they say that the Pythian priestess gave orders that Iphitos himself and the Eleans were to restore the Olympic Games". This information is significant for a number of reasons. To begin with, the cure recommended by the Pythian priestess for the reconciliation of the Greeks and the eradication of the plague was simply that they should organize or rather restore the Olympic Games. This instruction is certainly the fruit of much wisdom and knowledge on the beneficial effects of sport competition and fair play on men, as well as on all animated living around them.

Just as important was Iphitos’ initiative to consult the Pythia as the representative of not just the Eleans, but of all Greeks, since the whole of Greece was affected by plague and internecine strife.

Finally, the oracle that was given to Iphitos recognizes the panhellenic mission of Elis and the sanctuary of Olympia. Elis was called by the ancients "Zeus' neighbour" and they considered the sanctuary of Olympia, placed under its protection, the oldest religious centre, so respected that it was given the right to cater for all the problems which afflicted the whole of the Greek world. Ever since, the sanctuary of Olympia continued to cultivate and promote the spirit of athletics, for the benefit of all Greeks, until the end of the ancient world.

According to tradition, while restoring the games, Iphitos decided, together with the Spartan king and legislator, Lykourgos, to proclaim Eleia as the "sacred land of Zeus" and institute the truce.

The first decision stipulated that any person crossing the borders of Eleia who refused to lay down his arms, before entering the land, as he was supposed to do, to retrieve them as he left, would be treated as a felon.

In accordance with the second decision, all hostilities or war between Greek cities should stop for the duration of the games at Olympia.

These two decisions/agreements were respected for many centuries, even by the powerful of every period. Strabo writes (8, 3, 33) that those who did not offer
all the necessary help to Eleia, if it were attacked were also treated as felons: “all had agreed, under oath, that Eleia was the sacred land of Zeus and any person using weapons against it or failing to defend it would be treated as a felon”.

This means that the agreement between Iphitos and Lykourgos was binding not just for the parties to it, i.e. the Eleans and the Spartans, but for all Greeks. It is difficult to pinpoint with precision the exact date when the truce was instituted and the sacred character of Eleia proclaimed. However, the historic origins of this act are confirmed by Aristotle who knew of the existence of the bronze disk of Iphitos on which the agreement between the two kings had been inscribed and which was kept in the temple of Zeus in Olympia.

The question that logically comes to mind, though, is why was Eleia afforded this favourable treatment, as it was far away from the big centres of Southeastern Greece, isolated on one side by the abrupt mountains of Arcadia and on the other by the often stormy Ionian Sea and, most important, as its role in the political and military life of Greece had been rather insignificant.

So, what were the reasons that led to the establishment of the most ancient and venerated sanctuary of Greece in the region of Elis? Here are a few possible explanations:

The region of Elis was the birth place of some of the fundamental myths and one of the most widespread cults of the ancient Greek religion.

First of all, there is a direct link between Elis and the gods of Olympus, Zeus in particular. According to a version of the legend, the Kouretes hid the newborn god in Olympia to protect him from his father Cronos. So, Strabo was right when he called Elis and the whole of Eleia “the neighbour of Zeus” (68, 5, 6). Again in Olympia, Zeus who was now an Olympian god, defeated Cronos in a wrestling match, while Apollo beat Ares at boxing and outran Hermes in a race (Paus. V7, 10). And in Olympia too, the Idaian Hercules invited his brothers, the Kouretes-Daktyloi to compete in a racing contest and he crowned the winner, for the first time with the "Kotinos", the branch of wild olive, thus establishing athletic contests in this area (Paus. V7, 6 and 8, 1).

Equestrian events were also held in Eleia, not in Olympia, but in Elis; these were organized by Hercules from Thebes, the son of Amphitryon. The example set by the gods and Hercules was followed by the kings of the region. The first to introduce athletic contests in his kingdom, they say, was the founder of the Elean dynasty, Aethlios, son of Zeus and Protogeneia, daughter of Deucalion and granddaughter of Prometheus and Pandora. His name itself implies the notion of feat, fair play, an ideal that would enthral all Greeks, since the dawn of history and would bring them together from the four corners of Greece. It is also worth noting that Aethlios’ ancestor, Prometheus, who offered men the most valuable of gifts, "the sacred fire", was also the one who taught them gymnastics (Philostr. 270, 18). This is another link that connects the Elean dynasty to athletics.

The second king of Elis, Endymion, son of Aethlios, continued to celebrate the games which his father had established. In fact, when he wanted to appoint his
successor on the throne, he staged a racing contest between his three sons. The winner, Epeios, became king of the land.

Tantalus' son, Pelops, defeated Oinomaos, king of Pisa in a chariot race and introduced equestrian events in Olympia. And he left from here to found the dynasty of the Pelopides which ruled all over the Peloponnese. His descendants who "were scattered from Elis all over the rest of the Peloponnese" (Paus. V, 8, 2) became the monarchs of the great kingdoms of the peninsula, with the centre of their dynasty in Mycenae.

But there were also other Elean heroes and kings who are considered to be the founders of the Olympic Games. Later royal dynasties and the leaders of the different tribes that finally composed the population of Eleia, vied for that honour. In addition to Aethlios and Endymion, Amythaon, Endymion's cousin, is also mentioned as the organizer of the games, as well as Pelias and Neleus, son of Tyro and Salmoneas. "They held the Olympic Games" Pausanias tells us. Oxylos was the last in the line of the mythical kings who celebrated games in Olympia. After him it would appear that the games stopped for a rather long time.

The religious contribution of Eleia was just as important. Some of the more important worships were born here. And, first of all, the worship of Zeus, as an oracle god initially and later as a patron of the games.

The cult of another god, Hades, also had deep roots in Eleia. There were many sanctuaries, such as the ones in Pylos, in Eleia and Triphylia, where this implacable god was worshipped with special rites and mystic ceremonies. The worship of Hades, as in the case of Dodone in Epirus, was undoubtedly carried by the Eleans to Thesprotia, where they founded the renowned Nekymanteion. In Eleusis too, the worship of Hades - Pluto and Persephone seems to be connected with another migration, of Pylians this time, from the house of Neleus, who moved to Attica. Among them was the grandson of Nestor, Melanthos, who introduced the worship of Hades - Pluto and Persephone in Eleusis.

The limited time I have at my disposal does not allow me to describe this worship in detail, or that of other gods, like Demeter, which is understandable in a land as fertile as Eleia, or the worship of Helios and Selene. However, I must say a few words about the worship of Dionysos which was practiced in Eleia since very ancient times. Pausanias (VI, 26, 1) informs us that "the worship of Dionysos is one of the principal Elean cults" (Paus. VI, 26, 1). The Homeric hymn to Dionysos describes how his mother, Semele, gave birth to the god of wine and inspiration close to the Alpheios (Horn. Hymn, Dion. 1,3 ff) and it was there, on the banks of the river, close to Olympia, that the vine first grew according to another legend (Ath. I 6la).

Athenaios' information that male beauty contests were organized in Elis is extremely interesting. The prize which the first winner received was to carry the sacred objects of the goddess; the second could drive the animals to sacrifice, while the third winner's prize was to place the sacrificial animals on the pyre. At this contest, which was considered as very important, the winner was also given arms
as a prize which he then dedicated to the goddess Athena.

Long before that, however, there were beauty contests among women. Athenaios tells us that, according to information supplied by Theophrastos, in certain regions of Eleia there were contests where women were judged, "on wisdom and economy ... but also on beauty, which should also be honoured".

The Greek tribes which settled very early in the fertile land of Eleia and came from practically all the parts of Greece - Thessaly, Epirus, Aetolia, Boeotia, Attica and also from Crete and Asia Minor - brought with them memories from their former homeland, memories and ties which time, it seems, could not erase. Let me simply recall, indicatively, the names of rivers and mountains in Eleia, of Thessalian origin, Peneios, Enipeus, Olympus, Ossa, or names of Thessalian heroes, Hippodameia, Lapithas. Names of Attic origin included the Ioniad Nymphs, daughters of Ion, who were worshipped in Ion's precinct in Triphylia and the hero Alesios. Finally, Pelops is of Asia Minor descent and the Idaian Daktyloi of Cretan origin.

At the dawn of historic times, the land of Eleia was the melting pot where all these races intermingled and their traditions and religious cults blended. A melting pot which contained the seeds of a panhellenic consciousness which these people of different origin carried.

The conditions for shaping a common Greek consciousness were therefore present. These conditions, under the guidance of the wise priests and seers of Eleia, would make the Sanctuary of Olympia the foremost religious centre of the Greek world and Eleia, "the neighbour of Zeus", a sacred and impregnable region.

So these must have been the reasons, or some of them at least, which caused Olympia and Elis, in this remote part of the Greek peninsula, to become the most important and most ancient cultural and athletic centre of Greece. Historical and cultural factors prevailed over geographical considerations.

But let us return to the Sanctuary of Olympia and the Olympic Games. For as long as the games had only one event during the first Olympiads, they lasted just one day. As events were added with time, however, the number of days increased accordingly, until the festival lasted five to six days.

At least ten months before each Olympiad, the state of Elis sent its official heralds, the spondophoroi, to all the city-states of continental Greece, the island and colonies, to the East and to the West, to announce the exact date of the opening of the Games.

This also marked the beginning of the truce which lasted for about three to four months. During that period, all hostilities had to stop between Greek cities to allow people who attended the games as competitors or spectators to travel from their homeland to Olympia and back, even through enemy territory, without any risk.

Athletes who wished to take part in the games at Olympia had to stay in Elis for at least one month to go through the necessary testing procedure. First of all, to qualify for the games they had to be Greek citizens and never have been sentenced for murder, sacrilege, atheism or for violating the truce. They also had to
prove that they had trained for ten months prior to the games. Finally, during their stay in Elis they had to train in the city's spacious gymnasias and the palestra and be briefed on the rules which governed the games. They were then divided in groups and categories depending on their age (boys, ephebes, adults) and the event in which they would be competing.

It is worth noting that from the moment an athlete was admitted to the games and entered in a specific age group for an event, it was strictly forbidden for him to withdraw; any transgressors would be severely punished.

The hellanodikai - who were called arbiters at first - were responsible for ensuring respect of the rules and the running of the whole programme. They were assisted in their duties by other officials and chosen from among Eleans with the highest moral standards and wisdom. Their headquarters were at the Hellanodikeion, a building in the agora of Elis. The hellanodikai appointed for each Olympiad would learn the details of their duties (Paus. VI 24, 1-3) at an early stage. The impartiality and integrity shown by the hellanodikai in the exercise of their duties had always been praised by all throughout antiquity. The Eleans' sensitivity about the work of the hellanodikai is confirmed by the fact that when the Elean Troilos was the winner at the race for chariots and pairs of foals, during the 112th Olympiad (332 B.C.), while being also an arbiter, the Elean officials, simply for reasons of susceptibility, passed a law that forbid Eleans to compete in the games if they had been appointed as hellanodikai. Moreover, if a competitor felt that he had wrongly not been declared the winner by the hellanodikai and appealed to the supreme court of the mastroi, even if he was vindicated - in which case the court would punish the hellanodikai - the decision of the hellanodikai remained irrevocable.

In addition to the hellanodikai, the law guardians, the mastroi, the seers and many other officials were involved in the organization of the games. Their offices were strictly connected with the games among the most important and most ancient in the city. There were of course other public officials such as the "boularchos" and "boulographos" - the head of the Boule and secretary respectively, as well as the generals, polemarchon and hipparchon, who led the Elean army. But these secular functions, at least until the 5th century B.C., were of secondary importance, compared to the task of celebrating the Olympic games, especially since the people lived in total peace in their "sacred and impregnable" land (Polybios, IV, 23, 10).

I believe that all I have told you, clearly shows that the government machine in Elis was at the service of these panhellenic games at all times. The other political, administrative, judicial, and social activities had been delegated to the denial of the Elean state, which enjoyed considerable autonomy. The state's major concern was the impeccable organization of the games in the Sanctuary of Olympia. Elis was also the first "Olympic village" to use this term from modern Olympics. Every four years and for a number of months, Elis became the primary athletic centre of the Greek world. Once all procedures had been completed, during
the monthly stay in Elis, they all left in procession for Olympia - competitors and officials - for the competitions in the stadium and the hippodrome.

It is also interesting to note that there were many public buildings in Elis, directly associated with the games: two Gymnasia complexes, a Palestra, the Hellanodikaion (the Court of the Arbiters) and the Portico of the Hellanodikai.

There were also numerous temples, altars and statues of gods and heroes. There was, however, not one building available for public and political functions. This is why the peoples' representatives met in one of the Gymnasia, the Lalichmion. Even the Elean marketplace was called the Horse-track as Pausanias tells us (VI, 24, 2) adding that "the local people do in fact school their horses there".

According to Pausanias again (VI, 24, 10) the sixteen Elean women as they call them also had a building in the marketplace where they wove the robe offered to the goddess Hera during the festival in honour of the goddess, the Heraia, when girls' contests were held in Olympia, the famous Games of Hera.

Because of the climate of religious fervour and the theocratic atmosphere which prevailed in the capital of the state of Elis, some modern scholars have called it the Greek Tibet.

The celebration of panhellenic sports contests in Olympia and the spirit of peaceful coexistence and emulation which dominated during every athletic and cultural activity, helped the Greek world to become fully aware of its common identity and consciousness which did not result simply from a common origin and language but also from shared ideological objectives and a uniform perception of divinity. A divinity that awakens man's inexhaustible potential, bringing him closer to god. This is the direction indicated by Hercules through his labours.

If Delphi was the navel of the earth as the Greeks declared, Olympia and Elis were the navel of Hellenism. The Greeks, however, never kept their outstanding achievements to themselves, nor did they ever allow themselves to conceitedly believe that they were "the chosen people". On the contrary, they disseminated their cultural and intellectual achievements to the East and to the West, wherever they settled. The Athenian orator and teacher, Isocrates (436-338 B.C.) who, like many others, had urged the Greeks gathered in Olympia to remain united and work closely together, was the first to expand the concept of "Hellenism". He was the first to proclaim that Greeks were not only those who were "born" Greeks, but also those who "shared Greek education", thus making the ideal of Greek education, an ideal of an all-human education. Another man who shared these convictions was the Elean philosopher Hippias (late 5th century B.C.). His philosophy is basically characterized by cosmopolitanism.

When Greece became part of the Roman empire, Roman officials and even emperors would take part in the games at Olympia, while competing against one another for their knowledge of the Greek language and culture.

When Caracalla, in 212 A.D., extended Roman citizenship to all the subjects of the Roman empire, they were able to compete in the Olympic games. Now, in addition to the Greeks, Italians, as well as Egyptians, Syrians, Armenians, Spaniards
and others, provided they were citizens of Rome and had received a Greek edu-
cation, could become Olympic victors. The Olympiads had become the property of
the whole world. The Olympic games were now universal. As a result, the games
lost their strictly Greek character and developed into a world festival.

Competitors, however, still had to remain in Elis for one month prior to the
games, for the preliminary formalities. In Pausanias’ time (2nd half of the 2nd cen-
tury A.D.), apart from the traditional training of athletes and distribution into age
groups and events, they also "held performances of impromptu speech and litera-
ture of every kind" (Paus. VI, 23, 7).

There is no doubt that the original character of the games had changed; pro-
fessionalism made its appearance at the end of the 5th century B.C., severely cri-
ticized and censured by many philosophers of that period.

However, the ideal of balanced training the symmetrical cultivation of the body,
mind and soul, was still praised by Plato and Aristotle.

For most athletes, the games remained a means to educate the soul, not an end
in themselves. This is why many Greeks who had been proclaimed winners at
Olympia in their youth, distinguished themselves in politics, military life, the let-
ters, sciences and arts as mature men. Plato himself had competed as a young man
in Nemea, in the event of wrestling, and was proclaimed as winner.

The spirit of fair play and the glory of athletic achievement and victory remai-
ined alive until the late Roman period. This is confirmed by a plain, funerary stele
of the 3rd century A.D. that was discovered in Olympia. It was dedicated to an ath-
lete called Kamelos from Alexandria and the inscription reads "Kamelos from
Alexandria, a boxer and victor at the Nemean games died here in the stadium,
while he was boxing, after he prayed to Zeus, to give him either the crown or
death. He was 35 years old. Farewell
The concept of value has manifold meanings depending on the era and the fabric of society within which and for the needs of which it was developed. The concept of value is perceived by the mind, mainly because the object of the mind is the human being as such which is unequivocally worthy and meritorious. Although the human being is worthy as such, it reaches perfection only by the rendering to it of its worth or the interpretation of its worth, since the influence of the mind on it renders it worthy to a lesser or higher degree, according to the ability of the perception the cognisant subject. But not only that; since the influence of the mind on it is not distinct from the activity of emotions, the presence of which is of a decisive significance in conferring on a certain object or historical fact one or another degree of worth, or even worthlessness.

The concept of value is ultimately expressed as the measure of the human being and of all human activities. Every attempt at deflecting value from this, its mission, leads not only to a complete loss of the power of its essence but also to the nullification of its existence, since value does not exist as such, but only as the value of somebody or something. Hence, value as a determining quality of beings and things in general is discerned either as a personal value, or as a pleasure value, or as the value of utility. The personal value exists per se, since both its origin and as its point of reference coexist in one and the same person, expressed both as mind and as volition, as perception and as action, as subject and as cause of the actions of that person which are related to and refer directly to the person as such. Furthermore, the personal value develops from an economic one to a physical, spiritual (all that is true, beautiful, ethically good) and religious value (i.e. the conception of the saint). This order of priority is founded on the order of the human being, in which as a rule religious values occupy the highest rank, mainly because they refer to the concept of the Absolute Being, the Absolute Value.

It is obvious that the social values, and in particular the values of education, of the athletic idea and of democracy, are exclusively dependent on the personal va-
lue, since personal volition constitutes the generating cause as well as the starting-point of secondary values. In this case, the utility value intervenes, i.e. judging whether the utility or non-utility of a value serves the personal value as its principal means of achieving whatever is desired, according to the inner intentionality of its consciousness. Viewed from this angle, utility becomes the principal object of its evaluation by consciousness and according, or course, to the criteria of each individual, utility acquires a positive or negative connotation.

Values as such constitute specific achievements of human consciousness resulting from a consummate dialectic relation of the ‘I’ towards the ‘Thou’, i.e. the cognitive objects. Subsequently, these values become the target of the momentum of consciousness in order to be evaluated as regards both their essence per se and their particular mission. This target is not by its nature objective, much rather it is comprehended as a target objectified by consciousness itself and, of course, by the continuous influence, positive or negative, of events. Hence, this target in one or another form is a projection of consciousness; as for consciousness, as consciousness of existence to the extent, of course, that existence has constituted the possibility of consciousness being functional, it is referred, together with the existence whose consciousness it is, to a level where their values have self-sufficient existence. This self-sufficient existence results in the self-sufficient existence of all those value creations which are derived from it in one way or another.

The value references of consciousness as experiences and not as colourless theoretical considerations, become dramatic assertions of existence itself which is literally vibrating in its entirety in order to achieve its self-assertion. Indeed, the realisation of experiences is a result of the structure of an individual, within which structure the inherited tendencies together with the hitherto acquired experiences constitute the grid of those forces which are the starting-point of all states of consciousness.

Viewed from this angle, man, i.e. acting consciousness in the waking state, is the supreme creator of values. Here the question directly arises as to whether man is the exclusive source of the origin of values. Is value, one wonders, the further imaging of the consciousness of the individual in question, on which the inner enactional or volitional tendencies, the innermost aims and in a certain way the entire outlook of the individual in question are objectified? If it is so, then values automatically become expressive of man’s total structural make-up, where the connective elements of his personality are declared in the most distinct way.

It becomes evident, therefore, that these values are clearly subjective projections of consciousness seeking targets towards which they can expand and incarnate, thus becoming declaratory or expressive of personality itself. Nevertheless, the objectivity of value is not lost in spite of its subjective origin emanating as it does from consciousness, since value itself, when experienced, becomes objectified within its own reality. Here the question refers to the possibility of the consciousness of the individual in question to discern the whole range and depth of the value content as this becomes objectified in a thing or expressed in an historical fact. Hence the differentiations, appraisals and value judgements which as a rule do approach correct-
ness through consciousness, yet rarely if ever perceive its innermost substance.

From the above analysis of the concept of value, the interpretation of the Olympic Idea as a value and even more so as a Universal Value becomes evident. International bibliography has a wealth of proof to offer on this subject and both the Olympic Idea as well as Olympism have been sufficiently analysed by prominent thinkers the world over. The Olympic Idea was inherent as a value in the mind of ancient Greeks, a value expressed as dynamic momentum of the will to express their innermost desire to create by participation in contests and competing. The idea of noble competition dominated also the relations among poets who participated in contests of poetic creation. The works of the poets Aeschylus, Sophocles, Euripides and Aristophanes, which are among the masterpieces of world literature, were written for the purpose of taking part in contests of intellectual activity. Furthermore, an inscription tells us that the sculptor Paionios, the renowned sculptor of the statue of Nike, won in a sculpture contest the right to design the acroteria of the temple of Zeus in Olympia. It is obvious that, in a distinctly competitive society such as that of the ancient Greeks, athletic competitions were extremely popular. What, however, adds particular importance to the athletic games of ancient Greeks was their athletic idea itself which, as such, was an intellectual, cultural and religious phenomenon. Philosophers such as Plato, when founding their philosophical theories, were often inspired by representations of athletic competitions. Indeed, the athletic idea inspired poets and artists to express themselves in a uniquely dramatic way. From this viewpoint, the athletic - or Olympic - idea becomes the source of inspiration as well as the motivating force of value creation. As early as in the age of Homer, the athletic idea dominates human life as a value and quite often it becomes the vehicle of specific social values.

It is quite clear that the Olympic Idea embodies the citizens’ arete as a connective element of the social fabric. Arete expresses the strength of body and soul, physical beauty, prudence, wisdom and valour. These elements are noted and emphasised in the poetry of Pindar by T.S. Eliot and particularly by Herman Frankel, who stressed that Pindar and his contemporaries believed that all values as such have the same nature and that, among human values, arete is singular and unique.

"It is only in this way that we can understand the high value that Pindar and his world set upon victories in the games. They thought not in terms of a specialised technical ability, but in terms of the demonstration, in this particular way, of the worth of an individual. If a man throws all that he has to give into the pursuit of a wholly ideal end: if he gives up his time and money, if he takes the risk of defeat and disgrace, if he undergoes the long and severe discipline of training with all its pains and privations and efforts, and puts out every ounce of his strength in the event itself; and if then the grace of the gods, without which no achievement is possible, chooses him as victor from all his competitors, then in Pindar's eyes he has given convincing proof of his arete". (H. Frankel "Early Greek Poetry and Philosophy", English translation, Oxford 1975, p. 487-88).
The victorious athlete passionately aspires to reaching his goal which certainly comprises the essence of arete. Let it be underlined here that Pindar's and Bacchylides' "epinicia" or victory odes, are typical hymns in honour of Zeus in the Olympic Games, of Apollo in the Pythian Games etc. The fact that victories were exulted in hymns emphasising the elements of arete of the athlete, reveals the Olympic Idea as a value and, what is more, as a value of all mankind. This value is closely related to religious values since, in this case, the activity of the athlete constitutes an expression of the god's presence in it. The procedure governing the sequence of athletic events in ancient Olympia is typical of this, as the most important event was held next to the altar of Zeus.

Is value, one wonders, the result of the need for life, and what is more, of athletic life? How is it possible to interpret the Olympic Idea as the value of every man on earth, which value defines his being and his actions in his daily life? Daily life here, which is an arena of unceasing contests and competitions, is governed by either a defined or a vague grid of values without the presence of which daily life becomes inevitably devoid of interpretation, since the intention of consciousness refers by necessity to the values as the sole expressions of the different aspects of daily life. This question leads us towards enquiring into the proposal that values are means of exclusive communication between consciousnesses, as this happens through the Olympic Idea at the level of humanity as a whole. From this point of view, consciousness turns to the values adopted by certain individuals and through them the access of one consciousness to the other is attempted. Through this access, one consciousness aspires to obtain entry to the worth of the other consciousness, i.e. to obtain entry into a new world of values where noble competition and fair play prevail as well as the encounter with the Thou of the Other Individual via the Olympic Idea, as an element which, together with others, leads to divinity.

If the values representing human personality constitute the means of communication, it is left to the volition of each individual to determine also the measure of his communication through consciousness. Besides, communication at the consciousness level is in some way the "transcendence of the necessary and at the same time basic reason of existence". "The instrument for this communication is language and also the language of Olympism, in order to achieve unimpeded access of the I to the Thou of the Other Individual. For its part, language is influenced by the structure of the intellect and its pertinent mechanism. Every barrier or difficulty of communication on the basis of the value grid testifies to the value experiences of the consciousness in question in every situation it is confronted with. From this viewpoint, every difficulty of communication between adherents of the Olympic Ideal is due to their voluntary or involuntary inability to experience the Olympic Idea as a value. In this case the cause of the problem is evident: are the values false or true? Is the Olympic Idea presented to the youth of today a false or a true value? The investigation into this problem is attempted by the mind through its intellectual processes, through the modern Olympic Idea together with the Olympic Idea of Greek antiquity.
It is very possible that social values may be enveloped in myths or have allegorical aspects which as a whole distort the clear picture of the historical fact to the effect that evaluating them becomes difficult for the individual's consciousness. Whenever consciousness succeeds in determining the essence of values, we observe a permanent interrelation between intellect and reality. We should not omit to mention the difficulty which consists in the consciousness knowing how to discern the true co-ordinates of a conceptual grid which sometimes alter the meaning of the reality manifested and subsequently interpreted through that same grid.

From the above ensues the fact that the Olympic Idea as a value belongs to the firmament of values of all humanity which unequivocally constitute the noblest and most magnificent creation of the human intellect. The creation of the Olympic Idea as a value constitutes an ever so important projection of man's sane consciousness through which the world is reshaped: a world which can be considered and at the same time appraised solely as a cosmos of values. If the world, as a cosmos of values, does not encompass the supreme among values, i.e. the Olympic Idea, then it abstains by itself from two of its fundamental characteristics which are the communication of the I with the Thou of the Other Individual by means of noble competition and through this the direct reference to the divine. From this viewpoint, man becomes a social and political being as well as the manifestation of the divine in the cosmos; for which reason value, in the form of the Olympic Idea, has a reason to exist, since it reveals the very essence of man's consciousness as an element conducive to the historical happening.

Every attempt at deviating from the Olympic Idea as a value dominating all consciousnesses, leads to the weakening and ultimately the crisis of such consciousness which crisis is at the same time a reflection of the phenomenon of "value crisis".

As consciousness imparts to value its very content, a disharmony in the domain of consciousness has destructive consequences in the domain of values; the value crisis therefore, is basically a consciousness crisis. Moreover, it is evident that the safeguarding of the Olympic Idea as a value, indeed as a universal value, rests with the consciousnesses of men, i.e. the personal consciousness of each one of us which thus becomes exclusively responsible for the safekeeping of the value of the Olympic Idea as a supreme value in the history of all mankind.
Good morning. It is a genuine pleasure to have been invited to speak to you today. It is also I believe a first for the Olympic Academy.

Twenty years ago, it would have been inconceivable that there even was a Marketing Director for the IOC, much less that this Director would be invited to speak to you.

I would like to begin this talk with a question: what is Olympic Marketing?

There seems to be a perception among some of the media that marketing and the Olympic Movement are incompatible. Is its role antithesis of what the Olympic Movement stands for and what it was founded to do? As a commentator said recently: "Has the Olympic Movement sold out to the Gods of Mammon?"

Today I would like to address this perception head-on and let you be the judge whether commercialism of the Olympic Movement is positive or negative. Whether the IOC has managed the commercial agenda effectively. Whether Olympic Marketing is an oxymoron.

Have we let ourselves be blinded by the financial opportunities available through the sale of the Olympic icons or have we responsibly sought partners to help us secure financial security AND expand the reach of the Olympic Message through resources not previously available to the Family.

Financial security is critical to the survival of the Olympic Movement and essential to its growth. All we need do to confirm this is to look back at recent Olympic history.

Let's go back twenty years to 1977...

After the Montreal Olympic Games, the financial situation of the Olympic Movement was in a tenuous position:
- The Montreal Games was a financial disaster for the host city
- There was little interest in bidding for the 1984 Olympic Games
- Few, maybe less than 5 NOCs had any form of independent revenue programmes
- The media was predicting the demise of the Olympic Movement
- Over 90% of marketing revenue that did exist came from broadcast rights fees and of that over 85% came from the USA broadcaster, a very precarious situation. Fast forward to the 1980s...
- Juan Antonio Samaranch was elected president and over the next few years put into effect a process to address the weak financial state of the Olympic Movement/Family.
- In 1982, the IOC founded the New Sources of Financing Commission to identify new revenue opportunities
- In 1985, the TOP world-wide sponsor programme was introduced
- 1988 heralded the beginning of financial independence for the Olympic Movement.
- $95 million was generated from the 9 TOP sponsors and $728 million from broadcast rights fees.
- In 1989, an in-house marketing department was organised, which I had the great honour and privilege of being invited to join as the department's first director.

The 1990s have seen an even more dynamic revenue flow...
- The quadrennium ending in 1992 generated $175 million from TOP, with 12 companies participating and $928 million in broadcast rights fees, plus tickets, licensing and other programmes.
- 1994/1996. TOP III generated more than $350 million with 10 sponsors and broadcasters paid over $1,300 billion in rights fees. Total revenues generated exceeded $3 billion for all the marketing programmes.
- 1998/2000 will see the same growth: we estimate $500 million in revenue from the TOP programme and over $1 billion in broadcast fees.

Important successes. This revenue stream has allowed the Olympic Movement to become financially independent with a sold base and diverse revenue stream. It has meant reliable revenue for each of the 197 NOCs and 34 International Federations. It has allowed the IOC to become involved in a broad range of initiatives from the environment to humanitarian efforts; it has supported sport development through the solidarity programme; it pays for athletes to go to the Games.

But, if the amount of money we can generate is our only indicator of success, then we have indeed “sold out” to the Gods of Mammon.

But, then is maximisation of revenue the IOC’s primary marketing goal? One only needs to look at the Rupert Murdock $2.0 billion offer for European television rights for his restricted, private TV network that the IOC rejected last year in favour of a $1.4 billion offer from EBU. An offer that guaranteed free terrestrial television to Europe, Northern Africa and the Middle East through 2008. $600 million less money but guaranteed free coverage across Europe.

If our primary mission is to expand the Olympic Movement, then, to my mind, maximising television coverage is key to achieving that mission. Television is the means by which most of the world sees and experiences the Olympics. Reaching
the largest audience possible is the guiding precept of all broadcast negotiations - the principle that everyone should be allowed to watch the Olympics free of charge; that you never face a situation where a child cannot afford to watch the Olympics. The World Cup has just sold out to private TV.

Unlike many other sporting properties, we do not manage the commercial agenda on the principle of revenue for revenue's sake - the Olympics, for its primary coverage, will, I believe, always be free, because our role is to bring "the world's" greatest event to all people of the world, not to make money.

We have tried to manage our relationships with the commercial world as we would those of the Olympic Family. As a result, with the revenue has come another dimension of support that has impacted the Olympic Movement even more profoundly. With these fees has come a partnership. A partnership with the business community that has allowed the Olympic Family to benefit far beyond simple financial rewards. It is no accident that we are now living the "golden age of sport" and that the Olympic rebirth has occurred now.

I'd like to explore the marketing programmes with you to explain how this partnership has evolved and what it means to the Olympic Family and the Movement.

**Broadcast**

Television has long been the engine that drives the Olympic Games. Even though IOC President Brundage commented during a 1956 Executive Board meeting that "We in the IOC have done well without television for 60 years and will certainly do so for the next 60 years".

This partnership has come a long way in forty years. Our strategy has been to offer our broadcast partners the premier global event and to work closely with them to maximise the opportunities.

- The IOC wants the Olympic Games to reach the world. As I mentioned earlier, it is through television that most of the world experiences the Olympics. A cumulative audience of 19.6 million people in 214 nations and territories watched the Centennial Olympic Games - 90% of the world's population with access to a TV set. As you know, this huge audience is no accident. IOC policy has been to maximise audience. In addition to the broadcast negotiation policy, the IOC has subsidised coverage in parts of the world that cannot afford to pay rights fees: Africa in 1996; Eastern Europe in 1992.

- The IOC wants the Olympic Games to be a showcase for broadcast technology. Since 1936, when an estimated 162,000 people watched the first broadcast of an Olympic Games in Berlin, the Games have offered viewers "technology firsts". From the first slow-motion in 1964, colour coverage in 1968 and overhead camera in 1972 to the multi-lateral camera in 1984 and HDTV in 1998, the broadcasts are state-of-the-art. The effect - to make the sport even more exciting for the spectator, to give the viewer at home the experience of the spectator; bringing the event live.
• The IOC enlists the broadcasters as partners to invest in "building the property". Broadcast helps the IOC communicate the fundamental principles of the Olympic Movement. Promotional announcements produced by the IOC are run as public service announcements free by broadcasters. Programming about the Olympic Movement is produced by the broadcasters. They televise the official films. All these efforts bring the Olympic story to the public.

• The IOC encourages interrelationships between broadcasters and sponsors to help both maximise investments. Sponsor advertising supports the broadcaster and helps pay for the rights fees. Sponsor promotions can hype interest. A recent example of this is the NEC claim that 30% of the increase in viewership in Atlanta was due to the torch relay, presented by world-wide Olympic sponsor Coca-Cola. The torch relay criss-crossed the United States, increasing awareness of the Games and translating into higher viewer interest.

• The IOC works with the broadcast partners to present a clean image of the Olympic Games. The Olympic Games remain the only sporting event that has no advertising in the venues or on the athletes and requires that televised sport image carry no commercial overlay on the sporting presentation. This is sacrosanct to the IOC. It is essential that the image of the Olympics be protected. To that end, the IOC monitors all broadcasts during the Games to guarantee clean image and if a broadcaster fails to comply, we are prepared to "pull the plug". We work closely with our broadcast partners to present the best Olympic Games possible.

Sponsors

With the sheer size and complexity of today's Olympic Games, it has got to the point where, if there were no sponsors, there would be no games. I question how the media thinks we can stage the Games, as we know them today, without corporate support - not in terms of money, but in technology, service, product, people: information, documentation, accreditation, communications, timing, to name a few. The sponsors all make this possible with their expertise and products.

Like the broadcasters, the sponsors showcase the latest technology at the Olympic Games. State-of-the-art technology, consumer products and services are all introduced at the Games and passed on to succeeding organizing committees for adaptation. The sponsors' experience and expertise often fills in this gap. For example, Kodak has been managing the accreditation programme at the Games since the early 1960s. This expertise is a valuable time and money saver for every OCOG. The Kodak team simply comes in and sets it up. That is true partnership. The Games are simply becoming too big to manage without this help.

Interestingly, our market research substantiates the value of sponsors. We recently did a study in nine countries: USA, UK, Japan, Australia, Malaysia, China, South Africa, Spain and Brazil. Sponsorship by companies was seen as the main income source for financing the Games - both in terms of who should pay and who does pay. An average of 82% agreed with the Games being sponsored. And 72% agreed that without sponsorship the Games would not be viable. Additio-
nally, sponsors of the Olympic Games were the most respected, above those of other major sporting events.

Another dimension of this is that the IOC is very concerned about who the sponsor companies are and how they present the Olympic message. There are no world-wide alcohol or tobacco sponsors. Use of Olympic images in advertising and promotion are closely controlled by a tight approval system. The IOC, and my office now personally approves every TV spot carrying the IOC Olympic Symbol or Games Marks.

The sponsor companies recognize that supporting the Olympic Movement with communications that enhance the image is in everyone's best interest. Advertising and promotions help us tell the Olympic story. And at levels we could never afford to run. Several sponsors spent over $200 million world-wide in advertising and promotion programmes in conjunction with the Centennial Olympic Games. Our sponsors reach millions of people with the Olympic Message.

**Licensing**

Licensing is probably the largest growth opportunity for involving the public in the Olympic Movement. New initiatives are being closely screened for how they fit with existing programmes and how they can contribute to expanding the message of Olympism. IOC strategy is to develop quality licensing programmes - programmes that bring the Olympic philosophy to the public, particularly youth, through OCOG products and expanded international initiatives. We are vigilant about balancing commercial value with preserving the integrity of the Olympics in the programmes and products we endorse.

Looking back at Olympic licensing history, there have been some products that would never be considered today - everything from Olympic vignettes in cigar boxes in 1924 to "Olympia" cigarettes in 1964. And, unfortunately, some of the licensed products developed for Atlanta did not do much to enhance the Olympic image.

That is why the IOC has taken a firm position with future licensing programmes and has held up the Lillehammer programme as the model. Sydney is doing an excellent job of developing a programme that not only will build a positive Olympic image and educate the general public about Olympism, but also meet business goals.

New IOC programmes will expand this beyond the venues of the Games:

This agenda has been carefully managed. The IOC has been very focused on how it is managing the process. We recognize that the Olympic Movement is not a business, but it is necessary to take what is positive from business practices and apply them to our situation. The business concept of "best practice" is an excellent example. Best Practice is finding the best example in any business of how to do something and applying it to your situation.

Building that value of the Olympic Movement - by enhancing and protecting what makes it special - is the driving force behind what IOC marketing does. This
objective of course is made more difficult by the media perception that the Olympic Philosophy and commercialisation are not compatible. And, coming out of Atlanta, the commercial agenda has been debated more than ever. We believe that now is as good a time as ever to discuss whether the Olympic Movement has been hijacked are not. The old adage of control or be controlled is essential to this discussion. It was necessary for the IOC to take control of the commercial agenda in the 1980s... the very survival of the Olympic Movement depended upon action. What is open for debate is how this was done.

We believe that the IOC has created a marketing programme that provides the necessary revenue for the Olympic Family, while maximising opportunities to add value - for our commercial partners and for the Olympic Movement. That is why we have begun to see long term commitments on the part of the partners: broadcast agreements that run through 2008 and a very high rate of sponsor repeat - 90% for the current quadrennium. These long-term associations will mean investment by the commercial partners: in the Games, in the Movement and in Olympic programmes. It will also mean access to opportunity for sport development programmes, less need for commercial excess by the Organizing Committees, as they will be guaranteed a revenue base, more control over how marketing programmes are used, greater involvement at the local and NOC level. As the IOC has been able to move into more programmes of international co-operation, the marketing focus has shifted from generating revenue to building the image of the Olympic Movement. That is the mandate of the future. We are fortunate to be on the leading edge of sports marketing.

I cannot speak for the entire sports marketing industry, but there seem to be many examples where the commercial agenda has compromised the sports agenda through lack of responsibility to sport. I would argue that this has not been the case for the Olympic Movement because the commercial agenda that has been set by President Samaranch and head of the Commission for New Sources of Financing Richard Pound has found an appropriate balance.

In 1985, Olympic marketing was "Show us the money"! It had to be, in order to survive. Now, however, it has evolved into an essential element of Olympic communications to the world: policies, programmes, partnerships - all carefully managed to enhance the Olympic Movement.

Is IOC Marketing compatible with Olympic principles? As I said earlier, it is up to you to judge.

But, let me leave you with one last thought. In today's world, we have to be willing to embrace change. Although commercial relationships are not new to the Olympic Family, the organized, global commercial programmes we have today are a change for the Olympic Movement. They have effected a true paradigm shift. Different is not better or worse, it is simply different. This shift has made the Olympic Movement different. I think that Baron Pierre de Coubertin would be amazed at what he would see today: a vibrant, truly global organization with a firm financial base that allows the organization to fulfil its mandate to share its phi-
losophy with all people, regardless of race, religion, age or economic status. I think is what Olympism is all about. I am proud that marketing is able to make a contribution to this.
With each edition, you can see that the Olympic Games are the most media-covered event in the world. For a few weeks, every two years in part of the world, but every four years in the majority of countries, the spirit of the Games dominates current affairs: hopes, speculation, records and numbers of medals won form the subject of conversations and focus the attention of a large part of the world's population! Since its restoration a century ago by Baron de Coubertin, Olympism has evolved to point where today it is a universal reference value, in which all countries, governments and people recognise themselves ... until a few weeks later, the plethora of stars and bright lights from the Games subside back into general indifference, and the long, almost obscure period of preparing for the next Games begins. That is the way of the modern world!

Born at the same time as the cinema, the modern Olympic Movement owes its development and renown to the media which have grown up with it. This means that in de Coubertin's day, it must have been very difficult to disseminate and make known around the world the values of Olympism, particularly outside the regions directly concerned by the Games. De Coubertin always felt the need to preserve the evidence of Olympism and to present and explain to the general public what the Games were. In short, to give the Olympic Games a permanent home. Perhaps his Utopian ideal of a modern Olympia was also born of this need? Historians can find the answer to that interesting question for themselves. In 1915, de Coubertin installed the IOC's archives in Lausanne, and announced his desire to see an Olympic Museum set up one day. This idea remained in its embryonic stage until the 1980s and the arrival of President Samaranch, who saw it through to birth and growth.

Where the Olympics come alive every day!

The Olympic Museum is for everyone for whom sport and the Olympic Movement are a passion, everyone interested in history, culture and art, and everyone who is not indifferent to the future of our society. Pierre de Coubertin saw sport as an excellent means of education, and an opportunity to cultivate aesthetic and mo-
ral value, to strengthen friendship among the young and to bring people closer together. The restorer of the Olympic Games dreamed both of forging the willpower of individuals and of offering humanity an inoffensive outlet for the passion for battle which torments it. "Olympism", he would say, "is a state of mind". The International Olympic Committee is pleased to pay tribute to Pierre de Coubertin's work here in Lausanne as he had wished, since it is a place he loved deeply.

However rich the heritage religiously "preserved" within its walls, the Olympic Museum is not turned towards the past. It is the reflection of the aspirations of youth, it relies on the support of the most advanced technology easily understood and as attractive as possible.

The museological intention

There is an idea, a dynamic strength behind the Olympic Museum; its entire concept stems form this. The aim of the museologists was to make visitors aware of the breadth and the importance of the Olympic Movement; to show them, by means of images and symbols, that this is not purely a matter of sports competitions but rather philosophy of life whose roots are deeply embedded in our history. The museologists also wanted visitors to rediscover the emotions experienced during the Olympic Games, to relive the beauty of effort and physical movement, the strength of will and the joy of victory and the pleasures of celebration and ceremony.

The result is here. As President Juan Antonio Samaranch says "Beauty is present throughout the Museum and around it". It is a magical place, and no-one leaves it feeling exactly the same as they did upon entering because it is the place where the Olympics come alive every day!

A museum on the move

Thanks to its concept and its advanced technology, the Olympic Museum already belongs to the third millennium. It is a museum on the move. From the moment of their birth, the Games of the modern era were marked by images. They are the same age as the cinema, since both emerged at the same time, and today television guarantees that their audience is worldwide.

Naturally, audio-visual systems play a special role at the Olympic Museum. It is a veritable kingdom of video, interaction with computers and screens of all kinds. Interactive terminals allow the visitor to travel at will through the Olympiads and through time, choosing whatever is of particular interest to him. Television screens situate the evolution of sport and of the Games within a century rich in inventions and marked by disasters. A video library provides access to robot-controlled film archives with a 1200-cassette capacity. Several panoramic walls of images, composed of multiple screens, transform the Museum into a permanent celebration of the Olympic Games.

A museum on the move, the Olympic Museum is also a museum which changes. Constantly evolving, it is regularly enriched by new objects and new
images with the celebration of further editions of the Olympic Games. Two or three times each year, temporary exhibitions are held in the area reserved for the theme of sport and culture. The permanent exhibition devoted to the Ancient Games is renewed every two years thanks to items lent by the world’s leading museums.

"Sport", Pierre de Coubertin said, "should be seen as producing art and as a pretext for art. It creates beauty because it engenders the athlete, who is a living sculpture. It is a pretext for beauty thanks the buildings consecrated to sport and the spectacles and festivals to which it gives rise". The Olympic Museum is a magnificent illustration of this manner of vision.

**The Olympic Museum: alive and enlivening**

It all begins with a paradox: it is (almost) invisible and yet, once seen, it is never forgotten.

Better still, it draws one back, simply because its incredible diversity cannot be taken in at one go: such is the Olympic Museum in Lausanne, inaugurated on 23rd June 1993.

The birth of the Olympic Museum was the culmination of a long page in history which tells of the relationship between Baron Pierre de Coubertin with the city of Lausanne, a relationship perpetuated since by the current President of the international Olympic Committee, Juan Antonio Samaranch. One is tempted to speak of a love affair between the IOC and Lausanne. The image is not too strong. Lausanne, recently dubbed "Olympic capital", boasts both the headquarters of the International Olympic Committee and, in particular, the Museum. The fact that the plans for the Museum took some time to come to fruition reflects the care taken to ensure the complete success of the undertaking, especially with regard to the site. For it all starts there.

The shores of Lake Geneva and the district of Ouchy form a rare haven where the vegetation, parks and trees, some of them over a century old, create a unique atmosphere. There is never a day, whatever the season, come rain or snow or July sun, when such beauty does not stir the emotions. The museum occupies a magnificent site, which it respects and to which it lends added character. The great challenge successfully met by architects Pedro Ramirez Vázquez and Jean-Pierre Cahen was to integrate the building into such a landscape.

After the magnificent exterior, the interior immediately captures one's attention: it has an atmosphere all of its own, enhanced by the music which sets the scene for your visit. And what is there to see in this Museum ? On the theme of the unity of sport, art and culture, a multitude of discoveries span the centuries from ancient Greece to modern times. For the Olympic Museum is, first and foremost, the world's greatest centre of information on the Olympic Movement.

Let us take a closer look. Permanent and temporary exhibitions, collections, an Olympic study centre, a video library an educational service, five meeting rooms, an auditorium, a restaurant (with a terrace overlooking the park and the lake which is simply not to be missed) and a shop. And the whole thing is alive and constantly
in motion. Let us look still closer: among the items presented in exhibitions with the aid of computers, robotics and audiovisual facilities are: the various disciplines practised at the summer and winter games and collectors' items ranging from an Etruscan torch to Carl Lewis's shoe. The Study Centre encompasses - to take just a few examples - 17'000 books in its library, almost 250'000 documents in its photographic library; the video library enables the visitor to view in peace the sports highlight of his or her choice and we learn in passing that the film archives contain some 13'000 hours of footage. Finally, sections are reserved for philately and numismatics. So when we said that one visit was not enough ...

It is a living, moving world. Let us stop for a moment to consider the temporary exhibitions. The trend is for them to become ever more numerous, first of all, and, increasingly, they are associated with another event outside the Museum, in Lausanne or elsewhere. In 1995, the exhibition entitled "Alberville'92, Olympic Magic" provided visitors with an opportunity to rediscover with pleasure Philippe Decouflé, the masterly choreographer of the opening ceremony of the Albertville Games. But, in parallel with the exhibition, public debates were held on the theme of "Sport and dance". And, what is more, a show by Philippe Decouflé entitled "Petites pièces montées" ran for three days at the Beaulieu theatre. The Museum acts as impresario or moderator, inviting the public to enter its precincts or sending it elsewhere. Either way, it is alive and enlivens. Another point worth noting is the eclecticism of these current temporary exhibitions, which reflect the universal nature of the Olympic Movement: "Once upon a time, there was sport", a collection of sports posters from 1880 to 1914 from the French Museum of Sport in Paris, "Eduardo Arroyo, Knock-Out", striking, almost surrealistic works, many of them on the theme of boxing, "Ulama" reflections of this pre-Columbian ball game in the art of Mesoamerica, "The Olympic Marathons" and a retrospective of the works of "Etienne Delessert", a Lausanne artist who lives and works in the United States.

You thought that was it? An outward-looking institution, the Museum is becoming a must for the organization of all kinds of events. Companies hold their general assemblies there; it serves as a venue for seminars and debates. Its visitors have included countless personalities from the worlds of sport, the arts and literature of politics. Each time, there is a new exchange, a new friendship formed, an opinion given. The Museum seeks to play an active part in local life, for instance when it organizes Olympic week, entirely devoted to children and combining play, education and discovery, or the Olympic Collectors' World Fair. But the 200'000 Museum's visitors per year are of all ages. There is something for everyone, from 7 to 77.

And now you can go outside. Don't forget the terrace. And, as you were in a hurry to enter the building, you still have something to discover at your leisure: the Olympic park. For the spectacle continues: sculptures will accompany you as you take your stroll. They are the work of prestigious artists: Chillida, Botero, Graham, Niki de Saint Phalle or Berrocal. And undoubtedly, when you next return, new ones will have been added. For, here again, the Museum, true to the nature of the Movement it represents, is in constant progress, in true Olympic style.
THE CHANGING ROLE OF WOMEN IN
THE OLYMPIC GAMES
by Mme Anita DeFRANTZ (USA)

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Sport belongs to all human beings. It is unique to the human species. Other
animals, like humans, engage in play. Other animals, like humans, engage in set-
ting aside and protecting their territory. But only the human species take part in
sport. We are the only ones on earth who set up barriers and try to jump over
them to see who can get to the finish line first. We are the only ones who com-
pete for the sheer satisfaction of winning.

Sport is our birthright. Sport provides an opportunity for individuals to set their
own goals and accomplish those goals, whether to run a mile in four minutes or to
jump eight feet. It allows a person to take on a personal challenge and to suc-
cceed. And yet, at the revival of the world’s most enduring and important sporting
event, the Olympic Games, 51% of humanity was excluded.

The founder of the modern Olympic Games, Baron Pierre de Coubertin, was
not in favour of women participating in the Games, or in sports in general. Writing
in Review Olympic in 1912, de Coubertin defined the Games as “the solemn and
periodic exaltation of male athleticism, with internationalism as a base, loyalty as
a means, art for its setting, and female applause as reward”. According to the sport
historian Mary Leigh, he believed that “a woman’s glory rightfully came through
the number and quality of children she produced, and that as far as sports were
concerned, her greatest accomplishment was to encourage her sons to excel rather
than to seek records for herself”. With such strong feelings on the part of de Cou-
bertin, it is not surprising that women were excluded from the first modern-era
Olympic Games, held in Athens in 1896.

Even though women were excluded from the 1896 Games, an enduring legend
has maintained that a woman ran "unofficially" in the men’s marathon. The evi-
dence suggests that no woman ran in the marathon alongside the men, but that a
woman did run the marathon course the day after the Olympic Games.

By the end of the nineteenth century and during the beginning of the twentieth century, industrialisation and the impact of social reform through the women's movement changed the passive role of women to an active one. This change also was slowly becoming evident in sports.

The International Olympic Committee (IOC) always has had exclusive control of the program of the Olympic Games. Nevertheless, the IOC looks to international sports federations to propose the sports and events. Unless a sports federation supports women's sports, the IOC will not act on inclusion. Currently, Rule 52 of the Olympic Charter sets out the requirements for inclusion of a sport discipline or event in the Olympic Games. Basically, for women's competition a sport must be practised in 40 countries on three continents. For men, the requirement is 75 countries on four continents. This rule was adopted in 1991. In fact, until 1968 there were no criteria for inclusion except that proposals made by the international sports federations.

Women competed in golf and tennis in 1900, and archery was added for women in 1904. Archery stayed in the program through 1908, and tennis continued on the program through 1924. Women also took part in yachting and figure skating at the 1908 Games. But the International Swimming Federation was the first to promote women's involvement actively; it voted to include women on the Olympic Games program in swimming for 1912. This opened the way for other international governing bodies to follow, but they followed extremely slowly.

The story of track and field is very enlightening in this regard. In response to the exclusion of women from track and field in the Olympic Games, Alice Milliat of France founded the Fédération Féminine Sportive de France (FFSF) in 1917 to oversee national women's athletic competition. Four years later, she established the Fédération Sportive Féminine International (FSFI) to include international competition. The FSFI conducted the first Ladies Olympic Games in 1922 in Paris. The FSFI conducted similar games every four years until 1934, and the program of athletic events rose as high as 15, with 19 countries participating in the program of the 1934 games in London. In fact, the 1924 Women's International and British Games were attended by 25,000 spectators.

Naturally, when it became apparent that the Ladies Olympic Games were successful in terms of competition and participation, the men's international governing body, the International Amateur Athletic Federation (IAAF), became interested in absorbing the FSFI. The struggle between the IAAF and FSFI went on for 14 years. During the struggle, the IAAF decided to offer women and opportunity to compete in the 1928 Olympic games in Amsterdam. But the women were offered only five events, and the press (still a male-dominated institution) was decidedly against participation by women in the Games.

At the centre of the 1928 controversy was the women's 800-meter run. The male administrators, members of the IOC, and the all-male media apparently had decided that women were too frail to compete in a race as long as 800 meters. As
a result, the reports from the 1928 Games not only distorted the results of that race, but in some cases completely fabricated facts to support their viewpoint. The tragic result was the event was removed from the Olympic program and was not reinstated until 1960.

John Tunis, a prominent sportswriter of the day, portrayed the 800-meter event as follows: "Below us on the cinder path were 11 wretched women, 5 of whom dropped out before the finish, while 5 collapsed after reaching the tape". Unfortunately for Mr. Tunis, the camera and motion pictures had been invented by 1928. Photographs and movies, as well as Olympic Games records, clearly indicate that only 9 women started the race, not 11. Furthermore, all 9 of the women finished the race. The winner, Lina Radke of Germany, set a world record. She and a few of the other competitors were understandably spent after racing at world-record pace. Some of them lay down beside the track, but none of them dropped out or collapsed from exhaustion. This report was made by Dr. Messerli, one of the officials of the race: "The journalists believed them to be in a state of exhaustion ... I can ... certify that there was nothing wrong with them; they burst into tears, betraying their disappointment at losing".

Harold Abrahams, the famous sprinter, saw the race and supported Messerli’s view. Abrahams wrote that the "sensational" press accounts were "grossly exaggerated". He added:

I myself witnessed no sign of collapse such as have been described. It is perfectly true to say that two or three of the competitors ... showed signs of mild discom­fort, but I incline to the view that this was more psychological than physical, and entirely to be accounted for by the natural disappointment of being beaten.

And yet, members of the press chose to write what would suit the purpose of the male-dominated administration, and effectively prevented women from competing in any race longer than 200 meters in the Olympic Games for the next 32 years.

It is interesting to compare a report on men's events from earlier Games. The men's 800-meter race at the 1904 Olympic Games was described as follows:

Thursday afternoon at the finish of the 800 meter run, two men fell to the track, completely exhausted. One man was carried to his training quarters helpless. Another was laid out on the grass and stimulants used to bring him back to life.

Apparent­ly the men were allowed to collapse following 800 meters, but the women were not. It is interesting that no one used this race to prevent men from running that distance in subsequent Olympic Games.

The point, of course, is that anyone, male or female, has the right to be fatigued as a result of giving his or her all in a race. But in that 1928 women's 800-meter race, fatigue was used to limit the events in which women would participate in future Olympic Games.

Of course, we know today that the decision makers were wrong in denying women athletic opportunities equal to those enjoyed by men. We also know today that, given the opportunity to participate, women will excel and improve. The
800-meter event in 1928 challenged the ability of women to excel. Women have met that challenge. In fact, the improvement in women's athletic achievements since then has been remarkable. The gender gap is shrinking rapidly in sports events shared by men and women. For example, the women's world record in the 800 meters set by Lina Radke in the 1928 Olympic Games was 26 seconds slower than the men's world record. Today the difference between the men's and women's world records has shrunk to a mere 12 seconds. In the marathon, the current women's world record of 2:21.06, set by Ingrid Kristiansen, would have defeated all of the men in Olympic Games competition up to 1960, including the legendary Emil Zatopek, by 4 minutes. Kristiansen would have beaten the male winner of the 1928 marathon by a full 12 minutes.

The growth of women's participation in track and field in the Olympic Games following the 1928 incident was painstakingly slow. By 1936 the IAAF had managed to absorb the women's organisation completely. Leaders of the IAAF promised increased participation and support for women's sports at all levels, but the record suggests that they have been slow to fulfil that commitment. It was not until 1960 that "women were once again permitted to race the 800 meters. In 1964, the 400 meters was added, and in 1972 the 1,500 meters. By 1984 in Los Angeles the women had lobbied successfully for inclusion of the 400-meter hurdles and the marathon, and finally in 1988 the 10,000-meter race gained acceptance on the program. The 10,000-meter race-walk event took place for the first time in 1992 in Barcelona. The triple jump and 5,000-meter race were added in Atlanta. It has taken nearly 70 years, since that first 800-meter race for women to approach parity with men in terms of the number of events on the Olympic Games track and field program, from just 5 events in 1928 to a slate of 20 events in Atlanta.

In sports other than track and field, the shrinking gender gap comparisons are even more remarkable. For example, in swimming, the 800-meter world record held by Frenchman Jean Taris in 1930 was a full 2 minutes faster than Yvonne Goddard's women's record. But in 1989, the diminutive Janet Evans' world record trails the men's time by less than 30 seconds, and her time of 8:17.12 is more than 2 minutes faster than Mr. Taris' 1930 world record. At the 1932 Lake Placid Olympic Winter Games, in speed skating there was a 14.6-second difference between the times of the men's gold medalist in the 500-meter race and the winner of the women's 500-meter demonstration event. By 1988 in Calgary the margin between the male and female gold medal winners at 500 meters had decreased to 3.65 seconds.

Despite the impressive performances of female athletes in this century, women continue to see their athletic accomplishments distorted by the sporting press, just as they did in 1928. Study after study during the past 20 years has shown a clear pattern of underreporting and trivialization of women's sport by both print and electronic media.

In addition to the problems of media coverage, girls and women are hindered by lack of input from women at the administrative level. Women are conspi-
cuously absent from the upper-level management positions where policy is determined worldwide. An informal survey undertaken by the Amateur Athletic Foundation of Los Angeles in 1990 revealed some disturbing evidence. The study discovered that of the nearly 13,000 administrative positions available in North American sports and the international Olympic movement, a mere 5% were held by women. This is in stark contrast to the fact that women constitute more than 51% of the world’s population.

Sport and the Olympic movement have long been held in high regard for their ability to appreciate and celebrate human excellence. The Olympic movement has been responsible for bringing together nations of the world. And, despite a rather slow start, the Olympic movement has been instrumental in spreading opportunities for women in sports throughout the world. The challenge for all of us is to keep the effort under way. The 1990s have brought enormous change in the political environment of the world. This environment of change should be used by all of us who care about sport to ensure that women and girls truly exercise their right to participate fully in the world of sports.

Questions to be put forward to the Group

1. Should the IOC attempt to create gender equity on the playing field so that men and women have unequal number of events?
2. What should the IOC do about countries that failed to send women to the Olympic Games or sent only token female participants?
3. How can the IOC encourage National Olympic Committees and International Federations to place more women in leadership positions?

Anita L. DeFrantz - May 13, 1997

Women and the Olympic Movement

Introduction

In accordance with the mission it has set itself to further the development of sport, the International Olympic Committee has always striven to promote participation by women in the Olympic Games. Sport, whether competition sport or sport for all, has become a social force to be reckoned with a major impact on the structure of society and the condition of women.

In all countries, the message and values communicated by sport, through its regulatory bodies, reach a substantial part of the population regardless of social category. Because of this, sport is a tremendous medium of communication and emancipation which has to a certain extent helped to build women’s awareness and hence their role in society.

And it is worth stressing that by engaging in activities which are by definition closed to them, women can overturn social preconceptions and reassert their identity. Engaging in sport enriches women in terms of communication, feelings and
sociability. It is certainly true that this process is largely determined by the position of women within a given society, and that they are still underrepresented in countries where cultural and religious traditions limit their movements. However, we will see more and more women choosing to take up a sport, either breaking with the norms of their society or within those confines. Regardless of the path chosen, these women will become role models for many of their peers who see their actions as a contribution, however small, to their emancipation.

The Olympic Movement is firmly convinced of the need to encourage sports practice among women, and is working to that end, at the same time taking cultural specifics into account and accommodating them. Women must also play a greater part in decision making and defending their own interests. It is our task to facilitate access by women to leadership positions within national and world sport, as it is through them that these ideas can be passed on to future generations, since women are still the privileged interlocutors for education in the broadest sense of the term.

**Evolution of women’s participation in sport**

Historically, and although the 1896 Olympic Games were not opened to women, they were already taking part in physical activities in the Antiquity, and particularly in the competitions of the Hera Games, staged specifically for them. Historical documents also show that among the Romans, women engaged in horse-riding and swimming. During the Middle Ages and the Renaissance, women put physical activities aside, as did men. But the following centuries were marked by renewed interest, until at the end of the nineteenth century women became more involved in sporting activities through establishing their own clubs and taking up new sports.

Women's first participation in the Olympic Games goes back to 1900, when they took part in the tennis and golf events and in an increasing number of other sports in following years. We are pleased to see that the Baron de Coubertin's reservations did not prevent women's participation nor did it stop them from organising their own Women’s Olympic Games at Paris in 1922 at the instigation of Alice Milliat, the great defender of women's rights in European sport.

More generally, and since the 1970's, we have seen rising awareness of the contribution of sport to well-being and in particular that of women. Women's sports associations and clubs have made their appearance mostly in the developed countries but also in developing ones. Thanks to the efforts of women and their struggle for equality, women's competitive sport has gained full recognition. Historically, as a result, women today were able to take part in the 1996 Games of the XXVI Olympiad in Atlanta, United States of America, with a programme of 21 sports, and 108 events, including 11 mixed events, and will compete in six sports and 31 events, including 2 mixed events, in the XVIII Olympic Winter Games in Nagano, Japan in 1998. It was also with the aim of promoting women's sport that the IOC decided that all sports seeking inclusion in the Olympic programme must
include women's events.

**Conferences and seminars**

The IOC has attended several seminars and working groups, and in particular at the International Conference on Women in Brighton, Great Britain, in May 1994, and its Executive Board has endorsed the Brighton Declaration. The IOC also co-operates with the United Nations system on projects related to gender equity and women's advancement. In addition, an IOC delegation attended the Forum of Non-governmental Organisations in the framework of the 4th World Conference on Women in Beijing, China, in 1995.

The Amateur Athletic Foundation of Los Angeles, in cooperation with the IOC and in the framework of the International Year of Sport and the Olympic Ideal in 1994, has produced an interactive CD-Rom which pays tribute to the role played by women in the Olympic Games. This CD, entitled "An Olympic Journey: The Story of Women in the Olympic Games", recounts the history of women's participation in the Olympic Movement of the modern era and the accomplishments of outstanding women athletes.

**Centennial Olympic Congress**

The Centennial Olympic Congress, Congress of Unity, which was held in Paris in 1994, dedicated one of its themes to the role women should play and how to implement such roles within the Olympic Movement.

The final report of the Congress recalls the following points:

**The IOC Session,**

Considering that within national and international sports life, and particularly in the management of sports organizations, women should play a more significant role than they do at the present,

Bearing in mind the fact that the Centennial Olympic Congress, Congress of Unity, stressed the necessity of including a significant proportion of women within the executive bodies of the sports movement on both a national and international level,

1. Encourages women to participate in sport and to become integrated within sports organisations;
2. Invites the National Federations, the International Federations, the National Olympic Committees and other national organisations to ensure that women serve in the various executive sports bodies in order to allow them to make a significant contribution to the evolution of sport and the Olympic Movement;
3. Decides that the National Olympic Committees will establish as a goal to be achieved by 31st December 2000 that at least 10 % (ten per cent) of all positions in their decision making structures be reserved for women and that by the year 2005 this percentage be increased to 20 (twenty);
4. Recommends strongly to the International Federations and other bodies be-
longing to the Olympic Movement that they should establish as a goal to be achieved by 31st December 2000 that at least 10 % (ten per cent) of all positions in their decision making structures be reserved for women and that by the year 2005 this percentage be increased to 20 (twenty);

5. Recommends that the International Federations take measures to train women coaches and administrators;

6. Encourages the National Olympic Committees to undertake programmes to promote women in sport and in its technical and administrative structures;

7. Wishes that regular consultations about questions relating to the progress of women athletes in the various countries be organised”.

To enhance women’s participation in the administrative sports structures

The International Olympic Committee, the National Olympic Committees, national and International federations, and several sports organisations have worked to develop programmes both to enable women to practice whichever sports they wish, and to train them for positions as sports coaches and administrators, since even though there are now more resources and more training opportunities, women still need a greater role in decision-making if they are really to achieve quality with men.

Since the beginning of Mr Samaranch’s presidency in 1980, several women have been elected as IOC members. However, although there has been great progress in their participation in physical activities and the Olympic Games, the percentage of women in the Olympic Movement at IOC, International Federation and National Olympic Committee level is still very low. This is one area in which the Olympic Movement wants to make particular efforts.

Therefore, in its meeting of the 26th September 1995, the IOC Executive Board, having heard a report of the Chairman of the Study Commission of the Centennial Olympic Congress, Congress of Unity, considered that it was necessary to intensify without delay the promotion of the presence of women within sport and its technical and administrative structures. The IOC Executive Board recalls that the goal to be reached within the Olympic Movement is the enforcement of the principle of equality of opportunities between men and women. However, it is aware of the fact that such a goal can only be progressively reached everywhere and that to such effect successive stages must be set. This proposal was adopted by the 105th IOC Session which was held in July 1996 in Atlanta (USA):

1. The NOCs should immediately establish as a goal to be achieved by 31 December 2000 that at least 10 % of all the offices in all their decision-making structures (in particular legislative or executive agencies) be held by women and that such percentage reach 20 % by 31 December 2005.

2. The International Federations, the National Federations and the sports organizations belonging to the Olympic Movement should also immediately establish as a goal to be achieved by 31 December 2000 that at least 10 % of all positions in
all their decision-making structures (in particular legislative or executive agencies) and that such percentage reach 20% by 31 December 2005.

3. The subsequent stages to reach a strict enforcement of the principle of equality for men and women shall be determined from the year 2001.

4. The Olympic Charter will be amended to take into account the need to keep equality for men and women.

**Women and Sport Working Group**

The IOC Centennial Congress, Congress of Unity, made several recommendations on the roles women should play and the implementation of such roles within the Olympic Movement. The Women and Sport Working Group was therefore created in December 1995, to advise the IOC Executive Board and its President on the measures which should be implemented to enhance women's participation in sport and in its administrative structures. The Working Group, which like all IOC commissions and working groups, is an advisory body, is composed of representatives of the three components of the Olympic Movement (IOC, IFs, NOCs) as well as athletes representative and independent members.

**Chairwoman:**
Ms Anita DeFrantz

**Members:**
Mr Reynaldo Gonzalez Lopez
Mr Mustapha Larfaoui
Ms Gunilla Lindberg
Ms Shengrong Lu
Mr Mario Pescante
Mr Borislav Stankovic

**IF Representative:**
to be appointed

**NOC Representatives:**
Mr Austin B. Woods

**Athletes Representative:**
Ms Hassiba Boulmerka

**Individual members:**
Ms Grisel Damgaard
Ms Elizabeth Darlison
Ms Nawal El Moutawakel-Bennis
Mr Michael Fennel
Dr. Elizabeth Ferris
Ms Sook Jo Kim
Mr Issa Hayatou
Mr Yuri Titov

Secretary of the Working Group and Chief of the section of women's advancement:
Ms Katia Mascagni Stivachtis

The Group outlined some major fields of work:

1. IOC Members

There must be an increased number of women IOC members. In addition, IOC members must encourage the promotion of women in sport in their respective countries.

2. Olympic Programme

There should be an equal number of women's sports, disciplines and events on the Olympic programme for the Games. In this respect, the Working Group is pleased that the Olympic programme has been modified for the Games of the XXVII Olympiad in Sydney in 2000 resulting in additional sports and new disciplines for women:
- Sports: triathlon, taekwondo, confirmation of softball; two teams added in handball and hockey.
- Disciplines: women's weightlifting, 500 m in cycling.

This is a major step forward, especially considering that it was also agreed that the total number of athletes would be decreased from 10,700 to 10,200.

3. Commissions and Working Groups

Efforts must be made in the IOC commissions and working groups, as well as in the IF's and NOCs commissions to have women appointed. 24 women are actually members of the IOC commissions and working groups.

4. Olympic Solidarity

Olympic Solidarity courses should include more women as instructors and participants.

5. Seminars on Women in Sport

Seminars should be organised every year in administration and leadership training, coaching, and sport journalism for women, on the five continents.

6. Olympic Solidarity Fund

A special fund was created by Olympic Solidarity to promote women's sport at the elite level, and train women administrators, technical officials and coaches.

7. Women Sport in Islamic Countries

It was agreed that women must be supported in sport even in those countries where it is now organised separately and with restrictive measures. The Group will establish contacts with the NOCs concerned, collect information on this issue, and make recommendations on the best way to help those women practice sport in conformity with their tradition and culture.
8. **Exhibitions**  
A mobile exhibition on women in sport should be set up by the Olympic Museum. The Museum should also highlight in its exhibition area the women who have been involved in sport in their particular country.

9. **Cooperation**  
The Group is working with the Olympic Academy Commission to include more information about women in the education material which it develops. The Group wishes also to cooperate more actively with the Athletes' Commission and the World Olympians Association.

10. **Media**  
The IOC should encourage the media to promote women in sport and pay a particular attention to the language used in its publications to describe women athletes. An issue of the Olympic Message should be dedicated to this subject, and features of women in sports should be regularly included in the Olympic Review.

11. **Research**  
The Group encourages the Olympic Study Centre to make studies on the role of women in sport.

**Seminars for Women in Sport**  
The IOC plans to organise every year and on the five continents one seminar for women leaders, administrators, coaches or trainers in the sports movement.

A first seminar on leadership for women in sport for the Oceania region was held in Suva, Fiji, from 20 to 22 May 1996, in cooperation with the NOC of Fiji, WomenSport International and with the assistance of the Australian Sports Commission. About 25 representatives from the NOCs of the region took part in the seminar which covered topics of leadership skills, strategic and planning skills, sports management, as well as general background information on the Oceania sports characteristics and the Olympic Movement.

Another seminar for women sport journalists from Central and Latin America and the Caribbean was organised from 10 to 12 November 1996 in Cancún, Mexico, in cooperation with the Mexican NOC. Thirty-five participants from thirteen countries of the continent attended the seminar, which covered themes as women in the Olympic Movement, women sport journalists, the media and the Olympic Games, and the organisation of the media in the Americas.

Other seminars are scheduled for 1997.

**World Conference on Women and Sport**  
It is in the framework of this policy for women's promotion that the IOC organised in Lausanne, Switzerland, from 14 to 16 October 1996, a World Conference on Women and Sport, to which 220 participants from 96 countries took part. They were representatives of the Olympic family, the international organizations, the inter an non governmental organizations, the United Nations system, of the universities and research centres, and the mass media. The purpose of this conference
was to assess the progresses made on this issue in the sports world, to exchange experiences, and outline priority issues to enhance women's participation in the Olympic Movement.

Several messages of support and congratulation were sent to the IOC, among which those from Mrs Mary Robinson, President of the Republic of Ireland, H.M. the Queen Noor of Jordan, Mrs Gro Harlem Brundtland, former Prime Minister of Norway, Mrs Benazir Bhutto, former Prime Minister of Pakistan and Mrs Hillary Rodham Clinton, First Lady of the United States.

The following themes were addressed during the conference: women and the Olympic Movement; women's role in administration and coaching; culture and women's sport; education and health for women through sport and physical activity; and governmental and non-governmental support for the development of women's sport.

At the end of the three days of discussions, the participants adopted a list of recommendations aimed at promoting women's role in the Olympic Movement and the sports world in general: Resolution

The Conference,

Congratulating the International Olympic Committee (IOC) on its initiative to stage a World Conference on Women and Sport with representatives of many countries and non- and intergovernmental organizations;

Welcoming the initiative of the IOC to establish a working group on Women and Sport and looking forward to hearing continued positive recommendations therefrom;

Also welcoming the evidence of cooperation between sectors of the sports community and government, both at national and international level, in promoting issues relative to women in sport;

Looking forward to the staging of similar events at appropriate intervals to further promote the advancement of women;

Recalling that the aim of the Olympic Movement is to build a peaceful and better world through sport and the Olympic ideal, without discrimination of any kind;

Recognising that the Olympic ideal cannot be fully realised without, and until there is, equality for women within the Olympic Movement;

1. Calls upon the IOC, the International Federations (IFs) and the National Olympic Committees (NOCs) to take into consideration the issue of gender equality in all their policies, programmes and procedures, and to recognise the special needs of women so that they may play a full and active part in sport;

2. Recommends, that all women involved in sport be provided equal opportunities for professional and personal advancement, whether as athletes, coaches or administrators, and that the IFs and the NOCs create special committees or working groups composed of at least 10% women to design and implement a plan of action with a view to promoting women in sport;

3. Requests, that commissions dealing specifically with the issue of women in

80
sport be set up at national and international level;

4. Recommends the establishment by NOCs of athletes’ commissions including women, as a way of training women as leaders;

5. Encourages the IOC to continue working toward the goal of attaining an equal number of events for women and for men on the Olympic programme;

6. Suggests, that within Olympic Solidarity a special fund be earmarked for the promotion of women’s sport at all levels as well as for the training of women administrators, technical officials and coaches with emphasis on developing countries;

7. Requests, that the IOC organise each year, and on the five continents, a training course for women in one of the following areas: coaching, technical activity, administration or media/journalism;

8. Proposes, that one of the criteria of assessment of cities bidding to host the Olympic Games be their demonstrated ability to serve the needs of women in sport;

9. Endorses and encourages the increased production of research and statistical data on subjects relating to women and sport and the dissemination thereof to all parties involved in the sports movement, including success stories on advancements made in sport for women and girls;

10. Urges the IOC to discontinue the current process of gender verification during the Olympic Games;

11. Calls upon the national and international sport federations to facilitate and promote sport for women with disabilities, in light of the fact that women with disabilities face a double challenge in the world of sport;

12. Encourages the IOC, in its relations with non- and intergovernmental international organizations, especially those that have as their focus girls and women, to cooperate in efforts that have as their aim the creation of global programmes of physical education in schools and in the community in order to promote health and quality of life;

13. Recommends, that the IOC advise governments of its technical assistance to developing countries;

14. Requests, that the IOC direct its working group on women and Sport to consider issues specific to the needs of women and children in sport, taking into account the importance of family support in the development of young female athletes.

15. Recommends, that the IOC working group on Women and Sport be given the status of an IOC commission;

16. Encourages the IOC to continue to develop educational materials to assist in advancing opportunities for women in sport;

17. Recommends, that the IOC identify a theme for the 1996-2000 quadrennial: “Olympiad for Women”.

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The Group will study these recommendations during its next meeting in 1997 and will present its conclusion to the Executive Board.

Pour toute information complémentaire, veuillez contacter :

Mme Katia Mascagni Stivachtis
Chief, Section of women's advancement
Department of International Cooperation and Public Information
Château de Vidy
1007 Lausanne
VD-Switzerland
Tel : (41.21) 621 64 19
Fax : (41.21) 621 63 54
E-mail : CHC.IO.3S9@IBMMAIL.COM

Women members of the IOC

Ms Pirjo HAGGMAN (Finland)
Ms Flor ISAVA FONSECA (Venezuela)
H.S.H. Princess NORA of Liechtenstein
Ms Anita DeFRANTZ (USA)
H.R.H. the Princess Royal (Great-Britain)
Ms Carol Anne LETHEREN (Canada)
Ms Vera CASLAVSKA (Czech Republic)
Ms Shengrong LU (China)
Ms Gunilla LINDBERG (Sweden)
H.R.H. the Infanta Doña Pilar de BORBON (Spain)
Dame Mary Alison GLEN-HAIG (Great-Britain, honorary member)

(Ms DeFRANTZ is also member of the IOC Executive Board)

Secretary General of the IOC :
Mme Françoise ZWEIFEL
### Women members of IOC Commissions and Working Groups

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Ms Carole Anne LETHEREN</td>
<td>Commission for the International Olympic</td>
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<td>Academy and Olympic Education</td>
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<td>Evaluation Commission for the Games of the</td>
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<tr>
<td>Ms Lia MANOLIU</td>
<td>Commission for the International Olympic</td>
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<tr>
<td>Ms Helen BROWNLEE</td>
<td>Academy and Olympic Education</td>
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<tr>
<td>Ms Britt PETTERSEN-TOFTE</td>
<td>Athletes Commission</td>
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<td>Ms Taping DENG</td>
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<tr>
<td>Ms Hassiba BOULMERKA</td>
<td>Athletes Commission</td>
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<td>Women and Sport Working Group</td>
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<tr>
<td>Ms Charmaine CROOKS</td>
<td>Athletes Commission</td>
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<td>Cultural Commission</td>
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<tr>
<td>Ms Mikako KOTANI</td>
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<td>Coordination Commission for the Olympic Games</td>
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<td>Ms Anita DeFRANTZ</td>
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<tr>
<td>Ms Gunilla LINDBERG</td>
<td>Press Commission</td>
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<tr>
<td>Ms Vera CASLAVSKA</td>
<td>Olympic Solidarity Commission</td>
</tr>
<tr>
<td>Dr Doris CORBETT</td>
<td>Sport for All Commission</td>
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<tr>
<td>Ms Marjo MATIKAINEN-</td>
<td>Coordination Commission for the</td>
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<tr>
<td>KALLSTROM</td>
<td>Olympic Games</td>
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<tr>
<td>Ms Els VAN BREDA VRIESMAN</td>
<td>IOC Evaluation Commission for the Games of</td>
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<tr>
<td>Ms Pirio HAGGMAN</td>
<td>Pierre de Coubertin Commission</td>
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<tr>
<td>Ms Ada WILD</td>
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</table>
Ms Erika DIENSTL  
Sport and Environment Commission

Ms Sook Ja KIM  
Women and Sport Working Group

Ms Shengrong LU
Ms Elisabeth DARLISON
Ms Grisel DAMGAARD
Dr Elisabeth FERRIS
Ms Nawal EL MOUTAWAKEL-BENNIS

Ms Sally GOODMAN  
Working Group on technology at the Olympic Games

### Représentation féminine au sein des FI olympiques et des FI reconnues

<table>
<thead>
<tr>
<th>Federation</th>
<th>President/Co-President</th>
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<tbody>
<tr>
<td>International Badminton Federation</td>
<td>Ms Shengrong LU</td>
</tr>
<tr>
<td>International Equestrian Federation</td>
<td>H.R.H. the Infanta Doña Pilar de BORBON</td>
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<td>International Hockey Federation</td>
<td>Ms Els VAN BREDA VRIESMAN</td>
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<tr>
<td>International Tennis Federation</td>
<td>Ms Deborah JEVANS</td>
</tr>
<tr>
<td>World Amateur Golf Council</td>
<td>Mme Judy Bell - Co-President</td>
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</tbody>
</table>
| International Federation of Netball Associations| Ms Judy BELL - Co-President  
MS Anne STEELE - Administrator                   |
| International Orienteering Federation          | Ms Sue FIARVEY - President  
Ms Barbro RÖNNBERG - Secretary General                |
<p>| International Water Ski Federation             | Ms Chantal AMADE - ESCOT                                    |
| World Squash Federation                         | Ms Susie SIMCOCK - President                               |</p>
<table>
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<tr>
<th>Country</th>
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<tbody>
<tr>
<td>Albania</td>
<td>Ms Marieta ZACE</td>
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<tr>
<td>Austria</td>
<td>Ms Maria VALDOVA</td>
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<td>Azerbaijan</td>
<td>Ms Ludmila SHUBINA</td>
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<td>Ms Y.T. WANGCHUK</td>
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<td>Ms Cécile OUEDRAOGO</td>
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<td>Ms Maara KENNING</td>
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<td>Ms Yun-Bang KEUN</td>
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<tr>
<td>Dominica</td>
<td>Ms Joyce RABESS</td>
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<tr>
<td>United States of America</td>
<td>Ms Sandra BALDWIN</td>
<td>Vice-President</td>
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<tr>
<td>Fiji</td>
<td>Ms Hilary PICKERING</td>
<td>Vice-Présidente</td>
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<tr>
<td>Ghana</td>
<td>Dr Deborah D. CUGABEE</td>
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<tr>
<td>Great Britain</td>
<td>Ms Eileen ANDERSON</td>
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<td>Ms Eileen GRAY OBE</td>
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<tr>
<td>Grenada</td>
<td>Ms Veda BRUNO- VICTOR</td>
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<tr>
<td>Hong Kong</td>
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<tr>
<td>Iran</td>
<td>Ms Faezeh HASHEMI</td>
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<tr>
<td>Uzbekistan</td>
<td>Ms Larisa PAVLOVA</td>
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<td>Pakistan</td>
<td>Ms Sadiqa AFZAL KAHN</td>
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<td>Ms Cristina M. RAMOS-JALASCO</td>
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<td>Poland</td>
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<td>Rumania</td>
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<td>Saint Vincent and the Grenadines</td>
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<td>Swaziland</td>
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<td>Trinidad and Tobago</td>
<td>Ms Catherine THYRA FORDE</td>
<td>Secretary General</td>
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<tr>
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<td>Dr Elida PARRAGA DE ALVAREZ</td>
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<tr>
<td>Virgins Islands</td>
<td>Ms Lyn REID</td>
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</tr>
<tr>
<td>Virgins Islands</td>
<td>Ms Eileen L. PARSONS</td>
<td>Secretary General</td>
</tr>
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</table>
Women's participation in the Games of the Olympiad

With regard to participation in the Olympic Games, the Olympic Charter states: “the NOCs have the exclusive powers for the representation of their respective countries at the Olympic Games and at the regional, continental or world multi-sports competitions patronized by the IOC”. It also states that “They constitute, organize and lead their respective delegations at the Olympic Games and at the regional, continental or world multi-sports competitions patronized by the IOC. They decide upon the entry of athletes proposed by their respective national federations. Such selection shall be based not only on the sports performance of an athlete but also on his ability to serve as an example to the sporting youth of his country. The NOCs must ensure that the entries proposed by the national federations comply in all respects with the provisions of the Olympic Charter”.

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(mixed events included)
(NB: we think that women also competed in sailing in 1900)

Women's participation to the Olympic Winter Games

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(mixed events included)
New women's sport on the Olympic Programme

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Gender representation in NOCs delegations: Games of the XXVI Olympiad, Centennial Games, Atlanta, 1996

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NOCs with no male athletes: Lebanon, Liechtenstein

NOCs with no female athletes:

**Africa (10)**
- Botswana, Djibouti, Guinea-Bissau,
- Lybian Arab Jamahiriya, Mauritania,
- Rwanda, Senegal, Somalia, Sudan, Togo

**America (3)**
- Aruba, Grenada, Haiti

**Asia (11)**
- Afghanistan, Saudi Arabia, Bahrain,
- Brunei Darussalem, United Arab Emirates,
- Iraq, Kuwait, Palestine, Qatar, Yemen

**Europe (0)**

**Oceania (2)**
- Nauru, Papua New Guinea
## Analysis of Accredited Athletes: Atlanta 1996

### Participants

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**NB:** Qual: Qualification method (Stds: Standards, Q: Quota, WC: Wild cards, TM: Team)

*For the Fem % and By Continent Analysis, the totals are averages*
## By continent

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It is a curious fact of history that the Olympic movement and the cinema were both born at the same moment in Paris. When the French aristocrat and intellectual Baron Pierre de Coubertin, bubbling with ideas about the role of sport in education the young, called a gathering of sports leaders together at the Sorbonne in Paris one hundred years ago, it was resolved to revive the ancient Olympic Games which had been held in Greece for more than a thousand years until the third century of the common era. Those present at the meeting decided to establish the International Olympic Committee and to stage the first Games of the modern era in Athens two years later, in 1896. In the same year in the same city, a demonstration of Thomas Edison’s Kinetoscope which could record but not project movement, fired the imagination of another young Frenchman. Louis Lumière, one year younger than de Coubertin, was a manufacturer of photographic products. He resolved to develop a system that would both capture and then project movement on to a screen. With the assistance of his brother, Auguste, he developed his Cinematographic machine which was both movie camera and projector. The invention was patented in February 1895. A year after de Coubertin established the IOC, in December 1895, the Lumière brothers gave the first demonstration of their new invention to a paying audience in the basement of the Grand Café in the Boulevard des Capucines in Paris. Film historians usually date the beginning of the cinema from this moment.

The moving picture (by which I mean both the cinema and its offspring - television) and the Olympic Games, have both become powerful social and cultural forces during the twentieth century. How extraordinary it is to remember that they both have their origins in the same city one hundred years ago. It is fascinating to imagine what these two great pioneers would have made of each other had they by chance met in Paris at the time. De Coubertin, the young intellectual, burning with a passion to promote physical education and international friendship through sport. Lumière, the businessman and already a successful inventor and manufac-
turer, determined to be the first in the race to capture and portray movement on a screen - a quest that had inspired many great minds in Europe and America for some time. The history of both the Olympic Games and the moving picture have become very closely bound up with each other during the course of the last hundred years. Television has greatly benefited from the spectacle of the Olympic Games. The Games have been given a global audience by the television medium. But exactly how has this relationship developed and how has the audio-visual media contributed to the growth of the Olympic movement?

Surprisingly, or so it might seem today, the first few Olympic Games were almost completely ignored by filmmakers. I have never found any authentic film footage of the first Olympic Games of the modern era held in Athens in April 1896. The film that purports to be of these Games in fact shows the Interim Games held in the same stadium in Athens ten years later in 1906. There is footage of the Universal Paris Exposition in 1900 and of the St Louis World Fair in 1904. In 1908 the London Games attracted the interest of the young newsreel or "topical" companies. The newsreel helped to make an international hero out of Dorando Pietri, the marathon runner, who staggered into the stadium ahead of the other runners but was helped across the line by officials - a friendly gesture resulting in his disqualification. All this was captured on film and Pietri is perhaps the first "media star" of the Olympic Games. Four years later, there is beautiful film of the Stockholm Games of 1912 which de Coubertin himself described as an "enchantment".

However, up to this point the film record of the Games can lay little claim to cinematic achievement. The fixed camera angles, the use of wide-angle lenses, the lack of camera movement all mean that the film record lacks pace or drama. But in 1924 a French producer, Jean de Rovera, made a two-reel film of the first ever Winter Games held in Chamonix and then went on to produce a feature-length film of the Paris Games held that summer. The film beautifully captures the spirit of the Games in which Paavo Nurmi of Finland began his sensational Olympic career by winning four gold medals, and in which Harold Abrahams won gold in the 100 metres and Eric Lidell, the "flying Scot" won a surprise gold with a world record in the 400 metres - events later immortalised in the Oscar-winning movie Chariots of Fire. The French film of 1924 can claim to be the first feature-length treatment of the Olympic Games on film.

In 1928 the celebrated German filmmaker Dr Arnold Fanck, who specialised in the production of "mountain films", made a feature film about the St Moritz Winter Games. Entitled Das Weisse Stadion (The White Stadium) the film was funded by the German distribution giant UFA and had the full backing of the IOC. However, it was an uninspired affair and Fanck seems to have had no heart for the production of documentary film.

There was no "official film" of the 1928 Amsterdam Games and more surprisingly no major feature was produced of the 1932 Los Angeles Games, held in the dazzling new Coliseum stadium. Sixteen world records were broken and 33 new Olympic records were set and within a few miles of the heart of the worldwide
cinema industry in Hollywood. As an interesting footnote, it was in 1932 that Johnny Weismuller who had won five swimming medals in 1924 and 1928 created the first movie Tarzan for MGM and began to build a cinema legend. Here, at least, the aura of Olympic gold spilled over into the world of the silver screen.

It was not until 1936 at the Berlin Games that Leni Riefenstahl created the first truly powerful piece of Olympic cinema in her three-and-a-half epic called Olympische Spiele. Her imagination and her visual flair have had a great influence on all filmmakers who have worked on the Olympics since. Although her film is a powerful piece of propaganda for Hitler's Germany, it is also a masterpiece of the modern cinema and one of the best sports documentaries ever produced. Riefenstahl's filmic imagination produced some truly memorable sequences as in the record of the fantastic duel between the American Jesse Owens and the German Lutz Long in the long jump, or in the beautiful and haunting record of the diving events which became a hymn to the beauty of the human body in motion. The film was truly epic in its scope and treated all the sports that were part of the Olympic programme. Some 250 hours of film were shot and editing took more than 18 months. The film is coloured by allegations of Riefenstahl's closeness to the Nazi regime and after the war she was threatened with prosecution as a war criminal. However, she was never prosecuted and the myths that have grown up around this remarkable woman have obscured what is without doubt one of the greatest films in one hundred years of Olympic film making. The film enabled millions of people to be captivated by the spirit that drives athletes to their limits. The Olympic aura was spread to millions who had never seen the Games for themselves. And generations to come will be able to re-live the drama and the spectacle of these Games. Riefenstahl's film has unquestionably helped the growth of the Olympic movement.

The 1936 Berlin Games were also important in that they were the first to be covered on television. Although there had been some experimentation by Philips at Amsterdam in 1928, Telefunken cameras were used at Berlin to send a signal on a cable link to halls around the city where an audience paid to see the pictures. The 1936 Games were central to the story of the contribution of the audio-visual media to the growth of the Olympics.

The Olympic Games have often provided a springboard for athletes' screen biographies, such as "Charlie Chan at the Olympics" (1937) by Bruce Humberstone, "The Bob Mathias Story" (1954) by Francis Lyon, "Chariots of Fire" (1981) by Hugh Hudson, "Dawn!" (1979) by Ken Hannan, "The Games" (1970) by Michael Winner, "Golden Girl" (1970) by Joseph Sargent, "The Grand Olympics" (1961) by Romolo Marcellini, etc. Pierre de Coubertin, the father of the modern Olympic Games, was the subject of a monograph by Pathé Cinéma in 1964, entitled "Pierre de Coubertin, la rénovation des Jeux Olympiques", which recounts his life, places his work in context and gives an idea of his fascinating personality: The series "Olympic Century" produced by Stewart Binns, Trans World International and Geo Films, combines images from the past and the present to tell the story of the Olym-
Movement from the ancient Olympic Games to the modern era, and brings Pierre de Coubertin and his work on Olympism to life.

There is no film of the first Olympic Games in Athens, but cameras were present at the 1900 Games in Paris. The idea of an official film appeared in the Olympic Charter for the first time in the 1938 edition. However, we owe the first major film about the Games, and probably the best ever film about sport, to Leni Riefenstahl. "Olympische Spiele" in 1936 remains the archetypal sports film, creating a perfect symbiosis between cinematographic aesthetics and the aesthetics of sport. In the words of the director, "cinema is the best means of covering athletics, for capturing the essence of sporting competition. Television is for news; cinema, and only cinema, can really show what athletes and spectators feel". For K. Wlaschin, author of "The Olympics on Film", "It is more than a factual account of the Games; it is a hymn to physical health, the human body and the glory of youth".

"The Glory of Sport", the official film of the 1948 Games in London, is almost a news film. Kon Ichikawa presents his film on the 1964 Games in Tokyo in the following way: "I have attempted to capture the solemnity of the moment when man defies his limits. And to express the solitude of man who, to succeed, fights against himself. I have tried to penetrate human nature not through fiction but in the truth of the Games." The preface to the official film of the 1972 Games in Munich, "Visions of Eight", states: "Sunflowers are familiar to millions, yet no one ever saw them the way Van Gogh did. So with the Olympics - a recurring spectacle familiar to people around the world. There is no chronological record, no summary of winners and losers. Rather, it is the separate visions of eight singular film artists". These artists are: Milos Forman, Ken Ichikawa, Claude Lelouch, Yuri Ozerov, Arthur Penn, Michael Pfleghar, John Schlesinger and Mai Zetterling. In 1976, for the first time, a film was devoted to all the athletes of the Winter and Summer Games. This "Olympic Symphony", orchestrated by Tony Maylam, is not a documentary but "a living symphony, in which the movement, energy, beauty, dedication, courage, sublime effort and art in its pure state employed by the world's greatest athletes marry. The film aims to give a better understanding of the Olympic ideal, to which the young people of the whole world have always aspired". In 1976, Jean-Claude Labrecque made the film of the "Games of the XXI Olympiad in Montreal". In the daily paper "Le Devoir", J.C. Tadros wrote: "Both a souvenir and a legacy of the Olympic Games, this film is not presented as a mere documentary. It reflects the culture of the host country, Canada; it allows the viewer to understand and appreciate the heroic achievement of the Games, and the way in which the city of Montreal realised them; it highlights the values of amateur sport and the human friendship that are the raisons d'être of the Olympic Games". "La nuit ensoleillée" is Patrick Segal's film about the 1980 Handicapped Games in Arnhem. In the author's own words, "you stop seeing handicapped people and begin to see only champions. It makes you dream of a different world that would revel in difference". On the Winter Games side, in 1948 Torgny Wickman filmed a documentary on the Games in Saint Moritz, entitled "Olympic Games in White". The 1968
Gaines in Grenoble were the subject of two films: “Les neiges de Grenoble”, the official film of the Games, by Jacques Ertaud and Jean-Jacques Languepin, and “13 jours en France” a documentary by Claude Lelouch and François Reichenbach. “White Rock” by Tony Maylam, on the Innsbruck Games, with a voice-over by the American actor James Coburn, manages to achieve a feeling of genuine involvement. In 1992 the great Spanish director Carlos Saura directed the official film of the Games of the XXV Olympiad in Barcelona, called “Marathon”, in which winners and losers, victory and defeat, physical achievement and sporting intelligence, are admirably filmed. But we cannot talk about the Olympic Games without mentioning the director that many people think of as the master chronicler of the Games: Bud Greenspan. In the 30 years of his career, Greenspan and his production company, Gappy Productions, have been responsible for many documentaries, television films and series, including "16 Days of Glory", a collaborative venture with his associate of 10 years, Nancy Beffa, on the Olympic Games in Los Angeles, Calgary, Seoul, Barcelona and Lillehammer. His 1977 television film “Wilma” recounts the life of the triple Olympic champion in 1960 in Rome (100m, 200m and 4 x 100m relay), Wilma Rudolph the “Black gazelle”.

“Olympiads”, a series of 22 episodes, was broadcast in over 100 countries. Greenspan likes to look at the human side of competition, and declared in February 1995 in an interview for the “Hollywood Reporter”: “I’m interested in the humanity of sports as opposed to the “jock” aspects. I’m a storyteller, not MTV. People ask me how I select the athletes I focus on. My answer in simple: Would I want to have dinner with them? Thanks to the talent of all these directors, the Olympic Games have earned themselves a place in history.

Athletes, like actors, all play roles at some time in their career. Many athletes have become interested in acting, been seduced by the profession, and let themselves be lured towards the bright lights. As we have already pointed out, since the beginning of the movie industry directors and producers have understood the box-office potential of athletes. Former champions have made some remarkable debuts, met with public approval, and continue to be successful in the cinema. Several successes have marked the hundred years’ coexistence of cinema and sport. The most famous athlete-actor is without a doubt Johnny Weissmuller, winner of 5 gold medals at the 1924 Olympic Games in Paris and Amsterdam in 1928, 52 national titles and 67 time world record-holder. He played Edgar Rice Burroughs' hero Tarzan in around ten films from 1932 to 1948, including "Tarzan the Ape Man", "Tarzan's New York Adventure" and "Tarzan and the Amazons". In the 50s, Tarzan became "Jungle Jim", televised series.

In 1984 Weissmuller died in Acapulco, leaving behind him a marvellous legacy of heroic adventure films. But Johnny Weissmuller was not the only champion to play Tarzan. Frank Merrill, a gymnast in the American Olympic team, starred in "Tarzan, the Tiger" (1928); Herman Brix, Olympic shot-put champion in 1928, played the lead in "The New Adventures of Tarzan" (1935) and "Tarzan and the Green Goddess" (1936); Glenn Morris, Olympic decathlon champion at the 1936
Games in Berlin, starred in "Tarzan's Revenge" (1938); Lex Barker, an American footballer, starred in "Tarzan's Peril" (1951) and "Tarzan's Savage Fury" (1952); Don Bragg, Olympic pole vault champion in 1960, played the lead in "Tarzan and the Jewels of Opar" (unauthorised version); Rafer Johnson, decathlon gold medallist in 1952 in Helsinki and silver medallist in 1956 in Melbourne, and final relayer of the Olympic torch at the 1984 Games in Los Angeles, was featured in eleven films from 1961 to 1970, including "Wild in the Country" (1962), "Tarzan and the Great River" (1967) and "Tarzan and the Jungle Boy" (1968).

Larry "Buster" Crabbe, gold medallist in 400 m freestyle at the 1932 Games in Los Angeles, was considered Weissmuller's alter ego. He played Tarzan in "Tarzan the Fearless" and "King of the Jungle", both in 1933. He then became the hero of the series "Flash Gordon" from 1936 to 1940, graduating to other historical and mythical super heroes such as Buck Rogers, Billy the kid, Red Barry and The Mighty Thunder. In total, he made over 100 films and series over his fifty-year career from 1930 to 1980.

The Norwegian ice-skater Sonja Henie, Olympic champion at the 1928, 1932 and 1936 Olympic Winter Games, was hired by the legendary chief of 20th Century Fox, Darryl F., Zanuck. She became one of his top money-makers and made eleven films during her stay in Hollywood, including "One in a Million" (1936), "Thin Ice" (1937) "My Lucky Star" (1938), "Sun Valley Serenade" (1941) "Iceland" (1942) and "The Countess of Monte Cristo", her last film, in 1948. Hollywood's most famous ice skater died in 1969 of leukaemia.

Esther Williams was to be on the American Olympic swimming team in 1940, for the Games which were cancelled because of the Second World War. In "I Miti incrociati: sport e spettacolo in America", Claudio Bertieri considers Williams "the expression of health and optimism". Among some of her classic films are "Bathing Beauty" (1944), "Neptune's Daughter" (1949), "Dangerous When Wet" (1953) and "Ziegfeld Follies" (1946) by the master of musical comedy, Vincente Minnelli, in which she performs a fascinating underwater ballet, thus foreshadowing the emergence of synchronized swimming as a sporting discipline.

Other Olympic champions, although less famous on screen, had successful acting careers. Jim Thorpe, called by the King of Sweden "the world's greatest athlete", won gold medals at the 1912 Games in Stockholm in the pentathlon and decathlon competitions, only to have them withdrawn, then reinstated 70 years later. He made a career as a baseball player and American footballer, and acted in over 20 films from 1931 to 1950, including "Touchdown", "Wild Horse Mesa", "The Big City" and "Outlaw Trail". Duke P. Kahanamoku of Hawaii won gold medals in the 100 m freestyle at the 1912 Games in Stockholm and in 1920 Games in Antwerp, along with a silver medal in 1924 in Paris, behind Johnny Weissmuller. He began his acting career in 1925 with "Adventure" and "Lord Jim", and ended it in 1968 with "I sailed to Tahiti with an All Girl Crew", appearing in another eight films in between. Charles Paddock, gold medallist in the 100m in Antwerp in 1920 and silver medallist in the 200m at the 1920 and 1924 Olympic Games, made five films in
three years from 1925 to 1928, including "Olympic Hero".

Babe Didrikson, who won a silver medal in the high jump and golds in the javelin and 80m hurdles at the 1932 Games in Los Angeles, appeared in "Pat and Mike" (1952) alongside the legendary Katharine Hepburn and Spencer Tracy. Bob Mathias, Olympic decathlon champion in 1948 in London and in 1952 in Helsinki, told his own life story in "The Bob Mathias Story" (1954) then was quickly forgotten after roles in "China Doll" (1958), "The Minotaur" (1961) and "It Happened in Athens" (1962), and was finally elected to the US Congress. One year before he became Olympic boxing champion in 1984, Mark Breland played the first black cadet to join the South Carolina Military Academy in "Lords of Discipline" (1983).

Other athletes have made brief forays into the movies. Hannes Schneider, Olympic skier, in "Peak of Fate" in 1925; Eleanor Holm, gold medallist in the 100m backstroke at the 1932 Games in Los Angeles, played Jane in "Tarzan's Revenge" (1938); Toni Sailer, Jean-Claude Killy's predecessor on the sporting front with three gold medals in Alpine skiing at the 1956 Winter Games in Cortina d'Ampezzo, and on the film front with "12 Girls and One Man" in 1959 and "Ski Champ" in 1962; José Torres, boxing silver medallist, lightweight category, in Melbourne in 1956, appeared in six films from 1968 to 1982, including "The Last Fight" (1982); Carol Heiss, figure skating gold medallist at the 1960 Winter Games in Squaw Valley, and taker of the athletes' oath, appeared in "Snow White and the Three Stooges" (1961), Bill Toomey, decathlon gold medallist in 1968 in Mexico, starred in "The World's Greatest Athlete" (1973); and Bruce Jenner, Olympic decathlon champion in the 1976 Games in Montreal, appeared in "Can't Stop the Music" (1980).

Every four years the youth of the world assemble in peaceful competition proclaiming ideals of universalism and fair play. In 1896 some 20,000 people saw the Opening Ceremony of the first modern Games in Athens. By 1936, 110,000 people witnessed the opening of the Berlin Games. Stadia had become bigger, the Games were more popular. But still only those present could enjoy the spectacle as a live experience. In July 1996, five billion people around the world was able to enjoy the Opening Ceremony of the Centennial Olympic Games in their own homes by seeing it on television. I think it is marvellous that the Olympics with their history and ideals, rich with the symbolism of their rituals, can now be seen by such a vast global audience. And it is television that has helped to promote the Olympic movement as an important cultural force in the world.

The Olympic Games and the moving picture, both born in Paris one hundred years ago, have exerted an enormous influence upon the twentieth century. And as we look to the future and at the next hundred years of Olympism, we must ensure that television and the future communication highways will continue to play their part in presenting and promoting the Olympic ideal to the world.
The traditional commemorative photo on the IOA main stairs.
The idea of tragedy in Ancient Greece focused on the significance of life dealing with unresolved problems, while drama treated conflicts overcome by great and uncompromising efforts. It follows, then, that tragedy is pain transmuted into exaltation and drama is performance put forward as an accomplishment.

Both tragedy and drama are Greek cultural creations may be appropriate approaches in present times to the analysis of persistent problems involving life in society. This could apply to the Olympic idea, if Pierre de Coubertin is brought into focus with his tragic role of developing the concept of Olympism or if the dramatic controversies facing the Olympic Games and the Olympic Movement since their beginning are taken into account.

Symptomatically, throughout the 100-year history of the modern Olympic Games, the idea and the institutions committed to them have been in jeopardy, attacked by nationalism, ignorance, commercialism and other excesses. Today, Coubertin’s legacy still strives for excellence in sport associated with fraternity, fair play, peace-making, education and other cardinal points of good citizenship. The Olympic institutions promote excellence, but with hesitation and compromise. Not surprisingly, moral values and pedagogy are in short supply, in contrast with an ever-expanding Olympic Movement on a world-wide scale. So the Coubertinian tragedy portrays a contemplative but indispensable ethic in opposition to an active and pragmatic ideology assumed by most of his followers.

Indeed, the Olympic drama in its modern version consists of the contradictory but supposedly much needed mixture of idealism and pragmatic decision making. As the Olympic Movement remains ambivalent in these last years of this century, the success of the Games and criticism of their deviations seem to go hand in hand. In fact, the future of the Olympic idea depends on the integrity of everyone involved as much as the skills required to balance innovations and traditions. The recent conflict with environmentalism put to the test the adaptability of the so-called Olympic family, having as a central protagonist the International Olympic
Committee - IOC, in its efforts to honour new commitments without losing essential principles.

In retrospect, the 1992 Winter Games in Albertville had a negative environmental impact on their prized host alpine region: landslides, road building, deforestation, disruption of natural habitat, permanent facilities without post-event use, non-recyclable waste, blighting of the countryside and other largely uncounted costs. As a result, the Albertville Games were the first ever to have their opening ceremony preceded by protest march by the local community on behalf of their natural surroundings and quality of life. In 1992, the Council of Europe voted for a resolution favouring ecologically-concerned sports and condemning the repetition of Albertville’s environmental abuses.

These rejections later on became milestones in the new quest for what has been termed "environmentally friendly sport", which necessarily includes the gree ning of the Games. Moreover, the year 1992 was a seminal one both for sport and global environmental concerns: the Earth Summit (United Nations Conference on Environment and Development) was held in Rio de Janeiro and the President of the IOC, Juan Antonio Samaranch, publicly recognized the priority of an environmental agenda for preservation of the Olympic heritage. Shortly after this declaration, the IOC adopted the "sustainable development" concept, which is defined as the desirable balance between expending and conserving natural resources at any level of organization of life on Earth.

For the IOC, the sustainable development proposal represented a link with the final declaration from the Earth Summit, subscribed to by over one hundred countries. In other words, since 1992, the IOC has been in line with the global plan that aims at providing a productive and healthy life in harmony with nature. This comprehensive blueprint for humanity - a set of objectives often referred to as "Agenda 21" - proposes first and foremost the "reduction and elimination of non-sustainable production and consumption patterns". For this guideline, the candidate cities and the elected sites for the Olympic Games have been the most prominent adherents in conforming to standards and recommendations issued by the IOC from 1993 onwards.

Actually, Lillehammer - 1994 and Sydney - 2000 became showcases of the Olympic Games with the green profile envisaged by IOC. Both cities coincided in calling upon a redefinition of sport management and facilities with contracts of sustainability. Lillehammer, in particular, opened a process of negotiation after the initial demonstration and protest against the Games. Sydney did the same during the bid for the year 2000 Games, establishing partnerships with environmentalist movements and activists. In sum, the pioneer initiative of Lillehamer brought about many improvements such as:

a) Energy-saving facilities with simple designs and built with natural materials to comply with the aesthetic and ecological balance of the landscape and local architectural traditions.

b) Control routines for land, air, water, waste, energy and recycling materials.
c) Environmental impact control by standards, audit and special surveillance.
d) New products and technologies associated with environmental demands of sports.

In all, the experience of Lillehammer promoted environmental awareness and innovative techniques of environmental protection by practical examples. The planned Olympic Games to take place in Sydney now has been adopting similar core principles developed in association with the Greenpeace Movement. For example, the Olympic Village for the year 2000 must provide for:

- highly efficient land use
- improved energy efficiency
- presentation of heritage features of the site
- solar street lighting
- recyclable and recycled building materials
- avoidance of toxic materials
- responsible waste management practices
- recycling of waste water for garden irrigation
- maximized public transport opportunities
- reduced motor car dependency

The 2004 Olympic Games candidate cities appear to have consolidated the far-reaching stand taken by the IOC in adopting sustained development rationales. Unlike previous bidding processes, all eleven candidatures were able to present preliminary or complete environmental impact evaluations at the first selection which occurred at the beginning of 1997. Thus, the Lillehammer and Sydney efforts at their very best instilled new environmental consciousness in Olympic Games candidates to meet the ecological criteria for the IOC bid manual. This eco-efficiency in progress should also reinforce former evidence that environment now plays a major role in the success of a bid.

Despite these outstanding improvements, the Olympic family is far from having environmental responsibility as a "key tenet" of the Olympic Movement or as a "fundamental principle" of the Olympic Charter in conformity with the 1994 Centennial Olympic Congress recommendations. While the environmental safeguards tend to be better recognized among sport leaders, the decision-making process of sport institutions is often as hidden as it is complex. The short period of five years taken by the IOC to be adapted to the main environmental challenges may be contrasted with the long-standing discussion on the gigantism of Games (since 1910s), amateurism (since the 1920s) or the coexistence of IOC with International Federations and National Olympic Committees (since the 1930s). In conclusion, the IOC's environmental adaptation has proved the capacity-building of the Olympic Movement when exposed to external pressures, but equally suggests a lack of strength for resolving internal controversies.

Although the IOC's environmental efforts are acknowledged, the traditional paradoxes of Olympism soon reappear. Because "ever upward" is the Olympic creed - that is citius, altius, fortius - the ecological awareness of recent Olympic Games
experiences have highlighted the excesses of sport and revisited its necessary limits. This interpretation finds support in Coubertin's memoirs from the beginning of this century; "sport moves towards excesses ... that is the core of the problem but at the same time it is its nobility and even its poetic charm".

On a less exalted note, the paradox of "bigger is better, smaller is perfect" in relation to contemporary sport may be reshaped in an ecological argument. At present, the increasing participation in sport facilitated by intensive use of technology, either in leisure or in top-level sport practices, is not being followed by ecologically-responsible limits. Conversely, mass participation and even some top-level athletes are becoming driving forces for environmentally correct sport by virtue of their close contact with nature. Though in these cases a balance between healthy practices and unhealthy impacts seems to be difficult to establish, sport for all - another of Coubertin's legacies - should be allowed to continue to increase up to a point that will lead to a certain level of impact.

The key to resolving the paradox, then, is answering the question "how much increased participation and technology is too much?". Here lies the fundamental issue if we are to build a concept of "sustainable sport". Again, this dependable re-definition should disregard the antagonistic role played in some cases by sports embedded in natural sites. Given such a resource-oriented view for establishing limits on sport's unacceptable impacts, it is obvious that this framework must be augmented by consideration of human values. Despite reservations about the concept of Olympism itself, reflections about the sustainability required by sport can be made with regard to that set of ideals and moral values.

The judgement of an ideal Olympism rooted in environmental principles can be appropriately made in the Olympic Charter context in which "Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind". Should the "balanced whole" be scrutinised with an ecological mind-set, the interpretation would naturally refer to sustainability. Similarly, the goals of Olympism as proposed by the Charter, fit in quite well with the Olympic family's adaptations to environmental guidelines previously described here. Thus, if "Olympism seeks to create a way of life based on the joy in effort, the educational value of good example and respect for universal fundamental ethical principles", then the IOC with its commitment to sustainability and the Olympic Games sites' new ecological approaches are in line with both Olympism and environmentalism. Therefore, as a modification of Olympic Charter as mentioned before, a suitable suggestion would be to introduce the expression "balanced and sustainable whole" in the present definition of Olympism.

But these recommendations are ineffective in terms of seeking a binding definition of Olympism or given greater clarification to its philosophy. Notwithstanding, similar limitations are detected in environmentalism, which is still searching for deeper knowledge content and actual philosophical foundations. In this sense, the progress identified in the issue of ecology is explained by the social contract approach assumed by individuals, groups and institutions dealing in an urgent
manner with widespread environmental threats. Partnership agreements typify most of the environmental relationships, including the reported examples of Lillehammer, Sydney and other Olympic sites.

Among candidate cities for the 2004 Games, once again the evaluation item "Cooperation with Non-Governmental Organizations" (theme "Environmental Protection" from the IOC bidding instructions) had satisfactory answers from all host sites, despite large differences in impact control management. This convergence confirms the major trend of establishing cooperation links between social actors and institutional bodies at local, national and international levels. To ensure the implementation of actions agreed on and planned by those parties, the prerequisite is the acknowledgement of the agreements' true value by normalization and assessment. In the 2004 bid a number of candidatures early in 1997 declared their ongoing compliance with ISO 14000, the international standard for environmental requirements, reflecting the pursuit of accountability among environmentalists.

One of the most influential improvements towards accountability is the assessment of Agenda 21 itself, because of the global benefits expected. The first round of this long-term evaluation occurred at the beginning of 1997 in Rio de Janeiro, the reference city for environmental issues until the next Earth Summit in the year 2002. As far as the Olympic Movement is concerned, the preliminary follow-up revealed a concentration of failures of global dimensions and an increase in successful achievements at local level or related to sectorial interventions. This outcome reaffirms the positive value of Olympic Games as showcases for environmental criteria. On the other hand, the thesis of sustainability supported and promoted by IOC is expected to have an implementation defined by international norms and local and sectorial assessments.

Above all the latter, thought-provoking prospects of Olympic Movement foresee the environmental protection lessons as educational tools. Ultimately, the Olympic world has a common good in sight, namely the environment, being legitimized by practical experiences. Nevertheless, Olympism since the Coubertin days has been seeking legitimation in History for Olympic education's sake. This approach finds Coubertin himself as an original source of understanding of the interplay of sport and nature.

Early in 1907, the "Revue Olympique" published an article by Coubertin entitled, "A Propos de Rallyes", in which "sportmen" were urged to keep sport practice sites clear. For the founder of Olympism, probably for the first time in modern sport history, sports people were urged to become defenders of nature. Regarding the values involved in this connection, the article proposed the development of the "beau public" (public beauty) in addition to "bien public" (public wellness), combining ethical justification with aesthetic experience.

This esprit de finesse typical of Coubertin did, however, have a precedent. According to Don Anthony's declarations during the International Congress "Hosting the Olympic Games, the Physical Impacts" (Olympia-Greece, June 1994), the Baron visited the Much Wenlock Olympian Society in England in 1890, when he
planted a named tree. This ceremonial planting was at that time a tradition of the Society since its roots were originally found in the Wenlock Agricultural Reading Society, an offspring of the Royal Society of Arts which included tree planting schemes in its national parks as early as 1754. Thus, Anthony deduced that "modern Olympic idea was revived in an environmentally friendly atmosphere by people who saw sport as part of on all-around education and cultural experience".

In large measure, past developments in sport environmentalism imply an intrinsic value understood as a sense of belonging, recently described by Risto Te-lama as follows:

For physical activity, the symbolic value of nature means, for instance, the possibility to feel that one is part of nature, and nature is part of life. This possibility is also related to the observation of changes in physical activity in nature, which is appealing because it is a way of being attuned to the cycle of growth and decay.

This interpretation may be significantly supported by an emerging fact: in symbolic terms nature and sport have a common origin, a singular identity to be shared. This thesis has support in Pausania's text, "Hellados Periegesis" written in second century AD. In this "Description of Greece" the altar of the goddess Gaia (earth) is located on the slope of Kronos hill at Olympia, to the north of the Temple of Hera.

In Ancient Olympia this sacred area was called "Gaion". It was found directly opposite the equally sacred Olympic Games premises. During that period, the setting of the Gaion became famous in Greece for the beauty of the landscape and specially for the river Alpheios, where the waters flowed down into earth.

The myth of Gaia, therefore, might have originated as an explanation of the geological break of the Alpheios and the established religious rituals, as Gaia was acknowledged as "mother earth" as well as a goddess among Olympian gods. It is worth noting that Gregory Bateson when discussing the analogy between the system by which social groups are recognized as parts of the larger ecological system, postulates that fantasy becomes morphogenetic, that is, it becomes a determinant of the shape of the society.

For the most part then, the sacred area of Olympia should represent a self-validating example of a cultural identity, involving nature and religion from earlier Greek civilization. And the "actions that the fantasy dictates", to use Bateson words, seems to refer to Altis valley where worship, art and agonistic contest - Olympic Games included - were integrated in celebrations.

In sum, totemism is the best description for Olympia if anthropological terminology is adopted in order to define the relationship of the natural world and social systems. It follows that a sound explanation for choosing Olympia to stand as the "locus classicus" of Olympic Games relates to the vitality of local forests and rivers, the natural elements that gave birth to the Gaia symbolism. Today, Nikolas Yalouris, Greek archeologist and historian, favours this interpretation too, following his decades of excavating the different sites of the Elis region.

In his vivid analysis he declares:
"Myth is the language of the spirit. Unlike history, it does not refer to ephemeral events and incidents, to ever-changing external factors and phenomena of human life. Myth is the embodiment of man's earliest memories of his own origin, his "god-given origin", as Pindar says."

Notice that Yalouris refers additionally either to disregarded aspects of the myth or to the enrichment of meaning during its evolution. Indeed, Gaia is now rehabilitated as a central symbol for many ecologically minded scientists and activists as well. In turn, the Olympic myth was restored one hundred years ago by Coubertin through new representations from the original Greek meanings, but Olympia remained only as a symbol of the Olympic games.

Of course, if a foundational symbolism for environment and sport is needed, the rehabilitation of Olympia as the birth place of environmentalism too is justified. This suggestion necessarily incorporates Gaia by giving her a clearer reference in addition to the global representation already assimilated.

Meanwhile we, as sportmen, think in this connection of the words of Aeschylus, the distinguished tragic poet of Ancient Greece, who sought unceasingly for the meaning of life: "Men search out God and searching find him".
"The Olympic Games and Olympism"
Are they an instrument of international diplomacy?

1. The origins

The legends are many: the origins of the Olympic Games go back in time and the stories about them are quite varied.

Zeus is said to have been the first to organise Olympic games to commemorate his victory against his father Cronos.

Herakles, after killing the lion of Nemea and acquiring the Golden Fleece, is said to have travelled to Elis, the Kingdom of Augias whose stables containing 3000 oxen had not been cleaned for a long time. Augias offered a big reward to the person who would clean them. Herakles found this new labour a good challenge and led the oxen out of the stables. He then diverted the flow of the river Alpheios which washed the stables in one single day. But Augias did not pay the reward and Herakles killed him in a fit of rage. To make sure that this day would not be forgotten, he gathered his brothers and had them take part in a racing contest after measuring the distance: 600 feet and crowned the victor with a wild olive branch.

These first games staged by Zeus and Herakles were forgotten as soon as they had been held.

A third legend is about cunning Pelops who in order to marry Hippodameia, the daughter of the King of Elis, Oenomaos, bribed the King's charioteer, Myrtilos. Myrtilos loosened the axle of the royal chariot's wheel which overturned during the race killing the king. When Myrtilos came to claim the reward for his betrayal, Pelops, outraged, threw him into the sea from the top of a rock. He could then marry Hippodameia.

The wedding celebrations included contests which were held in Olympia.
Similarly to the other two earlier contests, the games were not held again for a very long time.

Unable to cope with a plague epidemic, king Iphitos went to Delphi to seek the Pythia’s advice.

The oracle said that the Olympic games should be re-established.

At the time, Lykourgos was the king of Sparta, the first military power of that period. He had his eye on Olympia.

Iphitos managed to convince Lykourgos to sign a treaty which proclaimed the unavailability of Olympia in order to allow the celebration of the first official Olympiad (776 B.C.) without the risk of war.

The success was so tremendous that Iphitos decided that the games would be held every four years; since that date, Greeks counted the passing of time in Olympiads, i.e. the four-year periods between each games ...

Ever since, conflicts or battle had to stop before the games and for their duration. As soon as preparations began for the celebration of the next Olympiad, peace would reign all over Greece for a period of three months.

The Olympic peace, the sacred truce, was an institution linked to the Olympic Games, its aim being to stop all warfare and armed conflict in order to allow competitors and spectators to travel through Greece in order to go to Olympia, without fear of being attacked.

This was a first diplomatic victory of the Olympic Games, the first Olympic victory in the world of diplomacy.

To allow all competitors to travel to Olympia without running the risk of being prevented by war or by armed attacks or hostilities was clearly a victory of diplomacy over politics.

The fact of stopping all armed conflicts for the duration of the games was another victory just as important.

2. The modern games and war

The Olympic Movement was established in 1894 at the congress of Paris and the cycle of the Olympiads was resumed in 1896.

However, in spite of the decisions which had been made, the Olympic Games could not be held on three occasions because of armed conflicts that set fire to the whole world.

In 1916, the Olympic Games were to be held in Berlin. But they could not be staged because of the war which had broken out in August 1914.

Olympism or diplomatic relations were unable to prevent the breaking out or the continuation of the conflict; furthermore at a time when peace should have reigned among men because of the Olympic Games, warfare continued and the games could not be held.

The decision to stage the Games of the VI Olympiad in 1916 in Berlin had been made in 1912. Preparations had started with enthusiasm in Germany.
In 1914, however, at the IOC’s Session in Lyons, the German members and the
degregation of the Organising Committee had not said a word about maybe having
to relinquish the right to celebrate the Games. After the attack, the German army
had believed in a quick victory.

But as the war went on (it lasted for four years), the warring parties refused to
cease hostilities in 1916. Pierre de Coubertin, who believed in the ancient Olymp-
ic ideal according to which all warfare should stop for the duration of the Games,
was deeply frustrated when he realised that the war would go on. His efforts had
been in vain and the Games of the VI Olympiad could not take place.

In 1936, the International Olympic Committee had awarded the games of the
XII Olympiad in 1940 to Tokyo and the Winter Games to Sapporo in Japan. For
the first time, the Games were to be held in Asia.

In 1938, when the war with China broke out the Japanese government refused
to give any more money to the organising committee which was thus unable to
carry on its work and informed the IOC accordingly. The IOC decided to entrust
the staging of the Games of 1940 to Helsinki and preparations began.

The Winter Games were to be held once again in Garmisch Partenkirchen.

When World War II was declared, Helsinki resigned from its assignment. The
Germans had already abandoned the organisation of the Winter Olympics in 1939.

The Games of the XII Olympiad in 1940 did not take place.

In 1942 Count de Baillet Latour died and Sigfrid Edstrom, a Swede, became the
President of the IOC, but as the Games had not been held in 1940, those of the
XIII Olympiad in 1944, year of the 50th anniversary of the Games’ revival, sche
duled to take place in London and the Winter Games in Cortina d’Ampezzo, Italy,
were not celebrated either.

For the third time therefore the principle of peace (truce) had been violated.

3. The principles

Should we conclude, nevertheless, that the Olympic Movement cannot be a ba-
sis for diplomatic relations and that the Games could not be considered as an in-
strument of world diplomacy?

We do not think that such a conclusion could be drawn from these three
examples. Indeed, it would not be Utopian to hope that, in the 3rd millennium, be-
cause of its development and the extension of international conventions, sport and
the Olympic Movement in particular, could become a basis and a foundation for
the promotion of diplomatic relations between all the countries of the world and
that sport, together with the Olympic Movement, could become an instrument for
the settlement of disputes through diplomatic relations.

There are a few examples which support such a hope.
4. A few examples

a. China

When the cold war divided the Western and the Eastern block, with the United States of America on one side and the USSR on the other, relations between the USA and the People's Republic of China were non-existent.

Indeed, the USA only entertained relations already before the war, with Tchang Kai-chek's Nationalist China.

Sport, however, proved to be a means for restoring relations between the two countries, with the help of table tennis.

The problem of China's recognition by the IOC could be linked to the resumption of diplomatic relations with that particular country and others.

As its 47th Session before the Helsinki Olympics in 1952 (the Games of the XV Olympiad), President Brundage "recalled" that the only Olympic Committee which was recognised by the IOC in China was the NOC of Nationalist China, i.e. Taiwan.

But the problem was that the Olympic Committee of the People's Republic of China (Peking) insisted that is represented the whole of China.

The President of the IOC then proposed that neither of the two Chinas should take part in the Games of Helsinki.

The French representative at the IOC made a counterproposal which was that the Chinese teams recognized by International Federations should be allowed to participate in the competitions in their respective sports.

The athletes of the People's Republic were finally allowed to compete. Those of Taiwan left in protest against a decision which they considered to be illegal.

The problem arose again in Athens in 1954.

The IOC recognized the Olympic Committee of the People's Republic of China (Peking).

Since then and for a long time, the two Chinese Olympic Committees remained in competition, trying to have the other excluded from the Olympics.

The IOC answered on a number of occasions that it rejected any discrimination on political grounds.

On 25 August 1958, the Olympic Committee of the People's Republic of China officially announced its decision to withdraw from the international Olympic Movement and China also withdrew from many International Sports Federation.

Peking stayed away from the Olympic Movement until 1973.

On 2 July 1976, at a time when the Taiwan issue remained open, the People's Republic of China announced that it would be sending a large delegation to the pre-Olympic talks being held in Montreal; a few days later, the Canadian authorities instructed their immigration authorities to refuse entry to the members of Formosa's Olympic delegation and not deliver any visas until the problem of their participation in the Olympic Games had been settled.

Before these political discussions, which took place from 10 to 17 April 1971, détente between the USA and the Mao's China had started with the visit of an
American table tennis team to China.

Detente had begun in 1970, but it only took a more concrete form in 1971 with this visit by a sports team. It was followed by a secret trip by President Richard Nixon's Secretary of State Henry Kissinger to China.

We see, therefore, that sport had a strong impact on a diplomatic level. Keeping up relations, beginning relations, extending diplomatic relations can be done more easily with the help of Olympism and the members of the International Olympic Committee and National Olympic Committees than through the ordinary diplomatic channels, as sport is more conducive to friendly rapports than politics.

b. The German Democratic Republic

Another example of sport's influence on diplomacy is the German Democratic Republic (GDR) which was finally recognised by all the countries of Europe and the world, even those belonging to the North Atlantic Treaty Organization (NATO). Initially, the GDR was not recognised as a nation, except by Eastern block countries, the Union of Socialist Soviet Republics (USSR) in particular.

However, because of the quality of its athletes, it soon became clear that it was not possible to organise sport meets without inviting the GDR representatives.

In the '70s, thanks to the growth of its top performance sport and its athletes, the GDR not only succeeded in having its flag and national anthem accepted at major competitions; in addition, its sports victories and participation in international competitions allowed it to establish and pursue diplomatic relations with the countries where international meets were organised.

At the end of the war of 1939-1945, Germany had been divided in occupation zones between the USA, the USSR, Great Britain and France.

The Soviet occupation zone underwent agrarian reforms, large estates disappeared, big industries were nationalised and social reforms were introduced as from 1946.

In 1948, Germany was cut in two. The Western part became the Federal Republic of Germany, while Eastern part that was occupied by the Soviets became a democratic republic.

On 30 May 1949, a constitution was adopted by the 3rd People's Congress which elected a People's Council that proclaimed itself, on 7 October 1949, the Provisional People's Chamber.

The federal government i.e. West Germany or the Federal Republic of Germany, declared this regime as illegal, since it had been established without the people having been allowed to express their opinion freely.

After the 1953 riots, especially in Berlin, the USSR recognised the German democratic Republic as a sovereign nation which joined the Warsaw Pact on 14 May 1955.

A treaty was then signed, in September 1955, which put an end to the Soviet occupation.

However, a provisional regime was enforced in the Greater Berlin area, which
maintained the separation into different zones.

The Berlin wall was erected from 13 August to 29 November 1961 in order to put a stop to the steady flow of immigrants from the East to Federal Germany and the West.

During all the years that followed, the GDR was recognised only by the Eastern block, that is by its Warsaw Pact allies.

As the United States of America and all their allies who were members of the North Atlantic Treaty Organization refused to recognise the German Democratic Republic, it was difficult to find a solution as this refusal meant that neither the nation, nor its flag or national anthem could be recognized.

Very skilfully, the representatives of the GDR who had selected sport as a means to promote their country, demanded that their athletes should be allowed to take part in the competitions and be issued a visa; they also demanded that after each victory won by one of their nationals, the national anthem should be played even in a country which was a member of NATO and their flag should be hoisted for the first, second and third place.

Discussions lasted for some time and in spite of strong opposition, at first, on the part of the Foreign Ministry in the different countries of Western Europe, the performance of top athletes compelled sports authorities to put pressure on the ministry so that GDR nationals would not only be allowed to participate in the competitions, by being issued an entry visa, but that their flag would be hosted and their national anthem played each time they won a victory.

This was another victory for sport whilst at the same time, on a diplomatic level, the recognition of the GDR’s Olympic Committee was being pursued.

\[ C. \textit{Afghanistan and the 1980 Olympics} \]

Afghanistan was the target of a Soviet military invasion on 27 December 1979.

In January 1980, the UN condemned the Soviet intervention by 104 votes against 18 and 16 abstentions. At the beginning of the same year the Afghans had launched a guerilla action against the Soviets.

The UN demanded the immediate withdrawal of foreign troops from Afghanistan.

Meanwhile the Olympic Games were about to be celebrated in Moscow.

Using the pretext of the Soviet army's intervention in Afghanistan, the United States and the American President at the time, Richard Nixon, decided among other sanctions to boycott the Moscow Olympics.

The NATO allies of the USA, under pressure from their American ally decided to endorse the sanctions and asked their NOC's to join the boycott.

Most NOCs refused to give in to such pressures and many of them, like Great Britain for example, agreed to take part in the Games and parade in the stadium under the Olympic flag and not their national colours.

In Belgium, the Belgian Olympic Committee convened an extraordinary Gene-
ral Assembly during which all Belgian sports federations with the exception of the Equestrian Federation, decided to take part in the Games, at the expense of the Olympic Committee, without relying on any government subsidy.

Proving better diplomats than the politicians, NOCs decided to settle on their own the diplomatic problem raised by the war in Afghanistan and the opposition on the part of NATO member States.

The Moscow Games were a success thanks to the diplomatic efforts of Olympic Committees.

d. Korea

The Games of the XXII Olympiad had been awarded to Seoul, the Capital of South Korea and were due to be held in 1988.

The International Olympic Committee proposed to the two governments of North and South Korea, to come to an agreement in order to organise a number of Olympic events in North Korea and others in South Korea.

The two National Olympic Committees could each take over part of the material arrangements for the Games and the festivities which were planned as well as for the competitions themselves.

Korea had been divided in two parts since 1948, following the proclamation of the Republic of Korea (South Korea) which had separated itself from North Korea; the latter had established a Provisional People's Committee of Korea already in February 1946.

Since then relations between the two Koreas had been extremely tense and there was even a war in 1950, with China supporting North Korea and the US and its NATO allies backing South Korea.

Peace was restored, but the two countries remained in conflict on many issues and the talks for the joint organisation of the 1988 Olympics were an excellent opportunity for diplomacy to step in.

Unfortunately, the efforts of the President of the IOC did not bring any result, no agreement could be reached and so the Games were held in Seoul and South Korea.

e. The treaty of Nairobi

Pierre de Coubertin had adopted as the symbol of the Olympic Movement five interlaced rings, either in black and white or in colour : blue, yellow, black, green and red, interlaced from left to right against a white background.

The design which had been made by Coubertin himself, was ready in 1913 and was presented to the Olympic Congress in 1914 for adoption. The flag was used for the first time during the Olympic Games of Antwerp in 1920, after World War I and had been displayed at an exhibition in Philadelphia in 1915.

The five interlaced rings symbolise the union of the five continents and hence of all the people in the world. The five different colours, black, blue, red, green and yellow, represent the five continents. These colours are to be found in the
flags of all the nations of the world. Against a white background they constitute the Olympic flag.

These rings are rightly considered as forming a symbolic whole: the circle symbolises the union of peoples and continents and the gathering of athletes from all over the world at the Olympic Games. The five interlaced rings symbolise the philosophy of life which Olympism promotes, exalting and combining in a balanced whole the qualities of body, will and mind.

Article 12 of the Charter reads as follows:

12. Olympic Symbol:
1. The Olympic Symbol consists of the five Olympic rings used alone, in one or in several colours.
2. The five colours of the rings are mandatorily blue, yellow, black, green and red. The rings are interlaced from left to right. The blue, black and red rings are situated at the top, the yellow and green rings at the bottom. The whole approximately forms a regular trapezium, the shorter of the parallel sides forming the base, according to the official design deposited at the IOC headquarters and reproduced below.
3. The Olympic symbol represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.

China also withdrew from many International Sports Federations."

Peking stayed away from the Olympic Movement until 1973.

On 2 July 1976, at a time when the Taiwan issue remained open, the People's Republic of China announced that it would be sending a large delegation to the pre-Olympic talks being held in Montreal; a few days later, the Canadian authorities instructed their immigration authorities to refuse entry to the members of Formosa's Olympic delegation and not deliver any visas until the problem of their participation in the Olympic Games had been settled.

Before these political discussions, which took place from 10 to 17 April 1971, détente between the USA and the Mao's China had started with the visit of an American table tennis team to China.

Detente had begun in 1970, but it only took a more concrete form in 1971 with this visit by a sports team. It was followed by a secret trip by President Richard Nixon's Secretary of State Henry Kissinger to China.

President Nixon himself visited continental China on 21-28 February 1972. This visit marked the resumption of diplomatic relations between the two countries.

We see, therefore, that sport had a strong impact on a diplomatic level.

Bidding for the right to use the Olympic symbol, especially in the form of Olympic emblems, is rising steadily after each staging of the Games. To allow the use of emblems, i.e. an integrated design associating the symbol - the Olympic rings - (that cannot be marketed) with another distinctive element, the IOC is asking for ever larger sums of money, but the large commercial and industrial firms continue to show interest.

Each National Olympic Committee has created its own emblem. Associating the
rings with a lion in Belgium, a rooster in France, a kangaroo in Australia or other elements, the NOCs have developed their own style, their own distinctive emblem. These emblems belong to the NOCs but their commercial use is governed by the Olympic Charter under the bye-law to rules 12 and 17.

Similarly, the Organising Committee of the Olympic Games may create and market their own emblem with the IOC’s approval and in conformity with the conditions laid down in the Olympic Charter and the bye-law to rules 12, 13, 14, 15, 16 and 17.

Even if the national law or a trademark registration grants to an NOC the protection of the Olympic symbol, such NOC may only use the ensuing rights in accordance with instructions received from the IOC Executive Board.

Here again, we have a provision which comes by under the Olympic legal system, even though it may conflict with legal rules.

The NOCs may only use the Olympic symbol, flag, motto and emblem within the framework of their non-profit-making activities, provided such use contributes to the development of the Olympic Movement and does not detract from its dignity and provided the NOCs concerned have obtained the prior approval of the IOC Executive Board.

Moreover, the IOC encourages, in collaboration with the NOCs of the countries concerned, the use of the Olympic symbol on postage stamps issued in liaison with the IOC by the competent national authorities.

The IOC may create one or several Olympic emblems which it may use at its discretion. Please note that one of these emblems which we were allowed to use for a book "Sport en recht", associated the Olympic rings with the scales of justice: sport and law.

Whenever and wherever possible, the Olympic emblem of an NOC must be capable of registration, i.e. of legal protection, by the NOC in its country. The NOC must carry out such registration within six months of such emblem's approval by the IOC Executive Board.

Any NOC or OCOG wishing to use its Olympic emblem for any advertising, commercial or profit-making purposes, either directly or through third parties, must comply with the bye-law and ensure its observance by such third parties. Once again we find in the Olympic Charter the application of basic legal principles: to make sure that third parties, unrelated to the Olympic Movement, but who wish to use one or more emblems, for example on the occasion of the Olympic Games, are aware of the rules, these must be communicated to them.

This means that these rules will have to be included in any contract concluded with a third person.

A contract concluded by an OCOG may not extend beyond the 31st of December of the year of the Olympic Games concerned.

In all cases, the use of an Olympic emblem must contribute to the development of the Olympic Movement and must not detract from its dignity.

Before the Olympic Games in Berlin in 1936, the organising committee, on the
initiative of Carl Diem and John Ketseas, the pioneer of the International Olympic Academy, introduced the use of the Olympic Flame and the Olympic torch, as well as the Olympic bell, which has since disappeared.

The flame is lit in Olympia under the authority of the IOC, before the Olympic Games.

Then, burning in Olympic torches it is carried by relay runners or otherwise to the opening ceremony of the Games.

The Olympic flame and torch are described in rule 18 of the Olympic Charter.

Sports federations organise important competitions such as world championships (football, etc.). They will choose either a logo or an emblem and quite often also a mascot which are also registered and protected by rights involving large amounts.

Waldi for example was the mascot of the Munich Olympics in 1972. Amik the beaver that of the Montreal Games in 1976. Misha the bear of the Moscow Games in 1980. Sam the eagle was the emblem of the 1984 Los Angeles Olympics, the snow flake and Vucko the wolf those of the Winter Games in Sarajevo in 1994, Hiddy and Howdy, the two mascots of the Calgary Games in 1990 ...

In such cases, the registration of emblems, mascots, etc., is done in conformity with international agreements and national legislation on copyright and other intellectual property rights (models, designs, marks, etc.). Registration ensures protection and makes it possible to determine, beyond any doubt, the capacity and personality of the author and protected persons. We will see below, in Section 3 of Chapter II, the legal protection which the Olympic symbol enjoys under the treaty of Nairobi of 16 September 1981.

There were difficulties because certain NOCs or IFs had failed to register some of their creations. The IOC has provided that whenever an emblem is susceptible of registration such registration must be carried out within six months.

In addition, for the celebration of the Olympic Games, the IOC or the Organising Committee have always designed, since the first Olympics of 1896, a medal for the winners of the different events. A gold medal (which is in fact gilded) is awarded to the winner of each Olympic event. A silver medal is given for the second and a bronze for the third place.

They also receive a diploma.

A commemorative medal is also struck which will be given to all participants in the Games, together with a commemorative diploma.

Is there a copyright on these Olympic and commemorative medals? Or do any firms producing medals or coins, any printers or publishers, have the right to reproduce them, in metal or otherwise, in a book for example, without the authorisation of the International Olympic Committee, the Organising Committee the author or the engraver of each medal?

After the experience of the beginning of the '70s, the IOC has taken the precaution of including in the Olympic Charter provisions on the ownership of medals: the OCOG shall ensure that a valid assignment of the copyright is made by
all the designers of the medals referred to in this rule in the favour of the IOC, which shall be automatically recognised owner of the copyright.

In its 1996 version, the Olympic Charter stipulates in rule 70 that medals and diplomas shall be provided by the OCOG for distribution by the IOC to which they belong. The bye-law describes the medals; they shall be at least 60 mm in diameter and 3 mm thick. The design of all medals and diplomas shall be submitted by the OCOG to the IOC Executive Board for prior written approval.

If the law of the country requires that an assignment of rights must be made in writing, the OCOG is obliged to draw up the necessary document and to submit it for signature to the IOC which shall thereupon be the sole holder of such copyright.

At the conclusion of the Olympic Games, the OCOG shall hand over to the IOC the moulds of all the medals struck and all surplus medals and diplomas.

These precautions can be explained by the incident which resulted in proceedings following the execution of a contract concluded on 6 November 1972 between the IOC and the Swiss-law joint-stock company STUDERPRESS, run and owned in fact by a certain Mr Benn of American nationality.

The IOC had granted him the exclusive right, for the whole world, free of any charge, to reproduce the various Olympic medals, in print or in plastic, for a series of books (Olympic Gold) until December 31st, 1980.

At a later stage, that same Mr Benn expressed the intention, which was confirmed by a press announcement, of selling copies of the Olympic medals, which would have nothing to do with the book and using precious metals for their production.

The IOC arranged for the moulds to be confiscated, whereupon which Mr Benn and STUDERPRESS instituted damage proceedings before the Geneva courts.

During the proceedings, the court confirmed the seizure of the moulds and accepted the IOC's argument that it had a copyright on the winners' and commemorative medals and that third parties could not reproduce them without authorisation.

Later, an arrangement could be reached by way of a contract signed with a third party, a Mr Stoffel, granting him certain limited rights, on condition that he should deal with the Benn litigation.

As was already mentioned, in 1980 the opportunity to ensure the protection of the emblems of the organising committees of Lake Placid and Moscow had been lost because of the war in Afghanistan and the boycotting of the Moscow Olympics by the USA.

As the two countries were not on speaking terms, it was not possible to envisage a legal or conventional protection of the two emblems.

It should be recalled that in the US the 81st congress enacted public law 85 of 21 September 1950, later amended by the Amateur Sport Act of 1978 (federal law 95606), to provide protection of the Olympic rings, as well as the terms "Olympic,
Similarly, the Greek law 1808 of 26 July 1951, protects the Olympic symbols. It defines the Olympic flag and Olympic emblem and regulates their use in Greece. Only the Hellenic Olympic Committee may use the Olympic symbols. The law provides for criminal sanctions in case of infringement of these provisions.

In Belgium, by virtue of a decree of 30 March 1983 of the French Community, the Olympic symbol, emblem and motto are protected for the benefit of the Belgian Olympic Committee.

In France, the law on the organisation of sport (84-610/16.7.1984), which promotes physical activities and sports, known as the Edwige Avice law, which replaced law 75-988/29.10.1975 or Pierre Mazeaud law, ensures the protection of the Olympic symbol and emblems and the terms "Olympic" and "Olympiad", article 14, title 2.

Meanwhile, after negotiations which ended in a text, legal protection arising from an international convention has been obtained for the Olympic rings and their use.

We are talking about the protection of the Olympic symbol and the Olympic flag.

A treaty was signed in Nairobi, on 26 September 1981 and all states which have ratified it, must refuse or cancel the registration as a trade mark or forbid the use as a trade mark or other distinctive sign, for commercial purposes, of any sign consisting of the Olympic symbol or containing this symbol, as defined in the Charter of the International Olympic Committee, without the IOC's authorisation.

The treaty of Nairobi has been ratified by a number of states: Argentina, Austria, Chile, Congo, the Ivory Coast, Spain, Greece, Hungary, Indonesia, Israel, Mexico, Poland, Portugal, Romania, Senegal, Sri Lanka, Switzerland, Trinidad and Tobago, the USSR and Ghana.

Kenya and Tunisia deposited their ratification documents later, as did Ethiopia.

The international treaty was the solution that was found to ensure the protection of the symbol and emblems in the countries which have ratified the convention.

In this case, the situation was reversed and the Olympic Movement ensured from within the protection of its symbol and emblems.

To ensure the observance of these provisions by civil authorities in each country, the signing of an interstate convention was seen as necessary.

5. The different examples mentioned here show the diversity of the problems and, above all, the diversity of solutions.

For China, its relations with the IOC are characterised by attraction and rejection.

For Germany, oppositions were partly erased by sports performances.

Afghanistan was an opportunity to exacerbate the rivalry between West and East, Western block and Eastern block, both involved in the cold war process.

Each time, sport found a way to make reason prevail at a time when diplomacy
was failing.

For Korea, even sport was unable to convince the two rival countries to conclude a real agreement, even though the games finally did take place.

The treaty of Nairobi shows that an international protection, even though it may exist in the field of sport, must nevertheless rely on an international convention to be foolproof.

How can sport and the Olympic Movement be considered as an instrument of international diplomacy?

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind.

Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

The goal of Olympism is to place everywhere sport at the service of the harmonious development of man, with a view to encourage the establishment of a peaceful society concerned with the preservation of human dignity.

To this end, the Olympic Movement will undertake actions in favour of peace, alone or in co-operation with other institutions.

Is not this the goal of diplomacy?

Diplomacy is the science, the practice of international relations.

To the extent that it encourages the establishment of a peaceful society, Olympism furthers the practice of international relations in a united nations organization based on sport.

Since 1894, the International Olympic Committee has gathered representatives from most countries in the world. In practically all these nations there is a National Olympic Committee.

Sport, and Olympism in particular, therefore promote relations which, because of their international and peaceful character are able to encourage the building of a better world, a world based on peaceful exchange, sport being a means to bring people and men together.
A paper to be presented to the International Olympic Academy's 37th Session for Young Participants in Athens, 14 July 1997 by Ric Birch, Director of Ceremonies, Sydney Organising Committee for the Olympic Games.

Since 1980 in particular, the Opening & Closing Ceremonies of the Olympic Games have come to represent significantly more than simply marking the official starting point of athletic competition.

In 1980, to celebrate the Games of the XXII Olympiad, the Moscow organising committee staged the most elaborate and expensive Olympic ceremonies that had ever been seen. The spectacular theatrics of the Moscow ceremonies were a major departure from earlier ceremonies, and have influenced all Olympic ceremonies since. Unfortunately, owing to the Olympic boycott initiated by U.S. President Jimmy Carter, there was no television coverage in America of the 1980 Olympic Games - so that to this day there is very little knowledge in the United States of the stunning content of the Moscow Opening and Closing Ceremonies. This is ironic, given that the Russian ceremonies incorporated much of the style of Hollywood's greatest era of musicals. Certainly Busby Berkeley would have felt at home with much of the choreography, costumes and music.

Four years later in Los Angeles for the Games of the XXIII Olympiad, there was another boycott, this time led by Russia. This had no effect on the worldwide media coverage of the ceremonies and, given the relatively low number of private television sets in Eastern Europe at that time, probably had little impact on potential viewers behind the Iron Curtain. But the televised coverage of ceremonies in the United States and the rest of the Western world introduced viewers to an Olympic Ceremony of pageantry, patriotism and pride unlike any other they had seen before.

The Opening Ceremony began with a message of Welcome to the world. Airships, airplanes, balloons, flowergirls and of course The Rocket Man - all brought their message of welcome to the spectators in the L.A. Memorial Coliseum and te-
levision viewers around the world. A Tribute to American Music followed, creating a forty-five minute showcase for the talents of some of the world’s most popular composers including George Gershwin, for whom we brought together eighty-four grand pianos in a memorable version of Rhapsody in Blue.

These ceremonies were remarkable for many reasons, but most of all because they were created and produced in only one year. This is of course a very short time indeed to plan and organise a major event, and it would not have been possible without the support of the Hollywood film and television industry. The skills and experience that are required to produce Olympic ceremonies are similar to those needed to make movies - and we were able to call upon some of the world’s best designers, musicians, dancers, choreographers and technicians to help us produce the opening and closing ceremonies.

Although the ceremonies of Los Angeles were a great success, the Olympic Games of 1984 had an even greater effect on future Olympics than merely introducing Hollywood spectacle to the opening ceremonies.

It seems hard to believe now, but back then there were no cities other than Los Angeles that had bid for the 1984 Olympic Games. This was perhaps understandable, given the turbulent and tragic events that had accompanied the Olympic Games during the 1970s. In 1972, Israeli athletes were murdered at the Munich Olympics; in 1976, the Montreal Games left Canadian citizens with a crippling debt of one billion dollars; and in 1980 the American-led boycott of Moscow’s Games had reduced the quality of competition in some sports to a point where the value of a Moscow gold medal was questioned by some commentators.

Historically the Olympic Games were at a very low point when a group of private citizens put together the Los Angeles Olympic Organising Committee, under the leadership of Peter Ueberroth. Those 1984 Games totally revolutionised the way that the Olympics, and indeed every major event world-wide, are now organised.

What happened was that Los Angeles introduced exclusive and expensive sponsorship to the Olympics - so successfully that at the end of the Games there was an amount close to 250 million dollars in profit. For the first time, cities, countries and corporations realised that the Olympic Games could be big business if organised properly. The international television networks have reached the same conclusion and they too place a very high value on the Olympic Games.

So what has this to do with Opening & Closing Ceremonies?

It’s simply that the heightened expenditure for each successive Olympic Games leads to increased expectations by the organisers, the media, the sponsors and also the local population. This means that the Opening Ceremony in particular becomes the focus of attention for the whole Games, and producers are being called upon to come up with more and more spectacular events to represent the host city. In the time we have available, I cannot tell you how to produce an Olympic ceremony - but there are a few elements which remain the same, no matter which city is hosting the Games.
Firstly, there are the protocol requirements and the traditional parts of the Olympic opening ceremony. These include:
- welcoming the host nations Head of State to the stadium
- the official declaration that the Games are to begin
- the raising of the Olympic flag while the Olympic hymn is sung
- the oath taken by an athlete and a judge on behalf of all competitors that they will conduct themselves according to the rules of sport
- and of course the lighting of the Olympic flame

Many of these items of protocol were first laid down by Baron de Coubertin, but others were developed by ceremonies producers in one of the host cities and subsequently incorporated into the Olympic Charter as an ongoing requirement for the Ceremonies.

One of the best-known of these newer traditions is the Torch Relay, which was only introduced at the Berlin Games of 1936. The Relay commences after kindling the Olympic Flame on Mt. Olympus, using the rays of the sun. Prior to this, an Olympic Flame was simply ignited at the main competition stadium as a symbol that the Games had officially begun.

Another change was introduced in Melbourne in 1956. Prior to this, athletes marched into the arena for the Closing Ceremony, assembled in their national teams in alphabetical order. But a young sixteen year old Melbourne student named John Wing had a better idea. He wrote to the organisers and suggested that the athletes should all march in together without being divided into national groups, and that the national flags should also enter together, without being in alphabetical order. This suggestion was followed, and it proved so successful with the athletes and the spectators that it was incorporated into the Olympic Charter.

However, this was changed again in 1992, and now the Olympic Charter mandates that athletes should be seated in the stadium for the Closing Ceremony. Even after one hundred years of the modern Olympic era, the producers of the Ceremonies are still modifying Olympic traditions.

Another of these changes took place in Los Angeles. Until 1984, a flag known as the Antwerp Flag was exchanged as part of the Opening Ceremony between the two Mayors of the previous host city and the current Olympic city. This flag had originally been presented to Baron de Coubertin by the city of Antwerp at the 1920 Olympic Games and it was the first time the now-familiar coloured and linked rings were used as the symbol of the Olympic Games. However, in 1984 at Los Angeles we obtained the approval of the IOC to move the Antwerp Flag exchange from the Opening to the Closing Ceremony.

Accordingly, at the Opening Ceremony the Antwerp Flag was passed to Mayor Tom Bradley of Los Angeles, but two weeks later at the Closing Ceremony he passed the Antwerp Flag to the Mayor of Seoul. Since then, the Flag Exchange has formed part of the closing ceremony, combined with a cultural performance by the new host city.

That original Antwerp Flag, made of silk and satin in 1920, was starting to fray,
so the city of Seoul made a replacement flag. The original from Antwerp is now in the IOC Museum, and the Seoul Flag is currently in Sydney.

The content of Olympic ceremonies is a balance between tradition and creativity. In 1992 in the Barcelona Opening Ceremony, there were two segments in particular which had significant impact on the ceremonies. The first of these was the lighting of the Olympic flame by using an archer to fire a burning arrow to the cauldron. The grace and style of the archer made a great impression worldwide, and even sparked renewed interest in this very traditional sport.

The second memorable segment of the Barcelona ceremonies occurred when an enormous white Olympic flag was unfurled which totally covered all the athletes gathered together in the centre of the arena. Juan Antonio Samaranch thinks that this is the perfect metaphor for the ceremonies, and wishes it could be incorporated into every Olympic Games.

So far I have only mentioned traditions of the Games that have taken place in the modern era. But of course every modern host city is in the shadow of those original athletes who first competed in the ancient Olympic Games. And in the year 2000 it will be Sydney's turn to inherit the traditions of the Olympics.

Can you imagine how it feels for me to be here in Greece, knowing that this is where the Olympic Games began more than two thousand years ago?

Ancient Greek astronomers taught us how to measure the passage of years - now at the dawn of the Third Millennium, Sydney will host the Olympics in an island continent that is both young and ancient.

It is a great challenge and a great responsibility. We share an extraordinary link with the untold generations of Mankind whose competitive spirit kindled the first Olympic Games because that spirit survives to this day at the very heart of the Olympic movement. And our two nations share another proud and unique link - Australia and Greece are the only nations that have attended every Olympic Games of the modern era.

Australia has a relatively small population and an unusually high proportion of world-class athletes in nearly every sport. But before our athletes compete against the world's best, we need an Opening Ceremony to Welcome the athletes of the world to the Sydney 2000 Olympic Games. Australia's best creative people will dream up the ceremonies - so where will they start and how will they do it? One place to start is the Stadium. The Olympic Charter stipulates that the Opening and Closing Ceremonies shall take place in the same arena as the track and field competition, so it's important to get to know our Olympic Stadium. The only problem is that it's still being built! In fact the Sydney Stadium, which is scheduled for completion in June 1999, will be the biggest ever Olympic track & field venue with a seating capacity of around 115,000 spectators.

The design of an Olympic Stadium greatly affects the creative design of the Ceremonies. The most important architectural design elements are the entrance ways and passages on to the field - for which we have several requirements. Ideally we want at least four major entrances onto the field, preferably at the north, south,
east and west of the stadium. (We need at least four so that two can be used for exits while the others are used for entrances). The entry points onto the field need to be high enough that the performers can wear stilts, or carry tall flags or other props. They need to be wide enough that we can get lots of performers onto the fields quickly.

Backstage, we need unobstructed passageways to exterior staging points as well as space for marshalling groups of performers, dressing rooms, storage and offices. Its also useful to be able to drive trucks as close as possible to the field so that we can load and unload heavy production props, as well as technical equipment. The Sydney stadium has been designed to provide up to seven separate entrances which connect directly to an underground roadway. We think this will work very well for ceremonies.

The design of the stadium also greatly affects our lighting and audio design. Virtually every modern stadium in the world incorporates giant lighting towers for night sporting events. However, for the production of ceremonies we prefer not to use stadium lighting towers for several reasons. The big towers provide a very flat, even light that is good for sport, but not good for drama. The tower lights cannot be moved, they cannot be focused like spotlights and neither their colour or intensity can be changed. In many cases they cannot even be turned off and back on again immediately.

The ability to manipulate lights and colour are basic requirements for Olympic Ceremonies, but it is very expensive to install sufficient theatrical lighting instruments to illuminate an entire stadium. Lighting designers are used to working with a range of computerised lights for major rock tours and big theatrical events, but that illumination is required to light a relatively small stage rather than the entire arena.

Once the lighting designers start working on a larger scale for Olympic Ceremonies, many more lighting instruments are required. Sometimes they are even designed and manufactured especially for the ceremony - as happened in Atlanta last year.

Not surprisingly, the lighting budget for ceremonies is becoming a bigger and bigger component for each new Olympic Games. In the case of Sydney 2000, the new stadium is so big that we could require four times as many lighting instruments as were used in Atlanta simply to provide the same lighting levels on the track and field. To provide all this lighting of course requires additional power supplies, cabling, rigging and a lot of structural engineering to make sure that the weight of the lights is supported safely.

The same amount of planning goes into designing the audio system for the ceremonies. Once again, most modern stadiums have incorporated a sound system for announcements to spectators, but these systems are not suitable for full dynamic range music. For the Olympic Ceremonies, spectators need to be totally involved in the show, so it is essential that the music is heard clearly - and loudly. Once the music is played loudly in the stadium, a new set of acoustical character-
istics will be revealed - in particular, echoes. Until a few years ago, it was very difficult to correct echoes and reverberation without making structural alterations to the building. However we now have the ability to electronically "time" the sound system so that echoes are minimised.

The other major change in audio design has led to the installation of a number of loudspeakers throughout the stadium, rather than a wall of large speakers at one end of the arena. The problem with a "wall of sound" installation can be experienced at a rock concert - the audience at the front are deafened in order for the sound to reach the back rows. By distributing a number of smaller speakers throughout the venue it is possible to provide a uniform and comfortable level of sound to all spectator positions, so no-one gets deafened. This is important for ceremonies.

Once again, there are inevitable increases in the budget to install an additional sound system. We are often asked why it is necessary to spend so much money to provide additional lighting and audio for the spectators when most people will be watching on television. It is a good question.

The whole relationship between television and the Olympics is changing. In the 1960s and 1970s, satellite telecasts were only beginning, so that in most countries, it was not possible to watch the Olympics live and coverage was delivered to the stations on videotape. Such coverage was provided by a "host" broadcaster - normally the host nations major television network. By the 1980s however, the U.S. networks in particular were competing for the rights to televise the Olympics, because they wanted to produce their coverage specifically for an American audience. It has reached the point now where the American network NBC has paid billions of dollars for the North American television rights to the Olympic Games until 2008.

Because NBC has paid so much money for the Olympic television rights, they feel justified in requiring changes in ceremonies and the competition schedules to suit the U.S. viewing patterns. For example, NBC are currently trying to change the Olympic Charter for Ceremonies because they don't feel it is in the best interests of their television coverage. This is causing a major dilemma for Sydney 2000. In our original bid documents and in our host city agreement, we had specifically undertaken to provide seating for the athletes at the Opening Ceremony. NBC however, does not want the athletes to be seated at the Opening Ceremony and is lobbying the IOC to revoke the Olympic Charter which stipulates that the athletes shall be seated.

This is an indication for the power of the American networks to influence the conduct of the Olympic Games - even in another country and even if it means changing the Olympic Charter.

We are still awaiting the outcome of NBC's lobbying efforts which have been going on for some months now. But regardless of NBC, international television coverage has forever changed the Olympic Games. Anywhere in the world, anyone who has access to a television set can watch the Olympics - and the event that
draws the biggest audience is the Opening Ceremony.

So why do we spend so much extra money to ensure that the spectators in the stadium have the best sound and lighting systems that are possible? Because if the spectators in the stadium are bored or cannot hear properly or cannot see properly, they will become restless - and the TV commentators will start saying that the audience does not like the Ceremonies! It is important that the spectators become part of the show, so it is essential to design a Ceremony that can be seen and experienced by the stadium audience.

We cannot ask the spectators to watch the Ceremony on large video screens in the stadium because they may as well stay at home and watch it on their television set. In fact during the ceremonies, we rarely show the pictures on the large videoboards, because we want the spectators to be watching the display on the field. The best use of the large screens is to provide close-ups of dignitaries making the official speeches.

Before becoming a producer of ceremonies for the Commonwealth and Olympic Games I was a television producer and director for fifteen years. This experience has been very valuable and enable me to work with the television networks to explain how the Ceremonies can best be covered by cameras. We have to limit the number of cameras that are allowed on to the field, partly for aesthetic reasons and partly so that participants are not endangered by unexpected obstructions. Television engineers have developed many ingenious cameras, in particular Skycam, which can affect Ceremonies. Skycam is a small, remotely controlled camera which is suspended above the arena on cables. Because the cables are high above the ground, they prevent parachutists, hang gliders, kites, inflatables and so on, from flying into the arena. This is an example of where the Ceremony producer has to work closely with television networks to plan the show. It is impossible to produce an Olympic Ceremony without planning the television coverage, and we try to reach solutions which provide the best results for both the stadium spectators and viewers at home.

Because ultimately, the Olympic Ceremonies are about creating pictures that remain in the memory, long after the event itself has faded. We look forward to creating some more outstanding memories for everyone who sees the Opening Ceremonies in Sydney in 2000 and I hope that some of you will be there.
Note: A first version of this paper was presented at the IASI 10th Scientific Congress, Paris, June 10-12, 1997

Introduction

New Communications Dimensions in the Information Society.

The concept of the information society first appeared in the '80s when the increasing importance of information began to be recognized in terms of our society's organization and economy.

Daniel Bell was one of the first to analyse the changes that would need to take place to replace the traditional mechanisms of industrial society - power energy, raw materials - with new forms of exchange based on information.

These initial forecasts interpreted for a wider audience by other authors like Toffler and Servan-Schreiber, or more recently by Negroponte, are confirmed day by day as a result of the coming together of two technologies: information technology and telecommunications.

In the '90s, these processes have become the hub around which modern development policies of the world's great powers revolve. They are forced to adapt their living and working methods to the new conditions imposed by information technology.

Such transformation defines the deep structural changes in the organization of society and, of course, in the ways information is broadcast and stored, creating new logic and new documentation procedures. In this "new society", the mass media still play a leading role, even though the role has begun to be shared by various other systems of information exchange, especially via Web sites on the Internet.

The effects of such new logic on Olympic studies and documentation will the-
Olympism: A Privileged Laboratory for the Study of New Synergies in the Information Society.

The Olympic Games are a privileged field of experimentation for technological transformation as mentioned. Firstly because such transformation is applied to the various subsectors and stages of the Games: planning, organisation, implementation, broadcasting and documentation.

Secondly because the three main actors interested in such experimentation (industry, institutions and business) come together in them in order to put their powers to the test to become the leaders in innovation in their sectors.

The Olympic Games test to the limit, and within a very short space of time, the main synergies of new forms of organization and communication inherent to the information society.

However, this opportunity for experimentation can be best seen in the communications sector (telecommunications, mass media, information technology) which, during the Olympic Games, reaches record levels of concentration and is subject to the greatest test of effectiveness: approval by the expectant, critical world press.

Olympic Documentation: Added Value to the Olympic Games' Information Management.

There is one very pertinent fact for the future of documentation techniques and strategies: new forms of information processing tend to do away with the differences between information management processes and the subsequent storage of information.

New information technology and the gradual digitalisation of information production allow the Games' organizations' information network (computerisation) to be integrated into documentation processes. The production, processing, broadcast and archiving processes tend to become one, thus losing the autonomy they once had and benefiting from several synergies.

So, documentation is no longer a process superimposed on information management by the organizing committees for the Olympic Games (OCOGs). It has become an on-line by-product of every part of the organizational management of information. Olympic documentation - at least the portion that derives from the organization of the Games - can and must be transformed into a major source of on-line information.

The Internet Web sites of the organizing committees for the Olympic Games (Atlanta'96, Nagano'98 and Sydney 2000), of the National Olympic Committees and the International Olympic Committee (IOC) are the first examples of a new synergy between Olympic documentation and information.

Atlanta'96: The First Games of the Internet Era
Information technology applied to the management of the Olympics began in Tokyo'64. A cumbersome computer with the same capacity as today's personal agendas (64K) was used for the very first time to manage the competition results.

The main difference between that pioneering experiment - which carried on right up to Seoul'88 - and today's era lies in the single process of results calculation and storage and information computerisation or, in other words, dissemination. In this sense, it can indeed be said that the combined telecommunications and information technology era as such did not reach us until the Barcelona Olympics in 1992, where a special programme (BIT'92) planned the electronic, computer and telecommunications resources. It can also be said that in some cases (e.g. results information) the performance of the technology used then has not been bettered by subsequent Games.

The Internet era, however, did not begin until the preparation and organization of the Atlanta'96 Olympics. Let us recall, for one moment, the fact that the International Olympic Committee's Web site came into operation in 1995 and that it was in Atlanta where these new means of communication were used generally for the first time ever.

The first experience demonstrated the capabilities - and the drawbacks - of this new technology.

The organizers of Atlanta'96 had an impressive set of computer resources available to them which were provided by IBM: 7000 IBM PCs, 250 LANs, 80 AS / 400s, 30 RS / 6000s and 4 System / 390s. The system, which included important resources for media professionals ("Info'96" and "Commentators Information System") coped with almost 31 million data enquiries and 4.9 million E-mail contacts.

And the figures are even higher when taking a look at Internet uses throughout the Centennial Games. According to IBM sources in Atlanta'96, 100,000 E-mails were generated for the Olympic family and the athletes. 130,000 tickets were sold through Atlanta's official Web site (www.atlanta.olympic.org). According to the same source, the Web site had 11 million hits per day, a total of 190 million hits throughout the 16 days of the Games.

Some people coined the phrase "IBMers" as opposed to "televiwers" to identify the dimension and importance of these new forms of communicative consumption of the Olympic Games.

Leaving such "quantitative" optimism to one side, the Atlanta Olympics also exposed all the contradictions of the present state of new information technology implementation. And not just because of the obvious world-wide imbalances, but also because of the deficiencies found in sectors where, apparently, such technology should be more secure: information supply.

In Atlanta, different operators acted as if information via the Internet was a fully implemented communicative practice. However, the experience proved that the new process was at a very early stage.

There were numerous contradictions, starting with the different problems en-
countered and system failures, like slow reception of information "waiting for reply", constant transmission cut-offs ("transmission interrupted"), the density of graphics on most home pages, line saturation, etc.

Some other major contradictions resulted from the various malfunctions in what could be termed the social use of the new technology. Undeniably, one of the biggest ones was the organization of the Games' main actors' lack of knowledge about the technology (directors, policy managers, athletes and even journalists). Several other contradictions stemmed from errors ("human") in manual information coding or not foreseeing that operations needed to be tested before opening them up to public use.

Multiple delays and on-line information distribution errors of the sports results stemmed from all the above. These errors had major repercussions on international media, and subsequently they were publicly recognized and reinterpreted (What really Happened?) by IBM itself, the company in charge of the computer-related aspects of Atlanta'96.

These errors demonstrated the fragile nature of the new information resources at a key point of any information process: quality control in information production.

Those in charge of new technologies tend to overstate promises of security, immediacy and multiplication of information, partly because of marketing and partly because of an excessive degree of trust in new systems' automation capabilities, without bearing in mind that information is "production" and not simply "repetition".

Olympism through its Web Sites

On-line information about Olympism has two main sources: the International Olympic Committee and the organizing committees for the Olympic Games. Up to just a few months ago, the latter was only the case for Atlanta'96. Since then it has been joined by the upcoming hosts: Nagano'98 and Sydney'2000.

The IOC and the OCOGs, as a result of their strategic positions and leading roles, are the ones who generate the greatest flow of information about Olympism. Besides them, there are many other institutions supplying information via the Internet. In an attempt to classify them, we could refer to the following major categories of Olympic information sources (see TABLES 1, 2, 3 and 4):

- Candidate cities
- International Sports Federations recognized by the IOC
- National Olympic Committees
- Sponsors
- The Media
- Academic Centres specializing in Olympism and Sport
- Miscellaneous initiatives, including private Web sites
Except for the media and academic centres, the remaining institutions tend to create Web sites to disseminate information about themselves, generally with marketing or business objectives.

In this sense, it is significant to find that candidate cities are the ones who have created and launched their Web sites faster. They are followed by sponsors whose presence on the Internet obeys rather more complex logic and wider objectives than Olympic references in themselves, yet they are mixed up in the results of all Olympic information searchers.

In May 1997, 54% of International Sports Federations had their own Web sites. National Olympic Committees account for a somewhat lower percentage. Only 17% of NOCs had this information resource available as at the same date.

An interesting aspect of the NOCs’ presence on the Internet is the existence of Web sites for Committees that do not belong to the first world in terms of technological and industrial development. This is the case for the Olympic Committees of South Africa, Yugoslavia, the Ukraine, Malta, Croatia, Slovakia, Lithuania, Estonia and Kenya. Inversely, there is a marked non-presence of highly-developed countries who have postponed their presence on the Internet (TABLE 2).

These contradictions demonstrate two fundamental aspects of the Internet's spread through society. First of all, the possibility of spreading this technology throughout every single country in the world. This is possible thanks to the existence of development platforms in institutions like universities, multinationals, ministries and embassies, etc. in developing countries. On the other hand, these circumstances also demonstrate the sluggishness of some Olympic institutions in technologically highly-developed environments. A lot of these institutions take too long to understand the possibilities offered by modern information technology and the need and opportunity to adapt to these changes. Some National Olympic Committees in the developed world are, in this sense, far behind some of the Olympic Committees in developing countries.

The Internet and the Super-Abundance of Information

Even though this is the initial stage of its implementation, the Internet already poses a serious problem: a super-abundance of information.

The world-wide dimension of the network is one of the major causes of such super-abundance. Never before have we had the opportunity of accessing information supplied by "local" sources spread out all over the world. This super-abundance is also a "super-redundance". In fact the Internet offers a great deal of information redundancy. A lot of information is duplicated and very little original information is produced. At most there is some adaptation of the same information to the marketing needs of each source.

So, for example, information about Olympic History that we can find in several different Olympic Web sites is based on the same bibliographical sources with no original research. The same topics - and even the same mistakes - are repeated. These circumstances produce an enormous amount of redundant, non-selective information which might overwhelm Internet users. Some users may feel as
though they are "well-informed" when, in reality, the information they are handling is of a very low quality. For example, it is possible to find hundreds of thousands of sources and references concerning the item "Olympics" yet it is very hard to discern which ones are the most reliable or original.

One of the most important instruments that can be used for efficient browsing is called "Search Engines", like Infoseek, Lycos, Yahoo!, Webcrawler, Altavista and Hotbot, to name just a few.

These constantly-improving searchers allow Internet users to locate items being searched in millions of Web sites.

In the case of a search for Olympism, the following 14 major items can be considered:

- Olympic
- Olympics
- Olympism
- Olympic Games
- Olympic Education
- Olympic Documentation
- Olympic Studies
- Olympic Research
- Olympic Museum
- Olympic and Research
- Olympic and Documentation
- Olympic and Studies
- Olympic and Games
- Olympic and Museum

So, for example, in March 1997 using the item "Olympics", three of the searchers (Altavista, Hotbot and Infoseek) threw up a total of 383,240, 229,358 and 112,914 documents or Internet pages (HTML), respectively (TABLE 5).

The results of the search usually appear in groups of 10 per Internet page. So, the search for subsequent documents (11 to 20, 21 to 30, etc.) must be done by using page forward. This takes an awful lot of time which varies greatly depending on the each user's equipment, the time and the availability of each telecommunications network. But, in general, with the conditions provided by the communications system we used, moving between 4 Internet pages (HTML), that is locating the index for the first 40 documents, took between 10 and 20 minutes.

Subsequent research gave us a command of the places where some Olympic Web sites we considered to be of interest could be located: International Olympic Committee, Olympic Museum Lausanne, organizing committees for Atlanta'96, Nagano'98 and Sydney 2000, and our own Olympic Studies Centre in Barcelona's Web site (TABLE 6 y 7).

From this research it was deduced that the main Web sites do not automatically
appear first among the Webs selected by the searchers. See, for example, the case of the search for the item "Olympic" and the IOC's Web site. This Web does not appear until position number 56 in the Altavista searcher and 71 in Hotbot. To reach that Web site, the user might spend around half an hour of his/her telephone connection. (TABLE 7).

If we compare the results of the research we did on March 1997 to the research done one month later (April 1997) (TABLE 5), we find, contrary to what would normally be expected, that the total number of documents was smaller. When using the item "Olympics", Altavista went from 383,240 matches down to 100,000; Hotbot from 229,358 to 191,350 and Infoseek from 112,914 to 105,763. Although smaller, the figures were still extremely high.

The drop in numbers may not be due to a reduction in the information supply on the Internet but rather to greater sophistication of the search systems which now avoid many duplications.

The searches done by item association and for smaller semantic fields were more precise. This is the case for "Olympic Studies", as the Olympic Museum Lausanne and the Olympic Studies Centre in Barcelona appear among the first 10, that is in the first index page offered by Altavista, one of our searchers (TABLE 6).

There is no doubt about the fact that in years to come the search instruments on the Internet will improve. However, with the information already available to us, we can assert the idea that it will be essential to create several new information and documentation strategies.

On the hand, new strategies will be required by "those who want to be located". These should adapt their Web sites to Search Engine strategies, adopting the parameters necessary to be located among the first links.

On the other hand, new strategies will be required by "the searchers". These will need new forms of mediation between the multiplication of sources and their information needs.

The two strategies will be of the greatest importance for future documentation centres.

The Olympic Documentation Highway Experience

A documentation centre's mission no longer consists solely of the traditional task of providing lists and lending documents. Now its missions is to select these sources of information and provide the links between them. A documentation centre's basic future function is to get to the core - to remove the padding - and ensure that Olympic information searchers do not get bogged down by the thousands of useless sources before reaching quality information.

For example, a researcher interested in "Olympism" using the Hotbot search engine will not link up with the organizing committee for the Sydney Olympics until reaching document number 128; or the researcher interested in "Olympic Education" using Altavista will not find the International Olympic Committee until reaching document number 31 (TABLE 6). These difficulties must be overcome by specialist documentation services which provide effective, efficient browsing.
The Olympic Documentation Highway aims to respond to this challenge. It was created in 1996 by the Olympic and Sport Studies Centre which carries out a routine search for Olympic links on a daily basis. The parameters used are both documentary and academic. It rounds this task off by keeping a specialist directory, the International Directory of Olympic Research and Documentation, which can also be accessed via the Olympic Documentation Highway on the Internet.

The Internet and the University of the Olympic Movement All analysts assert that information technologies - and the Internet in particular - should particularly benefit institutions, groups and movements which deploy their activities on a world-wide scale. This is the case for the International Olympic Movement, whose representation is deployed by 197 National Olympic Committees. It is an exceptional case of international representation which is even greater than that of the United Nations.

If we add the itinerant character of the Olympic Games (today in Atlanta, yesterday in Barcelona and tomorrow in Nagano) to the condition of universality and its educational vocation, we are faced with a truly exceptional potential use of new information technology in the contemporary world.

The potential capacity of new information technology for the Olympic Movement may be held back by two major barriers which are very different in nature and which should be carefully analysed: world imbalances concerning the implementation of information technology and resistance to communications change put up by several Olympic protagonists.

With regard to the latter, we must insist on the need to adapt to new means of on-line communication and particularly on the need to prevent the apprehension still aroused by universal, free access to information that is peculiar to new trends on the Internet. In this sense, it seems appropriate to ask oneself what Coubertin - who only had elementary information techniques available to him - would have done if he had had the Internet available.

Coubertin would probably have known how to make the most of the huge dissemination potential that the new technologies have as instruments of information and involvement of every member of the Olympic family, as well as an educational tool.

On the first issue concerning the imbalance in modern communication on a world-wide scale, we should start by asserting the existence of such an imbalance and, with the same strength of conviction, assert the possibilities of using these technologies for certain specific ends, so long as the corresponding mechanisms of planning and solidarity mediate. In other words: the Olympic Movement can benefit from the use of new information technologies in an international context marked by major economic and technological imbalance if it is capable of organizing its own policy of technological solidarity.

The Olympic information policy is faced with a new and important challenge: that of providing all National Olympic Committees with the necessary instruments and knowledge to gain access to new information technologies.
These measures would allow a truly historic step forward to be taken in Olympic information because nowadays, despite what many protagonists may assume, the Internet is much more viable than old-fashioned printed documents. Or is it easier to send magazines, leaflets and information to the least developed places on Earth? What is the current state of Olympic or sports libraries in developing countries with old information technology?

Internet now offers a huge advantage which should be made the most of: the communications cost for data transmission at long distance in the same as for local communications. Connection to Olympic Web sites located anywhere in the world is as easy and cheap as a local telephone call. This is an opportunity which must not be missed by world-wide institutions' (e.g. the Olympic Movement) information policies.

We are not asserting that the world's major economic, organizational and technological imbalances can be redressed by the Internet. However, what we do indeed assert is that a solidarity policy and a will to work against inequality my find the Internet a useful tool in reaching those objectives, or even that the Internet constitutes a more useful tool than previous or earlier communications technology.

But, for that to happen, Olympic institutions need to be asked - and who better than Olympic Solidarity - to set up technical assistance programmes for the NOCs in minimally developed technological environments so that they enter the new dimension of electronic information. In addition, learning about new technologies may have several beneficial effects. Every country needs telecommunications and computer experts: in some countries this pioneering task may fall to the men and women of the Olympic Movement. Thus, two objectives would be met at the same time: strengthening the involvement of everyone in the Olympic Movement and promoting the development of new information technologies in developing countries.

But there is yet another, final virtue of new information technologies and the Internet which should be made the most of by the Olympic Movement in the coming years: its ability to carry out educational tasks. Pierre de Coubertin's main goal with the restoration of the Olympic Games was not simply to create a worldwide movement. It was to create an educational movement through sport, too. With these new technologies, the Olympic Movement now has an instrument that is beyond Coubertin's wildest dreams.
Bid cities websites in Internet in May 1997

2004 bid cities
Finalists
• Athens, Greece http://www.athens2004.net/
• Rome, Italy http://www.roma2004.it/
• Stockholm, Sweden http://www.stockholm2004.se/

Non elected
• Rio de Janeiro, Brazil http://www.rio2004.br/
• San Juan, Puerto Rico http://www.caribe.net/2004/
• St Petersburg, Russia http://www.kga.neva.ru/olympic/olympic.htm
• Sevilla, Spain http://www.es.hosting.ibm.com:80/sevilla2004/
• Istanbul, Turkey http://www.istanbul2004.org/
• Lille, France http://www.lille2004.fr/

2006 bid cities
• Zakopane, Poland http://zakopane 2006.site.com.pl/

2008 bid cities
• Boston, USA http://web.syr.edu/~scleupol/Boston/BOC.HTM
• Cincinnati, USA http://www.gc2008.com/index2.html
• Osaka, Japan http://www.osakawtc.or.jp/wtco/e/olympic/-olympics.html
• Toronto, Canada http://user.centrenet.on.ca/djf/2008bid.html
• Yokohama, Japan http://www.city.yokohama.jp:80/wnew/Olympic/

2032 bid cities
• Pittsburg, USA http://www.contrib.andrew.com.edu/usr(mmdg/
• Warsau, Poland http://www.ternet.pl/~mpsr/Olympic/intro.htm

Source: Centre d’Estudis Olímpics de l’Esport Barcelona - The Olympic Documentation Highway.
National Olympic Committees Websites in Internet in May 1997

<table>
<thead>
<tr>
<th>National Olympic Committee</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bermuda Olympic Committee</td>
<td><a href="http://www.bermuda.bm/olympics/boa.html">http://www.bermuda.bm/olympics/boa.html</a></td>
</tr>
<tr>
<td>Canadian Olympic Association</td>
<td><a href="http://www.olympicspirit.coa.ca/">http://www.olympicspirit.coa.ca/</a></td>
</tr>
<tr>
<td>Chinese Olympic Committee</td>
<td><a href="http://www.chinaolympics.com/">http://www.chinaolympics.com/</a></td>
</tr>
<tr>
<td>Croatian Olympic Committee</td>
<td><a href="http://www.hoo.tel.hr/hoo/">http://www.hoo.tel.hr/hoo/</a></td>
</tr>
<tr>
<td>Denmark National Olympic Committee</td>
<td><a href="http://www.dif.dk/">http://www.dif.dk/</a></td>
</tr>
<tr>
<td>Comité Olímpico del Ecuador</td>
<td><a href="http://www.onnet.ec.com/coe/">http://www.onnet.ec.com/coe/</a></td>
</tr>
<tr>
<td>Egyptian Olympic Committee</td>
<td><a href="http://www.wayout.net/eoc/">http://www.wayout.net/eoc/</a></td>
</tr>
<tr>
<td>Comité Olímpico Español</td>
<td><a href="http://www.sportec.com/coe/">http://www.sportec.com/coe/</a></td>
</tr>
<tr>
<td>Estonian Olympic Committee</td>
<td><a href="http://www.online.ee/~eok/committee.html">http://www.online.ee/~eok/committee.html</a></td>
</tr>
<tr>
<td>Comité National Olympique Français</td>
<td><a href="http://www.francejo.fr/">http://www.francejo.fr/</a></td>
</tr>
<tr>
<td>Olympic Council of Ireland</td>
<td><a href="http://dskyline.com/teamireland">http://dskyline.com/teamireland</a></td>
</tr>
<tr>
<td>Comitato Olimpico Nazionale Italiano</td>
<td><a href="http://www.bull.it/coni/">http://www.bull.it/coni/</a></td>
</tr>
<tr>
<td>Japanese Olympic Committee</td>
<td><a href="http://www.joc.or.jp/">http://www.joc.or.jp/</a></td>
</tr>
<tr>
<td>National Olympic Committee of Kenya</td>
<td><a href="http://www.airicaonline.co.ke/AfricaOnline/">http://www.airicaonline.co.ke/AfricaOnline/</a></td>
</tr>
<tr>
<td>Lithuania National Olympic Committee</td>
<td><a href="http://www.tok.lt/indexxeng.html">http://www.tok.lt/indexxeng.html</a></td>
</tr>
<tr>
<td>Comité Olympique Luxembourgeois</td>
<td><a href="http://wwwf.restena.lu/jpee/consi.html">http://wwwf.restena.lu/jpee/consi.html</a></td>
</tr>
<tr>
<td>Malta National Olympic Committee</td>
<td><a href="http://www.digigate.net/moc/">http://www.digigate.net/moc/</a></td>
</tr>
</tbody>
</table>
• New Zealand Olympic and Commonwealth Games Association  http://www.Olympic.org.nz/
• Norwegian Olympic Committee  http://www.nif.idrett.no/
• Comité Olympique Polonais  http://www.it.com.pl/pkol/
• San Marino National Olympic Committee  http://www.omniway.sm/atlanta/cons.html
• Olympic Committee of Slovenia  http://ero.sp.uni.lj.si/oks/
• South Africa National Olympic Committee  http://www.nocsa.org.za/
• Olympic Committee of Thailand  http://www.asiagames.th/
• The British Olympic Association  http://www.olympics.org.uk/
• Olympic Committee of Ukraine  http://www.mwukr.ca/olympics.html
• USOC Athletes' Advisory Council  http://www.usatt.org/usoc/aac/
• Yugoslav Olympic Committee  http://www.beonet.yu/jok/

Source: Centre d'Estudis Olimpics de l'Esport Barcelona - The Olympic Documentation Highway.
International Federations in Internet in May 1997

International Olympic Sports Federations

• International Amateur Athletic Federation http://www.iaaf.org/
• International Baseball Association http://www.alpcom.it/digesu
• Fédération Internationale de Basketball Association http://www.nba.com/
• International Badminton Federation http://www.intbadfed.org/
• International Bobsleigh and Tobogganing Federation http://www.fibt.corel.com/
• Union Cyclistes Internationale http://www.uci.ch/
• Fédération Internationale d'Éscrime http://www.calvacom.fr/fie/
• Fédération Internationale de Football Association http://www.fifa.com/
• Fédération Internationale de Hockey http://www.fihockey.org/
• International Ice Hockey Federation http://www.iihf.com/
• International Judo Federation http://www.ijf.org/
• International Luge Federation http://members.acl.com/fil01/filhome.htm
• Fédération Internationale de Natation Amateur http://www.hk.super.net/-kff/wmst.html
• Union Internationale de Pentathlon Moderne et Biathlon http://www.islandnet.com/~uipmb/
• International Skatting Union http://virtserv.interhop.net/~isu/
• International Table Tennis Federation http://www.ittf.com/
• Fédération Internationale de Tennis http://www.itftennis.com/
• International Triathlon Union http://www.triathlon.org/
• The World Taekwondo Federation http://www.wtf.or.kr/
• Fédération Internationale des Société d'Aviron  http://www.fivb.ch/
• International Sailing Federation  http://www.sailing.org/
• International Volley-ball Federation  http://www.fivb.ch

**Recognized International Federations**

• Fédération Aéronautique Internationale  http://www.fai.org/~fai/
• International Dance Sport Federation  http://www.cso.co.at/~rlidmila/isdf.org.html
• The International Federation of Netball Association  http://www.netball.org/
• The World Squash Federation  http://www.ncl.ac.uk/~npb/WSF/
• International Orienteering Federation  http://www.orienteering.org/
• International Rugby Football Boarch  http://www.irtb.com/worldwide/
• International Water Ski Federation  http://www.iwsf.com/
• International Racquetball Federation  http://www.racquetball.org/

**Other International Federations**

• Fédération Internationale de l'Automobile  http://www.2fia.com/fia/fia_ts_a.htm
• Fédération Internationale des Chronométreurs  http://britindigol.pi.dtu.dk/FIC/frame.html
• Fédération Internationale de Médecine Sportive  http://cac.psu.edu/~hgk2/fims/

Source: Centre d'Estudis Olimpics de l'Esport Barcelona - The Olympic Documentation Highway.

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Other Olympic Resources in Internet in May 1997

Research and Documentation Centres
- Centre d'Estudis Olimpics i de l'Esport, Barcelona  http://blues.uab.es/olympics.studies/
- Centre for Olympic Studies New South Wales  http://www.unsw.edu.au/clients/olympic/
- Centre for Olympic Studies - Ontario  http://www.uwo.ca/olympic/
- Instituto Andaluz del Deporte  http://www.uida.es/
- The Amateur Athletic Foundation of Los Angeles  http://www.safla.com/
- The Ancient Olympic Games Virtual Museum  http://www.cs.dartmouth.edu/olympic/
- United States Sports Academy  http://ussa-sport.ussa.edu/people.htm

Other Olympic related Organizations
- Olympic Media Awards  http://www.csuohio.edu/olympic_media_awards
- International Association of Olympic Gold Medalists  http://www.medalists.com/

Olympic Education Resource Kits
- The COA and the Spirit of the Olympics  http://www.olympicspirit.coa.ca/black.html
- The Olympic Association Olympic Issues  http://www.olympics.org.uk/pack/issues.html
- The AAFLA - The Olympic Primer  http://www.aafla.com/pubs/olyprim2.htm

Source: Centre d'Estudis Olimpics de l'Esport Barcelona - The Olympic Documentation Highway.
### Olympic Informations' Searches in Internet

<table>
<thead>
<tr>
<th>Search Query</th>
<th>ALTAVISTA</th>
<th>HOTBOT</th>
<th>INFSEEK</th>
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<td></td>
<td>March 97</td>
<td>April 97</td>
<td>March 97</td>
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<td>&quot;Olympic games&quot;</td>
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<td>&quot;Olympic studies&quot;</td>
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<td>177</td>
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<td>&quot;Olympic research&quot;</td>
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<td>863</td>
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<td>–</td>
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<td>Olympic and museum</td>
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### Results (html pages) - March-April 1997

### Results and Position of the Main Olympic Institutions'

<table>
<thead>
<tr>
<th>Olympic</th>
<th>ALTAVISTA</th>
<th>HOTBOT</th>
<th>INFSEEK</th>
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<tr>
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<td>Total : 19,350</td>
<td>Total : 105,763</td>
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<td>ACOG : 6</td>
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<td></td>
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<tr>
<td>Total : 60,000</td>
<td>Total : 107,110</td>
<td>Total : 16,502</td>
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<tr>
<td>OLYMPIC</td>
<td>Total : 420 JOIC : 17</td>
<td>Total : 62 JOIC : 13</td>
<td></td>
</tr>
<tr>
<td>CEOIE : 11 OML : 20</td>
<td>CEOIE : 1 OML : 24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NACC : 4</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>&quot;Olympic games&quot;</td>
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<td>Total : 28,533</td>
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</tr>
<tr>
<td>NAOC : 29</td>
<td></td>
<td></td>
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<tr>
<td>SOCIOG : 8</td>
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<td></td>
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<td>Total : 118 JOIC : 31</td>
<td>Total : 159</td>
<td>Total : 79</td>
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<td>SOCIOG : 8</td>
<td>JOIC : 25</td>
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<td>&quot;Olympic education&quot;</td>
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<tr>
<td>Total : 14</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Websites - April 1997

- IOC : International Olympic Committee
- OML : Olympic Museum Lausanne
- CEOIE : Centre d'Estudis Olimpica de l'Esport
- NAOC : The Organizing Committee for the XVIII Olympic Winter Games
- SOCOG : Sydney Organizing Committee for the XXVII Olympic Games
- ACOG : Atlanta Committee for the Olympic Games

Source : Centre d'Estudis Olimpica de l'Esport Barcelona
### Results and Positions of the Main Olympic Institutions websites searching by "Olympic"

<table>
<thead>
<tr>
<th></th>
<th>ALTAVISTA</th>
<th>HOTBOT</th>
<th>INFOSEEK</th>
</tr>
</thead>
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<td>Olympic</td>
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<td>Total: 105,563</td>
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<td>IOC</td>
<td>56</td>
<td>71</td>
<td>35</td>
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<tr>
<td>SOCOG</td>
<td>71</td>
<td>68</td>
<td>ACOG</td>
</tr>
<tr>
<td>ACOG</td>
<td>6</td>
<td>OML: 219</td>
<td>SOCOG: 163</td>
</tr>
<tr>
<td>CEOiE</td>
<td>OML: 219</td>
<td>SOCOG: 163</td>
<td>CEOiE: 192</td>
</tr>
</tbody>
</table>

IOC: International Olympic Committee  
OML: Olympic Museum Lausanne  
CECOiE: Centre d'Estudis Olimpics i de l'Esport  
SOCOG: Sydney Organizing Committee for the XXVII Olympic Games  
ACOG: Atlanta Committee for the Olympic Games  
NAOC: The Organizing Committee for the XVII Olympic Winter Games  
Results viewed: 40

Source: Centre d'Estudis Olimpics de l'Esport Barcelona
It is generally well known that the Olympic Movement is made up of three main components: the International Olympic Committee (IOC), the International Olympic Sports Federations (IFs) and the National Olympic Committees (NOCs).

The National Olympic Committees are responsible, among other things, for the selection and training of the athletes who will participate at the Olympic Games. To help them in this task, they receive assistance from the IOC, through the Olympic Solidarity department.

The main objective of this presentation today is to examine the work of Olympic Solidarity and to look at the perspectives for the future of the Olympic Movement in relation to the IOC and the NOCs.

Olympic Solidarity is generally referred to as the Sports Development Department of the IOC. The Olympic Charter includes the following definition: "The aim of Olympic Solidarity is to organize aid to NOCs recognized by the IOC, in particular those which have the greatest need of it. This aid takes the form of programmes elaborated jointly by the IOC and the NOCs, with the technical assistance of the IFs, if necessary." The Olympic Charter also lists the objectives of the programmes adopted by Olympic Solidarity which are to contribute to:

- promoting the fundamental principles of the Olympic Movement;
- developing the technical sports knowledge of athletes and coaches;
- improving, through scholarships, the technical level of athletes and coaches;
- training sports administrators;
- collaborating with the various IOC commissions;
- creating, where needed, simple, functional and economical sports facilities in co-operation with national or international bodies;
- supporting the organization of competitions at national, regional and continental level under the authority or patronage of the NOCs;
- encouraging joint bilateral or multilateral co-operation programmes among NOCs;
- urging governments and international organisations to include sport in Official Development Assistance;
- facilitating by means of financial assistance, the participation of NOCs at the Olympic Games, at World and Continental Assemblies of NOCs and at international competitions organized under the patronage of the IOC;

Olympic Solidarity therefore reflects the Olympic ethic of which the basic notions are generosity, understanding and international co-operation, cultural exchanges, the development of sports and its educational aspects and the promotion of a society concerned with human dignity and peace.

To better appreciate the enormous efforts currently deployed by the IOC for sports development, I believe it is necessary to begin by giving a brief review of the relatively young history of Olympic Solidarity:

In 1961 at the 58th Session of the IOC, a prominent IOC member from France, the Comte Jean de Beaumont, proposed the creation of a Commission meant to aid countries in Africa and Asia which had just gained independence from colonization. The proposal was accepted and the Commission for International Olympic Aid was created.

In 1971 the CIOA was transformed into the Commission for Olympic Solidarity and was merged with a similar project initiated by the Permanent General Assembly of the NOCs. From 1972, Olympic Solidarity began to receive funding and the office was located in Rome with the support of the Italian Olympic Committee until 1979. In 1980 the office was moved to the headquarters of the IOC in Lausanne and the Commission was presided over by the current IOC President, H. E. Mr. Juan Antonio Samaranch. At that time, funds were very limited indeed and were used for one-off projects proposed by different NOCs. However, generally, knowledge about the availability of financial aid from Olympic Solidarity was not very widespread. It was only in 1984 with the increased budgets from the Los Angeles Olympic Games that the Olympic Solidarity programmes were organized into a four-year programme and began to take some official form with annual fixed assistance for all the National Olympic Committees. The budget allocated for the first four year plan of Olympic Solidarity amounted to US$ 28'500'000. If we compare this with the current plan we can see that the increase represents some 427 per cent.

Still today, all the activities of Olympic Solidarity are carried out under the approval and direction of the IOC Olympic Solidarity Commission which is chaired by the President of the IOC and is made up of the following: 12 IOC members, five Continental Association Presidents, the Secretary General and President of the technical commission of ANOC, two International Federation representatives (summer and winter), an athlete belonging to the IOC Athletes' Commission and the Director of Olympic Solidarity.

The current Director is Mr. Pere Miró from Spain and he is assisted by four permanent and two temporary members of staff.

Naturally the organization of any activity requires money. So where do the
funds administered by Olympic Solidarity come from? The three components of the Olympic Movement - the IOC, the IFs and the NOCs - share out the revenue from the rights paid by television networks worldwide for the broadcasting of the Olympic Games. The major part of the total funds goes to the Organizing Committee (for example Sydney will receive approximately 60 per cent). The IOC, the IFs and the NOCs will share the remaining 40 per cent. The Olympic Solidarity fund is supplied principally by the share granted exclusively to the NOCs by the IOC.

Our task is to administer the redistribution of the NOC funds in the form of development and assistance programmes which will be described later.

On 2nd March 1997 in Lausanne, the Olympic Solidarity Commission approved the budget for the 1997-2000 quadrennial which amounts to a total of US$ 121,900,000. This overall budget has been increased by more than 64 per cent in comparison with the last four-year plan and has led us to review the general strategies of our programmes as well as to reassess the administrative responsibilities of everyone involved. Therefore the Continental Associations of NOCs will henceforth play a greater part in the decision-making process. Furthermore they will each receive funding from Olympic Solidarity which will allow them to initiate activities meeting their own particular requirements, further enhancing the development of sport on a continental level as well as in each country, in close co-operation with the corresponding NOCs.

The programmes offered by Olympic Solidarity can be divided into three areas:
- direct funding to all the NOCs
- indirect funding to all the NOCs
- special programmes in favour of the developing countries and in particular, those which have the greatest need

1. Direct funding to all the NOCs
This funding can again be divided into three parts:

1.1 Programme of technical courses and other activities

The programme of technical sports courses was the first innovation of Olympic Solidarity and serves to ensure the education and training of both athletes and coaches. The contents of the courses are determined by the NOCs and the respective National Federations, taking into account the specific areas where development is required. The experts for these courses are designated by the IFs to ensure a high level of instruction and expertise for the benefit of the athletes and coaches in attendance.

Once a course has been completed, the NOC submits financial, technical and administrative reports which are closely controlled by Olympic Solidarity in order to evaluate the results and make sure that the funds have been utilised for the maximum benefit to sport. Last year over 500 such courses were organized by the
NOCs from all five continents.

In keeping with the new concept of flexibility, the NOCs also have the opportunity to use the funds allocated for this programme in order to purchase sports equipment and materials.

In those countries where that technical courses do not respond to the current necessities for development, it is also possible to use the funds for activities directly related to strengthening the role of NOCs, for example through the organization of conversion and specialization courses, courses for sports leaders and administrators, visits to Olympic venues, physical examinations and aptitude tests, participation of high level athletes in training camps abroad and so on.

In short, each NOC may choose how to spend its own budget within the guidelines established by Olympic Solidarity.

1.2 Administrative assistance

All 197 NOCs recognized by the IOC receive the sum of US$ 10,000 per year to assist them with the running expenses of the NOC office.

1.3 Assistance for participation in the Olympic Games

The IOC, through Olympic Solidarity, offers financial assistance to all NOCs participating in the Olympic Games as follows:

Winter Games (Nagano):
- air tickets for 3 athletes and 1 official
- US$ 6,000 for logistics
- US$ 8,000 towards the transport and lodging of the NOC Presidents and Secretaries General
- US$ 1,200 per athlete having actively taken part in the competitions

Summer Games (Atlanta):
- air tickets for 6 athletes and 2 officials
- US$ 8,000 for logistics
- US$ 8,000 towards the transport and lodging of the NOC Presidents and Secretaries General
- US$ 800 per athlete having actively taken part in the competitions

For Sydney, the decision has not yet been taken but the subsidies will be in line with what has been agreed for Nagano.

This assistance is meant to compensate the NOCs for their contribution to the success of the Games by providing the players, and is to help them prepare their athletes for future Games.

2. Indirect funding to all the NOCs

Several programmes managed by other IOC departments and Commissions,
but still for the benefit of the NOCs, also receive funding from Olympic Solidarity. These include:
- assistance to NOCs for participation in the sessions of the International Olympic Academy
- sport for all, Olympic Day Run
- sports medicine courses
- women in sport
- sport and the environment

3. Special programme exclusively for the benefit of the developing countries

In close collaboration with each of the Continental Associations of NOCs, Olympic Solidarity has drawn up a list of countries which require special attention. In order to maintain the universality of the Olympic Games and cater for the constant increase in the number of nations taking part in these Games but at the same time avoid the concept of gigantism, it has been necessary to set certain competition standards. The IOC has therefore established, with the assistance of the NOCs and the International Federations, qualification criteria in each of the Olympic sports, including both the Winter and Summer disciplines. Thus it is becoming very difficult for some countries to qualify their athletes due to lack of facilities for preparation, lack of high level coaches and lack of exposure to international competition.

To respond to these needs, Olympic Solidarity has initiated special programmes which are principally designed to help towards the further development and training of athletes through scholarships. The total budget allotted to these scholarship programmes will be US$ 26 million for the 1997-2000 quadrennial.

We can divide the concept into four different areas:

3.1 Scholarships for Nagano

In view of the relatively short time available before the Nagano Olympic Winter Games, we decided to offer an “à la carte” programme with a limited budget for each NOC. In this way each NOC concerned is able to define its own requirements for the successful preparation of these Games. Several interesting proposals have been approved which include training programmes for individual athletes, participation in the qualifying competitions, hiring of a foreign trainer to coach a group of athletes in their country of origin and so on.

3.2 Scholarships for Sydney

This programme will begin on 1st January 1998 and will target athletes having
the capacity to qualify for the Olympic Games in Sydney. We have not yet established the guidelines for this programme. However, we have already begun to identify a certain number of high level training centres spread over the five continents in order to be able to group the scholarship holders according to language, culture and, of course, the sports discipline practised by the athletes. All applications will be submitted to Olympic Solidarity on behalf of the candidates by their respective National Olympic Committees.

### 3.3 Scholarships for young, promising athletes

This programme has been in operation since July 1995 and will be continued throughout the current quadrennial. The main candidates for these scholarships are athletes showing potential at a very early age and who, with correct nurturing and follow up, will be the Olympic champions of the future. Olympic Solidarity currently funds approximately 250 such athletes who benefit from special conditions for training both at home and abroad. As for the Sydney programme, we will endeavour to group these young athletes together for the future thus avoiding potential difficulties with homesickness, education and so on. It goes without saying that some of these very talented young hopefuls will also have the opportunity to take part in Sydney.

### 3.4 Scholarships for coaches

We must not forget that coach education is also a vital element of sport development for, without the coaches, athletes would find it difficult indeed to prepare themselves for competition. This programme therefore allows coaches from the developing countries to take part in courses organized either at specific training centres or directly by the International sports federations. In the future we shall also allow these coaches to spend time with high level trainers from abroad either at national level or within clubs having achieved a certain level of success.

In brief, I have described to you the principal activities planned by Olympic Solidarity on behalf of the NOCs for the next four years.

### Future Perspectives

It is evident from the above outline that the role of the National Olympic Committees in the Olympic Movement as a whole is very important indeed. The assistance received from the IOC, through Olympic Solidarity, has given the NOCs a certain independence and hence a place in the decision-making process regarding sports development in their own countries. The NOCs are a vital pillar of our Olympic Movement. Without them, Olympic Solidarity would cease to exist. On the other hand, without the Olympic Games, the NOCs would lose one of their major functions. For this reason, we must deploy all our efforts in the common
cause of maintaining this great festival of youth and sport which we celebrate every four years.

Analysing the current situation of the Olympic Games, we can predict that, in the short term, there is no risk concerning their continuity. Indeed, the future looks rosy. At one time, there were some 20 potential candidate cities manifesting the desire to organize the 2008 Olympic Games. The television rights paid by the international broadcasters have reached fantastic proportions. The deals signed by the IOC for Sydney, Nagano and through to the 2008 Olympic Games already amount to something in the region of 7 billion dollars. The practice of sports world-wide is on the increase.

People are becoming more aware and all types of sports are becoming more and more accessible to the average man on the street through the provision of modern sports facilities and installations, sports education programmes in schools and so on. The Olympic Sponsor programme TOP IV as achieving tremendous success with many internationally renowned companies wishing to become partners and pay for the privilege of displaying the five Olympic rings on their products and merchandise. Nine (Coca-Cola, IBM, Kodak, Visa, Time Inc., Xerox, UPS, McDonald's, John Hancock) of the ten TOP III partners immediately re-signed for TOP IV for example.

Nevertheless, we must not become complacent. As with all successful enterprises there are risks and dangers which have to be addressed. Commercialization is essential for generating the much needed finance but we must ensure that the partners do not begin to have too much power over the organization of the Games and over the principal players in these Games, the athletes. We must control those athletes whose desire to win exceeds all logic and leads them to cheat through doping and the consumption of performance-enhancing substances.

We have accepted all the top level athletes into the Olympic Movement and have abolished the notions of professionalism and amateurism. This should not, however, take away from aspiring athletes who do not have the same chances to train, and therefore attract sponsors and receive money, the opportunity to participate in future Games.

The IOC and indeed all the members of the Olympic Movement are doing their best to maintain the current status quo. Through Olympic Solidarity, the NOCs and in particular those from the developing countries, are given the opportunity to train and prepare their athletes in an efficient and an honest way. We are looking towards the future with confidence and in the knowledge that the Olympic games are in good shape. We will endeavour to pursue our activities with the NOCs in the best possible way and hope that the Olympic Games as we know them today will continue for many decades to come.
PARALYMPIC COMPATIBILITY WITH THE OLYMPIC MOVEMENT by Dr Bob PRICE (GBR)

Introduction

Ladies and Gentlemen, it gives me great pleasure to be with you on this occasion. Such an impressive gathering - reconvened annually - does great credit to the Olympic movement. An association with the Paralympic movement, which my participation represents, should, I hope, benefit both organizations and contribute - even if in a small way - to an increased understanding of what the other does and greater co-operation between the two main actors, the International Olympic Committee (IOC) and the International Paralympic Committee (IPC).

But I sense already that I am falling into a trap which - who knows - may have been set for me deliberately. Already I am talking in terms of two movements: an Olympic movement (with which we are all familiar) and a Paralympic movement (which is presumably less familiar to most of you and which, by common assumption, is both separate and distinct from its Olympic equivalent). During the next twenty minutes or so, I hope to be able to demonstrate why, in many respects, I am not convinced that this is so.

The topic that I have been asked to address is "The Paralympic Movement and its Compatibility with the Olympic Movement". To this end, I propose to "set out my stall" in the following way: (I) to remind ourselves what are the main features of Olympism; (II) to describe the origins and growth of the Paralympic movement; (III) to discuss the compatibility of these two movements through the identification of any perceived differences and/or similarities... a comparison of Olympism with what for today's purposes, I shall call Paralympism; and (IV) to summarise the above in terms of an action plan for future co-operation.

Olympism

I shall be brief here because many of you will know at least as much as I do
about this subject and, in any event, it is doubtless being covered in more detail and with more authority by other speakers. The salient features of Olympism for my purposes are the following:

1. Modern day Olympism has ancient Greek antecedents and a history in its current guise dating back over 100 years.
2. Olympism has at its core the Olympic Games, which are international, multisport and periodic (i.e., quadrennial).
3. Olympic athletes, at least as perceived by Baron de Coubertin, are typified by ambition, will-power and self-control, with interest in the competition outweighing the significance of the result.
4. The Olympic ethos can be described in terms of excellence, fair play, disinterest in material gain, non-discrimination, mutual respect and world peace.
5. The Olympic Games represent a festival of sport, not for sport's sake, but with enormous "added value" because of its personal, social and cultural implications... as de Coubertin himself said "a philosophy of life, exalting and combining is a balanced whole the qualities of body, will and spirit".
6. The main actors on the present-day Olympic stage are the International Olympic Committee (IOC), the National Olympic Committees (NOCs), the International Sports Federations (ISFs), the Games Organizing Committees (OCOGs) and, of course, the world's most elite athletes.

Against that necessarily brief Olympic backdrop, I will now attempt to superimpose what might be described as the major "milestones" in Paralympic history.

Paralympics

Although the history of disabled people's involvement in organized sport dates back at least to the early part of the twentieth century (and, perhaps surprisingly given current emphases, it involved blind and deaf people long before it did wheelchair users), the identification or association of disabled sportsmen and women with the Olympics is of more recent origin.

The first symbolic link came in 1956 when Dr (later Sir) Ludwig Guttmann was awarded the Fearnley Cup at the Melbourne Olympics for his pioneering work in extending the spirit of Olympism to people with disabilities. Having introduced sport to disabled war veterans during World War Two, in 1948 Dr Guttmann added an international flavour to what was an otherwise local, hospital-based competition in Stoke Mandeville, England by inviting a team of other disabled war veterans from the Netherlands. This became an annual multi-national event, the International Stoke Mandeville Games, which (despite several changes of name) continues to this day.

Having made that first symbolic connection in 1956, four years later Dr. Guttmann was able to establish a more tangible and enduring link with the Olympic movement: for the first time, the Summer Olympics (held that year in Rome) were followed by what were then called Olympic Games for the Disabled. Since 1960,
with only two exceptions, whichever country has hosted the Summer Olympic Games has also organised (though not always by this name) a Summer Paralympic Games (see Figure One below).

**Figure One**: Growth of the Summer Games

<table>
<thead>
<tr>
<th>Year</th>
<th>Summer Olympics</th>
<th>Summer Paralympics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>Rome (83)</td>
<td>Rome (10)</td>
</tr>
<tr>
<td>1964</td>
<td>Tokyo (93)</td>
<td>Tokyo (22)</td>
</tr>
<tr>
<td>1968</td>
<td>Mexico (112)</td>
<td>Tel Aviv (29)</td>
</tr>
<tr>
<td>1972</td>
<td>Munich (122)</td>
<td>Heidelberg (43)</td>
</tr>
<tr>
<td>1976</td>
<td>Montreal (88)</td>
<td>Toronto (45)</td>
</tr>
<tr>
<td>1980</td>
<td>Moscow (81)</td>
<td>Arnhem (49)</td>
</tr>
<tr>
<td>1984</td>
<td>Los Angeles (140)</td>
<td>New York (52)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stoke Mandeville (41)</td>
</tr>
<tr>
<td>1988</td>
<td>Seoul (159)</td>
<td>Seoul (87)</td>
</tr>
<tr>
<td>1992</td>
<td>Barcelona (170)</td>
<td>Barcelona (94)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Madrid (72)</td>
</tr>
<tr>
<td>1996</td>
<td>Atlanta (198)</td>
<td>Atlanta (127)</td>
</tr>
</tbody>
</table>

Footnote: Figures in parentheses represent the number of countries involved.

I am always impressed (and somewhat surprised) by the apparent ease with which the principle of the country (even if not the city) hosting the Olympics also hosts the Paralympics was accepted. As I have said already, only in two cases out of ten has this principle been breached: in 1968, when medical authorities advised against Paralympic Games in Mexico City because of the high altitude and in 1980, when the Soviet Union was not prepared to host Games for disabled people. In 1984, when the Olympics were in Los Angeles and the Paralympics were to have been in Illinois and New York, the principle was honoured and it was the implementation that failed.

Despite these "hiccoughs" along the way, the Summer Paralympics now enjoy a similar status to that of the Summer Olympics, with an almost identical list of sports (archery, athletics, basketball, fencing, shooting, swimming, riding, tennis, volleyball, etc.) and one essential difference: in the Paralympic case, as well as separate competitions for men and women, there are also separate competitions for different types and classes of disability (bringing with them a complex classification machinery - and a range of associated issues - which is beyond the scope of this presentation).

Perhaps less surprising (because they enjoy a smaller following even in the non-disabled Olympic context) is the comparatively recent development of the Winter Paralympics: the first of these was not held until 1976 and, even now - more than 20 years later - there are still only 30 or so countries which choose to participate.
Figure Two: Growth of the Winter Games

<table>
<thead>
<tr>
<th>Year</th>
<th>Winter Olympics</th>
<th>Winter Paralympics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1976</td>
<td>Innsbruck (37)</td>
<td>Ornskoldsvik (14)</td>
</tr>
<tr>
<td>1980</td>
<td>Lake Placid (37)</td>
<td>Geilo (18)</td>
</tr>
<tr>
<td>1984</td>
<td>Sarajevo (49)</td>
<td>Innsbruck (22)</td>
</tr>
<tr>
<td>1988</td>
<td>Calgary (57)</td>
<td>Seefeld (22)</td>
</tr>
<tr>
<td>1992</td>
<td>Albertville (64)</td>
<td>Tignes (25)</td>
</tr>
<tr>
<td>1994</td>
<td>Lillehammer (67)</td>
<td>Lillehammer (3D)</td>
</tr>
</tbody>
</table>

Footnote: Figures in parentheses represent the number of countries involved.

Perhaps at this point, it would be sensible to interject a brief note on the history of the Paralympics from an organizational standpoint. Figure Three below clearly illustrates the relative "youth" both of the Paralympic movement in general and of the creation of the IPC in particular. The last item (undated) is perhaps frivolous, but I for one hope that it will not be too long before this becomes fact.

Figure Three: Key Dates in the Evolution of the Paralympic Movement

1956: Sir Ludwig Guttmann awarded the Fearnley Cup at the Melbourne Olympics
1960: The First Summer Paralympics took place in Rome, Italy
1976: The First Winter Paralympics took place in Ornskoldsvik, Norway
1982: The International Co-ordinating Committee (ICC) was established
1983: The IOC approved the use of the world "Paralympic"
1989: The International Paralympic Committee (IPC) was established
1993: The ICC was wound up after the Barcelona Games

The IOC and the IPC are linked by formal agreement. From Figure Four below, we can observe at least three other, equally noteworthy characteristics of Paralympic history.

Figure Four: Organizational Origins of the International Paralympic Committee

<table>
<thead>
<tr>
<th>Organization</th>
<th>Year</th>
<th>Countries Now Affiliated</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISMWSF</td>
<td>1960</td>
<td>76 &gt; Founder Members</td>
</tr>
<tr>
<td>ISOD</td>
<td>1964</td>
<td>763</td>
</tr>
<tr>
<td>CP-ISRA</td>
<td>1978</td>
<td>70 &gt; of ICC (in 1982)</td>
</tr>
<tr>
<td>CISS</td>
<td>1924</td>
<td>62</td>
</tr>
<tr>
<td>INAS-FMH</td>
<td>1986</td>
<td>62</td>
</tr>
</tbody>
</table>
Footnote: Figures with question marks attached may be a few years out-of-date.

First - There is considerable variation in the Paralympic experience of the different disability groups (1960 for the tetra/paraplegic group; 1976 for the blind and amputees; 1980 for athletes with cerebral palsy; 1984 for "others" - a non-specific aggregation of other predominantly locomotor disabilities; and as recently as 1992 for athletes with learning disabilities).

Second - The relative longevity of CISS (the Comité International des Sports des Sourds or, in English, International Sports Organization for the Deaf) is remarkable and a fact especially worth remembering by those of us reared on the milk of Ludwig Guttmann in England and Tim Nugent in the USA, as we have a tendency to suggest that, before wheelchair sport, there was no disability sport.

Third - A key factor politically and philosophically (and, for some of us, a continuing obstacle to closer association with the non-disabled sports world) is the Paralympic movement's traditional reliance not so much on governing bodies of sport, as on disability-specific "umbrella" bodies, culminating (if that is the appropriate term) in the creation in 1982 of ICC: the International Co-ordinating Committee of World Sports Organizations of the Disabled.

There is no denying that these organizations (ICC included) have played an invaluable part in leading the Paralympics through their formative years, but there is now an increasing recognition of the need for this focus on disability to be subordinated to a sport-specific orientation akin to that already dominant in the "non-disabled" sports world... a development which, quite possibly, explains (in part at least) the recent marked decline in the membership of several of these international disability sports associations (in the ISMWSF case, for example, from 83 a few years ago to 76 today and in IBSA, from 90 to 53.

Suffice it to say for now that, since 1989, all the players in the Paralympic movement (whether disability-specific or sport-specific) have been brought under the umbrella of the International Paralympic Committee, an organization which endeavours to fulfil, in the Paralympic context, what the IOC achieves for the Olympics. It is not yet (and may never be) structured in quite the same way as the IOC, but its aims and ambitions are virtually identical.

Compatibility

Having now provided what I hope is an adequate and informative backdrop, I can at last return to the question I was asked to address: how compatible is the Paralympic movement with the Olympic movement?

As the one (the Paralympic movement) was so obviously based on the other (the Olympic movement), their compatibility is, in a sense, inevitable and undeniable. It was there from the beginning and there by design. For me, the more interesting question is: given such obvious and fundamental homogeneity, why are there still two movements at all and why, instead of compatibility, are we not tal-
king about synergy?

If, as I have suggested, the modern Olympics and the Paralympics are founded on the same philosophical bedrock, the answer to these questions must lie not so much in sport itself, as in areas of more general social, economic and cultural significance. What I am about to say may be uncharitable, but it seems to me that the continued separation of these twin sporting movements is best explained not in terms of sports science or matters sports-technical, but in terms of history, logistics, culture, finance and, dare I say it, personality.

History - because we are its product. In an ideal world, we would be able to embark on important projects without the "baggage" which comes with history, but this is not an ideal world. Rightly or wrongly, when the modern Olympics were first conceived, the possibility that one day people with severe physical, sensory and intellectual disabilities might wish to compete on the same stage as other modern-day Olympians would not have dawned on even an enlightened mind like that of de Coubertin. For these and other reasons, therefore, where the modern Olympics and the IOC already have more than 100 years of experience "under their belt", the Paralympics (and the IPC in particular) are still in their early childhood.

Logistics - because the trend towards "bigger and better" seems inexorable. In 1960, there were already more than 5,000 competitors in the Rome Olympics and a further 400 in what would now be called the Paralympics. By 1996 and Atlanta, this had escalated to more than 10,000 competitors in the Olympics and around 4,000 in the Paralympics. The pressure on both Games, in terms of both the size and complexity of the programme and the number of personnel involved, is downward. To combine the Olympics and the Paralympics into a single competition, despite the undeniable philosophic attractions, would run counter to all that our combined experience of the last 20 years suggests is sensible and/or feasible.

Culture - because, even today, in sport as in most other walks of life, there is no "level playing field" for disabled people. Despite lofty ideological pronouncements and weighty legislative enactments, the experience of many disabled people in most parts of the world is that there is equality neither of opportunity nor of access... whether to work, leisure or (as in the present context) the Olympic Games. Unfortunately, for many people disability is still seen as inability, with the result that, in sport as in other areas, it is deemed to be incompatible with notions of elitism. Put bluntly, in today's context, this means that there is a suspicion, doubt or feeling (often left unstated) that Paralympians, despite their many achievements, are still "second class citizens" not yet worthy of true Olympic status.

Finance - because none of the above has any real significance (in the sense that, given enough money, most other problems are soluble) without money. The hosting of Olympic and Paralympic Games is in itself incredibly expensive, costing millions of pounds (or dollars or marks or whatever other currency you think in). The promotion and administration of Olympic and Paralympic business between Games, on an ongoing basis, is equally resource-intensive. Although there are ar-
arguments of scale which would suggest that a pooling of resources is economically sensible, any prospect of closer collaboration (not to say integration) is frustrated by suspicions that, far from helping the Olympic movement, an association with the Paralympics would be a drain on already limited resources and an unwelcome distraction for fund-raisers and policy-makers alike.

Personality — because without people - lots of people - there would be neither an Olympics nor a Paralympics. But when people invest time and energy and money in something to which they are committed and in which they believe, they are often (and who is to say that they are wrong) unwilling to hand over their responsibility to others lest they do it less than justice and lest those on whose behalf they are acting suffer as a consequence. The reason there are strong Olympic and Paralympic movements in the world today is because both movements have strong leaders. An integration of those two movements - no matter how sensible this might seem - would mean (for one side or the other) a loss of Empire. Only time will tell whether the leaders of these two movements will find the wisdom, the courage and, more important still, the altruism to make the necessary accommodations.

Vista 93

In 1993, IPC’s Sport Science Subcommittee organized an international conference on high performance sport for athletes with disabilities. My own contribution to this was a presentation on “Future Directions for the International Olympic Committee and the International Paralympic Committee” and much of what I have to say today is drawn from that paper and those of other contributors (whose details are attached in a list of references).

Although I had, of course, prepared a paper in advance, I was so impressed by the range and quality of the delegates at that conference that I conducted a poll of those present to ascertain what they thought of the relationship between IOC and IPC.

Briefly, what I asked them to do was indicate their preference (with scores from “1” to “3” where the lower score indicated preference) for IOC/IPC separation (by which I meant ”a Paralympic movement which is wholly separate from the Olympic movement”), collaboration (“a Paralympic movement which is separate from but closely connected with the Olympic movement”) or integration (“a Paralympic movement which is totally integrated within the Olympic movement”), in terms of 10 core characteristics: including identity, philosophy, media interest, fund raising, Games administration, sports technical/coaching, general administration and medical services.

Reproduced in Figure Five is a summary of my findings and set out below that is a verbatim restatement of the concerns I voiced on that occasion and which I still have today.
Figure Five: Survey of experts at the 1993 Vista conference

Olympic/Paralympic Nature of Preferred IOC-IPC Relationship

<table>
<thead>
<tr>
<th>Area of Possible Interaction</th>
<th>Separation</th>
<th>Collaboration</th>
<th>Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity/Public Awareness</td>
<td>2.26</td>
<td>1.43</td>
<td>2.30</td>
</tr>
<tr>
<td>Philosophy</td>
<td>2.30</td>
<td>1.52</td>
<td>2.17</td>
</tr>
<tr>
<td>Media Interest</td>
<td>2.52</td>
<td>1.52</td>
<td>1.96</td>
</tr>
<tr>
<td>Fund Raising</td>
<td>2.61</td>
<td>1.39</td>
<td>2.00</td>
</tr>
<tr>
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<td>Total (Grand Mean)</td>
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Despite the smallness of the sample, the uniformity of the responses was remarkable: in all ten cases (identity, philosophy, media interest, etc.) collaboration between the IOC and the IPC some out ahead of both separation and integration. Yet, even so I say this (and I am now quoting verbatim from my Vista paper), “I have to admit that the sense of disappointment is quite strong. I find myself asking. Is this simply a case of the Paralympic movement taking the soft option? Is it that we would not trust the Olympic Community to protect and preserve our interests? Or is it perhaps that we (the personalities involved in the Paralympic movement) fear the loss of Empire? Perhaps it is some of all the above. Perhaps too there is an element of pragmatism. Perhaps the only hope ever of (achieving) integration is to aim at collaboration and to be very, very patient.

Conclusion

My presentation to the Vista conference reached five related conclusions which, for completeness, are reproduced below even though, in some respects, they have since been overtaken by events:

1. Even if the IPC (or the IOC) accepts that the best way forward is to retain a separate identity vis-à-vis the Olympics, but to work closely with the Olympics, I believe it is essential that the nature and extent of that relationship be clarified and formalized.

2. At the same time, I believe the IPC should also seek to strengthen its operational links with the IOC. The symbolic association is important, but there is much more to be gained from interaction at executive, administrative and technical levels.
3. I recognize that, as ever, the British position is somewhat unusual (and I am aware that what I am about to say is not universally accepted in Britain), but I also believe that nothing but good would result from the IPC completing the transition from disability-specific to sport-specific administration.

4. Not surprisingly as the Chairman of a National Paralympic Committee, I am also persuaded that the IPC should reinforce its commitment to one member per nation by operating exclusively through those members. (This has now been accepted by IPC and will take effect for the first time at this year's General Assembly in Sydney.)

5. Finally, whatever happens in the short-term, I believe we should regularly and routinely revisit the end-game. Experience tends to lead to cynicism, but deep-down, I remain an optimist if integration within the Olympic family remains an ideal, then no matter how remote the possibility of its realisation, it should remain on the agenda.

As I have said, things have moved on since 1993 and this, in itself, should fuel our optimism, reminding us that the Paralympic movement is still relatively young and will continue to grow and to change as it adapts to an environment which is itself changing rapidly.

During this presentation, I have tried to make distinctions between Olympic and Paralympic Games, between Olympic and Paralympic movements and between Olympism and Paralympism. In closing and in an attempt to relate each of these to the question of compatibility, let me re-visit each of them one last time.

The Games - If only for logistical reasons, I believe there will always be a need for separate Olympic and Paralympic Games. However, this must never be used as an excuse to exclude those disabled sportsmen and women who qualify for the Olympics (in competition with their non-disabled peers) from the opportunity to do so.

The Movement - Maintaining separate Games should not necessarily require the maintenance of separate movements. That there are two movements today is undeniable, but more a consequence of history than ideology. The word "Paralympics" is a contraction of two words "Parallel Olympics". For me, this reflects the need for parallel Games rather than parallel movements and I believe there is much to be gained, in most other respects, by bringing the two movements together and, if possible, making them one.

The Underlying Philosophy - For me, Olympism and Paralympism are indivisible. Even if some perceive there to be differences, in my view these are illusory and should be corrected. And far from being at risk of dilution or devaluation by its association with the Paralympic movement, I firmly believe that the Olympic movement is strengthened by it. As Fernand Landry said in Canada four years ago, "giving fuller acceptance and legitimacy to athletes with a disability would not constitute a mutation, but rather a re-surfacing of some of the fundamental values of Olympism: the promotion of mutual understanding, mutual respect and co-operation".
To close this presentation, I want to leave each of you with a single thought: what better way for the IOC to move into the second century of modern Olympism (indeed, what greater act of Olympism is conceivable) than through its accommodation of the Paralympic movement and its unconditional recognition of the truly Olympic quality of elite athletes with disabilities?
Today is an historic day in my hometown of Atlanta, Georgia for it marks the first anniversary of the Opening Ceremonies of the Centennial Olympic Games, an event which has had a monumental impact on the city and its people. While my thoughts are certainly with my fellow Atlantans on this momentous occasion, I have come here today out of a deeply felt sense of gratitude and respect for Olympia and for Greece for giving to the world the Olympic ideals of human excellence, friendship, fair play and international understanding. I have also come here to provide you with a personal perspective on the Centennial Olympic Games, certainly the largest single sporting event ever organized, and to help shape, I hope, a realistic historic perspective about the achievements and legacy of these Games.

But first, I believe it is important that we view the Centennial Olympic Games in the historic context in which they were celebrated. To do this, we must pay tribute to Olympia and to the legacy of Greece. Every Olympic dream can trace its roots back to this sacred place. In this soil, all of the seeds of modern sport were planted centuries ago. Without the Ancient Olympic Games, the great French sports visionary, Baron Pierre de Coubertin, would have had no source of inspiration - no classical model of physical education unifying the mind and body. Without Olympia - without Greece - Coubertin could not have envisioned a sporting event that would ultimately unite the world in peace - as it once united an ancient world of warring city states. Without Olympia, the history of this century would have been vastly different - for the Modern Olympic Games have served as a touchstone and a source of inspiration for the rising influence of sport in the modern world.

The celebration of the Centennial Olympic Games marked the conclusion of a 100 year period that has, in effect, transformed the simple idea of physical exercise into a global industry that generates incomparable passion and pride. There has never been a period in history in which the influence, diversity, growth and
potential of sport was as pervasive as it is today. It is in this historic context that the Olympic Games in Atlanta were organized - on a size and scale that reflect the stature of the Olympics in the world of sport - and the stature of the world of sport in modern society. From its origins here in Olympia, the Olympic Movement reached a new pinnacle in Atlanta last summer and I am confident that the Centennial Olympic Games will ultimately be remembered as a thrilling spectacle of exceptional size, scope, and achievement which confirmed the strength and influence of the Olympic Movement.

I am here, however, not only to celebrate but to critique. While we are proud of what we accomplished in Atlanta, we are certainly aware that mistakes were made and problems arose - it is unrealistic to think that this would not happen with an event of this magnitude. While I firmly believe that our reflections on the Atlanta Games must go beyond the intense focus on our problems, it is important to recall these problems for the lessons they can provide and the guidance they give for future Olympic Organizing Committees. I have chosen to refer to the problems in Atlanta as the four "Ts" - transportation, technology, tackiness, and terrorism.

The transportation problems were certainly partially a result of the magnitude of the event, the number of drivers and vehicles we were required to import from other cities and the critical mass of hotels, venues and media centers which were concentrated in a very compact downtown area. Unfortunately, many of our transportation problems centred on difficulties encountered by representatives of the media. With the unprecedented number of spectators and visitors enjoying the Games and the events which surrounded them, we focused too much attention in our planning on the mass movements of large numbers of this group and not enough attention on the specialized needs of the media. Furthermore, while we originally thought that our concentration of 21 sports venues, the Olympic Village, the International Broadcast Center and the Main Press Center in the downtown area of the City would provide for unprecedented convenience, it really provided for unprecedented logistical challenges which we were not always able to handle as efficiently as we would have liked. Also, we learned that transportation, especially of the media, can be accomplished much more efficiently if they are housed in a more concentrated area rather than spread throughout the city. These are lessons which are already being noted by future Organizing Committees and candidate cities.

Our technology difficulties centred on the results reporting system and again most affected representatives of the media. Our technology partners were simply too ambitious and we were all too trusting - believing up to the last minute their reports that everything would work just fine. Innovations in technology continue to occur at a rapid pace and we took a results system that had worked perfectly well for the Barcelona Games in 1992 and attempted to transform it into a new, state of the art generation of technology. While this work has great potential for future Games, we learned the all important lesson to always test new technology
completely before committing to rely upon it. As the technological revolution continues, it is incumbent upon the International Olympic Committee to coordinate with Organizing Committees and its technological partners to provide a system which can adapt to the needs and requirements of an event the size and complexity of the Olympic Games while continuing to accommodate advances in technology.

Much has been written about the tackiness of the street vendors and the carnival-like atmosphere of Atlanta during the Games. Certainly all of us on the Organizing Committee would have preferred to more tastefully present our city to the world. Unfortunately, we had no real control over the city’s streets or private property and it must be remembered that the freedom of expression and free enterprise which are hallmarks of the American experience made it difficult to control efforts by many to make a few dollars from this once in a lifetime experience. While the ambiance may not have been what many in the Olympic Movement would have preferred, it must always be remembered that a wonderfully festive atmosphere was created which was enjoyed by hundreds of thousands of people and those spectators and visitors who came to Atlanta to enjoy the friendship and fellowship created had extremely positive reactions to their experience in Atlanta.

Certainly the tragic bombing in Centennial Olympic Park during the Games was a senseless act of terrorism that shocked us and stunned the world. While we still mourn the two deaths and injuries that were caused by this horrible event, we have come to treasure memories of the unconquerable Olympic spirit that emerged from that cowardly act. Out of this tragedy came a sense of community and commitment that would not be threatened, intimidated or defeated. We joined hands in our grief and showed compassion for the victims, but we also showed the world a deep and spontaneous spirit of strength and resolve to make sure that the Games continued. The message delivered by Ambassador Andrew Young to the 50,000 people who gathered to commemorate the reopening of Centennial Olympic Park still rings with passion and truth. “We are here,” he said, “not to wallow in tragedy but to celebrate a triumph - a triumph of the human spirit. We are sure that the 21st Century will remember the joy, the wonderful celebration, the vitality of the people gathered in this Park - and that we will define the future - not with bitterness and alienation - but with joy and happiness.” The Olympic spirit rose up and rejected the violence that marred the celebration. Athletes continued to perform, volunteers continued to serve and spectators continued to attend events in unprecedented numbers in a true expression of the power of the Olympic dream.

As we continue to place the Centennial Olympic Games in their proper historical perspective, it is my sincere hope that these Games will be defined not with complaining and criticism but with an appreciation of the dramatic achievements of this historic event. Let us not continue to dwell on the flaws - rather let us remember the thrills and the excitement. Despite it problems, Atlanta reached for greatness - for an unprecedented level of greatness - and achieved it to a remar-
kable extent. While history may ultimately prove me wrong, I seriously doubt that the magnitude and sheer size and scope of the Centennial Olympic Games in Atlanta will ever again be equalled.

What is important to remember about the Centennial Olympic Games is that for the first time in recent memory, all nations invited to the Games gathered in one place - in peace - to celebrate the common bonds of humanity - to articulate the global potential of sport - to recognize the brilliant promise of athletic excellence that is today being cultivated all over our world.

More than any event in history, the Centennial Olympic Games exemplified the Olympic ideal of bringing people together. In Atlanta, we hosted more nations than ever before - 197. More athletes participated than will probably ever participate again - 10,744. An unprecedented 161 countries sent almost 20,000 representatives of the media to cover the event. An astounding 8.6 million tickets were sold to athletic events representing a 3 million increase over the largest prior ticket sales to an Olympic Games. In fact, we sold more tickets to women's events - 3.9 million - than the 3.7 million tickets which were sold in Barcelona for all of its events. Almost one million tickets were sold to representatives of over 100 National Olympic Committees around the world and almost 10 million people attended the 271 events which took place over the 16 days of Olympic competition. Young people from 151 countries participated in the Centennial Olympic Games Youth Camp, almost 100 more countries than any Youth Camp in Olympic history. Over 120 communities throughout the Southeast welcomed athletes from more than 80 countries to attend pre-Olympic training programs in their communities resulting in many memorable experiences for both these athletes and their hosts. Atlanta produced and supplied more television coverage - 3,000 hours - to more viewers - in excess of 3 billion worldwide - than any previous Olympic Games. It is estimated that almost 5 million people visited Atlanta during the Centennial Olympic Games - more than twice the 2 million we expected - and these visitors expressed exceptionally positive reactions to the friendliness and helpfulness of our volunteers and the warmth and southern hospitality of the people of Atlanta.

I could go on at great length with a litany of statistical information on the size and scope of the Games - like the over 200,000 people who were accredited, the 2 million hits on the Games website on the Internet, the 130,000 staff, volunteers, and contractors involved in hosting the Games, the 16,654 athletes and officials residing in 8 different Olympic Villages - and each would demonstrate the logistical achievements of these Games. However, the ultimate measure of Atlanta's greatness is not to be found in its statistics or its size - even as great as these accomplishments were. It will not be found in the private enterprise that generated over $ 1.7 billion in revenues enabling us to meet our commitment to host the Games without any burden on the taxpayers. It will not be found in the over $ 500 million invested in new athletic facilities and housing facilities which will benefit our city in the years to come or in the rebirth of Atlanta's downtown corridor around Centennial Olympic Park - the largest new urban park built in America in the last 25 years.
No, the ultimate measure of Atlanta's greatness is to be found in the legacy of strength and stature it produced for the Olympic Movement around the world. The Olympic Movement emerged from Atlanta stronger than ever - with a clear vision for its future. The power of this centennial celebration - even before it arrived and produced its statistical records - created an atmosphere of anticipation about the future of the Olympic Games that basically helped secure the financial future of the Olympic Movement. The financial security generated by the new long-term global broadcasting and sponsorship contracts gives the Olympic Movement a broad mandate to continue to extend the reach of its influence around the world.

In effect, the ultimate legacy of the Centennial Olympic Games will be to strengthen the heritage of Olympia and legacy of Greece - to ensure that the Olympic ideology of peace through sport continues to spread from country to country, city to city, athlete to athlete, at an ever increasing pace, into the next millennium.

Amid the constant cries of over-commercialism, it must always be remembered that the financial security of the Olympic Movement is what assures its viability and continues to enable it to have such an ever increasing impact on the world we live in. Without this financial security, it would not have been possible for 197 nations to send athletes to participate in the Centennial Olympic Games - it would not have been possible for the universality of the Olympic Movement to be reflected in Atlanta by 78 nations winning medals, well more than ever before, and by 6 countries winning gold medals for the very first time - it would not have been possible to provide for the brilliant Olympic athletic performances resulting in 37 world records, 112 Olympic records, numerous national records, and countless personal bests. This financial security makes to possible for cities of all sizes from countries all around the globe to dream of the ideal of successfully hosting an Olympic Games. For the first time ever, cities from all the continents of the world are eager to provide an opportunity for their people to share in this great event and are expressing interest in unprecedented numbers for the right to become Olympic Cities.

All of these aspiring cities are aware of the tremendous legacy of the Centennial Olympic Games not only for the Olympic Movement but also for the City of Atlanta. A legacy of outstanding athletic facilities and enhanced urban infrastructure, a legacy of unparalleled economic opportunity, especially for women and minorities, a legacy of cultural and education achievements which extends far beyond the athletic fields of play, and a spiritual legacy of friendship, understanding and peace - a glimpse of what people can accomplish if they all work together for a common goal.

We must be patient regarding the legacy of the Centennial Olympic Games. It is not fair or reasonable to expect that this legacy will be revealed in just one year. Furthermore, there will be many ways to define this legacy and it will be, and
should be, defined differently by different people and groups. But while this legacy has yet to be fully formed, this much is clear. Atlanta strengthened the Olympic Movement. It brought the entire world together in the unity and friendship that symbolizes all that is good and noble in humanity. Atlanta produced a celebration worthy of the Centennial Olympic Games.

It is my hope that history will frame the legacy of Atlanta in a much kinder light than the press and the media did during the days of the Games and the months thereafter. It is my hope that the great achievements of my city will be emphasized and not be lost by those who chronicle the march of the Olympic Movement. It is my dream that one day the memories of Atlanta will be lifted up and help high in the sacred realm of Olympia - and that those of you who are responsible for protecting and perpetuating the Olympic ideal as we move into the new millennium will look back and recognize that Atlanta and the Centennial Olympic Games did, indeed, carry the flame to a new plateau and set a new benchmark for all those who aspire to be Olympians in the future.
“The personal Olympic odyssey of a man with a lifelong physical disability, whose discovery of the Olympic ideal motivated him to aspire to Olympic competition, to participation in four Olympic Games and Olympic victory. The same Olympic ideal is now the driving force in his work for Special Olympics.

A description of how Special Olympics is patterned after the Olympic model, with parallels and differences, all of which contribute to Olympism and the advancement of the Olympic Movement.

The Olympic Movement and Special Olympics
Harold Connolly, Special Olympics International

Even as a university athlete I knew practically nothing of the Olympic Games and their history, let alone the ideals of this greatest of all the world's sports experiences. In school as a youth, I had heard references to Olympia and ancient Greek sports Games but considered them merely a part of our mythological heritage. I was too young to have noticed the Olympic Games of the 1930's. During my impressionable adolescent years, World War II placed the Olympic Games on hiatus.

My initial awareness of the uniqueness of the Olympic experience occurred when I first saw an athlete wearing a USA Olympic Team warm-up uniform. Bob Backus, a US hammer thrower who competed at the 1952 Helsinki Olympic Games, appeared as an honoured guest competitor at a local competition in my home town. I was awe struck by his stature, bearing and confidence in his US National Olympic uniform and his skill as an Olympic-level thrower. Through him, and our subsequent close relationship as training partners, the Olympic ideal began to work its magic.

At first my dream was to earn the right to wear that USA Olympic uniform myself. The following year we travelled together to Finland and Germany, at our own
expense, to learn the European hammer throwing technique. Outside the Helsinki
Olympic Stadium with its majestic stadium tower is an imposing statue of Paavo
Nurmi. It proclaims to all "This is our monument to the Olympic Movement", and
inspires others to follow its path to become their very best.

In Germany I met Karl Hein, the 1936 Olympic Hammer Champion, a carpenter
whose entire home was a gift of the appreciative citizens of Hamburg for his
victory in Berlin. I competed with him; he coached me; he inspired me. But no
other had a greater influence on my understanding of what it means to have achie-
ved the honour of being an Olympic athlete than Carl Storch, the 1948 Olympic
Silver medalist in the hammer throw. At 38, Carl was the oldest medal winner in
Olympic athletics. He was very proud to be an Olympic medalist and had a sense
of responsibility to his admiring community. Carl became my surrogate father, a
mentor athletically and personally, as I evolved toward becoming an Olympian
myself. Thus, I learned the universality of the Olympic family before I ever earned
the right to step onto the Olympic field of play. It was powerful motivation.

The final evening before my friend, Bob, and I were to leave for home, sitting
in a cafe with the German throwers and coach, we heard the results of the ham-
mer throw competitions from the European Championships, a new world record
by Michael Krivinosov, nine meters better than the personal record I had thrown
that day in a club competition.

Later, as we were getting up to leave, Sepp Christmann, an old man renowned
as one of the world's great hammer coaches, asked me to stay. He said he wanted
a few words with me. "I have been watching you carefully, and today in the com-
petition I saw something in you which makes me believe that you will be the next
Olympic Champion." Maybe it was the wine he had been drinking; maybe just an
old man's sentimentality. But it was all I needed. My Olympic fate was sealed with
his encouraging words. From then on, during every conscious moment of my life,
I dreamed the impossible dream and believed it could happen.

By no means did it go smoothly. Hammer throwers and the holes they make in
the turf are looked upon with scorn by American football and baseball coaches,
who control most of the sports fields of the United States. As the sun dropped be-
neath the horizon, I climbed many a fence in search of fields void of other athletes.
Teaching school each day, throwing or lifting weights each night, my routine went
forward. I was convinced the weekend ballet lessons and my frequent throwing in
the dark improved my balance.

I was the US champion and national record holder when the US Olympic Ath-
etics Trials finally came in late June, 1956, and was favoured to win the top berth
on the team. I finished in third place barely making the US Team. Seeing the cru-
shing disappointment in friends, some more qualified than I to be on the Team,
who had failed to win a place in their events, brought the stark realization that
winning the honour of participating as an Olympian was the foundation of the
Olympic ideal. Without it nothing else could follow; neither determination, cou-
rage, sportsmanship, mutual appreciation, nor winning. I also wondered if Zeus or
other supernatural influences may have been at play in this. My injured pride at having performed so poorly had been humbled, and at the same time I had been given the gift of becoming an Olympian. For the first time in my life, I was grateful to finish third. I had earned my Olympic uniform. Goal one.

That fall I set a new American record and moved within four meters of the Russian's world record. On the visor of my automobile I pasted a photograph of the man I had to beat at the Olympics, Michael Krivonosov. Every day I looked at him and trained harder.

On November 24, 1956, with penultimate throw at the Melbourne Olympic Games, fifteen centimetres changed my life. I became the Olympic Champion. As the final results flashed up on the Scoreboard, nearly 100,000 spectators cheered and I was transported into another dimension. I stood on the top of the victory stand, a Russian athlete on my right and another on my left in the second- and third-place positions.

The President of the International Olympic Committee was announced and he came marching toward us with a group of Girl Scouts and Boy Scouts bearing the medals on pillows. Leaning forward, I accepted the Olympic gold medal from Mr. Avery Brundage, an honour I would never in my wildest boyhood fantasies have believed would be mine.

I stood erect and stared across the track to the left and to the right at the living tribute I was receiving from fellow human beings from throughout the world. I looked above and beyond the waving flags encircling the perimeter of the stadium to the blue sky and the scudding white clouds to give my thanks to God for conferring this moment upon my life.

At that moment, I heard nothing. I was lost in the vast stretches of my personal eternity. And then I felt a tug at my hips and my national anthem jarred my consciousness. I realized that both Soviet athletes had turned sharply to the left to face the results board and our ascending national flags, which had nearly reached the tops of the poles.

I had been standing, staring blankly in the wrong direction as all the attention and protocol of the victory ceremony turned to the Scoreboard in respect to the national flags. I revelled in the joy of hearing my National Anthem as I had never heard it before, being played just for me as I stood alone at the top of Mt. Olympus.

In perhaps one of the most mortifying moments of his athletic life, my Russian rival, Michael Krivonosov, had saved me from the embarrassment of looking the complete fool by turning me toward the flags. That display of Olympic sportsmanship began a friendship that grew over subsequent years.

After I shook hands with Krivonosov and Samotsvertov, the photographers wouldn't let us descend from the victory stand. Cameras and flash bulbs were going off all around us. I heard some of them cry out to me, "Connolly, raise your arms above your head in victory."

In my greatest moment of accomplishment, I was struck by the old pain of ern-
barrassment and humiliation. Complying with their request, I raised my right arm straight above my head, but my left I knew could rise no higher than the level of my shoulder; thus it stayed by my side.

They did not know why I could not accommodate. A severe injury at birth had resulted in the partial paralysis of my left arm which was thinner and 10 centimetres shorter than my right. The Olympic ideal is not merely a celebration of a preconceived epitome of human physical excellence, it is much more about what can be accomplished by the determination of the human will.

Though I did not achieve Olympic victory again in the three subsequent Olympic Games in which I participated, each experience rendered greater clarity to my growing perception of the Olympic ideal. Avery Brundage, past president of the International Olympic Committee, said that the Olympics are contests between people not nations, a concept I did not begin to understand until my third Olympic Games and not fully appreciate until my association with Special Olympics, which I will say more about later.

The Olympic Villages became my higher education in Olympism. Certainly I was proud to represent my country as a participant in the Olympic Games. All my opportunities had come from being an American. Yet during those brief periods in the Olympic Villages of Melbourne, Rome, Tokyo, and Mexico City I also became a citizen of Olympism under the five interlocking rings of the Olympic Flag.

Baron de Coubertin said that the Olympic Movement has the capacity of en-gendering, first patriotism, then a non-cerebral cosmopolitanism, and eventually, for some, enlightened "Intellectual internationalism." (1)

I cherished my first Olympic warm-up suit as I cherish my Olympic medal and diploma. I traded two of my Olympic warm-ups in the Olympic Village as did many Olympic athletes from other countries. It has pained me to see in contemporary Olympiads the sale of the official US Olympic Team warm-ups in department stores across the country. I now would advocate universal Olympic warm-ups designed exclusively for each Games for Olympians and not for commercial sale, with the only distinguishing difference the designation of one's country. The actual competition uniforms should remain distinct to each country's team.

By the 1960 Olympic Games, not to be outdone by the US Team tradition of not dipping the American flag in the opening ceremonies to the head of state, the Soviet Team decided they would outdo the Americans in this regard. Juri Vlasov, the Russian heavyweight weight lifter and team flag bearer for the Opening Ceremonies, marched around the Stadium at the head of his team, not only not dipping the USSR flag but also carrying it straight upright in just one hand.

Four years later in Tokyo, Parry O'Brien, the Olympic shot put Champion, competing in his fourth Olympic Games, was selected to carry the US flag in the Opening Ceremonies. His greatest concern was the strain he would have to endure to match the Russian weight lifter, Zabotinski, in carrying the flag all the way around the track, straight up in one hand.

At the 1968 Olympic Games, I knew many athletes of other nations felt the Rus-
sians' and the Americans' flag bearing contest was foolish, and their disregard for the widely accepted protocol in the Olympic Opening Ceremonies was arrogant. When the US Team leaders selected me to carry the US flag during the Opening Ceremonies, I thanked them for the honour but said I would not be party to the US-Soviet flag fiasco and I would dip the flag to the President of Mexico. I was told if I dipped the flag I would be arrested and sent home. A US law made it illegal for the flag to be dipped to any person or thing. I declined the honour, because I believed the practice while being American, like the presidential mandate which kept US Olympians out of the 1980 Olympic Games, was also un-Olympic.

Then nine years ago, seemingly also guided by some Olympic destiny, an old friend and not an Olympian, though coincidentally crowned six times Mr. Olympia, Arnold Schwartzenegger, recommended me for a position with his mother-in-law, Eunice Kennedy Shriver, founder of Special Olympics.

In all recorded history there had been no evidence of any government, religion, or person making any concerted effort to provide anything for intellectually disabled persons other than to kill them or institutionalize them and keep them away from their families and out of sight of the rest of the world. Twenty-nine years ago, Mrs. Shriver, the Joseph P. Kennedy Jr. Foundation and the Chicago Parks Department organized the first Special Olympics World Games for 1000 athletes with intellectual disability from the United States and Canada.

No one could know on July 20, 1968, that those inaugural World Games would mark the beginning of what would become the first worldwide sports organization founded by a woman. Mrs. Shriver said it was the courage of those athletes who had done more to start Special Olympics than anyone else.

It is estimated that there are more than 200 million intellectually disabled persons throughout the world. Since 1968, Special Olympics' year-round sports training program has grown from two sports, athletics and swimming, in two countries to 19 Summer and 5 Winter sports for more than one million Special Olympics athletes ages 8 and above, in 147 countries and still growing.

At the Ninth Special Olympics World Summer Games held in July, 1995, in New Haven Connecticut, USA, 7000 athletes competed before more than 100,000 spectators. At the fifth Special Olympics World Winter Games in February 1997, in Toronto and Collingwood, Canada, 1800 athletes from 80 countries competed before more than 50,000 fans over the week of the Games.

Alternating every two years, Special Olympics Summer and Winter World Games are patterned after the Olympic Games with a torch relay bringing the Flame of Hope from Athens to the Opening Ceremonies to remain burning throughout the Games; a parade of athletes, coaches and officials from all corners of the world in their national costumes or uniforms; a spectacular show; and the Special Olympics athlete's Oath, "Let me win but if I cannot win, let me be brave in the attempt." Also like the Olympic Games, Special Olympics Games permit no commercial markings on the athletes uniforms or equipment beyond a specified maximum size.
"All special Olympics Games and competitions... reflect the values, standards, traditions, ceremonies, and activities embodied in the ancient and modern Olympic movement, broadened and enriched to celebrate the moral and spiritual qualities of persons with intellectual disability so as to enhance their dignity and self esteem", (Special Olympics Sports Rules (1997), Article 1, Section D, 13)

"Special Olympics celebrates and strives to promote the spirit of sportsmanship and love of participation in sports for its own sake. To that end, Special Olympics aims to provide every athlete with an opportunity to participate in training and competition events which challenge that athlete to his or her fullest potential, regardless of the athlete's level of ability. Special Olympics therefore requires that Special Olympics Games and Tournaments offer sports and events which are appropriate for athletes of all levels of ability, and in the case of team sports, provide every athletes with an opportunity to play in every game." Special Olympics Official General Rules (1997) Article 1, Section 1.03, (0

The feature that distinguishes Special Olympics Games most from the Olympic Games and many other sporting events is the structuring of its events to give all ability levels a chance to win. This is accomplished through preliminary trial competitions to determine the team's and athletes' ability levels in their respective sports. Once these divisions of teams' and individuals' ability levels are completed, everyone of the remaining competitions among teams or among individuals, which include all participants, is a final award-winning competition. First, second, and third place winners are awarded gold, silver, and bronze medals and each of the other competitors receives a ribbon for the place in which he/she finished. Even those disqualified for a sport rule infraction receive a participant's ribbon. This makes Special Olympics different from the Olympic Games in which only the best athletes can compete.

Other unique Special Olympics innovations are Unified Sports® which bring together athletes with and without intellectual disability to play on the same teams against other Unified Sports® teams of comparable ability. Unified Sports® began with teams but now are conducted in all Special Olympics sports. We also have elite level competitions, where many of our athletes' performances exceed those of some Olympic champions of the first four Olympic Games of the Modern Era. We also have a program called Motor Activities Training Program for persons whose level of performance is below where they can comprehend the concept of competition. (2)

Special Olympics is different in other ways which, I believe, also make significant contributions to the overall Olympic Movement and the perpetuation of the integrity of the Olympic ideal. Special Olympics will not permit the association of its name, worldwide, with alcohol or tobacco products. No member of an official delegation at a Special Olympics World Games may display a national flag, nor are national flags nor national anthems permitted at the opening, closing or awards ceremonies. All competitors receive awards under the Special Olympic flag to the strains of the Special Olympics Awards Fanfare. While athletes countries will be
announced and appear on the results scoreboard, the emphasis is on the athlete as an individual or the individuals on a team.

One might ask, what is the meaning of the Olympic Movement? The German historian, Manfred Lammers, has said, "there is nowhere a binding definition of what is to be understood by the Olympic idea." (3) There is, however, a great legacy of comment on this topic from Pindar to Aristotle in antiquity, to de Coubertin, Žyymiczek and Samaranch to name but a few. Words such as beauty, joy, noble, good, faster, higher, stronger, rightful actions, sportsmanship, fair play, progress, peace, participation and sport for all have echoed through the ages proclaiming the Olympic ideal. The official motto of Special Olympics is: "Skill, Courage, Sharing, Joy." (4)

In 1990, Juan Antonio Samaranch said that the difference between ordinary sport and Olympic sport is that the latter has "culture and a mission." (4) He also said, "The movement is paramount, the concept of 'family' is the symbol we wish to project." (5)

In 1900, de Coubertin adopted the Didon motto as the Olympic motto, and did so with full confidence that the generations of Olympic athletes would understand the larger message with its implied moral imperative. Most did; many did not." (7)

In 1908, increasingly concerned about the concept of 'Fair Play', de Coubertin introduced the Olympic Movement to what would become in 1932 its unofficial Olympic code: (8)

"The important thing in the Olympic Games is not winning but taking part. The essential thing in life is not to have conquered but to have performed honourably and well." (9)

This certainly would have pleased Aristotle.

In January, this year in Athens, at the Special Olympics Torch lighting Ceremony for the 1997 Special Olympics World Winter Games, Sargent Shriver, Special Olympics International Chairman, said:

"The Olympic history, born here in Greece, is one comprised of great dramatic moments, of triumphs of the human spirit. It evokes an ideal of honour, commitment, and qualities of courage which have been exemplified from the beginning of the Olympic Movement... When the Olympic Movement allows us to come here to light this Flame, you are authorizing us to carry on the ideals and the commitment to the ancient Olympic spirit... we are proud to be part of that ancient and noble tradition... Because there is a Special Olympics today, more than a million athletes with mental retardation worldwide will have a tomorrow... And that allows Special Olympics athletes to look ahead, toward a future of hope and humanity, a hope which epitomizes the Olympic spirit."

As one who brought, what many would conceive an excluding disability into the Olympic Games, particularly for an event requiring two normal arms, I can attest that the Olympic Games and all that it incorporates into the Olympic Movement, which includes Special Olympics, welcomes everyone drawn by the Olympic ideal.
NOTES

(1) Pierre de Coubertin, "Does Cosmopolitan Life Lead to International Friendliness?" American Review of Reviews, 17, April 1898, 434.
(2) The Motor Activities Training Program trains our severely disabled in personal physical achievements like rolling over (a primitive gymnastic expression), throwing a ball for distance, or the 10 meter assisted run.
(7) Ibid.
(8) Duke of Luxembourg, 1990, "Fair play is the deliberate and constant refusal of victory at any price”.

References

George a. Chrstoupoulos and John C. Bastias, eds. The Olympic Games in Ancient Greece (Athens, Ekdotike Athenon SA, 1982).
I am very honoured to have been asked to attend the 37th International Session for Young Participants and to speak with you about the themes and objectives of Olympic Ceremonies. This has given me the opportunity - almost one year to the day of our Opening Ceremony, July 19, 1996 - to reflect back to our experiences in Atlanta.

When we were selected to produce the Opening and Closing Ceremonies of the Centennial Olympic Games, the first thing that Billy Payne, President and CEO of the Atlanta Committee for the Olympic Games (ACOG), said to us, "The Opening Ceremony is the single most important thing we will do, for it sets the tone and style for our Games".

Speaking before the first Olympic Symposium on Olympic Ceremonies in November 1995 in Barcelona, John Macaloon, from the University of Chicago, noted: "In sum, no other Olympic event, no other sports contest, no other cultural event, no arts performance, no church, no political movement, no other International Organization, including the United Nations, indeed no other anything has ever managed to generate regularly scheduled and predictable performances which command anywhere near the same focused global attention as do the Olympic Ceremonies."

Also speaking at this Symposium, Monserrat Lines, another participant from whom I quote throughout this presentation, noted that: "Over the years, and with the advent of new communications techniques, the traditional ceremonies organized at the very beginning have now turned into major, mass spectacles commanding some of the world's largest audiences."

Today, with a worldwide audience estimated at 3.5 billion viewers, Opening Ceremonies create the first impressions about the city, the country and the people who are hosting the Games. And we all know how important first impressions are! Ceremonies offer an incredible opportunity to reflect the culture of the society in which the Games are being held.
And precisely because of this importance, they carry with them - for those of us who have produced or will produce the ceremonies - at once both great excitement and exhilaration at working at this level, and great fear and trepidation about "getting it right".

In 1993, the IOC further recognized the importance of the Opening Ceremony as a worldwide media event by providing that Opening Ceremonies "shall take place not earlier than one day before the competition." The significance of this was to allow Opening Ceremonies to occur the evening before the competition began, which permitted the largest possible viewing audience and the ability to incorporate theatrical lighting, a key element for the artistic presentations.

Before we explore the themes and objectives of the Ceremonies, a brief look at the elements that comprise the Ceremonies is in order. The Ceremonies consist of two distinctive components. Olympic protocol and artistic presentation.

Olympic protocol is defined by rule 69 of the Olympic Charter and governed by the IOC. Ceremonies’ protocol has come into being over time; a mixture of tradition and a delicate balance among promoting the Olympic ideals of fair and peaceful competition, maintaining neutrality in a sometimes politically charged environment and incorporating necessity and practicality.

An historical perspective of some of the key elements of the protocol and rites of the Opening Ceremony would include the following:

The arrival of the head of state, a tradition begun at the outset of the modern Olympic Games in Athens in 1896. Over time, this protocol has been elaborated so that now the President of the IOC and the President of the host City Organizing Committee greet the head of state and escort him to his seat.

Also in Athens in 1896, the head of state of the host country gave a speech and proclaimed the Games officially open. Over several Olympiads, this became a problem because there were political overtones in some of these remarks. In order to rectify this situation, the Olympic Charter was changed to provide that "The head of state proclaims the Games open by saying (only) these (sixteen) words:

"I declare open the Games of ______ (Name of City) celebrating the ______ Olympiad of the modern era."

The parade of nations began formally in London in 1904. Here again, over time there have been a number of refinements to this rite including the acknowledgement of the head of state as the athletes pass the stand of honour, the disallowing of cameras, banners and flags carried by the athletes, and continued ongoing discussions about the number of athletes and officials that can march.

In 1949, it was established that the order of the parade of nations "shall be alphabetical in the language of the country hosting the Games, except that Greece shall lead and the organizing country shall be last."

During the Antwerp Games in 1920, three major new elements were added that were to become pillars of Olympic rites in all subsequent Games. These elements were:

1. For the first time ever, the Olympic flag with five rings on a white back-
ground was used in both the Opening and Closing Ceremonies.

2. The Olympic oath taken by the athletes in the Opening Ceremony was also introduced for the first time.

3. The custom of setting doves free during the Ceremonies was incorporated, representing a symbol of peace which, since then, has been irrefutably connected with the Olympic Games.

In Amsterdam in 1928, perhaps the most famous Olympic rite was established. The Organizing Committee lit a torch at one end of the stadium which burned for the duration of the Games. Surely, the lighting of the torch has become the most prominent and important symbol of the Olympic Games.

In Atlanta, we spent a great deal of time discussing how we would light the torch. Barcelona had come up with a spectacular approach - the lone archer! - an approach that included all the ideal components - risk and drama, simplicity and purity. Man competing against the odds. What a tough act to follow! (Brief description of Atlanta)

The first torch relay was held in Berlin in 1936.

"The flame and torch rite underwent a major transformation at the Berlin Games. In May 1934, Karl Diem suggested to the IOC that the process should begin with the lighting of the Olympic flame in ancient Olympia. On July 20, 1936, fourteen Greek Virgins holding lenses in the rays of the sun on Mount Kronion produced the sacred fire in the temple of Zeus in Ancient Olympia. The flame travelled from Olympia to Berlin via Athens, Delphi, Salonika, Sophia, Belgrade, Budapest, Vienna, Prague and Dresden. Almost 3,000 people were responsible for carrying it." A new Olympic tradition was created.

At the Munich Games in 1972, "A new, interesting cultural approach was indeed established: the explicit rejection of the 'Solemn, military, chauvinistic and pompous nature of the Ceremonies' and the proposal for a 'Spontaneous, relaxed spectacle that creates new communication between the participants in the arena and the public in the stands'. The Olympic flag would no longer be carried by military personnel in the Ceremonies."

In terms of the Closing Ceremony, some of the key traditions that have developed during the Olympiads are as follows:

The first real Closing Ceremony of the Modern Olympic Games took place in Antwerp in 1920 when the newly created Olympic flag with five rings was passed from a representative of the Belgian Olympic Committee to Baron Pierre de Coubertin, representing the IOC, who in turn passed it to the mayor of Antwerp to pass to the Paris City Council in 1924. Thus a new rite was initiated that would be carried forward from Olympiad to Olympiad.

In Atlanta, we continued this tradition when the Mayor of Atlanta, Bill Campbell, passed the flag to IOC President Juan Antonio Samaranch who, in turn, passed the flag to Frank Sartor, Mayor of Sydney, Australia where the 2000 Games will be held.

Also at the 1920 Games, for the first time the President of the IOC declared the
Games officially closed and the Olympic flag was lowered.

Four years later at the Paris Games (1924) another Olympic Closing Ceremony rite was initiated. For the first time ever, three flags were raised in the stadium and their anthems played.

1. The Greek flag was raised to commemorate the history of the Modern Games and its start in Athens in 1896.
2. The French flag to commemorate the city that had just hosted the Games and
3. The Dutch flag to commemorate the city that would host the Games in 1928 in Amsterdam.

A new tradition reflecting that past, present and future of the Modern Olympic Games.

At the Melbourne Games in 1956 a last minute suggestion to allow all the athletes still present to parade in the Closing Ceremonies in an informal fashion, without being grouped by country, gave rise to today's athletes' celebratory stadium parties.

In Mexico City in 1968, "the Closing Ceremony was truly outstanding because it turned into a true athletes' party. After a thousand mariachis played, and the flag bearers had left the centre of the stadium, a party involving everyone there - athletes and spectators alike - began. They sang and danced for almost two hours non-stop."

In Atlanta, the athletes danced and partied in the stands throughout the closing and took to the field during our final artistic performance, shortly before we had planned to invite them onto the field. And while this caused great concern for some, we realized they were just having a great time and enjoying the celebration.

As you can see, some of the strongest and most emotional moments in the ceremonies have occurred during the performance of Olympic rites and protocol in Atlanta, we felt that these were some of the strongest elements of our ceremonies.

The second component of Olympic Ceremonies - the artistic or entertainment segments - were created by ceremonies producers like

David WOLPER, Los Angeles 1984
Pepo SOL, Barcelona 1992
Don MISCHER, Atlanta 1996
Ric BIRCH, Sydney 2000

And their creative and production teams. These producers working under the auspices of their respective host city Organizing Committees and with final "Approval" from the IOC Executive Board are responsible for developing some of the most enduring images of the Olympic Games.
To gain an historical perspective of the artistic nature of ceremonies, a brief look back would seem to be useful.

The ceremonies in Squaw Valley 1960 were produced by the Walt Disney Company. This marked the first time a Major Company from the entertainment industry was asked to produce the Olympic Ceremonies and signified the addition of elements inherent to show business into the ceremonies. "There was no lack of balloons of fireworks and even ice sculptures were made to welcome the athletes and spectators to the stadium and Adorn the host city."

In Tokyo 1964, where Emperor Hirohito played a major role in determining the protocol, "one of the major objectives targeted by the people in charge of the ceremonies was the promotion of Modern Japan : it was a matter of doing everything possible to create a "Japanese Atmosphere". This signified a change in attitude toward the ceremonies by the organizers who now see a tremendous opportunity for self-promotion before the world. This tradition has been carried forward as a major theme by all host cities and is why so many emerging cities continue to compete to become Olympic Cities.

The Opening Ceremony in Mexico City in 1968 "formed part of one of the most important general cultural Olympiad's of the modern era." These ceremonies, which were among the most highly attended in the history of the Games, made extensive use of folkloric performers to make the stunning artistic segments that represented Mexican tradition and culture.

In 1972 in Munich the ceremonies included a "Children's greeting" of song and dance, children have become a major thematic element in many subsequent ceremonies.

In Moscow's 1980 Opening Ceremony, they began with "A scene in which young boys and girls dressed in costumes similar to the clothes worn in Ancient Greece came onto the track riding carriages. This picturesque procession symbolized the continuity of the ideals of the Ancient Games and the Modern Olympic Movement.

In Los Angeles in 1984 the ceremonies were clearly an all American entertain-
ment spectacular created in a grand Hollywood style using singers, dancers, trumpeters, pianos, rocketman and recreation of the old West. They marked a definite transition of the ceremonies to major spectacle.

In Seoul in 1988 and in Barcelona in 1992 the ceremonies emphasized the culture of their respective countries with Seoul being defined by colourful folklore while Barcelona's style was very much a European Artistic approach to its history and culture.

In Atlanta we were provided three broad overall concepts for the ceremonies to celebrate;
1. The Centennial Games
2. Atlanta, the American South and its diversity
3. the Youth America

(Brief description of the themes and objectives of the Atlanta Ceremonies.) In conclusion, the themes and objectives of Olympic Ceremonies have been defined over time by tradition and history, showmen and sportsmen to combine Olympic protocol and spectacle entertainment to create one of the most anticipated events in human experience.
Sports activities
Moments from the social evenings
Moments from the social evenings
Artistic happening
The inaugural meeting of the Dance Workshop was held on Thursday afternoon, 10 July, and featured an introduction to American and Greek folklore dances, with over 75 participants in attendance. The session lasted for one and one-half hours, with the last 15 minutes devoted to planning the creative/modern dance presentations, to be combined with poetry and music for the "Arts Happening" on Thursday, 17 July. The enthusiasm generated during the first meeting was instrumental in setting the tone for the rest of the Dance Workshop sessions and for the participants' performances at both the Arts Happening and the final Social Evening.

The American and Greek folk dance workshop met each afternoon, from 18.30-19.45 until the conclusion of the final Social Evening Sunday, 21 July. During these daily dance sessions, which met the same time as sports, the attendance varied from 15-20 participants. American dances (e.g., country western, mixers) were taught and reviewed as well as Greek dances from Attica, Thessaly, Epirus, Crete, and other regions (e.g. Palamakia, Hassaposerviko, Haniotiko, Syrto/Kalamatiano, Karagouna, Hassapiko). At the final Social Evening, the Dance Workshop performed Hassapiko, demonstrated three other dances, and then helped to teach participants from the audience. The Dance Workshop was an obvious success—workshop participants were pleased with their accomplishments and the audience responded with enthusiasm.

The creative/modern dance portion of the Dance Workshop commenced on Friday afternoon, 11th July, and met each afternoon from 15.30-16.45 until the conclusion of the Arts Happening on Thursday night, 17th July. There were two dances chosen for presentation; the first was choreographed to music by Petros Tabouris ("Dance at the Columns of Olympic Zeus") and the second was a creative interpretation of Baron Pierre de Coubertin's poem, "Ode to Sport", which won the prize for literature at the 1912 Olympic Games in Stockholm. The authors of this fine work officially were Georg Hohrod and Martin Eschbach (Germany); in fact, behind the two pseudonyms, the real author was Coubertin himself. He originally wrote it in French but presented it in German to maintain the ruse behind the pseudonyms.
Five stanzas of "Ode to Sport" were chosen for this aspect of the Dance Workshop (those with and asterisk):

**ODE TO SPORT**

I

O Sport, delight of the Gods, distillation of life! In the grey dingle of modern existence, restless with barren toil, you suddenly appeared like the shining messenger of vanished ages, those ages when humanity could smile. And to the mountain tops came dawn's first glimmer, and sunbeams dappled the forest's gloomy floor.

II

O Sport, you are beauty! You--the architect of this house, the human body, which may become abject or sublime according as to whether it is defiled by base passions or cherished with wholesome endeavour. There can be no beauty without poise and proportion, and you are the incomparable master of both, for you create harmony, you fill movement with rhythm, you make strength gracious, and you lend power to supple things.

III

O Sport, you are Justice! The perfect fairness which men seek in vain in their social institutions rises around you of its own accord. No man can surpass by one centimetre the height he can jump or the time for which he can run. His combined strength of body and mind alone set the bounds of his success.

IV

O Sport, you are Daring! The whole meaning of muscular effort lies in one word--to dare. What good are muscles, what good is it to feel nimble and strong and to train one's nimbleness and strength if not to dare? But the daring you inspire is far from the rashness which impels the gambler to stake his all on a throw. It is a prudent and considered daring.

V

O Sport, you are Honour! The titles you bestow are worthless save if won in absolute fairness and perfect unselfishness. Whoever succeeds in deceiving his fellows by some ignoble trick, suffers the shame of it in the depths of himself and dreads the dishonourable epithet which will be coupled with his name if the fraud from which he prospers should come to light.

VI

O Sport, you are Joy! At your call the flesh makes holiday and the eyes smile; the blood flows free and strong in the arteries. Thought's horizon grows lighter and more clear. Even to the griefstricken you can bring a healing distraction from their sorrows, while you enable the happy to taste the joy of living to the full.
VII

O Sport, your are Fecundity! You tend by straight and noble paths towards a more perfect race, blasting the seeds of sickness and righting the flaws which threaten its needful soundness. And you quicken within the athletes the wish to see growing about him brisk and sturdy sons to follow him in the arena and in their turn bear off joyful laurels.

VIII

O Sport, you are Progress! To serve you well, man must better himself in body and in soul. You enjoin him to observe a loftier hygiene: you require him refrain from all excess. You teach him wise rules which will give his effort the maximum intensity without impairing the balance of his health.

IX

O Sport, you are Peace! You forge happy bonds between the peoples by drawing them together in reverence for strength which is controlled, organized and self-disciplined. Through you the young of all the world learn to respect one another, and thus the diversity of national traits becomes a source of generous and peaceful emulation.

General Comments

The 1997 Dance Workshop was, once again, a positive addition to the IOA session, as evidenced by the enthusiastic response of both participants and spectators. The decision to hold all artistic endeavors in one location enhanced the overall attendance; dances occasionally joined in the painting sessions and artists sometimes came to dance. An overall appreciation of both artistic genres was the result.

Acknowledgements

Special thanks to the IOA administration for its continued support for both the Dance Workshop and the Fine Arts Workshop. The addition of Ms. Brenda Roosmalen (HOL) to the Fine Arts Workshop made a valuable contribution to the arts program in general.

Thanks, also, are due to the many participants who attended the Dance Workshop, some of whom had to sacrifice sporting events in order to attend. Without the enthusiastic input of these participants, there never could have been a successful 1997 Dance Workshop!
REPORT ON THE FINE ART WORKSHOP
OLYMPIA

by Mr Kevin Whitney (GBR)
Official Artist of the British Olympic Association

After a splendid opening ceremony on July 9th in the new building at Olympia everyone settled into the academy. The next day my assistant Brenda Van Roosmalend and I opened the Fine Art Studio Workshop. I gave out a manifesto of the aims and facilities of the workshop to participants at the first general meeting, before Prof. Nikos Yalouris presented a lecture on the subject "Ancient Elis, the cradle of the Olympic Games", which was excellent. A host of intelligent questions were put to him by the participants after his speech. It is a privilege for everyone to be present at lectures by Prof. Yalouris as he is the definitive mind of Ancient Olympia in the world.

To celebrate the opening of the workshop Brenda and I displayed a large painting of a figure diving in three parts on the academy steps, so when participants return from the visit to the archaeological sight they were surprised by this image. During the free period in the afternoon many participants came by the workshop to draw and paint and joined in Mrs E. Hanley's dance class. In the evening a video produced by Philip Barker (GBR), of last years Olympic flame torch run, (many of us from the academy had the honour of participating in it) was shown in the new lecture theatre. The next day, Friday, I announced the start of the photographic competition. Brenda and I mounted a collage exhibition of picture from the flame run in the bar area. At the allocated time for art activities the Dutch delegation used the facilities of the workshop to produce backdrops for the forthcoming social evening, others started sculpting and painting. In the afternoon many participants went to the beach at Zacharo and others stayed working in the studio, I finished a water colour of the Acropolis which I had started in Athens a no painting instruction to some participants who were new to the fine-arts. Brenda, meanwhile, produced a poster for the "Past Participants Assoc." meeting on the 23rd July at the Academy in the afternoon there was a co-ordinates meeting with the President. I was interviewed by the Trans-world sport T.V. company who were making a feature for their weekly syndicated programme to be transmitted throughout the world. Mazako, from Japan, made some superb origami paper birds which were then painted. She produced a large collage of origami as well at an amazing pace.
The next day, Tuesday, the workshop was busy with participants creating props for Wednesday social evening. At 6.30 Brenda, Mrs Hanley and myself organised a full rehearsal of the "Flame Event" in the "Fine-Art Happening" on Thursday. We needed 40 people for this and 45 turned up and the rehearsal went very smoothly, the higher age group adding to the participants concentrating in an intelligent way. In the evening Pres. Filaretos took all of the co-ordinators to dinner in the next village, which was highly enjoyable. In the lecture theatre in the morning I reminded everyone about the photography competition and the "Happening" at 930 p.m. tomorrow night. During the activity period in the afternoon some participants were sculpting and others painting large pictures. It was a very busy time. People were utilising the facilities in preparation of this evening's social event. On Thursday morning Brenda and I installed the large painting of a hand holding a flaming torch in three sections on the (see photo) Academy steps, As a form of announcement of the evening's performance and to be a relevant backdrop to the event. Most of the day was spent preparing for the event and at 9.30 after dinner the bell was rung to announce the start of the "Happening". Chairs were placed at the top of the steps so the VIP's would get a good view of the performance. Everybody else sat on the steps, I welcomed everyone to the event and dedicated the evening to Pres. Filaretos. Then John (NOR) read Dr. John Powell's beautiful poem; this is a special tradition of the F.A.W. as text; Dr. Powell has been a big influence and inspiration in the workshop. I projected a slide of Apollo in respect. The second item was the dance workshop's first performance, which was excellent. I then projected a slide-show of my impressions of the '92 Barcelona Olympic Games with music by Montserat Caballe and Freddie Mercury. Then Kishani (SRI) sang "Amazing Grace" to an enthralled audience. Following this we had two poems by Victor (BRA) and Nikos (GRE) which they had written at the Academy, then a beautiful song in Greek by Panayoti (GRE) accompanying himself on the guitar. Then the second dance by the workshop troupe, with a poem read by Mrs Hanley "Ode To Sport" by P.D. Coubertin. Following this Florin (ROM) played the guitar and sang some traditional songs from his country. Sotiris Blatsis (GRE) read the poem "Ithaca" by the great Greek Poet Kavafis, (this was superb) and was followed by a song from Philip Barker. While 42 participants prepared for the finale, I stepped to the microphone and said "Klinome Me Tin Floga". Take care of the flame as you do for your eyes.

We will take care of the flame as we do for our eyes.

Tin floga ke ta matia sas tin floga ke ta matia mas!

Then slowly, with torches held aloft, the participants with Mrs Hanley leading emerged from behind the building onto the "stage" and accompanied by the music "Entry Into Paradise" by the great Greek composer Vangelis Papathanasiou, walked in formation to create a giant symbol:

for Academy, in flames with the outer circle clockwise. The effect was stunning and the audience applauded in rapture.

- End of performance -
The next day (Friday 18th July), was spent preparing for the exhibition to be presented in the foyer of the new building on Saturday. So the workshop was very busy with people finishing of work. On Saturday Brenda, myself and Sotiris spent the afternoon putting up the exhibition. Invitations were sent out to the President, the Dean, lecturers and two C.O.’s Jan Paterson and George Vasilaros and two participants Daniel Henning Ness (Nor) and Anna-Louise Ebberstein (SWE) to attend the opening and to judge the competition. The results were as follows:

**Painting**
1. Masako Kato (Japan)
2. Ms Cameron Myler (USA)
3. Vivian Rodrigues (Singapore)

**Sculpture**
1. Andres Chrysostomou (Cypress)
2. Mary Kalirani (Malawi)
3. Vivian Rodrigues (Singapore)

**Photography**
1. Brenda Van Roosmalen (Netherlands)
2. Yvonne Broberg (Dominican Republic)
3. John Walstad (Norway)

**Poetry**
1. Amrita Kishami Jayasinghe (Sri Lanka)
2. Nikolaos Vassiliadis (Greece)
3. Jaime Comandari (El Salvador)

The prizes were presented at the final social evening on the Sunday night. The intellectual level of the participants this year was very high, due to the average age being 28 years. The Workshop enjoyed, in my opinion, the year best yet, with heart felt thanks going to Brenda Van Roosmalen, Elizabeth Hanley, Sotiris Blatis and above all the inspiration of Pres. Nikos Filaretos.
Excursion to the Zacharo beach
Participants visit the Ancient Stadium
OLYMPIC EXPERIENCES

MY OLYMPIC EXPERIENCE

by Ramon Andersson (AUS)

The Olympic Games for most athletes are certainly the pinnacle of an athletic career. They are the greatest sporting extravaganza in the world. For me this is certainly no exception.

I have been influenced by the Olympic Games and the Olympics Ideals ever since I was about 9 years old. I still vividly remember watching the 1972 Munich Olympic Games on TV and seeing Mark Spitz and Shane Gould dominate the swimming pool in an almost superhuman effort. Their efforts were the epitome of greatness in the Olympic arena and upheld the Olympic motto of "Citius, Altius, Fortius".

It was there and then that I decided that one day I wanted to compete for Australia at an Olympic Games. I had no idea what sport it would be in, but I knew that is what I wanted to do. That was the start of my Olympic dream.

Some 20 years later, my Olympic dream came true when I represented Australia in Canoeing at the 1992 Barcelona Olympics, winning a bronze medal. Four years later I also made the team for the 1992 Atlanta Olympics, making the final.

I feel very honoured to have represented Australia at two Olympic Games and would like to share my experiences with you.

My goal of representing Australia at the Olympics began in earnest in 1982 at the age of 19 when I seriously took up the sport of canoeing, which is relatively late to take up sport, especially when the Olympic Games were your goal. Prior to that I had been quite a successful soccer player at State level, but my desire for soccer waned when I started paddling.

I enjoyed getting out on the river to train and loved the fact that it was a physically tough sport to train for. I had found the sport that I wanted to commit myself to and hopefully it would one day take me to the Olympic Games.

I was a good athlete, but I was by no means a naturally talented athlete, but one thing I had in my favour was persistence. I would never give up, if didn't succeed, I would keep trying until I finally succeeded. Each year I set out to achieve the goals that I had set for myself, and when I achieved those goals, I would set new goals.

There were many ups and downs along the way, but it was my ability to come back from the downs which have contributed to my success. Every time I was down, I used it as a motivation. I only drew on the positives, I simply forgot about the ne-
gatives because they were going to be of no use to me at all.

I always believed in myself and never gave up. They say that successful athletes are the ones that do all that is asked of them and then they go and do some more. I really believed in that. I gave 100%. I didn't want to get to the age of forty and think back and say that I could have made it to the Olympics if only I had trained harder, if only I had made more sacrifices etc.

Each year my goal of competing at the Olympics became more of a reality as I improved year by year. I made my first Australian team in 1987 which is certainly one of the highlights of my life as I am a proud Australian and to represent your country in the sporting arena is one of the highest honours you can achieve.

In 1992 my Olympic dream became a reality when I made the team for the Barcelona Olympics. The Olympics are not just about competing and winning and losing. It's an experience one will never forget. It's about going to the opening and closing ceremonies, it's about forming new and life long friendships, it's about walking around the village and seeing the greatest athletes in the world like Carl Lewis, Linford Christie, Steffi Graf, Michael Jordan, the list goes on.

I always knew the Olympic Games were big but I didn't realise they were that big until we arrived at the Olympic village a week or so before the opening ceremony. The whole of Spain was hit by Olympic fever and everything in Barcelona seemed to beat to the rhythm of Andrew Lloyd Webber's officially commissioned song "amigos Para Siempre" - Friends for life.

It was a very appropriate and beautiful song which I think will forever stay in the minds of anyone associated with the Barcelona Olympics as the Olympics are really about making friends for life.

Walking around the village there was a buzz in the air, there was a sense of anticipation knowing that the Games were only a matter of days away as more athletes poured into the village. It could be quite easy to become distracted and lose focus as there are so many things to do in and out of the village. Unfortunately there are cases of athletes losing that focus.

In our case our stayed totally focused and committed to our job, and that was to be the best that we could be when it came to competing in the second week. We became familiar with our training routine, getting used to the long bus rides to the regatta course when often non-Barcelona bus drivers would get lost. It was also very hot, but coming from Australia this was not so much of a problem.

Finally the Opening Ceremony was upon us and on July 25th we were going to be one of 172 countries marching around the Montjuic stadium. Marching out onto the track that night was an awesome experience, the adrenalin was flowing throughout our bodies and when we came out of the tunnel the roar of the crowd was deafening and knowing that the eyes of the world were upon us made your whole body tingle with excitement.

I still vividly recall marching past the official boxes and seeing Juan Antonio Samaranch, François Mitterand, Fidel Castro and other world leaders. Once we were passed the various dignitaries, we broke ranks and got some special photographic
opportunities. The inside of the stadium was a giant theatre with opera singers like Jose Carreras and Placido Domingo, Flamenco dancers, drums, giant puppets and a human tower based on Catalonian tradition.

The most poignant moment of the Opening Ceremony was when Antonio Rebelello, the disabled archer ignited the Olympic torch by snooting a flaming arrow. It was an amazing feeling as I think all athletes and spectators within the stadium and viewers all over the world literally held their breath in anticipation that the arrow would find its target. When it did there was a sigh of relief and a pouring out of emotions knowing that the Games had officially begun.

The Australian team was performing really well and we had to wait until the last full day of competition for our chance at glory. When we raced on finals day we were in the "performance zone" where everything is done powerfully whereas at the same time effortlessly. We all felt strong and ready to perform.

Our race went according to plan. We started off slowly and finished strong. When we crossed the line I thought we had come third, but when we looked up at the scoreboard it had us placed in fourth position. I was shattered as were the rest of my crew. I never thought that finishing fourth could ever hurt so bad. Meanwhile the Czechoslovakian crew were on the bank celebrating as the words photo finish flashed up on the Scoreboard. I didn't give it much thought as I resigned myself to the fact that we had finished fourth, so close to that exclusive Holy Grail, an Olympic medal yet at the same time so far.

After about 2 minutes there was an almighty roar from the Australian supporters in the crowd and I knew then that we had finished third. We were absolutely ecstatic. I felt as if I was walking up in the clouds, it was just an unbelievable feeling which was made sweeter and had more of an effect considering moments earlier we had been in the depths of despair, lamenting a near miss.

We paddled over to the shore and got congratulations from our coach and supporters including Herb Elliot and Dawn Fraser who are arguably Australia's greatest ever Olympians. Standing on the dais a few minutes later you feel so much pride and emotion and you think back to all the years of dedication, commitment and sacrifice for those few moments of glory and say "Yes, they have definitely all been worthwhile".

The following evening was the closing ceremony and I still hadn't slept from the night before. I was still on an all time high as I stood in the emotion charged Montjuic stadium and watched the Olympic flame being extinguished, knowing that I had experienced the greatest two weeks of my life and then listening to the announcer proclaim "May the Youth of the world assemble in four years time in Atlanta".

That said it all for me. Originally I was going to retire after Barcelona, proud of what I had achieved, but I wanted this all to happen again, it is just too good a feeling to leave behind, and at that point I set my sights on Atlanta 1996.

The following four years were a bit of a roller-coaster ride. The first two years went as I hoped for with excellent results both in Australia and overseas. In early 1995 I became debilitated with Chronic Fatigue Syndrome (CFS) which left me bed ridden
for four months unable to do anything. I was ultimately out of action for ten months, but I finally conquered the ailment and successfully made the Australian team for the Atlanta games.

The Atlanta games for me were different in many ways. The fact that we weren't staying in the village but on our own with the rowing team almost felt like we were at the World championships rather than the Olympic Games. The bomb and subsequent bomb scares which included one the night before our final, took a lot away from the experience.

But having said that, it was still a wonderful experience. My most vivid memory from the Atlanta games was from the Opening ceremony. We were all standing or sitting in the middle of the stadium our shirts and blazers bathed in sweat from the hot steamy Atlanta weather, as we watched the Olympic flame make its way into the stadium. First with World heavyweight boxing champ Evander Holyfield who then passed the flame to swimming legend Janet Evans, who kept the flame moving around the track.

The question on everyone's lips was who and how were they going to ignite the Olympic Torch. As Janet Evans made her way to the top of the ramp and held the torch aloft a figure emerged from the shadows. This person was instantly recognisable to everyone in the stadium and all over the world. He was a symbol for human rights and for being a great sportsman and showman. There he stood "The Greatest" Mohammed Ali, left arm trembling from the effects of Parkinsons Disease.

There was so much atmosphere in the stadium, there wasn't a single dry eye in the stadium and I dare say the world as we watched him struggle to light the flame. I was overcome with emotion as Ali had always been one of my sporting heroes ever since I was young and I remember watching on the old black and white TV, some of the famous bouts like the "Thriller in Manilla" and the "Rumble in the Jungle".

I was shaking uncontrollably as I stood with my video camera capturing the moment as I watched the flame rise up and ignite the Torch at the Centennial Games. It was a moment I will never forget and I will always cherish.

In closing, I just want to say that I am very honoured and privileged to have represented my country at two Olympic Games, an honour so few athletes achieve. I worked hard for many years to achieve my goals and have gained so much from my Olympic experiences which will hold me in good stead for the rest of my life. In the years to come I hope to pass some of this on and contribute in some way to the Olympic movement.
OLYMPIC EXPERIENCES

by Sandra Dimbour (FRA)

My name is Sandra Dimbour. I have been the French badminton number one since 1992 and took part in the Olympic Games in Barcelona, where badminton made its début as an official sport, and in Atlanta.

I first came into contact with Olympism when I was ten years old, when one of my mother's aunts gave me a little souvenir vase from the Olympic Games in Amsterdam in 1928, which she had herself received from her parents. At the same time, I received a little book telling the story of the Olympic Games. At that stage, I did not yet play badminton, but the Olympic Games were already in my thoughts as a kind of dream.

I began to play badminton in 1983, at the age of thirteen. Three years later, I got into the French junior team. It was then that I learned that badminton had become an Olympic sport and that its official entrance into the Games was scheduled for 1992. Still, at that age, the Olympic Games were still just a dream. Badminton was only just beginning to develop in France (the French badminton federation has only existed since 1979) and its high-level structures were not created until 1989. So I went on training and improving as badminton developed in my country. I was French champion for the first time in 1989 and entered the French senior team.

In 1991, the French badminton federation gave the players in the French national team the opportunity to qualify for Barcelona. It was difficult for me to qualify as I had to be in the 48 best players in the world in April 1992 and I was just inside the quota. To have a chance, I had to play well in all 12 tournaments I played in the 91/92 season. It was a pressure I had to undergo for the sake of a dream I wanted to make come true. So you can imagine my joy when my coach phoned to tell me I was qualified. It meant so much to me, I was going to achieve my dream. But it was also very important for my sport as badminton would finally be regarded as a sport and not a beach game. That is the reputation it has in France.

But the best was still to come. Even though I did not bring back any medals, I lived through some great moments:

- the way your heart thumps when you enter the Olympic stadium at the ope-
ning ceremony;
- the friendships you make on the giant campus of the Olympic Village. Everyone, star or not, is on the same equal footing and international cultural barriers cease to exist.

The Olympic Games are 15 extraordinary days, a sports festival bringing together the entire world. It was all these sensations plus the desire to achieve a better sports result that motivated me to try again for Atlanta four years later. The results were not that much better (I just made it through one more round) but the sensations were still there. The only thing one could criticize about the Games in Atlanta, as Michael Payne said in his talk, was the Olympic flea market in the city streets, which unfortunately gave the Games a very bad image.

Today, I am still in the French badminton team. I don't know yet whether I shall go on playing until Sydney, but I can tell you that my experiences in Barcelona and Atlanta were unforgettable for me. They will always linger in my memory.
On September 2nd, 1972, New Zealand won a gold medal at the Munich Olympic Games. Leading almost all the way, Zealand's rowing eight cruised to an incredibly comfortable win in rowing's glamour event. I knew none of the oarsmen. I knew nothing of rowing, but I knew we had won. I was seven.

The Montreal Olympics came in 1976, I couldn't wait because now we had television. I raced home from school each day to see the New Zealand Men's Hockey team struck gold. Made all the sweeter because they managed to beat Australia. As an eleven year old I watched the epic final as often as television repeated it. A black and white screen of Kiwi's streaming out of the goal mouth to defend a penalty corner. The hero for me was the New Zealand goal keeper with 28 minutes to the final whistle New Zealand is leading 1-0. The Australians swept down the field and fired a shot at the goal. In stopping a rocket-like shot the New Zealand goalkeeper, Trevor Manning, was struck a severe blow on his knee. Down he went. Everyone was aghast, surely he would continue. As the minutes of live telecast ticket by it was obvious something was wrong.

Eventually, however, Manning struggled to his feet, probably unaware that his kneecap was broken. This was, after all, an Olympic final. Battle recommenced and Australia continued their search for a goal which would get then back in the game. As the minutes, then seconds ticked by as the final act in one of the tensest Olympic dramas of all time. Suddenly it was all over. I wanted a hockey stick, but I didn't want to be a goalie.

So I began to play hockey, I played for my school, my province, and my university, but never for my country.

My enthusiasm for hockey waned over the years, but my enthusiasm for sport and in particular the Olympics never did. The Olympics offered me the opportunity to observe sport at its highest level. It inspired me to do and be more in my sporting endeavours.

There is no doubt in my mind that were it not for the Olympic Games I would not have entered into sports as I have. I would not have entered into study of physical education. I would not have entered into conditioning athletes. I would not have entered into coaching kids. I would not have entered into teaching kids
movement. My involvement in sport today can be directly linked to the Olympic Games and the Olympic ideals.

The Olympic ideal that is most precious to me is the ideal of taking part. Whether I run on the track or sit on the sideline I am taking part. The Olympics are for all people; active and passive participants. It inspires those of us who sit on the sideline to get involved at our level. It did for me when I was seven, and it still does for me even now.

I am eagerly anticipating the Sydney Olympics when hopefully for the first time I will see the Olympics first hand. When everyone down-under will be inspired to take part in the spirit of the Games.
OLYMPIC EXPERIENCES

by Cameron Myller (USA)

Before I begin, I think I need to explain a little bit about my sport I know many of you are from countries that might not have had much snow. So, you are probably more familiar with Summer Events than those held in the Winter-Olympics. The sport that I participate in is called “luge”. It's the French word for sled and, basically, it involves lying on a pretty small sled on your back and going down an ice-track at speed reaching 90 m. an hour, which is about 150 km. an hour. So, it's pretty quick but lots of fun. A lot of people think that you are actually lying on your back and don't really do so much on the way down, aside from praying that you make it to the bottom in one piece, alive. It is the kind of sport, I think, where you either get on the sled and love it immediately or you are scared out of your mind and then you never try it again.

My first experience with the Olympic Games was in 1980. At the time I was 11 years old and I had been ski-racing. My parent volunteered at the Olympics and at the luge tracks. So, I was there, I witnessed the competition and it was really very inspiring for, I think, a child of that age. I saw athletes from all round the world competing and being friendship and I think, then, they implanted a little seed inside of me, one of hope and one of inspiration that, maybe one day, I, too, would be able to take part in that celebration that I witnessed in my class and thus began my career on a sled. They was a training programme immediately following the Olympic Games and I tried it then.

When I was 16, I became the youngest person in the United States to win the National Championships and, then, became a member of our National Team. It was really at that point that I felt as though I had a realistic chance of making it in the Olympic Team. Three years later I walked into the opening ceremonies in Calgary, Canada, and knew that I was among the best athletes in the world, which was in itself honour enough. I had a consistent race; I was 19 and my expectations were not to win and all but to do the best that I possibly could. So, I felt pleased with my ninth-place-finish but not satisfied. I knew that I had to do it again. So, in 1992 in Albertville I was again a member of the Olympic Team and at that time I felt that I was prepared not only to be among the best of my country but to be one of the best in the world. Unfortunately, I ended up getting sick with the flu and
the night before the race I had a half an hour sleep and I ended up fifth place, which, ironically, was the best - it was then the best and it still is - that an American woman has finished in the sport of luge in an Olympic competition. Still, I was very disappointed with myself. The Olympics, for me, have always been an arena in which I have been able to test my strengths and to try to conquer my weaknesses. I had the chance again and again to test the limits of myself-, body, mind and spirit. So, on thinking that the next Olympics in Lillehammer were only two years away, I decided to continue. At that point I was training with this very fierce desire that, I think, could only be satisfied by winning an Olympic medal.

Just after the 1992 Games I had reconstructive shoulder surgery and, then, two weeks before our Olympic season began in 1994 I just dislocated my other shoulder. So, I faced the season not really knowing whether I would be even able to make it in the Olympic Team, much, less to win a medal at the Olympic Games. Also, around that time my only brother, Tim, was diagnosed with cancer and doctors told him that at that point he only had a couple of months to live. I tell you that because it really made me question what I was doing and it really made me think what role sport played in my life as well as whether or not I could justify spending so much time committed to this thing. Indeed, when you really think about it, what is this thing, getting on a sled and racing down and thinking that I had hurt myself. It's fun but I really had a problem justifying to myself the value in that. But I think it was also a very important time for me because it made me re-examine my beliefs and realize that the Olympic Movement is enormous and important and something very important to me personally. So, I decided that I would continue.

At the last World Cup race, before the Olympic Games, I spoke with my brother the night before and he said: "Oh, just go out there and win one for me". So, the next day I got on my sled and went out there and I won and it was something that I was very thankful for. It was also a good way to go into the Olympics. I knew that I had just beaten all of the women in the world and there was a chance for me to do it again. I think you have heard a lot from the athletes who have spoken today mentioning that the opening ceremonies are a particular thrill of the Olympic Games. Well, each country elects a person who will carry the flag during the athletes' procession into the stadium. For the United States each sport is able to nominate someone and, then, the team captain for each sport goes to a meeting and they go through an election procedure to select the flag bearer. I was nominated by the luge team and I was really happy enough for that, because my name was there with Olympic and World Champions like Bonnie Blair and Don Johnson. So, I was just thinking: "Oh, this is great I have come thus far". But, somehow, I found myself two days later carrying the American flag and leading our team into the stadium. That moment was by far the best I have experienced in my career as an athlete and that certainly surpasses every single time that I have stood on top of the medal podium. It was an honour for me personally but I think, more important than that, it connected me to the larger picture of not only the Olympic
Games but the whole Olympic Movement. I knew at that moment that just being there, being part of a worldwide family committed to the pursuit of excellence, to friendship and to peace was what being an Olympian and part of the Olympic Movement was all about. I have to mention that just before I walked into the stadium, the Marketing Director for the U.S. Luge Association told me: "Try not to trip when you are walking in there but if you do don’t worry, because only about two billion people will be watching you on TV". So, in those Games I didn't fulfil my dream of becoming a medalist. I had a very disappointing race. But, I did the best that I could and I was satisfied with that.

The Olympics certainly are the greatest celebration of the human body, mind and spirit and it has been a privilege for me to take part in three Games. I am currently training for the next Winger-Olympics in Nagano, Japan, which is about eight months away. So, in February I hope all of you are watching and wish me luck. Thank!
"Chase your dreams, they do come true" would be the motto I used throughout my athletics career. Little did I know when I watched Reaelne Boyle at the 1976 Olympics that I was to realise my dream of competing at the Olympics in 1992.

From my earliest recollections as a child I wanted to be a sprinter and always loved the feeling of running fast. Unfortunately my debut as a sprinter at seven was marred when I was trying out for the House Relay team and my shoe fell off mid-race and I stopped to pick it up! This was the one and only time I missed selection in a relay team throughout my career! Nevertheless, I went on to win school, regional and state athletics competitions and always enjoyed the team aspect and excitement of the relays.

My dream of the road to Barcelona became a reality for me after I had been a part of the Australian 4 x 100m relay team that won a gold medal at the 1990 Commonwealth Games.

In 1989, Athletics Australia had begun a sprint relay program in an attempt to improve the standard of sprinting in Australia. At the conclusion of the 1990 Commonwealth Games we were told that a women's relay team would be sent to the 1991 World Championships. If the relay team finished in the top eight in the world the team would then be eligible for selection for the 92 Olympics.

This was all the encouragement we needed and every up-and-coming sprinter in Australia set themselves the goal of getting in that Olympic dream. The team finished in the top eight at the World Championships.

The selection process for Barcelona entailed competing in the Grand Prix Series around Australia culminating in the Australian Championships/Olympic Trials at the end of the domestic season in March. A squad was announced following the Nationals and it was an unbelievable feeling for me to hear my name read out as a member of the 4 x 100m relay squad to go to the Olympics.

The Australian squad then travelled to Europe in June to compete in a series of races. This was a difficult time for us all. Everyone had tough qualifying standards to achieve and if these weren't attained then the athlete was sent home. I can remember the day the final team was announced in London. Basically, there was a team meeting in the hotel and if you hadn't been told bad news that you hadn't
been selected by management, you proceeded to the meeting.

Our hearts were in our mouths when the team manager asked to speak to one of the relay team members at training on the morning of the meeting. We all thought that meant the team was going to be cut and it turned out he only wanted her to try on a leather jacket he had bought for his daughter as they were the same size!

I can't say anyone felt particularly elated that day. We passed people in the hall crying as we went into the meeting. I can remember almost feeling guilty that I'd made the team when other very good athletes had missed out. It was sad to see that their dream had been shattered after coming so close to realising it.

My first memories of being an Olympian were the thrill of trying on the Olympic uniform in Germany and wearing the Olympic blazer of the first time.

Landing in Barcelona on the charter flight was fantastic as everyone clapped and cheered. We had finally made it!

For the relay team the long wait began as we were to compete on the final two days of competition at the Olympic Games. We continued training each day as usual while absorbing the diversity of village life.

I shared an apartment with some of the other sprinters and the Australian Olympic Committee added some home comforts; television, fans, and beanbags to improve the conditions in this sparse environment. The days were very hot and it was very frustrating to look out onto the Mediterranean and not be able to go for a swim due to the pollution.

The day of the Opening Ceremony finally arrived and one could feel the excitement throughout the Australian team. I will never forget the moment that we were announced, "AUSTRALIA" and we emerged from the tunnel into Montjuic Stadium. It still sends a chill down my spine to recall that moment when I realized that I really was an Olympian. I was marching with my close friend, Melinda Gainsford, and she burst into tears of happiness when she saw her parents in the crowd and this set us all off crying!

The relay squad had six members and unfortunately for two of the girls, only four would compete at the Games as Australia had to put its best team on the track for the semi-final to ensure that we reached the final. This did put a lot of pressure on everyone and strained what had been close friendships. After all, no-one wants to be the reserve at the Olympic. The problem was further exacerbated when one coach asked the team members to vote for the composition of the team.

To this day, I believe we should never have been put in that position as there was even lobbying by team members to get themselves in the team.

The day of the semi-final arrived after what seemed an interminable wait through the highs and lows of Olympic Competition. I knew that I was running the third leg for Australia, receiving the baton from my close friend, Melinda, and passing to Kerry Johnson. We were a well drilled and confident unit as the only addition to the team since 1990 was Melinda and we had had many years of running together in State relay teams. I believe the friendships we had as a team off
the track served us well in the Olympic arena as we understood how each other thought and reacted. In relay, the executing of a perfect change comes down to hundredths of seconds so having implicit trust in the person who is running into you is vital.

We warmed up and made our way into the cool room under the stadium. A strange name for a place where you feel anything but cool, calm and collected! I had a bad attack of nerves but talked to the other girls who had all completed individual events and then gave myself a mental pep talk in the mirror of the toilets! I told myself to trust my own ability as an athlete and the other team members. I emerged calmer and ready to enjoy the experience.

We farewelled each other before we were taken to our stations. We all agreed that we were going to achieve our goal of making the final if we all did exactly what we had rehearsed many times before. I walked into the stadium with Debbie Flintoff-King's words of advice ringing in my ears - "Absorb the excitement in the stadium and then settle into your normal pre-race". As I walked around to my station there was a small group of Australians waving boxing kangaroos and yelling out words of encouragement. It was great to know Australia was behind me. I can remember I couldn't see the first runner but knew they were coming by the roar that followed that race around the stadium. Melinda came powering towards me and my thoughts for the ten seconds it took to complete my leg are still very clear to me. I was totally focussed on getting to Kerry as fast as I could. We finished fourth in our semi-final and had to wait for the second semi-final to see if we would get through on times.

It was a very exciting moment when we was the times flash onto the scoreboard and we were into the final.

As a team we set goals for the final. We decided to extend our markers to the limit to go for the fastest time possible and to improve on our eight placing the year before.

We finished sixth in the final which was very satisfying for us. It was interesting that some comments when we returned home focussed on us only finishing sixth but as a team we were proud of our improvement and I believe the relay program has been the catalyst for the emergence of Australian sprinters Cathy Freeman, Melinda Gainsford and Laurent Hewitt.

The closing ceremony was spectacular and everyone felt happy and sad that the Olympic experience was drawing to a close.

Personally, I had achieved my dream of being an Olympian. I would love to have walked out and competed in an individual event but was proud to contribute as a relay runner. It was the best and hardest two weeks of my life in many respects. I had no concept at the enormity of the Olympic and the pressure the athletes feel. But, it is an experience that will never end as I always feel a part of the Olympic family and I will never forget the experience.
Every journey starts with a dream, a vision, an inspiration, a motivation. My dream began when I was ten years old and my teacher told us about Wilma Rudolph. My spirit was captured. I wanted to be like Wilma. I wanted to be an Olympian. I could see myself running in the Olympic Stadium with 100,000 people cheering for me as I raced across the finish line with my arms outstretched to win the gold medal.

I was a member of the U.S. Women's National Volleyball Team from 1972 until 1980. In 1979 we qualified to be one of the eight teams which would compete in the 22nd Olympic Games in Moscow. We were the first U.S. team sport to go into intensive year-round training (in 1975), and we were the first U.S. Team to qualify for the Moscow Games, a full 14 months before the start of those games.

We trained six to eight hours a day, six days a year, and 50 weeks a year. We did this for six years. In January of 1980, President Jimmy Carter announced the United States boycott of the Olympics Games to protest the Soviet invasion of Afghanistan. We didn't believe that we would actually boycott the games, but morale was low so we cut back our training to six hours a day. We trained in Colorado Springs at the Olympic Training Center, which is also the home of the U.S. Olympic Committee. Talk of the boycott was all encompassing in Colorado Springs.

My greatest memory is the night we qualified in Havana, Cuba. To know that you have achieved a great goal in your life; to have qualified to be one of the eight best teams; To know that you have given 100% to that goal; To know that you are one of the best in the world is an incredible feeling! We gave up so much to train together; Our friends, our families, boyfriends, homes, school and jobs.

In April of 1980, one year after we had qualified for the Olympic Games, our dream, my life long dream, was shattered. The U.S. would not sent a team to Moscow. We were ranked third in the world at the time and a medal was in sight for our team. But there is no guarantee that we would have won any medal. My heart was broken and there was a huge void in my life.

The bitter disappointment of the boycott disrupted many of our lives. I was lost. I had put over one third of my life into training for the Olympics and I learnt...
ned the hardest lesson of my life during the boycott. I needed balance in my life. I needed something to fall back on. I was bitter for many years but eventually I came to terms with what it all meant to me. I would never be an Olympian.

But I realized the true meaning of all that had happened to me. I had made an incredible journey. I would do it all again, even knowing the outcome, because those experiences made me the person I am today. The destination was not reached, but the journey taught me more than anything before or since. I have learned more valuable and applicable life lessons through sport than by any other means.

After 1980 the Olympic Dream faded, but the flame continued to burn within me. In 1986, I attended the IOA and decided to promote Olympism and its philosophy. I stayed involved with the Olympic Movement.

In 1987, After playing in a professional league, I was asked to return to the U.S. National Team after a seven-year absence, from international competition. My wildest dream was reborn! We qualified, in June of 1987, again in Havana, Cuba. In September 1988, I participated in the 24th Olympic Games in Seoul, South Korea. I was 34 years old. I was so proud of my 20 years of persistence.

I got another chance. Many others did not. I was so grateful and I was ready to seize the opportunity. The gold medal was in sight once more. We finished seventh out of eight teams. As I sat alone in the Athlete’s Village the day after our tournament concluded, I felt fulfilled. I had done everything to prepare. I never cheated in my workouts. I had done every sprint, every exercise in the weight room, studied the opponents and taken care of my body. I was totally prepared physically, technically, tactically, psychologically, and spiritually. I thought how sad it would be to be sitting there and thinking, "I wish I had done more. I could have done more. I should have worked harder.”

The great Jesse Owens once said, "Whether you come from the world of the arts, of the scientific world, or the athletic world, or from the professional world, each of you can be a champion in your own right. I didn’t have that gold medal hanging around my neck, but I had given my very best, I was a champion in my own right. Each of you here is a champion is your own right. Each of you here is a champion is your own right. Your accomplishments speak for themselves. You are here!

There are many special stories of persistence. Every athlete has been knocked back some time in their career. There is no direct and unobstructed road to the top. You will not succeed every time you try, but you must not be deterred. You must stay the course. Each of you can make it to the top! I have lived the Olympic Dream. I live in the Olympic Spirit. I played, I competed, I coach, I teach, I made lasting friendships. These are my rewards. I am honored to be here among you.

All of us here are the "Real Olympism". We are practicing it, for it reaches far beyond the playing field. I pass the torch to you, and I challenge you to take it up, hold it high, and pass it on to others.
OLYMPIC EXPERIENCES

by Enkelejda Shehur (ALB)

It is a special pleasure for me to take part and speak in this session and share with you the feeling I experienced in the last Olympic Games.

It is a great pleasure for any sportsman and sportswoman to take part in Olympic Games. It is a pleasure because very few have this chance and each appreciate that because it is an indication of one’s individual achievement and a great possibility for contribution to world development of sports.

I have also had this immense happiness of participating in two Olympic Games, those of Barcelona 1992 and Atlanta 1996. My happiness was manyfold. Besides those I just mentioned, I was also proud to be the first Albanian sportswoman to take part in two Olympic Games successively. Surely, Albania would have sent a lot of sportsmen and sportswoman in Olympic Games and international sports events, had it not been for their bad luck to live under a system which did little for the progress of sports, even restricted it. If there are achievements in our sport, praises should go for the sportsmen who trained themselves strenuously under difficult conditions of deprivation. Had the situation been different, Albania should not have taken part only in the Munich 1972 and the last two Olympic Games.

In this context, for Albanian sportsmen and sportswomen especially, participation in Olympic Games is a dream. In general, it is a dream to have your name among the stars of world sport, in the great book of Olympic participants. It is also a dream to be among the world's best.

And one fulfilled dream paves the way to other dreams. Once you are there you dream of victory. With victory we can touch the dream. In defeat the dream goes just beyond our fingertips. Millions have wished this dream. Thousands have managed to make it come true and live it. We all wish and dream to go back home with a medal on, be that bronze, silver or gold. It is an indication of victory. It is a victory for me, for my country, for my people. It is a victory of my mankind. Each victory unfolds the infinite faculties of our human species.

For me it was a chance to compete against the best shooters in the world. For all Olympic athletes it was a dream that became a reality when they competed in the Centennial Olympic Games. Its over a year these Games took place, but me-
mories of them will keep the dream alive for all our lives.

Seeing Mohamed Ali with the torch in hand is a wonderful memory that I shall never forget for the rest of my life. Even though sick, he continues to be the pillar force of all athletes. It is incredible to be next to legendary sportsmen and sportswomen like him Ali and Nadia Comanesci during the opening ceremony.

However we sportsmen and sportswomen need also share our feelings of joy in victory and sorrow in defeat. This is part of our training and competition, in as much as it is part of our training and competition, in as much as it is part of our lives. For this reason, in conclusion I thank you for giving me the pleasure to share with you a part of my experience and with you all success and victory in this major event.
OLYMPIC EXPERIENCES

by Sze Sze Hon (HKG)

Introduction

Participation in the Olympics can take on many forms. Indeed a large portion of people, literally billions, are engaged in what is considered a "passive form of participation - they watch via television. In this short paper, I would like to bring to you a behind-the-scenes look at how working as a temporary staff for a TV station consolidated my liking for the Games, and how "actively engaged" one can be even when thousands of miles away from the Olympics competition venues.

Summer of 1992

In the summer of 1992, I had a chance to work as a part-time under the research team in the Sports Unit of the Television Broadcasts Limited (TVB) in Hong Kong. Although the pay was not very attractive (HK$ 4,000 for the entire Olympics period, i.e. approximately US$ 510), I gladly took on the offer - the chance to look behind the scenes of the sports section in a TV station was simply too good to miss.

Production Team Meeting & Induction

The production team for the 1992 Olympics was made up of 36 full-time staff in the Sports Unit plus four staff from the News Section in TVB. About 15 temporary helpers were employed during the period of the Barcelona Games. These helpers were assigned as researchers, cue sheet markers, and administrative assistants; and I was one of the four cue sheet markers.

A production team briefing session was held on July 9, 1992. In the meeting, we learned of the interrelationships that the production team staff have with each other and the roles we played in the overall production of the TV programs. We got to meet most of the hosts, commentators, celebrity sportscasters, and TV stars who were going to appear in the various Olympic programs in different time slots. Two very helpful Olympic Games Guidebooks were distributed to us. One of the guidebook contained background information of the Games' host country, that was, Spain, information on various competition venues, competition formats of various events, listings of teams entered in various events, and newspaper and magazine clippings of reports on favourite teams and individual athletes in various categories. There were 100 pages in this guidebook in total.
The other guidebook was more like a production handbook. Within its 70 pages, you could find the job distribution for the production team, a personnel chart, on-air transmission schedules, studio floor plans, local production team staff and on-screen personalities contact phone numbers, lists of comperes and commentators for various events, a day-by-day program schedule, and even diagrams for the video terminal pool system layout and the technical area floor plan.

A production Assistant showed us our work station after the briefing session and gave us a quick tour of the various studies which we might need to access. But details in filling in the cue sheet were not given to us until one day before the actual opening of the Games. The same Production Assistant explained all operations we needed to know about the video terminals and the general work procedures in the Sports Unit.

The Job - Cue Sheet Marking

The four cue sheet markers were divided into two groups to cover two shifts. One shift was from 0900 - 2300 while the other shift was from 200 - 0900 (of the next day). We did not call it "the graveyard shift" for no reason! The cue sheet markers' job started one day before the actual opening of the Games (July 25, 1992), and it did not end until one day after the Games closing ceremony (August 9, 1992). The job itself involved sitting in front of a video terminal and watching approximately ten hours (sometimes less, sometimes more) of satellite transmission of Olympic competitions a day. It may sound like a job made in heaven for a TV fanatic like me, but try to imagine doing this for a two-week period non-stop! Luckily, the satellite transmissions were not always continual. More importantly, TV watching "was only part of the task. The importance of our job lay in the contents and remarks we wrote down as we viewed the transmission. As cue sheet markers, we must record carefully the counter number (as shown on screen) which corresponded to the specific competition events, mishaps, or other interesting episodes. A full-time staff from the station would then sort through (and sometimes re-copy) the cue sheets and arrange them in chronological order for easy referencing. Then all other TV crew members could easily locate a special piece or segment of material just by looking through the cue sheets. Come to think of it, actually just about every part of the production of the Games programs was either made possible by having the cue sheets or made much easier with the cue sheets.

Job Benefits

Obviously, one of the biggest benefits of the job was the chance to view many live satellite transmissions of the Olympic events. Moreover, since a TV station tends to broadcast only the few sports that appeal to the general public, some of the less popular events would not get any live coverage, and some would not get any air time at all, but in doing my job, I got to view many of those.

I was fairly famous in and around the corner we worked at. I was sort of notorious for the noise I made while watching the sports competitions - "oohs", "aahs", and "yeahs". Indeed I was given the nickname "Yeah Yeah" by one of the long-serving staff of the Sports Unit. Fill-time TV crew seemed to be amazed by my
enthusiasm and emotional display in front of the video terminal. Perhaps because
they have worked so long in covering big and small sports events, they have be-
come somewhat numb about them; thus, they found my reaction quite amusing.
Snacks in the form of congee, fried noodles or sweet bean soup were provided to
all staff for free. This quickly became the one thing we looked forward to in a
night's work. Towards the end of the Olympic period, live transmissions became
quite scarce. That gave us the part-time people more time to "snoop around". In
the TV station. We were amazed and disillusioned at the same time by the diffe-
rences between real life dimensions of set and the effect we saw on TV. Perso-
nalities looked bigger and props looked much more spacious on TV.

NoNGs

Since most of the Olympic programs were live, there could not be any retakes
even if mistakes occur. We witnessed quite a few tight moment as some of the
commentators made "incorrect" or "inappropriate" comments about sports perfor-
manences and towards fellow commentators when they were already on air. An ex-
perienced commentator could tactfully snatch a piece of paper from the produc-
tion assistant using one hand and chatting to another commentator on air all the
same while. On the other hand, it was funny to see that sometimes a commenta-
tor would have a handsome blazer on top but only shorts and sandals below. In-
deed it was nothing but easy for the on-screen personalities to endure such long
hours of work throughout the Olympic period. They averaged about five to six
hours of sleep each day. As for the crew in Barcelona, they sometimes had to be
in the "stand by" mode for hours on end in order to make one piece of live cove-
rage successful.

Lasting Impressions

The Barcelona'92 MTV was a promotional clip for the Olympic programs which
lasted four minutes and nine seconds in its full version. The TV crew called it "The
Dream Project", and the "Dream MTV". The clip consisted of a large number of
triumphant moments, mishaps in events, disappointing moments, as well as what
seemingly appeared to be impossible feats performed by Olympic athletes in the
competitions. An unofficial count revealed that there were at least 250 different
footages in it. The images flashed by fairly quickly, in one instance, which was a
shot of a Fosbury flop in the high jump, not less than five athletes' footages were
edited together to make up the entire jump. The MTV was accompanied by a
funky song with reverberating vocal sounds and catchy lyrics; the music had a very
strong beat and a distinguished rhythm, which all helped to make the impact of
the MTV all the more powerful. The team of editors were very proud of this MTV,
and I think they had every right to. Even when I watched this MTV, I could not
help but think, of the contribution I had made towards its production as a cue
sheet marker. Although I failed to tape it down for future enjoyment, I am sure that
its images would remain with me for a good number of years.

Sometimes, it is easy to take television programming for granted because it is
almost free to the home audience. But in fact, televised sports is now big business
in world terms. The fees for telecasting rights have escalated to a record US$ 456 million for the Atlanta Games in 1996. Just try to imagine we have to run an Olympic Games without TV coverage today.

Even though the "graveyard" working hours were hard to adjust to, I felt privileged to be able to view the Olympics from an entirely different angle than an ordinary TV viewer. The Olympic Games is a world phenomenon; it presents a stage for the celebration of the undying human fighting spirit. I am proud that I contributed in the Olympic experience of those millions of TV viewers, for the modern gladiators deserve their share of applause and admiration from the populace.
OLYMPIC EXPERIENCES

by Kim Fai Ho (HKG)

Country: Hong Kong; Event: Rowing and Kayaking; Childhood: Outdoor Activities with family; Youth: School Team in Swimming, Table Tennis, Kayaking; National Team in Kayaking and Rowing; Present: Executive Director of HK Sports Assn. for the Mentally Handicapped

1984  Los Angeles  Participant in kayak  Olympic Games
1985  Tokyo  Bronze  Asian Canoe Championship
1989  India  Bronze  Asian Rowing Championship
1990  Beijing  5th  Asian Games
1991  Tokyo  Silver  Asian Rowing Championship
1992  Barcelona  Participant in Rowing  Olympic Games
1992  Montreal  10th  World Rowing Championship
1993  Seoul  Gold  Asian Rowing Championship
1993  Shanghai  Gold  East Asian Games
1994  Hiroshima  Silver  Asian Games
1995  Shanghai  Gold  Asian Rowing Championship
1996  Scotland  12th  World Rowing Championship

In Hong Kong there is a fairly well-developed and well-structured sports system.
Citizens in Hong Kong can use facilities provided by Urban Council and Regional Council at low cost or attend training courses run by UC & RC.

Once you are interested in a particular sport, you can approach the National Governing Body, i.e. Hong Kong Canoe Union or Hong Kong Amateur Rowing Association.

If you are talented and perform to a high standard you may be nominated as a Scholarship Athlete of the Hong Kong Sports Institute, and so receive specialist coaching and technical support.

after years of training, athletes of a high standard can represent Hong Kong, and with Government support, go to competitions overseas.

Participation in big events like OLYMPIC GAMES, ASIAN GAMES and EAST
ASIAN GAMES, is organised and arranged by the Amateur Sports Federations and Olympic Committee. Other international competitions such as World Championships, Asian Championships will be funded by the Hong Kong Sports Development Board and the sport’s Governing Body.

It was through this system that I was able to develop my talents and earn the chance to represent Hong Kong at two different sports at two separate Olympic Games.

1984 Los Angeles Kayak K1 and K2
This was the first big international event in which I have ever competed. I was excited and expected myself to have a great performance there. In the actual race, only a Hong Kong Record was set in the K2 event with my team-mate.

After the competition, competitors came from all over the World gathering together, sharing experiences with each other. In order to improve, I wanted to train harder and I determined to come back with fitness and better skill at the next Olympic Games.

The strongest feeling that I got in that year at the Opening Ceremony. During the Parade of the athletes, the atmosphere was amazing. Cheering from the spectators and feeling proud of ourselves, receiving nice greetings from the other attendees. What a heart touching moment - watching the Olympic Torch being lit by a super-star from sport, symbolizing the formal opening of the Games. It was a great honour to be representing Hong Kong at the Olympic Games as a competitor.

1988 Seoul — not ready for the Rowing event yet
Since 1987, I took up a new sport, Rowing which was recommended by my coach. He thought my physical ability was more suitable in endurance sport like Rowing than Kayak which was a sprinting and open event.

1992 Barcelona Rowing Women open Single Scull event
Under the supervision of a professional coach, I made a great improvement in fitness and strength. Although in 1992 there was no light-weight women single scull event, I felt confident that I could be competitive at the World level. In the race, I managed to finish 15 in the women open single scull event with my personal best record for the 2000m course.

That was the year, I enjoyed the competitive atmosphere of the race and also benefited by sharing the training experience with other competitors and also coaches, too. I feel the Olympic Games gave me a great opportunity to meet people from different race, religions and ages. It was a great situation for people to meet each other with peace and without discrimination. Everyone had a fair chance to demonstrate their own potential.

1996 Atlanta — fail to qualify in Asian regatta in light-weight women double sculls
It was the first time that Rowing light-weight category was included in the Olympic Games programme. Although light-weight double scull was the only event for women, I still thought that was a marvellous experience if A can com-
peting in the exact category that I was trained for.

A new partner was team up with me after 1994 Asian Games. Everything went well in the two years of preparation except the WEIGHT CONTROL. Whilst we were in Japan ready for the only one chance to be qualify for the 1996 Centennial Olympic Games, due to the control of the weight through starvation, there was a significant deterioration of energy supply and we could not manage to come first in that important race! NO HPE FOR THE OLYMPIC GAMES!

I was very very disappointed and I feel lost of myself. It was because the result was unexpected and this gave me a real shock. It took me a few night of awake to overcome that failure and finally I managed to put myself together again and going for the next challenge — World Rowing Championship in women Light-Weight single scull.

IT WAS AN HONOUR FOR ME TO BE ABLE TO REPRESENT HONG KONG on Participate IN TWO DIFFERENT SPORT, KAYAKING AND ROWING in 1984 AND 1992 RESPECTIVELY.

I STILL REGRET THAT I WAS NOT BE ABLE TO QUALIFY FOR THE 1996 OLYMPIC GAMES AND FINISHED NICELY WITH MY ROWING CAREER.

Through my involvement in sport and my participation in the Olympic Games, I have experienced many benefits and rewards. I have had the opportunity to meet and form friendships with people from around the world, understanding more about other countries and culture, and at the same time learning the Olympism is not just about international competition, but also about international co-operation.

My experience have also taught me more about myself, so that I now better understand, not only my strengths but also my weakness. I have gained more confidence and more determination to do things well under any circumstances. I now relish a challenge, and look forward to the fresh challenges facing me in my new career working with disabled athletes, and in helping to promote Olympism not only in the millennium but also in the newly created China - Hong Kong.

My involvement in sport and Olympism has given me much, and I feel strongly that I have the responsibility to promote sports and the Olympic Movement in Hong Kong, making sure future generations will benefit from my experience and will enjoy a life-long involvement with sport.

Making a contribution back to society is a must. I recognize and appreciate all the support that I have received from family, friends, sports associations, sponsors and other sports-related parties.

One of my main wishes, is that more people can benefit for sport, no matter what their abilities. It is for this reason that now, following my retirement from competition, I have taken on a new and very important challenge as Executive Director of the Hong Kong Sports Association for the Mentally Handicapped.

In society, people with disabilities can easily be neglected. In fact, they are the one who need our support and care most. Unfortunately, whilst I was an athlete, I did not have enough time to actively involved with this. But now is the time!
In the 1996 Paralympic Games, Hong Kong's physically handicapped athletes gained wonderful results. They received great publicity and coverage from the media, and the public began to recognize their achievements and success.

If the physically disable athletes can do well, how about Hong Kong's mentally disabled athletes? They won 84 medals at the World Special Olympics Summer Games in 1995, but not many people knew of their success. Why? obviously society was not aware that mentally disabled athletes can also achieve great things if the opportunities are given.

An athlete with physical or mental disabilities can also reach their own potential and experience the joys and benefits of competition and success through participating in sports' competitions, confidence can be gained. They will also gain the bravery to face the world and become an accepted part of society.

*Pleasant moments at the IOA swimming pool*
Pleasant moments at the IOA swimming pool
Introduction

188 participants attended the works of the Session; 7 guests of the IOA, 16 lecturers, from which 2 are members of the Ephoria, and 23 group-discussion leaders from 85 countries.

The works of the Session began on the 7th of July and finished on the 22nd of July 1997. The subject of the Session was:

The Olympic Movement today, after the Centennial Olympic Games

Discussion groups

On the 8th of July, a preliminary meeting was organized with the group of coordinators in which the President, Mr. Filaretos and the Dean, Mr. Georgiadis were present. The purpose of the meeting was a) to inform the coordinators of the best way of organizing and expediting group discussions and b) to talk about the questions prepared by the Dean of the Academy in order to be given to the working groups.

Thirteen groups were created; ten English speaking, two French speaking and one Arab. During the first cycle of group discussions, seventeen questions were dealt with in five, two-hour meetings. During the second cycle of group discussions, fourteen questions were dealt with in six, two-hour meetings. From the seventeen questions of the first cycle, three groups of questions were created. Discussion groups 1, 2, 3 and 11 dealt with the first group of questions. The discussion groups 4, 5, 6, 12 and 13, dealt with the second group of questions. Discussion groups 7, 8, 9 and 10 dealt with the third group of questions.

Also, in the second cycle of discussions the fourteen questions were divided into three groups. The 1, 2, 3, 4 dealt with the first group of questions. Groups 4, 6, 12 and 13 dealt with the second group of questions. Groups 5, 7, 8, 9 and 10 dealt with the third group of questions.
Special care was taken in the composition of the groups, in order to have the correct balance in the representation of the continents and of both sexes, in language abilities as well as in cultural differences.

The quality of the reports was excellent and the level of participants very high. This fact confirms, once again, that the National Olympic Academies and the National Olympic Committees give special importance to the choice of participants. The conclusions of every unit were typed and given to every participant before their presentation to all the members of the Session.

First Group of Questions

I

a) What, in your opinion, are the fundamental principles of the Olympic Idea?

The groups assigned this question agreed that the fundamental principles of the Olympic Idea comprise the following:

- equal participation for all persons, despite race, creed, gender, culture, or socioeconomic position
- development of body mind, and spirit
- implementation of fair play
- pursuit of excellence, not only in sport, but in everyday life
- respect for all human beings

b) What is the meaning of Olympism?

There was total agreement among the groups assigned this question. They expressed their thoughts quite eloquently in the following manner:

Olympism is a philosophy of life, which seeks to promote the harmonious development of the individual, including body, mind, and spirit. This development is attained through sport, art, and cultural activities. Olympism is a means to encourage all peoples of the world to come together in friendship, peace, and unity. A basic tenet of Olympism is respect for oneself and hence, respect for others. The Olympic Games are a visible celebration of Olympism.

c) What does Olympism represent in today's world?

Olympism in today's world represents the ideal of unity of all people in friendship and peace. It is primarily and individual's state of mind, which translates to a collective societal view, ultimately expressing itself nationally and internationally. The vehicle for this expression is sport, which is vital for the full understanding of Olympism.

Olympism can also be described as the "heart" of the body, or an island of refuge where unity between body, mind, and soul exists.

Although the ideal of unity has not yet been attained, it is one, which we must
strive to achieve through personal growth, and embracing Olympism as a way of life for each of us.

One of the groups assigned to this topic posed the following question. Can Olympism exist without the Olympic Games, and can the Games exist without Olympism? The group was divided on an opinion regarding this question and no conclusion was reached.

D) What does the Olympic Movement mean to you?

The Olympic Movement is a vehicle for implementing the Olympic ideals. This movement encompasses all individuals, organizations, and nation's committed to a common goal: The IOC and its affiliated bodies, the NOCs, IPs, IOA, NOAs and other recognized institutions working in conjunction with one another. It is unique international movement bound by a common goal and can be described as the life-giving "blood" which transports Olympism throughout the body. Education and participation are two integral aspects of the Olympic Movement.

E) Which ideals do you suggest should be incorporated in the aims of the Olympic Movement?

It was agreed that the following ideals should be included:

- Fair play
- Education
- Communication
- Knowledge
- Friendship
- Peace
- Equality
- Unity
- Cooperation
- Freedom
- Democracy

F) What is the mission of the Olympic Movement during the Olympiad?

During the Olympiad, the Olympic Movement should work to achieve the following:

- international peace by popularizing Olympism through educational means
- participation in sport by providing the necessary infrastructure
- establishment of National Olympic Academies
- maintenance and continuation of Olympic traditions through education

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G) Have the Olympic Games dominated the meaning of the Olympic Movement?

All groups responded "Yes": the Olympic Games have dominated the meaning of the Olympic Movement due to their popularity, as a showcase to the world, and through its involvement of millions of people worldwide. The essence of Olympism is often lost to commercialization; the average person is unable to distinguish between the movement and the Games, and is often unaware of the philosophy behind the Olympic Movement.

On the positive side, it was noted that Olympic athletes living together in the Olympic Village experience harmony, one of the basic tenants of Olympism. The spectators can also experience Olympism through observing the athletes in victory, defeat, or examples of fair play.

II

Is there a variance between the ideal principles and their implementation in the Olympic Movement? If yes, what are your suggestions for the realization of the principles of Olympism?

The discussion groups agree that there are variances between the fundamental principles of Olympism and their implementation by the Olympic Movement. There is a difference between theory and practice. The pursuit is what important. The participants believe that some principles of Olympism are constantly being challenged and placed under threat. Sometimes the principles are being violated and are not being used or followed as they should be. The emphasis on winning and the pressure to enhance a country's worldwide status have increased pressure on athletes and caused a shift away from the "joy found in effort" (Point 2, Fundamental Principles, Olympic Charter): In summary, the training of the body is overshadowing the enrichment of spiritual and mental capabilities. Issues such as drug abuse take away from the principles of fair play, equal opportunities and fair competition (Point 6, Fundamental Principles, Olympic Charter).

However, political and economic factors, and religious beliefs hamper the Olympic Movement's work: Economic interests override equality through the influence of sponsors. Some countries have more basic needs due to the fact that health, nutritional, financial, and emotional resources are few. Also, sports for women are discouraged by some social, religious and political factors. According to Point 6, Fundamental Principles of the Olympic Charter, "educating youth through sport practiced without discrimination of any kind", the participants agree that the Olympic Movement is acting in a contradictory manner by permitting countries which practice gender discrimination to participate. But this issue is complex as oftentimes religion and culture are involved, and in the spirit of mutual understanding, the Movement is obliged to respect cultural and religious differences.
With respect to peace through sport, it may be unrealistic to expect that this objective can be fully achieved, (Point 6, Fundamental Principles, Olympic Charter). For one group, the Olympic Games are the pinnacle of sporting events, and the highest level through which the Olympic Ideal can be exhibited. For most athletes, the enthusiasm of participating is itself a great feat of excellence.

There tends to be a focus primarily on the Olympic Games and not on the entire Olympic Movement. Although it is easy to observe some of the fundamental principles in action during the 16 days of the Olympic Competition, it is perhaps more difficult in the four years between Olympic Games to observe their implementation.

Although the discussion groups believe and hope that Olympism and the Olympic Spirit will survive and transcend reality. The groups felt that the following measures should be adopted in order to realize the principles of Olympism.

1. A. Education can serve as a primary means to close the gap between the goals defined in the Olympic Charter and their actual implementation in the Olympic Movement.

B. Increased levels of education and communication between the IOC and the NOCs through exchange programs at all levels would increase the level of implementation of these principles.

C. Greater emphasis on teaching the Olympic Movement in primary education to students, teachers, parents, the media, and all other sources of information and knowledge is required. This should be sustained throughout the Olympiad, not only prior to the Olympic Games.

D. Seminars, conferences, commissions, campaigns, and advertisements will help promote the message of Olympism.

2. The Olympic Movement should aim to highlight all its aspects, e.g. sport, culture, environment, etc. and to spread the Olympic Ideal to as many people as possible.

3. To work for further enhancement of the principles of equal opportunities between continents in all aspects, including the hosting of the Games, and the team size of participating countries.

4. To give more attention to the development of arts, music and literature within the Olympic theme and to organize competitions as they would reflect the various cultures.

5. To give more emphasis of participation and on the joy of sport as opposed to victory at all costs.

6. To give more emphasis on the athletes' performance with dignity and respect of their efforts to achieve excellence.

7. NOAs should be established in all countries.

8. Cooperation with other movements that support the same ideals.
9. Increase the monitoring of the past participants of the IOA session to encourage them to continue to spread the Olympic Ideals in their countries.
10. Give more attention to Third World Countries.
11. To further the development of democratically-based, sports-governing bodies.
12. One group believes that the IOC should become more prudent and less extravagant.
13. One group suggested that the example of the Mobile Olympic Academy (Netherlands), should be followed by other countries, and taken as a model for further expansion of the principles of the Olympism at every level.
14. One group believed that the national flags and the national anthems be replaced by the Olympic flag and Olympic anthem during the Olympic Games, thus decreasing the blatant emphasis on nationalism.
15. In addition, the members of one group felt that the relevant sports bodies within the Movement are not carrying out the task of the Olympic Ideal thoroughly enough.

III

Are sponsorship and marketing essential to sport or to the Olympic Movement?

Sponsorship and marketing are essential to sport and the Olympic Movement in order to promote the ideals of Olympism and increase awareness to the public, the media and to the sponsors themselves. Promotion of these ideals and of the Olympic Games cannot occur without sufficient funding.

The increased funding from sponsorships makes IOC solidarity programs available to help all sports and all nations. Preference should be given especially to developing sports and to developing nations. Increased financial security can allow NOCs more financial independence for their governments, although educational programs should still be developed and provided by governments.

There must be equal benefits to all parties involved, the IOC, NOCs, sponsor, and athletes, and there must be a balance between the use of the Olympic symbols for the sponsors (by their marketing practices), and the promotion of the Olympic ideals.

The following suggestions were made:
1. The IOC must regulate corporate sponsorships with guidelines that do not compromise the Olympic ideals.
2. The IOC should curb excessive advertising.
3. Promotion of the Olympic ideals should be part of the television broadcast contract.
4. Establish national and international lotteries to support sport.
5. Sponsorship should be sought for all levels of sport not only for elite athletes.
and elite competitions.

6. NOCs should work with their governments to establish tax incentives for corporate sponsors.

There were only a few statements made which were not consistent with the others.

1. Sponsorship and marketing are important but not essential.
2. Sponsorship is a positive possibility, rather than a necessary evil.

IV

A. Should women play a more significant role within national and international sports life?

In all the group discussions it was simply felt that the women should definitely play a more significant role in sport both nationally and internationally. Although, there is a global trend of increasing participation by women in sports, the key world was equal opportunity both in sporting and administrative positions. Respecting the differences in culture, women should be encouraged to become more active and responsible, and all this can be achieved through time and gentle persuasion.

B. Women's roles and their implementation within the Olympic Movement.

Historically, more men have aspired to be involved in sports, but, by giving the women freedom of choice and acknowledging them as equals, their roles in the Olympic Movement could be improved. Factors like raising children and lack of financial freedom constrain many women from full participation. This varies a great deal between countries and even within countries.

Some suggestions were made to improve the role of women in the Olympic Movement.
- integration programs for women
- raise the sensitivity of men towards women's participation
- need for men to take part in the raising of the children so that women have time to pursue their interests, should they be so inclined.
- parents should share the household tasks and educate the children in order to encourage them to participate in sports in the spirit of equality.
- women should not be afraid to try to put themselves forward. If they are rejected, they should continue to fight for their positions.

C. Does the Olympic Movement encourage sports being practiced by women?

The quota system introduced by the IOC will open the doors for women to start attaining leadership positions in sports. The Olympic Movement is seen to encourage women, as the trend in recent Olympics shows a big increase in women's participation. It further aims to achieve some sort of balance in numbers between
males and females by including events that cater to both genders. This encouragement is seen also by the invitations of each NOC to send one male and female to attend the International Olympic Academy Session for Young Participants.

Various examples from different countries indicate that much progress needs to be done by the IOC, and the NOC to further encourage participation of women in sports. Some suggestions made for improvement were:

- media should be educated.
- women should be promoted to influential positions if they have the appropriate qualifications.
- NOCs should develop equal-opportunity policies.
- in developing countries, the IOC should develop and support programs regarding women's participation in sports and administration.

It cannot however, be overlooked, that in certain cultures and religions it will be much harder.

D. In what ways could the Olympic Movement encourage women's participation in the Olympic Movement? The suggestions made were:

- to persuade the NOCs to have women work for them in specific areas so that they can be the channel for women of their countries to be able to participate in the Olympic Movement/Olympics.
- to promote the creation of films and videos showing women's participation to encourage other women.
- to place more pressure on governments which do not allow women to participate at the Olympics.
- to put pressure on media and television to promote involvement of women in sports
- to have educational programs which can contribute to create a positive image of women in sports.
- to set up programs, and supervisory bodies which improve public awareness promoting equal opportunity.
- strong women's teams should travel to other countries to encourage women's participation in sports in general and in their particular sport.
- to have quotas for employment for women in sports.

The majority of the participants agreed that the base for the solution of this problem is from a social perspective. They urge the IOC to suggest that NOCs make equal opportunities available for women so they will be qualified in all aspects, and to arrange for their mass participation in sports. It is believed that a change will occur due to awareness and the social change shall be accepted within the frame of culture and tradition.
A. Do television and cinema help promote the Olympic Movement as an important cultural force in the world?

Television and cinema have very important roles in promoting the Olympic Movement. They are the other major means by which the Olympic message reaches across the globe. They can provide a positive image of the Games reflecting the fever surrounding the Games and the mix of people and cultures. They act as an inspiration and motivation to the world.

However, the editorial line taken by the program producers needs to be closely watched. Olympic coverage should reflect positive images (wherever possible). Checks should be put in place to see that broadcasters and filmmakers carry out their work without undue sensationalism.

They should be encouraged to feature other aspects of Olympism is their coverage (Broadcast contract), perhaps including an obligation to cover aspects of the movement outside the Games. Television must not be allowed to influence the structure of the Games to the detriment of the participants, e.g. care should be taken while scheduling and timing events, which should take into account the needs of athletes and not the demands of television.

B. Describe the relationship between Olympism, sport, and aesthetics.

Olympism, sport, and aesthetics have close links, most notably in the Olympic Games, where artistic endeavor is inspired by the beauty and emotion of athletes. The discussions indicated that beauty in sport is very closely related with balance between body and mind as well as the emotional appeal of athletic performances. Olympism is a philosophy that makes use of sport and aesthetics to put its principles into practice. The latter is the subjective manner by which people identify beauty. It is felt that sport should be aesthetic in order to attract both participants and spectators, and that by being so it can lead to a state of peace and tranquility which may be temporary of having lasting impression. However, the ideals sometimes differ from reality because sport is not always practiced in the spirit of Olympism.

C. Is sport an advocate promoter of culture and a means for promoting cultural activity?

It is way for people to come together from various countries to exchange points of view, learn about other cultures, and take pride in their own culture.

At the highest level, the Olympic Games provide a peaceful environment for this to happen in a number of ways. The Olympic Ceremony offers a chance for the host nation to share its cultural heritage with the world. It is also an opportunity for all the other countries taking part to say, "HERE WE ARE".

The sport played sometimes promotes cultural activity so far as the country,
which invented or developed it, may feel pride when it is played before a wider audience. However, there is a danger that minority cultures may be devalued or marginalized by media coverage, which concentrates on more powerful nations.

VI

A. Can Olympic Movement contribute to the protection of the environment worldwide? How?

The Olympic Movement should and can contribute to the protection and improvement of the environment. The IOC should mandate the organization of "Green Games"; respecting the environment and its importance for humanity having as example the Sydney Games.

The points on which the IOC should be concerned are:

- more emphasis in energy conservation
- use of alternative energy resources
- restoration and upgrading of existing facilities as opposed to building new ones.
- development of facilities that will be used extensively and creatively after the Games.
- recycling projects.
- public transportation in order to limit the private means.
- tighter environmental criteria with regards to the selection of Games sites and sponsors.
- through advertisement and publicity made by the Olympic Movement, a worldwide audience can become conscious of the protection and preservation of the world in which we live.
- education of the media to the value of protecting the environment so that they will help in the spreading of these ideals around the world.

B. Should greater emphasis be placed on environmental protection in the Olympic Charter?

There is the view that the Olympic charter contains only guidelines (in order to protect the Olympic Ideal, which should be enforced more vehemently). It needs a long-term plan for the environment with the following points:

- establish long-term standards regarding amounts of water pollution allowable and ensure that sufficient clean water resources are available during the Games.
- establish long-term standards regarding amounts of air pollution allowable.
- create plans for the efficient use of land in the construction of new facilities and roads.
- create public transportation infrastructure to limit the need for private transportation.
- incorporate proper handling of waste materials.
- give adequate consideration to nature and minimize the amount of damage
done to the environment.
- employ educational programs to elevate awareness of the environment and
the issues surrounding the Games.

From the other point of view, there is enough emphasis placed on environ-
mental issues as found in the Olympic Charter. There is no need for further em-
phasis on the matter.

C. What should be the environmental criteria for the selection of candidate cities?

The environmental criteria should be:
- apply recycling in as many fields as possible before and throughout the
Olympic Games.
- develop an educational program to promote environmental awareness in
sites around the whole country, or at least the neighboring areas.
- the venues should be made as compact as possible to reduce the amount of
land to be worked on in the construction of such sites.
- an Olympic forest should be developed in the Host City that should stand, as
the venues and monuments do, as a legacy from the Olympic Games.
- identify an environmental education site for athletes, visitors, and people in
general.
- implement mass transportation within the Host City to minimize pollution
due to the traffic.
- abide by environmentally friendly waste management, disposal and recycling
procedures.
- a variation on the idea of the permanent site. There should be an Olympic
city in each continent, and each city would stage the games in a five-Olympiad
cycle. The upkeep of the cities would be underwritten by the member nations of
each continent.

2nd GROUP OF QUESTIONS

I

A. Discuss the relationship between sport and politics.

In a perfect world, sport would not be influenced by politics, but this is not a
perfect world and, thus, sport is used by many nations as a political tool. It was
agreed by all that there is no separation between sport and politics, but many par-
ticipants believed that the fundamental principles of Olympism are jeopardised
when sport is influenced by politics. It was also noted that in some countries, NOC
members are also involved with their governments.
B. Should the Olympic Movement become involved in political issues? Discuss.

The groups were divided on their answer to this multi-faceted question. Those groups, which said "no", put forth the following reason: The Olympic Charter states that one of its main objectives is to oppose any political abuse of sport and athletes. On the other hand, these same groups acknowledged that it is very difficult to separate politics from the Olympic Movement and that it is sometimes necessary to protect an individual or the principles of Olympism.

Groups answering "yes" to this question stated that the Olympic Movement and politics are interdependent; the Olympic Movement should be proactive when Olympic ideals are threatened.

Group members believe that the Olympic Family has the ability to act as a mediator and a vehicle for diplomacy, since it is a universal movement aiming to unite the world.

C. Can the Olympic Games or the Movement contribute to the democratization of nations?

It was generally agreed that the IOC itself, as an organization, which directs the Olympic Movement and is responsible for the organization of the Olympic Games, is not powerful enough to influence government policies directly or to contribute tangibly to the democratization of nations. In more subtle ways, however, the fundamental principles of the Olympic Movement and their successful implementation can effect a positive influence. Ideals such as peace, unity, and equal opportunity can set a good example for all nations. Specific points were noted:

- Sport may be able to open between governments and therefore enhance communication
- education of children according to Olympic principles may result in aiding democratization
- women's participation at all levels of sport and in the Olympic Movement can help to promote democratization
- One group asked a final question: to what extent does the IOC, as a body, implement the notion of democratization within its constitution?

D. Choose the events, which shows the relationship between politics and the Olympic Games, and discuss.

The event chosen most frequently to discuss was the boycott of the Moscow Olympic Games in 1980 by the United States government and that of 35 other countries, as a protest of the Soviet Union's invasion of Afghanistan. It was agreed that the IOC should be aware of existing political problems and not allow athletes to be used as pawns in political games. Since the Soviet Union did not leave Afghanistan for 10 years, the boycott did not accomplish its intended purpose, and
the athletes were deprived of the opportunity to compete in the Olympic Games.

Other event that received attention from discussion groups were the following:
- terrorist attack during the 1972 Munich Olympic Games (members of the Israeli team became a pawn in the political struggle between Palestine and Israel)
- IOC exclusion of South Africa because of Apartheid politics
- 1936 Berlin Olympic Games (Hitler's Nazi politics)
- show of "black power" in the 1968 Mexico Olympic Games
- exclusion of Taiwan from the 1976 Montreal Olympic Games
- boycott of the 1984 Los Angeles Olympic Games

In addition to the above negative events, one group contributed one positive political event. During the 1994 Lillehammer Olympic Winter Games, IOC President Samaranch and several IOC members visited Sarajevo to appeal for an Olympic Truce.

The same group noted a compromising relationship between politics and the Olympic Games. In 1976, the Chinese Taipei (Taiwan) delegation was not allowed to compete under its national flag, but in 1984 in the Los Angeles Olympic Games, the IOC agreed to allow them to compete under their NOC flag and anthem.

II

A. Are Olympic ceremonies necessary? In what ways do they contribute to the Olympic Games?

The discussion Groups believed that Olympic ceremonies are an indispensable part of the Games and necessary to showcase the following ideas values and aspects of the movement:
- Peace.
- Unity.
- To impart a sense of tradition of the Olympic Games.
- to educate the world on culture identity and traditions of the host country.
- to give a chance for the smaller countries to be seen.
- to confirm the principle of equality between nations in the order of entrance in the stadium.
- to be used as a means of informing people and especially youth about the "spirit" of the Movement.
- to show the connection between sport and arts.
- to present to the world the universality of the Movement and of sport as the world common language.
- to give a greater change for cultural exchange between participating nations.
- to give the opportunity to all athletes from all countries to participate and feel equal.
- the ceremonies are watched on television by more people due to their artis
tic nature thus advertising the Movement.

There are also some problems associated with the ceremonies:
- the duration of the ceremonies is too long and can be tiring for athletes and
  for spectators.
- the costs of staging the ceremonies are enormous.
- to be used to highlight political, racial and religious conflicts.

B. What messages in your opinion should be conveyed through the Olympic ceremonies?

The discussion groups agreed that the messages which should be conveyed by
the understanding, and solidarity.
- The traditional aspects of the Olympics: torch relay, the lighting of the Olympic
  flame, the taking of the oath, the march of the athletes under their nation's
  flags.
- Tradition and history of the host country.
- Positive aspects of the host city.
- Tolerance of other cultures.
- Education of the children - (children as a good symbol of our future).
- A celebration and happiness of the athletes and the nations of the world.
- Protection of the environment.

The Olympic messages which should be conveyed through the Olympic cere-
monies have to be simple and to be given in an understandable way.

C. How would you construct an Opening-Closing ceremony?

Opening Ceremony:
The essential components should consist of:
- Express Olympism and the history of the Olympic Games for example (au-
dio/visual)
- Show the culture of the host country (dance, costume, music, and beliefs, tri-
  bal and ethical groups).
- Focus upon cultural exchange and the unity of the different nations.
- Parade of nations.
- Show of traditional symbols.
- The athletes should be able to see the celebration.
- Olympic Protocol: (lighting the flame, Olympic Anthem, Olympic flag, reci-
ting of the Olympic oaths.)
  - The audience would participate.
  - Represent aspects of geographic landscape.
  - Release of doves as a symbol of world peace.
  - Should be no longer than 2-3 hours in length.
- The ceremony should be as early as possible.
- Invite some underprivileged people from host country who are not able to afford the ticket.
- There should be minimal advertising during the televised broadcast.

Closing Ceremony:
- The essential components should consist of:
- More attention on the athletes.
- The athletes come in as "one" not as a parade of nations.
- Follow the Olympic Charter rules regarding official components.
  Olympic flag is handed to the next Host City.
  Future Host City provides a "taste" of the next Games.
  Declaration that the Games are over.
  Extinguish the flame.
- Try to make it as inexpensive as possible.

III

In which fields, and how, can the Olympic Movement benefit from the use of new information technologies?

We are living in a rapidly changing world and the Olympic Movement has to be seen to more with the times. There is no doubt that the Olympic Movement can benefit from the use of new information technology, and increase speed and communication efficient person to person communication through E-mail, and effective access to a wide range of information via use of Internet. The Olympic Movement can and should benefit from the use of information technology in:

- education and studies - modern technologies make interactive education, (for example about Olympism) possible, and research can be done more easily with the help of new technologies.
- documentation - new technologies, like the Internet, make it easier to spread documents to interested people all over the world at a low cost, and it is also easy to update documents.
- organization management - assists planning, scheduling, budgeting, and communication between IOC, NOCs and other organizations.
- medical - improvements in drug detection.
- coaching - biomechanical analysis, physiological testing, and strategic analysis.
- virtual reality - allows people to experience the feeling of competition and participation which could encourage people to get involved in sports or to try new sports activities.
- pay per view - this serves the purpose of transmitting events which may not
normally be available on regular TV.

- Olympic Train — a fully equipped train with the modern technologies, could help to communicate and allow people to learn about Olympism.

- Video conference and chat rooms - this allows informative sessions to take place without the time and money needed to travel to conferences.

However, the new technologies are regional, and cannot be assumed to be accessible to all NOCs immediately. A problem, though, with the Internet, is that it is hard to have control over valid information. It should be used and not abused. It was also pointed out that; new technologies should not receive more importance than human interaction. In future, we must find a fruitful but also balanced integration of all new technologies.

IV

A. Which principles should direct the work of Olympic Solidarity?

It was felt that the principles of solidarity have to be based on need for each country and not on equality. Guidelines and control systems be made to spend money fairly.

The aim of the IOC should be to organize aid to NOCs in particular those, which have greatest financial need. However, it is difficult to establish the criteria to determine which countries are most deserving of support for athletes and sport programs. One way to rank the countries could be based on the system used by UNESCO.

Though the groups expressed their admiration to the idea behind the solidarity program, in addition they have suggested:

- Equality of distribution of resources based on realizing differences between developed and developing countries.

- Greater chance for promising athletes from developing countries in the athletes' program.

- To request for a more detailed report from the NOCs about they are distributing the funds received from Olympic Solidarity.

- Programs should concentrate equally on athletes' support, sport development and education, and Olympism in the long-term plan.

- If possible, to send support directly to promising athletes to avoid potential misuse of funds.

- If possible, to send support directly to promising athletes to avoid potential to contribute to the development of sport for women and athletes of special needs.

- To increase the funds considering that the current budget is a small percentage of the total IOC budget.
B. To which sectors of the Olympic Movement should the Olympic Solidarity contribute?

Though the groups generally with the objectives mapped out for Olympic Solidarity, they have made suggestions to make the program of Olympic Solidarity more meaningful.

- to educate athletes, coaches, officials, administrators, and all sporting communities, especially the youth and the press.
- to create a more equitable balance of funding distribution between developed and developing countries, and make them accountable for every penny.
- develop and reconstruct sport facilities and coordination of already existing programs.

- The Olympic Games with its worldwide audience, could be used as a platform to focus upon world problems and help fund-raising institutions.
- Help develop countries by conducting workshops, conferences, coaching courses, and supplying necessary information to libraries.
- Make more important contribution to the integration of Paralympic, Special Olympics and women's participation in sports.

Though the groups expressed their admiration to the idea behind the solidarity programme, in addition they have suggested:
- equality of distribution of resources based on

V

Discuss your views about the Paralympic Movement and the Special Olympic Movement. Consider how the Paralympic Movement and Special Olympic Movement could be further integrated into the Olympic Movement.

Both these movements have similar goals to the Olympic movement. They seek to encourage active participation, sport for all, and a quest for excellence. It may NOT be appropriate for them to be amalgamated the Olympic Movement for practical and other reasons. They should however, work hand in hand with the IOC and enjoy greater support from the International Federations (IFs), although it should also be noted that many already use IF regulations in their own events.

All groups felt it was important that the Paralympics and Special Olympics should not be “swallowed whole” by the IOC, rather that the keynote ought to be cooperation. Generally it was agreed that the Paralympics ought to be more closely integrated. A minority felt that the Special Olympics had a different focus. In these games the emphasis is much more on simple participation and one group felt that they should not be as closely associated with the Olympic Movement.

Further integration can be achieved by the following:
- make use of the Paralympic athletes and Special Olympians as positive role models which provide a good example.
- disciplines can be showcased in the Olympic Games as demonstration events. NB Care must be taken not to patronise these events.
- on a national level the NOCs should be encouraged to join forces with their counterparts in the Paralympic and Special Olympic movements to share expertise.
- in practical terms greater unity between the movements could be achieved by maximising fundraising efforts for all organisations.
- guarantee extensive, responsible and non-patronising media coverage, particularly on television.
- awareness may be heightened by using a logo which more closely connects with the Olympics e.g. the five rings or as in Seoul 1988, the five teardrops.
- staging the Paralympics before the Olympics is also an option but care needs to be taken e.g. in making sure the stadiums are complete etc.

VI
A. Comment on the positive or negative impressions you may have concerning the Atlanta Olympic Games.

Positive Impressions — General comments
- no boycotts, all 197 nations with a NOC competed
- 79 National Olympic Teams won medals (six for the first time)
- two million people flew into Atlanta during the Games (increase of 25%)
- funds for the organization of the Games were generated through sponsorship (investment of USD 750 million)
- youth camp consisted of approximately 1550 students from 155 countries.

- security system.
- advanced technology used in media, broadcasting, telecommunication.

- venues/facilities.
- volunteers were helpful.
- staff and volunteers numbered 130,000.

- assistance program for families and friend of the athletes to find accommodations.
- all athletes had access to e-mail.
- the latest equipment was used (timers, cameras, etc.).
- spectators totalled over 10 million

E. OPENING CEREMONY
- remembered past Olympic champions and legends
- spectacle (Greek images, Ancient Olympic Games)
- television audience doubled since Seoul
F. COMPETITION
- less doping cases reported
- 37 World Records and 112 Olympic Records set
- program appeared to run smoothly
- more tickets sold to women's events

G. CLOSING CEREMONY
- display of solidarity and friendship among athletes

D. Negative Impressions
- perceived by many as the "Coca-Cola Games"
- gigantism
- transportation and technological problems
- communication and information problems for the journalists
- confusing results
- bombing in Centennial Olympic Park
- slow dissemination of results
- the youth camp was about two hours away from the Games
- spectators had problems finding reasonably-priced accommodations
- many people felt that tickets, especially for Opening and Closing Ceremonies were too expensive

B. What changes would you have recommended concerning the program of the Olympic Games in Atlanta?
- shorter opening ceremony
- more efficient moving of the athletes prior to, and during the opening ceremony
  - reduction of ceremonies cost (opening and closing)
  - competition should start later on the day following the opening ceremony, or the time of the ceremony should be changed
  - competition should start 24 hours after the opening ceremony
  - pre-schedules should be followed, and not changed to accommodate top athletes (e.g. Michael Johnson) no show of favouritism
- reduction of the number of sports within a single complex
- More exits from the stadium after opening ceremony
- All athletes should stay in the Olympic Village
- Closer training sites from the athletes' residence
- Choose a topic relevant to the Atlanta Olympic Games and discuss it. The groups chose several topics:
  - Gigantism - largest number of countries, athletes, media, staff and volunteers,
number of women participating, and spectators ever. This is both a positive and a negative aspect of these Games.

- Opening Ceremony - should be shorter, less expensive, and scheduled to accommodate needs of athletes. Include all athletes (cut number of officials if necessary), and include spectator participation. Commentary regarding symbolism and the Olympic Movement should be included to inform the spectators and television viewers.

- Excellent use of children posing as a dove, shadow circle depicting athletes of Ancient Games, and the lighting of the flame by living legend, Mohammed Ali, to remind us of the great personal achievements possible in such an arena.

- Commercialism - abundance of sponsors and their representatives elevated them to a more prominent position than the athletes.

- Media — focused too many of their own problems and too much about the US delegation.

- Centennial Olympic Park bomb - praised the way in which it was handled by authorities. Noted that individual terrorism cannot be stopped but that it should always be condemned.

- Housing assistance program - local churches arranged for host families to accommodate athletes' families and friends at no cost; an act of overwhelming hospitality on the part of Atlantans.

- Olympic Village - should be placed in a central location for all athletes, if possible, so that they can all experience the spirit of the Olympics together. Logistics, however, may necessitate more than one village site.

C. According to your opinion how should the Olympic Games be organised in the future in order to express the Olympic Movement. Various ideas were discussed as follows:

- More information about the philosophy of Olympism into the Games and ceremonies.

- More could be done to promote Olympic Education of the athletes and of the spectators with the use of all media (computer, web sites, television screens should be situated near waiting areas and in the Olympic Village). There should be a commentary during the Opening Ceremony that clearly informs spectators and television viewers of the symbolism in the ceremonies.

- More information about Olympic Games and the philosophy of Olympism through exhibitions.

- An awareness and/or reminder leaflet detailing the Olympic Ideal should be placed in each participants room (athletes, coaches, administrators, media).

- Flash quotes should introduce fair-play.

- An Olympism T-shirt should be given to each participant.
- A series of flash quotes should be produced in the Olympic newspaper.
- Participants should receive a certificate stating that their participation in the Games was in accordance with Olympic Ideals.

- The organizing committees should work closer together with the media to ensure unbiased coverage (e.g. In Atlanta the media covered too many of their own problems).
- The significance of Olympic Village and its importance in promoting cultural exchange should be emphasized.
- In Atlanta, perhaps the abundance of sponsors and their representatives elevated them to a more prominent position than the athletes.
- Gigantism and its relationship to the Olympic Movement.
- We must keep the overall number of sports or events constant while attempting to remain flexible.
- The emphasis in sports venues must be on leaving a legacy of facilities which will not have a negative environmental or economical impact.
- For the Olympic Village, the emphasis should be placed on a centralized location as it related to the sort venues.
- The president of the host country's NOA should be on Games Organizing Committee.

One of the groups discussed if it makes sense to choose one Olympic site in each continent where the Olympic Games are held every 20 years in order to save money, protect the environment and to abandoned infrastructures. However, this would lead to other problems like choosing the site, maintaining up to date facilities, and oversized Olympic Cities. Furthermore, there would be less cultural exchange and less exposure of the Games.
Discussion groups while working at the various meeting-points at the IOA
Discussion groups while working at the various meeting-points at the IOA

The Lithuanian Olympic Committee donated to the IOA a bronze sculpture entitled "Basketball Player". (From left to right) Mr Panos GRÁVALOS consultant the IOA Ephoria. Mr Nikos FILARETOS IOA President, Mr Petras KAROBLIS, Lo.O.A. President, Mr George MOISSIDES, IOA Vice-president, Mr Kostas GEORGIADIS IOA Dean, Mr Algis DAUMANTAS L.O.C. official, Mr Stanislovas KUZMA sculptor, Prof. Nikos YAIOURIS IOA honorary vice-president.
CLOSING CEREMONY
OF THE 37TH SESSION
OF THE INTERNATIONAL OLYMPIC ACADEMY
ANCIENT OLYMPIA
Address by Agnès Le
Lannic (FRA)
on behalf of the participants

During this 37th session of the International Olympic Academy, we speculated about the Olympic Movement after the Centennial Games. We have learned a lot but two words will stick in my mind as summing up the fortnight spent at the Academy and which will remain etched on our hearts: GIVE and RECEIVE
- We gave joy to those around us
- We gave our energy in work, sport and artistic activities
- We gave objects representing our countries, such as pins
- We gave our own opinions in discussion.
But we also RECEIVED a great deal:
- We received lessons in courage, team spirit, mutual respect, affection and friendship.
- We received messages of hope.
- We received constructive ideas from people from all parts of the world.
- We received lots of information and knowledge from the various lecturers.
And, above all, we received the culture of Olympism.
To give and receive is also to learn to share. We are therefore aware that we are privileged individuals. Let us spread this philosophy of life, Olympism, around us and try to influence society's way of thinking and living.
Each one of us is convinced of the need to spread the spirit of Olympism through our conduct and our actions.
As a Frenchwoman, I am especially proud to follow the extraordinary work done by Baron Pierre de Coubertin. As he said, "the future is in our hands". So let us waste no time! Let us each add our stone to the edifice in order to build a better world based on the values of Olympism!
The Academy has shown us the way to go and we now have renewed energy to go back to work.
Before wishing you a safe journey back to your countries, let me thank on behalf of all the participants the Hellenic Olympic Committee, the International
Olympic Committee and Olympic Solidarity, the Ephoria of the Academy, the lecturers, the group coordinators, the interpreters and, finally, the staff of the Academy, in particular the cafeteria staff.
First of all I would like to say that I feel greatly honored by my colleagues for they have selected me to make this address this morning.

The best of the finest knowledge is to discover new and fascinating aspects of our ignorance. We live our lives, develop our identities, and write our histories breaking the always-provisory line that divides knowledge from ignorance. The most stimulating side of ignorance is that it forces us to think, implying a unique possibility to learn. Only by feeling its sweet uncomfortability do human beings have the true freedom to choose and renegotiate their lives and cultures.

If we, during our stay, at the Academy have become aware of our ignorance, and understood the complexity of the Olympic Movement and have also asked ourselves for tentative solutions, it is possible to say that half of the aims of the Academy have been achieved. It means that we have learnt. The second half of the Academy's aims rest now in yours and my hands. They deal with the greatest task that we all have to now face in promoting Olympism throughout the world on a daily basis. It constitutes by all means a moral responsibility. "Ideals live only through reality" (1988 Report, p. 273), therefore let us work even harder to make Olympism a reality in our countries.

We, as group discussion coordinators, would like to believe that we have contributed to the materialization of the above mentioned aims in a friendly, peaceful, playful and intellectually provocative atmosphere.

On behalf of all of us I would like to thank you all for giving us the possibility to contribute and learn about the noble transmission of Olympism. Thank you for letting us recognize each one of you and ourselves as humans, within what we believe is one of the distinctive human traits: that of passion. We have found meaning in our lives and become passionate about Olympism and the work of the Academy. Let us not forget Hegel's words: "there is nothing great in the world without passion". Imagination and passion go hand in hand. Thank you for sharing with us your fictions and passions.
The motto of the Olympics "Citius, Altius, Fortius" (faster, higher, stronger) is an expression that I feel can be applied in everyday life; may it be as an athlete, coach, official, teacher, administrator, or student. This is a motto that I believe can guide you through life. Life is not always easy, many of us face difficult decisions or obstacles. For many of us these become challenges that must be overcome to reach the next level in life.

As I am challenged in life with decisions or obstacles with my profession, personal life, and sport competition, I set goals to achieve the best possible outcome for not only myself but for others. It is my belief that hard work and perseverance will lead you to obtain these goals and succeed in life.

"Every thousand mile journey begins with one small step" - Taoist Master Laotzu

Upon hearing of my acceptance to attend the 1997 International Olympic Academy (IOA) for Young Participants in April 1997 it felt as if it were a "dream" that would be meeting and interacting with two hundred fifty (250) young people from all over the globe for fifteen (15) days. Later, it began to become a reality that I would be sharing the similar interest of learning about the Olympic movement and people of the world.

My experience at the IOA in ancient Olympia and with all of you is one journey that will never be forgotten. The Knowledge and global relations I have gain from these fifteen (15) phenomenal days will be applied to my everyday life.

Please leave ancient Olympia on Monday, not with sadness but with happiness knowing that what you achieved over the last fifteen (15) days is a foundation for you to build upon and keep together throughout life. Develop a goal for yourself to in some way bring awareness to people in your nation about the Olympic movement, and the importance it has on everyday life and world harmony.

"It is not only the stars (athletes) but the team members and support personnel that help build the bridge of world peace" - Beverly Henrix
I would like to express my sincere thanks to the following who have played a significant roles in helping this dream become reality:
- Mr. President
- Mr. Dean
- Lectures
- Coordinators
- IOA staff (Interpreters, Dining Hall, Maintenance, Library staff)
- IOC & the Government of Greece
- Participants

As we conclude the 37th IOC session today, I hope we can keep the spirit that has developed over the last fifteen days ongoing forever. See you in the future my new Olympic friends!
Address by M. Nikos Filaretos (GRE)
President of the IOA

I have prepared no speech. I will just address to you a few words that come out of my heart. But before I would like to thank you all primarily you, the participants and then the co-ordinators. I have to mention three of them; George Vassilaras, Jan Paterson, and Youla Pipilis. They have helped me considerably. Thank you. Then the staff; Tenia at the secretariat, Byron in transportation, Christos, the secretariat and Babis the photocopier... he never stops. I would like to thank the electricians at the head of which is the fellow sitting down there, Kostas Borobkas. I would like to thank the heart and soul of the Academy, its superintendent, George Frangoulis. Then three old friends of the Academy and responsible for the workshops; Kevin, Elisabeth and Sotiris. Thank you. The lecturers Bob Price, Harold and Pat Connolly. Thank you very much for being here and for helping me so much. The I.O.A. Dean, Kostas Georgiadis and my friend and colleague the Vice-president of the I.O.A. George Moissidis, who stayed with us all along. Last but not least, the ladies and gentlemen in the booths, the interpreters, my good friends.

We are now about to come to the end, and the closing of this session. It has been interesting but we have profited very much from your remarks. In a few days, everything will be closed. The walls will miss you, the staff will miss you and I will miss you. I know that you are going back somewhat wiser but what is rewarding is that you will be the ambassadors of Olympism in your countries. We talked about latecomers and late arrivals at night, all those are very well known. We originally said that the doors are closing at two o'clock, they didn't. You came at half past two, three half past three, sometimes you overdid it. I'm not going to scold you. But you worked hard, and that's a fact, and you helped us. Now, I know that the best thing that comes out of this session is what I said at the beginning: It's not perhaps history and philosophy and the lectures, it's the fact that you get to know each other and respect each other. We have to create a peaceful world. We the older generation, have been through many hardships. We are lega-
ting to you a world which is not perfect, I know. But it is up to you to create a new peaceful world. I think we all aspire to that. The French say that "Partir c'est mourir un peu" which means "to part is to die a little". Well, we shall all die a little as you leave. I love you all and I will miss you.

And now it is my privilege to declare closed the works of the 37th I.O.A. Session for Young Participants. God bless you and happy landings.
The HOC President Mr Lambis NIKOLAOU and Mr Nikos FILARETOS, attending the works of the Session.

The IOA President and the IOA Dean at the Closing Ceremony.
Commemorative participation diplomas were distributed to all the attendees of the Session.
(From left to right)
The IOC flag, the IOA flag, the Hellenic flag and the European Union flag
### Abbreviations used

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# LIST OF PARTICIPANTS

**EPHORIE DE L'ACADEMIE INTERNATIONALE OLYMPIQUE**

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<th>Name</th>
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<tr>
<td>M. Nikos Filaretos</td>
<td>Président</td>
<td>INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 Athens</td>
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<tr>
<td>M. George Moissidis</td>
<td>2° Vice-Président</td>
<td>INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 Athens</td>
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<tr>
<td>M. Kostas Georgiadis</td>
<td>Doyen</td>
<td>INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 Athens</td>
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<tr>
<td>M. Panagiotis Gravalos</td>
<td>Cultural Consultant</td>
<td>INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 Athens</td>
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<tr>
<td>M. Nikolaos Yalouris</td>
<td>Vice-Président Honoraire</td>
<td>INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 Athens</td>
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INVITES

Ms Pat CONNOLLY  c/o World Games & Competitions Department
Special Olympics International
1325 G Street NW,
Suite 500, Washington,
DC 20005 U.S.A.

Mrs. Politimi MOISSIDI  c/o INTERNATIONAL OLYMPIC ACADEMY
4, Kapsali street
106 74 Athens
GREECE

Mr. Ridvan MENTES  N.O.C. of Turkey
Executive Board Member  c/o Turkiye Milli Olimpiyat Komitesi
Olympic House
4, Kisim Sonu
34740 Atakoy - Istanbul
TURKEY

Mr. Graig REEDIE  53 Bothwell Street
I.O.C. Member  Glasgow G2 6TS, Ecosse
GREAT BRITAIN

Mrs. Marie-Hélène ROUKHADZE  INTERNATIONAL OLYMPIC COMMITTEE
Chief of the Special Editions Section of the International Olympic Committee
Chateau de Vidy
C.P. 356
1007 Lausanne
SWITZERLAND

Lady Alicia SCOTT  3 Lindsey House, Lloyds Place
Sir Robert SCOTT  Blackheath London SE3 OQF UK
GREAT BRITAIN

Mr. Tomas SITHOLE  Zimbabwe Olympic Committee
I.O.C. Member  P.O. Box 4718 - Harare
ZIMBABWE

259
CONFERENCIERS

Prof. Franco B. ASCANI
President of the International Federation of Cinema and Television Sports
Via De Amicis, 17
20123 Milano ITALY

Mr. Charles BATTLE International Relations Managing Director of Atlanta Committee for the Olympic Games
CENTRAL ATLANTA PROGRESS, INC.
Grand Lobby - The Hurt Building 50
Hurt Plaza, Atlanta, GA 30303
U.S.A.

Mr. Ric BIRCH
Director of Olympic Ceremonies
Sydney Organizing Committee for the 2000 Olympic Games
Sydney Organizing Committee For The Olympic Games GPO
Box 2000 Sydney NSW 2001
AUSTRALIA

Mr. Harold CONNOLLY
Director, World Games & Competitions Department
Special Olympics International
1325 G Street NW Suite
500, Washington DC
20005
U.S.A

Prof. Dr Lamartine DACOSTA
Professor at the University of Rio de Janeiro
University of Rio de Janeiro — GAMA FILHO
Rua Corcovado 57/302
Rio de Janeiro
22460-050 BRAZIL
email: tubino@ugf.br

Mrs. Anita L. DEFRANTZ Member of the Executive Board of the International Olympic Committee
President of the Amateur Athletic Foundation of Los Angeles
2141 West Adams Boulevard
Los Angeles, CA 900 18 - 2040
U.S.A.

Mr. Nikos FILARETOS
Member of the International Olympic Committee — President of the International Olympic Academy
President of the I.O.C. Commission for the I.O.A. and the Olympic Education
INTERNATIONAL OLYMPIC ACADEMY
4, Kapsali street
106 74 Athens
GREECE
Mr. David J. GOLDBERG
Director of Olympic Ceremonies
Atlanta Organizing Committee for
the 1996 Olympic Games
Don Mischer Productions, Inc.
Suite 902, 8899 Beverly Boulevard
Los Angeles, CA 90048
U.S.A

Mrs. Myriam GROSS-TRAVERSO
Chief of the Administration and
Special Projects of the Olympic
Solidarity
Olympic Solidarity 10,
Avenue de la Gare
C.P. 1374 1001
Lausanne
SWITZERLAND

Mr. Claude JACCARD
Communication and Public Relations
Department of the International
Olympic Committee
International Olympic Committee
Chateau de Vidy C.P. 356 1007
Lausanne
SWITZERLAND

Prof. Miquel de MORAGAS
Director of the Center of Olympic
Studies of the Autonomous
University of Barcelona
Centre d'Estudis Olympics I de l'Esport
Edifici B
08193 Bellaterra (Barcelona)
SPAIN

Prof. Kostas NIARCHOS
Professor of Philosophy at
the University of Athens
UNIVERSITY OF ATHENS

Mr. Michael PAYNE Marketing
Director of the International
Olympic Committee
International Olympic Committee
Chateau de Vidy C.P. 356 1007
Lausanne
SWITZERLAND

Dr Bob PRICE
Chairman, British Paralympic
Association
Delta Point, 35 Wellesley Road
Croydon, Surrey CR9 2YZ
GREAT BRITAIN
Me Luc SILANCE Barrister Honorary Professor of the Liberal University of Brussels Avenue Delleur 29 1170 Bruxelles BELGIUM

Prof. Nikos YALOURIS Former General Director of Antiquities of the Ministry of Culture Honorary Vice-Président of the Ephoria of the International Olympic Academy 9, Michail Nomikou street Athens GREECE

COORDINATEURS

Ms Jan PATERSON Director of Education and Information BRITISH OLYMPIC ASSOCIATION 1 Wandsworth Plain London SW 18 1EH GREAT BRITAIN

Mrs. Reeth ABRAHAM 161, Wheeler Road Frazer Town, Bangalore 560 005 INDIA

Mr. Philip BARKER 28 Clarkes Drive Hillingdon Middlesex UB8 3UH GREAT BRITAIN

Mr. Sotiris BLATSIS Economist Korytsas I4b Polydrosso 151 GREECE

Human Resource Management specialist 25 Maroussi

Mrs. Laurel BRASSEY ÉVERSEN 3421 Monte Vista Blvd. N.E. Albuquerque, New Mexico 87106 U.S.A. email: iversen@unm.edu
<table>
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<td>Department of Kinesiology</td>
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<tr>
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<tr>
<td>Mr. Eric PILOTE</td>
<td>107 Napoleon Street Levis,</td>
</tr>
<tr>
<td></td>
<td>Quebec, G6V 6A1</td>
</tr>
<tr>
<td></td>
<td>CANADA</td>
</tr>
<tr>
<td></td>
<td>email: <a href="mailto:apilote@fse.ulaval.ca">apilote@fse.ulaval.ca</a></td>
</tr>
<tr>
<td>Mrs. Youla PIPILIS</td>
<td>14-16, Dimitros street</td>
</tr>
<tr>
<td></td>
<td>GREECE</td>
</tr>
<tr>
<td>BSC, MSC</td>
<td>175 62 Paleo Faliro</td>
</tr>
<tr>
<td>Shipping Operations Mgr.</td>
<td></td>
</tr>
<tr>
<td>Mr. Holger PREUSS</td>
<td>Lipper Kamp 12 - 49078 OSNABRUECK</td>
</tr>
<tr>
<td>Scientific Assistant</td>
<td>GERMANY</td>
</tr>
<tr>
<td>University of Mainz</td>
<td>email: <a href="mailto:preuss@goofy.zdv.uni.mainz.de">preuss@goofy.zdv.uni.mainz.de</a></td>
</tr>
</tbody>
</table>
Ms Brenda ROOSMALEN  
Calandhof 77 5025 D  
J Tilburg  
THE NETHERLANDS

Dr Tassos SALESSIOTIS  
75, Evrou street  
115 27 Athens  
GREECE

Mr. Gino SCHIAVONE  
61, Dawret il-Qalb IMQADDSA  
Bibugia, BBG 02  
MALTA

Mr. Cesar TORRES  
Department of Kinesiology  
College of Health and Human Development  
The Pennsylvania State University  
Mary Beaver White Building  
University Park, PA 16802-3903  
U.S.A.  
email: crt6@psu.edu

Mr. George VASSILARAS  
Lawyer  
62, Sevastoupoleos street 115  
26 Athens  
GREECE

Mr. Panos VASSILARAS  
Engineer  
33, Trempessinas  
121 36 Peristeri  
GREECE

Mr. John WALSTAD  
Teacher of Physical Education and History  
Volley Ball Coach  
6980 Askvoll  
NORWAY

Mr. Kevin WHITNEY  
286 Ladbroke Grove  
London W10 5LP  
GREAT BRITAIN

Mrs. Narda WILLIAMS  
13925 SW 90th Avenue A-207,  
Miami - Fl 33176 U.S.A. or P.O. Box 972, St. John’s  
ANTIGUA, WEST INDIES  
email: nswilliams@aol.com
Dr Richard YOUNG  
Researcher & Teacher in Human  
Performance at the University of Calgary  
3621 Erlton Court S.W.,  
Calgary, Alberta T2S-3A4  
CANADA

PARTICIPANTS

ALBANIA

Ms. Enkelejda XHAKAJ  
Professional athlete in shooting  
S. Pasha, Ap. 12,  
Pallati 91/1,

Mr. Artan XHINDI  
Teacher of Physical Education in the University of Shkodra  
Department of Physical Education

ANGOLA

Mr. Emanuel Antonio DA SUVA  
General Secretary of Handball Provincial Association Benguela

Ms Sonia Maria MENDES DE JESUS MATEUS  
Comité Olimpico Angolano  
P.O. BOX 3814-Pavilhao da Cicade la Desportiva  
Luanda

ARGENTINA

Mr. Daniel Marcelo COSTA  
Physical Education teacher  
Basketball coach  
ASP. GAZO 366 Pcid. Bs. As ROJAS

Ms Carola Maria Elisa SANGUINETTI  
Teacher in Kinder Garden  
Professor of the National University of Tucuman  
Entre Rios 14, San Miguel de Tucuman (4000)
ARMENIA

Ms. Nelli MAMIKONYAN  
Student  
Harav — Arevmtyan B-2, 25, Apt. 31, YEREVAN

AUSTRALIA

Mr. Ramon ANDERSSON  
Administrative officer with Australia Post and Strength & Fitness coach at an Australian Rules Football Club  
4 North Rd  
Bassendean WA 6054

Ms Kathleen SAMBELL  
Director of Sport  
Teacher, Pembroke School, SA  
Unit 2, 41 Lochside Drive, West Lakes, SA

AUSTRIA

Mr. Gerhard GSTETTNER  
Student, Physical Education and Mathematics  
Hallerstr. 1  
6020 Innsbruck  
email:gerhard.gstettner@UIBK.AC.AT

Ms Sigrid JUEN  
Student  
Toblatnerweg 14b  
A-6401 Inzing / Tirol,

Mr. Klaus LUKAS  
Student  
Schallerg 9/21  
1120 Vienna  
email:a8952367unet.univie.ac.at

BANGLADESH

Mr. Saiful ALAM  
Job in Air Force  
East Mazapur  
Kushtia - 7000

Mr. Ateequr RAHMAN  
Business  
37, Rahmatgonj  
Chittagong 4000
BARBADOS

Ms. Joy Ann CLARKE  
Physical Education Teacher  
Belleplaine  
St. Andrew

BRAZIL

Ms Katia De Angelis Lobo D’ AVILA  
Tennis Teacher & Paddle Teacher  
Ph. D. Program in Physiology  
Rua Gustavo Schmidt 35  
Porto Alegre, RS  
email: ldavila@via-R5.com.br

Mr. Victor Andrade MELO  
Physical Education Teacher  
Ph. D. Program in Physical Education  
R Carlos de Vasconcelos  
148/708-Rj-Rj  
email: victor@marlin.com.br

CANADA

Ms. Michelle COMEAU  
Sports Administrator  
1036 Dominion Street  
Kumloops B.C. - V2C 2Y5  
email: athcan@idirect.com

Ms. Martha McINTOSH  
Sports Administrator  
20-1535 W 12th Avenue Vancouver,  
British Columbia,V6J 2E2 email:  
marthaj@unixg.ubc.ca

Mr. David LEGG  
Student  
192, Woodside Dr.  
St. Catharines, Ontario LZT 1X6  
email: dlegg@gpu.srv.ualberta.ca

Mr. Benoit SEGUIN  
University Lecturer in Sports Administration  
1107 Woodbine Avenue  
Sudburn.ON P3A 2L8  
email: Bseguin@nickel.laurentian.ca

CAPE VERDE

Ms. Julia De Fatima NASCIMENTO  
Assistante d’ accueil, Information & tourisme  
Sal - Hantela
Mr. Joao Jose Santos Cardoso de SILVA Attorney at Law  
Rua Senador Vera-Cruz, C.P. 168  
S. Vicente

CHINA

Mr. Jie QU  
Sport Administrator  
c/o Olympic Committee of China  
Tiyuguan Road 9 Beijing 100763

Ms. Yi XIN  
Sport Administrator  
c/o Olympic Committee of China  
Tiyuguan Road 9 Beijing 100763

COLOMBIA

Mr. Gustavo URIBE  
Student of Textile Engineering in the Universidad Pontificia Bolivariana  
Cra. 29A #3-97 Casa 105 (Medellin)  
email: lavadotec@epm.net.co

CROATIA

Mr. Tomislav KRISTICEVIC  
Professor of Physical Education Assistant in Faculty of Phys. Education in Zagreb  
Aleja Blaza Jurisica 69 10040 Zagreb

Ms. Gordana BORKO  
Professor of Physical Education Head of Development Section in the Croatian Olympic Committee  
Lojenov Prilaz 10 10 000 Zagreb

CUBA

Mr. Juan Antonio MORALES  
Professor of Sporting Administration and History of the Physical Culture  
3414, 31st Street  
Artemisa, La Habana
Ms. Yolanda VALDES ANDRES
Professor in Physical Education and Sports History
Prensa #373 e/Daoiz y Santa Teresa
Cerro, la Habana

CYPRUS

Mr. Andreas CHRYSTOMOUM
Student
Emiliou Hourmouziou 22
Ay. Athanassios Estate, Limassol

Ms. Georgia CHRYSTOMOUM
Teacher (Primary school)
Emiliou Hourmouziou 22
Ay. Athanassios Estate, Limassol

CZECH REPUBLIC

Mr. Milan KOLAR
Student
Lipenska 12
772 00 Olomouc

Ms Alice KREPZSOVA
Student
Krenov 35
p. CESKY KRUMLOV 38101

DENMARK

Mr. Morten HANSEN
Policeman
Dronningensgade 8
4800 Nykobing F.,

Ms Hanne NISSEN
Student
(M.S. in Environmental Chemistry)
Moellemarsvej 66 1th
5200 Odense V

Ms Ane Schmidt PETERSEN
M. Sc Engineering Biotechnology
Skjulhoj Allé 25 I
2720 Vanlose,
email: AneP@novo.dk

Mr. Ole SVARRER
Journalist
Jyllandsbræde 59
2th 6700 Esbjerg
DOMINICAN REPUBLIC

Ms Yvonne Marie BROBERG  
Accountant (C.P.A.)  
Autopista Duarte Km 6  
P.O. Box 856 Santo Domingo

Mr. Raul Gil RUIZ  
Student of Public Relation  
Castillo Marquez No 28  
La Romana,

ECUADOR

Mr Carlos MANZUR  
Lawyer  
P.O. Box 6366  
Guayaquil  
email: cmanzur@telconet.net

Mr. Jorge Miranda de la TORRE  
Sales Manager  
Pedro Carbo #1106 Y Colon 1er.  
Piso Ofic. 106,  
Guayaquil

EL SALVADOR

Mr. Jaime COMANDARI  
High School Dean at the American School of San Salvador  
Col. El Carmen, C. Flor De Loto #6  
KM. 9 1/2 a STA. TECLA

Ms. Mirna Celina FUENTES ASCENCIO  
Manager  
Col. Los Conacastes Pje. 4 - #5-X  
Soyapango

ESTONIA

Ms Kairis LEINUS  
Secretary General of Estonian Academic Sports Federation  
5, Jacobi str.  
Tartu EE-2400

Mr. Kalle VOOLAID  
Scientific Researcher of the Estonian Sports Museum  
Riia 27a, EE 2400  
Tartu  
email: kalle@haldjan.folklore.ee.
ETIOPIA

Mr. Dessalegn GEBREGIORGIS
Sport Man (Football)
Ethiopia National Team Captain
St. George Brewery Sports Club
Addis Abeba P.O. Box 737

Ms Aberash TADESSE
Sports Komishssioner for provence level
c/o Ethiopian Olympic Committee
B.P. 3241 Addis-Abeba

FINLAND

Mr. Toni KORPIHETE
Student
Cygnaeuksenkatu 32 H 55
13130 Hameenlinna

Ms Kirsi SUOMALAINEN
Teacher of Primary School
Yliopistonkatu 20 A6
40100 Jyvaskyla

FRANCE

Ms. Violaine CANTAGREL
Professor of Physical Education
8 Avenue Bernadette
59110 La Madeleine

Ms Sandra DIMBOUR
Communication Manager
Attache de Presse
29, Rue Lantier 75017
Paris
email:sansan@infonie.fr

Ms Celine GUILLOU
Student of English
28, Rue Parmentier
29000 Quimper

Ms Agnes Le LANNIC Professor of Physical Education
55, Rue de Bois de l’Huisserie
53000 Laval

FYROM

Mr. Goran NIKOVSKI
Assistant Professor at the University for Physical Education
Jordan Hadi
Konstantinov Dinot 4/20
91000 Skopje
GERMANY

Mr. Nils ENGEI
Student at the University of Augsburg
Am Rain 8
86399 Bobingen
email: niels.engel@student.uni-augsburg.de

Ms Annegret HAU
Sports/Maths
Alemannen str. 50
78573 WURMLINGEN
email: anne.hau@uni.konstanz.de

Ms Evelyn HOLDERBACH
Student
Hauptstr. 226 EG - 4 69117
Heidelberg
email: eholgerbach@ix.urz.uni-heidelberg.de

Mr. Alexander ROSETZ
Student
Feldschloesschenweg 2
09599 Freiberg
email: rock-lab@ifgt.tu-freiberg.de

GEORGIA

Mr. Alexander KHVTISIASHVILI
Technical expert in Foreign Economical Affairs
3 Kaspi Str.
Tbilisi

Ms Nino TATANASHVILI
Lawyer
3 Kaspi Str.
Tbilisi

GREAT BRITAIN

Ms. Simon RACHEL
Lifestyle Consultant at Kensington Close Hotel Health and Fitness Club
130 Sinclair Road
Olympia - LONDON W14 ONL

Ms. Donna RUTHERFORD
Teacher of Physical Education
5 Manse Street
Kilmarnock
SCOTLAND KA1 3BB
GREECE

Ms Penelope AMELIDES Student of Management Vice President of OMESDOA (Hellenic Association for the development of the Olympic Movement)

Ms Dikea CHATZIEFSTATHIOU
Student of Physical Education

Ms Margarita CHRISTODOULATOU
Law Student Secretary General of OMESDOA

Ms Dimitra TRAHANA

Mr. Nikolaos VASSILIADIS President of the Hellenic Committee of Pierre de Coubertin

114, Lavriou street
142 35 N. Ionia Athens

Attalias & Evrou 1-3 street
184 53 Nikea - PIREUS

23-27 Makriyanni street
117 42 Athens

22100 Agios Konstantinos
Tripoli - Arkadia

36, N. Vitali street
155 62 Holargos

GUATEMALA

Ms. Flor de Maria URREA MOSS Infieri Lawyer

Ms. Ana Ruth ORELLANA MENDIZABAL Financial analyst

3a. Av. 3-81, Zona 1
15 Av. "B" 3-85, Zona 7 Valle del Sol
email: aorellana@gua.gbm.net

HONG KONG

Mr. Yat Kei CHAN Financial Planner

1910, Yan Kuk House
Yan Ming Court, Tseung Kwan O,
email:cambut@att.net.hk
Ms Kim Fai HO  
Executive Director, Hong Kong Association for the Mentally Handicapped

Ms Sze Sze HON Physical Education Instructor, Physical Education Department, Hong Kong Baptist University

HUNGARY

Ms Kristina BACSICS Student of Physical Education

Mr. Zoltan FACZAN Student of Physical Education

I.O.C.

Ms. Cristina BIANCHI Archivist

Ms. Rachele CALOZ Historian of Art

Mrs. Wanda GALDINI Administrative Assistant, I.O.C. Department of Legal Affairs

Mrs. Elvira RAMINI Medical Commission department, IOC

274
IRAN
Mr. Behrouz ABDOLI  Member of Scientific Board of Beheshti University c/o N.O.C. of the Islamic Republic of Iran Gandhi St., 12th Alley No. 44 Tehran 15178

IRELAND
Ms. Anita MAHONY International Officer, Regional Technical College Galway 88 College Road Galway email: amahony@aras.rtc-galway.ie
Mr. Peter WATT Executive Officer (Administration) Northern Ireland Court Service 23, Parkhall Road Antrim, Co. Antrim

ISRAEL
Mr. Ori HAVER Volleyball coach, Teacher Shinkin 19b Gnataim
Ms. Orit KATZ Teacher of Nautical Education & sailing trainer 7 Hahamanit st. Nahariya

ITALY
Ms. Nadia FACCHINETTI Indipendent Professional and student Piazza Serenissina 6-37011 Bardolino (VR)
Mr. Igor LANZONI Student Via Pecorara No. 7/20 Arenzano, Genova
Ms Elisa MASCIOCCHI Student of Physical Education Via Dante No 75 21034 Cocquio, Varese
Ms. Irene MICELOTTA Student Via Pasquale Andiloro No 16 Reggio Di Calabria
JAPAN

Ms Masako KATO  
Lecturer in Physical Education at Meiji University

Mr. Takeshi MITSUISHI  
Journalist, Television news reporter

JORDAN

Mr. Musa AL-OUDAT  
Chief of Foreign Youth Affairs at Ministry of Youth

c/o Jordan Olympic Committee
P.O. Box 19258
Amman

KOREA

Ms Yong Lim CHO  
Computer Programmer System Network Administrator

Mr. Taek-Joo KIM  
Public Officer, International Sports Exchange Division at Ministry of Culture and Sports

Ms Jin Kyung PARK  
Graduate Student

Mr. Keehak SEONG  
International Relations, Korea Volleyball Association

#501 DaeSeong Villa 209-6
PoEe-Dong Kangnam-Ku
Seoul
email: chemy@sports.or.kr

82-1 Sejong-Ro
Jongro-Gu
Seoul

6-1301 Kaepo Woosung Apt Dachi-donj Kangman-Ku,
Seoul
email: a1996no2@sookmyung.ac.kr

20F. Mijin Plaza
Yoksam Kangnam,
Seoul email:
kva@kva.org
LATVIA

Mr. Viesturs DUDE
Sport teacher and school director
P. Upisa str. 1-2
Krimunas, Dobeles dsh., LV-3719

Ms Irina SEVERIKOVA
Sport teacher
Eizenshteng 21-18
LV-1079

LITHUANIA

Ms Ruta DADELIENE
Geography and Teacher of Physical Education
Zirmunu Str. 111-84
Vilnius

Mr. Gediminas MAMKUS
Teacher of Physical Education
Sporto Str. 6 3029
Kaunas
email: motorl@kki.lt

MALAYSIA

Mr. Tan Joon HUEI
Student
14 Jalan 21/27B Taman Desa
Setapak K.L. 53300
email: baxtertjh@hotmail.com

Ms Jayanthi PALANIAPPAN
Bank Employee/student
13-D, Rumah Murah, Jalan, Kuari
39100 BRINCHANG Cameron Highlands, Pahang

MALAWI

Ms Mary KALIRANI
Teacher
New Building Society
Box 51277, Limbe

MALDIVES

Ms Nasiha AMINATH
Sports Administrator
M "BEACH HEAVEN"
Male
Mr. Ahmed Mumthaz
Activities Officer
"Yenisea"
Henveiru, Male- 20 06

MALTA

Ms. Josianne Agius
Athletics coach/student
Dwejra, Kananea Str.
Attard

Mr. Christopher Attard
Teacher
Blk 8, Dr B, Fit 11
Triq Il-Ballut,
San Gwann,

MAURITIUS

Mr. Sanjaye Goboodun
Chemist
Saddul Road
Chamouny, Ch — Grenier
Mauritius Sugar Syndicate Laboratory

Ms. Aurore Laclocche
Education Officer
Narcisses Street
Morc Swan, Tombeau Bay

MEXICO

Ms Norma Olivia Gonzalez
Lawyer
Campo Colomo 24
Fracc. Providencia, C.P. 02750 Deleg
Azcapotzako D.F.

Mr. Alberto Pellico
Business Administration,
Accounting and Finance
Privada 5 A SUR 4514
Puebla, PUE 72530
email: berton@cafeinternet.es

MONACO

Mr. Mehdi Kheddar
Student
152 Bis Val du Garai
06500 Menton

Mr. Aymeric Pallottini
Student
Impasse des carrières 98000
REPUBLIC OF NAURU

Mr. Michael AROI
Business Development and Services Manager
P.O. Box 96

NETHERLANDS

Ms Marjolein den AREND
Student Academic Physical Education
Vedelring 148 4876 ES, Etten-Leur

Mr. Bas BOON Student - Sport Teacher
Maliesingel 3 3581
BA Utrecht

Ms Anneriek HOLTERMANS
Student Physical Education
Heuveleindseweg 2a 5684 NC BEST

Mr. Robert-Jan SCHIPPER
Student Sports, Economics & Communication
Nieuw Zwartemberg 11, 4823 GE Breda

NEW ZEALAND

Mr. Warren FROST
Teacher of Physical Education Fitness Consultant
71 Bletsoe Avenue Christchurch

Ms Jane SIMPSON
Sport Scientist
2/12a TERNST South shore, Christchurch

NIGERIA

Mr. Adokiye Blessing DANS
Sports Administrator
National Stadium Box 145, Lagos

Mrs. Maria WOPHILL
Sports Administrator
c/o Nigeria Olympic Committee P.O. Box 3156, Lagos
NORWAY

Mr. Dan-Henning NESS
Student
Harriet Backersvei 24
4023 Stavanger

Ms Marianne TJORNHOM
Working at the Norwegian Confederation of Sports
Bergradveien 35A
0873 Oslo

Mr. Geir TORSTVEIT Teacher of Physical Education
Maridalsvg. 347c
0881 Oslo

Mr. Martin WESTERSJO
Historian, Teacher
Odins Gt. 13
4631 Kristiansand,

SULTANATE OF OMAN

Mr. Ahmed Mohammed AL-YAHMADI
Director of finance General Organisation of Sports and Cultural Activities for youth
P.O. Box 2842
PC-112 RUWI

PERU

Ms Ximena BELLIDO UGARTE
Publicist
Galle "L" 114
Urb. Aurora - Miraflores

Mr. Jorge Enrique Balarin BENAVIDES
Journalist, Media (Television, Newspaper), Kick Boxing
Pasaje Tejada 165
Miraflores

PHILIPPINES

Ms Akiko THOMSON
Student
1225 Penafrancia St. Paco
Manila
POLAND

Mr. Mariusz MIJAL
Architect
Sienkiewicza 37146
90-114 Lodz

Ms. Ewa SPACZYNSKA
Teacher of Physical Education
Marymoncka 34F/44
01-813 Warszawa,

PORTUGAL

Ms. Anabela AFONSO
Teacher of Physical Education
Rua Das Doze Casas No: 8, 3o ESQ
4000 Porto

Ms. Caria TEIXEIRA
Teacher of Physical Education
Jose Acurcio das Neves, No: 24, 1o
ESC Lisbon 1900

ROMANIA

Mr. Florin MOSTOFLEI
Student of Physical Education
ANEFS, Rue Stefan Fortuna, No 140
Bucarest

Ms. Mihaela Carmen PAVEL
Student
Rue Stefan Fortuna, No 140, ANEFS
Bucarest,

RUSSIA

Ms. Ekaterina JAKYBIC
Student
Otradniy 7-18
127273 Moscow,

Ms. Olga TITOVA
Teacher of drawing and painting
Nakhimov str. 33, apt. 56
214025 Smolensk,

RWANDA

Mr. Leon-Pierre MKUSI
Secretaire permanent du CNO du RWANDA
B.P. 2684
Kigali
SAINT LUCIA

Mr. Alfred EMMANUEL
Secretary General of St. Lucia Olympic Committee
P.O. Box 195, Castries
SAINT LUCIA W.I.
email: sloc@canew.lc

SAINT VINCENT & GRENADES

Ms. Desmarie GREENAWAY THOMAS
Teacher/Athletics coach
Mesopotamia Valley
Mesopotamia P.O.

SAUDI ARABIA

Mr. Ali AL-ALI
Weightlifting Technical Secretary
Member of Technical Committee of the Arabic W.L. Federation
c/o Saudi Arabia Weightlifting Federation
P.O. Box 100366
Riyadh 11635

Mr. Salem AL OTHMAN
c/o Saudi Arabia Olympic Committee
P.O. Box 6040, Riyadh 11442

Mr. Abdullah ALRASHEED
Director of arrangement and coaches
Saudi Arabian Olympic Academy
c/o Saudi Arabia Olympic Committee
P.O. Box 6040
Riyadh 11442

Mr. Abdul Rahman ALSHUBAILI
c/o Saudi Arabia Olympic Committee
P.O. Box 6040, Riyadh 11442

SEYCHELLES

Ms Chantai HOFFMAN
Bank Clerk
Mont Fleuri Mahe

Mr. Bau TUKEBANA MICHEL
Teacher
Bel-Air Mahe
<table>
<thead>
<tr>
<th>Country</th>
<th>Full Name</th>
<th>Address/Location</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGAPORE</td>
<td>Mr. Hanif ABDUL RAHMAN</td>
<td>Block 32, Marine Crescent</td>
<td># 11-117, S (440032)</td>
</tr>
<tr>
<td></td>
<td>Trainee Teacher</td>
<td>email: <a href="mailto:n7307594g@acad21.ntu.edu">n7307594g@acad21.ntu.edu</a>.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ms Vivian Gladys RODRIGUES</td>
<td>Blk 7, Lor Liew Lian</td>
<td># 04-138(8) 531007</td>
</tr>
<tr>
<td></td>
<td>Trainee PE Teacher</td>
<td>email: <a href="mailto:accjr@singnet.com.sg">accjr@singnet.com.sg</a></td>
<td></td>
</tr>
<tr>
<td>SLOVAKIA</td>
<td>Ms Eva SEIDLOVA</td>
<td>Odborarov 4</td>
<td>935 21 Tlmace</td>
</tr>
<tr>
<td></td>
<td>Student</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mr. Jan UHLARIK</td>
<td>ul. 1 maja, 871,</td>
<td>Puchov 020 01</td>
</tr>
<tr>
<td></td>
<td>Rédacteur sportive en radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SLOVENIA</td>
<td>Ms Tina SULC</td>
<td>Riharjeva 11,</td>
<td>1000 Ljubljana</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>Ms Dudu NGWENYA</td>
<td>c/o National Olympic Committee</td>
<td>P.O. Box 1355, Houghton 2041</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPAIN</td>
<td>Ms. Marta ALVAREZ GAGO</td>
<td>Martin Sarmiento 34</td>
<td>3-1ZQ Leon - 24004</td>
</tr>
<tr>
<td></td>
<td>Student/Teacher of PE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mr. Ivan Sanz GARCIA</td>
<td>c/ Francisco Pizardo No: 12-14</td>
<td>Leon - 24010</td>
</tr>
<tr>
<td></td>
<td>Student</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ms. Maria Teresa GUTIERREZ</td>
<td>Ordone II, No: 16 4o</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FUENTES</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Teacher of Physical Education</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SRI LANKA

Ms Amrita Kishani JAYASINGHE
Student
29/1, Green Field Park
Madiwela, Kotte

Mr. Mahinda HETTIARACHCHI
Commissioned Officer Sri Lanka Army (Major)
No: 36, Lake Road,
Boralesgamuwa

SUDAN

Mr. Mohamed Elmahdi HASSAN
Assistant Manager
P.O. Box 1938
Khartoum

Mr. Faisal F. A. MEKKI Manager,
Mekki Industrial Group
P.O. Box 260
Khartoum

Ms Sulafa NAIEM
Member of Sudan Athletic Association
and Secretary of Women Sport
P.O. Box 12980
Khartoum

SURINAME

Mr. Deryl S. Van COBLIJN
Paramaribo
P.O. Box 2201
Suriname

SWEDEN

Ms Ann-Louise EBBERSTEIN
Program-Director at "Folkuniversitetet"
Tangringsg. 31
784 30 Borlange

Ms Asa ELFVING
Medical Doctor
Hjalmarsvagen 9, 2tr
120 53 Arsta
email: elfving@swehockey.se

284
Mr. Christen LOFGREN
Lawyer, Coeditor and writer of two law magazines, TV commentator (Eurosport)

Mr. Per NOREEN
Student of Human Resource Management

Mr. Per NOREEN
Bjorkbackavagen 10c
83241 Ostersund
email: per.noreen@fco.mh.se

SWITZERLAND

Ms Pamela BATTANTA
Sports Educator
Burgernzielrain 6
3006 Bern

Mr. Oskar DIESBERGEN
Teacher of Physical Education
Buergstrasse 14
3700 Spiez

Mr. Dominique FANKHAUSER
Teacher of P.E.
Belleruestr. 20
3073 Gumligen

Ms Régula MERZ
Student
Turmstrasse
8414 Buch am Irchel
email: regula.merz@student.misg.ch

SYRIA

Mr. Mithak AL HASSAN
Official at the Sport Federation
Al Hasaka
P.O. Box 22

Ms Mayada SULEIMAN
Official at the Sport Federation
Damascus
P.O. Box 967 - 421

TAIPEI (CHINESE)

Mr. I-Tsun Vincent CHIANG
Sport Medicine, TaeKwon-Do, Aerobic Coach
5 Alley 54
Lane 243 Lonkuan Rd.
3rd Chung-Li, Taoyuan
email: vinwiner@ms4.hinet.net
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
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<tr>
<td>Ms Annie LIN</td>
<td>Coordinator of Chinese Taipei Tennis Association</td>
<td>Room 1108, 11F, No 20, Chu Lun St. Taipei</td>
</tr>
<tr>
<td>Ms Hsueh-mei Judy LO</td>
<td>International Sports Affairs Staff, International Section, Chinese Taipei Olympic Committee</td>
<td>20 Chun Lun St. Taipei</td>
</tr>
<tr>
<td>Mr. Yu-Ming SHU</td>
<td>Teacher of Physical Education at Chinese Air Force Academy</td>
<td>4F #7 Lane 75 Min-Le St. Yung-Ho City Taipei</td>
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**TANZANIA**

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<tr>
<td>Mr. Ahmed AHMED</td>
<td>Electrician</td>
<td>BOX 4227, Zanzibar</td>
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**TURKEY**

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<tr>
<td>Ms M. Yesim ALBAYRAK</td>
<td>Student</td>
<td>Ataturk cad., Asian Kaptan sok No: 3/23 81010 Erenkoy, Istanbul,</td>
</tr>
<tr>
<td>Mr. Bulent BULUT</td>
<td>Student</td>
<td>Tepecik Yolu, Saadabad Sitesi 4 Blok A/9 Etiler 80630 Istanbul email: <a href="mailto:bbbulut@medyatext.com.tr">bbbulut@medyatext.com.tr</a></td>
</tr>
<tr>
<td>Mr. Tolga SAHIN</td>
<td>Agriculture Engineer</td>
<td>Mutlueuler Hamdibey apt 9/5 16090 Gekirge, Bursa,</td>
</tr>
<tr>
<td>Mr. Murat SINIKGI</td>
<td>Student</td>
<td>Cumhuriyet Mah., Duzoglou sok., 23/8 Bomanti, Istanbul</td>
</tr>
</tbody>
</table>
UNITED STATES OF AMERICA

Mr. David BARROWS  
c/o United States Olympic Committee  
Sport Management Area; Programs  
Specialist for the United States Olympic Committee's Training Center  
Olympic House, 1750 East Boulder St.  
Colorado Springs, CO 80909,  
email: david.barrows@usoc.org

Ms. Cameron MYLER  
Athlete/Student  
P.O. Box 689  
Lake Placid, NY 12946  
email: cammyM@aol.com

Ms. Ramona PAGEL  
Athletic Administration and Coaching  
at Kent State University  
1505 South Blvd., Kent  
Ohio 44240  
email: pagelshot@wordnet.att.net

Ms. Drusilla VAN HENGEL  
Athlete, Doctoral Researcher  
at University of California  
220 E. Sola Str. #1, Santa Barbara CA 93101  
email: dvanhengel@aol.com

ZAIRE

Mr. Odiho NKUNGA  
Student  
Mloki  
15 Mfumu - Saka  
Lemba KIN

Mr. Longotshia OTSHOMAMPITA  
Agent social  
Mloki  
15 Mfumu - Saka  
Lemba KIN

ZAMBIA

Mr. Mwembe KAONA  
Insurance  
Secretary General Zambia Basketball Association  
Member of NOC of ZAMBIA  
P.O. Box 32227  
Lusaka
Bourses
ALBANIA
Mr. Arben KACURRI High Institute of Physical Education
Lecturer in the High Institute of Tirana
Physical Education, Tirana

INDIA
Mr. Yadvinder Singh RAI c/o Indian Olympic Association
Trained athletes coach New Delhi - 110003
Jawaharlal Nehru Stadium,

Membre du personnel
Mr. George FRAGOULIS INTERNATIONAL OLYMPIC ACADEMY
Superintendent of the I.O.A. premises 270 65 ANCIENT OLYMPIA
GREECE

Secrétariat
Ms Ténia MAVROPOULOU INTERNATIONAL OLYMPIC ACADEMY
4, Kapsali street
106 74 ATHENS
GREECE
Mr. Christos SKALIARAKIS INTERNATIONAL OLYMPIC ACADEMY
4, Kapsali street
106 74 ATHENS
GREECE

Bibliothèque
Mr. Themis LAINIS INTERNATIONAL OLYMPIC ACADEMY
4, Kapsali street
106 74 ATHENS
GREECE
Mrs. Eleni KOTRETJOU

Mrs. Katerina TZAVARA

DEPARTEMENT TECHNIQUE

Mr. Byron AMELIDIS Assistant Engineer Responsible for Transportation and Transfers INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 ATHENS GREECE

Mr. Babis YANNARAS Operator of Photocopying Machine INTERNATIONAL OLYMPIC ACADEMY 4, Kapsali street 106 74 ATHENS GREECE

PERSONNEL ASSISTANT

Mr. Panos AMELIDIS Student of High Level Musical Studies 114, Lavriou Street 142 35 Athens GREECE

Mr. George DONAS Mathematician 7, Kanari street 153 44 Pallini GREECE

Ms Jenny KAPETANIOU Archeologist 16, Ag. Paraskevis street 135 62 Ag. Anargiri GREECE

Ms Kelly LAMBROU Student of Management and Business Administration 9-11, Kritis street 153 44 Palini GREECE

Ms Natacha MICHALOPOULOU Mathematician 2, Tianon Street 143 42 Athens GREECE

Mr. Yiannis PSIMENOS Physicist 18, Eptanissou street 132 31 Petroupoli GREECE
Ms Stella SKALARIKI
Student of Economics and Regional Development 34, Haritos str.
135 62, Ag. Anargiri
GREECE

Mr. George VERRIOS
Student of Chemistry

176 76 Kallithea               128, Dimitrakopoulou street
GREECE

Mr. Yannis VLACHOS
Teacher of Physical Education
57, Voulgaroktonou street
GREECE
email: gianakas@internet.gr
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