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How to grow our sport beyond the Olympic footprint

Content:

1. Event Organization, Promotion and TV
2. Competition System
3. Grassroots Development
4. Rules
How to grow our sport beyond the Olympic footprint

• Water Polo demonstrates a huge potential not only during the Olympic Games but in major International or National competitions as well.

• There are many positive and encouraging aspects related to Water Polo, but we need always to innovate and look ways to improve.
Event Organization, Promotion and TV
Event Organization, Promotion and TV

• “The clients” in mind. The sport needs spectators and we are always happy to see full tribunes, as happened last year in Budapest.

• To promote and organize better Water Polo events, not only at the top level but also at a lower or National level.

• Assist NFs and Clubs by providing guidelines “How to promote and organize a spectacular Water Polo event”
Event Organization, Promotion and TV (cont)

• Water Polo is a fascinating game, either alive or televised.

• “Water” offers a unique environment for athletes to perform and it is always worth revealing “dramatic moments” or the beauty to “play with ball in the water”.

• To assist TV producers by issuing instructions on how to televise or web stream Water Polo better and establish specific Water Polo TV coverage standards.

• We need to market and communicate better our Sport and its events
Competition System
Competition system

Elite level

• Need to review the current FINA competition system at all levels (Senior, Age group)

• Need to re-evaluate the qualification process for all competitions and motivate more NFs per Continent to take part
Competition system (cont)

Medium – low level

• Motivate and support NFs to participate to International Water Polo events in order to grow (Continental Champs, Development Trophy)

• Introduce age group U15 Continental Champs and U16 World Champs – (NFs will grow and their quality gap will decrease only by investing in young athlete and start competing earlier)
Grassroots – development

- Assist emerging NFs to establish a structure at a National teams or Club level, and introduce the principles of the development process.
- In this context, guide NFs to establish a National age group competition system with an high number of games played annually and also form National teams in various age groups.
- To launch the U13, U11, U9 grassroots competitions and motivate all kids to train, compete and enjoy the Sport all the year around.
Grassroots – development (cont)

- Encourage NFs setting Coaching and Referring education programs at National and International level
- Guide NFs and Clubs to promote the Sport, and increase the number of young participants
Rules

• Refresh the Water polo rules respecting traditions but also explore and implement innovative ideas

• Create a visual Rule book based on video material

• Promote a less static and more dynamic game but above all understandable for the spectators
Thanks for your attention