FINA World Championships & FINA World Master Championships
2025/2027
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Agenda
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Fédération Internationale de Natation
The World governing body for aquatic sports
• 209 national member federations
• A “backbone” sport of the Olympic Games

President Dr. Julio C. Maglione (IOC Honorary Member)
• 27 FINA Bureau members

Other IOC Members on FINA Committees:
• Sam Ramsamy: IOC Member
• Kirsty Coventry: IOC Executive Board & Chair of Athletes Commission
• Dr. Margo Mountjoy: IOC Medical + Scientific Commission-Games Group
• Mustapha Larfaoui: IOC Honorary member
FINA’s Mission

To promote and encourage the worldwide development of FINA’s 6 aquatic sports:

• Swimming
• Open Water Swimming
• Diving
• High Diving
• Artistic Swimming
• Water Polo
• Aquatics for Masters
FINA and the Aquatic Sports

The core attributes of Aquatics:

- A sport for all: A sport for life
- Educational: A life-saving skill
- Health & wellbeing: A beautiful life
- Clean sport: Pure competition
One of the largest, most important single sports events

A World class event:

- The World’s elite aquatic athletes in 6 disciplines
- Medallists from 29 countries in 2017

Global promotion for the Host City & Country:

- Focused media attention for 2+ weeks

Exciting sports show and experience for the spectators:

- Sport presented as a spectacular show and a social experience
Concept & Principles

- The Athletes and Sports are always the focus
- Suitable venues and clear legacy benefits
- Creating an event with "critical mass"
  - Number of participants
  - Level of organisation
  - Footprint and global echo
- Duration
  - World Championships: 15/16 day programme
  - World Masters Championships: c.11 day programme
  - *Combined duration 26 days
Previous host cities:

- Belgrade - YUG - 1973
- Cali - COL - 1975
- Berlin - GER - 1978
- Guayaquil - ECU - 1982
- Madrid - ESP - 1986
- Perth - AUS - 1991
- Rome - ITA - 1994
- Perth - AUS - 1998
- Fukuoka - JPN - 2001
- Barcelona - ESP - 2003
- Montréal - CAN - 2005
- Melbourne - AUS - 2007
- Rome - ITA - 2009
- Shanghai - CHN - 2011
- Barcelona - ESP - 2013
- Kazan - RUS - 2015
- Budapest - HUN - 2017
Melbourne 2007

- Participants
  + 2’300 athletes
  + 1’500 team officials
  + 2‘000 volunteers
  + 1‘000 TV broadcasters
  + 650 journalists & photographers
  + 215’000 spectators
Rome 2009

- Participants
  + 2’438 athletes
  + 1’500 team officials
  + 2‘000 volunteers
  + 518 TV broadcasters
  + 875 journalists & photographers
  + 200‘000 spectators
Shanghai 2011

• Participants
  + 2’157 athletes
  + 1’600 team officials
  + 3‘300 volunteers
  + 600 journalists & photographers
  + 315‘000 spectators
Barcelona 2013

• Participants
  + 2,195 athletes
  + 1,835 team officials
  + 2,488 volunteers
  + 688 journalists & photographers
  + 315,000 spectators
Kazan 2015

- Participants
  + 2'413 athletes
  + 1'752 team officials
  + 184 national federations
  + 2'212 volunteers
  + 848 TV broadcasters
  + 615 journalists & photographers
  + 315‘000 spectators

+ 2'638 Masters athletes
Budapest 2017

• Participants
  + 2’303 elite athletes
  + 1’912 team officials
  + 177 national federations
  + 3‘500 volunteers
  + 897 TV broadcasters
  + 714 journalists & photographers
  + 474‘000 spectators

+ 9’031 Masters athletes
Future Host Cities:

• Gwangju KOR 2019
  • 12-28 July & Masters 5-18 August

• Fukuoka JPN 2021
  • 16 July-1 August & Masters 3-12 August

• Doha QAT 2023
The Events: Swimming
The Events: Swimming

Venue Requirements*

- 50m competition pool
  - 15 - 20’000 seats capacity
- 50m warm-up pool
  - 8-10m pooldeck surround
- 3 additional training pools

* Ideally temporary pools set-up inside a multi-purpose arena

Competition Programme

- 8-day event programme
  - Morning: qualifying heats
  - Evening: semis & finals
The Events: Swimming

40 events for men & women

- Freestyle (50/100/200/400/800W/1500m)
- Breaststroke (50/100/200m)
- Backstroke (50/100/200m)
- Butterfly (50/100/200m)
- Individual Medley (200/400m)
- Relays:
  - Freestyle (4x100/200m)
  - Medley (4x100m)

2 Mixed relays

- Freestyle (4x100m)
- Medley (4x100m)
The Events:
Open Water Swimming

Open Water Swimming
The Events: Open Water Swimming

Venue Requirements
- 2 or 2.5km loop
- Lake, rowing course, or sea

Competition Programme
- Individual Men & Women
  - Race distances:
    - 5km
    - 10km
    - 25km
- Team Race
  - 5km
The Events: Diving
The Events: Diving

Venue Requirements

- 25 x 25 x 5m competition pool
  - 10m Platform
  - 3 x 3m springboards
  - 2 x 1m springboards
  - Dry training facility
- 5’000 seat capacity
The Events: Diving

Competition Programme

- 9-day event programme
- Men’s, Women’s & Mixed events
  - Individual events
    - 1m & 3m Springboard
    - 10m Platform
  - Synchro events
    - 3m Springboard
    - 10m Platform
  - Mixed events
    - Team (3/10m)
    - Synchro 3m Springboard
    - Synchro 10m Platform
The Events: High Diving
The Events: High Diving

Venue Requirements
- Accessible venue for public
- Iconic city backdrop
- Minimum 6m water depth
  - Lake or sea, or temporary pool
- Platform/tower
  - 27m Men
  - 20m Women

Competition Programme
- 3-day event programme
- Men’s & Women’s events
The Events: Artistic Swimming

Venue Requirements
- 30m x 20m competition & warm-up pools
- 3m pool depth
- 5’000 seat capacity

Competition Programme
- 8-day event programme
- Disciplines:
  - Solo / Technical & Free
  - Duet & Mixed Duet / Technical & Free
  - Teams / Technical & Free
  - Team Free Combination
The Events: Water Polo

Water Polo
The Events: Water Polo

Venue Requirements
- 30m x 20m competition & warm-up pools
- Minimum 5’000 seat capacity

Competition Programme
- 14-day tournament
- Women’s & Men’s games on alternate days
  - Group stage – 16 teams
  - Elimination rounds & Finals
- World’s top nations competing with the host country
• The World Masters movement has seen consistent strong growth since its introduction in 1986

• The participation figures show the popularity and strength of the FINA World Masters Championships

• Large numbers of participants bring:
  • Large economic and tourism benefits but also can provide logistical challenges:
    • Competition facilities and competition management
    • Accommodation
To develop the World Masters Championships FINA combined it with the FINA World Championships

- Creating the largest celebration of the Aquatic sports
  - 9’000-11’000 Masters participants
- Creating synergies in the organisation and facilities
- Demonstrating the ability of the host city to stage an event of this magnitude
The Benefits

Economic Impact

- All income fees are retained by the host
- Participants are responsible for covering all their own expenses
  - Registration & event entry fees
  - Board and accommodation costs
  - Local transportation
  - Additional spending: e.g. shopping, tourism
  - Accompanying persons
- Participants and visitors will be able to combine participation in the Masters event with the FINA World Championships
- Potential for increased OC revenues
  - Spectator ticket sales
  - Merchandising sales
The Benefits

Profile

• The city becomes an important world sport attraction showcasing great international sporting events

Value for local sponsors

• Wider exposure to showcase their product to both mass and elite participants and engage with fans
• Opportunity for greater exploitation of merchandising rights and retail exhibition space
Aquatics Facilities

5 Aquatics disciplines:
- Swimming
- Diving
- Water Polo
- Artistic Swimming
- Open Water Swimming

- World Championships facilities
- Other local pools as needed for competition and warm-up.
- No additional construction needed however!
Benefits of Staging the Championships

Hosting Benefits
Benefits of Staging the Championships

A major World class event with realistic staging requirements
- Bringing the World’s elite Aquatics athletes to you
- Aquatics stars have become celebrities out of the water too!
- Attracting global interest and global media coverage

Global promotion for the Host City
- Focused global media attention for a significant period of time prior the event and throughout the 2 weeks of the event.

Exciting sport providing an unforgettable spectator experience
- Sport as theatre in a unique indoor setting
Global events like FINA World Championships create and bring substantial benefits for the Hosts:

- Social impact
- Branding impact
- Economic impact
- Legacy potential

Significant and tangible return on investment for:

- Host City
- Surrounding region
- Local and national community
- Entire country
  - Especially young generation
Benefits for the Host City/Country

• A catalyst for learn-to-swim programmes as a life saving skill
• Participation in the aquatic sports
• Motivational impact of star swimmers acting as role models for young people
• Creating and/or developing a volunteer culture
• Community pride in staging a world class event
• Using sport to breaking down cultural, political and racial barriers
• An Aquatics festival with over 180 countries coming together in one city, creating a positive social environment
Benefits for the Host City/Country:

• Extensive global broadcast and print media coverage provides worldwide recognition and promotion for the Host City.

• Social media means greater reach and engagement with an ever-growing number of consumers.
Benefits for the Host City/Country:

- The successful organisation of a world class event boosts credentials in the international sports federation community

- The FINA World Championships can be a springboard to the staging of other major sporting events
Its Own Legacy

Economic

• Significant financial return as Masters participants cover all their expenses including participation fees
• Induced effect created through successive rounds of spending (i.e. shopping, transport, dining, accommodation, etc.)
  • Masters participants often travel with family and friends

Social

• Promoting Swimming for all ages as style of life
• Providing alternative engagement activities at future events beyond simply spectating
• Creation of new social event spaces for future recurring festivals
The Legacy

Infrastructure Development

• Outside the Championships venues, renovation of existing facilities and equipment
• Infrastructure development and urban regeneration

Community

• Network of experienced volunteers for future events
• Development of age group participation programmes in Aquatic sports
• Opportunity to train, upskill and provide experience to National Technical Officials
The Championships generate a significant economic impact:

- Before, during and after the event
- For the host city, surrounding region and entire country.

Examples:

- International and domestic flights
- Hotel accommodation
- Local transportation
- Commerce and sales
- Advertising and promotion
- Jobs & salaries
- Manufacturing and services
- Future tourism / economic development driver for the host city / country
The FINA Championships can result in a local, regional and even national legacy:

- Participation in Aquatic sports and other activities
- Pools & other sports infrastructure
- Sports personnel (coaches, officials, etc.)
- Sports development programmes
- Community development
  - Volunteers programme & culture
- Education
- Charity / Goodwill partnerships
TV is still of the utmost importance

- The eyes of the World
  - Television remains the most important medium on showing to the world the value of Aquatic sports
  - The FINA World Championships is a world sporting event with global reach
  - Media interest generally, especially amongst broadcasters continues to rise due to the increased number of countries winning medals
  - Star athletes in each country are the vehicle to increase the event value
- FINA’s extensive broadcast partnerships ensure a global audience
Broadcasting

TV Coverage

14th FINA World Championships 2011 – Shanghai

- Coverage in 209 territories
- 4’448 hours of dedicated TV coverage globally
- 3.7 billion cumulative global audience
  - Dedicated live & delayed broadcasts
  - Highlights programmes
  - News & sports magazine programming
    - 510 hours of coverage in over 3’700 reports in news and sports magazine programming
 Broadcasting

TV Coverage

15th FINA World Championships 2013 – Barcelona

- Coverage in 209 territories
- 5’045 hours of dedicated TV coverage globally
- 4.5 billion cumulative audience
  - Dedicated live and delayed broadcasts
  - Highlights programmes
- News and sports magazine programming
  - 111 hours of coverage in over 3’700 reports in news and sports magazine programming
TV Coverage

16th FINA World Championships 2015 – Kazan

- Coverage in 209 territories
- 5’728 hours of dedicated TV coverage globally
- 6.8 billion cumulative audience
  - Dedicated live and delayed broadcasts
  - Highlights programmes
  - News and sports magazine programming
    - 108 hours of coverage in over 2’400 reports in news and sports magazine programming
TV Coverage

17th FINA World Championships 2017 – Budapest

- Coverage in 209 territories
- 7'111 hours of dedicated TV coverage globally
- 3.9 billion cumulative audience
  - Dedicated live and delayed broadcasts
  - Highlights programmes
  - News and sports magazine programming
    - 192 hours of coverage in over 2'500 reports in news and sports magazine programming
FINA’s objectives

• To show our sport and great athletes at their best with the highest level of TV production in HD
• Maximise TV exposure in terms of:
  • Household reach
  • Audience numbers
  • Amount of coverage & broadcast hours
• Exploit new digital platforms
• Generate revenue to allow FINA to further develop the Sport by investing back into Aquatics
FINA requires that each bidder guarantees the Host Broadcaster (HB) costs to produce the international TV signal

- Live coverage of all competition sessions
- HD standard production
- English commentary
- Daily 52-minute highlights show production
Bidding Process: Milestones
Monday, 26 November 2018
Date for interested National Federations of FINA (NFs) and Cities to notify FINA of their intention to be involved in the Bid Process (non-binding).

Friday, 25 January 2019
FINA Bidders’ Briefing session to take place between FINA and interested NFs and Cities in Lausanne (SUI).
FINA will provide the interested NFs and Cities with general information, comprehensive bidding documentation and details of the Bid Process, and receive relevant presentations from past/future Organising Committees, FINA Partners, etc.

Saturday, 26 January - Sunday, 21 April 2019
Preparation of Formal Bid by NFs/Cities with the assistance of FINA.
FINA available to assist and advise bidding NFs/Cities with any queries they may have.
Bidding Process: Milestones

Thursday, 25 April 2019
NFs/Cities to submit their draft Formal Bid to FINA (Bid Questionnaire, Initial Budget, etc.).

Monday, 29 April 2019
FINA to provide a draft Host City Agreement (“HCA”) to NFs/Cities that are to be involved in the final Bid process.

Monday, 29 April - Sunday, 26 May 2019
2-day FINA Site Inspection & Bid Meeting to be arranged in each bidding City to develop the Formal Bid, address relevant issues (venues, budget, TV, marketing, etc.) and to progress the HCA.
FINA, bidding NFs/Cities to continue working together to finalise drafting the HCA and refining the Formal Bid.
FINA available to meet with any bidding NF/City in Lausanne (SUI), as required.
Monday, 17 June 2019
Deadline for bidding NF/City to present 3 executed copies of the HCA and their Formal Bid to FINA for notarization.

Tuesday, 18 June - Wednesday, 10 July 2019
Bidding NF/City to prepare the presentation of their Bid to the FINA Bureau.

Wednesday, 10 July 2019
Draw to decide the order of the Bid presentations.

Thursday, 11 July 2019
Presentation to the FINA Bureau by each NF/City of its Bid, at a meeting to be held in conjunction with the FINA World Championships in Gwangju (KOR).
FINA Bureau voting and awarding of the 21\textsuperscript{st}/22\textsuperscript{nd} FINA World Championships & FINA World Masters Championships 2025/2027.
Conclusions

• The huge economic and social benefits and legacy potential are the primary benefits of staging the FINA World Championships & World Masters Championships
  • Cost limiting policy (i.e. existing infrastructures, temporary venues, etc).
  • Attracting a wide audience to join the excitement of the event
  • Thinking *out of the box* with venues, logistics and organisation
  • Promoting the host city / country through sport whilst at the same time further enhancing sport activities for all ages

• Successful events are created by structured organisation who strategically thinking & plan the activities accordingly.
Cornel Marculescu
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