

Olympic Games and Mega events

The Olympics is based on Olympism. **Olympism** is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with education and culture, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles. – The Olympic Charter (IOC, 2004: 9)

- Combination of humanistic ideals with celebration of physical activity however implication of this is Olympic movement has a *moral* stance based on its ideals/standards

The Olympic Charter is like the 'bible' of the games; it sets out the fundamental principles and values olympism. It defines the rights & obligations of the Olympic movement

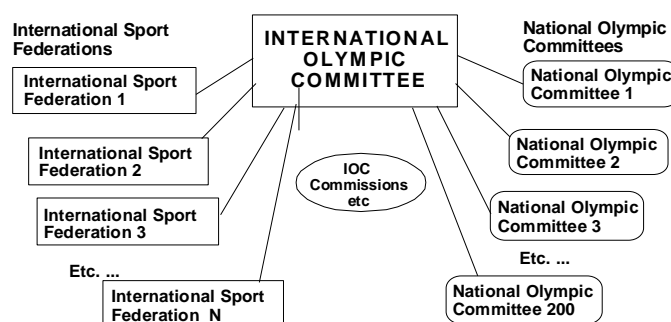
The Olympic movement '... encompasses organizations, athletes and other persons who agree to be guided by the Olympic Charter. Looks to go beyond sport – world peace and human rights; 'The practice of sport is a human right. Every individual must have the possibility of practising sport without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play'.

'The goal of the Olympic Movement is to:

- Contribute to building a peaceful and better world
- By educating youth through sport
- Practised in accordance with Olympism and its values'.

The Olympics operate in a 4 year cycle, with the summer and winter games alternating every 2 years

Olympic organisation



- A national committee per every country entered in the Olympic games
- Individuals on the IOC commission are not necessarily a part of the IOC
- Approx. 110 members of the IOC
- Approx. 30-35 international sport federation involved in the Olympic movement (approx. 100 all up)
- OCOG – Organising committee of the Olympic Games (permanent state of change – host city gets put in front of OCOG)

What is the advantage of being an Olympic Sport?

- Recognition
- Growth of popularity
- Prestige
- Expose
- Increase funding and attract sponsorship
- IOC will fund your international federation committee

International Olympic Committee (IOC)

a. Origins

- Founded by De Coubertin in 1894. The headquarters today is located in Lausanne. The IOC is 'supreme authority' of the Olympic Movement. Their mission is 'To promote Olympism throughout the world and to lead the Olympic Movement'

b. Roles

- ethics in sport; education of youth through sport; encouraging spirit of fair play; banning of violence; encouraging/supporting sport and sports competitions; ensuring regular celebration of the Olympic Game; promotion of women in sport; the fight against doping; protecting the health of athletes; opposing political or commercial abuse of sport and athletes; placing sport at the service of humanity to promote peace; the unity and independence of the Olympic Movement; any form of discrimination affecting the Olympic Movement; the social and professional future of athletes; sport for all; Sustainable development in sport; the social and professional future of athletes; sport for all; Sustainable development in sport; a positive legacy for host cities and countries; blending sport with culture and education; supporting the International Olympic Academy (IOA) and other Olympic education.

c. Protecting the 'brand'

"The Olympic Games are the exclusive property of the IOC which owns all rights relating there to, in particular, and without limitation the rights relating to their:

- | | |
|-----------------|-------------------|
| – organization, | – representation, |
| – exploitation, | – reproduction, |
| – broadcasting, | – access and |
| – recording, | – dissemination, |

In any form and by any means or mechanism whatsoever, whether now existing or developed in the future" - They need to protect the Olympic:

- | | |
|-------------------|-----------------|
| – symbol, | – designations, |
| – flag, | – emblems, |
| – motto, | – flame, |
| – anthem, | – torches |
| – identifications | |

Shall be collectively or individually referred to as Olympic properties

d. Funding

Mainly:

- sale of broadcasting rights
- World-wide sponsorship (Samsung, McDonalds, Coke, etc)

e. Membership (conversational)

➤ Approx. 110 members

Geographical distribution:

- Europe 44%
- Africa 15%
- America 15%
- Asia 10%
- Oceania 5%

➤ It is conversational as the IOC appoints its own members therefore not a democratic group.

➤ Members represent the IOC in their countries, not their countries in the IOC

f. Presidents

- | | |
|---|---|
| 1. <i>1894–1896:</i>
Demetrios Vikélas, Greece | 5. <i>1952–1972:</i>
Avery Brundage, USA |
| 2. <i>1896–1925:</i>
Pierre de Coubertin, France | 6. <i>1972–1980:</i>
Lord Killanin, Ireland |
| 3. <i>1925–1942:</i>
Count Henry de Baillet-Latour,
Belgium | 7. <i>1980–2004:</i>
Juan Antonio Samaranch, Spain |
| 4. <i>1942–1952:</i>
J. Sigfried Edström, Sweden | 8. <i>2004–2013</i>
Jacques Rogge, Belgium |
| | 9. <i>2013–</i>
Thomas Bach, Germany |

g. Critics

Types of criticism:

- Left-wing/political
- Critics of excessive commercialism
- 'Persistent vexation' against the IOC
- Betrayal of Olympic ideals (esp. amateurism)
- Excessive nationalism

Andrew Jennings – looks at corruption within the Olympic bidding process, suppression of negative drug test, bribery in individual contests, IOC members receiving gifts

h. Museum

A 'universal repository of the written, visual and graphic memory of the Olympic games'

- Cost of US\$70million
- Over 80% came from donors/sponsors

IOC Commissions

Athletes' Commission	To make sure the athletes interests are protected.
Culture and Olympic Education Commission	Development of links between sport and culture and education, working with NOCs; responsible for International Olympic Academy.

Coordination Commissions for the Olympic Games	Provides the link between the IOC and host city OCOGs, IFs and NOCs.
Ethics Commission	Establishes ethical rules for IOC and Olympic activities, including a 'Code of Ethics' – established in 1999 following corruption allegations.
Finance Commission	Oversees accounting and finance of the IOC.
International Relations	Promote relationships between the Olympic Movement and governments and public authorities
Juridical Commission	Legal advice to IOC.
Marketing Commission	Advises the IOC on sources of 'financing and revenue' and on marketing.
Medical Commission	Implementation of the Olympic Medical Code re the policing of prohibited drug use (see Chapter 8).
Nominations Commission	Organises the nomination of new IOC members.
Olympic Philately, Numis-matic and Memorabilia Commission	Oversees commemorative stamps, coins and other Olympic memorabilia.
Olympic Programme Commission	Reviews the programme of sports, disciplines, events, and no. of athletes, in each Olympic sport.
Olympic Solidarity Commission	Distribution of IOC funds to NOCs, particularly those in less wealthy countries
Press Commission	Advises on relationships with print media.
Radio and Television Commission	Advises on relationships with radio and television
Sport and Environment Commission	Concerned with promoting a 'green Games'.
Sport and the Law Commission	The legal framework within which sport operates
Sport for all Commission	Promotion of general sport participation, adopting the European campaign phrase 'Sport for All'
TV Rights and New Media Commission	Responsible for the overall IOC strategy for future broadcast rights negotiations
Women and Sport Commission	Women's involvement in the Olympics