



Report of the TAFISA Board of Directors for the 2019 TAFISA General Assembly November 15th, 2019, Tokyo, Japan

1. Meetings of the Board

Since the General Assembly 2017, the Board of Directors have met in:

- May 2018, in Gaborone, Botswana
- November 2018, in Suzhou, China
- May 2019, in Tokyo, Japan
- September 2019, in Ulyanovsk, Russia and
- November 2019 in Tokyo, Japan prior to the 26th TAFISA World Congress.

Additionally, there have been several meetings of the TAFISA Executive Board and informal meetings of selected Board Members and Special Advisors.

2. TAFISA General Development 2017 - 2019

TAFISA's development since the election of the new 2017 to 2021 Board of Directors two years ago has been significant. The following will reflect upon the achievements and developments for TAFISA since the last General Assembly in 2017.

This has been significant, particularly with respect to its recognition and respected reputation amongst other leading international organisations, both directly within the field of sport and Sport for All, and with others. TAFISA, or its Board Members have been maintained or been appointed to the advisory boards, commissions or groups of ICSSPE, IOC (multiple appointments), European Commission, UNESCO, WHO, Council of Europe, and others. TAFISA has commenced or continued to develop working relationships with Nike Inc., IOC, UNESCO, WHO, ASEAN, European Commission, Council of Europe, ENGSO, PANAM Sports Organisation, IWG on Women and Sport, African Union, Commonwealth, APEC Sport Network, IAKS, CSIT, ICSSPE, CACSO and CANOC, as well as other national or local organisations such as Evaleo (Switzerland) and Liverpool John Moores University (UK). Finally, and significantly, TAFISA secured funding in the form of grants or donations from highly regarded, international private organisations, including Nike Inc., Playfit and Nassau.

This heightened international standing has mobilised the development of TAFISA services, programmes and events for members, which remain at the core of TAFISA. In just the last two years, the TAFISA Board has overseen the implementation, development and/or completion of its newer initiatives such as, the Global Active City Program, European Traditional Sports and Games Platform (as well as multiple other European Commission supported projects which led to the creation of new resources to the benefit of TAFISA members), UNESCO supported initiatives in Africa, and the marvellous 1st TAFISA Europe Sport for All Games in Leeuwarden, The Netherlands, 2018 as well as the 1st TAFISA World Martial Arts Festival, Ulyanovsk, Russia, 2019. Alongside these newer programs, TAFISA has continued to support and develop its core programmes - CLCs,

Reach Out Programs, World Challenge Day, World Walking Day, many smaller workshops, seminars and events, and the release of TAFISA Papers, Declarations and Calls to Action.

Perhaps of most significance for TAFISA, and the future of the global Sport for All Movement, was the implementation of TAFISA “Mission 2030 - For a Better World through Sport for All” that was launched at the last General Assembly and has been signed already by 80 organisations from 60 countries. The Mission provides a foundation for action and growth of the Sport for All and physical activity Movement to create a better world in the 12 years between 2018 and 2030. It contains concise descriptions of the contribution the Movement can and will make, towards solving 12 critical global challenges, and how we can best work together to make effective change. TAFISA has developed a set of resources to maximise the contribution of Sport for All for each of the 12 themes, providing good practices, resources and experience-sharing opportunities to support members, etc.

Mission 2030 also encompasses the reformation of TAFISA, and the redirection of its resources, activities and global influence to most effectively support its members, partners and people all over the world.

As TAFISA’s profile grows, and its services to members become ever more valuable, TAFISA’s membership base has grown accordingly. TAFISA is proud to say it now has 350 members from 170 countries and the increase of memberships is still continuing. In line with this, the TAFISA office has also expanded to now include up to eight staff, international consultants, and intern positions are highly coveted.

TAFISA is happy to build on the support of its Regional Bodies namely TAFISA Europe, ASFAA for Asia and Oceania, TAFISA Africa. The foundation of a TAFISA Americas body is presently under discussion. All TAFISA Regional Bodies are indispensable for the success of the TAFISA network.

3. Key Achievements

Key achievements under the leadership of the TAFISA Board of Directors have included:

- Development and establishment of the 2017 to 2019 TAFISA Business Strategy
- MoUs and other cooperation agreements signed with Nike Inc., the IOC, Evaleo, City of Liverpool, KCSport (formerly NISB), Liverpool John Moores University, Foundation for Sport and Development and Peace, European Network of Sport Innovation, African Union Sports Council Region 5.
- Signing an MoU for the establishment of The Americas Alliance for Sport for All (TAASFA), signed by TAFISA, PANAM, CACSO, CANOC, ISCA, INDER, SESC
- Invitation to sit on the following commissions, boards and advisory groups:
 - IOC Sport and Active Society Commission
 - IOC Coordination Committee for the 2018 PyeongChang Winter Games
 - ICSSPE Executive Board
 - UNESCO Expert Group CCP
 - UNESCO’s CIGEPS
 - MINEPS VI Working Group
 - Open-ended Working Group on Model Indicators on Sport and the SDGs
 - European Week of Sport Advisory Group

- CoE Enlarged Partial Agreement on Sport (EPAS) Consultative Committee
- Promotion & Development of Mission 2030, including:
 - Development of Mission 2030 logo and 12 theme icons
 - Launch of an online Mission 2030 platform with good practices
 - Mission 2030 Workbook I "Respect in Sport and through Sport"
 - Translation of Mission 2030 into French and Spanish
- Overhaul of TAFISA Communications
 - New staff dedicated to communications and public relations
 - New TAFISA Branding
 - Launch of new website
 - Rejuvenation of TAFISA newsletter
 - Launch of TAFISA Announcements
 - Development of TAFISA Annual Reports, to replace TAFISA bulletin
 - Development of TAFISA Social Media (Facebook and Twitter increase of followers, and creation of Instagram account)
- Conclusion or commencement of the following projects co-funded by the Erasmus+ programme of the European Union:
 - PASS
 - PACTE
 - Keep Youngsters Involved
 - FAIR
 - ADVICE
 - PRIME
 - INSPORT
 - Beactive Beach Games
 - SFORAE
- Successful application of the "Europe in Action" project co-funded by the Erasmus+ programme of the European Union, due to commence in January 2020
- Successful application of the "Training the Female Sport for All Leaders of Tomorrow" project co-funded by the European Commission, due to commence in January 2020
- Major events including 2019 World Martial Arts Festival, 2019 World Congress, 2018 Europe Sport for All Games and as well as confirmation of hosts for 2021 Congress (Slovenia), inaugural 2020 World Sport for All Games (Portugal)
- Bidding procedures and receipt of applications to host the 8th TAFISA World Sport for All Games 2024, 28th TAFISA World Congress 2023, and 2nd TAFISA European Sport for All Games 2022.
- Publication of policy papers including:
 - Heerenveen Statement on the recognition of Traditional Sports and Games as Intangible Cultural Heritage, Heerenveen, 2018
- General increase in budget and security of budget
- Granting TAFISA patronage to members' events
- Granting various TAFISA Awards to deserving personalities and organisations
- Organising Certified Leadership Courses in Mauritius, Kazakhstan, Romania, India (x3), Iran, Portugal, Dominican Republic, South Africa, Botswana, Haiti
- Continued support from IOC for CLC, RO and Global Active City Programme (formerly Triple AC), as well as additional support for new initiatives

- Successful launch of Global Active City Label in partnership with IOC and Evaleo, with the first six cities labelled (Buenos Aires, Lillehammer, Ljubljana, Hamburg, Richmond, Liverpool).
- Opening offices in Seoul, Korea and Gaborone, Botswana
- Launch of a development project in the 10 member countries of African Union Sport Council Region 5

4. Future Activities

With the election of a new Board of Directors, TAFISA is excited and planning for the future. Focus areas and activities will include:

- Continuing to raise the profile of TAFISA worldwide, and strengthening relationships with key international bodies
- Revision of TAFISA's Martial Arts strategy, including reactivating TAFISA Martial Arts Commission
- Increasing and stabilising budget, with a focus on contracted income such as Fees for Service, Licence Fees, grants and donations
- Developing TAFISA properties
- Strengthening existing programs and services, as well as redeveloping and relaunching these where appropriate, including:
 - Educational programs: CLCs, TAFISA Masters (ongoing)
 - Physical activity programs: WWD, WCD
 - Major events: Congresses, Games, etc.
- Extending the regional TAFISA network
- Focusing on the promotion of Traditional Sports and Games
- Developing TAFISA's brand strategy and public relations policy
- Launch of cooperation project with African Union Sport Council Region 2 and the Americas

5. Issues and Concerns

Whilst reflection on the recent years of TAFISA is mostly positive, there are some areas for improvement. TAFISA's income and budget, whilst improving in recent years, particularly 2019, remains low, and its permanent staff numbers are low for the current and future workload. TAFISA hopes to continue to demonstrate its value to members so that membership fees are paid in full. At the same time, TAFISA aims to increase the level of contracted income and reliable public funding.

For this reason the TAFISA Board of Directors has launched the project "Legacy 2021". The goal of project Legacy 2021 is to secure sustainable institutional funds that guarantee the operational functioning of TAFISA for the years following 2021. The main principles of the project include:

- Increase TAFISA's institutional income and place less emphasis on project-based income,
- Create sustainable funding streams for financial stability,
- Utilise existing TAFISA contacts to increase financial supporting network,
- Seek practical and innovative ways to generate income,
- Nurture relationships with current financial supporters,
- Focus on foundations and licence fees and place less emphasis on sponsorship,
- Ensure strategy adheres to not-for-profit status.
- Invest in TAFISA's reputation, standing and visibility.

TAFISA has always enjoyed strong support from many of its active members and is very grateful for this. However, to continue to grow and maximise the impact of its programs, TAFISA needs the support of other member organisations to participate in and host programs and events in their local regions.

6. Credits

The achievement of the above-mentioned goals and future strategies would not have been possible without the support of the TAFISA President and Board, and the work of the Secretary General and the staff members in the TAFISA Frankfurt, Seoul and Gaborone offices. This is also the result of the close and steady cooperation within the TAFISA Board. Without the readiness of Board Members and their national organizations to invest, in kind, into working hours, private vacation and travelling, the success of TAFISA would not be possible.

Sincere thanks are extended to all TAFISA member organisations for their helpful partnership, as well as to those who provide financial aid. This includes the above-mentioned partners and Commerzbank AG, Federal Ministry of the Interior of Germany, German Olympic Sport Federation, State Ministry of the Interior and for Sports of Hesse and various member organisations.

TAFISA also appreciates the generous support received by the EU, IOC, Nike Inc., Playfit and Nassau.

Finally, TAFISA is very grateful to its staff, consultants and interns for their continued hard work, ever-present enthusiasm and unwavering belief in TAFISA.