

TWIF POLICY PLAN, 2012 - 2016.

(1) ORGANISATION.

(A) ACQUIRE SPONSORS. Anton Rabe

CREATE AN INTERNATIONAL FLYER/BROCHURE

REVIEW AND FINALISE ATTRACTIVE PACKAGE
DISTRIBUTE PACKAGE TO SELECTED COMPANIES. (WORK IN CONJUNCTION
WITH RELEVANT NATIONAL ASSOCIATIONS)
DO FOLLOW UP.
EVALUATE RESPONSES.

(B) INFORMATION TECHNOLOGY. Glen & Bruce

ASSIST MEMBERS TO ENSURE THAT ALL IT REQUIREMENTS ARE IN PLACE PRIOR TO
TWIF CHAMPIONSHIPS.
REVIEW CURRENT TWIF PROGRAMME/APPLICATION.
LIST IMPROVEMENTS AS NECESSARY.
EVALUATE IMPLICATIONS FOR ATHLETE REGISTRATION.
OBTAIN FAVOURABLE TERMS FROM “VIDEO WALL” CONTRACTOR FOR
WIDER USE.

(C) ANTI-DOPING. Tony Martin

WORK WITH NATIONAL ASSOCIATIONS TO OBTAIN 100% ADHERENCE TO
“WHEREABOUTS” DETAILS. (THIS WILL AVOID UNNECESSARY EXPENDITURE ON
MISSED TESTS).
ENCOURAGE GREATER NUMBER OF ATHLETES ON TESTING PANEL TO
COMPLETE THEIR OWN WHEREABOUTS DETAILS ON ADAMS.
INCREASE NUMBER OF OUT OF COMPETITION TESTS WITH EFFECT FROM 2012, AS
REQUIRED BY WADA.
WORK WITH MEMBERS TO ACHIEVE 100% ANNUAL RETURNS, INCLUDING
TESTING CARRIED OUT BY NATIONAL BODIES.
REQUIRE THAT EACH MEMBER COUNTRY HAS APPOINTED A NATIONAL ANTI
DOPING OFFICIAL.

(D) MANAGEMENT. Anton Rabe

RE-DEFINE RESPONSIBILITIES FOR EXECUTIVE OFFICERS.
MONITOR ACTIVITIES REQUIRING OUTSIDE EXPERTISE AND OUTSOURCE AS
NECESSARY.
MONITOR FEMALE PARTICIPATION IN OUR SPORT AT ALL LEVELS AND
ENCOURAGE REMEDIAL MEASURES WHERE APPROPRIATE.
THE TWIF EXECUTIVE WILL ENDEAVOR TO KEEP OVERALL EXPENSE AT A
MINIMUM.

(2) PROMOTION.

(A) TWIF WILL CONTINUE TO WORK FOR EVENTUAL OLYMPIC INCLUSION.

Cathal

(B) **SCHOOLS AND YOUTH ORGANISATIONS. Maaike**

WORK WITH MEMBER COUNTRIES TO HAVE TUG OF WAR INTRODUCED AS PART OF THE PHYSICAL EDUCATION OR GAMES PROGRAMME IN SCHOOLS AND YOUTH ORGANISATIONS.

USE AVAILABLE RESOURCE MATERIAL TO ASSIST PROMOTION.

PRODUCE NEW SUPPORT MATERIAL AS REQUIRED.

(C) **IMAGE AND PRESENTATION. Tony**

WORK TO ACHIEVE FULL UNIFORMITY OF DRESS CODE BY TEAMS AND OFFICIALS AT MAJOR EVENTS.

REFINE AND IMPROVE OUR MEANS OF COMMUNICATING WITH SPECTATORS AT CHAMPIONSHIPS.

THE ROLE OF THE “ANNOUNCER” TO BE MORE ACCURATELY SPECIFIED .

ENSURE VIDEO WALL APPROPRIATELY POSITIONED.

(D) **USE OF NEW MEDIA. Cathal & Maaike**

PUBLISH STREAMING VIDEO FROM CHAMPIONSHIPS.

UPDATE TWIF WEBSITE WITH RELEVANT INFORMATION AND GUIDANCE MATERIAL.

INVESTIGATE FEASIBILITY AND ANY POTENTIAL BENEFITS OF SOCIAL MEDIA PLATFORMS, (FACEBOOK AND TWITTER).

CULTIVATE CONTACTS WITH KEY MEDIA PEOPLE AT INTERNATIONAL LEVEL.

FIND AND APPOINT “IN-HOUSE” PERSON WITH RESPONSIBILITY FOR LIAISING

DIRECTLY WITH INTERNATIONAL SPORTS MEDIA , BOTH WRITTEN AND VISUAL.

THIS PERSON WOULD ASSUME A SEMI-MARKETING ROLE AND WOULD PROVIDE

THE MEDIA, INCLUDING MAGAZINES, WITH REGULAR STORIES OF

DEVELOPMENTS IN OUR SPORT. HE/SHE WOULD REPORT DIRECTLY TO THE

EXCO.

(A) **MEMBERS**

(B) **EXPAND MEMBERSHIP. Maaike**

ESTABLISH AND MAINTAIN REGULAR CONTACT WITH POTENTIAL NEW MEMBERS.

ENCOURAGE EXISTING MEMBERS TO SEEK CONTACTS WITHIN NON MEMBER NEIGHBOURING COUNTRIES.

MAKE AVAILABLE MEMBERSHIP APPLICATION FORM WHEN APPROPRIATE.

(C) **ASSIST NEW MEMBERS. Glen**

ENSURE REGULAR COMMUNICATION.

ENCOURAGE FELLOWSHIP PROGRAMME.

ORGANISE TRAINING/DEVELOPMENT COURSES FOR OFFICIALS AND COACHES, EITHER ON NATIONAL OR REGIONAL BASIS.

ENCOURAGE PARTICIPATION AT TWIF CHAMPIONSHIPS.

(D) ASSIST ESTABLISHED MEMBERS. Tony & Cathal

ORGANISE TRAINING/DEVELOPMENT COURSES FOR OFFICIALS AND COACHES WHEN REQUIRED.

ORGANISE COURSES TO UP - GRADE JUDGES AND RECORDERS TO TWIF PANEL. ASSIST AND ENSURE THAT THE INTERNATIONAL REPRESENTATIVES COMMUNICATE FULLY WITH THEIR MEMBERS IN THE DISTRIBUTION OF INFORMATION.