

Taking Athletics to New Heights



***Taking athletics to
new heights***

www.athletics2015.org
Twitter: @sergey_bubka



SERGEY BUBKA

Candidate for the Presidency
of the International Association
of Athletics Federations

PROGRAM



"Leadership is service, not position"

Tim Fargo

DEAR FRIENDS AND COLLEAGUES



I am honored to share my Program for the Presidency of the IAAF with you and I would like to thank all of you who have helped to shape it through your input during discussions and meetings over the past months.

The spirit of collaboration is at the heart of my approach to the Presidency of the IAAF. We are members of the IAAF because we share a love for our sport and I believe every National Federation must have a voice in determining its future direction.

My deep love for sport began in childhood and has defined my life. My personal values have been learned through sport and, when I look to the future, I see my life revolving around sport and in particular, Athletics – my passion.

As you may know, I am currently an IAAF Vice President, an IOC Executive Board Member and President of Ukraine NOC.

Each of those roles has helped equip me with the knowledge, experience and desire to lead the IAAF into a new era. I am committed to working with you all to maintain the integrity of our sport and to ensure that it is ready and able to grow at every level in a fast- changing world which presents many opportunities as well as challenges.

One of the major issues for us to address together is preserving Athletics' legacy of participation among young people, both boys and girls. Although it saddens me that today's young people are not as engaged with our sport as previous generations, it also inspires me to take action. That is why engaging with young people and evolving our legacy are the key components of my campaign.

I have understood the importance of connecting with young people since my own youth, opening The Sergey Bubka Sport Club for young athletes in Ukraine when I was only 25 years old. The club has supported many champions and still runs today.

Introducing Athletics to children, parents, teachers and grassroots organizations through IAAF-managed programs gives us the opportunity to strengthen our sport and its image around the globe. It is how we will lead our sport into a new era and create a platform where Athletics shines brightly not only at the World Championships and Olympic Games, but also in towns, cities and around the world each and every year.

Through my life in sport, I have learned the value of being a team player, the importance of attention to detail, the skill of listening to others and the power of perseverance. My ongoing experience in sport has helped me to become who I am today, committed to the belief that true collaboration is key to the success of any organisation.

On the following pages, you will find my vision for the future of the IAAF and my recommendations to support this vision. It is with great pleasure that I submit this Program for your kind consideration and I promise to work with you to create an exciting future for the sport we all love.

Sincerely yours, **SERGEY BUBKA**

MY VISION

A truly global sport which inspires passion among fans of all generations and whose stars inspire youngsters to follow in their footsteps.

An infrastructure of events, facilities and support across every continent to develop the next generation of athletes.

A sport which offers the finest stadium and television experience and delivers massive audiences across all media platforms to attract the world's finest brands and companies as sponsors.

Strong, well -resourced and successful National Federations on which the IAAF is based.

TO ACHIEVE MY VISION, I WILL

- **Utilize my experience** as an athlete and knowledge from a career spent in sports administration to support the growth of Athletics globally.
- **Unite the interests** of all parties involved in our sport and implement a collaborative strategy that takes into account all interests and ensures that Athletics remains the pre-eminent sport in a rapidly changing world.
- **Serve the Athletics community**, leading change for the benefit of future generations and continuing to develop the legacy of our sport.



VISION 2025

Achieving my goals for the future of Athletics will be based on **collaboration from the very beginning**.

Consequently I will launch Vision 2025, the most thorough review ever taken into every aspect of Athletics worldwide.

Its aim will be to identify and examine every significant element of our sport and determine how it can be improved to ensure we are in the best possible shape for the future.

We will **set up specialist working groups** to cover the widest range of issues and draw on the best qualified people from Athletics and experts from other sports and business sectors to help us. We will create a mechanism which allows the voice of every NF to be heard by each of these groups. Among the key issues which we will address are the **global events calendar**, the roles of Council and Congress and statutes and by-laws. And rest assured, you will have every opportunity to contribute to the agenda.

The findings and recommendations of each working group will be considered for adoption by an **Extraordinary Athletics Congress** preceded by a Forum in which every National Federation will be invited to participate so that we all play a role in determining the future of our sport.

The role of the IAAF and its President is to serve the sport and it is only right that the member federations help shape the Presidential mandate.

The Forum will be held alongside a **new-style World Athletics Gala** which will be designed to provide an effective platform to demonstrate the role and power of Athletics worldwide.

The Gala will be a celebration of all of Athletics for every member nation. Awards will recognise the achievements and contributions of all those who play a role in our sport today. They will celebrate the achievements of member federations in areas including grass roots programs, use of websites and marketing and will be designed to recognize the achievements of those who do great work in the face of adversity and not simply those which have the greatest resources and financial power. There will be regional awards to celebrate regional heroes and I intend to offer grants as prizes for some awards where the funding would have greatest impact.

*The key pillars of my plans for
the future of Athletics are:*

1

**BUILDING ON THE LEGACY
OF ATHLETICS**

2

**SERVING THE ATHLETICS
COMMUNITY**

3

**ENHANCING OUR BENEFICIAL
PARTNERSHIP WITH THE IOC**

4

**TRANSFORMING ATHLETICS FOR
THE MODERN SPORTING ERA**

5

**PROTECTING THE INTEGRITY
OF ATHLETICS**

6

**GROWING OUR COMMERCIAL
REVENUE**

7

**STRENGTHENING OUR FOCUS
ON EDUCATION**

8

**PLAYING A LEADING ROLE IN
DRIVING SOCIAL CHANGE**

BUILDING ON THE LEGACY OF ATHLETICS

1

"Who doesn't know his past, has no future"



As members of the IAAF we must be grateful for the initiatives and achievements of our leaders over the years.



Primo Nebiolo grew the organization we know today from humble beginnings in two rooms in London while Lamine Diack took the baton and has overseen its global expansion and commercial development.

Now we need to build on these positive elements of legacy and work together to continue to develop the IAAF.

It is an unfortunate fact that young people are not as engaged in our sport as they once were. While this is clearly a serious threat to the future of Athletics we must also see this as an opportunity to grow. The roadmap to the future must be drawn with youth as its main focus. It is the leading pillar of my campaign and an area very close to my heart. I pledge that Athletics will **engage with young people and educate those involved in shaping the legacy of Athletics.**

THE IAAF KIDS ATHLETICS PROGRAM

We must enhance the role of the Kids Athletics program, which is among the key initiatives introduced by Lamine Diack, and support Athletics in schools, universities and grassroots programs. The IAAF needs to **cooperate actively with international organizations**, such as the International School Sport Federation and enhance Athletics competitions in schools.

By **creating a forum for young athletes** from different countries, we can encourage communication around their ideas and needs in Athletics using modern online channels including social networks.



Athletic activities and competitions in schools need to be promoted more actively using a base of Kids Athletics. Using a series of **competitions between schools, international competitions, relays and other kids' events**, we can generate positive interest in the sport globally. In addition, by fostering **cooperation between the IAAF, National Federations (NFs) and ministries of youth, health, sports and education**, we can promote the benefits of Athletics to the health of young people.

DEVELOPMENT

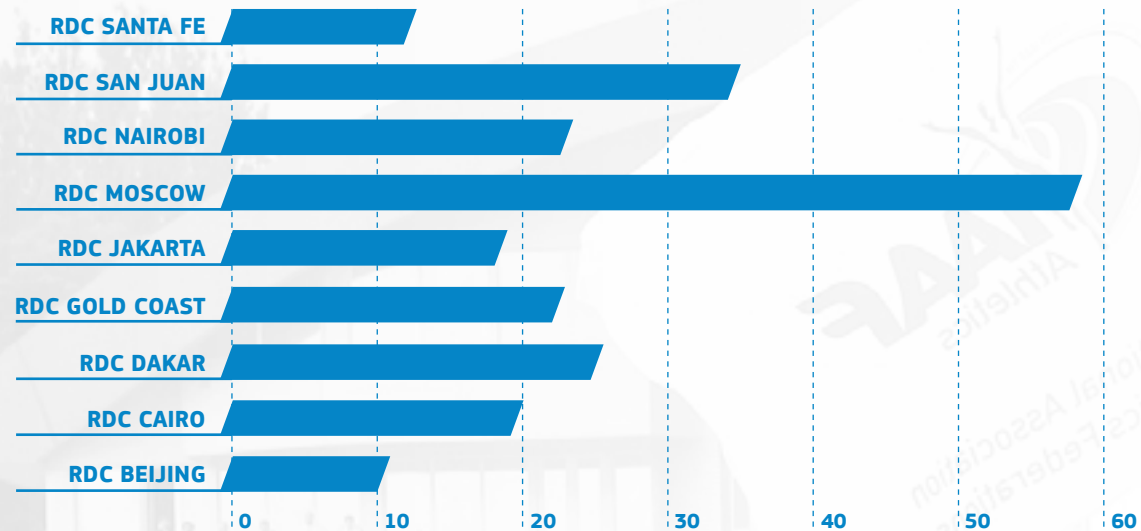
I will ensure that the IAAF remains totally committed to the **development of Athletics around the world by supporting our National Federations** and serving them in the most effective ways possible.

Athletics will only thrive as a global sport if we are able to identify and develop the **talent to be found in every country.**

Our goal is to create needs-based programs and initiatives to develop Athletics in all the regions of the world.

Consequently we will review current structures, initiatives and budget arrangements and **every NF will have an opportunity to contribute to the process.** That way we will be able to optimize investment to **deliver maximum success in every area** of operation from coaching and competition organization to effective NF management.

NUMBER OF COUNTRIES COVERED BY EACH RDC



REGIONAL DEVELOPMENT (RDCs) AND HIGH PERFORMANCE TRAINING (HPTCs) CENTERS

I believe it is essential that the IAAF works with NFs to review the operation of RDCs and HPTCs around the world. We must ensure that they really **meet the changing needs of each and every National Federation**.

I understand that **people onsite in the areas have the best understanding of the needs of individual NFs** and we need to propose a greater level of autonomy than at present, providing the flexibility to allow the RDC to better meet them.

Those on the ground are best positioned to know what is required and should have the ability to make many important decisions - in areas such as the appointment of directors - which are currently made centrally.

We must recognize the different circumstances of individual NFs and consider how to optimize the use of funding to ensure that the right services are being delivered in the right way. This naturally includes the languages which they are delivered in.

Courses and activities will be precisely tailored for each region and local market. RDCs will educate coaches, run seminars for technical delegates and referees and provide training for administrative staff as well as Presidents and General Secretaries. The IAAF will ensure that international experience and best practices in Athletics will be shared around the globe through visits by international leaders, coaches and speakers.

In addition we intend to set up systems using the latest technology to enable NFs to interact more effectively with IAAF experts, allowing them to access the information, learning and support they need, as and when it is needed.

My vision is that RDCs should extend their role in the development of Athletics worldwide in collaboration with the IAAF, Areas Associations, local governments and NFs. The development and implementation of a **detailed strategic plan will be carried out by RDCs for every National Federation**. We will help RDCs to become more financially sustainable by using both existing resources and attracting additional income.

The role of coaches in Athletics should not be underestimated and the HPTCs must have the best coaches to support talented athletes. Every National Federation needs to promote and run annual courses for coaches in all disciplines with the involvement of international experts. By creating a database of all coaches and experts in Athletics, a strong network of support will be developed and the IAAF can ensure accessibility and the involvement of the best professionals from across the worldwide Athletics family.

INSPIRING NEW GENERATIONS THROUGH OUR GREAT HISTORY

In planning our future we must recognize the importance of our past. The fascinating history of international Athletics is a significant asset which, if handled with a new level of creativity and appropriate use of technology, can be used to engage with a new generation of athletes and Athletics fans.

We need to place a fresh emphasis on our history. In addition to establishing a permanent IAAF Museum we will work with leading **museums around the world to create exhibitions to showcase our heritage**. Every NF has a unique history of heroes and events evidenced by memorabilia and artefacts housed in private and public collections.

By taking this priceless material to a wider public through permanent, travelling and virtual museums we will share our great past and help inspire interest in our future.

An IAAF **History Commission will be established** to support this activity as well as publishing books, magazines and digital materials.

PROVIDING FACILITIES TO BREED SUCCESS

In order to take Athletics to new heights we must also:

- Ensure that sports facilities, competition grounds and training facilities are available to carry out our programs and provide support to those Federations who need to embark on the construction of new sports facilities:
 - » *This means that countries which currently do not have a synthetic running track will be provided with one in the coming years;*
 - » *The IAAF will also provide guidelines, knowledge and other support to ensure that facilities operated by National Federations will be sustainably used for both trainings and competitions.*
- Develop active cooperation with key international, continental and national bodies (UN, UNESCO, NGOs, charitable organizations and others).
- Extend NFs' influence and encourage IAAF representatives to become active members of international organizations.

“Many National Federations face daily challenges and are struggling to survive with limited local support. As Council Member of Ukrainian Athletic federation as well as an NOC President I am well aware of these difficulties because I have faced them myself. I am therefore committed to providing the maximum support to the National Federations on all levels and keeping our Athletic family strong and united to take its rightful place in their countries.

IAAF officials are obliged to support National Federations by all means. They must visit them and meet with the local governments to demonstrate that our Athletics family is as strong as ever and that National Federations have the full support of the global body”



The IAAF must serve the Athletics community and its diverse stakeholder groups with the highest degree of professionalism, skill, confidence and trust. This is how I propose to serve:

NATIONAL FEDERATIONS

We will enhance and establish **new grants for the development of important programs for Member Federations.**

A **hotline for NFs** will be launched enabling requests to be tracked, questions asked and concerns expressed. This will give all NFs access to the services of IAAF when it is needed whatever their time zone. They will be guaranteed a timely reply from an appropriate staff member.

We will support developing country NFs, provide dedicated assistance for NF Presidents and General Secretaries and **develop guidelines and best practices** to ensure NFs work more efficiently.

We will introduce a performance **benchmarks for NFs which will inspire them to take positive action** regardless of their size or current development level. This will allow us to identify how we can help them perform better.

We will **involve retired officials and other personnel to benefit from their experience.**

The IAAF will support NFs at local level and provide guidance wherever their sports operations and independence may be threatened.

We will develop a **mentoring program under which NFs with particular expertise are encouraged to actively share it** with others to help them raise standards of operation and service delivery.

I intend to use this system to identify NF needs more clearly and intend to increase the level of grants to member federations where there is a case for doing so.

ATHLETES

We will improve coaching and training processes and support young athletes from the start of their careers, selecting some for **scholarships schemes.**

We will provide the **best conditions** for optimal performance at every event and provide **updates and rules clarifications.**

We will ensure that former **athletes are given support for a smooth transition into post-competition roles** such as Ambassadors or officials.

We will involve athlete entourages including coaches, judges, medical professionals, managers, administrative staff and officials in education and development programs.

In addition we will develop communications **programs designed to promote athletes** in new and imaginative ways through social media and specially created TV and online content. By promoting our talent we will create points of engagement for young people and help bring a new generation to athletics.

MANAGERS

Managers, agents and their respective professional unions and organizations such as the Association of Athletics Managers play an important role in global athletics. I believe we must not only recognize their contribution but work more closely with them to ensure benefits for athletes and our sport. They represent the talent which drives Athletics, engages the public and inspires the next generation of athletes. Consequently they have an important role in the Vision 2025 review and ongoing discussions about a future in which we are mutually dependent.

WOMEN

Women must be given equal opportunities not only to participate in sport but to take leading sports administration positions. Female athletes inspire young women around the world and we must ensure that their influence and experience is developed for the good of Athletics.

IAAF STAFF

The IAAF's mission is to support its members and the performance of all our staff is critical to delivering the support you need.

Let's never forget that we work for you and the interests of our sport demand that you receive a **first class service from a world-class organization.**

Consequently we must ensure the IAAF has the most experienced and knowledgeable professionals in all key roles. We will **promote continual development and education for all IAAF staff.** The organization and its staff will use a Key Performance Indicators (KPIs) system to measure performance.

The IAAF is an increasingly sophisticated organization with a wide-ranging brief and running it is a big job. That is why I intend to **recruit a CEO to ensure greater effectiveness across all departments** and at every level.

I believe that taking Athletics to new heights is job which demands total commitment and my vision is that the role of **IAAF President will be a full-time position.**

"If everyone is moving forward together, then success takes care of itself"

Henry Ford

ENHANCING OUR BENEFICIAL PARTNERSHIP WITH THE IOC



Seoul 1988 brought my first taste of the Olympic Games – and gold – competing for my country in the Pole Vault.

I joined the International Olympic Committee (IOC) in 1996 and became an IOC Member in 1999. I am currently serving my third term as an IOC Executive Board Member and investing my time, passion and energy for sport.

So it is safe to say, I am well-versed with the IOC.

Athletics and the Olympic Games are irreversibly linked and inter-dependent.

That's why, if we are to transform the future of our sport, it is imperative that we work closely with the IOC to ensure that Athletics retains and builds on its position as the **#1 sport in the Olympic Games** and that it receives the status and financial return it deserves.

I am ideally placed to champion the IAAF within the IOC and to ensure the interests of our sport are protected.

To maximize partnership with the Olympic Movement and stakeholders, I propose the following:

- We must **enhance the role of the IAAF in the planning and delivery of Olympic competitions.**
- We must **be actively involved in the newly-formed Olympic TV Channel** to ensure Athletics is properly represented.
- We must **make the best of the IOC Solidarity Program** and ensure that the IAAF and NFs benefit from it.
- We must **work closely with IOC Commissions** to develop Athletics and members of our family need to be more actively involved in the appropriate bodies.

The IOC is our strongest partner and the relationship is mutually beneficial, providing us with support and revenue. We need to maintain and evolve our partnership in the future.



The world is evolving at great pace with new technologies changing the way people consume sport, the ways that TV screens sports events and the ways brands communicate with their consumers. In order to make Athletics more attractive for athletes and fans, the IAAF needs to continuously consider new trends and promote Athletics by finding new and effective ways to engage with both current and future sports fans.

To transform Athletics for the modern era we need to implement the following:

Integrating appropriate digital technology – perhaps including biometric chips and cameras in equipment – into Athletics competitions.

Capturing the excitement and atmosphere at Athletics stadia using modern technology and sharing the experience with fans in the venue and beyond.

Creating new competitions and formats to engage with athletes at grassroots level and provide opportunities for developing athletes. These include new regional competitions (such as Balkanation, CARIFTA Games and Bolivarian games etc.), promoting mixed gender competitions.

Being positive in our approach to events in which Athletics and other forms of popular entertainment combine to create memorable experiences. National Federations should consider **integrating traditional regional sports into local competitions**.

Taking Athletics to the people by staging events in city centers and other exciting locations (squares, streets, quays, etc).

Developing an indoor Athletics league capitalizing on the availability of excellent venues and the unique atmosphere created within them by top class Athletics.

Enhancing mutually-beneficial **cooperation between the IAAF and the Diamond League and World Athletics Challenge**.

Reviewing the international calendar to ensure harmonization of key IAAF events, regional and national competitions.

Encouraging and motivating volunteers and enthusiasts who love and support Athletics internationally and engaging Masters activities and their involvement with IAAF events. These groups should be active ambassadors and advocates for Athletics around the world.

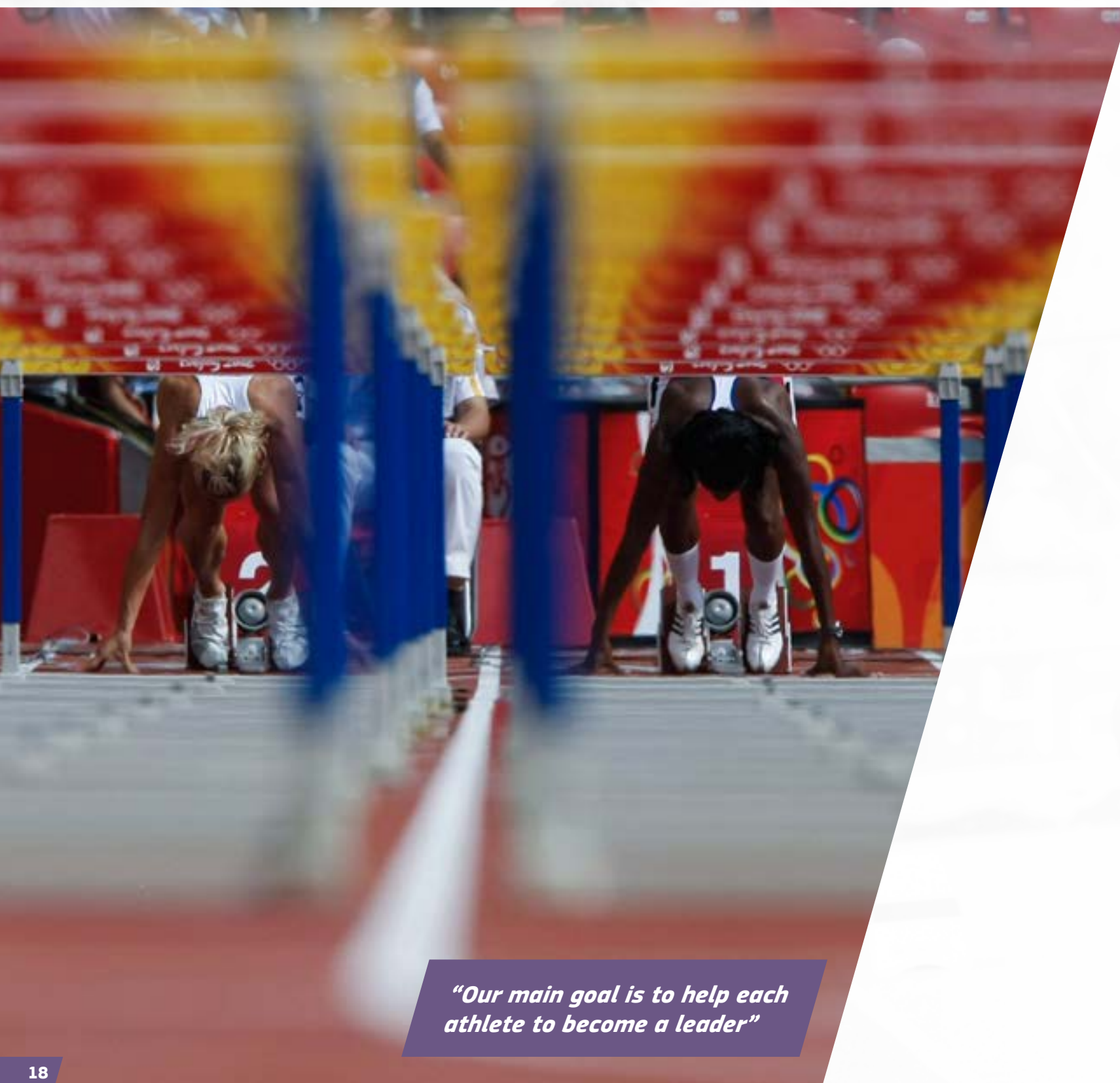
We must play a lead role **in promoting Athletics through mass participation events** such as marathons and other road races.

For a long time I have worked to take Athletics to the people. I have been involved in street Athletics events for some 30 years and organized pole vault competitions in the center of Kiev. We must explore similar opportunities around the world and help NFs to take advantage of their potential.

My experience of organizing the Sergey Bubka Pole Vault Stars competition over the last 25 years has been extremely positive and has helped grow the popularity of Pole Vaulting. I believe that we should actively consider taking an imaginative approach to staging similar events to promote other disciplines or groups of disciplines in exciting locations.

Engaging with celebrities and Athletics stars as Ambassadors will help us to elevate the status of our sport and spread its positive image.

Mass amateur events like marathons, half marathons and cross country races can be organized alongside top sports events such as World Athletics Series competitions.



“Our main goal is to help each athlete to become a leader”

In my capacity as IOC Entourage Commission Chairman and in close cooperation with WADA, we are working hard to ensure that not only athletes are being held responsible. What we need to achieve is a conviction by the athletes that clean competition is the only option for the future of our sport.

Doping is a major threat to the sport we all love and we must fight this battle head-on to ensure our sport has a clean future.

In order to combat doping in Athletics we must:

- **Enforce anti-doping rules and regulations** in a tough and transparent manner and educate athletes on the dangers of doping from an earlier age;
- **Adopt a zero tolerance policy against doping;**
- Ensure that members of **athlete entourage** including coaches, doctors and officials are educated and **involved to use their influence and to ensure that our sport is clean;**
- **Protect and celebrate clean athletes and their achievements;**
- **Work with scientists and medical specialists** to further the development of cutting-edge knowledge which will help Athletics eliminate doping and ensure athletes can access clean recovery solutions;
- Enhance **collaboration with NFs** to support their fight against doping on a national level;
- Reinforce **collaboration with WADA.**

Critically we need to develop effective ethical education for athletes towards doping. We need to ensure that, through moral codes, athletes, their entourage and the entire Athletic world understand doping to be totally unacceptable.

TRANSPARENCY

Transparency of decision making and operation is central to the reputation and brand of the IAAF. It is important to all stakeholder groups including our partners, supporters, the media and athletes themselves. Consequently I propose to:

1. **Ensure our decision-making processes are transparent and information is accessible to stakeholders;**
2. **Improve the effectiveness of revenue-distribution models and make information about revenue streams more accessible;**
3. **Develop an effective and published strategy for the investment of IAAF funds.**



"We need to run our sport as a professional, goal-oriented business, but we must also be led by love the love of athletics in our hearts"

The IAAF is a global brand that represents excellence in the most universal and fundamental of all sports. We must capitalize on our position not only to strengthen bank balances but our profile within the international sports community.

In order for the IAAF to be able to fund the different programs and initiatives needed to improve our organization and take Athletics to new heights, we must **focus on enhancing our commercial revenue streams**.

The current agreement with the Dentsu agency assures us of significant revenues in the years ahead but we must not stand still and rely entirely on these.

I propose the following strategies for increasing our revenue:

1. **Establish a Business Commission** consisting of highly regarded leaders of the global brand, marketing and media communities who have a passion for Athletics. Their brief will be to help the IAAF enhance commercial performance and development.
2. Explore **new opportunities to broadcast our competitions and work with marketers to increase ratings**. Our goal is to ensure mainstream Athletics events are accessible to the public, driving their interest in the sport and improving our commercial potential.

Ensure that Athletics events are organized and presented in a way which enhances the experience of the athlete, spectator and television viewer.

1. **Integrate digital** into all aspects of the organization – from enhancing the spectator's experience through the second-screen approach, to boosting our social media profile.
2. Develop a **Best Practice manual** drawing on the experience of other successful sports and our own members to help maximize opportunities in areas including licensing, hospitality and fan engagement.
3. Consider **new ways of ensuring visibility for NF Sponsors** during IAAF events. We want to **enhance NF revenues** without negative impact on our global sponsorship program.

Many **National Federations are in need of external commercial and marketing assistance** and we will examine ways of delivering the support they need with the help of our commercial partners. This will be designed to **help them attract new sponsors and vital additional revenue**.

We will develop best practice guidelines as well as providing professional assistance.

STRENGTHENING OUR FOCUS ON EDUCATION

*"Education is the most powerful weapon
which you can use to change the world."*

Nelson Mandela



Education is the cornerstone of growth and excellence in all areas of life and sport and its administration are not exempt from this golden rule. If we are able to energize young people to learn about our sport, then we can motivate them to practice Athletics and in turn, create a healthy future for our sport. We must renew our focus on all aspects of education at the IAAF in order to raise our organization to new heights.

I propose to:

- 1. Educate athletes throughout their careers** using traditional education and specialized programs to ensure a smooth post-career transition;
- 2. Recruit young talent globally** for NFs, Areas Associations and the IAAF to ensure we are hiring the brightest sports administrators in the business;
- 3. Create scholarships for the Top International Sport Masters post-graduate program for NF representatives**, ensuring further internships within the IAAF, Area Associations and NFs. Create sports education networks and online courses in a variety of topics;
- 4. Bring in leading professionals**, such as marketers, PR practitioners, analysts, advisers and consultants when needed;
- 5. Ensure the education of members of athletes' entourages** making them aware of their responsibilities and the dangers of ignoring them.

Through sharing our knowledge will ensure that we are best-in-class and secure a prosperous future.

PLAYING A LEADING ROLE IN DRIVING SOCIAL CHANGE

*"The strength of the team is each individual member.
The strength of each member is the team."*

Phil Jackson



*"Athletics - for society and
global health"*

I strongly believe that youth participation in Athletics is an effective tool to create positive global change. Not only does Athletics empower children, it also inspires social consciousness to a diverse range of international individuals. Athletes need to be role models and work for social good. Athletics has unique and universal characteristics, even in its basic elements of running, jumping and throwing. With so many people jogging, running and walking we must use the power Athletics positively to create social change.

We must:

1. **Promote Athletics internationally**, in particular to encourage the participation of children. This might include organizing training camps involving top athletes to demonstrate the positive impact of Athletics;
2. We must use **Athletics as a tool to engage children in sports** and provide an alternative to the life on the streets and exposure to drugs and alcohol. It is my vision to work closely with various NGOs and charity organizations and use their experience and financial support to establish a set of programs to create sports boarding schools for at-risk children;
3. We must make **social responsibility** a key IAAF value by demonstrating inclusion, diversity and empathy;
4. We must **promote environmental awareness and environmentally friendly technologies**; green projects within the IAAF and at our sports facilities.



FINISHING LINE



TOGETHER AS ONE TEAM WE CAN RAISE THE IAAF TO NEW HEIGHTS

I pledge to serve the Athletics community, its members and federations with integrity, passion and transparency. I promise to focus my efforts within the IAAF on developing grassroots programs, our National Federations and engaging with youth to preserve and enhance our legacy. I pledge to lead Athletics into a new era. Together we will utilize our incredible sport to create a positive global impact.

It is time for change. It is time to reach new heights together without compromising our individuality.

And when we get there, let's reach higher.

*"Winning means you're willing to go longer, work harder,
and give more than anyone else".*

Vince Lombardi



ATHLETE

- Olympic Champion
- 10 times World Champion
- Set the World Record 35 times

IAAF

- Vice-President
- Council Member

INTERNATIONAL OLYMPIC COMMITTEE

- Executive Board Member
- Member
- National Olympic Committee President

DATE OF BIRTH: December 4, 1963

CURRENT POSITIONS: IAAF Vice-President, Ukrainian Athletic Federation Council member, IOC EB Member, President of the NOC of Ukraine

LANGUAGES: Ukrainian, Russian, English, French

FAMILY: Wife Liliya, sons Vitaliy (1985) and Sergei (1987)

ACADEMIC DEGREES

- Graduate of National University of Sport and Physical Culture, Kiev, Ukraine (1987)
- Ph.D., Ukrainian Academy of Pedagogical Science (2001)
- D.Sc., (Olympic and Professional Sports) Ukrainian Academy of Sciences (2012)

SPORT ACHIEVEMENTS (POLE VAULT)

- Participated in four Olympic Games: Seoul 1988 (Olympic Champion), Barcelona 1992, Atlanta 1996, Sydney 2000
- Six times World Champion (1983, 1987, 1991, 1993, 1995, 1997)
- Four times indoor World Champion (1985, 1987, 1991, 1995)
- European Champion (1986)
- World Cup and Europe Cup Winner (1985)
- Set the World Record 35 times

INTERNATIONAL ASSOCIATION OF ATHLETICS FEDERATIONS (IAAF)

- IAAF Council Member (2001-)
- IAAF Senior Vice-President (2007-2011), Vice-President (2011-)
- IAAF Development Commission Deputy Chairman (2007-2011), then Chairman (2011-)
- IAAF Athletes Commission member (2001-2011)
- IAAF Competition Commission member (2003-)

INTERNATIONAL OLYMPIC COMMITTEE (IOC)

- IOC Member (1999-)
- IOC Executive Board Member (2000-2008, 2012-)
- IOC Athletes' Commission Member (1996-2002), Chairman (2002-2008), then Honorary Member (2008-)
- IOC Commissions Member: Eligibility (1998), 'IOC 2000'(1999), 2000 Reform Follow-up (2002)
- IOC Entourage Commission Chairman (2010-)
- Member of IOC Disciplinary Commission for Athens (2004), Torino (2006), Beijing (2008)

ASSOCIATION OF SUMMER OLYMPIC INTERNATIONAL FEDERATIONS (ASOIF)

- Council Member (2009-)

NATIONAL OLYMPIC COMMITTEE (NOC)

- Member of the EB of the NOC of Ukraine, then President (2005-)

*"Life isn't about finding yourself.
Life is about creating yourself".*

George Bernard Shaw



- Extensive experience in international sports administration
- Global recognition and positions in public organizations
- Business experience
- Highest honors and awards
- Established Sports Club for youth engagement at 25

ORGANISING COMMITTEES

Chairman:

- Evaluation and then Coordination Commission for the 1st SYOG in 2010
- Coordination Commission of IAAF World Championships 2011 (2008-2011)
- Coordination Commission of IAAF World Championships 2013 (2010-)
- Evaluation Commission of IAAF World Championships 2015 (2010-)

Member:

- Evaluation Commission for the Games of the XXIX Olympiad in 2008 (2001)
- Coordination Commission of the XXIX Olympiad in 2008 (2005-2008)
- Coordination Commission of the XXXI Olympiad in Rio 2016 (2010-)
- Coordination Commission of the European Games in Baku 2015 (2013-)

PUBLIC ADMINISTRATION

- Member of the Ukrainian Parliament (2002-2006)
- Advisor on Sport to Prime Minister of Ukraine (2002-2005)

PUBLIC SERVICE

- UNESCO Ambassador and Champion for sports
- Laureus Academy Founding Member
- 'Champions for Peace' Club Member
- "Sergey Bubka Sport Club" Founder and President (1990-2002), then Honorary President (2002-)
- Member of UNDP – UN Development Programm
- World Health Organization Ambassador in Ukraine/Fight against Tuberculosis
- Member of Programm for Chernobyl Child Victims
- Member of the Regional and Public Co-ordination Board for the Social Protection of Handicapped and Orphaned Children

HONOURS AND AWARDS

- Laureus Lifetime Achievement Award (2008)
- IAAF Hall of Fame Member
- The Best pole vaulter of the last half century by Track & Field News (1991)
- L'Equipe Champion des Champions 1985, 1997
- The Panathlon International Flambeau d'Or for promotion of sports (2004)
- USSR Year's Best Athlete (1984, 1985, 1986)
- Order of Merit, I grade (Ukraine, 1999)
- 'Hero of Ukraine' (2001)
- Order of Yaroslav the Wise, III grade (Ukraine, 2012)
- Doctor Honoris Causa University of Sport Education in Sofia, National University of Physical Education and Sport of Ukraine in Kyiv, Donetsk State University
- Honorary Citizen of Donetsk, Lugansk, Bratislava, Padova, Abano Terme, Rio de Janeiro and Cali
- International Sports Event Management (ISEM) Award - "outstanding individual contribution"