



COMMITMENT TO SKATING,
DEDICATION TO PROGRESS,
LOYALTY TO ISU

Candidature for the Presidency
of the International Skating Union

György Sallak

Dear Friends and Colleagues,

The International Skating Union is in a healthy and solid state thanks to the legacy of President Ottavio Cincuenta, and the remarkable efforts of its Members.

But the world of sport is changing faster than ever, and ISU is facing new, significant challenges. The answers we give to these challenges will determine the future of all our disciplines.

I stand before you, as I am offering to devote my skills, knowledge and energy to securing the future success of our community and our organization.

“Commitment to Skating, Dedication to Progress, Loyalty to ISU” – this is the philosophy that I wish to pursue if you would grant me the great honour and responsibility of serving as your President.

Building on our strong foundations in the past, we need to shape a progressive organization driven by the joint interest of both Figure and Speed Skating.

We need to work towards an ISU that is able to evolve and improve, whose activities are sustainable, and led by the guiding principles of good governance: transparency, accountability and inclusiveness. Just as importantly, we need to foster solidarity amongst our branches, uniting them behind a vision that is based on our common values and objectives, for the benefit of our entire skating family. And by accomplishing these aims, we will also reinforce our position within the Olympic Movement.

I strongly believe that my three decades of experience, a deep understanding of both Figure and Speed Skating and a strong passion for our sports qualify me for the leading position of ISU.

In the following pages please allow me to present to you a four pillar program, expressing my priorities and serving as a roadmap to achieving our goals.

Thank you all for your thoughtful consideration, I remain

Yours Sincerely,





Starting my career as a figure skating coach for over 15 years, I had the opportunity to explore the world of skating on the most elementary level.

During this period, I developed an inseparable bond for the skating sports, driving me to take the leadership of the Hungarian National Skating Federation – one of ISU's 5 founders, with activity in all branches.

As General Secretary and General Director of a national federation for over 28 years, I became more than familiar with all the challenges Members face, and as a result I am truly aware of their needs and motivations.

But more importantly, having coordinated ISU's Development Program for nearly 20 years, I was able to gain a global overview on the world of skating in every discipline and on every level. I learned that in order to offer the best, I need to listen first. That is why this programme is a result of countless conversations I had not only with leaders of our Members but also with people on the ground, listening to them not just in general, but in particular.

Based on these experiences, I believe that the four key areas we need to focus on, are:

- Extending **Development**
- Bringing **ISU Sports Closer to the Audience**
- Keeping Our **Skaters in Focus**
- Having Sound **Finances** and a Solid **Administration**

The success of ISU is the success of its Members – and vica versa. I am confident that by working together and building on this program we will achieve improved events, a renewed commercial success, the respect of our skaters, and a triumph of our sports at PyeongChang 2018 and beyond.

CV

Date of Birth

• 16 May 1952

Education

- MA in Physical Education and Sport, with Specialization in Ice Skating and Ice Hockey – Institute of Physical Education and Sport Sciences of Bucharest
- Professional Coaching License in Figure and Speed Skating

Professional Experience

- Figure Skating Coach – club, national & Olympic Centre level, 1975-1989
- General Secretary/General Director of the Hungarian National Skating Federation, 1989-2016
- International Director of the Hungarian National Skating Federation, 2016-present
- ISU Development Coordinator 1998-present
- Leader of the Organizing Committee of 23 major ISU Events in all five branches

Languages

Hungarian, English, French, German, Italian, Romanian

Qualifications and Personal Titles

- Member of the National Olympic Committee since 1992
- Bronze Cross of Merit of the Hungarian Republic – 2006



» DEVELOPMENT

Ensuring the Future of Skating

Development plays an essential role in safeguarding our principle of embracing large numbers of excellent skaters at our competitions, with internationally diverse backgrounds. By doing so, it also serves as a cornerstone in promoting our sports, as strong participation from more countries attracts a wider public interest.

Therefore, my focus will be on:

- Encouraging **top nations to keep pushing the limits**, and set examples;
- Supporting **already successful countries to reach to the top**, thus strengthening competition at the highest levels, and raising the quality of our events;
- Helping **nations already active at basic levels to broaden and intensify their activities** and to familiarise with and integrate into the ISU system – through providing opportunity to prepare and compete within already existing programs;
- Fostering **regional cooperation** between Members, through
 - continuing to support **regional training camps and competition systems**
 - creating skating hubs and appointing **regional development officers**;
- Extending **support for talented Skaters**;
- Strengthening regional and worldwide **Coaches' and Officials' education programmes**, including **online training**;
- Consolidating the **global presence of ISU**.



» ISU SPORTS CLOSER TO THE AUDIENCE

Being More Understandable and More Enjoyable

Our sports become stronger as we attract bigger audiences, just like a language becomes more powerful as more people speak it. But we must be aware of the fact that the way spectators and fans are interacting with our sports is changing. To preserve and increase the popularity of our sports, we need to understand these changes in order to form constructive and confident policies.

That is why I will focus on:

- Creating working groups helped by professionals to assess and analyse current and future trends, and make recommendations on forming **effective strategies to increase the popularity of skating;**
- Initiating cooperation to form policies that **make our disciplines more understandable and enjoyable**, as well as more exciting for the public both in the arenas and through the media;
- Facilitating **more intense interaction with fans** through social media and innovative technologies;
- **Promoting our world class Athletes** in collaboration with the Members they represent, through building strong personal images and sharing their stories to appeal to the audience, especially **to the young generation.**

» SKATERS IN FOCUS

Keeping Them at the Heart of ISU

Skaters are the very reason for ISU's existence, and as such, they deserve our distinguished attention. And while it is our duty to support them in pushing their limits, it is also our responsibility to care for their safety and health.

For these reasons, I will concentrate on:

- **Improving safety** through modernization of facilities and competition conditions;
- Assembling working groups with the aim of making recommendations to **create safer regulations** based on careful investigations;
- Ensuring ease of **access to technical background systems** used in competitions and in preparation;
- Examining the possibilities of **reviewing regulations of athlete transfers**;
- Introducing a **Skating Life Path Model**, to assist Skaters' transition out of the competitive lifestyle, also improving their employment prospects;
- **Safeguarding Clean Sports**, through continuing our close cooperation with WADA, encouraging Members to work more closely with national Anti-Doping agencies, reinforcing existing **education programs** and preventive measures, and emphasizing strong, timely and **dissuasive disciplinary sanctions**.





» FINANCES AND ADMINISTRATION

A Strong, Efficient and Transparent ISU

A successful ISU, having its Members' best interest at heart, can only function efficiently on a solid financial and organizational basis. Thanks to the efforts of the Office Holders and Staff, the next leadership will inherit well established foundations to build upon. In light of recent events in the world of international sports federations, it is vital that we continue to use **ethical practices in conducting our public affairs and managing our resources**. My aim is not just to serve ISU in making 'correct' decisions, but to provide the best possible process for making and implementing those decisions.

That is why I will prioritize:

- Ensuring **financial stability** and sustainability, through reinforcing **transparency** and **rigorous finances** by closely monitoring and auditing ISU's revenues and expenses;
- **Increasing ISU's incomes** through reviewing and **maximizing existing financial resources** and **seeking new revenue models**;
- Making careful investments to **preserve and grow ISU's assets**;
- Guaranteeing **fair financial support to Members** based on results and needs;
- Facilitating **improved communication between ISU bodies and Members**, thus improving decision making processes;
- Creating an **Ethical Commission** to monitor compliance with the ISU Code of Ethics;
- **Assisting Members** in administrative and other necessary aspects to **make sure they are ready to meet our common objective**, the success of our sports in every age and gender all around the globe.

In summary of the above, permit me to state that the time has come for Members to choose the direction ISU is heading into. Two years seem like a short time, but with much to accomplish. If done right, it will be the first step on a lengthy road of renewed success for all of us.

With your honourable trust and authorisation, I wish to be your accountable President, running a responsible management on professional grounds, loyal to our organisation and our community.

If entrusted with your effective support, rest assured, I will work hard during every day of my mandate for a strong, successful and transparent ISU, that represents the interests of its Members effectively on the outside, and offers the most helpful support on the inside.

I wish to demonstrate my authenticity and commitment by running for the one position I could best serve ISU in.

I am at your service to leave a legacy we create together for the next generation of skaters to come.

