



THEFUTUREVISION

CHRIS BUCHANAN
ISU Presidential Candidate



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What I love most about ice skating is the combination of athleticism, technique, speed, excitement, flow and artistry – it is truly unique in the sporting world.

I have been a part of the skating scene since the early 1970's when I moved away from the world of dance and into the world of skating. My love and [passion for all aspects](#) of the sport was clear from the get go and I quickly progressed to become a judge in 1980.

Since then, I have worked tirelessly to promote and develop our sport all over the world. Specifically as Chair on the ISU Synchronized Skating Technical Committee I have [aided development](#) of this discipline and [collaborated](#) with others to help grow skating in unity.

With a clear focus on [integrity and accessibility](#) within the sport, I have worked with the International Olympic Committee (IOC) to build credibility and with my ISU colleagues to harmonise the rules across all figure skating disciplines.

My passion is to promote and develop our sport in the 21st Century..."



Now I hope to take the sport to the next level, building on the strong historical foundations of the International Skating Union (ISU) to become a beacon of honesty and trust in 21st Century sport.

IN SKATING

- Chair on the ISU Synchronized Skating Technical Committee since 2010.
- ISU Referee & Controller for Ice Dance.
- ISU Referee & Controller for Synchronized Skating.
- Referee, Controller & Judge at many Olympic, World and European Championships.
- ISU Moderator for Referee, Controller, Judge, Specialist and Coach seminars.

IN BUSINESS

- Over 35 years experience as a Director and CIO of Global Investment Banking and Financial Services companies.
- Extensive experience of living and working in Europe, North America and Asia Pacific.
- Extensive experience of leading global enterprises.
- Strategic business advisor to Global business enterprises.
- MBA qualified.



MY IMPACT ON SKATING TO DATE



Whilst working with the ISU in various capacities I have been successful in leading and supporting development and change for the sport.

Through everything that I've done I have championed integrity, transparency and the promotion of our wonderful sport. I encourage our disciplines to recognize strengths and celebrate successes and in doing so, I have been able to work with the ISU and its members to achieve the following:

- Olympic participation application made for Synchronized Skating in Korea 2018 and also preparation for a new application for Beijing 2022
- A steady growth in participation in Synchronized Skating over my period as Chair, including the expansion of participating countries at both National and International levels
- Inclusion of Synchronized Skating in the Grand Prix Final in December 2015
- Successful inauguration of Shanghai Trophy in partnership with Short Track Speed Skating
- Delivery of seminars, workshops, training camps for ISU members at all levels and in all parts of the world
- Officiating at National and International level events to assist members in the delivery of these events
- Developing training materials for all Figure Skating disciplines for component training as well as technical training for Synchronized Skating and Ice Dance in Frankfurt each year
- Working with Synchronized Skating and Speed Skating to develop new collaborative events in order to bring our disciplines to new audiences and to give our athletes more competition opportunities



CHALLENGES AND SOLUTIONS

As such a diverse sport and group of members, there are a number of challenges that we face in our aim to be a beacon of honesty and trust in the 21st century.

In my Presidency I will look carefully at these challenges - uniting my passion for and knowledge of the sport with a level-headed business driven approach to bring the ISU positive growth and development, rather than empty dreams.

So what are the challenges that we face and how would I overcome them?

CHALLENGES WE FACE

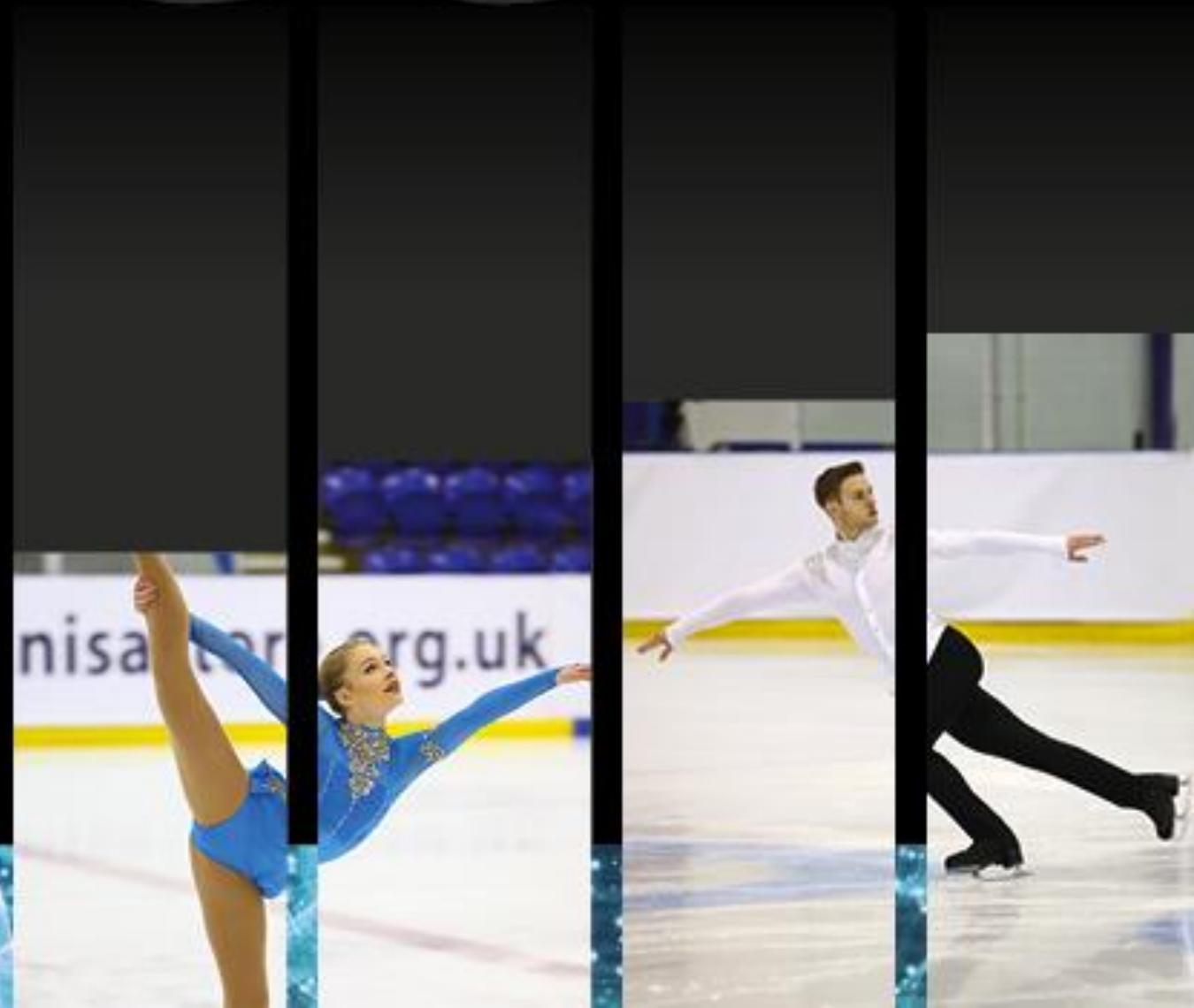
- Transparency
- Sustainability
- Accountability
- Public and IOC credibility
- Reputation challenges
- Accessibility
- Remaining relevant to youth audience
- Protecting and increasing revenue
- Embracing the 'digital challenge'

OVERCOMING CHALLENGES

There is no 'magic potion' to overcome the challenges we face but with a [clear management structure](#) and transparent [decision making processes](#) I believe we can drive a [positive view of our sport](#) for the public and national funding bodies, media and Members.

Working together we can build a positive reputation, grow global participation and build on our sports magnificent legacy.

ISU to be a beacon of honesty and trust in the 21st Century..."



MY APPROACH TO THE ISU PRESIDENCY

MY PRESIDENCY WILL FOLLOW THREE KEY PILLARS:

SOUND MANAGEMENT...

I believe honesty and integrity should be at the core of our sport and organisations.

In order to restore credibility and build sustainability I will move the ISU towards an environment of complete transparency. This will be achieved by:

- Reviewing the ISU Budgets, the Budget process and expenditure against those budgets.
- Establishing a clear Financial Governance structure
- Preparing a restructuring proposal for Congress approval
- Establishment of a Development Commission with transparent decision making and approval processes.
- Establishing clear line management responsibilities and accountabilities for ISU Council members
- Ensuring strong financial management
- Revenue stream growth through expansion, partnerships and stronger advertising / sponsorship income.
- A clear digital strategy is developed for product distribution
- Ensure modernisation of the ISU and its administration

COLLABORATION IS KEY...

The ISU family has an immense passion for skating and if we work together we can all pull the sport we love in the right direction. I plan to:

- Increase the level of collaboration across all ISU disciplines
- Empower Council and Member Federations
- Introduce and encourage new formats and disciplines to the ISU, to benefit participation for member federations
- Draw on untapped resources within the ISU family, including business and sporting talent within the member federations

BUILDING A STRONGER FUTURE...

I want to re-ignite the public love and passion for our beautiful and exciting sport, building a strong reputation and engaging with the next generation of skaters to cement a positive future for the sport. To do this I will:

- Review the current product offering, expanding the franchise and our territorial cover
- Restructure event presentation for media and audience appeal, taking lessons from other successful winter sports
- Simplify the ISU judging system making it more accessible for the public and media
- Enhance and communicate our USP's more clearly, in particular the artistry and athleticism of our sport
- Professional media management across all channels of communication
- Share digital distribution and new technology benefits with members
- Ensuring open and accountable judging

WHAT WOULD THIS CHANGE MEAN FOR MEMBERS?

- A positive view of our sport, moving away from the days of scandal and loss of credibility in our results
- A growth in the market
- International confidence in ISU Finances and Governance through open governance and honest management of our sport
- Complete transparency for all and involvement in major ISU decisions
- Greater collaboration across all ISU disciplines and joint developments with member federations
- A clear drive to involve and attract a younger generation to be involved in running the sport
- A Governing Body that is fit for the future
- Re-ignition of the public love and passion for our beautiful and exciting sport

I am confident that I can deliver all of the above, putting passion and direction with strong business ethics behind my actions.

A Governing Body that is fit for the future...”



SPEED SKATING



With the wealth of [expertise](#) that exists in our Short Track and Speed Skating communities, I am excited by the prospect of establishing a Strategic Development Commission for both disciplines. These Commissions will be charged with [working together](#) with the Technical Committees and Council members to formulate the strategic plans that will [drive development](#) of the many facets of Speed and Short Track disciplines. I will ensure meaningful involvement of [athletes, coaches and officials](#), as well as expertise in building [realisable plans](#) supported with [strong budgetary](#) and [delivery management discipline](#).

I was delighted by the outcome of such an approach when we delivered the Shanghai Trophy as a joint event with Synchronized Skating and Short Track earlier this year. This success has led to the [exploration](#) of staging a new World Series – more events involving both disciplines. I believe there are many more opportunities to deliver [innovative and exciting events](#) for our athletes and members on local, national and international levels.

Through adopting this strong [collaborative and open-minded](#) approach, drawing on our depth and breadth of internal experience and working with external advisors with experience in previously [unexplored areas](#), I am convinced these opportunities can be realised. These innovative events (such as the exciting 'Crashed Ice' style events) will broaden the ISU franchise and offer new options for the youth market and expand the viewing audiences.

Having helped open the door to such collaborative events, I have gained valuable experience in this area and I can see that there are many opportunities for [multi-disciplinary](#) events that can produce an exciting offering for audiences, broadcasters and sponsors alike.

I will sponsor consultation with major broadcasters, our IOC partners and other Olympic sports such as Downhill Skiing, Snowboarding and Biathlon. In doing so, we will gain a greater understanding of how they achieved the [transformation](#) of their broadcast approach and how they addressed and reversed the falling viewing audience challenges.

Bringing Speed Skating to a much [wider audience](#) will be a priority. Part of this will also be to extend participation by providing access to facilities and encouraging training outside of the current group of active countries.

In order to [maximise the potential](#) of our Speed disciplines I would work closely with these groups ensuring the necessary structure, resources and support are given for [strong future growth](#).



OFFICIALS

A complete overhaul of the [ISU Judging System](#) to re-engage with the public and athletes through:

- [Simplification](#) of the scoring system
- Presentation of the results and judges marks that is [easily understood by the public and the media](#)
- Open and [clear judging](#)
- Changing the training of our officials to win back [credibility](#) with our athletes, audiences, funding bodies and broadcast institutions.

Review of the approach to selecting and [retaining officials](#) for our major championships and showcase events. We have athletes training professionally; they deserve the same from the officials evaluating their performances.

This will be done by [collaboration](#) with the Technical Committees and ISU member countries - not by the imposition from the centre that has been the style of operation we have seen for many years. We need to drive a [new strategy](#) but not without expert advice in the formulation and delivery of that strategy. Decisions must be based on sound [research and expert advice](#), not driving a personal agenda that is unsupported by those with the knowledge of their respective disciplines.

That style of leadership is no longer appropriate and will not meet the needs of leading globalised sporting organisations delivering world class events in the [21st century](#).

Review of the approach to selecting and retaining officials...”



ISU DISCIPLINES

Each of our Council members will be responsible for working with the Speed and Figure Skating disciplines to drive [innovation in co-operation](#) with the member countries.

We have a huge body of untapped talent that is willing to work with the ISU in support of our wonderful sport. We must ensure that we take a [holistic view](#) of our sport but that will need the drive and co-operation of the individual ISU Member federations.

We all have a common interest in moving the individual disciplines forward, [achieving growth and success](#) but if we combine and co-ordinate our efforts we have the potential to be unstoppable.



EVENTS

ISU events have remained significantly unchanged for many years. However, public consumption and media interest has changed radically in recent years. To combat this, the ISU has to **work closely with broadcast** partners and principally the IOC to ensure we remain one of the **most popular Olympic events**.

Exploring **new event formats** and being much more **open to collaboration** with broadcasters in order to promote the sport is key to restoring the popularity where we are losing market share.

I have already been engaging with and listening to the advice of major broadcasters to improve the Olympic prospects of the discipline I chair. I would continue this collaboration across all other disciplines and with all of our ISU member federations to maximise the **positive growth** that this could bring at a local, regional, national and international level.

I would be adopting a much more **open and welcoming approach** with our ISU members and their ideas for what can be done to promote our sport in their local region and within individual countries. **Sharing of expertise and experiences** can only benefit the individual members and all of the ISU disciplines in general.

I would be adopting a much more open and welcoming approach with our ISU members ...”



A FINAL WORD

I have worked closely with the ISU for many years and in this time my passion for the organisation and our sport has continued to grow. I have had the pleasure of working with almost all of our wonderful disciplines in a variety of roles and I hope that I will be able to continue to make a positive contribution to skating.

I have outlined the challenges we face but I also strongly believe that we have an abundance of strengths and successes of which we should be extremely proud. I want to celebrate these on a global scale, reaffirming our passion for the sport and inspiring the same passion among the next generation.

As ISU President, with your support, I would put my plans into action using my experience, positive relationships and my passion. In doing so, I am confident that I can restore trust, credibility, build confidence ensuring a strong future for our sport.

I will unite all members and all disciplines, in all corners of the world, to build a new and wonderful skating legacy never to be forgotten.

I trust you now know what the ISU Presidency means to me and to the future of our amazing sport.

Let's recognise our strengths and celebrate our successes"

Christine Buchanan



THE FUTURE VISION