

Development Commission (DC)

Meeting Minutes

28 January 2025, 14:00-16:00 online ZOOM

Attending online	
Christian Borch DEN Thomas Braun GER Lilya Budzulyak UKR John Farra USA Rikard Grip SWE Carlos Lannes ESP Aliona Sosunova LTU (until 15:30)	Dagmara Gerasimuk – Development Director Gerold Sattlecker – Head of Academy (until 15:30) Maija Ruotsalainen – Development Project Coordinator Anna Kitzbichler – Education Manager Ilario Maddalin – Development Camps Coordinator

Agenda

1. Development report and updates
2. Development Programme Support 2025/2026
3. International Biathlon Day – discussion
4. Other topics

Minutes	
1	The Development Commission (DC) meeting begins with introductions about the ongoing programmes report which was included in the materials shared upfront. Dagmara Gerasimuk (DG) introduces Anna Kitzbichler (AK) and Ilario Maddalin (IM), who briefly describe their roles in the Development Department.
2	Development Programme Support 2025/2026 DC agreed to continue the current development program system within this Olympic cycle and evaluate it after the 2025/2026 season. DC also discussed the need for development classification criteria evaluation. DC agreed to prepare for a discussion in May about potential changes to the classification and criteria. DG also mentioned that more countries

	<p>are applying to become IBU members, and the Executive Board has approved an application fee of €5,000.</p> <p>DC discussed prioritising National Federation Partnerships projects and increasing financial support for these programs. Carlos Lannes (CL) suggests raising the partnership support from €20,000 to €25,000, as the current amount is often insufficient to cover the costs within the approved budget by EB. The group also reviewed target areas for development projects and proposed offering IBU Academy-certified coaches when nations apply for expert support.</p> <p>DG also mentioned the need for interim reports to ensure the continuation of long-term partnerships and the requirement for national federations to contribute 50% of the project costs. Christian Borch (CB) raised a concern about the timing of project cycles, noting that April and May are ideal months for recruitment and training, but the current rules prevent projects from starting before June. Rikard Grip (GP) suggested a more flexible approach to project timelines, while DG explained the need for a clear cycle to manage the budget and ensure funds are spent correctly. DC agreed to consider these points further. Gerold Sattlecker (GS) and John Farra (JF) suggested adding more equipment to the list of supported training venue items, such as mats and rifle accessories, supports like movement sensors and dry fire training equipment (TBC).</p> <p>DC also discussed various development projects and initiatives, such as material distribution and IBU camps. DC reviewed rules for material distribution to national federations based on participation in IBU events. DC agreed to keep the minimum requirement of NF's athletes participating in two IBU events to receive equipment support. DC also discussed plans for upcoming IBU-IOC camps, including improving organisation and maintaining quality. DC is considering limiting the number of times coaches can attend camps to encourage rotation and the development of younger coaches.</p> <p>The Development Department plans to share all development principles with national federations at a Development Info Day on March 26th, including workshops on best practices and project implementation.</p>
3	<p>International Biathlon Day Project Overview</p> <p>DG discussed the International Biathlon Day project, which aims to promote the sport among various age groups and target audiences. 44 National Federations have received support from IBU in 2024. The project's website was launched this month, showcasing events and activities from different countries. DG also mentioned the importance of clubs and schools in promoting the sport and the need for national federations to work closely with them. The project's first year is considered a pilot, to learn and improve for the next year.</p>

Promoting Biathlon Recruitment and Awareness

DC discussed strategies to promote and strengthen the recruitment of Biathlon, focusing on International Biathlon Day. DC agreed on the importance of prioritising kids and keeping the activities open to different age groups and families. DC also discussed the need for awareness and education about biathlon to encourage participation. DC considered involving athletes and clubs in the event, with the National Federation providing support. DC also brainstormed ideas for making the event more engaging, such as a challenge to see how many participants could be involved in one day.

Summary of the ideas shared via 'menti' during the meeting:

To make the event more engaging, several activities have been suggested:

- Introduction to biathlon and shooting experience
- Laser shooting and small competitions involving athletes
- One-on-one instruction and coaching sessions
- Fun team competitions and benchmark challenges
- Opportunities to meet top athletes and obtain safety certifications
- Entertainment elements, including music and public engagement activities

To ensure the success of IBD, NFs and organisers are encouraged to implement the following actions:

- Extensive promotion and communication campaigns
- Social media engagement and awareness campaigns
- Providing materials and instructions to clubs and schools
- Organising high-quality venues and ensuring smooth event execution
- Offering participation certificates and recognition for volunteers

The success of IBD can be measured through:

- The number of participating nations, clubs, and schools
- The total number of participants and year-over-year growth
- Social media engagement, including #InternationalBiathlonDay posts
- Reports from clubs on new memberships and overall public engagement
- Volunteer participation and retention of interest in biathlon activities

Various organisations can contribute to the event's success, including:

- Sponsors and charity partners
- Event organisers and tourism agencies
- Regional governments and local authorities
- Organizers of the IBU Cup and World Cup

	<p>International Biathlon Day Project Roles</p> <p>DG led a discussion on the International Biathlon Day project, focusing on the roles and responsibilities of the National Federation and clubs. The Federation's tasks included communication, social media management, and providing templates for activities. The clubs are expected to run the events. The discussion also touched on the need for success criteria and potential indicators, such as the number of participants, volunteers, and social media posts. The idea of an app for registration and tracking results was also proposed for future implementation. The possibility of charity partnerships was also discussed, with IM suggesting this could be a successful strategy in the UK.</p> <p>DG will share the final concept with DC to review and contribute.</p>
5	<p>Next steps</p> <ol style="list-style-type: none"> 1. Consider increasing the NFs partnership project support amount to €25,000. 2. Add new criteria for evaluating applications to analyse NF activity in previous projects. 3. Consider adding/executing a maximum 3 times participation limit for coaches in IBU-IOC camps. 4. Finalise and share the concept for International Biathlon Day with DC members for review. 5. Schedule a call with National Federation Project Coordinators in early April to discuss International Biathlon Day expectations and support. 6. Explore options for collecting participant data during International Biathlon Day events.
	<p>Next meeting: May 2025 (TBD), Salzburg</p>