

AFRICAN OLYMPIANS ASSOCIATION

2006 SEMINAR

24-25 November 2006

Tripoli, LIBYA

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Introduction

Under the patronage of the World Olympians Association and the Libyan Olympic Committee, the African Olympians Associations organized a seminar on 24-25 November in Tripoli, Libya. The seminar saw a record participation with 24 out of the 30 Associations being represented.

The President of the Association National Olympic Committees of African attended the two days seminar. While addressing the participants, ANOCA President Lassana Palenfo confirmed his commitment to help African Olympians get more exposure and recognition. General Palenfo committed to send a strong message to NOCS around Africa to work closely with African Olympians and involve them in their activity.

Through the voice of Dr Elizabeth Ferris Vice President, WOA pledged its support to the action of the African Olympians Association. Dr. Ferris who attended the two days seminar spoke on behalf on WOA President Pal Smith who, due to professional obligation did not make the trip to Libya.

During this well organized seminar, Libya did not only provide hospitality and operational support to the Olympians but it also added its name to the list of the Africa Olympian Association by becoming the 31st member of the African Olympians Association. Dr Jamal Jalouk who took part in the Moscow1980 Olympic Games in Volleyball was chosen to be the president of the association. He was warmly welcomed by the African Olympians during the opening ceremony.

Both during the Executive Committee meeting and Seminar, the president of the African Olympians Association, Amadou Dia Ba of the Senegal asked his colleagues to improve their communication and urged them to be more active and start taking initiatives within their territory in order to gain more visibility and recognition.

The list of attendees is attached at the end of this report

The following pages presented a day by day report of the Seminar.

Day 1: 24 November

Meeting of the executive committee of the African Olympians Association

After listening to a message from ANOCA President Gen. Lassana Palenfo and the activity report of the Association President, Amadou Dia Ba, members of the executive committee were briefed on a the joint meeting between ANOCA athletes commission and members of the African Olympians Association that took part earlier during the day.

During that meeting, ANOCA athletes' commission members as well as ANOCA President expressed the necessity for the commission and the association to work hand in hand for a better promotion of Olympism in Africa.

Dr Elizabeth Ferris, who was invited to join the Executive Committee meeting, commended the association for the organization of the seminar and encouraged members to consider including more women in their association. Dr Ferris informed members about the ANOCA Women and Sport Forum in which she took part in Cairo and said how important it was that Olympians as well consider having these kinds of activities. At the end of her intervention, some members of the Executive Committee requested more financial assistance from WOA to NOAs as most of the Association do not even have bank accounts and thus no budget. Dr Ferris acknowledge the request and expressed WOA commitment to assist African Associations so as to get than to be autonomous.

Finally Executive committee members shared ideas on improvement of the seminar agenda for the next day and also made recommendations that would help the national associations be more efficient. After this meeting delegates attended the handover ceremony of a Mercedes van to the Libyan NOC by Daimler Chrysler. The ceremony was attended by all participants, ANOCA President and Dr Elizabeth Ferris.

In the evening all delegates were invited to a diner hosted by WOA . During this diner, Dr Elizabeth Ferris and Amadou Dia Ba presented WOA memorabilia to Libyan NOC Executives in recognition to their hospitality and support.

In attendance to the Executive Committee Meeting were.

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|----|-------------------|---|----------------------------|
| 1) | ALGERIE | ☞ | Mr. KAMEL OUCHIA |
| 2) | CONGO BRAZZAVILLE | ☞ | Mr. THEOPHILE N'KOUNKOU |
| 3) | GABON | ☞ | Mme. GISELE PASCALE BEKALE |
| 4) | GAMBIE | ☞ | Mr. DOUDOU JOOF |

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|----|--------------|---|---------------------------|
| 5) | MALI | ☞ | Mr. MOUSSA SAVADOGO |
| 6) | NIGERIA | ☞ | Mr. HENRY AMIKE |
| 7) | SENEGAL | ☞ | Mr. EL HADJ AMADOU DIA BA |
| 8) | SIERRA LEONE | ☞ | Mr. FRANCIS EDWIN |

Plus Lassana PALENFO (ANOCA President), Dr Elizabeth Ferris (WOA VP), Diamil FAYE (CEO, JAPPO SA) and Marwan MAGHUR (Secretary General, NOC of Libya)

Day 2: 25 November 2006

Seminar

The opening ceremony of the seminar took place at El Kebir Hotel where delegates were accommodated. Guests of the day included Dr Lamari, CEO of the NOC of Libya, Marwan Maghur, Secretary General of the NOC of Libya, General Lassana Palenfo ANOCA President, Dr. Elizabeth Ferris WOA Vice President and several Presidents of National Federations. Two Libyan TV channels and local newspapers covered the opening ceremony.

The opening remarks of Amadou Dia Ba were addressed to the NOC of Libya who facilitated the organization of the event by offering free accommodation and the local transport to all participants. On behalf of WOA and all African Olympians, Amadou Dia Ba thanked the Libyan side for giving the seminar more credibility and exposure. Amadou Dia Ba went on thanking WOA for their financial support without it many delegates would have not been able to attend the seminar. Amadou also asked members to regularly consult the website and use it as information too. Each of the members can have a login and a password that they can use to communicate with other members and submit information on their association.

He finally thanked Gen, Lassana Palenfo who is the first ANOCA President to attend an African Olympians Association Seminar which represents the proof of his interest in athletes development and the promotion of the Olympians.

In his address, Gen. Lassana Palenfo confirmed what he said the previous day at the Executive Committee meeting meaning that he and ANOCA are ready to help but associations must make sure that they show dedication and commitment. He expressed the fact that he might make some funds available next year but want to make sure that, if that is the case, the funds only go to national associations that are active. He insisted that Olympians when given

responsibilities in their countries should attend meeting and make regular reports and share it with their colleagues. He share he was aware of some NOCs not supporting or not willing to work or accept the Olympians Association but he was ready to talk to all NOCs and make sure they cooperate with the Olympians Associations. To facilitate these kind of relations, he announced that Amadou Dia Ba will, from January 2007, be invited to join ANOCA Executive committee meetings and represent the view of the athletes.

Following Gen. Palenfo address, Dr Elizabeth Ferris took the floor starting from sending President Pal Smith regards and encouragements to all participants.

After giving delegates a detailed report on the objectives and the activities of WOA, she informed delegates about the fresh resolutions of the world Anti Doping Agency General Assembly that recently took place in Montreal.

Dr Ferris urged Olympians to commit to the fight against doping and informed them about how they can contribute to the fight against doping using special events and the strategy WADA has developed for these events.

Dr. Ferris again talked, this time in front all seminarists, about the necessity of including women and sport activities in the Associations programs.

Following Dr Ferris presentation, President Amadou Dia Ba urged the Association to look for opportunities to organize events in their countries and gave them some examples about what was done in Senegal with almost no budget such as trees planting, environment day, Olympians photo activities etc. He also asked member associations to better communicate and keep in touch with the Regional office which is there to support their activities. After his address, participants were given the opportunity to share their own experience in their respective country with details of their achievements, challenges and upcoming projects. It came out from these exchanges that many associations are not active or any cases, some are doing interesting things but are not sharing it. The discussion was very helpful especially for new members and those attending this kind of meeting for the first time as they got to learnt better from the other associations' experiences.

Finally, Diamil Faye, CEO of JAPPO S.A. who assisted in the preparation and the coordination of the event made a presentation to participants on: 'Developing effective public relations programs for national associations'. The presentation gave valuable information to delegates on how they could improve their relations with the communities, sponsors, NOCs,

the media and all partners that they could work with. In this presentation delegates were provided information on marketing and communication strategies with detailed techniques on preparing and disseminating press releases, developing communication tools such as newsletter and in general all they need to be more visible.

As part of the recommendations of this presentation, it was adopted that the Africa Olympians Association will soon start a newsletter of one or two pages that will keep all members informed and linked.

Major findings

The main findings of the seminar can be summarized as follows:

- International Transport

Thanks to the increase of WOA financial assistance from 50.000 USD to 70.000 USD it was possible to get most of the association to Tripoli with their airfare, visa and per diem fully paid for.

All efforts were made to guarantee the participation of all members associations but due to communication difficulties 5 Associations could not be represented.

- Accommodation and food

Without the help of the Libyan NOCs, it would have not been possible to organize the Seminar as there was no budget for Accommodation. Accommodation was provided in a 4 stars hotel for all delegates. Gen. Palenfo and Dr Ferris were accommodated in five stars hotel also provide by the NOC of Libya

- Food

Apart from the diner of 25 November paid by the NOC of Libya, all meals were covered by the Association included the food for delegates who arrived early [22 December] and left late [28 December]

- Internal Transport

Provided by the Libyan NOC. From Transport from the airport and back to internal trips, the Libyan NOC provided high level services.

- Logistics

The Association spent a considerable amount of time calling all Associations to make sure they all attend the Seminar. Daily follow up with the Libyan NOC was ensured to make sure all visas were delivered and all arrangement made to guarantee the smooth organization of the event. This was achieved with the help JAPPO S.A. which helped convince the Libyans to stage the Seminar. The Dakar office also provided WOA TShirts, caps, folders etc. to each member.

During the seminar were asked to update their contact details to facilitate communication between their association and the Dakar office.

- Activities

The social and cultural activities organized by the Libyan NOC were very helpful and were a good occasion for delegates to mingle and get to know each other better.

Recommendations

The main recommendations are as follows:

- For the Seminar to be successfully run and for all associations to be able to attend future seminars, it is recommended that WOA increases the budget made available as it is very difficult to find a country like Libya that would accept to cover costs of accommodation, transport etc.
- It is strongly recommended that WOA sends an appreciation letter to the NOC of Libya for their support and assistance in the organization of the Seminar.
- The Africa Olympians Association will soon start publishing a newsletter to better link members.

- The President of African Olympians Association will now use other members to visits neighboring members either for the creation of new association, issues resolution or simple follow-up. This is cost effective and would allow members to be more involve
- The Association will start making contacts with African countries/NOCs that could be interested in hosting a seminar in the near future. The President of the Association will work on a short list and start making contacts as early as December 2006.
- It is highly recommended that members associations get their login for WOA website and most important share and communicate their activities through this means. It was noted that during the discussions many NOAs reported important activities that the Regional office was not aware of.
- Following the joint meeting between the ANOCA athletes' commission and the members of the Executive Committee Association of African Olympians, the Association will now start close cooperation with the ANOCA athletes' Commission to promote and contribute to athletes' development.
- All delegates were requested, for future meetings, to send press releases to their local media to inform them about the event. That would help give more visibility to all Associations. The same thing should be done after the meeting when delegates return home.
- After the presentation made Diamil Faye on Public Relations, it was finally recommended that for future Seminar a special theme should be on the program to further educate Association members and raise their profile.

APPENDICES

Appendix 1: Participants list

1) ALGERIE	☞	Mr. KAMEL OUCHIA
2) BENIN	☞	Mme. LAURE ISABELLE KUETHEY
3) BURKINA FASO	☞	Mr. OUIMINGO SALIFOU KOUCKA
4) CAMEROUN	☞	Mr. EMMANUEL ABOLO BIWOLE
5) CONGO BRAZZAVILLE	☞	Mr. THEOPHILE N'KOUNKOU
6) COTE D'IVOIRE	☞	Mr. ANGBO ISAAC
7) EGYPT	☞	Mr. KHALED ZEIN EL DIN
8) GABON	☞	Mme. GISELE PASCALE BEKALE
9) GAMBIE	☞	Mr. DOUDOU JOOF
10) GUINEE CONAKRY	☞	Mr. MOHAMED DIAKITE
11) MALAWI	☞	Mr. MATTEWS KAMBALE
12) MALI	☞	Mr. MOUSSA SAVADOGO
13) MAURITANIE	☞	Mr. BRAHIM MOHAMED
14) NIGER	☞	Mr. BOUREIMA KIMBA
15) NIGERIA	☞	Mr. HENRY AMIKE
16) RCA	☞	Mr. OUMAROU S. BOUBA
17) SENEGAL	☞	Mr. EL HADJ AMADOU DIA BA
18) SEYCHELLES	☞	Mr. IVAN BRIAN ROBERTS
19) SIERRA LEONE	☞	Mr. FRANCIS EDWIN
20) TANZANIE	☞	Mr. SULEIMAN MUJAYA
21) TOGO	☞	Mr. KOSSIVI ATIKPO
22) TCHAD	☞	Mr. DJIMASSAL KEMOBE
23) ZIMBABWE	☞	Mr. JONGA TAPFUMANEI
24) LIBYA	☞	Mr. JAMAL JALOUP

Appendix 2: Presentation of Amadou Dia Ba [see attachment]

Appendix 3: Presentation of Dr Elizabeth Ferris [see attachment]

Appendix 4: Presentation of Diamil Faye [see attachment]