

## **Introduction:**

The Swedish Casting Sport Federation, recognizing the potential for the growth and evolution of the casting sport on a global scale, wishes to encourage a forward-thinking and strategic approach to the sport's future.

Despite efforts over the past 18 years, there has been limited growth and advancement in the sport's popularity and attractiveness. We have reached a critical juncture; it is imperative that we act with urgency and purpose if we are to secure the future of casting sport.

## **Proposal:**

- **Acknowledgment of Previous Efforts:** The ICSF general assembly acknowledges that despite various efforts over the last 18 years, casting sport has not seen the growth or increased attractiveness we all envisioned. It's essential to understand past approaches' limitations and use these insights to inform our future strategy.
- **Inclusive Collaboration:** It is of paramount importance that all current member countries are actively involved in the strategic planning process. A united front is essential; the collective endorsement and commitment of all member countries will be pivotal for the successful realization of our vision for casting sport. If we are not working together, we will not be able to succeed.
- **Strategic Analysis Commission:** The Swedish Casting Sport Federation proposes that the ICSF board be entrusted with the task of commissioning or conducting a comprehensive strategic analysis. This analysis aims to explore avenues for the growth and development of casting sport over the next decade.
- **Completion Date:** The strategic work, encompassing research, analysis, and draft recommendations, should be completed by the end of the 2024 calendar year.



- **Presentation and Approval:** The final strategic plan, which will map out the vision and actionable steps for the next ten years, should be presented to the general assembly for review and approval at the next general assembly in 2025. This plan should be ratified by a majority of all member states, emphasizing the collective responsibility we bear for the sport's future.

- **Scope of the Strategy:**

**Market Analysis:** Understand the current landscape of casting sport in different regions, exploring areas with high growth potential.

**Outreach Programs:** Propose initiatives to introduce and promote casting sport in areas where it is lesser-known.

**Stakeholder Engagement:** Engage current competitors, coaches, fans, and sponsors to gain insights into what can elevate the sport.

**Technological Advancements:** Study and propose the integration of modern technology to improve the sport's accessibility, training methodologies, and spectator experience.

**Sustainability:** Ensure that all growth initiatives are sustainable, environmentally friendly, and socially responsible.

**Budget and Resources:** The board is encouraged to allocate necessary resources for this strategic initiative. Furthermore, if required, the board can form a special committee or hire external consultants to assist with completing the strategic analysis.

**Objective:**

The main goal of this proposal is to ensure the casting sport not only thrives but also reaches new heights in the coming decade. By having a well-thought-out strategy and the united backing of the majority of our member states, we can collectively ensure the sport's growth, sustainability, and wider reach.

*Lina Moild, 2023-09-22*

