

## Introduction:

The dynamic nature of sports necessitates periodic reviews to maintain relevancy, spectator interest, and participant engagement. Within the casting sport community, the coexistence of two disciplines, fly casting and traditional casting sport, presents both an opportunity and a challenge.

The Swedish Casting Sport Federation believes that the time is right to holistically assess the structure and format of our events to make the sport more cohesive, attractive, and engaging.

## Proposal:

- **Inclusive Collaboration:** For this initiative to be successful, active involvement and insights from all ICSF member states are crucial. Every member state has unique experiences, challenges, and perspectives that can enrich the review process. A collective effort, with each member state playing a pivotal role, will ensure a more balanced, comprehensive, and universally accepted evolution of our sport.
- **Event Review Commission:** The Swedish Casting Sport Federation proposes that the ICSF board initiate a project to critically assess all 15 events spanning both fly casting and traditional casting sport disciplines. This review should evaluate the relevance, attractiveness, and competitiveness of each event.
- **Integration Focus:** A key objective of this review should be to explore potential integration points between fly casting and traditional casting sport. This integration aims to:
  - Unify the sport, creating a seamless experience for spectators.
  - Increase commercial appeal, attracting sponsors and media partners.
  - Boost participant numbers by providing a more streamlined and accessible platform for athletes.
- **Stakeholder Engagement:** Engage various stakeholders, including athletes, coaches, fans, commercial partners, and event organizers. Their feedback will be invaluable in shaping the future structure of casting sport events.
- **Completion and Presentation:** The project, inclusive of research, consultations, and recommendations, should be concluded by the end of 2024. The final recommendations should be presented to the general assembly for review and approval at the next general assembly in 2025.



- **Implementation Plan:** Post approval, a phased implementation plan should be developed, ensuring smooth transitions, necessary training for athletes and coaches, and effective communication to all stakeholders.
- **Budget and Resources:** The ICSF board is encouraged to allocate the necessary resources for this crucial initiative. If required, a dedicated committee could be formed to spearhead this project.

**Objective:**

The overarching goal is to rejuvenate and revitalize the casting sport by making it more unified, commercially viable, and spectator-friendly. By merging the strengths of both disciplines and ensuring the involvement of all member states, we aim to create a sport that resonates with today's audience while preserving its core values and traditions.

*Lina Norild, 2023-09-22*

