



International Casting Sport Federation

Member of Sportaccord

Member of International World Games Association

Member of Confederation Internationale de la Peche Sportive

Member of Alliance of Independent Members of Sports

International Casting Sport Federation

Strategic Plan 2016-2020



ICSF Strategic Plan 2016 - 2020

Background and Objectives of the ICSF Strategic Plan - 1

The ICSF is the worlds leading international Casting Sport organization.

The federation has been the most important institution for the international development of Casting Sport for over 60 years and our member count is growing steadily.

The International Casting Sport Federation was founded in 1955 and has since then worked to improve the international practice of Casting Sport.

Today the ICSF counts 56 member associations on all five continents. The athletes compete in the disciplines 1-9, Flycasting and Surfcasting – men and women.

The ICSF Executive Board during their meeting on 2 May 2016 has approved of this strategic plan for the five-years` period of 2016-2020, which serves the objective of defining ICSF`s priorities for the development of the ICSF sporting events and ICSF governance and streamline all efforts according to a vision and the ICSF`s mission.



The ICSF is committed to safeguard the principles of good governance, the Olympic Charta and the Olympic agenda 2020.

ICSF Strategic Plan 2016 - 2020

Background and Objectives of the ICSF Strategic Plan - 2

The sport of Casting is derived from sport fishing. Competitors often use the same equipment when they dry cast as when they fish.

The origin of Casting can be traced to England and the United States during the second half of the 19th century. The first modern-day type tournament was organized in the outskirts of London in 1881.

The sport spread fairly quickly around the world, with many local variations developing in different countries. It wasn't until 1955, when 14 National Associations came together and founded the ICF (now ICSF), this body set the International standards for the sport. The first ICF World Casting Championship was held two years later in Germany.

For a long time all casting was done on water, but in the 1970s the practice of the sport moved from water ponds to sporting grounds and since then the World Championships are regularly. Since 1981 Casting Sport was also represented at the IWGA World Games, which are held every four years, albeit not included in the sports programme of the two last editions since 2005 (World Games in Duisburg).



Mission Statement

The International Casting Sport Federation was founded in 1955 and has since then worked to improve the international practise of Casting Sport.

We are a non-profit organization with the objectives to:

- promote and encourage Tournament Casting Sport throughout the World in conformity with the Olympic principles;
- develop Tournament Casting Sport;
- frame and interpret ICSF Constitution and By-Laws;
- promote and sanction international competitions in plug- and fly-distance and accuracy casting sport;
- arrange dates, events, venues for World Championships to be held every even year and Continental Championships to be held every odd year;
- participate in World Games and arrange the Casting Sport World Games;
- confirm and maintain world record scores, continental record scores and international judges;
- to co-operate with national and international Sport fishing organizations (CIPS);
- to co-operate/participate in/with the IWGA World Games, SportAccord and WADA.

Values of ICSF

The values of Casting Sport:

- Youth appealing
- Doping-free
- Environmental friendly
- Suitable for all age categories
- Concentration and precision
- Passion and Commitment

SWOT Analysis: Strengths/Weaknesses/Opportunities/Threats

Strengths

Number of member associations/clubs
Organizational level of members/cooperation
High level international events
Number of athletes in international events
Age of competitors (9-99)
Very committed/passionate community
Lifestyle sport in nature/outdoor
Environmental friendly
Member of IWGA, SportAccord, AIMS

Opportunities

Easy accessible sport at low cost
Highly committed volunteers
Doping-free sport
Rules easy to understand
Low demands to sport venues at low cost
No permanent venues needed
Great potential for development
Co-operation with Sport Fishing and CIPS
Attractiveness for young people

Weaknesses

Number of competitors in general
Media and commercial presence
Main activities in Europe
Currently not on World Games programme
Limited financial resources
Spectator attendance at events
Gender balance

Threats

Limited opportunities outside Europe
Very competitive market for new sports
Commercial surrounding expecting high level of media presence

ICSF Strategic Goals

The International Casting Sport Federation (ICSF) aims to:

- 1 Achieve IOC recognition and support the Olympic agenda 2020 as active member of the Olympic Family.
- 2 Join programme of World Games and strengthen international co-operation with Multi-Sports Organisations like FISU, IMGA, ANOC, SportAccord.
- 3 Increase Universality: number of national member associations to 75 and participation in international competitions, in particular outside Europe.
- 4 increase media/social media presence and establish TV Broadcast opportunities and establish commercial revenue stream including Sponsoring.
- 5 improve ICSF governance with more efficiency and sustainability of actions.
- 6 Empower image of Casting as a youth appealing, doping-free, environmental friendly sport for all age categories in the nature.

ICSF Action Plan

1 Achieve IOC recognition and support the Olympic agenda 2020 as active member of the Olympic Family

- Focus on proper execution of IOC evaluation requirements concerning the criteria as set out in 2016 application procedure for IOC recognition
- Intensify co-operation with AIMS, ARISF and SportAccord on criteria evaluation
- Establish ICSF Working group on application for IOC recognition
- Establish Basic Principles of Good Governance and Olympic Agenda 2020 principles in ICSF Statutes and rules
- Evaluate ICSF governance and event management structure based on IOC evaluation criteria

ICSF Action Plan

2 Join programme of World Games and strengthen international co-operation with Multi-Sports Organisations like FISU, IMGA, ANOC, SportAccord

- Increase presence in international conventions and meetings like SportAccord convention, IF Forum, WADA Anti-Doping symposium
- Attend The World Games 2016 in Wroclaw as Observers
- Intensify contacts with Birmingham 2021 The World Games Organisers
- Establish working relations with FISU, IMGA, ANOC
- Promote Casting to event Organisers as low-cost sport in the nature

ICSF Action Plan

3 Increase Universality: number of national member associations to 75 and participation in international competitions, in particular outside Europe

- Actively promote Casting Sports in countries where there is no member association existing
- Intensify co-operation with CIPS (Sport Fishing) and broaden event portfolios on both IF sides
- Encourage event participation from within the ICSF member countries
- Focus development programme on event participation
- Appoint ICSF Development Director to work on the universality aspect

ICSF Action Plan

4 increase media/social media presence and establish TV Broadcast opportunities and establish commercial revenue stream including Sponsoring

- Intensify co-operation with CIPS (Sport Fishing) on media relations
- Establish livestream coverage from all ICSF international events
- Appoint ICSF Media Director to work on the media and social media tools
- Appoint ICSF Commercial Director to work on the commercial aspects
- Use IOC recognition to open door for national members to obtain recognition and funding on national level
- Intensify the work of the Marketing Commissions

ICSF Action Plan

5 improve ICSF governance with more efficiency and sustainability of actions

- Overhaul ICSF governance structure
- Implement IOC Basic principles of good governance and Olympic Agenda 2020 principles
- Establish Athlete`s Commission as per IOC guidelines on the establishment of an IF Athlete`s Commission
- Implement IOC Olympic Movement Code on the prevention of manipulation of competitions
- Appoint ICSF Integrity Officer
- Establish Sustainability tool SSET and appoint Sustainability Officer

ICSF Action Plan

6 Empower image of Casting as a youth appealing, doping-free, environmental friendly sport for all age categories in the nature

- Establish ICSF image and brand
- Intensify communication on the values of ICSF and Casting Sports
- Actively promote the image building factors of actions and events
- Adjust sport presentation principles according to image and brand
- Establish learning programmes for members on Casting Sports values

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